



Pets and Products Market Potential

Fort McDowell

Prepared by Esri

Demographic Summary		2023	2028
Population		851	827
Population 18+		584	565
Households		326	318
Median Household Income		\$56,021	\$66,304
Product/Consumer Behavior		Expected Number of Households	MPI
		Percent	
HH Owns Cat		80	106
HH Owns Dog		161	125
HH Owns 1 Cat		41	106
HH Owns 2+ Cats		39	107
HH Owns 1 Dog		91	117
HH Owns 2+ Dogs		70	137
HH Used Canned or Wet Cat Food/6 Mo		46	99
HH Used Packaged Dry Cat Food/6 Mo		78	108
HH Used Cat Treats/6 Mo		50	106
HH Used Cat Litter/6 Mo		73	106
HH Used Canned or Wet Dog Food/6 Mo		69	131
HH Used Packaged Dry Dog Food/6 Mo		152	124
HH Used Dog Biscuits or Treats/6 Mo		124	123
HH Used Flea/Tick/Parasite Prod for Cat/Dog		140	124
HH Purchased Pet Food/12 Mo		19	130
HH Purchased Pet Food from Grocery Store/12 Mo		84	114
HH Purchased Pet Food from Petco/12 Mo		21	95
HH Purchased Pet Food from PetSmart/12 Mo		35	117
HH Purchased Pet Food from Oth Spec Pet Store/12 Mo		21	122
HH Purchased Pet Food from Wholesale Club/12 Mo		21	128
HH Purchased Pet Food Online/12 Mo		44	117
HH Purchased Pet Food from Vet/12 Mo		12	112
HH Spent \$1-99 on Pet Food/12 Mo		21	109
HH Spent \$100 -199 on Pet Food/12 Mo		33	122
HH Spent \$200-499 on Pet Food/12 Mo		56	113
HH Spent \$500+ on Pet Food/12 Mo		56	122
HH Purchased Flea Control Online/12 Mo		28	131
HH Purchased Flea Control from Vet/12 Mo		52	124
HH Took Pet 1 Time to Veterinarian/12 Mo		46	115
HH Took Pet 2 Times to Veterinarian/12 Mo		42	112
HH Took Pet 3 Times to Veterinarian/12 Mo		23	112
HH Took Pet 4 Times to Veterinarian/12 Mo		19	129
HH Took Pet 5+ Times to Veterinarian/12 Mo		32	135
HH Spent \$1-99 on Veterinarian Care/12 Mo		8	109
HH Spent \$100-199 on Veterinarian Care/12 Mo		20	122
HH Spent \$200-499 on Veterinarian Care/12 Mo		49	120
HH Spent \$500-799 on Veterinarian Care/12 Mo		22	105
HH Spent \$800+ on Veterinarian Care/12 Mo		38	125
HH Used Professional Pet Service/12 Mo		72	125
HH Used Professional Pet Service 3+ Times/12 Mo		47	129
HH Used Professional Boarding or Kennel Pet Service/12 Mo		16	121
HH Used Professional Grooming Pet Service/12 Mo		58	127
HH Has Pet Insurance		18	119

Data Note: An MPI (Market Potential Index) measures the relative likelihood of households in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2023 and 2028.