



# Pets and Products Market Potential

Gila River

Prepared by Esri

| Demographic Summary                                       |                               | 2023     | 2028     |
|---|-------------------------------|----------|----------|
| Population  |                               | 13,600   | 13,087   |
| Population 18+  |                               | 9,168    | 8,813    |
| Households  |                               | 3,356    | 3,229    |
| Median Household Income                                   |                               | \$31,504 | \$38,062 |
| Product/Consumer Behavior                                 | Expected Number of Households | Percent  | MPI      |
| HH Owns Cat   | 634                           | 18.9%    | 82       |
| HH Owns Dog   | 1,194                         | 35.6%    | 90       |
| HH Owns 1 Cat   | 337                           | 10.0%    | 84       |
| HH Owns 2+ Cats   | 299                           | 8.9%     | 80       |
| HH Owns 1 Dog   | 741                           | 22.1%    | 92       |
| HH Owns 2+ Dogs   | 451                           | 13.4%    | 86       |
| HH Used Canned or Wet Cat Food/6 Mo                       | 433                           | 12.9%    | 91       |
| HH Used Packaged Dry Cat Food/6 Mo                        | 611                           | 18.2%    | 82       |
| HH Used Cat Treats/6 Mo                                   | 411                           | 12.2%    | 85       |
| HH Used Cat Litter/6 Mo                                   | 564                           | 16.8%    | 80       |
| HH Used Canned or Wet Dog Food/6 Mo                       | 557                           | 16.6%    | 103      |
| HH Used Packaged Dry Dog Food/6 Mo                        | 1,115                         | 33.2%    | 88       |
| HH Used Dog Biscuits or Treats/6 Mo                       | 858                           | 25.6%    | 83       |
| HH Used Flea/Tick/Parasite Prod for Cat/Dog               | 976                           | 29.1%    | 84       |
| HH Purchased Pet Food/12 Mo                               | 119                           | 3.5%     | 79       |
| HH Purchased Pet Food from Grocery Store/12 Mo            | 650                           | 19.4%    | 85       |
| HH Purchased Pet Food from Petco/12 Mo                    | 179                           | 5.3%     | 79       |
| HH Purchased Pet Food from PetSmart/12 Mo                 | 248                           | 7.4%     | 80       |
| HH Purchased Pet Food from Oth Spec Pet Store/12 Mo       | 114                           | 3.4%     | 64       |
| HH Purchased Pet Food from Wholesale Club/12 Mo           | 119                           | 3.5%     | 70       |
| HH Purchased Pet Food Online/12 Mo                        | 274                           | 8.2%     | 71       |
| HH Purchased Pet Food from Vet/12 Mo                      | 96                            | 2.9%     | 87       |
| HH Spent \$1-99 on Pet Food/12 Mo                         | 256                           | 7.6%     | 129      |
| HH Spent \$100 -199 on Pet Food/12 Mo                     | 266                           | 7.9%     | 95       |
| HH Spent \$200-499 on Pet Food/12 Mo                      | 383                           | 11.4%    | 75       |
| HH Spent \$500+ on Pet Food/12 Mo                         | 350                           | 10.4%    | 74       |
| HH Purchased Flea Control Online/12 Mo                    | 162                           | 4.8%     | 74       |
| HH Purchased Flea Control from Vet/12 Mo                  | 287                           | 8.6%     | 66       |
| HH Took Pet 1 Time to Veterinarian/12 Mo                  | 354                           | 10.5%    | 86       |
| HH Took Pet 2 Times to Veterinarian/12 Mo                 | 335                           | 10.0%    | 87       |
| HH Took Pet 3 Times to Veterinarian/12 Mo                 | 157                           | 4.7%     | 74       |
| HH Took Pet 4 Times to Veterinarian/12 Mo                 | 120                           | 3.6%     | 79       |
| HH Took Pet 5+ Times to Veterinarian/12 Mo                | 177                           | 5.3%     | 73       |
| HH Spent \$1-99 on Veterinarian Care/12 Mo                | 91                            | 2.7%     | 120      |
| HH Spent \$100-199 on Veterinarian Care/12 Mo             | 152                           | 4.5%     | 90       |
| HH Spent \$200-499 on Veterinarian Care/12 Mo             | 361                           | 10.8%    | 86       |
| HH Spent \$500-799 on Veterinarian Care/12 Mo             | 132                           | 3.9%     | 61       |
| HH Spent \$800+ on Veterinarian Care/12 Mo                | 237                           | 7.1%     | 76       |
| HH Used Professional Pet Service/12 Mo                    | 521                           | 15.5%    | 88       |
| HH Used Professional Pet Service 3+ Times/12 Mo           | 331                           | 9.9%     | 88       |
| HH Used Professional Boarding or Kennel Pet Service/12 Mo | 89                            | 2.7%     | 65       |
| HH Used Professional Grooming Pet Service/12 Mo           | 455                           | 13.6%    | 97       |
| HH Has Pet Insurance                                      | 134                           | 4.0%     | 86       |

**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.