



Pets and Products Market Potential

Hualapai

Prepared by Esri

Demographic Summary		2023	2028
Population		783	752
Population 18+		499	481
Households		345	335
Median Household Income		\$39,080	\$47,172
Product/Consumer Behavior	Expected Number of Households	Percent	MPI
HH Owns Cat	84	24.3%	105
HH Owns Dog	122	35.4%	89
HH Owns 1 Cat	40	11.6%	97
HH Owns 2+ Cats	44	12.8%	114
HH Owns 1 Dog	74	21.4%	90
HH Owns 2+ Dogs	48	13.9%	89
HH Used Canned or Wet Cat Food/6 Mo	54	15.7%	110
HH Used Packaged Dry Cat Food/6 Mo	77	22.3%	101
HH Used Cat Treats/6 Mo	51	14.8%	102
HH Used Cat Litter/6 Mo	78	22.6%	107
HH Used Canned or Wet Dog Food/6 Mo	55	15.9%	99
HH Used Packaged Dry Dog Food/6 Mo	117	33.9%	90
HH Used Dog Biscuits or Treats/6 Mo	97	28.1%	91
HH Used Flea/Tick/Parasite Prod for Cat/Dog	107	31.0%	89
HH Purchased Pet Food/12 Mo	12	3.5%	77
HH Purchased Pet Food from Grocery Store/12 Mo	92	26.7%	117
HH Purchased Pet Food from Petco/12 Mo	17	4.9%	73
HH Purchased Pet Food from PetSmart/12 Mo	22	6.4%	69
HH Purchased Pet Food from Oth Spec Pet Store/12 Mo	16	4.6%	88
HH Purchased Pet Food from Wholesale Club/12 Mo	17	4.9%	98
HH Purchased Pet Food Online/12 Mo	30	8.7%	75
HH Purchased Pet Food from Vet/12 Mo	5	1.4%	44
HH Spent \$1-99 on Pet Food/12 Mo	21	6.1%	103
HH Spent \$100 -199 on Pet Food/12 Mo	23	6.7%	80
HH Spent \$200-499 on Pet Food/12 Mo	56	16.2%	107
HH Spent \$500+ on Pet Food/12 Mo	31	9.0%	64
HH Purchased Flea Control Online/12 Mo	24	7.0%	106
HH Purchased Flea Control from Vet/12 Mo	39	11.3%	88
HH Took Pet 1 Time to Veterinarian/12 Mo	41	11.9%	97
HH Took Pet 2 Times to Veterinarian/12 Mo	24	7.0%	61
HH Took Pet 3 Times to Veterinarian/12 Mo	24	7.0%	111
HH Took Pet 4 Times to Veterinarian/12 Mo	14	4.1%	90
HH Took Pet 5+ Times to Veterinarian/12 Mo	22	6.4%	88
HH Spent \$1-99 on Veterinarian Care/12 Mo	11	3.2%	142
HH Spent \$100-199 on Veterinarian Care/12 Mo	18	5.2%	104
HH Spent \$200-499 on Veterinarian Care/12 Mo	31	9.0%	72
HH Spent \$500-799 on Veterinarian Care/12 Mo	18	5.2%	81
HH Spent \$800+ on Veterinarian Care/12 Mo	24	7.0%	75
HH Used Professional Pet Service/12 Mo	42	12.2%	69
HH Used Professional Pet Service 3+ Times/12 Mo	25	7.2%	65
HH Used Professional Boarding or Kennel Pet Service/12 Mo	12	3.5%	86
HH Used Professional Grooming Pet Service/12 Mo	36	10.4%	75
HH Has Pet Insurance	15	4.3%	94

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.