



# Pets and Products Market Potential

Kaibab

Prepared by Esri

Demographic Summary		2023	2028
Population		412	403
Population 18+		207	202
Households		105	104
Median Household Income		\$45,276	\$53,103
Product/Consumer Behavior	Expected Number of Households	Percent	MPI
HH Owns Cat	17	16.2%	70
HH Owns Dog	46	43.8%	111
HH Owns 1 Cat	10	9.5%	80
HH Owns 2+ Cats	7	6.7%	60
HH Owns 1 Dog	20	19.0%	80
HH Owns 2+ Dogs	26	24.8%	159
HH Used Canned or Wet Cat Food/6 Mo	8	7.6%	54
HH Used Packaged Dry Cat Food/6 Mo	16	15.2%	69
HH Used Cat Treats/6 Mo	9	8.6%	59
HH Used Cat Litter/6 Mo	14	13.3%	63
HH Used Canned or Wet Dog Food/6 Mo	17	16.2%	100
HH Used Packaged Dry Dog Food/6 Mo	44	41.9%	111
HH Used Dog Biscuits or Treats/6 Mo	32	30.5%	98
HH Used Flea/Tick/Parasite Prod for Cat/Dog	34	32.4%	93
HH Purchased Pet Food/12 Mo	4	3.8%	85
HH Purchased Pet Food from Grocery Store/12 Mo	25	23.8%	105
HH Purchased Pet Food from Petco/12 Mo	7	6.7%	99
HH Purchased Pet Food from PetSmart/12 Mo	9	8.6%	93
HH Purchased Pet Food from Oth Spec Pet Store/12 Mo	5	4.8%	90
HH Purchased Pet Food from Wholesale Club/12 Mo	7	6.7%	132
HH Purchased Pet Food Online/12 Mo	9	8.6%	74
HH Purchased Pet Food from Vet/12 Mo	3	2.9%	87
HH Spent \$1-99 on Pet Food/12 Mo	7	6.7%	113
HH Spent \$100 -199 on Pet Food/12 Mo	10	9.5%	115
HH Spent \$200-499 on Pet Food/12 Mo	15	14.3%	94
HH Spent \$500+ on Pet Food/12 Mo	11	10.5%	75
HH Purchased Flea Control Online/12 Mo	6	5.7%	87
HH Purchased Flea Control from Vet/12 Mo	9	8.6%	67
HH Took Pet 1 Time to Veterinarian/12 Mo	11	10.5%	85
HH Took Pet 2 Times to Veterinarian/12 Mo	11	10.5%	91
HH Took Pet 3 Times to Veterinarian/12 Mo	6	5.7%	91
HH Took Pet 4 Times to Veterinarian/12 Mo	5	4.8%	105
HH Took Pet 5+ Times to Veterinarian/12 Mo	6	5.7%	79
HH Spent \$1-99 on Veterinarian Care/12 Mo	2	1.9%	85
HH Spent \$100-199 on Veterinarian Care/12 Mo	4	3.8%	76
HH Spent \$200-499 on Veterinarian Care/12 Mo	10	9.5%	76
HH Spent \$500-799 on Veterinarian Care/12 Mo	6	5.7%	89
HH Spent \$800+ on Veterinarian Care/12 Mo	8	7.6%	82
HH Used Professional Pet Service/12 Mo	15	14.3%	81
HH Used Professional Pet Service 3+ Times/12 Mo	9	8.6%	77
HH Used Professional Boarding or Kennel Pet Service/12 Mo	2	1.9%	47
HH Used Professional Grooming Pet Service/12 Mo	14	13.3%	95
HH Has Pet Insurance	3	2.9%	61

**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.