



# Pets and Products Market Potential

Salt River Pima-Maricopa  
Area: 683.34 square miles

Prepared by Esri

Demographic Summary		2023	2028	
Population		20,644	20,255	
Population 18+		14,524	14,274	
Households		5,715	5,635	
Median Household Income		\$37,550	\$45,466	
Product/Consumer Behavior		Expected Number of Households	Percent	MPI
HH Owns Cat		1,154	20.2%	87
HH Owns Dog		2,203	38.5%	98
HH Owns 1 Cat		589	10.3%	87
HH Owns 2+ Cats		567	9.9%	89
HH Owns 1 Dog		1,351	23.6%	99
HH Owns 2+ Dogs		850	14.9%	95
HH Used Canned or Wet Cat Food/6 Mo		753	13.2%	93
HH Used Packaged Dry Cat Food/6 Mo		1,113	19.5%	88
HH Used Cat Treats/6 Mo		768	13.4%	93
HH Used Cat Litter/6 Mo		1,034	18.1%	86
HH Used Canned or Wet Dog Food/6 Mo		970	17.0%	105
HH Used Packaged Dry Dog Food/6 Mo		2,042	35.7%	95
HH Used Dog Biscuits or Treats/6 Mo		1,616	28.3%	91
HH Used Flea/Tick/Parasite Prod for Cat/Dog		1,786	31.3%	90
HH Purchased Pet Food/12 Mo		222	3.9%	86
HH Purchased Pet Food from Grocery Store/12 Mo		1,175	20.6%	91
HH Purchased Pet Food from Petco/12 Mo		314	5.5%	81
HH Purchased Pet Food from PetSmart/12 Mo		449	7.9%	85
HH Purchased Pet Food from Oth Spec Pet Store/12 Mo		212	3.7%	70
HH Purchased Pet Food from Wholesale Club/12 Mo		224	3.9%	78
HH Purchased Pet Food Online/12 Mo		546	9.6%	83
HH Purchased Pet Food from Vet/12 Mo		181	3.2%	97
HH Spent \$1-99 on Pet Food/12 Mo		427	7.5%	126
HH Spent \$100 -199 on Pet Food/12 Mo		476	8.3%	100
HH Spent \$200-499 on Pet Food/12 Mo		738	12.9%	85
HH Spent \$500+ on Pet Food/12 Mo		689	12.1%	86
HH Purchased Flea Control Online/12 Mo		314	5.5%	84
HH Purchased Flea Control from Vet/12 Mo		552	9.7%	75
HH Took Pet 1 Time to Veterinarian/12 Mo		635	11.1%	91
HH Took Pet 2 Times to Veterinarian/12 Mo		636	11.1%	97
HH Took Pet 3 Times to Veterinarian/12 Mo		306	5.4%	85
HH Took Pet 4 Times to Veterinarian/12 Mo		234	4.1%	90
HH Took Pet 5+ Times to Veterinarian/12 Mo		335	5.9%	81
HH Spent \$1-99 on Veterinarian Care/12 Mo		155	2.7%	120
HH Spent \$100-199 on Veterinarian Care/12 Mo		286	5.0%	100
HH Spent \$200-499 on Veterinarian Care/12 Mo		674	11.8%	94
HH Spent \$500-799 on Veterinarian Care/12 Mo		262	4.6%	71
HH Spent \$800+ on Veterinarian Care/12 Mo		460	8.0%	86
HH Used Professional Pet Service/12 Mo		939	16.4%	93
HH Used Professional Pet Service 3+ Times/12 Mo		591	10.3%	93
HH Used Professional Boarding or Kennel Pet Service/12 Mo		149	2.6%	64
HH Used Professional Grooming Pet Service/12 Mo		815	14.3%	102
HH Has Pet Insurance		231	4.0%	87

**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.