



Pets and Products Market Potential

Tonto Apache

Prepared by Esri

Demographic Summary		2023	2028
Population		126	125
Population 18+		105	104
Households		37	37
Median Household Income		\$53,760	\$60,814
Product/Consumer Behavior	Expected Number of Households	Percent	MPI
HH Owns Cat	10	27.0%	117
HH Owns Dog	18	48.6%	123
HH Owns 1 Cat	6	16.2%	136
HH Owns 2+ Cats	5	13.5%	121
HH Owns 1 Dog	10	27.0%	113
HH Owns 2+ Dogs	7	18.9%	121
HH Used Canned or Wet Cat Food/6 Mo	6	16.2%	114
HH Used Packaged Dry Cat Food/6 Mo	10	27.0%	122
HH Used Cat Treats/6 Mo	7	18.9%	131
HH Used Cat Litter/6 Mo	9	24.3%	115
HH Used Canned or Wet Dog Food/6 Mo	7	18.9%	117
HH Used Packaged Dry Dog Food/6 Mo	17	45.9%	122
HH Used Dog Biscuits or Treats/6 Mo	14	37.8%	122
HH Used Flea/Tick/Parasite Prod for Cat/Dog	16	43.2%	124
HH Purchased Pet Food/12 Mo	2	5.4%	120
HH Purchased Pet Food from Grocery Store/12 Mo	9	24.3%	107
HH Purchased Pet Food from Petco/12 Mo	2	5.4%	80
HH Purchased Pet Food from PetSmart/12 Mo	4	10.8%	117
HH Purchased Pet Food from Oth Spec Pet Store/12 Mo	2	5.4%	102
HH Purchased Pet Food from Wholesale Club/12 Mo	2	5.4%	107
HH Purchased Pet Food Online/12 Mo	4	10.8%	93
HH Purchased Pet Food from Vet/12 Mo	2	5.4%	165
HH Spent \$1-99 on Pet Food/12 Mo	2	5.4%	91
HH Spent \$100 -199 on Pet Food/12 Mo	4	10.8%	130
HH Spent \$200-499 on Pet Food/12 Mo	6	16.2%	107
HH Spent \$500+ on Pet Food/12 Mo	6	16.2%	115
HH Purchased Flea Control Online/12 Mo	3	8.1%	124
HH Purchased Flea Control from Vet/12 Mo	6	16.2%	126
HH Took Pet 1 Time to Veterinarian/12 Mo	5	13.5%	110
HH Took Pet 2 Times to Veterinarian/12 Mo	5	13.5%	118
HH Took Pet 3 Times to Veterinarian/12 Mo	3	8.1%	129
HH Took Pet 4 Times to Veterinarian/12 Mo	1	2.7%	60
HH Took Pet 5+ Times to Veterinarian/12 Mo	4	10.8%	149
HH Spent \$1-99 on Veterinarian Care/12 Mo	0	0.0%	0
HH Spent \$100-199 on Veterinarian Care/12 Mo	2	5.4%	108
HH Spent \$200-499 on Veterinarian Care/12 Mo	5	13.5%	108
HH Spent \$500-799 on Veterinarian Care/12 Mo	3	8.1%	126
HH Spent \$800+ on Veterinarian Care/12 Mo	4	10.8%	116
HH Used Professional Pet Service/12 Mo	8	21.6%	123
HH Used Professional Pet Service 3+ Times/12 Mo	4	10.8%	97
HH Used Professional Boarding or Kennel Pet Service/12 Mo	2	5.4%	133
HH Used Professional Grooming Pet Service/12 Mo	6	16.2%	116
HH Has Pet Insurance	2	5.4%	116

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.

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