



Pets and Products Market Potential

White Mountain

Prepared by Esri

Demographic Summary		2023	2028
Population		14,367	14,241
Population 18+		9,190	9,034
Households		3,499	3,487
Median Household Income		\$44,698	\$49,962
Product/Consumer Behavior	Expected Number of Households	Percent	MPI
HH Owns Cat	729	20.8%	90
HH Owns Dog	1,550	44.3%	112
HH Owns 1 Cat	364	10.4%	87
HH Owns 2+ Cats	366	10.5%	93
HH Owns 1 Dog	837	23.9%	100
HH Owns 2+ Dogs	712	20.3%	130
HH Used Canned or Wet Cat Food/6 Mo	464	13.3%	93
HH Used Packaged Dry Cat Food/6 Mo	717	20.5%	92
HH Used Cat Treats/6 Mo	450	12.9%	89
HH Used Cat Litter/6 Mo	650	18.6%	88
HH Used Canned or Wet Dog Food/6 Mo	656	18.7%	116
HH Used Packaged Dry Dog Food/6 Mo	1,452	41.5%	110
HH Used Dog Biscuits or Treats/6 Mo	1,152	32.9%	106
HH Used Flea/Tick/Parasite Prod for Cat/Dog	1,236	35.3%	102
HH Purchased Pet Food/12 Mo	143	4.1%	91
HH Purchased Pet Food from Grocery Store/12 Mo	809	23.1%	102
HH Purchased Pet Food from Petco/12 Mo	226	6.5%	96
HH Purchased Pet Food from PetSmart/12 Mo	296	8.5%	92
HH Purchased Pet Food from Oth Spec Pet Store/12 Mo	150	4.3%	81
HH Purchased Pet Food from Wholesale Club/12 Mo	152	4.3%	86
HH Purchased Pet Food Online/12 Mo	354	10.1%	87
HH Purchased Pet Food from Vet/12 Mo	125	3.6%	109
HH Spent \$1-99 on Pet Food/12 Mo	263	7.5%	127
HH Spent \$100 -199 on Pet Food/12 Mo	319	9.1%	110
HH Spent \$200-499 on Pet Food/12 Mo	518	14.8%	97
HH Spent \$500+ on Pet Food/12 Mo	478	13.7%	97
HH Purchased Flea Control Online/12 Mo	207	5.9%	90
HH Purchased Flea Control from Vet/12 Mo	388	11.1%	86
HH Took Pet 1 Time to Veterinarian/12 Mo	407	11.6%	95
HH Took Pet 2 Times to Veterinarian/12 Mo	406	11.6%	101
HH Took Pet 3 Times to Veterinarian/12 Mo	220	6.3%	100
HH Took Pet 4 Times to Veterinarian/12 Mo	166	4.7%	105
HH Took Pet 5+ Times to Veterinarian/12 Mo	239	6.8%	94
HH Spent \$1-99 on Veterinarian Care/12 Mo	101	2.9%	128
HH Spent \$100-199 on Veterinarian Care/12 Mo	189	5.4%	108
HH Spent \$200-499 on Veterinarian Care/12 Mo	432	12.3%	98
HH Spent \$500-799 on Veterinarian Care/12 Mo	202	5.8%	90
HH Spent \$800+ on Veterinarian Care/12 Mo	318	9.1%	97
HH Used Professional Pet Service/12 Mo	614	17.5%	100
HH Used Professional Pet Service 3+ Times/12 Mo	381	10.9%	98
HH Used Professional Boarding or Kennel Pet Service/12 Mo	96	2.7%	68
HH Used Professional Grooming Pet Service/12 Mo	532	15.2%	109
HH Has Pet Insurance	154	4.4%	95

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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