



Pets and Products Market Potential

Yavapai-Apache Nation
Area: 2.77 square miles

Prepared by Esri

Demographic Summary		2023	2028	
Population		1,102	1,126	
Population 18+		896	915	
Households		350	365	
Median Household Income		\$42,019	\$55,271	
Product/Consumer Behavior		Expected Number of Households	Percent	MPI
HH Owns Cat		139	39.7%	172
HH Owns Dog		212	60.6%	153
HH Owns 1 Cat		60	17.1%	144
HH Owns 2+ Cats		79	22.6%	201
HH Owns 1 Dog		105	30.0%	126
HH Owns 2+ Dogs		108	30.9%	198
HH Used Canned or Wet Cat Food/6 Mo		76	21.7%	153
HH Used Packaged Dry Cat Food/6 Mo		133	38.0%	171
HH Used Cat Treats/6 Mo		78	22.3%	154
HH Used Cat Litter/6 Mo		110	31.4%	149
HH Used Canned or Wet Dog Food/6 Mo		92	26.3%	163
HH Used Packaged Dry Dog Food/6 Mo		202	57.7%	154
HH Used Dog Biscuits or Treats/6 Mo		159	45.4%	147
HH Used Flea/Tick/Parasite Prod for Cat/Dog		196	56.0%	161
HH Purchased Pet Food/12 Mo		26	7.4%	165
HH Purchased Pet Food from Grocery Store/12 Mo		127	36.3%	160
HH Purchased Pet Food from Petco/12 Mo		18	5.1%	76
HH Purchased Pet Food from PetSmart/12 Mo		40	11.4%	124
HH Purchased Pet Food from Oth Spec Pet Store/12 Mo		19	5.4%	103
HH Purchased Pet Food from Wholesale Club/12 Mo		24	6.9%	136
HH Purchased Pet Food Online/12 Mo		46	13.1%	113
HH Purchased Pet Food from Vet/12 Mo		12	3.4%	105
HH Spent \$1-99 on Pet Food/12 Mo		27	7.7%	131
HH Spent \$100 -199 on Pet Food/12 Mo		34	9.7%	117
HH Spent \$200-499 on Pet Food/12 Mo		83	23.7%	156
HH Spent \$500+ on Pet Food/12 Mo		78	22.3%	159
HH Purchased Flea Control Online/12 Mo		38	10.9%	165
HH Purchased Flea Control from Vet/12 Mo		69	19.7%	153
HH Took Pet 1 Time to Veterinarian/12 Mo		58	16.6%	135
HH Took Pet 2 Times to Veterinarian/12 Mo		51	14.6%	127
HH Took Pet 3 Times to Veterinarian/12 Mo		31	8.9%	141
HH Took Pet 4 Times to Veterinarian/12 Mo		19	5.4%	120
HH Took Pet 5+ Times to Veterinarian/12 Mo		44	12.6%	173
HH Spent \$1-99 on Veterinarian Care/12 Mo		10	2.9%	127
HH Spent \$100-199 on Veterinarian Care/12 Mo		27	7.7%	154
HH Spent \$200-499 on Veterinarian Care/12 Mo		68	19.4%	155
HH Spent \$500-799 on Veterinarian Care/12 Mo		33	9.4%	147
HH Spent \$800+ on Veterinarian Care/12 Mo		44	12.6%	135
HH Used Professional Pet Service/12 Mo		74	21.1%	120
HH Used Professional Pet Service 3+ Times/12 Mo		45	12.9%	115
HH Used Professional Boarding or Kennel Pet Service/12 Mo		19	5.4%	134
HH Used Professional Grooming Pet Service/12 Mo		60	17.1%	123
HH Has Pet Insurance		18	5.1%	111

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.