



# Pets and Products Market Potential

Quechan

Prepared by Esri

Demographic Summary		2022	2027
Population		2,165	2,132
Population 18+		1,518	1,490
Households		709	698
Median Household Income		\$40,589	\$44,289
Product/Consumer Behavior	Expected Number of Households	Percent	MPI
HH owns any pet	424	59.8%	114
HH owns any bird	22	3.1%	168
HH owns any cat	176	24.8%	108
HH owns any dog	348	49.1%	124
HH owns 1 cat	91	12.8%	108
HH owns 2+ cats	86	12.1%	109
HH owns 1 dog	175	24.7%	103
HH owns 2+ dogs	174	24.5%	157
HH used canned/wet cat food in last 6 months	89	12.6%	91
HH used packaged dry cat food in last 6 months	173	24.4%	111
HH used cat treats in last 6 months	91	12.8%	97
HH used cat litter in last 6 months	146	20.6%	99
HH used canned/wet dog food in last 6 months	154	21.7%	136
HH used packaged dry dog food in last 6 months	334	47.1%	124
HH used dog biscuits/treats in last 6 months	252	35.5%	116
HH used flea/tick/parasite prod cat/dog last 12 months	312	44.0%	126
HH purchased pet food in last 12 months: from discount store	52	7.3%	129
HH purchased pet food in last 12 months: from grocery store	200	28.2%	114
HH purchased pet food in last 12 months: from PETCO	38	5.4%	81
HH purchased pet food in last 12 months: from PetSmart	56	7.9%	84
HH purchased pet food last 12 months: other specialty pet store	23	3.2%	56
HH purchased pet food in last 12 months: from wholesale club	31	4.4%	92
HH purchased pet food in last 12 months: Internet/online	93	13.1%	102
HH purchased pet food in last 12 months: from veterinarian	27	3.8%	106
HH spent \$1-99 on pet food in last 12 months	58	8.2%	126
HH spent \$100 -199 on pet food in last 12 months	83	11.7%	138
HH spent \$200-499 on pet food in last 12 months	105	14.8%	99
HH spent pet food in last 12 months: \$500+	110	15.5%	121
HH purchased flea control in last 12 months: Internet/online	55	7.8%	109
HH purchased flea control in last 12 months: from veterinarian	112	15.8%	125
HH member took pet to vet in last 12 months: 1 time	111	15.7%	118
HH member took pet to vet in last 12 months: 2 times	92	13.0%	110
HH member took pet to vet in last 12 months: 3 times	55	7.8%	116
HH member took pet to vet in last 12 months: 4 times	40	5.6%	120
HH member took pet to vet in last 12 months: 5+ times	51	7.2%	103
HH spent \$1-99 on veterinarian care in the last 12 months	27	3.8%	134
HH spent \$100 -199 on veterinarian care in the last 12 months	40	5.6%	107
HH spent \$200-499 on veterinarian care in the last 12 months	124	17.5%	136
HH spent \$500-799 on veterinarian care in the last 12 months	40	5.6%	94
HH spent \$800+ on veterinarian care in the last 12 months	61	8.6%	103
HH used professional pet service in last 12 months	130	18.3%	102
HH used professional pet service 3+ times last 12	87	12.3%	108
HH used professional pet service: boarding/kennel	22	3.1%	76
HH used professional pet service: grooming	114	16.1%	114
HH has pet insurance	22	3.1%	69

**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 2022 and 2027.