



# Pets and Products Market Potential

Cocopah

Prepared by Esri

Demographic Summary		2022	2027
Population		873	940
Population 18+		665	719
Households		360	383
Median Household Income		\$36,509	\$40,853
Product/Consumer Behavior	Expected Number of Households	Percent	MPI
HH owns any pet	176	48.9%	93
HH owns any bird	6	1.7%	90
HH owns any cat	86	23.9%	104
HH owns any dog	140	38.9%	98
HH owns 1 cat	45	12.5%	105
HH owns 2+ cats	40	11.1%	100
HH owns 1 dog	76	21.1%	88
HH owns 2+ dogs	64	17.8%	114
HH used canned/wet cat food in last 6 months	50	13.9%	101
HH used packaged dry cat food in last 6 months	82	22.8%	103
HH used cat treats in last 6 months	45	12.5%	95
HH used cat litter in last 6 months	72	20.0%	96
HH used canned/wet dog food in last 6 months	57	15.8%	99
HH used packaged dry dog food in last 6 months	134	37.2%	98
HH used dog biscuits/treats in last 6 months	102	28.3%	93
HH used flea/tick/parasite prod cat/dog last 12 months	123	34.2%	98
HH purchased pet food in last 12 months: from discount store	20	5.6%	98
HH purchased pet food in last 12 months: from grocery store	99	27.5%	112
HH purchased pet food in last 12 months: from PETCO	19	5.3%	80
HH purchased pet food in last 12 months: from PetSmart	29	8.1%	85
HH purchased pet food last 12 months: other specialty pet store	18	5.0%	86
HH purchased pet food in last 12 months: from wholesale club	13	3.6%	76
HH purchased pet food in last 12 months: Internet/online	39	10.8%	84
HH purchased pet food in last 12 months: from veterinarian	13	3.6%	100
HH spent \$1-99 on pet food in last 12 months	28	7.8%	120
HH spent \$100 -199 on pet food in last 12 months	26	7.2%	85
HH spent \$200-499 on pet food in last 12 months	45	12.5%	84
HH spent pet food in last 12 months: \$500+	43	11.9%	93
HH purchased flea control in last 12 months: Internet/online	21	5.8%	82
HH purchased flea control in last 12 months: from veterinarian	51	14.2%	112
HH member took pet to vet in last 12 months: 1 time	49	13.6%	102
HH member took pet to vet in last 12 months: 2 times	35	9.7%	83
HH member took pet to vet in last 12 months: 3 times	20	5.6%	83
HH member took pet to vet in last 12 months: 4 times	17	4.7%	100
HH member took pet to vet in last 12 months: 5+ times	24	6.7%	96
HH spent \$1-99 on veterinarian care in the last 12 months	11	3.1%	108
HH spent \$100 -199 on veterinarian care in the last 12 months	17	4.7%	90
HH spent \$200-499 on veterinarian care in the last 12 months	44	12.2%	95
HH spent \$500-799 on veterinarian care in the last 12 months	16	4.4%	74
HH spent \$800+ on veterinarian care in the last 12 months	28	7.8%	93
HH used professional pet service in last 12 months	56	15.6%	87
HH used professional pet service 3+ times last 12	35	9.7%	86
HH used professional pet service: boarding/kennel	15	4.2%	101
HH used professional pet service: grooming	42	11.7%	83
HH has pet insurance	15	4.2%	93

**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.

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