

| Demographic Summary | | 2022 | 2027 |
|---|-------------------------------|----------|----------|
| Population | | 160,828 | 158,223 |
| Population 18+ | | 114,115 | 112,304 |
| Households | | 48,504 | 48,078 |
| Median Household Income | | \$32,761 | \$36,348 |
| Product/Consumer Behavior | Expected Number of Households | Percent | MPI |
| HH owns any pet | 26,055 | 53.7% | 102 |
| HH owns any bird | 1,280 | 2.6% | 143 |
| HH owns any cat | 11,018 | 22.7% | 99 |
| HH owns any dog | 21,596 | 44.5% | 112 |
| HH owns 1 cat | 6,034 | 12.4% | 105 |
| HH owns 2+ cats | 4,977 | 10.3% | 92 |
| HH owns 1 dog | 9,446 | 19.5% | 81 |
| HH owns 2+ dogs | 12,152 | 25.1% | 160 |
| HH used canned/wet cat food in last 6 months | 5,971 | 12.3% | 89 |
| HH used packaged dry cat food in last 6 months | 10,663 | 22.0% | 100 |
| HH used cat treats in last 6 months | 5,325 | 11.0% | 83 |
| HH used cat litter in last 6 months | 9,334 | 19.2% | 93 |
| HH used canned/wet dog food in last 6 months | 9,574 | 19.7% | 124 |
| HH used packaged dry dog food in last 6 months | 21,081 | 43.5% | 115 |
| HH used dog biscuits/treats in last 6 months | 15,903 | 32.8% | 107 |
| HH used flea/tick/parasite prod cat/dog last 12 months | 19,280 | 39.7% | 114 |
| HH purchased pet food in last 12 months: from discount store | 2,916 | 6.0% | 106 |
| HH purchased pet food in last 12 months: from grocery store | 12,189 | 25.1% | 102 |
| HH purchased pet food in last 12 months: from PETCO | 2,691 | 5.5% | 84 |
| HH purchased pet food in last 12 months: from PetSmart | 3,468 | 7.1% | 76 |
| HH purchased pet food last 12 months: other specialty pet store | 1,599 | 3.3% | 56 |
| HH purchased pet food in last 12 months: from wholesale club | 2,367 | 4.9% | 102 |
| HH purchased pet food in last 12 months: Internet/online | 5,422 | 11.2% | 87 |
| HH purchased pet food in last 12 months: from veterinarian | 1,698 | 3.5% | 97 |
| HH spent \$1-99 on pet food in last 12 months | 4,294 | 8.9% | 136 |
| HH spent \$100 -199 on pet food in last 12 months | 4,499 | 9.3% | 110 |
| HH spent \$200-499 on pet food in last 12 months | 6,006 | 12.4% | 83 |
| HH spent pet food in last 12 months: \$500+ | 6,678 | 13.8% | 107 |
| HH purchased flea control in last 12 months: Internet/online | 3,403 | 7.0% | 98 |
| HH purchased flea control in last 12 months: from veterinarian | 6,800 | 14.0% | 111 |
| HH member took pet to vet in last 12 months: 1 time | 6,398 | 13.2% | 99 |
| HH member took pet to vet in last 12 months: 2 times | 5,054 | 10.4% | 89 |
| HH member took pet to vet in last 12 months: 3 times | 3,382 | 7.0% | 105 |
| HH member took pet to vet in last 12 months: 4 times | 2,279 | 4.7% | 100 |
| HH member took pet to vet in last 12 months: 5+ times | 3,835 | 7.9% | 113 |
| HH spent \$1-99 on veterinarian care in the last 12 months | 1,547 | 3.2% | 113 |
| HH spent \$100 -199 on veterinarian care in the last 12 months | 2,493 | 5.1% | 98 |
| HH spent \$200-499 on veterinarian care in the last 12 months | 6,989 | 14.4% | 112 |
| HH spent \$500-799 on veterinarian care in the last 12 months | 2,671 | 5.5% | 92 |
| HH spent \$800+ on veterinarian care in the last 12 months | 4,109 | 8.5% | 102 |
| HH used professional pet service in last 12 months | 8,069 | 16.6% | 93 |
| HH used professional pet service 3+ times last 12 | 5,190 | 10.7% | 94 |
| HH used professional pet service: boarding/kennel | 1,634 | 3.4% | 82 |
| HH used professional pet service: grooming | 6,901 | 14.2% | 101 |
| HH has pet insurance | 1,986 | 4.1% | 91 |

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.