



Pets and Products Market Potential

Yavapai-Prescott

Prepared by Esri

Demographic Summary		2023	2028
Population		201	198
Population 18+		170	168
Households		63	62
Median Household Income		\$51,738	\$59,793
Product/Consumer Behavior	Expected Number of Households	Percent	MPI
HH Owns Cat	16	25.4%	110
HH Owns Dog	32	50.8%	129
HH Owns 1 Cat	9	14.3%	120
HH Owns 2+ Cats	6	9.5%	85
HH Owns 1 Dog	18	28.6%	120
HH Owns 2+ Dogs	14	22.2%	142
HH Used Canned or Wet Cat Food/6 Mo	9	14.3%	100
HH Used Packaged Dry Cat Food/6 Mo	14	22.2%	100
HH Used Cat Treats/6 Mo	10	15.9%	110
HH Used Cat Litter/6 Mo	12	19.0%	90
HH Used Canned or Wet Dog Food/6 Mo	15	23.8%	147
HH Used Packaged Dry Dog Food/6 Mo	32	50.8%	135
HH Used Dog Biscuits or Treats/6 Mo	25	39.7%	128
HH Used Flea/Tick/Parasite Prod for Cat/Dog	28	44.4%	128
HH Purchased Pet Food/12 Mo	2	3.2%	71
HH Purchased Pet Food from Grocery Store/12 Mo	18	28.6%	126
HH Purchased Pet Food from Petco/12 Mo	4	6.3%	94
HH Purchased Pet Food from PetSmart/12 Mo	7	11.1%	121
HH Purchased Pet Food from Oth Spec Pet Store/12 Mo	4	6.3%	120
HH Purchased Pet Food from Wholesale Club/12 Mo	3	4.8%	94
HH Purchased Pet Food Online/12 Mo	10	15.9%	137
HH Purchased Pet Food from Vet/12 Mo	2	3.2%	97
HH Spent \$1-99 on Pet Food/12 Mo	6	9.5%	161
HH Spent \$100 -199 on Pet Food/12 Mo	6	9.5%	115
HH Spent \$200-499 on Pet Food/12 Mo	10	15.9%	104
HH Spent \$500+ on Pet Food/12 Mo	11	17.5%	124
HH Purchased Flea Control Online/12 Mo	6	9.5%	145
HH Purchased Flea Control from Vet/12 Mo	9	14.3%	111
HH Took Pet 1 Time to Veterinarian/12 Mo	11	17.5%	142
HH Took Pet 2 Times to Veterinarian/12 Mo	7	11.1%	97
HH Took Pet 3 Times to Veterinarian/12 Mo	4	6.3%	101
HH Took Pet 4 Times to Veterinarian/12 Mo	4	6.3%	140
HH Took Pet 5+ Times to Veterinarian/12 Mo	6	9.5%	131
HH Spent \$1-99 on Veterinarian Care/12 Mo	2	3.2%	141
HH Spent \$100-199 on Veterinarian Care/12 Mo	6	9.5%	190
HH Spent \$200-499 on Veterinarian Care/12 Mo	9	14.3%	114
HH Spent \$500-799 on Veterinarian Care/12 Mo	3	4.8%	74
HH Spent \$800+ on Veterinarian Care/12 Mo	6	9.5%	102
HH Used Professional Pet Service/12 Mo	12	19.0%	108
HH Used Professional Pet Service 3+ Times/12 Mo	9	14.3%	128
HH Used Professional Boarding or Kennel Pet Service/12 Mo	2	3.2%	78
HH Used Professional Grooming Pet Service/12 Mo	10	15.9%	113
HH Has Pet Insurance	3	4.8%	102

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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