



Pets and Products Market Potential

Trade area
Area: 93.8 square miles

Prepared by Esri

Demographic Summary		2022	2027
Population		157,916	183,568
Population 18+		112,696	130,736
Households		52,747	61,005
Median Household Income		\$94,222	\$106,484
Product/Consumer Behavior	Expected Number of Households	Percent	MPI
HH owns any pet	28,767	54.5%	104
HH owns any bird	937	1.8%	96
HH owns any cat	10,251	19.4%	85
HH owns any dog	23,340	44.2%	112
HH owns 1 cat	5,111	9.7%	82
HH owns 2+ cats	5,143	9.8%	88
HH owns 1 dog	13,177	25.0%	104
HH owns 2+ dogs	10,163	19.3%	123
HH used canned/wet cat food in last 6 months	5,755	10.9%	79
HH used packaged dry cat food in last 6 months	9,997	19.0%	86
HH used cat treats in last 6 months	5,903	11.2%	85
HH used cat litter in last 6 months	9,324	17.7%	85
HH used canned/wet dog food in last 6 months	9,175	17.4%	109
HH used packaged dry dog food in last 6 months	22,561	42.8%	113
HH used dog biscuits/treats in last 6 months	17,445	33.1%	108
HH used flea/tick/parasite prod cat/dog last 12 months	18,344	34.8%	100
HH purchased pet food in last 12 months: from discount store	2,683	5.1%	89
HH purchased pet food in last 12 months: from grocery store	13,370	25.3%	103
HH purchased pet food in last 12 months: from PETCO	3,608	6.8%	104
HH purchased pet food in last 12 months: from PetSmart	5,659	10.7%	113
HH purchased pet food last 12 months: other specialty pet store	3,084	5.8%	100
HH purchased pet food in last 12 months: from wholesale club	3,098	5.9%	123
HH purchased pet food in last 12 months: Internet/online	6,727	12.8%	99
HH purchased pet food in last 12 months: from veterinarian	1,792	3.4%	94
HH spent \$1-99 on pet food in last 12 months	3,415	6.5%	100
HH spent \$100 -199 on pet food in last 12 months	4,078	7.7%	91
HH spent \$200-499 on pet food in last 12 months	9,024	17.1%	114
HH spent pet food in last 12 months: \$500+	7,131	13.5%	105
HH purchased flea control in last 12 months: Internet/online	3,807	7.2%	101
HH purchased flea control in last 12 months: from veterinarian	6,717	12.7%	101
HH member took pet to vet in last 12 months: 1 time	6,966	13.2%	99
HH member took pet to vet in last 12 months: 2 times	6,914	13.1%	111
HH member took pet to vet in last 12 months: 3 times	3,827	7.3%	109
HH member took pet to vet in last 12 months: 4 times	2,728	5.2%	110
HH member took pet to vet in last 12 months: 5+ times	3,604	6.8%	98
HH spent \$1-99 on veterinarian care in the last 12 months	1,394	2.6%	93
HH spent \$100 -199 on veterinarian care in the last 12 months	3,000	5.7%	108
HH spent \$200-499 on veterinarian care in the last 12 months	6,991	13.3%	103
HH spent \$500-799 on veterinarian care in the last 12 months	3,696	7.0%	117
HH spent \$800+ on veterinarian care in the last 12 months	4,679	8.9%	106
HH used professional pet service in last 12 months	10,632	20.2%	113
HH used professional pet service 3+ times last 12	6,836	13.0%	114
HH used professional pet service: boarding/kennel	2,718	5.2%	125
HH used professional pet service: grooming	8,079	15.3%	108
HH has pet insurance	2,539	4.8%	107

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.