

Pets and Products Market Potential

380 New York St, Redlands, California, 92373
Drive distance: 5 mile radius

Prepared by Esri
Latitude: 34.05726
Longitude: -117.19479

Demographic Summary		2024	2029
Population		109,880	112,958
Population 18+		87,008	90,447
Households		39,144	41,139
Median Household Income		\$92,126	\$103,533
Product/Consumer Behavior	Expected Number of		MPI
	Households	Percent	
HH Has Pet Insurance	2,290	5.9%	119
HH Owns Any Pet	18,338	46.9%	93
HH Owns Cat	7,932	20.3%	86
HH Owns Dog	13,610	34.8%	90
HH Owns 1 Cat	4,240	10.8%	90
HH Owns 2+ Cats	3,692	9.4%	82
HH Owns 1 Dog	8,714	22.3%	95
HH Owns 2+ Dogs	4,896	12.5%	83
HH Used Canned or Wet Cat Food/6 Mo	5,281	13.5%	93
HH Used Packaged Dry Cat Food/6 Mo	7,563	19.3%	87
HH Used Cat Treats/6 Mo	5,262	13.4%	90
HH Used Cat Litter/6 Mo	7,334	18.7%	88
HH Used Canned or Wet Dog Food/6 Mo	5,949	15.2%	96
HH Used Packaged Dry Dog Food/6 Mo	12,887	32.9%	90
HH Used Dog Biscuits or Treats/6 Mo	10,652	27.2%	91
HH Used Flea/Tick/Parasite Prod for Cat/Dog	11,320	28.9%	86
HH Purchased Pet Food/12 Mo	18,347	46.9%	93
HH Purch Pet Food from Target/12 Mo	2,496	6.4%	117
HH Purch Pet Food from Walmart/12 Mo	4,822	12.3%	74
HH Purch Pet Food Oth Disc Dept Store/12 Mo	569	1.4%	78
HH Purch Pet Food from Farm/Feed Store/12 Mo	1,250	3.2%	68
HH Purchased Pet Food from Grocery Store/12 Mo	6,312	16.1%	87
HH Purchased Pet Food from Petco/12 Mo	2,780	7.1%	104
HH Purchased Pet Food from PetSmart/12 Mo	3,735	9.5%	102
HH Purchased Pet Food from Oth Spec Pet Store/12 Mo	1,453	3.7%	100
HH Purch Pet Food from Amazon/12 Mo	3,013	7.7%	95
HH Purch Pet Food from Chewy/12 Mo	4,537	11.6%	97
HH Purchased Pet Food from Wholesale Club/12 Mo	1,941	5.0%	116
HH Purchased Pet Food from Vet/12 Mo	1,049	2.7%	105
HH Spent \$1-99 on Pet Food/12 Mo	1,952	5.0%	91
HH Spent \$100 -199 on Pet Food/12 Mo	2,562	6.5%	90
HH Spent \$200-499 on Pet Food/12 Mo	5,498	14.0%	93
HH Spent \$500+ on Pet Food/12 Mo	5,425	13.9%	94
HH Purchased Flea Control Online/12 Mo	2,608	6.7%	99
HH Purchased Flea Control from Vet/12 Mo	3,128	8.0%	78
HH Took Pet 1 Time to Veterinarian/12 Mo	3,941	10.1%	91
HH Took Pet 2 Times to Veterinarian/12 Mo	3,760	9.6%	92
HH Took Pet 3 Times to Veterinarian/12 Mo	2,102	5.4%	96
HH Took Pet 4 Times to Veterinarian/12 Mo	1,506	3.8%	96
HH Took Pet 5+ Times to Veterinarian/12 Mo	2,196	5.6%	85

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 2024 and 2029.

Pets and Products Market Potential

380 New York St, Redlands, California, 92373
Drive distance: 5 mile radius

Prepared by Esri
Latitude: 34.05726
Longitude: -117.19479

Product/Consumer Behavior	Expected Number of Households	Percent	MPI
HH Spent \$1-99 on Veterinarian Care/12 Mo	640	1.6%	83
HH Spent \$100-199 on Veterinarian Care/12 Mo	1,524	3.9%	90
HH Spent \$200-499 on Veterinarian Care/12 Mo	3,918	10.0%	88
HH Spent \$500-799 on Veterinarian Care/12 Mo	2,226	5.7%	93
HH Spent \$800+ on Veterinarian Care/12 Mo	3,586	9.2%	96
HH Used Professional Pet Service/12 Mo	6,471	16.5%	97
HH Used Professional Pet Service 3+ Times/12 Mo	4,277	10.9%	99
HH Used Professional Boarding or Kennel Pet Service/12 Mo	1,578	4.0%	93
HH Used Professional Grooming Pet Service/12 Mo	4,993	12.8%	97

Sample Report

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 2024 and 2029.