



# Pets and Products Market Potential

Mamaroneck Village, NY  
Mamaroneck village, NY (3644831)  
Place

Demographic Summary		2013	2018
Population		18,881	19,202
Population 18+		14,439	14,810
Households		6,963	7,052
Median Household Income		\$86,575	\$100,447
Product/Consumer Behavior	Expected Number of Households	Percent	MPI
HH owns any pet	3,047	43.8%	83
HH owns any bird	177	2.5%	98
HH owns any cat	1,190	17.1%	74
HH owns any dog	2,074	29.8%	76
HH owns 1 cat	666	9.6%	76
HH owns 2+ cats	532	7.6%	70
HH owns 1 dog	1,512	21.7%	91
HH owns 2+ dogs	596	8.6%	54
HH used canned cat food in last 6 months	748	10.7%	93
HH used <4 cans of cat food in last 7 days	237	3.4%	73
HH used 8+ cans of cat food in last 7 days	235	3.4%	109
HH used packaged dry cat food in last 6 months	1,138	16.3%	74
HH used <4 pounds pkgd dry cat food last 30 days	370	5.3%	78
HH used 9+ pounds pkgd dry cat food last 30 days	468	6.7%	65
HH used cat treats in last 6 months	632	9.1%	79
HH used 3+ packages of cat treats in last 30 days	180	2.6%	76
HH used cat litter in last 6 months	1,036	14.9%	75
HH used 21+ pounds of cat litter in last 30 days	300	4.3%	77
HH used canned dog food in last 6 months	863	12.4%	86
HH used <3 cans of dog food in last 7 days	417	6.0%	93
HH used 7+ cans of dog food in last 7 days	291	4.2%	88
HH used packaged dry dog food in last 6 months	1,929	27.7%	74
HH used <10 pounds pkgd dry dog food last 30 days	977	14.0%	82
HH used 25+ pounds pkgd dry dog food last 30 days	477	6.9%	58
HH used dog biscuits/treats in last 6 months	1,684	24.2%	77
HH used 3+ pkgs dog biscuits/treats last 30 days	514	7.4%	84
HH used flea/tick/parasite product for cat/dog	1,801	25.9%	73
Bought pet food from any pet specialty store/12 mo	1,554	22.3%	110
Bought pet food in last 12 mo: from discount store	413	5.9%	55
Bought pet food in last 12 mo: from grocery store	1,360	19.5%	71
Bought pet food in last 12 mo: from PETCO	762	10.9%	132
Bought pet food in last 12 mo: from PetSmart	748	10.7%	92
Bought pet food in last 12 mo: from wholesale club	313	4.5%	97
Bought pet food in last 12 mo: from vet	252	3.6%	78
Bought flea control product from vet in last 12 mo	569	8.2%	63
HH member took pet to vet in last 12 mo: 1 time	728	10.5%	78
HH member took pet to vet in last 12 mo: 2 times	630	9.0%	82
HH member took pet to vet in last 12 mo: 3 times	313	4.5%	80
HH member took pet to vet in last 12 mo: 4 times	180	2.6%	76
HH member took pet to vet in last 12 mo: 5+ times	284	4.1%	78

**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 GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2013 and 2018.