



Pets and Products Market Potential

Rankin County, MS (28121)
Geography: County

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Demographic Summary		2015	2020
Population		146,619	153,070
Population 18+		111,195	116,072
Households		55,243	57,881
Median Household Income		\$56,778	\$62,466
Product/Consumer Behavior	Expected Number of Households	Percent	MPI
HH owns any pet	33,099	59.9%	113
HH owns any bird	1,700	3.1%	109
HH owns any cat	14,204	25.7%	113
HH owns any dog	26,206	47.4%	119
HH owns 1 cat	7,443	13.5%	109
HH owns 2+ cats	6,763	12.2%	116
HH owns 1 dog	14,827	26.8%	112
HH owns 2+ dogs	11,378	20.6%	129
HH used canned/wet cat food in last 6 months	6,852	12.4%	105
HH used <4 containers of cat food in last 7 days	2,823	5.1%	109
HH used 8+ containers of cat food in last 7 days	1,677	3.0%	95
HH used packaged dry cat food in last 6 months	13,677	24.8%	113
HH used <4 pounds pkgd dry cat food last 30 days	4,077	7.4%	109
HH used 9+ pounds pkgd dry cat food last 30 days	6,427	11.6%	116
HH used cat treats in last 6 months	7,003	12.7%	111
HH used 3+ packages of cat treats in last 30 days	2,173	3.9%	109
HH used cat litter in last 6 months	11,746	21.3%	108
HH used 21+ pounds of cat litter in last 30 days	3,378	6.1%	107
HH used canned/wet dog food in last 6 months	8,762	15.9%	111
HH used <3 containers of dog food in last 7 days	4,111	7.4%	113
HH used 7+ containers of dog food in last 7 days	2,848	5.2%	110
HH used packaged dry dog food in last 6 months	25,068	45.4%	120
HH used <10 pounds pkgd dry dog food last 30 days	11,609	21.0%	120
HH used 25+ pounds pkgd dry dog food last 30 days	7,608	13.8%	119
HH used dog biscuits/treats in last 6 months	20,506	37.1%	118
HH used 3+ pkgs dog biscuits/treats last 30 days	5,460	9.9%	116
HH used flea/tick/parasite product for cat/dog	23,230	42.1%	118
HH Bought pet food from any pet specialty store/12 mo	12,352	22.4%	108
HH Bought pet food in last 12 months: from discount store	6,651	12.0%	122
HH Bought pet food in last 12 months: from grocery store	17,536	31.7%	116
HH Bought pet food in last 12 months: from PETCO	4,883	8.8%	103
HH Bought pet food in last 12 months: from PetSmart	7,187	13.0%	113
HH Bought pet food in last 12 months: from wholesale club	2,687	4.9%	109
HH Bought pet food in last 12 months: from vet	2,546	4.6%	101
HH Bought flea control product from vet in last 12 mo	8,100	14.7%	121
HH member took pet to vet in last 12 months: 1 time	7,961	14.4%	112
HH member took pet to vet in last 12 months: 2 times	7,214	13.1%	113
HH member took pet to vet in last 12 months: 3 times	3,416	6.2%	109
HH member took pet to vet in last 12 months: 4 times	2,353	4.3%	120
HH member took pet to vet in last 12 months: 5+ times	3,056	5.5%	110

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 2015 and 2020.

September 23, 2015