

# Pets and Products Market Potential

Independence City, MO 2  
 Independence City, MO (2935000)  
 Geography: Place

Data provided by ESRI

Demographic Summary		2017	2022	
Population		120,865	124,191	
Population 18+		95,025	97,568	
Households		50,166	51,400	
Median Household Income		\$48,224	\$53,516	
Product/Consumer Behavior		Expected Number of Households	Percent	MPI
HH owns any pet		28,137	56.1%	103
HH owns any bird		984	2.0%	86
HH owns any cat		12,594	25.1%	111
HH owns any dog		20,928	41.7%	101
HH owns 1 cat		6,708	13.4%	110
HH owns 2+ cats		5,909	11.8%	112
HH owns 1 dog		12,966	25.8%	103
HH owns 2+ dogs		8,100	16.1%	98
HH used canned/wet cat food in last 6 months		6,749	13.5%	111
HH used packaged dry cat food in last 6 months		12,052	24.0%	112
HH used cat treats in last 6 months		7,230	14.4%	119
HH used cat litter in last 6 months		11,092	22.1%	114
HH used canned/wet dog food in last 6 months		7,380	14.7%	101
HH used packaged dry dog food in last 6 months		20,279	40.4%	102
HH used dog biscuits/treats in last 6 months		16,722	33.3%	104
HH used flea/tick/parasite product for cat/dog		19,190	38.3%	105
HH Bought pet food from any pet specialty store/12 mo		9,442	18.8%	93
HH Bought pet food in last 12 months: from discount store		5,073	10.1%	113
HH Bought pet food in last 12 months: from grocery store		14,503	28.9%	110
HH Bought pet food in last 12 months: from PETCO		3,396	6.8%	83
HH Bought pet food in last 12 months: from PetSmart		5,344	10.7%	94
HH Bought pet food in last 12 months: from wholesale club		1,849	3.7%	83
HH Bought pet food in last 12 months: from vet		2,079	4.1%	97
HH Bought flea control product from vet in last 12 mo		6,586	13.1%	106
HH member took pet to vet in last 12 months: 1 time		7,877	15.7%	112
HH member took pet to vet in last 12 months: 2 times		5,673	11.3%	103
HH member took pet to vet in last 12 months: 3 times		2,457	4.9%	94
HH member took pet to vet in last 12 months: 4 times		1,984	4.0%	100
HH member took pet to vet in last 12 months: 5+ times		2,396	4.8%	89
HH used professional pet service in last 12 months		7,394	14.7%	91
HH used professional pet service 3+ times last 12		4,200	8.4%	87
HH used professional pet service: boarding/kennel		1,778	3.5%	80
HH used professional pet service: grooming		5,862	11.7%	92
HH has pet insurance		1,373	2.7%	89

**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 2017 and 2022.