



Places: Gillette city, WY

Demographic Summary	2007	2012
Population	21,546	23,217
Population 18+	15,890	17,166
Households	8,359	9,116
Median Household Income	\$58,202	\$67,564

Product/Consumer Behavior	Expected Number of Households	Percent	MPI
HH owns any pet	3,668	43.9%	108
HH owns any bird	251	3.0%	113
HH owns any cat	1,900	22.7%	107
HH owns any dog	2,705	32.4%	108
HH owns 1 cat	958	11.5%	102
HH owns 2+ cats	942	11.3%	110
HH owns 1 dog	1,715	20.5%	107
HH owns 2+ dogs	990	11.8%	108
HH used canned cat food in last 6 months	992	11.9%	107
HH used <4 cans of cat food in last 7 days	385	4.6%	107
HH used 8+ cans of cat food in last 7 days	278	3.3%	104
HH used packaged dry cat food in last 6 months	1,985	23.7%	107
HH used <4 pounds of packaged dry cat food last mo	551	6.6%	98
HH used 9+ pounds of packaged dry cat food last mo	916	11.0%	111
HH used packaged moist cat food in last 6 months	254	3.0%	108
HH used cat treats in last 6 months	860	10.3%	107
HH used cat litter in last 6 months	1,760	21.1%	110
HH used canned dog food in last 6 months	966	11.6%	108
HH used packaged dry dog food in last 6 months	2,791	33.4%	109
HH used <10 pounds of pkgd dry dog food last month	1,204	14.4%	110
HH used 25+ pounds of pkgd dry dog food last month	891	10.7%	107
HH used packaged moist dog food in last 6 months	262	3.1%	103
HH used dog biscuits/treats in last 6 months	2,053	24.6%	112
HH used <2 packages of dog biscuits/treats last mo	999	12.0%	107
HH used 3+ packages of dog biscuits/treats last mo	635	7.6%	116
HH used packaged dry cat/dog food in last 6 months	2,483	29.7%	107
HH used packaged moist cat/dog food in last 6 mo	312	3.7%	107
HH used flea/tick care prod for cat/dog last 12 mo	2,351	28.1%	105
HH member took pet to vet in last 12 mo: 1 time	858	10.3%	100
HH member took pet to vet in last 12 mo: 2 times	836	10.0%	113
HH member took pet to vet in last 12 mo: 3 times	388	4.6%	100
HH member took pet to vet in last 12 mo: 4 times	283	3.4%	101
HH member took pet to vet in last 12 mo: 5+ times	425	5.1%	111
Bought pet food from vet in last 12 months	438	5.2%	103
Bought flea control product from vet in last 12 mo	1,120	13.4%	108

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the households in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. average. 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 Mediamark Research Inc. in a nationally representative survey of U.S. households.