

**Burke County, NC\_3**  
**Burke County, NC (37023)**  
**Geography: County**

Demographic Summary	2010	2015
Population	90,059	89,989
Population 18+	69,735	70,096
Households	34,827	34,781
Median Household Income	\$43,765	\$50,464

Product/Consumer Behavior	Expected Number of Households	Percent	MPI
HH owns any pet	19,824	56.9%	119
HH owns any bird	866	2.5%	91
HH owns any cat	9,811	28.2%	121
HH owns any dog	15,927	45.7%	132
HH owns 1 cat	4,973	14.3%	114
HH owns 2+ cats	4,839	13.9%	125
HH owns 1 dog	8,425	24.2%	111
HH owns 2+ dogs	7,502	21.5%	165
HH used canned cat food in last 6 months	4,677	13.4%	109
HH used <5 cans of cat food in last 7 days	2,022	5.8%	104
HH used 8+ cans of cat food in last 7 days	1,545	4.4%	116
HH used packaged dry cat food in last 6 months	9,976	28.6%	123
HH used <5 pounds of packaged dry cat food last mo	3,189	9.2%	110
HH used 9+ pounds of packaged dry cat food last mo	4,803	13.8%	131
HH used cat treats in last 6 months	3,467	10.0%	99
HH used cat litter in last 6 months	7,364	21.1%	104
HH used canned dog food in last 6 months	5,835	16.8%	132
HH used packaged dry dog food in last 6 months	15,722	45.1%	133
HH used <10 pounds of pkgd dry dog food last month	6,771	19.4%	127
HH used 25+ pounds of pkgd dry dog food last month	5,632	16.2%	152
HH used dog biscuits/treats in last 6 months	11,881	34.1%	124
HH used <3 packages of dog biscuits/treats last mo	8,727	25.1%	126
HH used 3+ packages of dog biscuits/treats last mo	3,154	9.1%	118
HH used flea/tick care prod for cat/dog last 12 mo	15,507	44.5%	141
HH member took pet to vet in last 12 mo: 1 time	4,749	13.6%	118
HH member took pet to vet in last 12 mo: 2 times	3,683	10.6%	105
HH member took pet to vet in last 12 mo: 3 times	1,885	5.4%	101
HH member took pet to vet in last 12 mo: 4 times	1,286	3.7%	100
HH member took pet to vet in last 12 mo: 5+ times	1,861	5.3%	106
Bought pet food from vet in last 12 months	1,370	3.9%	91
Bought flea control product from vet in last 12 mo	5,329	15.3%	124

**Data Note:** An MPI (Market Potential Index) measures the relative likelihood of the adults 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 2010 and 2015.