



## Pets and Products Market Potential

4208 Bishop Lane, Louisville, KY, 40218  
Oriental Garden  
Ring: 1 mile radius

Prepared by Charlotte Hollkamp  
Latitude: 38.20047  
Longitude: -85.68667

Demographic Summary		2019	2024
Population		9,597	9,668
Population 18+		7,706	7,789
Households		4,502	4,526
Median Household Income		\$45,816	\$52,315
Product/Consumer Behavior	Expected Number of Households	Percent	MPI
HH owns any pet	2,188	48.6%	89
HH owns any cat	1,010	22.4%	99
HH owns any dog	1,519	33.7%	81
HH owns 1 cat	544	12.1%	98
HH owns 2+ cats	466	10.4%	97
HH owns 1 dog	968	21.5%	85
HH owns 2+ dogs	550	12.2%	74
HH used canned/wet cat food in last 6 months	617	13.7%	102
HH used packaged dry cat food in last 6 months	966	21.5%	98
HH used cat treats in last 6 months	618	13.7%	103
HH used cat litter in last 6 months	914	20.3%	100
HH used canned/wet dog food in last 6 months	585	13.0%	81
HH used packaged dry dog food in last 6 months	1,459	32.4%	81
HH used dog biscuits/treats in last 6 months	1,214	27.0%	82
HH used flea/tick/parasite prod cat/dog last 12 months	1,459	32.4%	86
HH Bought pet food in last 12 months: from discount store	270	6.0%	81
HH Bought pet food in last 12 months: from grocery store	1,123	24.9%	92
HH Bought pet food in last 12 months: Internet/online	204	4.5%	81
HH Bought pet food in last 12 months: from PETCO	360	8.0%	98
HH Bought pet food in last 12 months: from PetSmart	425	9.4%	84
HH Bought pet food last 12 months: other specialty pet store	251	5.6%	91
HH Bought pet food in last 12 months: from wholesale club	185	4.1%	85
HH Bought pet food in last 12 months: from veterinarian	197	4.4%	90
HH Bought flea control in last 12 months: Internet/online	162	3.6%	83
HH Bought flea control product from vet in last 12 mo	485	10.8%	80
HH member took pet to vet in last 12 months: 1 time	560	12.4%	88
HH member took pet to vet in last 12 months: 2 times	465	10.3%	91
HH member took pet to vet in last 12 months: 3 times	217	4.8%	80
HH member took pet to vet in last 12 months: 4 times	168	3.7%	86
HH member took pet to vet in last 12 months: 5+ times	218	4.8%	85
HH used professional pet service in last 12 months	637	14.1%	82
HH used professional pet service 3+ times last 12	373	8.3%	78
HH used professional pet service: boarding/kennel	164	3.6%	78
HH used professional pet service: grooming	474	10.5%	79
HH has pet insurance	142	3.2%	82

**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 2019 and 2024.

December 31, 2019



## Pets and Products Market Potential

4208 Bishop Lane, Louisville, KY, 40218  
Oriental Garden  
Ring: 3 mile radius

Prepared by Charlotte Hollkamp  
Latitude: 38.20047  
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Demographic Summary		2019	2024
Population		93,687	94,616
Population 18+		74,753	75,591
Households		40,762	41,120
Median Household Income		\$52,057	\$59,456
Product/Consumer Behavior	Expected Number of Households	Percent	MPI
HH owns any pet	21,326	52.3%	96
HH owns any cat	9,228	22.6%	99
HH owns any dog	15,537	38.1%	91
HH owns 1 cat	5,035	12.4%	100
HH owns 2+ cats	4,270	10.5%	98
HH owns 1 dog	9,748	23.9%	95
HH owns 2+ dogs	5,790	14.2%	86
HH used canned/wet cat food in last 6 months	5,612	13.8%	103
HH used packaged dry cat food in last 6 months	8,902	21.8%	99
HH used cat treats in last 6 months	5,626	13.8%	103
HH used cat litter in last 6 months	8,458	20.7%	102
HH used canned/wet dog food in last 6 months	5,879	14.4%	89
HH used packaged dry dog food in last 6 months	15,002	36.8%	92
HH used dog biscuits/treats in last 6 months	12,417	30.5%	93
HH used flea/tick/parasite prod cat/dog last 12 months	14,734	36.1%	96
HH Bought pet food in last 12 months: from discount store	2,884	7.1%	96
HH Bought pet food in last 12 months: from grocery store	10,801	26.5%	98
HH Bought pet food in last 12 months: Internet/online	2,229	5.5%	98
HH Bought pet food in last 12 months: from PETCO	3,032	7.4%	91
HH Bought pet food in last 12 months: from PetSmart	4,157	10.2%	91
HH Bought pet food last 12 months: other specialty pet store	2,492	6.1%	100
HH Bought pet food in last 12 months: from wholesale club	1,920	4.7%	98
HH Bought pet food in last 12 months: from veterinarian	2,183	5.4%	110
HH Bought flea control in last 12 months: Internet/online	1,674	4.1%	94
HH Bought flea control product from vet in last 12 mo	5,311	13.0%	97
HH member took pet to vet in last 12 months: 1 time	5,374	13.2%	93
HH member took pet to vet in last 12 months: 2 times	4,488	11.0%	97
HH member took pet to vet in last 12 months: 3 times	2,445	6.0%	100
HH member took pet to vet in last 12 months: 4 times	1,510	3.7%	86
HH member took pet to vet in last 12 months: 5+ times	2,347	5.8%	100
HH used professional pet service in last 12 months	6,744	16.5%	95
HH used professional pet service 3+ times last 12	4,042	9.9%	94
HH used professional pet service: boarding/kennel	1,903	4.7%	99
HH used professional pet service: grooming	4,928	12.1%	91
HH has pet insurance	1,406	3.4%	89

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December 31, 2019



## Pets and Products Market Potential

4208 Bishop Lane, Louisville, KY, 40218  
Oriental Garden  
Ring: 5 mile radius

Prepared by Charlotte Hollkamp  
Latitude: 38.20047  
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Demographic Summary		2019	2024
Population		260,724	266,936
Population 18+		210,777	216,056
Households		116,614	119,439
Median Household Income		\$50,538	\$57,615
Product/Consumer Behavior	Expected Number of Households	Percent	MPI
HH owns any pet	60,141	51.6%	95
HH owns any cat	26,302	22.6%	99
HH owns any dog	43,413	37.2%	89
HH owns 1 cat	14,511	12.4%	101
HH owns 2+ cats	12,026	10.3%	97
HH owns 1 dog	27,394	23.5%	93
HH owns 2+ dogs	16,177	13.9%	84
HH used canned/wet cat food in last 6 months	15,976	13.7%	102
HH used packaged dry cat food in last 6 months	25,615	22.0%	100
HH used cat treats in last 6 months	16,094	13.8%	103
HH used cat litter in last 6 months	24,313	20.8%	102
HH used canned/wet dog food in last 6 months	16,311	14.0%	87
HH used packaged dry dog food in last 6 months	42,095	36.1%	90
HH used dog biscuits/treats in last 6 months	34,739	29.8%	91
HH used flea/tick/parasite prod cat/dog last 12 months	41,204	35.3%	93
HH Bought pet food in last 12 months: from discount store	8,125	7.0%	95
HH Bought pet food in last 12 months: from grocery store	30,719	26.3%	97
HH Bought pet food in last 12 months: Internet/online	6,297	5.4%	97
HH Bought pet food in last 12 months: from PETCO	8,950	7.7%	94
HH Bought pet food in last 12 months: from PetSmart	11,816	10.1%	90
HH Bought pet food last 12 months: other specialty pet store	6,963	6.0%	98
HH Bought pet food in last 12 months: from wholesale club	5,205	4.5%	93
HH Bought pet food in last 12 months: from veterinarian	6,121	5.2%	108
HH Bought flea control in last 12 months: Internet/online	4,563	3.9%	90
HH Bought flea control product from vet in last 12 mo	15,222	13.1%	97
HH member took pet to vet in last 12 months: 1 time	15,624	13.4%	95
HH member took pet to vet in last 12 months: 2 times	12,450	10.7%	94
HH member took pet to vet in last 12 months: 3 times	6,758	5.8%	96
HH member took pet to vet in last 12 months: 4 times	4,433	3.8%	88
HH member took pet to vet in last 12 months: 5+ times	6,634	5.7%	99
HH used professional pet service in last 12 months	19,030	16.3%	94
HH used professional pet service 3+ times last 12	11,676	10.0%	95
HH used professional pet service: boarding/kennel	5,350	4.6%	98
HH used professional pet service: grooming	13,991	12.0%	90
HH has pet insurance	3,929	3.4%	87

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