



Pets and Products Market Potential

Epic Plaza
12910 Factory Ln, Louisville, Kentucky, 40245
Ring: 1 mile radius

Prepared by Charlotte Hollkamp
Latitude: 38.28821
Longitude: -85.51154

Demographic Summary		2019	2024
Population		4,267	4,503
Population 18+		3,111	3,284
Households		1,857	1,984
Median Household Income		\$109,381	\$121,727
Product/Consumer Behavior	Expected Number of Households	Percent	MPI
HH owns any pet	1,046	56.3%	103
HH owns any cat	366	19.7%	87
HH owns any dog	825	44.4%	107
HH owns 1 cat	217	11.7%	95
HH owns 2+ cats	149	8.0%	75
HH owns 1 dog	502	27.0%	107
HH owns 2+ dogs	324	17.4%	106
HH used canned/wet cat food in last 6 months	214	11.5%	86
HH used packaged dry cat food in last 6 months	349	18.8%	85
HH used cat treats in last 6 months	217	11.7%	88
HH used cat litter in last 6 months	334	18.0%	88
HH used canned/wet dog food in last 6 months	293	15.8%	98
HH used packaged dry dog food in last 6 months	799	43.0%	107
HH used dog biscuits/treats in last 6 months	644	34.7%	106
HH used flea/tick/parasite prod cat/dog last 12 months	675	36.3%	96
HH Bought pet food in last 12 months: from discount store	120	6.5%	88
HH Bought pet food in last 12 months: from grocery store	493	26.5%	98
HH Bought pet food in last 12 months: Internet/online	117	6.3%	113
HH Bought pet food in last 12 months: from PETCO	182	9.8%	120
HH Bought pet food in last 12 months: from PetSmart	275	14.8%	132
HH Bought pet food last 12 months: other specialty pet store	112	6.0%	99
HH Bought pet food in last 12 months: from wholesale club	111	6.0%	124
HH Bought pet food in last 12 months: from veterinarian	81	4.4%	90
HH Bought flea control in last 12 months: Internet/online	96	5.2%	119
HH Bought flea control product from vet in last 12 mo	268	14.4%	108
HH member took pet to vet in last 12 months: 1 time	268	14.4%	102
HH member took pet to vet in last 12 months: 2 times	257	13.8%	122
HH member took pet to vet in last 12 months: 3 times	115	6.2%	103
HH member took pet to vet in last 12 months: 4 times	98	5.3%	122
HH member took pet to vet in last 12 months: 5+ times	111	6.0%	104
HH used professional pet service in last 12 months	384	20.7%	119
HH used professional pet service 3+ times last 12	242	13.0%	123
HH used professional pet service: boarding/kennel	124	6.7%	142
HH used professional pet service: grooming	296	15.9%	120
HH has pet insurance	83	4.5%	116

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

Epic Plaza
12910 Factory Ln, Louisville, Kentucky, 40245
Ring: 3 mile radius

Prepared by Charlotte Hollkamp
Latitude: 38.28821
Longitude: -85.51154

Demographic Summary		2019	2024
Population		46,130	48,276
Population 18+		34,525	36,523
Households		17,743	18,632
Median Household Income		\$97,046	\$107,576
Product/Consumer Behavior	Expected Number of Households	Percent	MPI
HH owns any pet	10,376	58.5%	107
HH owns any cat	3,798	21.4%	94
HH owns any dog	8,093	45.6%	109
HH owns 1 cat	2,129	12.0%	97
HH owns 2+ cats	1,668	9.4%	88
HH owns 1 dog	5,072	28.6%	113
HH owns 2+ dogs	3,023	17.0%	103
HH used canned/wet cat food in last 6 months	2,185	12.3%	92
HH used packaged dry cat food in last 6 months	3,656	20.6%	94
HH used cat treats in last 6 months	2,194	12.4%	93
HH used cat litter in last 6 months	3,426	19.3%	95
HH used canned/wet dog food in last 6 months	3,081	17.4%	108
HH used packaged dry dog food in last 6 months	7,802	44.0%	110
HH used dog biscuits/treats in last 6 months	6,460	36.4%	111
HH used flea/tick/parasite prod cat/dog last 12 months	6,858	38.7%	102
HH Bought pet food in last 12 months: from discount store	1,196	6.7%	92
HH Bought pet food in last 12 months: from grocery store	4,788	27.0%	100
HH Bought pet food in last 12 months: Internet/online	1,322	7.5%	133
HH Bought pet food in last 12 months: from PETCO	1,834	10.3%	126
HH Bought pet food in last 12 months: from PetSmart	2,537	14.3%	128
HH Bought pet food last 12 months: other specialty pet store	1,307	7.4%	120
HH Bought pet food in last 12 months: from wholesale club	1,122	6.3%	131
HH Bought pet food in last 12 months: from veterinarian	977	5.5%	113
HH Bought flea control in last 12 months: Internet/online	908	5.1%	117
HH Bought flea control product from vet in last 12 mo	2,722	15.3%	114
HH member took pet to vet in last 12 months: 1 time	2,623	14.8%	105
HH member took pet to vet in last 12 months: 2 times	2,299	13.0%	114
HH member took pet to vet in last 12 months: 3 times	1,212	6.8%	114
HH member took pet to vet in last 12 months: 4 times	876	4.9%	114
HH member took pet to vet in last 12 months: 5+ times	1,221	6.9%	120
HH used professional pet service in last 12 months	3,903	22.0%	127
HH used professional pet service 3+ times last 12	2,474	13.9%	132
HH used professional pet service: boarding/kennel	1,040	5.9%	125
HH used professional pet service: grooming	3,051	17.2%	129
HH has pet insurance	845	4.8%	123

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

Epic Plaza
12910 Factory Ln, Louisville, Kentucky, 40245
Ring: 5 mile radius

Prepared by Charlotte Hollkamp
Latitude: 38.28821
Longitude: -85.51154

Demographic Summary		2019	2024
Population		122,354	129,557
Population 18+		93,631	100,036
Households		48,433	51,318
Median Household Income		\$95,819	\$107,133
Product/Consumer Behavior	Expected Number of Households	Percent	MPI
HH owns any pet	28,263	58.4%	107
HH owns any cat	11,091	22.9%	101
HH owns any dog	21,576	44.5%	107
HH owns 1 cat	5,984	12.4%	100
HH owns 2+ cats	5,107	10.5%	99
HH owns 1 dog	13,636	28.2%	111
HH owns 2+ dogs	7,943	16.4%	99
HH used canned/wet cat food in last 6 months	6,405	13.2%	98
HH used packaged dry cat food in last 6 months	10,660	22.0%	100
HH used cat treats in last 6 months	6,462	13.3%	100
HH used cat litter in last 6 months	10,028	20.7%	102
HH used canned/wet dog food in last 6 months	8,090	16.7%	104
HH used packaged dry dog food in last 6 months	20,819	43.0%	107
HH used dog biscuits/treats in last 6 months	17,225	35.6%	109
HH used flea/tick/parasite prod cat/dog last 12 months	18,795	38.8%	103
HH Bought pet food in last 12 months: from discount store	3,293	6.8%	92
HH Bought pet food in last 12 months: from grocery store	13,220	27.3%	101
HH Bought pet food in last 12 months: Internet/online	3,547	7.3%	131
HH Bought pet food in last 12 months: from PETCO	4,896	10.1%	123
HH Bought pet food in last 12 months: from PetSmart	6,594	13.6%	121
HH Bought pet food last 12 months: other specialty pet store	3,757	7.8%	127
HH Bought pet food in last 12 months: from wholesale club	3,050	6.3%	131
HH Bought pet food in last 12 months: from veterinarian	2,670	5.5%	114
HH Bought flea control in last 12 months: Internet/online	2,419	5.0%	115
HH Bought flea control product from vet in last 12 mo	7,437	15.4%	114
HH member took pet to vet in last 12 months: 1 time	7,228	14.9%	106
HH member took pet to vet in last 12 months: 2 times	6,160	12.7%	112
HH member took pet to vet in last 12 months: 3 times	3,319	6.9%	114
HH member took pet to vet in last 12 months: 4 times	2,263	4.7%	108
HH member took pet to vet in last 12 months: 5+ times	3,343	6.9%	120
HH used professional pet service in last 12 months	10,365	21.4%	123
HH used professional pet service 3+ times last 12	6,464	13.3%	126
HH used professional pet service: boarding/kennel	2,912	6.0%	128
HH used professional pet service: grooming	7,938	16.4%	123
HH has pet insurance	2,123	4.4%	114

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