



Pets and Products Market Potential

Anchorage Plaza
12903 Factory Ln, Louisville, Kentucky, 40245
Ring: 1 mile radius

Prepared by Charlotte Hollkamp
Latitude: 38.28833
Longitude: -85.51225

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

Anchorage Plaza
12903 Factory Ln, Louisville, Kentucky, 40245
Ring: 3 mile radius

Prepared by Charlotte Hollkamp
Latitude: 38.28833
Longitude: -85.51225

Demographic Summary		2019	2024
Population		45,839	47,952
Population 18+		34,317	36,283
Households		17,617	18,493
Median Household Income		\$96,598	\$107,308
Product/Consumer Behavior	Expected Number of Households	Percent	MPI
HH owns any pet	10,291	58.4%	107
HH owns any cat	3,767	21.4%	94
HH owns any dog	8,022	45.5%	109
HH owns 1 cat	2,112	12.0%	97
HH owns 2+ cats	1,654	9.4%	88
HH owns 1 dog	5,029	28.5%	113
HH owns 2+ dogs	2,995	17.0%	103
HH used canned/wet cat food in last 6 months	2,169	12.3%	92
HH used packaged dry cat food in last 6 months	3,626	20.6%	94
HH used cat treats in last 6 months	2,178	12.4%	93
HH used cat litter in last 6 months	3,398	19.3%	95
HH used canned/wet dog food in last 6 months	3,058	17.4%	108
HH used packaged dry dog food in last 6 months	7,735	43.9%	109
HH used dog biscuits/treats in last 6 months	6,402	36.3%	111
HH used flea/tick/parasite prod cat/dog last 12 months	6,800	38.6%	102
HH Bought pet food in last 12 months: from discount store	1,186	6.7%	91
HH Bought pet food in last 12 months: from grocery store	4,751	27.0%	99
HH Bought pet food in last 12 months: Internet/online	1,311	7.4%	133
HH Bought pet food in last 12 months: from PETCO	1,823	10.3%	126
HH Bought pet food in last 12 months: from PetSmart	2,516	14.3%	127
HH Bought pet food last 12 months: other specialty pet store	1,294	7.3%	120
HH Bought pet food in last 12 months: from wholesale club	1,112	6.3%	131
HH Bought pet food in last 12 months: from veterinarian	965	5.5%	113
HH Bought flea control in last 12 months: Internet/online	901	5.1%	117
HH Bought flea control product from vet in last 12 mo	2,697	15.3%	114
HH member took pet to vet in last 12 months: 1 time	2,599	14.8%	104
HH member took pet to vet in last 12 months: 2 times	2,282	13.0%	114
HH member took pet to vet in last 12 months: 3 times	1,201	6.8%	114
HH member took pet to vet in last 12 months: 4 times	868	4.9%	114
HH member took pet to vet in last 12 months: 5+ times	1,208	6.9%	120
HH used professional pet service in last 12 months	3,865	21.9%	127
HH used professional pet service 3+ times last 12	2,449	13.9%	131
HH used professional pet service: boarding/kennel	1,030	5.8%	125
HH used professional pet service: grooming	3,022	17.2%	129
HH has pet insurance	837	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

Anchorage Plaza
12903 Factory Ln, Louisville, Kentucky, 40245
Ring: 5 mile radius

Prepared by Charlotte Hollkamp
Latitude: 38.28833
Longitude: -85.51225

Demographic Summary		2019	2024
Population		122,833	130,039
Population 18+		94,019	100,430
Households		48,681	51,568
Median Household Income		\$95,830	\$107,125
Product/Consumer Behavior	Expected Number of Households	Percent	MPI
HH owns any pet	28,384	58.3%	107
HH owns any cat	11,147	22.9%	101
HH owns any dog	21,660	44.5%	107
HH owns 1 cat	6,013	12.4%	100
HH owns 2+ cats	5,133	10.5%	99
HH owns 1 dog	13,691	28.1%	111
HH owns 2+ dogs	7,972	16.4%	99
HH used canned/wet cat food in last 6 months	6,443	13.2%	99
HH used packaged dry cat food in last 6 months	10,712	22.0%	100
HH used cat treats in last 6 months	6,496	13.3%	100
HH used cat litter in last 6 months	10,080	20.7%	102
HH used canned/wet dog food in last 6 months	8,120	16.7%	103
HH used packaged dry dog food in last 6 months	20,899	42.9%	107
HH used dog biscuits/treats in last 6 months	17,291	35.5%	109
HH used flea/tick/parasite prod cat/dog last 12 months	18,874	38.8%	102
HH Bought pet food in last 12 months: from discount store	3,303	6.8%	92
HH Bought pet food in last 12 months: from grocery store	13,273	27.3%	101
HH Bought pet food in last 12 months: Internet/online	3,562	7.3%	131
HH Bought pet food in last 12 months: from PETCO	4,917	10.1%	123
HH Bought pet food in last 12 months: from PetSmart	6,620	13.6%	121
HH Bought pet food last 12 months: other specialty pet store	3,778	7.8%	127
HH Bought pet food in last 12 months: from wholesale club	3,062	6.3%	131
HH Bought pet food in last 12 months: from veterinarian	2,687	5.5%	114
HH Bought flea control in last 12 months: Internet/online	2,428	5.0%	114
HH Bought flea control product from vet in last 12 mo	7,469	15.3%	114
HH member took pet to vet in last 12 months: 1 time	7,257	14.9%	106
HH member took pet to vet in last 12 months: 2 times	6,186	12.7%	112
HH member took pet to vet in last 12 months: 3 times	3,333	6.8%	114
HH member took pet to vet in last 12 months: 4 times	2,273	4.7%	108
HH member took pet to vet in last 12 months: 5+ times	3,359	6.9%	120
HH used professional pet service in last 12 months	10,409	21.4%	123
HH used professional pet service 3+ times last 12	6,491	13.3%	126
HH used professional pet service: boarding/kennel	2,925	6.0%	128
HH used professional pet service: grooming	7,968	16.4%	123
HH has pet insurance	2,132	4.4%	113

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