



Pets and Products Market Potential

1253 S Preston St, Louisville, Kentucky, 40203
Ring: 1 mile radius

Prepared by Charlotte Hollkamp
Latitude: 38.23219
Longitude: -85.74940

Demographic Summary		2019	2024
Population		23,993	24,628
Population 18+		19,783	20,253
Households		12,135	12,487
Median Household Income		\$28,729	\$32,834
Product/Consumer Behavior	Expected Number of Households	Percent	MPI
HH owns any pet	5,437	44.8%	82
HH owns any cat	2,472	20.4%	89
HH owns any dog	3,717	30.6%	73
HH owns 1 cat	1,473	12.1%	98
HH owns 2+ cats	1,106	9.1%	86
HH owns 1 dog	2,453	20.2%	80
HH owns 2+ dogs	1,372	11.3%	69
HH used canned/wet cat food in last 6 months	1,570	12.9%	96
HH used packaged dry cat food in last 6 months	2,501	20.6%	94
HH used cat treats in last 6 months	1,601	13.2%	99
HH used cat litter in last 6 months	2,438	20.1%	99
HH used canned/wet dog food in last 6 months	1,512	12.5%	77
HH used packaged dry dog food in last 6 months	3,614	29.8%	74
HH used dog biscuits/treats in last 6 months	3,020	24.9%	76
HH used flea/tick/parasite prod cat/dog last 12 months	3,662	30.2%	80
HH Bought pet food in last 12 months: from discount store	859	7.1%	96
HH Bought pet food in last 12 months: from grocery store	2,961	24.4%	90
HH Bought pet food in last 12 months: Internet/online	553	4.6%	81
HH Bought pet food in last 12 months: from PETCO	967	8.0%	97
HH Bought pet food in last 12 months: from PetSmart	1,083	8.9%	80
HH Bought pet food last 12 months: other specialty pet store	604	5.0%	81
HH Bought pet food in last 12 months: from wholesale club	382	3.1%	65
HH Bought pet food in last 12 months: from veterinarian	580	4.8%	98
HH Bought flea control in last 12 months: Internet/online	370	3.0%	70
HH Bought flea control product from vet in last 12 months	1,231	10.1%	76
HH member took pet to vet in last 12 months: 1 time	1,640	13.5%	96
HH member took pet to vet in last 12 months: 2 times	1,085	8.9%	79
HH member took pet to vet in last 12 months: 3 times	537	4.4%	74
HH member took pet to vet in last 12 months: 4 times	431	3.6%	82
HH member took pet to vet in last 12 months: 5+ times	614	5.1%	88
HH used professional pet service in last 12 months	1,563	12.9%	74
HH used professional pet service 3+ times last 12	1,024	8.4%	80
HH used professional pet service: boarding/kennel	413	3.4%	73
HH used professional pet service: grooming	1,177	9.7%	73
HH has pet insurance	375	3.1%	80

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.

April 15, 2020



Pets and Products Market Potential

1253 S Preston St, Louisville, Kentucky, 40203
Ring: 3 mile radius

Prepared by Charlotte Hollkamp
Latitude: 38.23219
Longitude: -85.74940

Demographic Summary		2019	2024
Population		122,263	125,019
Population 18+		98,988	101,486
Households		53,863	55,379
Median Household Income		\$36,350	\$41,482
Product/Consumer Behavior	Expected Number of Households	Percent	MPI
HH owns any pet	24,534	45.5%	84
HH owns any cat	10,558	19.6%	86
HH owns any dog	17,551	32.6%	78
HH owns 1 cat	6,120	11.4%	92
HH owns 2+ cats	4,622	8.6%	81
HH owns 1 dog	11,135	20.7%	82
HH owns 2+ dogs	6,617	12.3%	75
HH used canned/wet cat food in last 6 months	6,625	12.3%	92
HH used packaged dry cat food in last 6 months	10,420	19.3%	88
HH used cat treats in last 6 months	6,592	12.2%	92
HH used cat litter in last 6 months	9,947	18.5%	91
HH used canned/wet dog food in last 6 months	7,068	13.1%	81
HH used packaged dry dog food in last 6 months	17,015	31.6%	79
HH used dog biscuits/treats in last 6 months	13,865	25.7%	79
HH used flea/tick/parasite prod cat/dog last 12 months	17,250	32.0%	85
HH Bought pet food in last 12 months: from discount store	3,450	6.4%	87
HH Bought pet food in last 12 months: from grocery store	12,853	23.9%	88
HH Bought pet food in last 12 months: Internet/online	2,517	4.7%	84
HH Bought pet food in last 12 months: from PETCO	3,607	6.7%	82
HH Bought pet food in last 12 months: from PetSmart	4,516	8.4%	75
HH Bought pet food last 12 months: other specialty pet store	2,689	5.0%	82
HH Bought pet food in last 12 months: from wholesale club	1,961	3.6%	76
HH Bought pet food in last 12 months: from veterinarian	2,675	5.0%	102
HH Bought flea control in last 12 months: Internet/online	1,782	3.3%	76
HH Bought flea control product from vet in last 12 months	5,972	11.1%	83
HH member took pet to vet in last 12 months: 1 time	6,387	11.9%	84
HH member took pet to vet in last 12 months: 2 times	5,202	9.7%	85
HH member took pet to vet in last 12 months: 3 times	2,802	5.2%	87
HH member took pet to vet in last 12 months: 4 times	1,928	3.6%	83
HH member took pet to vet in last 12 months: 5+ times	2,622	4.9%	85
HH used professional pet service in last 12 months	7,410	13.8%	79
HH used professional pet service 3+ times last 12	4,697	8.7%	82
HH used professional pet service: boarding/kennel	2,203	4.1%	87
HH used professional pet service: grooming	5,318	9.9%	74
HH has pet insurance	1,753	3.3%	84

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.

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Pets and Products Market Potential

1253 S Preston St, Louisville, Kentucky, 40203
Ring: 5 mile radius

Prepared by Charlotte Hollkamp
Latitude: 38.23219
Longitude: -85.74940

Demographic Summary		2019	2024
Population		270,530	274,622
Population 18+		214,790	218,530
Households		117,349	119,423
Median Household Income		\$39,919	\$45,584
Product/Consumer Behavior	Expected Number of Households	Percent	MPI
HH owns any pet	55,073	46.9%	86
HH owns any cat	23,074	19.7%	86
HH owns any dog	40,481	34.5%	83
HH owns 1 cat	13,027	11.1%	90
HH owns 2+ cats	10,590	9.0%	85
HH owns 1 dog	25,372	21.6%	85
HH owns 2+ dogs	15,327	13.1%	79
HH used canned/wet cat food in last 6 months	14,287	12.2%	91
HH used packaged dry cat food in last 6 months	22,675	19.3%	88
HH used cat treats in last 6 months	14,227	12.1%	91
HH used cat litter in last 6 months	21,486	18.3%	90
HH used canned/wet dog food in last 6 months	16,540	14.1%	87
HH used packaged dry dog food in last 6 months	39,072	33.3%	83
HH used dog biscuits/treats in last 6 months	31,959	27.2%	83
HH used flea/tick/parasite prod cat/dog last 12 months	39,286	33.5%	89
HH Bought pet food in last 12 months: from discount store	8,047	6.9%	93
HH Bought pet food in last 12 months: from grocery store	28,650	24.4%	90
HH Bought pet food in last 12 months: Internet/online	5,652	4.8%	86
HH Bought pet food in last 12 months: from PETCO	7,534	6.4%	78
HH Bought pet food in last 12 months: from PetSmart	10,323	8.8%	78
HH Bought pet food last 12 months: other specialty pet store	5,855	5.0%	82
HH Bought pet food in last 12 months: from wholesale club	4,400	3.7%	78
HH Bought pet food in last 12 months: from veterinarian	5,533	4.7%	97
HH Bought flea control in last 12 months: Internet/online	4,148	3.5%	81
HH Bought flea control product from vet in last 12 months	13,147	11.2%	84
HH member took pet to vet in last 12 months: 1 time	14,114	12.0%	85
HH member took pet to vet in last 12 months: 2 times	11,512	9.8%	86
HH member took pet to vet in last 12 months: 3 times	6,182	5.3%	88
HH member took pet to vet in last 12 months: 4 times	4,257	3.6%	84
HH member took pet to vet in last 12 months: 5+ times	5,720	4.9%	85
HH used professional pet service in last 12 months	16,318	13.9%	80
HH used professional pet service 3+ times last 12	10,081	8.6%	81
HH used professional pet service: boarding/kennel	4,601	3.9%	84
HH used professional pet service: grooming	11,996	10.2%	77
HH has pet insurance	3,905	3.3%	86

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