



Pets and Products Market Potential

2614 Chamberlain Ln, Louisville, Kentucky, 40245
Ring: 1 mile radius

Prepared by Charlotte Hollkamp
Latitude: 38.28911
Longitude: -85.51468

Demographic Summary		2020	2025
Population		3,556	3,805
Population 18+		2,520	2,717
Households		1,458	1,597
Median Household Income		\$114,936	\$125,067
Product/Consumer Behavior	Expected Number of Households	Percent	MPI
HH owns any pet	826	56.7%	105
HH owns any cat	286	19.6%	86
HH owns any dog	648	44.4%	108
HH owns 1 cat	161	11.0%	90
HH owns 2+ cats	125	8.6%	80
HH owns 1 dog	402	27.6%	111
HH owns 2+ dogs	247	16.9%	103
HH used canned/wet cat food in last 6 months	174	11.9%	88
HH used packaged dry cat food in last 6 months	268	18.4%	85
HH used cat treats in last 6 months	182	12.5%	93
HH used cat litter in last 6 months	265	18.2%	90
HH used canned/wet dog food in last 6 months	244	16.7%	99
HH used packaged dry dog food in last 6 months	621	42.6%	109
HH used dog biscuits/treats in last 6 months	509	34.9%	111
HH used flea/tick/parasite prod cat/dog last 12 months	529	36.3%	100
HH purchased pet food in last 12 months: from discount store	72	4.9%	73
HH purchased pet food in last 12 months: from grocery store	363	24.9%	94
HH purchased pet food in last 12 months: from PETCO	140	9.6%	129
HH purchased pet food in last 12 months: from PetSmart	200	13.7%	134
HH purchased pet food last 12 months: other specialty pet store	98	6.7%	117
HH purchased pet food in last 12 months: from wholesale club	75	5.1%	111
HH purchased pet food in last 12 months: Internet/online	142	9.7%	133
HH purchased pet food in last 12 months: from veterinarian	75	5.1%	115
HH purchased flea control in last 12 months: Internet/online	81	5.6%	118
HH purchased flea control in last 12 months: from veterinarian	205	14.1%	107
HH member took pet to vet in last 12 months: 1 time	198	13.6%	99
HH member took pet to vet in last 12 months: 2 times	207	14.2%	126
HH member took pet to vet in last 12 months: 3 times	97	6.7%	110
HH member took pet to vet in last 12 months: 4 times	75	5.1%	115
HH member took pet to vet in last 12 months: 5+ times	101	6.9%	121
HH used professional pet service in last 12 months	343	23.5%	132
HH used professional pet service 3+ times last 12	215	14.7%	137
HH used professional pet service: boarding/kennel	103	7.1%	150
HH used professional pet service: grooming	268	18.4%	134
HH has pet insurance	66	4.5%	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 2020 and 2025.

July 20, 2020



Pets and Products Market Potential

2614 Chamberlain Ln, Louisville, Kentucky, 40245
Ring: 3 mile radius

Prepared by Charlotte Hollkamp
Latitude: 38.28911
Longitude: -85.51468

Demographic Summary		2020	2025
Population		47,637	50,876
Population 18+		35,785	38,711
Households		18,421	19,829
Median Household Income		\$95,444	\$103,452
Product/Consumer Behavior	Expected Number of Households	Percent	MPI
HH owns any pet	10,476	56.9%	106
HH owns any cat	3,885	21.1%	92
HH owns any dog	8,121	44.1%	107
HH owns 1 cat	2,120	11.5%	94
HH owns 2+ cats	1,765	9.6%	89
HH owns 1 dog	5,132	27.9%	113
HH owns 2+ dogs	2,990	16.2%	98
HH used canned/wet cat food in last 6 months	2,306	12.5%	93
HH used packaged dry cat food in last 6 months	3,702	20.1%	93
HH used cat treats in last 6 months	2,322	12.6%	94
HH used cat litter in last 6 months	3,529	19.2%	95
HH used canned/wet dog food in last 6 months	3,263	17.7%	105
HH used packaged dry dog food in last 6 months	7,750	42.1%	107
HH used dog biscuits/treats in last 6 months	6,345	34.4%	109
HH used flea/tick/parasite prod cat/dog last 12 months	6,876	37.3%	102
HH purchased pet food in last 12 months: from discount store	1,053	5.7%	84
HH purchased pet food in last 12 months: from grocery store	4,826	26.2%	99
HH purchased pet food in last 12 months: from PETCO	1,751	9.5%	128
HH purchased pet food in last 12 months: from PetSmart	2,287	12.4%	121
HH purchased pet food last 12 months: other specialty pet store	1,263	6.9%	119
HH purchased pet food in last 12 months: from wholesale club	1,002	5.4%	117
HH purchased pet food in last 12 months: Internet/online	1,681	9.1%	125
HH purchased pet food in last 12 months: from veterinarian	884	4.8%	108
HH purchased flea control in last 12 months: Internet/online	996	5.4%	115
HH purchased flea control in last 12 months: from veterinarian	2,642	14.3%	109
HH member took pet to vet in last 12 months: 1 time	2,567	13.9%	102
HH member took pet to vet in last 12 months: 2 times	2,369	12.9%	114
HH member took pet to vet in last 12 months: 3 times	1,265	6.9%	114
HH member took pet to vet in last 12 months: 4 times	867	4.7%	105
HH member took pet to vet in last 12 months: 5+ times	1,251	6.8%	119
HH used professional pet service in last 12 months	4,086	22.2%	125
HH used professional pet service 3+ times last 12	2,544	13.8%	129
HH used professional pet service: boarding/kennel	1,077	5.8%	124
HH used professional pet service: grooming	3,235	17.6%	128
HH has pet insurance	802	4.4%	109

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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 2020 and 2025.

July 20, 2020



Pets and Products Market Potential

2614 Chamberlain Ln, Louisville, Kentucky, 40245
Ring: 5 mile radius

Prepared by Charlotte Hollkamp
Latitude: 38.28911
Longitude: -85.51468

Demographic Summary		2020	2025
Population		126,116	135,193
Population 18+		96,748	104,708
Households		50,040	53,686
Median Household Income		\$95,169	\$103,637
Product/Consumer Behavior	Expected Number of Households	Percent	MPI
HH owns any pet	28,536	57.0%	106
HH owns any cat	11,119	22.2%	97
HH owns any dog	21,947	43.9%	107
HH owns 1 cat	6,009	12.0%	98
HH owns 2+ cats	5,110	10.2%	95
HH owns 1 dog	13,953	27.9%	113
HH owns 2+ dogs	7,999	16.0%	97
HH used canned/wet cat food in last 6 months	6,675	13.3%	99
HH used packaged dry cat food in last 6 months	10,531	21.0%	97
HH used cat treats in last 6 months	6,607	13.2%	98
HH used cat litter in last 6 months	10,053	20.1%	100
HH used canned/wet dog food in last 6 months	8,606	17.2%	102
HH used packaged dry dog food in last 6 months	20,930	41.8%	107
HH used dog biscuits/treats in last 6 months	17,064	34.1%	108
HH used flea/tick/parasite prod cat/dog last 12 months	18,658	37.3%	102
HH purchased pet food in last 12 months: from discount store	3,021	6.0%	89
HH purchased pet food in last 12 months: from grocery store	13,083	26.1%	99
HH purchased pet food in last 12 months: from PETCO	4,531	9.1%	122
HH purchased pet food in last 12 months: from PetSmart	6,114	12.2%	119
HH purchased pet food last 12 months: other specialty pet store	3,691	7.4%	128
HH purchased pet food in last 12 months: from wholesale club	2,784	5.6%	120
HH purchased pet food in last 12 months: Internet/online	4,548	9.1%	124
HH purchased pet food in last 12 months: from veterinarian	2,498	5.0%	112
HH purchased flea control in last 12 months: Internet/online	2,728	5.5%	115
HH purchased flea control in last 12 months: from veterinarian	7,412	14.8%	112
HH member took pet to vet in last 12 months: 1 time	7,135	14.3%	104
HH member took pet to vet in last 12 months: 2 times	6,288	12.6%	112
HH member took pet to vet in last 12 months: 3 times	3,452	6.9%	114
HH member took pet to vet in last 12 months: 4 times	2,266	4.5%	101
HH member took pet to vet in last 12 months: 5+ times	3,397	6.8%	119
HH used professional pet service in last 12 months	10,879	21.7%	122
HH used professional pet service 3+ times last 12	6,758	13.5%	126
HH used professional pet service: boarding/kennel	2,957	5.9%	126
HH used professional pet service: grooming	8,456	16.9%	123
HH has pet insurance	2,079	4.2%	104

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