



Pets and Products Market Potential

Anchorage Plaza- Phase Three
12910 Factory Ln, Louisville, Kentucky, 40245
Ring: 1 mile radius

Prepared by Charlotte Hollkamp
Latitude: 38.28821
Longitude: -85.51154

Demographic Summary		2017	2022
Population		3,946	4,124
Population 18+		2,874	3,017
Households		1,673	1,740
Median Household Income		\$103,100	\$110,746
Product/Consumer Behavior	Expected Number of Households	Percent	MPI
HH owns any pet	958	57.3%	106
HH owns any bird	29	1.7%	76
HH owns any cat	351	21.0%	93
HH owns any dog	749	44.8%	108
HH owns 1 cat	186	11.1%	91
HH owns 2+ cats	165	9.9%	94
HH owns 1 dog	481	28.8%	115
HH owns 2+ dogs	267	16.0%	97
HH used canned/wet cat food in last 6 months	158	9.4%	78
HH used packaged dry cat food in last 6 months	339	20.3%	94
HH used cat treats in last 6 months	184	11.0%	91
HH used cat litter in last 6 months	296	17.7%	91
HH used canned/wet dog food in last 6 months	219	13.1%	90
HH used packaged dry dog food in last 6 months	704	42.1%	106
HH used dog biscuits/treats in last 6 months	578	34.5%	108
HH used flea/tick/parasite product for cat/dog	601	35.9%	99
HH Bought pet food from any pet specialty store/12 mo	395	23.6%	116
HH Bought pet food in last 12 months: from discount store	125	7.5%	83
HH Bought pet food in last 12 months: from grocery store	419	25.0%	95
HH Bought pet food in last 12 months: from PETCO	167	10.0%	122
HH Bought pet food in last 12 months: from PetSmart	226	13.5%	120
HH Bought pet food in last 12 months: from wholesale club	97	5.8%	131
HH Bought pet food in last 12 months: from vet	79	4.7%	111
HH Bought flea control product from vet in last 12 mo	232	13.9%	112
HH member took pet to vet in last 12 months: 1 time	246	14.7%	105
HH member took pet to vet in last 12 months: 2 times	194	11.6%	106
HH member took pet to vet in last 12 months: 3 times	103	6.2%	118
HH member took pet to vet in last 12 months: 4 times	64	3.8%	97
HH member took pet to vet in last 12 months: 5+ times	109	6.5%	122
HH used professional pet service in last 12 months	362	21.6%	133
HH used professional pet service 3+ times last 12	235	14.0%	147
HH used professional pet service: boarding/kennel	125	7.5%	169
HH used professional pet service: grooming	282	16.9%	133
HH has pet insurance	66	3.9%	129

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 2017 and 2022.

January 23, 2018



Pets and Products Market Potential

Anchorage Plaza- Phase Three
12910 Factory Ln, Louisville, Kentucky, 40245
Ring: 3 mile radius

Prepared by Charlotte Hollkamp
Latitude: 38.28821
Longitude: -85.51154

Demographic Summary		2017	2022
Population		44,658	46,512
Population 18+		33,176	34,972
Households		17,016	17,682
Median Household Income		\$84,387	\$91,737
Product/Consumer Behavior	Expected Number of Households	Percent	MPI
HH owns any pet	9,983	58.7%	108
HH owns any bird	329	1.9%	85
HH owns any cat	3,746	22.0%	98
HH owns any dog	7,763	45.6%	110
HH owns 1 cat	2,019	11.9%	98
HH owns 2+ cats	1,727	10.1%	96
HH owns 1 dog	4,947	29.1%	116
HH owns 2+ dogs	2,814	16.5%	101
HH used canned/wet cat food in last 6 months	2,013	11.8%	97
HH used packaged dry cat food in last 6 months	3,576	21.0%	98
HH used cat treats in last 6 months	2,039	12.0%	99
HH used cat litter in last 6 months	3,266	19.2%	99
HH used canned/wet dog food in last 6 months	2,510	14.8%	101
HH used packaged dry dog food in last 6 months	7,381	43.4%	109
HH used dog biscuits/treats in last 6 months	6,139	36.1%	113
HH used flea/tick/parasite product for cat/dog	6,396	37.6%	103
HH Bought pet food from any pet specialty store/12 mo	4,229	24.9%	123
HH Bought pet food in last 12 months: from discount store	1,415	8.3%	93
HH Bought pet food in last 12 months: from grocery store	4,511	26.5%	101
HH Bought pet food in last 12 months: from PETCO	1,764	10.4%	127
HH Bought pet food in last 12 months: from PetSmart	2,310	13.6%	120
HH Bought pet food in last 12 months: from wholesale club	927	5.4%	123
HH Bought pet food in last 12 months: from vet	771	4.5%	106
HH Bought flea control product from vet in last 12 mo	2,404	14.1%	114
HH member took pet to vet in last 12 months: 1 time	2,612	15.4%	109
HH member took pet to vet in last 12 months: 2 times	2,060	12.1%	111
HH member took pet to vet in last 12 months: 3 times	1,092	6.4%	123
HH member took pet to vet in last 12 months: 4 times	738	4.3%	110
HH member took pet to vet in last 12 months: 5+ times	1,150	6.8%	126
HH used professional pet service in last 12 months	3,637	21.4%	132
HH used professional pet service 3+ times last 12	2,244	13.2%	138
HH used professional pet service: boarding/kennel	1,198	7.0%	159
HH used professional pet service: grooming	2,763	16.2%	128
HH has pet insurance	642	3.8%	123

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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 2017 and 2022.

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Pets and Products Market Potential

Anchorage Plaza- Phase Three
12910 Factory Ln, Louisville, Kentucky, 40245
Ring: 5 mile radius

Prepared by Charlotte Hollkamp
Latitude: 38.28821
Longitude: -85.51154

Demographic Summary		2017	2022
Population		117,205	122,602
Population 18+		89,217	94,151
Households		46,231	48,242
Median Household Income		\$82,507	\$89,735
Product/Consumer Behavior	Expected Number of Households	Percent	MPI
HH owns any pet	26,752	57.9%	107
HH owns any bird	909	2.0%	86
HH owns any cat	10,626	23.0%	102
HH owns any dog	20,328	44.0%	106
HH owns 1 cat	5,803	12.6%	103
HH owns 2+ cats	4,822	10.4%	99
HH owns 1 dog	13,027	28.2%	112
HH owns 2+ dogs	7,299	15.8%	96
HH used canned/wet cat food in last 6 months	5,794	12.5%	103
HH used packaged dry cat food in last 6 months	10,163	22.0%	102
HH used cat treats in last 6 months	5,880	12.7%	105
HH used cat litter in last 6 months	9,387	20.3%	105
HH used canned/wet dog food in last 6 months	6,571	14.2%	97
HH used packaged dry dog food in last 6 months	19,386	41.9%	106
HH used dog biscuits/treats in last 6 months	16,235	35.1%	110
HH used flea/tick/parasite product for cat/dog	17,271	37.4%	102
HH Bought pet food from any pet specialty store/12 mo	11,458	24.8%	122
HH Bought pet food in last 12 months: from discount store	3,882	8.4%	94
HH Bought pet food in last 12 months: from grocery store	12,215	26.4%	101
HH Bought pet food in last 12 months: from PETCO	4,676	10.1%	124
HH Bought pet food in last 12 months: from PetSmart	6,232	13.5%	119
HH Bought pet food in last 12 months: from wholesale club	2,494	5.4%	122
HH Bought pet food in last 12 months: from vet	2,150	4.7%	109
HH Bought flea control product from vet in last 12 mo	6,573	14.2%	115
HH member took pet to vet in last 12 months: 1 time	7,023	15.2%	108
HH member took pet to vet in last 12 months: 2 times	5,550	12.0%	110
HH member took pet to vet in last 12 months: 3 times	2,842	6.1%	118
HH member took pet to vet in last 12 months: 4 times	2,080	4.5%	114
HH member took pet to vet in last 12 months: 5+ times	2,947	6.4%	119
HH used professional pet service in last 12 months	9,331	20.2%	124
HH used professional pet service 3+ times last 12	5,766	12.5%	130
HH used professional pet service: boarding/kennel	2,895	6.3%	142
HH used professional pet service: grooming	7,066	15.3%	121
HH has pet insurance	1,593	3.4%	112

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