



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		2018	2023
Population		4,280	4,600
Population 18+		3,116	3,353
Households		1,858	2,005
Median Household Income		\$100,529	\$105,676
Product/Consumer Behavior	Expected Number of Households	Percent	MPI
HH owns any pet	1,048	56.4%	104
HH owns any bird	40	2.2%	100
HH owns any cat	382	20.6%	89
HH owns any dog	824	44.3%	106
HH owns 1 cat	230	12.4%	101
HH owns 2+ cats	152	8.2%	76
HH owns 1 dog	474	25.5%	102
HH owns 2+ dogs	350	18.8%	112
HH used canned/wet cat food in last 6 months	223	12.0%	91
HH used packaged dry cat food in last 6 months	362	19.5%	88
HH used cat treats in last 6 months	237	12.8%	95
HH used cat litter in last 6 months	332	17.9%	87
HH used canned/wet dog food in last 6 months	291	15.7%	98
HH used packaged dry dog food in last 6 months	787	42.4%	106
HH used dog biscuits/treats in last 6 months	638	34.3%	105
HH used flea/tick/parasite product for cat/dog	684	36.8%	98
HH Bought pet food from any pet specialty store/12 mo	457	24.6%	116
HH Bought pet food in last 12 months: from discount store	120	6.5%	84
HH Bought pet food in last 12 months: from grocery store	472	25.4%	94
HH Bought pet food in last 12 months: from PETCO	173	9.3%	104
HH Bought pet food in last 12 months: from PetSmart	274	14.7%	126
HH Bought pet food in last 12 months: from wholesale club	120	6.5%	135
HH Bought pet food in last 12 months: from vet	80	4.3%	85
HH Bought flea control product from vet in last 12 mo	244	13.1%	100
HH member took pet to vet in last 12 months: 1 time	253	13.6%	101
HH member took pet to vet in last 12 months: 2 times	244	13.1%	114
HH member took pet to vet in last 12 months: 3 times	109	5.9%	103
HH member took pet to vet in last 12 months: 4 times	90	4.8%	114
HH member took pet to vet in last 12 months: 5+ times	121	6.5%	108
HH used professional pet service in last 12 months	368	19.8%	118
HH used professional pet service 3+ times last 12	243	13.1%	130
HH used professional pet service: boarding/kennel	116	6.2%	138
HH used professional pet service: grooming	286	15.4%	117
HH has pet insurance	92	5.0%	126

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 2018 and 2023.

July 16, 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		2018	2023
Population		45,553	48,000
Population 18+		33,931	36,133
Households		17,438	18,416
Median Household Income		\$88,482	\$96,236
Product/Consumer Behavior	Expected Number of Households	Percent	MPI
HH owns any pet	10,116	58.0%	107
HH owns any bird	378	2.2%	100
HH owns any cat	3,774	21.6%	94
HH owns any dog	7,935	45.5%	109
HH owns 1 cat	2,100	12.0%	98
HH owns 2+ cats	1,673	9.6%	89
HH owns 1 dog	4,773	27.4%	110
HH owns 2+ dogs	3,162	18.1%	108
HH used canned/wet cat food in last 6 months	2,239	12.8%	98
HH used packaged dry cat food in last 6 months	3,598	20.6%	93
HH used cat treats in last 6 months	2,262	13.0%	97
HH used cat litter in last 6 months	3,388	19.4%	95
HH used canned/wet dog food in last 6 months	2,853	16.4%	102
HH used packaged dry dog food in last 6 months	7,608	43.6%	109
HH used dog biscuits/treats in last 6 months	6,301	36.1%	111
HH used flea/tick/parasite product for cat/dog	6,719	38.5%	102
HH Bought pet food from any pet specialty store/12 mo	4,562	26.2%	124
HH Bought pet food in last 12 months: from discount store	1,197	6.9%	90
HH Bought pet food in last 12 months: from grocery store	4,634	26.6%	99
HH Bought pet food in last 12 months: from PETCO	1,877	10.8%	121
HH Bought pet food in last 12 months: from PetSmart	2,656	15.2%	130
HH Bought pet food in last 12 months: from wholesale club	1,224	7.0%	147
HH Bought pet food in last 12 months: from vet	1,029	5.9%	116
HH Bought flea control product from vet in last 12 mo	2,556	14.7%	112
HH member took pet to vet in last 12 months: 1 time	2,518	14.4%	107
HH member took pet to vet in last 12 months: 2 times	2,289	13.1%	114
HH member took pet to vet in last 12 months: 3 times	1,087	6.2%	109
HH member took pet to vet in last 12 months: 4 times	806	4.6%	109
HH member took pet to vet in last 12 months: 5+ times	1,283	7.4%	122
HH used professional pet service in last 12 months	3,731	21.4%	127
HH used professional pet service 3+ times last 12	2,362	13.5%	135
HH used professional pet service: boarding/kennel	1,049	6.0%	133
HH used professional pet service: grooming	2,873	16.5%	126
HH has pet insurance	870	5.0%	127

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 2018 and 2023.

July 16, 2018



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		2018	2023
Population		121,103	128,090
Population 18+		92,474	98,642
Households		47,790	50,483
Median Household Income		\$87,476	\$95,495
Product/Consumer Behavior	Expected Number of Households	Percent	MPI
HH owns any pet	27,783	58.1%	107
HH owns any bird	993	2.1%	96
HH owns any cat	10,990	23.0%	100
HH owns any dog	21,380	44.7%	107
HH owns 1 cat	5,989	12.5%	102
HH owns 2+ cats	4,997	10.5%	97
HH owns 1 dog	13,164	27.5%	111
HH owns 2+ dogs	8,217	17.2%	102
HH used canned/wet cat food in last 6 months	6,434	13.5%	103
HH used packaged dry cat food in last 6 months	10,486	21.9%	99
HH used cat treats in last 6 months	6,492	13.6%	102
HH used cat litter in last 6 months	9,837	20.6%	101
HH used canned/wet dog food in last 6 months	7,590	15.9%	99
HH used packaged dry dog food in last 6 months	20,603	43.1%	108
HH used dog biscuits/treats in last 6 months	17,066	35.7%	109
HH used flea/tick/parasite product for cat/dog	18,686	39.1%	104
HH Bought pet food from any pet specialty store/12 mo	12,468	26.1%	123
HH Bought pet food in last 12 months: from discount store	3,271	6.8%	89
HH Bought pet food in last 12 months: from grocery store	12,799	26.8%	99
HH Bought pet food in last 12 months: from PETCO	5,197	10.9%	122
HH Bought pet food in last 12 months: from PetSmart	6,958	14.6%	125
HH Bought pet food in last 12 months: from wholesale club	3,117	6.5%	136
HH Bought pet food in last 12 months: from vet	2,904	6.1%	119
HH Bought flea control product from vet in last 12 mo	7,139	14.9%	114
HH member took pet to vet in last 12 months: 1 time	6,887	14.4%	106
HH member took pet to vet in last 12 months: 2 times	6,231	13.0%	113
HH member took pet to vet in last 12 months: 3 times	3,071	6.4%	113
HH member took pet to vet in last 12 months: 4 times	2,167	4.5%	107
HH member took pet to vet in last 12 months: 5+ times	3,561	7.5%	123
HH used professional pet service in last 12 months	10,193	21.3%	127
HH used professional pet service 3+ times last 12	6,373	13.3%	133
HH used professional pet service: boarding/kennel	2,954	6.2%	137
HH used professional pet service: grooming	7,872	16.5%	125
HH has pet insurance	2,237	4.7%	119

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 2018 and 2023.

July 16, 2018