



Pets and Products Market Potential

Anchorage Plaza
12907 Factory Ln, Louisville, Kentucky, 40245
Ring: 1 mile radius

Prepared by Charlotte Hollkamp
Latitude: 38.28861
Longitude: -85.51168

Demographic Summary		2018	2023
Population		4,694	5,038
Population 18+		3,386	3,642
Households		1,984	2,138
Median Household Income		\$102,049	\$106,993
Product/Consumer Behavior	Expected Number of Households	Percent	MPI
HH owns any pet	1,123	56.6%	104
HH owns any bird	42	2.1%	98
HH owns any cat	404	20.4%	89
HH owns any dog	889	44.8%	107
HH owns 1 cat	243	12.2%	100
HH owns 2+ cats	161	8.1%	76
HH owns 1 dog	509	25.7%	103
HH owns 2+ dogs	380	19.2%	114
HH used canned/wet cat food in last 6 months	234	11.8%	90
HH used packaged dry cat food in last 6 months	383	19.3%	87
HH used cat treats in last 6 months	250	12.6%	94
HH used cat litter in last 6 months	352	17.7%	87
HH used canned/wet dog food in last 6 months	313	15.8%	99
HH used packaged dry dog food in last 6 months	849	42.8%	107
HH used dog biscuits/treats in last 6 months	689	34.7%	106
HH used flea/tick/parasite product for cat/dog	734	37.0%	98
HH Bought pet food from any pet specialty store/12 mo	491	24.7%	117
HH Bought pet food in last 12 months: from discount store	128	6.5%	84
HH Bought pet food in last 12 months: from grocery store	504	25.4%	94
HH Bought pet food in last 12 months: from PETCO	186	9.4%	105
HH Bought pet food in last 12 months: from PetSmart	295	14.9%	127
HH Bought pet food in last 12 months: from wholesale club	129	6.5%	136
HH Bought pet food in last 12 months: from vet	85	4.3%	84
HH Bought flea control product from vet in last 12 mo	263	13.3%	101
HH member took pet to vet in last 12 months: 1 time	272	13.7%	101
HH member took pet to vet in last 12 months: 2 times	262	13.2%	115
HH member took pet to vet in last 12 months: 3 times	117	5.9%	103
HH member took pet to vet in last 12 months: 4 times	98	4.9%	116
HH member took pet to vet in last 12 months: 5+ times	130	6.6%	108
HH used professional pet service in last 12 months	397	20.0%	119
HH used professional pet service 3+ times last 12	262	13.2%	132
HH used professional pet service: boarding/kennel	126	6.4%	141
HH used professional pet service: grooming	309	15.6%	119
HH has pet insurance	99	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.

September 17, 2018



Pets and Products Market Potential

Anchorage Plaza
12907 Factory Ln, Louisville, Kentucky, 40245
Ring: 3 mile radius

Prepared by Charlotte Hollkamp
Latitude: 38.28861
Longitude: -85.51168

Demographic Summary		2018	2023
Population		45,494	47,929
Population 18+		33,891	36,084
Households		17,388	18,360
Median Household Income		\$88,522	\$96,254
Product/Consumer Behavior	Expected Number of Households	Percent	MPI
HH owns any pet	10,081	58.0%	106
HH owns any bird	376	2.2%	100
HH owns any cat	3,762	21.6%	94
HH owns any dog	7,905	45.5%	109
HH owns 1 cat	2,094	12.0%	98
HH owns 2+ cats	1,666	9.6%	89
HH owns 1 dog	4,754	27.3%	110
HH owns 2+ dogs	3,151	18.1%	108
HH used canned/wet cat food in last 6 months	2,232	12.8%	98
HH used packaged dry cat food in last 6 months	3,587	20.6%	93
HH used cat treats in last 6 months	2,257	13.0%	97
HH used cat litter in last 6 months	3,376	19.4%	95
HH used canned/wet dog food in last 6 months	2,844	16.4%	102
HH used packaged dry dog food in last 6 months	7,580	43.6%	109
HH used dog biscuits/treats in last 6 months	6,276	36.1%	110
HH used flea/tick/parasite product for cat/dog	6,694	38.5%	102
HH Bought pet food from any pet specialty store/12 mo	4,544	26.1%	124
HH Bought pet food in last 12 months: from discount store	1,194	6.9%	90
HH Bought pet food in last 12 months: from grocery store	4,618	26.6%	98
HH Bought pet food in last 12 months: from PETCO	1,868	10.7%	121
HH Bought pet food in last 12 months: from PetSmart	2,646	15.2%	130
HH Bought pet food in last 12 months: from wholesale club	1,218	7.0%	146
HH Bought pet food in last 12 months: from vet	1,022	5.9%	115
HH Bought flea control product from vet in last 12 mo	2,544	14.6%	112
HH member took pet to vet in last 12 months: 1 time	2,511	14.4%	107
HH member took pet to vet in last 12 months: 2 times	2,280	13.1%	114
HH member took pet to vet in last 12 months: 3 times	1,083	6.2%	109
HH member took pet to vet in last 12 months: 4 times	803	4.6%	109
HH member took pet to vet in last 12 months: 5+ times	1,276	7.3%	121
HH used professional pet service in last 12 months	3,714	21.4%	127
HH used professional pet service 3+ times last 12	2,351	13.5%	135
HH used professional pet service: boarding/kennel	1,046	6.0%	133
HH used professional pet service: grooming	2,860	16.4%	125
HH has pet insurance	866	5.0%	127

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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 2018 and 2023.

September 17, 2018



Pets and Products Market Potential

Anchorage Plaza
12907 Factory Ln, Louisville, Kentucky, 40245
Ring: 5 mile radius

Prepared by Charlotte Hollkamp
Latitude: 38.28861
Longitude: -85.51168

Demographic Summary		2018	2023
Population		120,918	127,894
Population 18+		92,319	98,478
Households		47,703	50,390
Median Household Income		\$87,458	\$95,475
Product/Consumer Behavior	Expected Number of Households	Percent	MPI
HH owns any pet	27,739	58.1%	107
HH owns any bird	992	2.1%	96
HH owns any cat	10,970	23.0%	100
HH owns any dog	21,351	44.8%	107
HH owns 1 cat	5,978	12.5%	102
HH owns 2+ cats	4,988	10.5%	97
HH owns 1 dog	13,145	27.6%	111
HH owns 2+ dogs	8,207	17.2%	102
HH used canned/wet cat food in last 6 months	6,422	13.5%	103
HH used packaged dry cat food in last 6 months	10,467	21.9%	99
HH used cat treats in last 6 months	6,480	13.6%	102
HH used cat litter in last 6 months	9,820	20.6%	101
HH used canned/wet dog food in last 6 months	7,578	15.9%	99
HH used packaged dry dog food in last 6 months	20,574	43.1%	108
HH used dog biscuits/treats in last 6 months	17,041	35.7%	109
HH used flea/tick/parasite product for cat/dog	18,658	39.1%	104
HH Bought pet food from any pet specialty store/12 mo	12,448	26.1%	124
HH Bought pet food in last 12 months: from discount store	3,267	6.8%	89
HH Bought pet food in last 12 months: from grocery store	12,781	26.8%	99
HH Bought pet food in last 12 months: from PETCO	5,188	10.9%	122
HH Bought pet food in last 12 months: from PetSmart	6,949	14.6%	125
HH Bought pet food in last 12 months: from wholesale club	3,112	6.5%	136
HH Bought pet food in last 12 months: from vet	2,899	6.1%	119
HH Bought flea control product from vet in last 12 mo	7,126	14.9%	114
HH member took pet to vet in last 12 months: 1 time	6,877	14.4%	107
HH member took pet to vet in last 12 months: 2 times	6,223	13.0%	113
HH member took pet to vet in last 12 months: 3 times	3,065	6.4%	113
HH member took pet to vet in last 12 months: 4 times	2,164	4.5%	107
HH member took pet to vet in last 12 months: 5+ times	3,555	7.5%	123
HH used professional pet service in last 12 months	10,176	21.3%	127
HH used professional pet service 3+ times last 12	6,362	13.3%	133
HH used professional pet service: boarding/kennel	2,949	6.2%	137
HH used professional pet service: grooming	7,859	16.5%	125
HH has pet insurance	2,233	4.7%	119

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