



Strategic Mapping & Data Services

Saturn System - 1.2

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PPI - Pets

Center ZipCode: 63088

Radius 1: 3 Miles
Radius 2: 5 Miles
Radius 3: 15 Miles

	Radius 1	Radius 2	Radius 3
Own any Dog or Cat	120.4	113.8	97.9
Own any Dog	121.9	112.6	101
Own Toy or Small Dog	124.6	112.8	99.9
Own Medium Sized Dog	110.3	108.1	96.5
Own Large/Very Large Dog	118	108.5	100.5
Own any Cat	111.7	115.6	103.4
Use Dog Food	121.2	113.3	101.2
Use Canned/Moist Dog Food	104	104.7	98.3
Use Dry Dog Food	125.6	115.3	101.7
Use Dog or Cat Treats	135.6	121.1	108.8
Use Cat Food	111	117	104
Use Flea and Tick Care Products	103	115.7	106
Use Cat/Dog Heartworm Control	112.9	118.7	100.9
Use Cat Box Filler/Litter	111.6	106.1	99.5
Bought Dog Food: Supermarket	127.9	126.6	108
Bought Dog Food: Other Store	123.6	123.7	110.4
Bought Cat Food: Supermarket	121.3	111.7	101.7
Boaght Cat Food: Other Store	135.2	113.8	103



Strategic Mapping & Data Services

Saturn System - 1.2

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PPI - Garden and Lawn

Center ZipCode: 63088

Radius 1: 3 Miles
 Radius 2: 5 Miles
 Radius 3: 15 Miles

	Radius 1	Radius 2	Radius 3
Indoor Gardening/Plants	124.8	121.3	111.5
Outdoor Floor Gardening	120.6	120.3	111.7
Outdoor Vegetable Gardening	102.4	112.4	104
Outdoor Flower/Veg. Gardening	116.8	118.9	108.1
Own Lawn/Garden Equipment	120.2	118.9	106.8
Own Power-Operated Equipment	123.1	118.5	107.7
Own Hand-Operated Equipment	120.3	121.1	108.1
Own NonRiding Power Mower	133.7	123.1	112.4
Own Power Edger/Trimmer	136.4	127.4	136.9
Own Hoe	112.8	122.7	105.5
Own Pitchfork	85.1	118.3	104.4
Own Pruner	122.2	129.1	113.1
Own Rake	118.4	119.9	151.4
Own Shears	128.1	127.9	112.8
Own Shovel	122.2	122.4	109.1
Own Trowel	113.8	124.8	111.8
Own Wheelbarrow	120.4	125.3	110.2
Bought Power/Hand Equip.	131.9	126.2	109
Bought Flower Seeds	99.8	103.8	103
Bought Flower PLants	117.5	123.7	110.7
Bought Bulbs	105.1	120.9	111.9
Bought Vegetable Seeds	87.1	99.3	95.9
Bought Vegetable Plants	85.2	108.7	101.7
Bought Lawn fertilizer/Weedkiller	170	147.2	117.5
Bought Veg./Flower Fertilizer	112.1	117.5	106
Bought House Plant Food	116.5	107.8	103.6
Bouhgt No Seeds/Bulbs Fertilizer	88.1	85.4	92.9
Bought Seeds/Bulbs/Fertilizer	120.4	118	108



Strategic Mapping & Data Services

Saturn System - 1.2

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PPI - Home Improvement

Center ZipCode: 63088

Radius 1: 3 Miles
Radius 2: 5 Miles
Radius 3: 15 Miles

	Radius 1	Radius 2	Radius 3
Any Home Improvement	118.6	120	108.9
Home Improvement			
Spent \$1000+	108.9	129.1	114.4
Spent \$251-999	127.9	117.5	107.7
Spent <\$251	124.4	109.4	102.5
Painted Interior	116.6	115.4	109
Painted Exterior	125.9	123.9	111.4
Latex or Waterbase Paint	125	119.9	111.6
Bought Wall Coverings	119.5	122.8	111
Bought bath/Kitchen Fixtures	105.8	117.2	107.8
Bought Indoor/Outdoor Lighting	107	118.7	110.9
Bought Carpet/Rugs	117.3	114.2	108.4
Bought Flooring	122.7	126.6	109.3
Any Home Remodeling	102.4	112	171.5



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Saturn System - 1.2

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PPI - Tools

Center ZipCode: 63088

Radius 1: 3 Miles
Radius 2: 5 Miles
Radius 3: 15 Miles

	Radius 1	Radius 2	Radius 3
Own Any Tools	122.3	119.4	106.9
Own Electric/Gas Chain Saw	96.5	117.9	102.2
Own Shop Dry/Wet vacuum	123.3	122.7	110.9
Own Radial/Band/Circular/Jigsaw	117.4	117.5	107.4
Own Non-Electric Hand Tools	122.3	120.4	107
Own Electric Circular Saw	124.3	120.1	107
Own Electric Jig/Saber Saw	118.8	122.8	106.4
Own Electric Sander	118.7	129.5	109.4
Own Cordless Electric Drill	123.3	125.7	109.2
Own Electric Drill with Cord	125.6	124.7	108.2
Own Electric Screwdriver	119.9	127.3	108.6
Own Electric Glue Gun	128	128.4	108.6
Own any Cordless Tool	123.3	124.2	108.5
Buy Tools: Discount Store	123.2	117	100
Buy Tools: Hardware/Home Imp Store	119.8	113.9	106.4
Buy Tools: Other Store	104.1	101	99.8



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PPI - Garden and Lawn

Center ZipCode: 63088

Radius 1: 3 Miles
Radius 2: 5 Miles
Radius 3: 15 Miles

	Radius 1	Radius 2	Radius 3
Seeds/Bulbs/Fertilizer \$100+	136.7	146.3	119.1
Seeds/Bulbs/Fertilizer \$50-\$99	107.4	116.2	103.8
Seeds/Bulbs/Fertilizer <\$50	109.5	89.4	98.7