



## Pets and Products Market Potential

Shoppes at Forest Green  
10023 Forest Green Blvd, Louisville, Kentucky, 40223  
Ring: 1 mile radius

Prepared by Charlotte Hollkamp  
Latitude: 38.26339  
Longitude: -85.57101

Demographic Summary		2018	2023
Population		9,603	10,094
Population 18+		7,452	7,879
Households		3,782	3,969
Median Household Income		\$85,675	\$91,938
Product/Consumer Behavior	Expected Number of Households	Percent	MPI
HH owns any pet	2,223	58.8%	108
HH owns any bird	68	1.8%	83
HH owns any cat	958	25.3%	110
HH owns any dog	1,677	44.3%	106
HH owns 1 cat	503	13.3%	108
HH owns 2+ cats	455	12.0%	112
HH owns 1 dog	1,023	27.0%	109
HH owns 2+ dogs	655	17.3%	103
HH used canned/wet cat food in last 6 months	568	15.0%	114
HH used packaged dry cat food in last 6 months	923	24.4%	110
HH used cat treats in last 6 months	569	15.0%	113
HH used cat litter in last 6 months	849	22.4%	110
HH used canned/wet dog food in last 6 months	635	16.8%	105
HH used packaged dry dog food in last 6 months	1,632	43.2%	108
HH used dog biscuits/treats in last 6 months	1,326	35.1%	107
HH used flea/tick/parasite product for cat/dog	1,516	40.1%	107
HH Bought pet food from any pet specialty store/12 mo	962	25.4%	120
HH Bought pet food in last 12 months: from discount store	286	7.6%	99
HH Bought pet food in last 12 months: from grocery store	1,041	27.5%	102
HH Bought pet food in last 12 months: from PETCO	407	10.8%	121
HH Bought pet food in last 12 months: from PetSmart	517	13.7%	117
HH Bought pet food in last 12 months: from wholesale club	250	6.6%	138
HH Bought pet food in last 12 months: from vet	232	6.1%	120
HH Bought flea control product from vet in last 12 mo	573	15.2%	116
HH member took pet to vet in last 12 months: 1 time	557	14.7%	109
HH member took pet to vet in last 12 months: 2 times	487	12.9%	112
HH member took pet to vet in last 12 months: 3 times	254	6.7%	118
HH member took pet to vet in last 12 months: 4 times	153	4.0%	95
HH member took pet to vet in last 12 months: 5+ times	284	7.5%	124
HH used professional pet service in last 12 months	790	20.9%	124
HH used professional pet service 3+ times last 12	482	12.7%	127
HH used professional pet service: boarding/kennel	244	6.5%	143
HH used professional pet service: grooming	613	16.2%	123
HH has pet insurance	150	4.0%	101

**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 11, 2018



## Pets and Products Market Potential

Shoppes at Forest Green  
10023 Forest Green Blvd, Louisville, Kentucky, 40223  
Ring: 3 mile radius

Prepared by Charlotte Hollkamp  
Latitude: 38.26339  
Longitude: -85.57101

Demographic Summary		2018	2023
Population		73,160	75,759
Population 18+		58,571	61,015
Households		32,204	33,323
Median Household Income		\$72,820	\$81,003
Product/Consumer Behavior	Expected Number of Households	Percent	MPI
HH owns any pet	17,562	54.5%	100
HH owns any bird	604	1.9%	87
HH owns any cat	7,392	23.0%	100
HH owns any dog	12,925	40.1%	96
HH owns 1 cat	4,123	12.8%	104
HH owns 2+ cats	3,263	10.1%	94
HH owns 1 dog	8,102	25.2%	101
HH owns 2+ dogs	4,824	15.0%	89
HH used canned/wet cat food in last 6 months	4,434	13.8%	105
HH used packaged dry cat food in last 6 months	7,091	22.0%	99
HH used cat treats in last 6 months	4,303	13.4%	100
HH used cat litter in last 6 months	6,578	20.4%	100
HH used canned/wet dog food in last 6 months	4,750	14.7%	92
HH used packaged dry dog food in last 6 months	12,584	39.1%	98
HH used dog biscuits/treats in last 6 months	10,337	32.1%	98
HH used flea/tick/parasite product for cat/dog	11,694	36.3%	97
HH Bought pet food from any pet specialty store/12 mo	7,657	23.8%	113
HH Bought pet food in last 12 months: from discount store	2,041	6.3%	83
HH Bought pet food in last 12 months: from grocery store	8,287	25.7%	95
HH Bought pet food in last 12 months: from PETCO	3,223	10.0%	112
HH Bought pet food in last 12 months: from PetSmart	4,031	12.5%	107
HH Bought pet food in last 12 months: from wholesale club	1,780	5.5%	115
HH Bought pet food in last 12 months: from vet	1,903	5.9%	116
HH Bought flea control product from vet in last 12 mo	4,431	13.8%	105
HH member took pet to vet in last 12 months: 1 time	4,408	13.7%	101
HH member took pet to vet in last 12 months: 2 times	3,837	11.9%	104
HH member took pet to vet in last 12 months: 3 times	1,895	5.9%	103
HH member took pet to vet in last 12 months: 4 times	1,286	4.0%	94
HH member took pet to vet in last 12 months: 5+ times	2,226	6.9%	114
HH used professional pet service in last 12 months	6,319	19.6%	117
HH used professional pet service 3+ times last 12	3,853	12.0%	119
HH used professional pet service: boarding/kennel	1,840	5.7%	127
HH used professional pet service: grooming	4,840	15.0%	114
HH has pet insurance	1,313	4.1%	104

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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.

July 11, 2018



## Pets and Products Market Potential

Shoppes at Forest Green  
10023 Forest Green Blvd, Louisville, Kentucky, 40223  
Ring: 5 mile radius

Prepared by Charlotte Hollkamp  
Latitude: 38.26339  
Longitude: -85.57101

Demographic Summary		2018	2023
Population		188,613	195,754
Population 18+		149,176	155,737
Households		81,115	84,033
Median Household Income		\$75,828	\$83,533
Product/Consumer Behavior	Expected Number of Households	Percent	MPI
HH owns any pet	44,674	55.1%	101
HH owns any bird	1,557	1.9%	89
HH owns any cat	18,197	22.4%	98
HH owns any dog	33,433	41.2%	99
HH owns 1 cat	10,042	12.4%	101
HH owns 2+ cats	8,142	10.0%	94
HH owns 1 dog	20,820	25.7%	103
HH owns 2+ dogs	12,613	15.5%	92
HH used canned/wet cat food in last 6 months	10,866	13.4%	102
HH used packaged dry cat food in last 6 months	17,396	21.4%	96
HH used cat treats in last 6 months	10,620	13.1%	98
HH used cat litter in last 6 months	16,295	20.1%	98
HH used canned/wet dog food in last 6 months	12,195	15.0%	94
HH used packaged dry dog food in last 6 months	32,336	39.9%	100
HH used dog biscuits/treats in last 6 months	26,792	33.0%	101
HH used flea/tick/parasite product for cat/dog	29,868	36.8%	98
HH Bought pet food from any pet specialty store/12 mo	19,654	24.2%	115
HH Bought pet food in last 12 months: from discount store	5,239	6.5%	84
HH Bought pet food in last 12 months: from grocery store	20,991	25.9%	96
HH Bought pet food in last 12 months: from PETCO	8,160	10.1%	113
HH Bought pet food in last 12 months: from PetSmart	10,597	13.1%	112
HH Bought pet food in last 12 months: from wholesale club	4,620	5.7%	119
HH Bought pet food in last 12 months: from vet	4,819	5.9%	117
HH Bought flea control product from vet in last 12 mo	11,396	14.0%	107
HH member took pet to vet in last 12 months: 1 time	11,131	13.7%	101
HH member took pet to vet in last 12 months: 2 times	9,819	12.1%	105
HH member took pet to vet in last 12 months: 3 times	4,804	5.9%	104
HH member took pet to vet in last 12 months: 4 times	3,487	4.3%	101
HH member took pet to vet in last 12 months: 5+ times	5,631	6.9%	115
HH used professional pet service in last 12 months	16,069	19.8%	118
HH used professional pet service 3+ times last 12	9,961	12.3%	123
HH used professional pet service: boarding/kennel	4,567	5.6%	125
HH used professional pet service: grooming	12,316	15.2%	116
HH has pet insurance	3,539	4.4%	111

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