



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		2019	2024
Population		9,526	9,928
Population 18+		7,399	7,745
Households		3,760	3,916
Median Household Income		\$94,715	\$106,702
Product/Consumer Behavior	Expected Number of Households	Percent	MPI
HH owns any pet	2,271	60.4%	111
HH owns any cat	911	24.2%	106
HH owns any dog	1,742	46.3%	111
HH owns 1 cat	488	13.0%	105
HH owns 2+ cats	422	11.2%	105
HH owns 1 dog	1,099	29.2%	116
HH owns 2+ dogs	643	17.1%	104
HH used canned/wet cat food in last 6 months	534	14.2%	106
HH used packaged dry cat food in last 6 months	877	23.3%	106
HH used cat treats in last 6 months	544	14.5%	108
HH used cat litter in last 6 months	831	22.1%	109
HH used canned/wet dog food in last 6 months	668	17.8%	110
HH used packaged dry dog food in last 6 months	1,686	44.8%	112
HH used dog biscuits/treats in last 6 months	1,386	36.9%	113
HH used flea/tick/parasite prod cat/dog last 12 months	1,529	40.7%	108
HH Bought pet food in last 12 months: from discount store	279	7.4%	101
HH Bought pet food in last 12 months: from grocery store	1,075	28.6%	105
HH Bought pet food in last 12 months: Internet/online	292	7.8%	139
HH Bought pet food in last 12 months: from PETCO	392	10.4%	127
HH Bought pet food in last 12 months: from PetSmart	485	12.9%	115
HH Bought pet food last 12 months: other specialty pet store	318	8.5%	138
HH Bought pet food in last 12 months: from wholesale club	268	7.1%	148
HH Bought pet food in last 12 months: from veterinarian	200	5.3%	110
HH Bought flea control in last 12 months: Internet/online	198	5.3%	121
HH Bought flea control product from vet in last 12 mo	595	15.8%	118
HH member took pet to vet in last 12 months: 1 time	603	16.0%	114
HH member took pet to vet in last 12 months: 2 times	507	13.5%	119
HH member took pet to vet in last 12 months: 3 times	260	6.9%	115
HH member took pet to vet in last 12 months: 4 times	152	4.0%	94
HH member took pet to vet in last 12 months: 5+ times	267	7.1%	124
HH used professional pet service in last 12 months	797	21.2%	122
HH used professional pet service 3+ times last 12	471	12.5%	118
HH used professional pet service: boarding/kennel	228	6.1%	129
HH used professional pet service: grooming	609	16.2%	122
HH has pet insurance	145	3.9%	100

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 2019 and 2024.

December 31, 2019



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		2019	2024
Population		73,725	76,292
Population 18+		59,135	61,584
Households		32,554	33,664
Median Household Income		\$78,327	\$90,268
Product/Consumer Behavior	Expected Number of Households	Percent	MPI
HH owns any pet	17,853	54.8%	101
HH owns any cat	7,511	23.1%	101
HH owns any dog	13,063	40.1%	96
HH owns 1 cat	4,103	12.6%	102
HH owns 2+ cats	3,408	10.5%	98
HH owns 1 dog	8,521	26.2%	103
HH owns 2+ dogs	4,545	14.0%	85
HH used canned/wet cat food in last 6 months	4,522	13.9%	103
HH used packaged dry cat food in last 6 months	7,210	22.1%	101
HH used cat treats in last 6 months	4,565	14.0%	105
HH used cat litter in last 6 months	6,762	20.8%	102
HH used canned/wet dog food in last 6 months	4,879	15.0%	93
HH used packaged dry dog food in last 6 months	12,656	38.9%	97
HH used dog biscuits/treats in last 6 months	10,391	31.9%	98
HH used flea/tick/parasite prod cat/dog last 12 months	11,894	36.5%	97
HH Bought pet food in last 12 months: from discount store	2,033	6.2%	85
HH Bought pet food in last 12 months: from grocery store	8,651	26.6%	98
HH Bought pet food in last 12 months: Internet/online	2,236	6.9%	123
HH Bought pet food in last 12 months: from PETCO	2,990	9.2%	112
HH Bought pet food in last 12 months: from PetSmart	3,815	11.7%	105
HH Bought pet food last 12 months: other specialty pet store	2,440	7.5%	123
HH Bought pet food in last 12 months: from wholesale club	1,820	5.6%	116
HH Bought pet food in last 12 months: from veterinarian	1,733	5.3%	110
HH Bought flea control in last 12 months: Internet/online	1,568	4.8%	110
HH Bought flea control product from vet in last 12 mo	4,736	14.5%	108
HH member took pet to vet in last 12 months: 1 time	4,578	14.1%	100
HH member took pet to vet in last 12 months: 2 times	3,789	11.6%	102
HH member took pet to vet in last 12 months: 3 times	2,034	6.2%	104
HH member took pet to vet in last 12 months: 4 times	1,314	4.0%	93
HH member took pet to vet in last 12 months: 5+ times	2,121	6.5%	114
HH used professional pet service in last 12 months	6,295	19.3%	112
HH used professional pet service 3+ times last 12	3,822	11.7%	111
HH used professional pet service: boarding/kennel	1,796	5.5%	118
HH used professional pet service: grooming	4,695	14.4%	108
HH has pet insurance	1,202	3.7%	96

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.

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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		2019	2024
Population		189,101	196,232
Population 18+		149,908	156,548
Households		81,527	84,571
Median Household Income		\$81,837	\$94,808
Product/Consumer Behavior	Expected Number of Households	Percent	MPI
HH owns any pet	45,161	55.4%	102
HH owns any cat	18,535	22.7%	100
HH owns any dog	33,471	41.1%	98
HH owns 1 cat	10,113	12.4%	100
HH owns 2+ cats	8,424	10.3%	97
HH owns 1 dog	21,582	26.5%	105
HH owns 2+ dogs	11,896	14.6%	88
HH used canned/wet cat food in last 6 months	11,109	13.6%	101
HH used packaged dry cat food in last 6 months	17,851	21.9%	100
HH used cat treats in last 6 months	11,138	13.7%	102
HH used cat litter in last 6 months	16,758	20.6%	101
HH used canned/wet dog food in last 6 months	12,428	15.2%	95
HH used packaged dry dog food in last 6 months	32,363	39.7%	99
HH used dog biscuits/treats in last 6 months	26,704	32.8%	100
HH used flea/tick/parasite prod cat/dog last 12 months	30,255	37.1%	98
HH Bought pet food in last 12 months: from discount store	5,250	6.4%	87
HH Bought pet food in last 12 months: from grocery store	21,638	26.5%	98
HH Bought pet food in last 12 months: Internet/online	5,609	6.9%	123
HH Bought pet food in last 12 months: from PETCO	7,498	9.2%	112
HH Bought pet food in last 12 months: from PetSmart	9,926	12.2%	109
HH Bought pet food last 12 months: other specialty pet store	6,044	7.4%	121
HH Bought pet food in last 12 months: from wholesale club	4,608	5.7%	117
HH Bought pet food in last 12 months: from veterinarian	4,471	5.5%	113
HH Bought flea control in last 12 months: Internet/online	3,914	4.8%	110
HH Bought flea control product from vet in last 12 mo	11,983	14.7%	110
HH member took pet to vet in last 12 months: 1 time	11,483	14.1%	100
HH member took pet to vet in last 12 months: 2 times	9,604	11.8%	104
HH member took pet to vet in last 12 months: 3 times	5,282	6.5%	108
HH member took pet to vet in last 12 months: 4 times	3,478	4.3%	99
HH member took pet to vet in last 12 months: 5+ times	5,387	6.6%	115
HH used professional pet service in last 12 months	16,032	19.7%	113
HH used professional pet service 3+ times last 12	9,850	12.1%	114
HH used professional pet service: boarding/kennel	4,505	5.5%	118
HH used professional pet service: grooming	12,032	14.8%	111
HH has pet insurance	3,251	4.0%	103

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