



## 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		2017	2022
Population		9,311	9,721
Population 18+		7,211	7,577
Households		3,675	3,840
Median Household Income		\$79,998	\$86,024
Product/Consumer Behavior	Expected Number of Households	Percent	MPI
HH owns any pet	2,180	59.3%	109
HH owns any bird	79	2.1%	94
HH owns any cat	897	24.4%	108
HH owns any dog	1,644	44.7%	108
HH owns 1 cat	500	13.6%	112
HH owns 2+ cats	396	10.8%	102
HH owns 1 dog	1,045	28.4%	114
HH owns 2+ dogs	599	16.3%	99
HH used canned/wet cat food in last 6 months	507	13.8%	113
HH used packaged dry cat food in last 6 months	856	23.3%	108
HH used cat treats in last 6 months	503	13.7%	113
HH used cat litter in last 6 months	783	21.3%	110
HH used canned/wet dog food in last 6 months	535	14.6%	100
HH used packaged dry dog food in last 6 months	1,571	42.7%	108
HH used dog biscuits/treats in last 6 months	1,328	36.1%	113
HH used flea/tick/parasite product for cat/dog	1,425	38.8%	106
HH Bought pet food from any pet specialty store/12 mo	923	25.1%	124
HH Bought pet food in last 12 months: from discount store	328	8.9%	100
HH Bought pet food in last 12 months: from grocery store	972	26.4%	101
HH Bought pet food in last 12 months: from PETCO	360	9.8%	120
HH Bought pet food in last 12 months: from PetSmart	499	13.6%	120
HH Bought pet food in last 12 months: from wholesale club	190	5.2%	117
HH Bought pet food in last 12 months: from vet	177	4.8%	113
HH Bought flea control product from vet in last 12 mo	533	14.5%	117
HH member took pet to vet in last 12 months: 1 time	585	15.9%	113
HH member took pet to vet in last 12 months: 2 times	454	12.4%	113
HH member took pet to vet in last 12 months: 3 times	233	6.3%	122
HH member took pet to vet in last 12 months: 4 times	156	4.2%	107
HH member took pet to vet in last 12 months: 5+ times	230	6.3%	117
HH used professional pet service in last 12 months	725	19.7%	122
HH used professional pet service 3+ times last 12	461	12.5%	131
HH used professional pet service: boarding/kennel	200	5.4%	123
HH used professional pet service: grooming	555	15.1%	119
HH has pet insurance	123	3.3%	109

**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 2017 and 2022.

January 23, 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		2017	2022
Population		71,886	73,565
Population 18+		57,448	59,140
Households		31,710	32,445
Median Household Income		\$67,922	\$76,615
Product/Consumer Behavior	Expected Number of Households	Percent	MPI
HH owns any pet	17,052	53.8%	99
HH owns any bird	588	1.9%	81
HH owns any cat	7,244	22.8%	101
HH owns any dog	12,361	39.0%	94
HH owns 1 cat	4,051	12.8%	105
HH owns 2+ cats	3,192	10.1%	96
HH owns 1 dog	8,087	25.5%	102
HH owns 2+ dogs	4,274	13.5%	82
HH used canned/wet cat food in last 6 months	4,096	12.9%	106
HH used packaged dry cat food in last 6 months	6,914	21.8%	101
HH used cat treats in last 6 months	4,085	12.9%	107
HH used cat litter in last 6 months	6,463	20.4%	105
HH used canned/wet dog food in last 6 months	4,020	12.7%	87
HH used packaged dry dog food in last 6 months	11,841	37.3%	94
HH used dog biscuits/treats in last 6 months	9,929	31.3%	98
HH used flea/tick/parasite product for cat/dog	10,925	34.5%	94
HH Bought pet food from any pet specialty store/12 mo	7,174	22.6%	112
HH Bought pet food in last 12 months: from discount store	2,465	7.8%	87
HH Bought pet food in last 12 months: from grocery store	7,908	24.9%	95
HH Bought pet food in last 12 months: from PETCO	2,851	9.0%	110
HH Bought pet food in last 12 months: from PetSmart	3,781	11.9%	106
HH Bought pet food in last 12 months: from wholesale club	1,471	4.6%	105
HH Bought pet food in last 12 months: from vet	1,364	4.3%	101
HH Bought flea control product from vet in last 12 mo	4,101	12.9%	105
HH member took pet to vet in last 12 months: 1 time	4,457	14.1%	100
HH member took pet to vet in last 12 months: 2 times	3,419	10.8%	98
HH member took pet to vet in last 12 months: 3 times	1,818	5.7%	110
HH member took pet to vet in last 12 months: 4 times	1,261	4.0%	100
HH member took pet to vet in last 12 months: 5+ times	1,821	5.7%	107
HH used professional pet service in last 12 months	5,510	17.4%	107
HH used professional pet service 3+ times last 12	3,393	10.7%	112
HH used professional pet service: boarding/kennel	1,595	5.0%	114
HH used professional pet service: grooming	4,151	13.1%	103
HH has pet insurance	973	3.1%	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 2017 and 2022.

January 23, 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		2017	2022
Population		183,983	189,697
Population 18+		145,221	150,546
Households		79,284	81,630
Median Household Income		\$70,982	\$79,136
Product/Consumer Behavior	Expected Number of Households	Percent	MPI
HH owns any pet	43,395	54.7%	101
HH owns any bird	1,518	1.9%	84
HH owns any cat	17,979	22.7%	101
HH owns any dog	31,998	40.4%	98
HH owns 1 cat	9,997	12.6%	104
HH owns 2+ cats	7,979	10.1%	96
HH owns 1 dog	20,924	26.4%	105
HH owns 2+ dogs	11,073	14.0%	85
HH used canned/wet cat food in last 6 months	10,119	12.8%	105
HH used packaged dry cat food in last 6 months	17,111	21.6%	100
HH used cat treats in last 6 months	10,018	12.6%	105
HH used cat litter in last 6 months	15,961	20.1%	104
HH used canned/wet dog food in last 6 months	10,508	13.3%	91
HH used packaged dry dog food in last 6 months	30,613	38.6%	97
HH used dog biscuits/treats in last 6 months	25,599	32.3%	101
HH used flea/tick/parasite product for cat/dog	27,920	35.2%	97
HH Bought pet food from any pet specialty store/12 mo	18,293	23.1%	114
HH Bought pet food in last 12 months: from discount store	6,319	8.0%	89
HH Bought pet food in last 12 months: from grocery store	20,086	25.3%	96
HH Bought pet food in last 12 months: from PETCO	7,372	9.3%	114
HH Bought pet food in last 12 months: from PetSmart	9,771	12.3%	109
HH Bought pet food in last 12 months: from wholesale club	3,804	4.8%	109
HH Bought pet food in last 12 months: from vet	3,519	4.4%	104
HH Bought flea control product from vet in last 12 mo	10,551	13.3%	108
HH member took pet to vet in last 12 months: 1 time	11,319	14.3%	102
HH member took pet to vet in last 12 months: 2 times	8,889	11.2%	102
HH member took pet to vet in last 12 months: 3 times	4,587	5.8%	111
HH member took pet to vet in last 12 months: 4 times	3,215	4.1%	102
HH member took pet to vet in last 12 months: 5+ times	4,687	5.9%	110
HH used professional pet service in last 12 months	14,351	18.1%	112
HH used professional pet service 3+ times last 12	8,787	11.1%	116
HH used professional pet service: boarding/kennel	4,288	5.4%	122
HH used professional pet service: grooming	10,832	13.7%	108
HH has pet insurance	2,497	3.1%	103

**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 2017 and 2022.

January 23, 2018