Market Profile

Shoppes at Forest Green
10023 Forest Green Blvd, Louisville, Kentucky, 40223
Rings: 1, 3, 5 mile radii

Prepared by Charlotte Hollkamp
Latitude: 38.26339
Longitude: -85.57101

	1 mile	3 miles	5 miles
Population Summary			
2000 Total Population	8,983	66,175	158,366
2010 Total Population	8,606	69,844	176,146
2019 Total Population	9,526	73,725	189,101
2019 Group Quarters	219	1,362	2,661
2024 Total Population	9,928	76,292	196,232
2019-2024 Annual Rate	0.83%	0.69%	0.74%
2019 Total Daytime Population	15,687	92,783	250,286
Workers	11,350	58,656	163,508
Residents	4,337	34,127	86,778
Household Summary			
2000 Households	3,283	28,017	66,428
2000 Average Household Size	2.60	2.32	2.35
2010 Households	3,404	30,853	76,136
2010 Average Household Size	2.47	2.23	2.28
2019 Households	3,760	32,554	81,527
2019 Average Household Size	2.48	2.22	2.29
2024 Households	3,916	33,664	84,571
2024 Average Household Size	2.48	2.23	2.29
2019-2024 Annual Rate	0.82%	0.67%	0.74%
2010 Families	2,406	18,544	47,096
2010 Average Family Size	2.95	2.87	2.91
2019 Families	2,622	19,151	49,564
2019 Average Family Size	2.97	2.89	2.93
2024 Families	2,719	19,698	51,181
2024 Average Family Size	2.98	2.90	2.94
2019-2024 Annual Rate	0.73%	0.56%	0.64%
Housing Unit Summary			
2000 Housing Units	3,411	29,960	70,642
Owner Occupied Housing Units	78.8%	64.2%	66.8%
Renter Occupied Housing Units	17.4%	29.3%	27.2%
Vacant Housing Units	3.8%	6.5%	6.0%
2010 Housing Units	3,537	32,633	81,185
Owner Occupied Housing Units	77.3%	61.9%	64.3%
Renter Occupied Housing Units	19.0%	32.7%	29.5%
Vacant Housing Units	3.8%	5.5%	6.2%
2019 Housing Units	3,855	34,309	86,405
Owner Occupied Housing Units	73.3%	59.9%	62.6%
Renter Occupied Housing Units	24.2%	34.9%	31.7%
Vacant Housing Units	2.5%	5.1%	5.6%
2024 Housing Units	4,000	35,424	89,423
Owner Occupied Housing Units	74.2%	60.4%	63.0%
Renter Occupied Housing Units	23.7%	34.6%	31.6%
Vacant Housing Units	2.1%	5.0%	5.4%
Median Household Income			
2019	$94,715	$78,327	$81,837
2024	$106,702	$90,268	$94,808
Median Home Value			
2019	$276,002	$264,029	$264,481
2024	$297,059	$281,302	$284,814
Per Capita Income			
2019	$49,120	$46,974	$47,859
2024	$55,507	$53,542	$54,540
Median Age			
2010	41.5	41.4	40.4
2019	43.6	43.1	42.1
2024	44.7	43.8	42.9

Data Note: Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households. Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by the total population.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.

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2019 Households by Income			
Household Income Base	3,760	32,554	81,527
<$15,000	2.4%	5.0%	4.9%
$15,000 - $24,999	2.6%	4.7%	4.8%
$25,000 - $34,999	7.2%	6.9%	6.8%
$35,000 - $49,999	9.9%	13.2%	12.2%
$50,000 - $74,999	17.8%	17.9%	16.7%
$75,000 - $99,999	12.2%	13.2%	13.6%
$100,000 - $149,999	21.6%	20.3%	20.3%
$150,000 - $199,999	13.1%	9.0%	9.7%
$200,000+	13.1%	9.7%	10.9%
Average Household Income	$124,250	$106,542	$111,066
2024 Households by Income			
Household Income Base	3,916	33,664	84,571
<$15,000	1.8%	3.8%	3.8%
$15,000 - $24,999	2.1%	3.7%	3.9%
$25,000 - $34,999	5.9%	5.9%	5.8%
$35,000 - $49,999	8.6%	11.8%	10.8%
$50,000 - $74,999	15.6%	16.2%	14.9%
$75,000 - $99,999	11.3%	12.8%	13.0%
$100,000 - $149,999	22.9%	22.6%	22.3%
$150,000 - $199,999	16.3%	11.7%	12.7%
$200,000+	15.3%	11.4%	12.8%
Average Household Income	$140,636	$121,564	$126,632
2019 Owner Occupied Housing Units by Value			
Total	2,827	20,562	54,122
<$50,000	0.7%	0.4%	0.5%
$50,000 - $99,999	0.4%	1.4%	1.5%
$100,000 - $149,999	14.8%	8.7%	8.6%
$150,000 - $199,999	13.3%	14.7%	16.8%
$200,000 - $249,999	11.7%	19.3%	17.8%
$250,000 - $299,999	17.7%	19.9%	16.6%
$300,000 - $399,999	30.8%	21.5%	20.2%
$400,000 - $499,999	7.8%	6.9%	8.4%
$500,000 - $749,999	1.6%	3.8%	5.3%
$750,000 - $999,999	0.8%	2.0%	2.8%
$1,000,000 - $1,499,999	0.4%	0.8%	0.9%
$1,500,000 - $1,999,999	0.0%	0.2%	0.2%
$2,000,000 +	0.1%	0.5%	0.4%
Average Home Value	$284,619	$307,873	$316,935
2024 Owner Occupied Housing Units by Value			
Total	2,969	21,410	56,343
<$50,000	0.3%	0.1%	0.2%
$50,000 - $99,999	0.2%	0.5%	0.6%
$100,000 - $149,999	11.1%	5.3%	5.4%
$150,000 - $199,999	12.2%	12.8%	14.5%
$200,000 - $249,999	9.6%	18.0%	16.9%
$250,000 - $299,999	17.8%	21.1%	17.7%
$300,000 - $399,999	35.0%	24.7%	23.0%
$400,000 - $499,999	10.0%	8.3%	10.0%
$500,000 - $749,999	2.1%	4.5%	6.3%
$750,000 - $999,999	1.0%	2.5%	3.4%
$1,000,000 - $1,499,999	0.6%	1.1%	1.2%
$1,500,000 - $1,999,999	0.0%	0.2%	0.2%
$2,000,000 +	0.3%	0.7%	0.5%
Average Home Value	$308,628	$335,727	$344,608

Data Note: Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest dividends, net rents, pensions, SSI and welfare payments, child support, and alimony.
Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.

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	1 mile	3 miles	5 miles
2010 Population by Age			
Total	8,609	69,844	176,150
0 - 4	6.1%	5.7%	6.0%
5 - 9	6.0%	5.7%	6.2%
10 - 14	7.0%	6.0%	6.2%
15 - 24	11.8%	11.2%	10.9%
25 - 34	11.6%	13.6%	13.7%
35 - 44	11.8%	12.2%	13.0%
45 - 54	16.9%	14.1%	14.6%
55 - 64	15.1%	13.4%	13.3%
65 - 74	7.7%	8.6%	7.8%
75 - 84	4.5%	6.2%	5.6%
85 +	1.6%	3.2%	2.7%
18 +	75.9%	78.8%	77.8%
2019 Population by Age			
Total	9,527	73,725	189,101
0 - 4	5.2%	5.1%	5.3%
5 - 9	6.0%	5.3%	5.8%
10 - 14	6.8%	5.8%	6.1%
15 - 24	10.7%	11.0%	10.7%
25 - 34	10.6%	12.6%	12.6%
35 - 44	12.3%	12.4%	13.1%
45 - 54	12.1%	12.1%	12.5%
55 - 64	15.8%	13.6%	13.7%
65 - 74	12.3%	11.6%	11.1%
75 - 84	5.7%	6.7%	6.0%
85 +	2.5%	3.8%	3.2%
18 +	77.7%	80.2%	79.3%
2024 Population by Age			
Total	9,928	76,292	196,232
0 - 4	5.1%	5.0%	5.3%
5 - 9	5.8%	5.2%	5.6%
10 - 14	6.5%	5.6%	5.8%
15 - 24	10.4%	10.8%	10.5%
25 - 34	10.0%	12.6%	12.5%
35 - 44	12.5%	12.4%	13.1%
45 - 54	11.8%	11.7%	12.2%
55 - 64	13.7%	12.5%	12.6%
65 - 74	13.7%	12.2%	11.8%
75 - 84	7.6%	8.2%	7.4%
85 +	2.8%	3.9%	3.2%
18 +	78.0%	80.7%	79.8%
2010 Population by Sex			
Males	4,093	33,056	83,782
Females	4,513	36,788	92,364
2019 Population by Sex			
Males	4,530	35,230	90,681
Females	4,996	38,495	98,421
2024 Population by Sex			
Males	4,721	36,525	94,318
Females	5,207	39,768	101,915

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2010 Population by Race/Ethnicity			
Total	8,607	69,844	176,146
White Alone	88.8%	84.0%	83.9%
Black Alone	6.0%	8.1%	8.6%
American Indian Alone	0.3%	0.2%	0.2%
Asian Alone	1.9%	3.9%	3.8%
Pacific Islander Alone	0.0%	0.0%	0.1%
Some Other Race Alone	1.5%	1.7%	1.6%
Two or More Races	1.5%	2.0%	1.9%
Hispanic Origin	3.3%	4.3%	4.0%
Diversity Index	25.8	34.5	34.3
2019 Population by Race/Ethnicity			
Total	9,527	73,726	189,102
White Alone	85.4%	79.6%	79.5%
Black Alone	7.4%	9.6%	10.0%
American Indian Alone	0.3%	0.2%	0.2%
Asian Alone	2.9%	5.7%	5.7%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	2.0%	2.3%	2.1%
Two or More Races	2.0%	2.6%	2.5%
Hispanic Origin	4.7%	5.8%	5.5%
Diversity Index	33.1	42.4	42.1
2024 Population by Race/Ethnicity			
Total	9,929	76,292	196,232
White Alone	83.2%	76.9%	76.9%
Black Alone	8.2%	10.3%	10.7%
American Indian Alone	0.2%	0.2%	0.2%
Asian Alone	3.6%	7.0%	6.9%
Pacific Islander Alone	0.0%	0.0%	0.1%
Some Other Race Alone	2.3%	2.6%	2.3%
Two or More Races	2.4%	3.0%	3.0%
Hispanic Origin	5.9%	7.0%	6.5%
Diversity Index	37.7	47.2	46.7
2010 Population by Relationship and Household Type			
Total	8,606	69,844	176,146
In Households	97.9%	98.3%	98.7%
In Family Households	83.6%	77.5%	79.1%
Householder	27.9%	26.5%	26.7%
Spouse	22.9%	21.0%	21.1%
Child	29.5%	26.4%	27.6%
Other relative	2.2%	2.3%	2.3%
Nonrelative	1.1%	1.3%	1.4%
In Nonfamily Households	14.2%	20.9%	19.6%
In Group Quarters	2.1%	1.7%	1.3%
Institutionalized Population	2.1%	1.6%	1.3%
Noninstitutionalized Population	0.0%	0.0%	0.0%

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2019 Population 25+ by Educational Attainment			
Total	6,788	53,633	136,316
Less than 9th Grade	0.8%	1.2%	1.5%
9th - 12th Grade, No Diploma	2.5%	2.8%	2.3%
High School Graduate	13.4%	13.2%	13.3%
GED/Alternative Credential	1.7%	2.1%	2.1%
Some College, No Degree	19.3%	20.1%	19.7%
Associate Degree	6.8%	6.8%	7.2%
Bachelor's Degree	32.5%	31.0%	30.7%
Graduate/Professional Degree	23.1%	22.9%	23.2%
2019 Population 15+ by Marital Status			
Total	7,810	61,756	156,546
Never Married	29.2%	27.7%	27.5%
Married	56.0%	53.6%	54.2%
Widowed	4.8%	7.0%	6.2%
Divorced	9.9%	11.7%	12.1%
2019 Civilian Population 16+ in Labor Force			
Civilian Employed	97.8%	97.6%	97.6%
Civilian Unemployed (Unemployment Rate)	2.2%	2.4%	2.4%
2019 Employed Population 16+ by Industry			
Total	5,266	40,239	104,048
Agriculture/Mining	0.3%	0.2%	0.2%
Construction	5.0%	5.3%	5.0%
Manufacturing	6.9%	8.8%	9.0%
Wholesale Trade	5.5%	4.0%	3.7%
Retail Trade	11.6%	10.9%	10.5%
Transportation/Utilities	3.9%	4.9%	5.3%
Information	1.0%	1.9%	2.2%
Finance/Insurance/Real Estate	10.3%	10.4%	10.8%
Services	53.2%	51.1%	50.5%
Public Administration	2.4%	2.5%	2.7%
2019 Employed Population 16+ by Occupation			
Total	5,268	40,239	104,048
White Collar	78.8%	75.4%	74.7%
Management/Business/Financial	17.4%	19.0%	20.4%
Professional	31.7%	28.8%	28.5%
Sales	19.4%	14.0%	13.1%
Administrative Support	10.2%	13.5%	12.7%
Services	12.7%	12.0%	11.9%
Blue Collar	8.6%	12.7%	13.4%
Farming/Forestry/Fishing	0.0%	0.1%	0.1%
Construction/Extraction	1.3%	2.6%	3.1%
Installation/Maintenance/Repair	2.2%	2.2%	1.9%
Production	1.6%	3.3%	3.8%
Transportation/Material Moving	3.5%	4.4%	4.5%
2010 Population By Urban/ Rural Status			
Total Population	8,606	69,844	176,146
Population Inside Urbanized Area	100.0%	100.0%	99.6%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	0.0%	0.0%	0.4%

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2010 Households by Type			
Total	3,404	30,853	76,135
Households with 1 Person	24.1%	33.5%	32.0%
Households with 2+ People	75.9%	66.5%	68.0%
Family Households	70.7%	60.1%	61.9%
Husband-wife Families	57.8%	47.5%	48.9%
With Related Children	24.1%	18.6%	20.2%
Other Family (No Spouse Present)	12.9%	12.6%	12.9%
Other Family with Male Householder	3.8%	3.4%	3.4%
With Related Children	2.3%	1.9%	2.0%
Other Family with Female Householder	9.0%	9.2%	9.5%
With Related Children	5.5%	5.7%	5.9%
Nonfamily Households	5.3%	6.3%	6.2%
All Households with Children	32.2%	26.5%	28.4%
Multigenerational Households	2.1%	1.9%	2.0%
Unmarried Partner Households	4.6%	5.3%	5.3%
Male-female	3.8%	4.6%	4.5%
Same-sex	0.8%	0.7%	0.8%
2010 Households by Size			
Total	3,404	30,854	76,134
1 Person Household	24.1%	33.5%	32.0%
2 Person Household	37.8%	35.6%	35.1%
3 Person Household	16.6%	13.9%	14.7%
4 Person Household	13.2%	10.8%	11.7%
5 Person Household	5.9%	4.2%	4.6%
6 Person Household	1.6%	1.3%	1.4%
7 + Person Household	0.7%	0.5%	0.5%
2010 Households by Tenure and Mortgage Status			
Total	3,404	30,853	76,136
Owner Occupied	80.3%	65.5%	68.5%
Owned with a Mortgage/Loan	59.7%	45.4%	48.9%
Owned Free and Clear	20.6%	20.0%	19.6%
Renter Occupied	19.7%	34.5%	31.5%
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	3,537	32,633	81,185
Housing Units Inside Urbanized Area	100.0%	100.0%	99.6%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	0.0%	0.0%	0.4%

Data Note: Households with children include any households with people under age 18, related or not. Multigenerational households are families with 3 or more parent-child relationships. Unmarried partner households are usually classified as nonfamily households unless there is another member of the household related to the householder. Multigenerational and unmarried partner households are reported only to the tract level. Esri estimated block group data, which is used to estimate polygons or non-standard geography.
Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.

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Top 3 Tapestry Segments			
1.	Exurbanites (1E)	Exurbanites (1E)	In Style (5B)
2.	Savvy Suburbanites (1D)	In Style (5B)	Exurbanites (1E)
3.	Rustbelt Traditions (5D)	Old and Newcomers (8F)	Emerald City (8B)
2019 Consumer Spending			
Apparel & Services: Total $	$10,947,202	$84,004,064	$219,008,013
Average Spent	$2,911.49	$2,580.45	$2,686.32
Spending Potential Index	136	120	125
Education: Total $	$8,782,859	$63,448,277	$166,709,965
Average Spent	$2,335.87	$1,949.02	$2,044.84
Spending Potential Index	147	122	128
Entertainment/Recreation: Total $	$17,267,667	$128,419,391	$335,113,227
Average Spent	$4,592.46	$3,944.81	$4,110.46
Spending Potential Index	140	121	126
Food at Home: Total $	$26,149,012	$201,062,421	$521,644,690
Average Spent	$6,954.52	$6,176.27	$6,398.43
Spending Potential Index	134	119	124
Food Away from Home: Total $	$18,964,092	$145,185,397	$377,916,860
Average Spent	$5,043.64	$4,459.83	$4,635.48
Spending Potential Index	137	121	126
Health Care: Total $	$31,568,592	$233,309,301	$607,472,952
Average Spent	$8,395.90	$7,166.84	$7,451.19
Spending Potential Index	141	121	126
HH Furnishings & Equipment: Total $	$11,479,848	$85,275,563	$222,585,079
Average Spent	$3,053.15	$2,619.51	$2,730.20
Spending Potential Index	143	123	128
Personal Care Products & Services: Total $	$4,761,037	$35,776,379	$93,405,397
Average Spent	$1,266.23	$1,098.99	$1,145.70
Spending Potential Index	143	124	129
Shelter: Total $	$97,049,109	$736,235,008	$1,910,930,906
Average Spent	$25,810.93	$22,615.81	$23,439.24
Spending Potential Index	139	122	127
Support Payments/Cash Contributions/Gifts in Kind: Total $	$13,679,527	$101,427,802	$263,889,243
Average Spent	$3,638.17	$3,115.68	$3,236.83
Spending Potential Index	147	126	131
Travel: Total $	$12,617,725	$90,693,491	$237,327,054
Average Spent	$3,355.78	$2,785.94	$2,911.02
Spending Potential Index	150	124	130
Vehicle Maintenance & Repairs: Total $	$6,118,034	$47,215,069	$121,509,479
Average Spent	$1,627.14	$1,450.36	$1,490.42
Spending Potential Index	142	127	130

Data Note: Consumer spending shows the amount spent on a variety of goods and services by households that reside in the area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue. Total and Average Amount Spent Per Household represent annual figures. The Spending Potential Index represents the amount spent in the area relative to a national average of 100.
Source: Consumer Spending data are derived from the 2016 and 2017 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.
Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.

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