



Retail MarketPlace Profile

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

Summary Demographics

2019 Population	9,526
2019 Households	3,760
2019 Median Disposable Income	\$74,656
2019 Per Capita Income	\$49,120

2017 Industry Summary

	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45,722	\$199,339,924	\$59,475,172	\$139,864,752	54.0	52
Total Retail Trade	44-45	\$179,647,501	\$45,770,917	\$133,876,584	59.4	29
Total Food & Drink	722	\$19,692,424	\$13,704,255	\$5,988,169	17.9	23

2017 Industry Group

	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$38,086,299	\$0	\$38,086,299	100.0	0
Automobile Dealers	4411	\$30,330,280	\$0	\$30,330,280	100.0	0
Other Motor Vehicle Dealers	4412	\$3,841,924	\$0	\$3,841,924	100.0	0
Auto Parts, Accessories & Tire Stores	4413	\$3,914,094	\$0	\$3,914,094	100.0	0
Furniture & Home Furnishings Stores	442	\$5,768,506	\$14,696,164	-\$8,927,658	-43.6	7
Furniture Stores	4421	\$3,443,749	\$12,052,450	-\$8,608,701	-55.6	5
Home Furnishings Stores	4422	\$2,324,757	\$2,643,714	-\$318,957	-6.4	2
Electronics & Appliance Stores	443	\$4,481,657	\$5,002,061	-\$520,404	-5.5	4
Bldg Materials, Garden Equip. & Supply Stores	444	\$12,790,800	\$0	\$12,790,800	100.0	0
Bldg Material & Supplies Dealers	4441	\$12,223,852	\$0	\$12,223,852	100.0	0
Lawn & Garden Equip & Supply Stores	4442	\$566,948	\$0	\$566,948	100.0	0
Food & Beverage Stores	445	\$31,646,833	\$3,383,114	\$28,263,719	80.7	4
Grocery Stores	4451	\$27,641,743	\$3,161,410	\$24,480,333	79.5	3
Specialty Food Stores	4452	\$1,038,883	\$0	\$1,038,883	100.0	0
Beer, Wine & Liquor Stores	4453	\$2,966,207	\$221,705	\$2,744,502	86.1	1
Health & Personal Care Stores	446,4461	\$11,586,039	\$8,893,948	\$2,692,091	13.1	3
Gasoline Stations	447,4471	\$20,539,494	\$0	\$20,539,494	100.0	0
Clothing & Clothing Accessories Stores	448	\$8,387,554	\$8,455,482	-\$67,928	-0.4	4
Clothing Stores	4481	\$5,210,766	\$5,104,744	\$106,022	1.0	3
Shoe Stores	4482	\$1,525,441	\$952,507	\$572,934	23.1	1
Jewelry, Luggage & Leather Goods Stores	4483	\$1,651,347	\$2,398,231	-\$746,884	-18.4	1
Sporting Goods, Hobby, Book & Music Stores	451	\$4,066,359	\$0	\$4,066,359	100.0	0
Sporting Goods/Hobby/Musical Instr Stores	4511	\$3,224,323	\$0	\$3,224,323	100.0	0
Book, Periodical & Music Stores	4512	\$842,036	\$0	\$842,036	100.0	0
General Merchandise Stores	452	\$33,437,866	\$0	\$33,437,866	100.0	0
Department Stores Excluding Leased Depts.	4521	\$24,871,322	\$0	\$24,871,322	100.0	0
Other General Merchandise Stores	4529	\$8,566,544	\$0	\$8,566,544	100.0	0
Miscellaneous Store Retailers	453	\$6,831,911	\$4,484,563	\$2,347,348	20.7	5
Florists	4531	\$320,183	\$172,974	\$147,209	29.9	1
Office Supplies, Stationery & Gift Stores	4532	\$1,410,725	\$3,191,844	-\$1,781,119	-38.7	1
Used Merchandise Stores	4533	\$777,128	\$125,313	\$651,815	72.2	1
Other Miscellaneous Store Retailers	4539	\$4,323,875	\$994,431	\$3,329,444	62.6	3
Nonstore Retailers	454	\$2,024,183	\$232,803	\$1,791,380	79.4	1
Electronic Shopping & Mail-Order Houses	4541	\$1,062,434	\$0	\$1,062,434	100.0	0
Vending Machine Operators	4542	\$298,211	\$0	\$298,211	100.0	0
Direct Selling Establishments	4543	\$663,537	\$232,803	\$430,734	48.1	1
Food Services & Drinking Places	722	\$19,692,424	\$13,704,255	\$5,988,169	17.9	23
Special Food Services	7223	\$507,728	\$538,451	-\$30,723	-2.9	1
Drinking Places - Alcoholic Beverages	7224	\$429,142	\$406,229	\$22,913	2.7	2
Restaurants/Other Eating Places	7225	\$18,755,554	\$12,759,575	\$5,995,979	19.0	20

Data Note: Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents a snapshot of retail opportunity. This is a measure of the relationship between supply and demand that ranges from +100 (total leakage) to -100 (total surplus). A positive value represents 'leakage' of retail opportunity outside the trade area. A negative value represents a surplus of retail sales, a market where customers are drawn in from outside the trade area. The Retail Gap represents the difference between Retail Potential and Retail Sales. Esri uses the North American Industry Classification System (NAICS) to classify businesses by their primary type of economic activity. Retail establishments are classified into 27 industry groups in the Retail Trade sector, as well as four industry groups within the Food Services & Drinking Establishments subsector. For more information on the Retail MarketPlace data, please click the link below to view the Methodology Statement. <http://www.esri.com/library/whitepapers/pdfs/esri-data-retail-marketplace.pdf>

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December 31, 2019

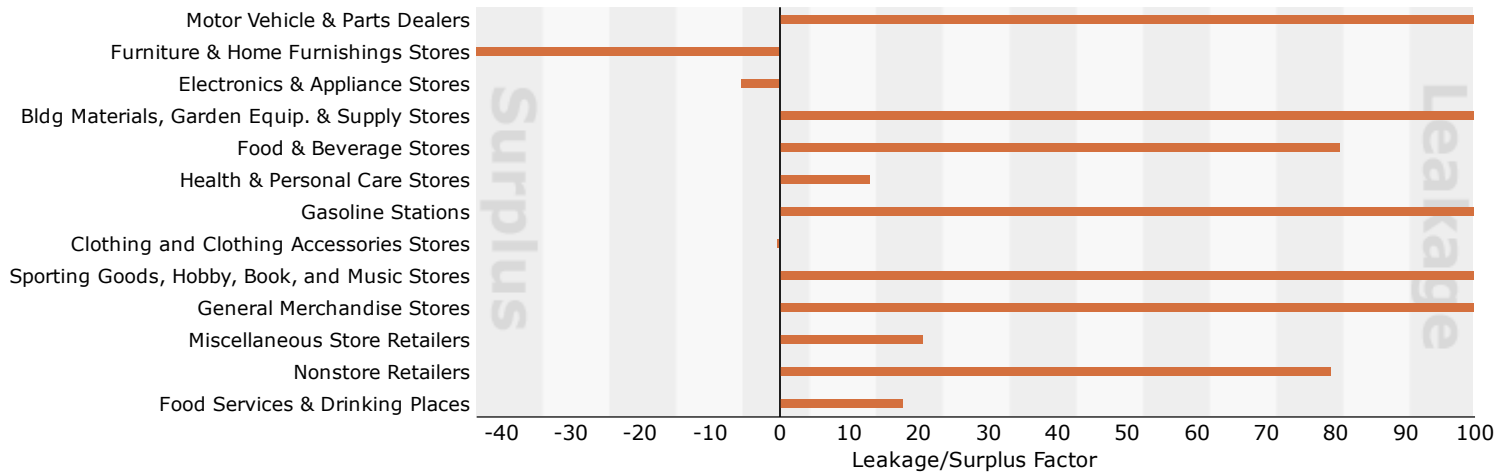


Retail MarketPlace Profile

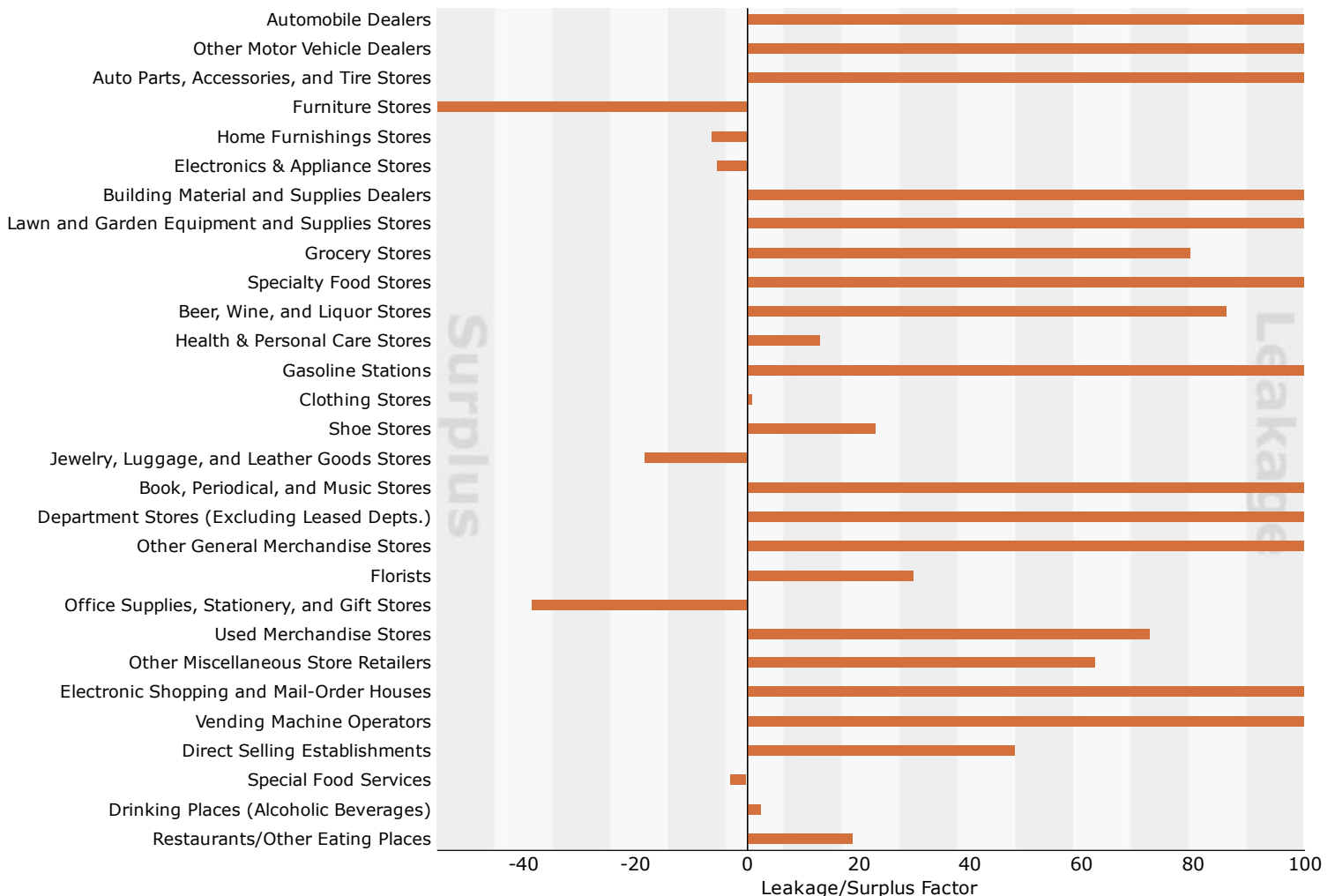
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10023 Forest Green Blvd, Louisville, Kentucky, 40223
Ring: 1 mile radius

Prepared by Charlotte Hollkamp
Latitude: 38.26339
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2017 Leakage/Surplus Factor by Industry Subsector



2017 Leakage/Surplus Factor by Industry Group



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Retail MarketPlace Profile

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

Summary Demographics

2019 Population	73,725
2019 Households	32,554
2019 Median Disposable Income	\$61,569
2019 Per Capita Income	\$46,974

2017 Industry Summary

	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45,722	\$1,436,854,669	\$1,890,217,525	-\$453,362,856	-13.6	709
Total Retail Trade	44-45	\$1,294,403,626	\$1,651,206,949	-\$356,803,323	-12.1	467
Total Food & Drink	722	\$142,451,043	\$239,010,576	-\$96,559,533	-25.3	242

2017 Industry Group

	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$274,888,634	\$375,957,855	-\$101,069,221	-15.5	37
Automobile Dealers	4411	\$219,555,649	\$344,831,012	-\$125,275,363	-22.2	15
Other Motor Vehicle Dealers	4412	\$27,314,280	\$11,536,744	\$15,777,536	40.6	4
Auto Parts, Accessories & Tire Stores	4413	\$28,018,705	\$19,590,100	\$8,428,605	17.7	18
Furniture & Home Furnishings Stores	442	\$40,869,269	\$69,995,722	-\$29,126,453	-26.3	34
Furniture Stores	4421	\$24,935,363	\$45,356,434	-\$20,421,071	-29.1	24
Home Furnishings Stores	4422	\$15,933,907	\$24,639,288	-\$8,705,381	-21.5	10
Electronics & Appliance Stores	443	\$32,136,902	\$69,377,530	-\$37,240,628	-36.7	29
Bldg Materials, Garden Equip. & Supply Stores	444	\$87,427,070	\$81,685,069	\$5,742,001	3.4	27
Bldg Material & Supplies Dealers	4441	\$83,504,720	\$79,607,244	\$3,897,476	2.4	24
Lawn & Garden Equip & Supply Stores	4442	\$3,922,349	\$2,077,826	\$1,844,523	30.7	3
Food & Beverage Stores	445	\$230,812,654	\$351,113,893	-\$120,301,239	-20.7	36
Grocery Stores	4451	\$201,941,311	\$325,810,588	-\$123,869,277	-23.5	24
Specialty Food Stores	4452	\$7,631,589	\$4,192,845	\$3,438,744	29.1	6
Beer, Wine & Liquor Stores	4453	\$21,239,754	\$21,110,461	\$129,293	0.3	6
Health & Personal Care Stores	446,4461	\$82,522,577	\$85,577,824	-\$3,055,247	-1.8	53
Gasoline Stations	447,4471	\$150,671,835	\$64,750,880	\$85,920,955	39.9	18
Clothing & Clothing Accessories Stores	448	\$60,216,213	\$158,457,718	-\$98,241,505	-44.9	91
Clothing Stores	4481	\$37,559,530	\$115,315,006	-\$77,755,476	-50.9	59
Shoe Stores	4482	\$11,085,697	\$19,572,799	-\$8,487,102	-27.7	16
Jewelry, Luggage & Leather Goods Stores	4483	\$11,570,986	\$23,569,913	-\$11,998,927	-34.1	17
Sporting Goods, Hobby, Book & Music Stores	451	\$29,048,470	\$78,188,708	-\$49,140,238	-45.8	31
Sporting Goods/Hobby/Musical Instr Stores	4511	\$22,846,110	\$67,790,342	-\$44,944,232	-49.6	28
Book, Periodical & Music Stores	4512	\$6,202,360	\$10,398,366	-\$4,196,006	-25.3	3
General Merchandise Stores	452	\$241,427,514	\$241,794,339	-\$366,825	-0.1	27
Department Stores Excluding Leased Depts.	4521	\$179,020,522	\$201,444,260	-\$22,423,738	-5.9	13
Other General Merchandise Stores	4529	\$62,406,993	\$40,350,080	\$22,056,913	21.5	14
Miscellaneous Store Retailers	453	\$49,937,709	\$69,984,668	-\$20,046,959	-16.7	78
Florists	4531	\$2,187,998	\$3,194,008	-\$1,006,010	-18.7	7
Office Supplies, Stationery & Gift Stores	4532	\$10,133,412	\$20,282,356	-\$10,148,944	-33.4	21
Used Merchandise Stores	4533	\$5,646,605	\$5,161,894	\$484,711	4.5	17
Other Miscellaneous Store Retailers	4539	\$31,969,693	\$41,346,411	-\$9,376,718	-12.8	34
Nonstore Retailers	454	\$14,444,778	\$4,322,742	\$10,122,036	53.9	5
Electronic Shopping & Mail-Order Houses	4541	\$7,623,626	\$0	\$7,623,626	100.0	0
Vending Machine Operators	4542	\$2,187,316	\$0	\$2,187,316	100.0	0
Direct Selling Establishments	4543	\$4,633,837	\$3,105,795	\$1,528,042	19.7	5
Food Services & Drinking Places	722	\$142,451,043	\$239,010,576	-\$96,559,533	-25.3	242
Special Food Services	7223	\$3,661,473	\$2,036,853	\$1,624,620	28.5	5
Drinking Places - Alcoholic Beverages	7224	\$3,145,103	\$5,383,597	-\$2,238,494	-26.2	7
Restaurants/Other Eating Places	7225	\$135,644,468	\$231,590,126	-\$95,945,658	-26.1	230

Data Note: Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents a snapshot of retail opportunity. This is a measure of the relationship between supply and demand that ranges from +100 (total leakage) to -100 (total surplus). A positive value represents 'leakage' of retail opportunity outside the trade area. A negative value represents a surplus of retail sales, a market where customers are drawn in from outside the trade area. The Retail Gap represents the difference between Retail Potential and Retail Sales. Esri uses the North American Industry Classification System (NAICS) to classify businesses by their primary type of economic activity. Retail establishments are classified into 27 industry groups in the Retail Trade sector, as well as four industry groups within the Food Services & Drinking Establishments subsector. For more information on the Retail MarketPlace data, please click the link below to view the Methodology Statement. <http://www.esri.com/library/whitepapers/pdfs/esri-data-retail-marketplace.pdf>

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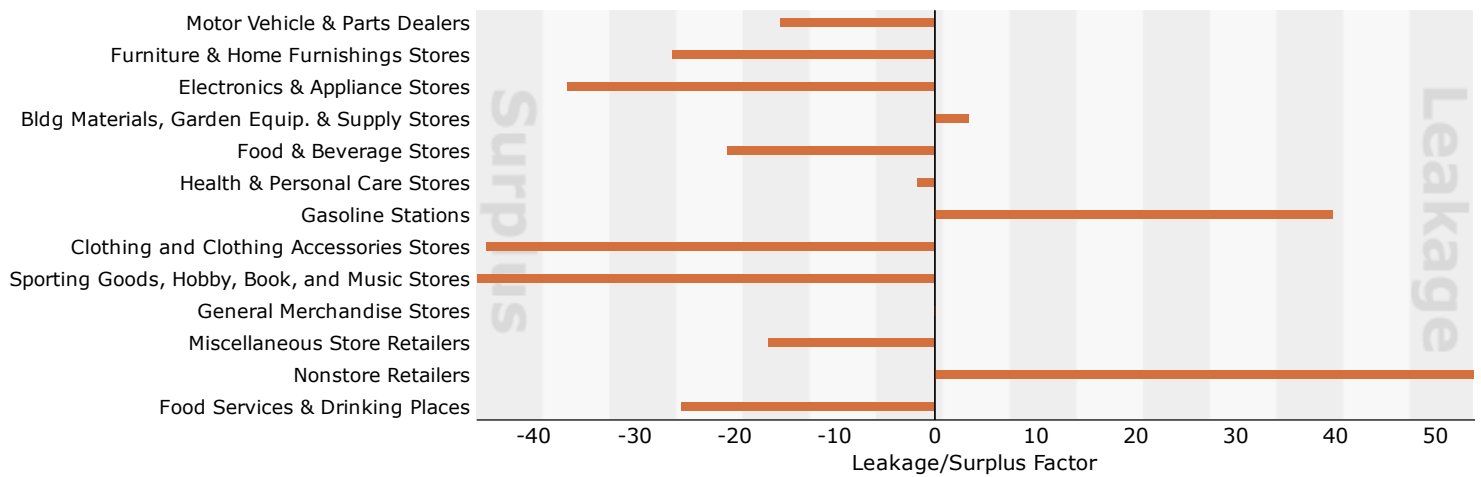


Retail MarketPlace Profile

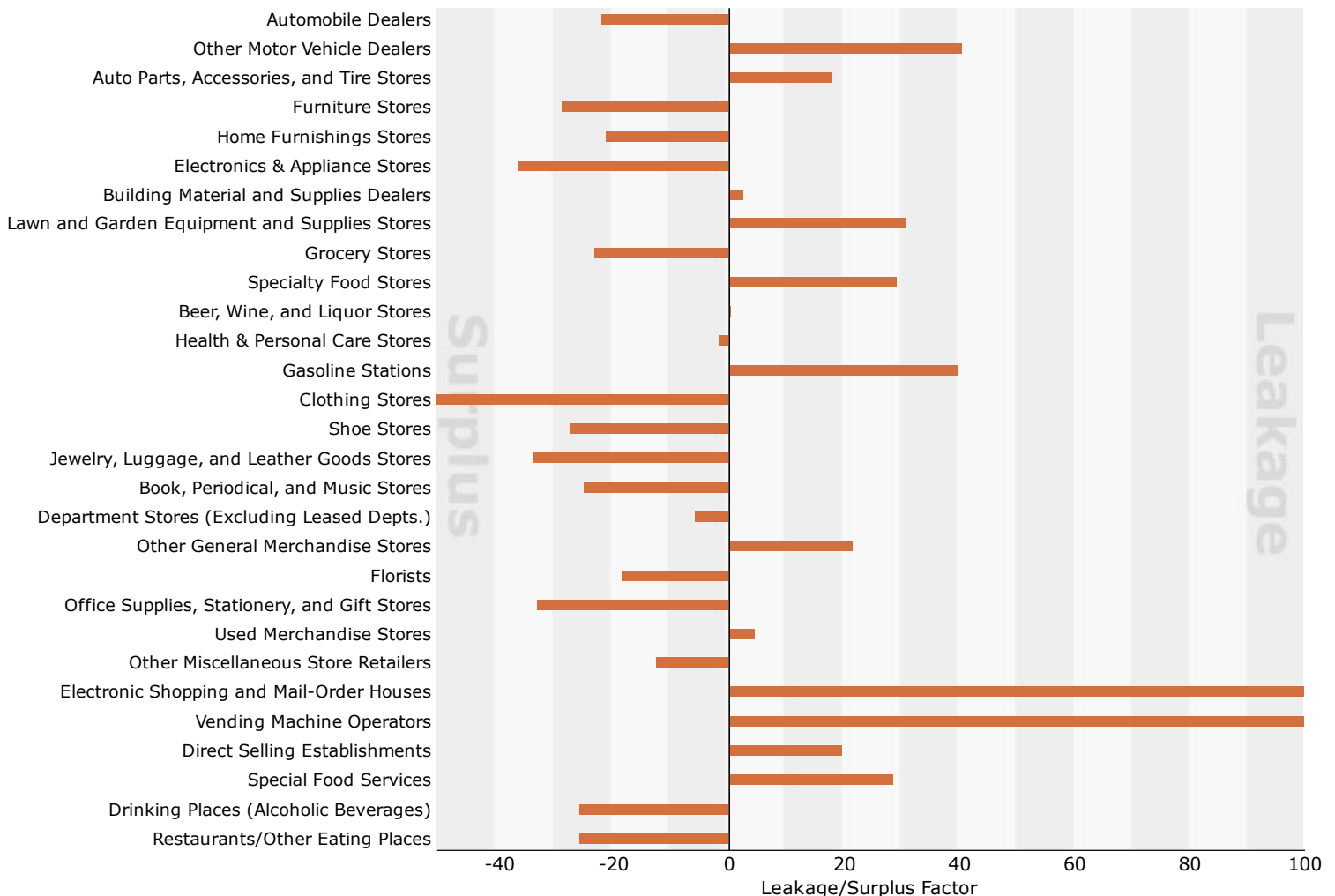
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2017 Leakage/Surplus Factor by Industry Subsector



2017 Leakage/Surplus Factor by Industry Group



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Retail MarketPlace Profile

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

Summary Demographics

2019 Population	189,101
2019 Households	81,527
2019 Median Disposable Income	\$63,888
2019 Per Capita Income	\$47,859

2017 Industry Summary

	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45,722	\$3,691,496,249	\$5,096,075,831	-\$1,404,579,582	-16.0	1,939
Total Retail Trade	44-45	\$3,324,892,452	\$4,493,419,255	-\$1,168,526,803	-14.9	1,310
Total Food & Drink	722	\$366,603,797	\$602,656,576	-\$236,052,779	-24.4	629

2017 Industry Group

	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$707,113,835	\$1,026,973,950	-\$319,860,115	-18.4	118
Automobile Dealers	4411	\$564,685,112	\$901,836,433	-\$337,151,321	-23.0	48
Other Motor Vehicle Dealers	4412	\$70,596,307	\$59,927,832	\$10,668,475	8.2	16
Auto Parts, Accessories & Tire Stores	4413	\$71,832,417	\$65,209,686	\$6,622,731	4.8	54
Furniture & Home Furnishings Stores	442	\$105,476,327	\$198,253,572	-\$92,777,245	-30.5	107
Furniture Stores	4421	\$64,199,695	\$124,001,745	-\$59,802,050	-31.8	68
Home Furnishings Stores	4422	\$41,276,632	\$74,251,827	-\$32,975,195	-28.5	39
Electronics & Appliance Stores	443	\$82,498,076	\$167,429,765	-\$84,931,689	-34.0	74
Bldg Materials, Garden Equip. & Supply Stores	444	\$227,254,163	\$247,617,545	-\$20,363,382	-4.3	93
Bldg Material & Supplies Dealers	4441	\$217,023,844	\$238,468,559	-\$21,444,715	-4.7	76
Lawn & Garden Equip & Supply Stores	4442	\$10,230,319	\$9,148,986	\$1,081,333	5.6	17
Food & Beverage Stores	445	\$590,898,766	\$739,354,022	-\$148,455,256	-11.2	109
Grocery Stores	4451	\$516,961,346	\$664,146,828	-\$147,185,482	-12.5	52
Specialty Food Stores	4452	\$19,522,792	\$29,995,391	-\$10,472,599	-21.1	34
Beer, Wine & Liquor Stores	4453	\$54,414,628	\$45,211,803	\$9,202,825	9.2	23
Health & Personal Care Stores	446,4461	\$210,497,812	\$360,374,375	-\$149,876,563	-26.3	140
Gasoline Stations	447,4471	\$385,390,070	\$141,009,571	\$244,380,499	46.4	40
Clothing & Clothing Accessories Stores	448	\$155,268,534	\$454,365,587	-\$299,097,053	-49.1	268
Clothing Stores	4481	\$96,758,612	\$340,830,654	-\$244,072,042	-55.8	185
Shoe Stores	4482	\$28,720,729	\$61,760,486	-\$33,039,757	-36.5	38
Jewelry, Luggage & Leather Goods Stores	4483	\$29,789,193	\$51,774,447	-\$21,985,254	-27.0	44
Sporting Goods, Hobby, Book & Music Stores	451	\$74,779,025	\$215,605,344	-\$140,826,319	-48.5	90
Sporting Goods/Hobby/Musical Instr Stores	4511	\$58,836,659	\$180,449,063	-\$121,612,404	-50.8	78
Book, Periodical & Music Stores	4512	\$15,942,366	\$35,156,282	-\$19,213,916	-37.6	11
General Merchandise Stores	452	\$620,939,148	\$766,835,492	-\$145,896,344	-10.5	66
Department Stores Excluding Leased Depts.	4521	\$460,880,469	\$509,003,364	-\$48,122,895	-5.0	26
Other General Merchandise Stores	4529	\$160,058,680	\$257,832,128	-\$97,773,448	-23.4	40
Miscellaneous Store Retailers	453	\$127,729,649	\$158,687,877	-\$30,958,228	-10.8	185
Florists	4531	\$5,755,652	\$13,208,946	-\$7,453,294	-39.3	14
Office Supplies, Stationery & Gift Stores	4532	\$26,103,390	\$40,555,065	-\$14,451,675	-21.7	51
Used Merchandise Stores	4533	\$14,523,958	\$14,738,468	-\$214,510	-0.7	40
Other Miscellaneous Store Retailers	4539	\$81,346,649	\$90,185,397	-\$8,838,748	-5.2	79
Nonstore Retailers	454	\$37,047,047	\$16,912,154	\$20,134,893	37.3	21
Electronic Shopping & Mail-Order Houses	4541	\$19,600,668	\$3,578,007	\$16,022,661	69.1	6
Vending Machine Operators	4542	\$5,600,641	\$7,466,450	-\$1,865,809	-14.3	5
Direct Selling Establishments	4543	\$11,845,739	\$5,867,697	\$5,978,042	33.7	10
Food Services & Drinking Places	722	\$366,603,797	\$602,656,576	-\$236,052,779	-24.4	629
Special Food Services	7223	\$9,563,713	\$4,567,098	\$4,996,615	35.4	13
Drinking Places - Alcoholic Beverages	7224	\$8,040,572	\$12,610,117	-\$4,569,545	-22.1	19
Restaurants/Other Eating Places	7225	\$348,999,511	\$585,479,362	-\$236,479,851	-25.3	598

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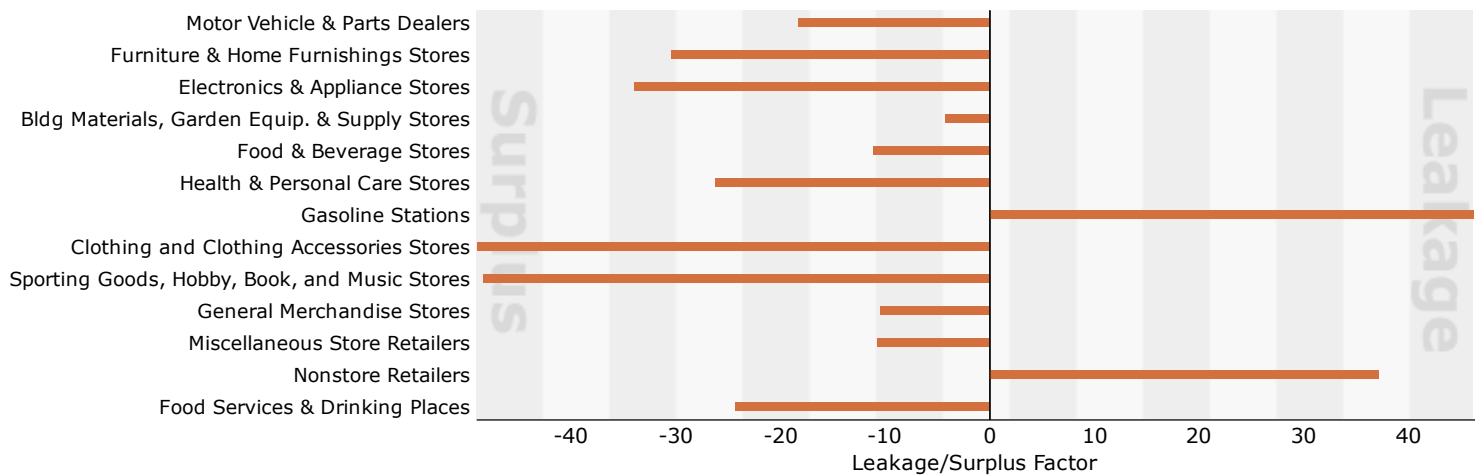


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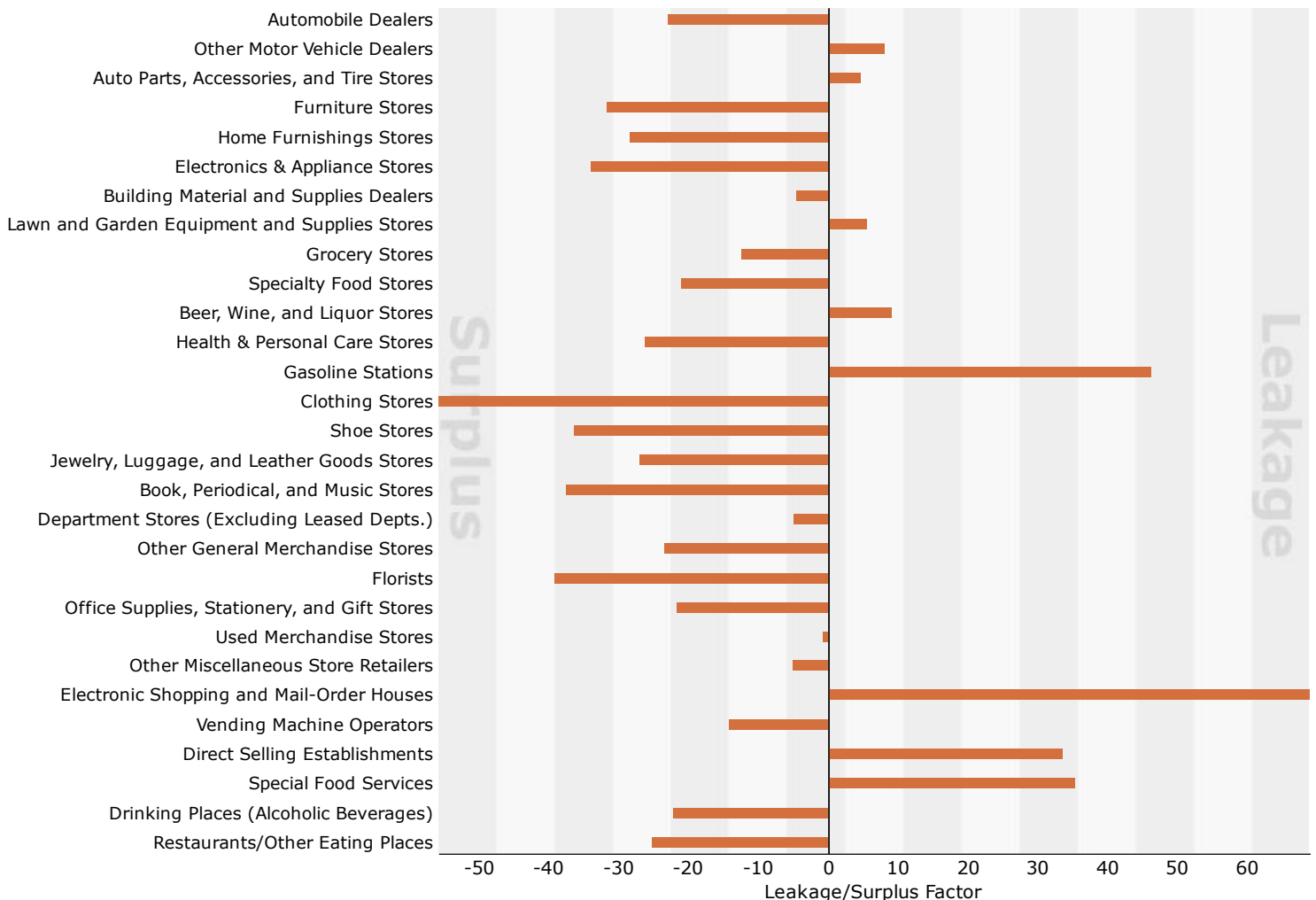
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