



Retail Demand Outlook

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

Top Tapestry Segments	Percent	Demographic Summary	2019	2024
Exurbanites (1E)	45.5%	Population	9,526	9,928
Savvy Suburbanites (1D)	15.7%	Households	3,760	3,916
Rustbelt Traditions (5D)	15.6%	Families	2,622	2,719
Bright Young Professionals (8C)	10.1%	Median Age	43.6	44.7
Parks and Rec (5C)	7.2%	Median Household Income	\$94,715	\$106,702
		2019 Consumer Spending	2024 Forecasted Demand	Projected Spending Growth
Apparel and Services		\$10,947,202	\$12,902,443	\$1,955,241
Men's		\$2,106,368	\$2,482,840	\$376,472
Women's		\$3,833,983	\$4,521,622	\$687,639
Children's		\$1,558,267	\$1,833,610	\$275,343
Footwear		\$2,362,876	\$2,783,439	\$420,563
Watches & Jewelry		\$723,902	\$853,672	\$129,770
Apparel Products and Services (1)		\$361,805	\$427,261	\$65,456
Computer				
Computers and Hardware for Home Use		\$877,193	\$1,034,024	\$156,831
Portable Memory		\$23,802	\$28,103	\$4,301
Computer Software		\$52,881	\$62,317	\$9,436
Computer Accessories		\$103,459	\$121,966	\$18,507
Entertainment & Recreation		\$17,267,667	\$20,362,084	\$3,094,417
Fees and Admissions		\$4,072,128	\$4,806,986	\$734,858
Membership Fees for Clubs (2)		\$1,373,415	\$1,622,208	\$248,793
Fees for Participant Sports, excl. Trips		\$617,992	\$729,401	\$111,409
Tickets to Theatre/Operas/Concerts		\$440,880	\$520,503	\$79,623
Tickets to Movies		\$286,497	\$337,783	\$51,286
Tickets to Parks or Museums		\$168,585	\$198,694	\$30,109
Admission to Sporting Events, excl. Trips		\$363,338	\$428,788	\$65,450
Fees for Recreational Lessons		\$817,791	\$965,340	\$147,549
Dating Services		\$3,630	\$4,268	\$638
TV/Video/Audio		\$6,163,668	\$7,260,439	\$1,096,771
Cable and Satellite Television Services		\$4,411,381	\$5,196,717	\$785,336
Televisions		\$545,622	\$642,656	\$97,034
Satellite Dishes		\$8,038	\$9,487	\$1,449
VCRs, Video Cameras, and DVD Players		\$30,423	\$35,846	\$5,423
Miscellaneous Video Equipment		\$134,826	\$158,782	\$23,956
Video Cassettes and DVDs		\$59,326	\$69,861	\$10,535
Video Game Hardware/Accessories		\$133,782	\$157,208	\$23,426
Video Game Software		\$73,466	\$86,377	\$12,911
Rental/Streaming/Downloaded Video		\$236,763	\$278,620	\$41,857
Installation of Televisions		\$6,941	\$8,214	\$1,273
Audio (3)		\$508,873	\$599,950	\$91,077
Rental and Repair of TV/Radio/Sound Equipment		\$14,227	16,720	\$2,493
Pets		\$3,383,682	\$3,990,409	\$606,727
Toys/Games/Crafts/Hobbies (4)		\$606,575	\$714,272	\$107,697
Recreational Vehicles and Fees (5)		\$880,552	\$1,040,472	\$159,920
Sports/Recreation/Exercise Equipment (6)		\$1,148,624	\$1,355,387	\$206,763
Photo Equipment and Supplies (7)		\$278,494	\$328,186	\$49,692
Reading (8)		\$594,014	\$701,061	\$107,047
Catered Affairs (9)		\$139,930	164,872	\$24,942
Food		\$45,113,104	\$53,164,379	\$8,051,275
Food at Home		\$26,149,012	\$30,810,668	\$4,661,656
Bakery and Cereal Products		\$3,432,423	\$4,043,870	\$611,447
Meats, Poultry, Fish, and Eggs		\$5,710,893	\$6,728,978	\$1,018,085
Dairy Products		\$2,711,590	\$3,195,138	\$483,548
Fruits and Vegetables		\$5,217,600	\$6,150,092	\$932,492
Snacks and Other Food at Home (10)		\$9,076,505	\$10,692,590	\$1,616,085
Food Away from Home		\$18,964,092	\$22,353,711	\$3,389,619
Alcoholic Beverages		\$3,162,740	\$3,731,525	\$568,785

Data Note: The Consumer Spending data is household-based and represents the amount spent for a product or service by all households in an area. Detail may not sum to totals due to rounding. This report is not a comprehensive list of all consumer spending variables therefore the variables in each section may not sum to totals.

Source: Esri forecasts for 2019 and 2024; Consumer Spending data are derived from the 2016 and 2017 Consumer Expenditure Surveys, Bureau of Labor Statistics.

December 31, 2019



Retail Demand Outlook

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

	2019 Consumer Spending	2024 Forecasted Demand	Projected Spending Growth
Financial			
Value of Stocks/Bonds/Mutual Funds	\$134,513,496	\$158,989,187	\$24,475,691
Value of Retirement Plans	\$589,572,792	\$696,299,338	\$106,726,546
Value of Other Financial Assets	\$33,560,602	\$39,615,032	\$6,054,430
Vehicle Loan Amount excluding Interest	\$14,263,800	\$16,799,371	\$2,535,571
Value of Credit Card Debt	\$13,000,362	\$15,322,888	\$2,322,526
Health			
Nonprescription Drugs	\$752,298	\$886,691	\$134,393
Prescription Drugs	\$1,923,944	\$2,267,669	\$343,725
Eyeglasses and Contact Lenses	\$487,655	\$574,823	\$87,168
Home			
Mortgage Payment and Basics (11)	\$58,329,368	\$68,863,758	\$10,534,390
Maintenance and Remodeling Services	\$12,682,452	\$14,985,471	\$2,303,019
Maintenance and Remodeling Materials (12)	\$2,726,267	\$3,215,138	\$488,871
Utilities, Fuel, and Public Services	\$24,595,589	\$28,974,228	\$4,378,639
Household Furnishings and Equipment			
Household Textiles (13)	\$523,859	\$617,275	\$93,416
Furniture	\$3,278,469	\$3,864,287	\$585,818
Rugs	\$186,630	\$219,854	\$33,224
Major Appliances (14)	\$1,896,945	\$2,236,696	\$339,751
Housewares (15)	\$569,879	\$671,904	\$102,025
Small Appliances	\$244,554	\$288,127	\$43,573
Luggage	\$76,092	\$89,778	\$13,686
Telephones and Accessories	\$409,114	\$483,212	\$74,098
Household Operations			
Child Care	\$2,640,552	\$3,110,970	\$470,418
Lawn and Garden (16)	\$2,655,839	\$3,136,586	\$480,747
Moving/Storage/Freight Express	\$344,044	\$405,471	\$61,427
Housekeeping Supplies (17)	\$3,842,551	\$4,528,650	\$686,099
Insurance			
Owners and Renters Insurance	\$3,139,771	\$3,702,670	\$562,899
Vehicle Insurance	\$7,708,255	\$9,079,309	\$1,371,054
Life/Other Insurance	\$2,566,200	\$3,027,240	\$461,040
Health Insurance	\$20,813,043	\$24,533,082	\$3,720,039
Personal Care Products (18)	\$2,594,164	\$3,056,707	\$462,543
School Books and Supplies (19)	\$796,440	\$939,060	\$142,620
Smoking Products	\$1,798,641	\$2,113,173	\$314,532
Transportation			
Payments on Vehicles excluding Leases	\$12,590,091	\$14,825,056	\$2,234,965
Gasoline and Motor Oil	\$11,267,258	\$13,270,712	\$2,003,454
Vehicle Maintenance and Repairs	\$6,118,034	\$7,212,702	\$1,094,668
Travel			
Airline Fares	\$3,077,064	\$3,634,235	\$557,171
Lodging on Trips	\$3,537,608	\$4,177,572	\$639,964
Auto/Truck Rental on Trips	\$151,026	\$178,290	\$27,264
Food and Drink on Trips	\$3,007,300	\$3,549,906	\$542,606

Data Note: The Consumer Spending data is household-based and represents the amount spent for a product or service by all households in an area. Detail may not sum to totals due to rounding. This report is not a comprehensive list of all consumer spending variables therefore the variables in each section may not sum to totals.

Source: Esri forecasts for 2019 and 2024; Consumer Spending data are derived from the 2016 and 2017 Consumer Expenditure Surveys, Bureau of Labor Statistics.

December 31, 2019



Retail Demand Outlook

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

- (1) Apparel Products and Services** includes shoe repair and other shoe services, apparel laundry and dry cleaning, alteration, repair and tailoring of apparel, clothing rental and storage, and watch and jewelry repair.
- (2) Membership Fees for Clubs** includes membership fees for social, recreational, and civic clubs.
- (3) Audio** includes satellite radio service, radios, stereos, sound components, equipment and accessories, digital audio players, records, CDs, audio tapes, streaming/downloaded audio, musical instruments and accessories, and rental and repair of musical instruments.
- (4) Toys and Games** includes toys, games, arts and crafts, tricycles, playground equipment, arcade games, online entertainment and games, and stamp and coin collecting.
- (5) Recreational Vehicles & Fees** includes docking and landing fees for boats and planes, payments on boats, trailers, campers and RVs, rental of boats, trailers, campers and RVs, and camp fees.
- (6) Sports/Recreation/Exercise Equipment** includes exercise equipment and gear, game tables, bicycles, camping equipment, hunting and fishing equipment, winter sports equipment, water sports equipment, other sports equipment, and rental/repair of sports/recreation/exercise equipment.
- (7) Photo Equipment and Supplies** includes film, film processing, photographic equipment, rental and repair of photo equipment, and photographer fees.
- (8) Reading** includes digital book readers, books, magazine and newspaper subscriptions, and single copies of magazines and newspapers.
- (9) Catered Affairs** includes expenses associated with live entertainment and rental of party supplies.
- (10) Snacks and Other Food at Home** includes candy, chewing gum, sugar, artificial sweeteners, jam, jelly, preserves, margarine, fats and oils, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips and other snacks, nuts, salt, spices, seasonings, olives, pickles, relishes, sauces, gravy, other condiments, soup, prepared salad, prepared dessert, baby food, miscellaneous prepared food, and nonalcoholic beverages.
- (11) Mortgage Payment and Basics** includes mortgage interest, mortgage principal, property taxes, homeowners insurance, and ground rent on owned dwellings.
- (12) Maintenance and Remodeling Materials** includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, materials for roofing/gutters, materials for plaster/panel/siding, materials for patio/fence/brick work, landscaping materials, and insulation materials for owned homes.
- (13) Household Textiles** includes bathroom linens, bedroom linens, kitchen linens, dining room linens, other linens, curtains, draperies, slipcovers and decorative pillows.
- (14) Major Appliances** includes dishwashers, disposals, refrigerators, freezers, washers, dryers, stoves, ovens, microwaves, window air conditioners, electric floor cleaning equipment, sewing machines, and miscellaneous appliances.
- (15) Housewares** includes flatware, dishes, cups glasses, serving pieces, nonelectric cookware, and tableware.
- (16) Lawn and Garden** includes lawn and garden supplies, equipment and care service, indoor plants, fresh flowers, and repair/rental of lawn and garden equipment.
- (17) Housekeeping Supplies** includes soaps and laundry detergents, cleaning products, toilet tissue, paper towels, napkins, paper/plastic/foil products, stationery, giftwrap supplies, postage, and delivery services.
- (18) Personal Care Products** includes hair care products, nonelectric articles for hair, wigs, hairpieces, oral hygiene products, shaving needs, perfume, cosmetics, skincare, bath products, nail products, deodorant, feminine hygiene products, adult diapers, other miscellaneous care products and personal care appliances.
- (19) School Books and Supplies** includes school books and supplies for college, elementary school, high school, vocational/technical school, preschool and other schools.

Data Note: The Consumer Spending data is household-based and represents the amount spent for a product or service by all households in an area. Detail may not sum to totals due to rounding. This report is not a comprehensive list of all consumer spending variables therefore the variables in each section may not sum to totals.

Source: Esri forecasts for 2019 and 2024; Consumer Spending data are derived from the 2016 and 2017 Consumer Expenditure Surveys, Bureau of Labor Statistics.

December 31, 2019



Retail Demand Outlook

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

Top Tapestry Segments	Percent	Demographic Summary	2019	2024
Exurbanites (1E)	20.3%	Population	73,725	76,292
In Style (5B)	14.2%	Households	32,554	33,664
Old and Newcomers (8F)	9.4%	Families	19,151	19,698
Emerald City (8B)	8.7%	Median Age	43.1	43.8
Bright Young Professionals (8C)	7.9%	Median Household Income	\$78,327	\$90,268
		2019 Consumer Spending	2024 Forecasted Demand	Projected Spending Growth
Apparel and Services		\$84,004,064	\$99,038,348	\$15,034,284
Men's		\$16,238,627	\$19,143,920	\$2,905,293
Women's		\$28,790,023	\$33,962,087	\$5,172,064
Children's		\$12,217,822	\$14,389,431	\$2,171,609
Footwear		\$18,559,944	\$21,871,594	\$3,311,650
Watches & Jewelry		\$5,538,280	\$6,532,018	\$993,738
Apparel Products and Services (1)		\$2,659,369	\$3,139,298	\$479,929
Computer				
Computers and Hardware for Home Use		\$6,754,431	\$7,963,420	\$1,208,989
Portable Memory		\$176,441	\$208,259	\$31,818
Computer Software		\$414,669	\$488,744	\$74,075
Computer Accessories		\$769,207	\$907,513	\$138,306
Entertainment & Recreation		\$128,419,391	\$151,504,620	\$23,085,229
Fees and Admissions		\$29,249,208	\$34,528,513	\$5,279,305
Membership Fees for Clubs (2)		\$9,829,188	\$11,605,865	\$1,776,677
Fees for Participant Sports, excl. Trips		\$4,431,311	\$5,232,549	\$801,238
Tickets to Theatre/Operas/Concerts		\$3,172,541	\$3,745,251	\$572,710
Tickets to Movies		\$2,223,007	\$2,620,818	\$397,811
Tickets to Parks or Museums		\$1,258,036	\$1,483,563	\$225,527
Admission to Sporting Events, excl. Trips		\$2,562,298	\$3,026,048	\$463,750
Fees for Recreational Lessons		\$5,742,169	\$6,778,334	\$1,036,165
Dating Services		\$30,658	\$36,083	\$5,425
TV/Video/Audio		\$47,423,468	\$55,914,043	\$8,490,575
Cable and Satellite Television Services		\$33,651,093	\$39,683,805	\$6,032,712
Televisions		\$4,269,796	\$5,032,401	\$762,605
Satellite Dishes		\$57,375	\$67,745	\$10,370
VCRs, Video Cameras, and DVD Players		\$238,737	\$281,439	\$42,702
Miscellaneous Video Equipment		\$1,029,409	\$1,213,626	\$184,217
Video Cassettes and DVDs		\$457,738	\$539,590	\$81,852
Video Game Hardware/Accessories		\$1,120,348	\$1,318,187	\$197,839
Video Game Software		\$612,812	\$721,195	\$108,383
Rental/Streaming/Downloaded Video		\$1,934,317	\$2,278,039	\$343,722
Installation of Televisions		\$48,189	\$56,999	\$8,810
Audio (3)		\$3,881,450	\$4,577,240	\$695,790
Rental and Repair of TV/Radio/Sound Equipment		\$122,206	143,775	\$21,569
Pets		\$25,109,059	\$29,627,840	\$4,518,781
Toys/Games/Crafts/Hobbies (4)		\$4,650,978	\$5,481,967	\$830,989
Recreational Vehicles and Fees (5)		\$6,028,018	\$7,120,903	\$1,092,885
Sports/Recreation/Exercise Equipment (6)		\$8,383,461	\$9,893,611	\$1,510,150
Photo Equipment and Supplies (7)		\$2,129,178	\$2,510,344	\$381,166
Reading (8)		\$4,361,759	\$5,149,390	\$787,631
Catered Affairs (9)		\$1,084,263	1,278,008	\$193,745
Food		\$346,247,819	\$408,250,851	\$62,003,032
Food at Home		\$201,062,421	\$237,059,380	\$35,996,959
Bakery and Cereal Products		\$26,377,179	\$31,098,314	\$4,721,135
Meats, Poultry, Fish, and Eggs		\$44,155,801	\$52,057,056	\$7,901,255
Dairy Products		\$20,733,216	\$24,447,538	\$3,714,322
Fruits and Vegetables		\$39,809,944	\$46,946,544	\$7,136,600
Snacks and Other Food at Home (10)		\$69,986,281	\$82,509,927	\$12,523,646
Food Away from Home		\$145,185,397	\$171,191,471	\$26,006,074
Alcoholic Beverages		\$23,666,927	\$27,922,831	\$4,255,904

Data Note: The Consumer Spending data is household-based and represents the amount spent for a product or service by all households in an area. Detail may not sum to totals due to rounding. This report is not a comprehensive list of all consumer spending variables therefore the variables in each section may not sum to totals.

Source: Esri forecasts for 2019 and 2024; Consumer Spending data are derived from the 2016 and 2017 Consumer Expenditure Surveys, Bureau of Labor Statistics.



Retail Demand Outlook

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

	2019 Consumer Spending	2024 Forecasted Demand	Projected Spending Growth
Financial			
Value of Stocks/Bonds/Mutual Funds	\$933,884,626	\$1,104,095,280	\$170,210,654
Value of Retirement Plans	\$3,988,444,730	\$4,714,414,147	\$725,969,417
Value of Other Financial Assets	\$238,112,325	\$281,402,264	\$43,289,939
Vehicle Loan Amount excluding Interest	\$109,725,242	\$129,342,861	\$19,617,619
Value of Credit Card Debt	\$96,285,717	\$113,584,626	\$17,298,909
Health			
Nonprescription Drugs	\$5,707,187	\$6,732,871	\$1,025,684
Prescription Drugs	\$14,186,872	\$16,745,797	\$2,558,925
Eyeglasses and Contact Lenses	\$3,554,001	\$4,194,128	\$640,127
Home			
Mortgage Payment and Basics (11)	\$392,520,365	\$463,866,709	\$71,346,344
Maintenance and Remodeling Services	\$85,277,110	\$100,824,986	\$15,547,876
Maintenance and Remodeling Materials (12)	\$18,523,665	\$21,884,108	\$3,360,443
Utilities, Fuel, and Public Services	\$186,837,505	\$220,308,517	\$33,471,012
Household Furnishings and Equipment			
Household Textiles (13)	\$3,987,979	\$4,702,554	\$714,575
Furniture	\$24,630,728	\$29,047,649	\$4,416,921
Rugs	\$1,352,540	\$1,595,981	\$243,441
Major Appliances (14)	\$13,730,205	\$16,204,206	\$2,474,001
Housewares (15)	\$4,238,929	\$5,001,182	\$762,253
Small Appliances	\$1,911,393	\$2,253,142	\$341,749
Luggage	\$566,727	\$668,669	\$101,942
Telephones and Accessories	\$3,130,634	\$3,693,457	\$562,823
Household Operations			
Child Care	\$19,740,910	\$23,265,745	\$3,524,835
Lawn and Garden (16)	\$18,380,079	\$21,721,182	\$3,341,103
Moving/Storage/Freight Express	\$2,846,364	\$3,353,738	\$507,374
Housekeeping Supplies (17)	\$29,223,914	\$34,468,630	\$5,244,716
Insurance			
Owners and Renters Insurance	\$22,117,670	\$26,121,532	\$4,003,862
Vehicle Insurance	\$59,816,392	\$70,508,097	\$10,691,705
Life/Other Insurance	\$18,009,728	\$21,268,464	\$3,258,736
Health Insurance	\$153,889,213	\$181,585,239	\$27,696,026
Personal Care Products (18)	\$19,855,159	\$23,412,855	\$3,557,696
School Books and Supplies (19)	\$6,140,415	\$7,238,962	\$1,098,547
Smoking Products	\$14,800,056	\$17,420,833	\$2,620,777
Transportation			
Payments on Vehicles excluding Leases	\$95,992,030	\$113,156,133	\$17,164,103
Gasoline and Motor Oil	\$87,131,170	\$102,701,104	\$15,569,934
Vehicle Maintenance and Repairs	\$47,215,069	\$55,693,530	\$8,478,461
Travel			
Airline Fares	\$22,295,170	\$26,323,623	\$4,028,453
Lodging on Trips	\$24,997,504	\$29,523,257	\$4,525,753
Auto/Truck Rental on Trips	\$1,086,949	\$1,283,391	\$196,442
Food and Drink on Trips	\$21,798,372	\$25,734,198	\$3,935,826

Data Note: The Consumer Spending data is household-based and represents the amount spent for a product or service by all households in an area. Detail may not sum to totals due to rounding. This report is not a comprehensive list of all consumer spending variables therefore the variables in each section may not sum to totals.

Source: Esri forecasts for 2019 and 2024; Consumer Spending data are derived from the 2016 and 2017 Consumer Expenditure Surveys, Bureau of Labor Statistics.

December 31, 2019



Retail Demand Outlook

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

- (1) Apparel Products and Services** includes shoe repair and other shoe services, apparel laundry and dry cleaning, alteration, repair and tailoring of apparel, clothing rental and storage, and watch and jewelry repair.
- (2) Membership Fees for Clubs** includes membership fees for social, recreational, and civic clubs.
- (3) Audio** includes satellite radio service, radios, stereos, sound components, equipment and accessories, digital audio players, records, CDs, audio tapes, streaming/downloaded audio, musical instruments and accessories, and rental and repair of musical instruments.
- (4) Toys and Games** includes toys, games, arts and crafts, tricycles, playground equipment, arcade games, online entertainment and games, and stamp and coin collecting.
- (5) Recreational Vehicles & Fees** includes docking and landing fees for boats and planes, payments on boats, trailers, campers and RVs, rental of boats, trailers, campers and RVs, and camp fees.
- (6) Sports/Recreation/Exercise Equipment** includes exercise equipment and gear, game tables, bicycles, camping equipment, hunting and fishing equipment, winter sports equipment, water sports equipment, other sports equipment, and rental/repair of sports/recreation/exercise equipment.
- (7) Photo Equipment and Supplies** includes film, film processing, photographic equipment, rental and repair of photo equipment, and photographer fees.
- (8) Reading** includes digital book readers, books, magazine and newspaper subscriptions, and single copies of magazines and newspapers.
- (9) Catered Affairs** includes expenses associated with live entertainment and rental of party supplies.
- (10) Snacks and Other Food at Home** includes candy, chewing gum, sugar, artificial sweeteners, jam, jelly, preserves, margarine, fats and oils, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips and other snacks, nuts, salt, spices, seasonings, olives, pickles, relishes, sauces, gravy, other condiments, soup, prepared salad, prepared dessert, baby food, miscellaneous prepared food, and nonalcoholic beverages.
- (11) Mortgage Payment and Basics** includes mortgage interest, mortgage principal, property taxes, homeowners insurance, and ground rent on owned dwellings.
- (12) Maintenance and Remodeling Materials** includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, materials for roofing/gutters, materials for plaster/panel/siding, materials for patio/fence/brick work, landscaping materials, and insulation materials for owned homes.
- (13) Household Textiles** includes bathroom linens, bedroom linens, kitchen linens, dining room linens, other linens, curtains, draperies, slipcovers and decorative pillows.
- (14) Major Appliances** includes dishwashers, disposals, refrigerators, freezers, washers, dryers, stoves, ovens, microwaves, window air conditioners, electric floor cleaning equipment, sewing machines, and miscellaneous appliances.
- (15) Housewares** includes flatware, dishes, cups glasses, serving pieces, nonelectric cookware, and tableware.
- (16) Lawn and Garden** includes lawn and garden supplies, equipment and care service, indoor plants, fresh flowers, and repair/rental of lawn and garden equipment.
- (17) Housekeeping Supplies** includes soaps and laundry detergents, cleaning products, toilet tissue, paper towels, napkins, paper/plastic/foil products, stationery, giftwrap supplies, postage, and delivery services.
- (18) Personal Care Products** includes hair care products, nonelectric articles for hair, wigs, hairpieces, oral hygiene products, shaving needs, perfume, cosmetics, skincare, bath products, nail products, deodorant, feminine hygiene products, adult diapers, other miscellaneous care products and personal care appliances.
- (19) School Books and Supplies** includes school books and supplies for college, elementary school, high school, vocational/technical school, preschool and other schools.

Data Note: The Consumer Spending data is household-based and represents the amount spent for a product or service by all households in an area. Detail may not sum to totals due to rounding. This report is not a comprehensive list of all consumer spending variables therefore the variables in each section may not sum to totals.

Source: Esri forecasts for 2019 and 2024; Consumer Spending data are derived from the 2016 and 2017 Consumer Expenditure Surveys, Bureau of Labor Statistics.

December 31, 2019



Retail Demand Outlook

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

Top Tapestry Segments	Percent	Demographic Summary	2019	2024
In Style (5B)	13.3%	Population	189,101	196,232
Exurbanites (1E)	11.5%	Households	81,527	84,571
Emerald City (8B)	7.6%	Families	49,564	51,181
Comfortable Empty Nesters (5A)	7.1%	Median Age	42.1	42.9
Bright Young Professionals (8C)	6.4%	Median Household Income	\$81,837	\$94,808
		2019 Consumer Spending	2024 Forecasted Demand	Projected Spending Growth
Apparel and Services		\$219,008,013	\$258,867,459	\$39,859,446
Men's		\$42,221,044	\$49,902,784	\$7,681,740
Women's		\$74,832,350	\$88,487,518	\$13,655,168
Children's		\$32,244,561	\$38,086,908	\$5,842,347
Footwear		\$48,247,511	\$57,005,169	\$8,757,658
Watches & Jewelry		\$14,507,103	\$17,154,390	\$2,647,287
Apparel Products and Services (1)		\$6,955,444	\$8,230,689	\$1,275,245
Computer				
Computers and Hardware for Home Use		\$17,506,015	\$20,690,607	\$3,184,592
Portable Memory		\$459,124	\$542,920	\$83,796
Computer Software		\$1,070,634	\$1,265,013	\$194,379
Computer Accessories		\$2,009,465	\$2,376,404	\$366,939
Entertainment & Recreation		\$335,113,227	\$396,309,822	\$61,196,595
Fees and Admissions		\$76,804,598	\$90,883,675	\$14,079,077
Membership Fees for Clubs (2)		\$25,656,571	\$30,364,112	\$4,707,541
Fees for Participant Sports, excl. Trips		\$11,677,454	\$13,819,640	\$2,142,186
Tickets to Theatre/Operas/Concerts		\$8,217,114	\$9,723,025	\$1,505,911
Tickets to Movies		\$5,789,315	\$6,840,627	\$1,051,312
Tickets to Parks or Museums		\$3,296,112	\$3,897,146	\$601,034
Admission to Sporting Events, excl. Trips		\$6,760,252	\$8,003,795	\$1,243,543
Fees for Recreational Lessons		\$15,330,915	\$18,144,645	\$2,813,730
Dating Services		\$76,865	\$90,684	\$13,819
TV/Video/Audio		\$122,871,692	\$145,224,112	\$22,352,420
Cable and Satellite Television Services		\$87,206,424	\$103,089,350	\$15,882,926
Televisions		\$11,048,578	\$13,054,204	\$2,005,626
Satellite Dishes		\$151,653	\$179,354	\$27,701
VCRs, Video Cameras, and DVD Players		\$618,636	\$730,856	\$112,220
Miscellaneous Video Equipment		\$2,684,548	\$3,173,474	\$488,926
Video Cassettes and DVDs		\$1,187,155	\$1,402,680	\$215,525
Video Game Hardware/Accessories		\$2,879,182	\$3,397,186	\$518,004
Video Game Software		\$1,568,418	\$1,850,729	\$282,311
Rental/Streaming/Downloaded Video		\$4,976,768	\$5,874,819	\$898,051
Installation of Televisions		\$126,700	\$150,149	\$23,449
Audio (3)		\$10,111,063	\$11,952,457	\$1,841,394
Rental and Repair of TV/Radio/Sound Equipment		\$312,566	\$368,854	\$56,288
Pets		\$65,441,717	\$77,398,740	\$11,957,023
Toys/Games/Crafts/Hobbies (4)		\$12,150,133	\$14,356,977	\$2,206,844
Recreational Vehicles and Fees (5)		\$16,044,214	\$19,006,830	\$2,962,616
Sports/Recreation/Exercise Equipment (6)		\$22,136,292	\$26,185,925	\$4,049,633
Photo Equipment and Supplies (7)		\$5,544,312	\$6,553,007	\$1,008,695
Reading (8)		\$11,300,267	\$13,368,674	\$2,068,407
Catered Affairs (9)		\$2,820,003	\$3,331,880	\$511,877
Food		\$899,561,551	\$1,063,281,514	\$163,719,963
Food at Home		\$521,644,690	\$616,556,802	\$94,912,112
Bakery and Cereal Products		\$68,495,300	\$80,958,562	\$12,463,262
Meats, Poultry, Fish, and Eggs		\$114,410,338	\$135,216,946	\$20,806,608
Dairy Products		\$53,829,041	\$63,627,450	\$9,798,409
Fruits and Vegetables		\$103,332,061	\$122,150,929	\$18,818,868
Snacks and Other Food at Home (10)		\$181,577,950	\$214,602,915	\$33,024,965
Food Away from Home		\$377,916,860	\$446,724,712	\$68,807,852
Alcoholic Beverages		\$61,393,186	\$72,597,821	\$11,204,635

Data Note: The Consumer Spending data is household-based and represents the amount spent for a product or service by all households in an area. Detail may not sum to totals due to rounding. This report is not a comprehensive list of all consumer spending variables therefore the variables in each section may not sum to totals.

Source: Esri forecasts for 2019 and 2024; Consumer Spending data are derived from the 2016 and 2017 Consumer Expenditure Surveys, Bureau of Labor Statistics.



Retail Demand Outlook

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

	2019 Consumer Spending	2024 Forecasted Demand	Projected Spending Growth
Financial			
Value of Stocks/Bonds/Mutual Funds	\$2,420,501,831	\$2,866,966,951	\$446,465,120
Value of Retirement Plans	\$10,453,836,727	\$12,384,341,275	\$1,930,504,548
Value of Other Financial Assets	\$613,012,189	\$725,616,968	\$112,604,779
Vehicle Loan Amount excluding Interest	\$287,355,610	\$339,617,561	\$52,261,951
Value of Credit Card Debt	\$251,305,392	\$297,165,007	\$45,859,615
Health			
Nonprescription Drugs	\$14,762,678	\$17,456,008	\$2,693,330
Prescription Drugs	\$36,806,988	\$43,540,784	\$6,733,796
Eyeglasses and Contact Lenses	\$9,284,750	\$10,983,476	\$1,698,726
Home			
Mortgage Payment and Basics (11)	\$1,048,618,500	\$1,242,045,388	\$193,426,888
Maintenance and Remodeling Services	\$226,413,557	\$268,228,218	\$41,814,661
Maintenance and Remodeling Materials (12)	\$49,389,290	\$58,483,874	\$9,094,584
Utilities, Fuel, and Public Services	\$485,574,918	\$573,986,459	\$88,411,541
Household Furnishings and Equipment			
Household Textiles (13)	\$10,362,760	\$12,249,330	\$1,886,570
Furniture	\$64,243,681	\$75,953,786	\$11,710,105
Rugs	\$3,570,623	\$4,223,961	\$653,338
Major Appliances (14)	\$36,076,972	\$42,677,291	\$6,600,319
Housewares (15)	\$11,045,185	\$13,062,725	\$2,017,540
Small Appliances	\$4,933,298	\$5,828,802	\$895,504
Luggage	\$1,480,282	\$1,750,562	\$270,280
Telephones and Accessories	\$8,108,543	\$9,586,444	\$1,477,901
Household Operations			
Child Care	\$52,577,819	\$62,149,211	\$9,571,392
Lawn and Garden (16)	\$48,299,480	\$57,196,116	\$8,896,636
Moving/Storage/Freight Express	\$7,279,815	\$8,597,821	\$1,318,006
Housekeeping Supplies (17)	\$75,998,480	\$89,850,552	\$13,852,072
Insurance			
Owners and Renters Insurance	\$58,511,924	\$69,262,928	\$10,751,004
Vehicle Insurance	\$155,039,965	\$183,213,235	\$28,173,270
Life/Other Insurance	\$47,413,223	\$56,133,953	\$8,720,730
Health Insurance	\$400,869,151	\$474,118,681	\$73,249,530
Personal Care Products (18)	\$51,739,870	\$61,159,344	\$9,419,474
School Books and Supplies (19)	\$15,967,324	\$18,873,563	\$2,906,239
Smoking Products	\$37,825,779	\$44,647,154	\$6,821,375
Transportation			
Payments on Vehicles excluding Leases	\$252,008,149	\$297,859,311	\$45,851,162
Gasoline and Motor Oil	\$226,357,560	\$267,483,682	\$41,126,122
Vehicle Maintenance and Repairs	\$121,509,479	\$143,627,197	\$22,117,718
Travel			
Airline Fares	\$58,277,248	\$68,954,456	\$10,677,208
Lodging on Trips	\$65,521,375	\$77,562,246	\$12,040,871
Auto/Truck Rental on Trips	\$2,843,593	\$3,364,309	\$520,716
Food and Drink on Trips	\$56,949,389	\$67,381,278	\$10,431,889

Data Note: The Consumer Spending data is household-based and represents the amount spent for a product or service by all households in an area. Detail may not sum to totals due to rounding. This report is not a comprehensive list of all consumer spending variables therefore the variables in each section may not sum to totals.

Source: Esri forecasts for 2019 and 2024; Consumer Spending data are derived from the 2016 and 2017 Consumer Expenditure Surveys, Bureau of Labor Statistics.

December 31, 2019



Retail Demand Outlook

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

- (1) Apparel Products and Services** includes shoe repair and other shoe services, apparel laundry and dry cleaning, alteration, repair and tailoring of apparel, clothing rental and storage, and watch and jewelry repair.
- (2) Membership Fees for Clubs** includes membership fees for social, recreational, and civic clubs.
- (3) Audio** includes satellite radio service, radios, stereos, sound components, equipment and accessories, digital audio players, records, CDs, audio tapes, streaming/downloaded audio, musical instruments and accessories, and rental and repair of musical instruments.
- (4) Toys and Games** includes toys, games, arts and crafts, tricycles, playground equipment, arcade games, online entertainment and games, and stamp and coin collecting.
- (5) Recreational Vehicles & Fees** includes docking and landing fees for boats and planes, payments on boats, trailers, campers and RVs, rental of boats, trailers, campers and RVs, and camp fees.
- (6) Sports/Recreation/Exercise Equipment** includes exercise equipment and gear, game tables, bicycles, camping equipment, hunting and fishing equipment, winter sports equipment, water sports equipment, other sports equipment, and rental/repair of sports/recreation/exercise equipment.
- (7) Photo Equipment and Supplies** includes film, film processing, photographic equipment, rental and repair of photo equipment, and photographer fees.
- (8) Reading** includes digital book readers, books, magazine and newspaper subscriptions, and single copies of magazines and newspapers.
- (9) Catered Affairs** includes expenses associated with live entertainment and rental of party supplies.
- (10) Snacks and Other Food at Home** includes candy, chewing gum, sugar, artificial sweeteners, jam, jelly, preserves, margarine, fats and oils, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips and other snacks, nuts, salt, spices, seasonings, olives, pickles, relishes, sauces, gravy, other condiments, soup, prepared salad, prepared dessert, baby food, miscellaneous prepared food, and nonalcoholic beverages.
- (11) Mortgage Payment and Basics** includes mortgage interest, mortgage principal, property taxes, homeowners insurance, and ground rent on owned dwellings.
- (12) Maintenance and Remodeling Materials** includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, materials for roofing/gutters, materials for plaster/panel/siding, materials for patio/fence/brick work, landscaping materials, and insulation materials for owned homes.
- (13) Household Textiles** includes bathroom linens, bedroom linens, kitchen linens, dining room linens, other linens, curtains, draperies, slipcovers and decorative pillows.
- (14) Major Appliances** includes dishwashers, disposals, refrigerators, freezers, washers, dryers, stoves, ovens, microwaves, window air conditioners, electric floor cleaning equipment, sewing machines, and miscellaneous appliances.
- (15) Housewares** includes flatware, dishes, cups glasses, serving pieces, nonelectric cookware, and tableware.
- (16) Lawn and Garden** includes lawn and garden supplies, equipment and care service, indoor plants, fresh flowers, and repair/rental of lawn and garden equipment.
- (17) Housekeeping Supplies** includes soaps and laundry detergents, cleaning products, toilet tissue, paper towels, napkins, paper/plastic/foil products, stationery, giftwrap supplies, postage, and delivery services.
- (18) Personal Care Products** includes hair care products, nonelectric articles for hair, wigs, hairpieces, oral hygiene products, shaving needs, perfume, cosmetics, skincare, bath products, nail products, deodorant, feminine hygiene products, adult diapers, other miscellaneous care products and personal care appliances.
- (19) School Books and Supplies** includes school books and supplies for college, elementary school, high school, vocational/technical school, preschool and other schools.

Data Note: The Consumer Spending data is household-based and represents the amount spent for a product or service by all households in an area. Detail may not sum to totals due to rounding. This report is not a comprehensive list of all consumer spending variables therefore the variables in each section may not sum to totals.

Source: Esri forecasts for 2019 and 2024; Consumer Spending data are derived from the 2016 and 2017 Consumer Expenditure Surveys, Bureau of Labor Statistics.