



Recreation Expenditures

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 |
| Households | | 3,760 | 3,916 |
| Families | | 2,622 | 2,719 |
| Median Age | | 43.6 | 44.7 |
| Median Household Income | | \$94,715 | \$106,702 |
| | Spending Potential Index | Average Amount Spent | Total |
| Tv/Video/Audio | 134 | \$1,639.27 | \$6,163,668 |
| Cable & Satellite Television Services | 133 | \$1,173.24 | \$4,411,381 |
| Televisions & Video | 134 | \$326.91 | \$1,229,187 |
| Audio | 139 | \$135.34 | \$508,873 |
| Rental of TV/VCR/Radio/Sound Equipment | 99 | \$0.78 | \$2,915 |
| Repair of TV/Radio/Sound Equipment | 128 | \$3.01 | \$11,312 |
| Entertainment/Recreation Fees and Admissions | 152 | \$1,083.01 | \$4,072,128 |
| Tickets to Theatre/Operas/Concerts | 156 | \$117.26 | \$440,880 |
| Tickets to Movies | 139 | \$76.20 | \$286,497 |
| Tickets to Parks or Museums | 139 | \$44.84 | \$168,585 |
| Admission to Sporting Events, excl.Trips | 153 | \$96.63 | \$363,338 |
| Fees for Participant Sports, excl.Trips | 153 | \$164.36 | \$617,992 |
| Fees for Recreational Lessons | 152 | \$217.50 | \$817,791 |
| Membership Fees for Social/Recreation/Civic Clubs | 154 | \$365.27 | \$1,373,415 |
| Dating Services | 139 | \$0.97 | \$3,630 |
| Toys/Games/Crafts/Hobbies | 137 | \$161.32 | \$606,575 |
| Toys/Games/Arts/Crafts/Tricycles | 136 | \$137.06 | \$515,357 |
| Playground Equipment | 133 | \$5.57 | \$20,957 |
| Play Arcade Pinball/Video Games | 141 | \$5.79 | \$21,769 |
| Online Entertainment and Games | 129 | \$5.75 | \$21,606 |
| Stamp & Coin Collecting | 167 | \$7.15 | \$26,888 |
| Recreational Vehicles and Fees | 147 | \$234.19 | \$880,552 |
| Docking and Landing Fees for Boats and Planes | 168 | \$15.98 | \$60,094 |
| Camp Fees | 158 | \$105.56 | \$396,899 |
| Payments on Boats/Trailers/Campers/RVs | 133 | \$78.00 | \$293,271 |
| Rental of Boats/Trailers/Campers/RVs | 141 | \$34.65 | \$130,288 |
| Sports, Recreation and Exercise Equipment | 147 | \$305.49 | \$1,148,624 |
| Exercise Equipment and Gear, Game Tables | 154 | \$100.35 | \$377,320 |
| Bicycles | 144 | \$42.71 | \$160,587 |
| Camping Equipment | 141 | \$28.06 | \$105,524 |
| Hunting and Fishing Equipment | 144 | \$100.90 | \$379,367 |
| Winter Sports Equipment | 151 | \$8.16 | \$30,690 |
| Water Sports Equipment | 153 | \$11.48 | \$43,162 |
| Other Sports Equipment | 150 | \$9.94 | \$37,365 |
| Rental/Repair of Sports/Recreation/Exercise Equipment | 154 | \$3.89 | \$14,608 |
| Photographic Equipment and Supplies | 142 | \$74.07 | \$278,494 |
| Film | 137 | \$1.08 | \$4,074 |
| Film Processing | 151 | \$11.88 | \$44,684 |
| Photographic Equipment | 143 | \$29.12 | \$109,495 |
| Photographer Fees/Other Supplies & Equip Rental/Repair | 139 | \$31.98 | \$120,241 |
| Reading | 148 | \$157.98 | \$594,014 |
| Magazine/Newspaper Subscriptions | 157 | \$58.47 | \$219,855 |
| Magazine/Newspaper Single Copies | 143 | \$9.48 | \$35,644 |
| Books | 148 | \$55.36 | \$208,160 |
| Digital Book Readers | 137 | \$34.67 | \$130,354 |

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

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



Recreation Expenditures

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 |
| Households | | 32,554 | 33,664 |
| Families | | 19,151 | 19,698 |
| Median Age | | 43.1 | 43.8 |
| Median Household Income | | \$78,327 | \$90,268 |
| | Spending Potential Index | Average Amount Spent | Total |
| Tv/Video/Audio | 119 | \$1,456.76 | \$47,423,468 |
| Cable & Satellite Television Services | 118 | \$1,033.70 | \$33,651,093 |
| Televisions & Video | 123 | \$300.08 | \$9,768,720 |
| Audio | 122 | \$119.23 | \$3,881,450 |
| Rental of TV/VCR/Radio/Sound Equipment | 118 | \$0.93 | \$30,179 |
| Repair of TV/Radio/Sound Equipment | 120 | \$2.83 | \$92,027 |
| Entertainment/Recreation Fees and Admissions | 126 | \$898.48 | \$29,249,208 |
| Tickets to Theatre/Operas/Concerts | 130 | \$97.45 | \$3,172,541 |
| Tickets to Movies | 125 | \$68.29 | \$2,223,007 |
| Tickets to Parks or Museums | 119 | \$38.64 | \$1,258,036 |
| Admission to Sporting Events, excl.Trips | 125 | \$78.71 | \$2,562,298 |
| Fees for Participant Sports, excl.Trips | 127 | \$136.12 | \$4,431,311 |
| Fees for Recreational Lessons | 123 | \$176.39 | \$5,742,169 |
| Membership Fees for Social/Recreation/Civic Clubs | 128 | \$301.93 | \$9,829,188 |
| Dating Services | 134 | \$0.94 | \$30,658 |
| Toys/Games/Crafts/Hobbies | 121 | \$142.87 | \$4,650,978 |
| Toys/Games/Arts/Crafts/Tricycles | 121 | \$122.49 | \$3,987,501 |
| Playground Equipment | 110 | \$4.60 | \$149,826 |
| Play Arcade Pinball/Video Games | 116 | \$4.77 | \$155,269 |
| Online Entertainment and Games | 120 | \$5.35 | \$174,029 |
| Stamp & Coin Collecting | 132 | \$5.66 | \$184,352 |
| Recreational Vehicles and Fees | 116 | \$185.17 | \$6,028,018 |
| Docking and Landing Fees for Boats and Planes | 129 | \$12.28 | \$399,763 |
| Camp Fees | 120 | \$80.43 | \$2,618,229 |
| Payments on Boats/Trailers/Campers/RVs | 109 | \$63.68 | \$2,073,176 |
| Rental of Boats/Trailers/Campers/RVs | 117 | \$28.78 | \$936,850 |
| Sports, Recreation and Exercise Equipment | 124 | \$257.52 | \$8,383,461 |
| Exercise Equipment and Gear, Game Tables | 125 | \$81.38 | \$2,649,377 |
| Bicycles | 124 | \$36.98 | \$1,203,994 |
| Camping Equipment | 123 | \$24.41 | \$794,490 |
| Hunting and Fishing Equipment | 124 | \$87.06 | \$2,834,240 |
| Winter Sports Equipment | 126 | \$6.82 | \$222,050 |
| Water Sports Equipment | 127 | \$9.55 | \$311,026 |
| Other Sports Equipment | 122 | \$8.13 | \$264,755 |
| Rental/Repair of Sports/Recreation/Exercise Equipment | 126 | \$3.18 | \$103,529 |
| Photographic Equipment and Supplies | 126 | \$65.40 | \$2,129,178 |
| Film | 124 | \$0.98 | \$31,940 |
| Film Processing | 127 | \$10.01 | \$325,725 |
| Photographic Equipment | 126 | \$25.58 | \$832,573 |
| Photographer Fees/Other Supplies & Equip Rental/Repair | 125 | \$28.84 | \$938,940 |
| Reading | 126 | \$133.99 | \$4,361,759 |
| Magazine/Newspaper Subscriptions | 127 | \$47.40 | \$1,543,172 |
| Magazine/Newspaper Single Copies | 119 | \$7.90 | \$257,314 |
| Books | 127 | \$47.67 | \$1,551,828 |
| Digital Book Readers | 122 | \$31.01 | \$1,009,446 |

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100.
Detail may not sum to totals due to rounding.

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



Recreation Expenditures

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 |
| Households | | 81,527 | 84,571 |
| Families | | 49,564 | 51,181 |
| Median Age | | 42.1 | 42.9 |
| Median Household Income | | \$81,837 | \$94,808 |
| | Spending Potential Index | Average Amount Spent | Total |
| Tv/Video/Audio | 123 | \$1,507.13 | \$122,871,692 |
| Cable & Satellite Television Services | 122 | \$1,069.66 | \$87,206,424 |
| Televisions & Video | 127 | \$309.61 | \$25,241,638 |
| Audio | 127 | \$124.02 | \$10,111,063 |
| Rental of TV/VCR/Radio/Sound Equipment | 114 | \$0.90 | \$73,550 |
| Repair of TV/Radio/Sound Equipment | 124 | \$2.93 | \$239,016 |
| Entertainment/Recreation Fees and Admissions | 132 | \$942.08 | \$76,804,598 |
| Tickets to Theatre/Operas/Concerts | 134 | \$100.79 | \$8,217,114 |
| Tickets to Movies | 130 | \$71.01 | \$5,789,315 |
| Tickets to Parks or Museums | 125 | \$40.43 | \$3,296,112 |
| Admission to Sporting Events, excl.Trips | 131 | \$82.92 | \$6,760,252 |
| Fees for Participant Sports, excl.Trips | 134 | \$143.23 | \$11,677,454 |
| Fees for Recreational Lessons | 131 | \$188.05 | \$15,330,915 |
| Membership Fees for Social/Recreation/Civic Clubs | 133 | \$314.70 | \$25,656,571 |
| Dating Services | 134 | \$0.94 | \$76,865 |
| Toys/Games/Crafts/Hobbies | 126 | \$149.03 | \$12,150,133 |
| Toys/Games/Arts/Crafts/Tricycles | 126 | \$127.61 | \$10,403,926 |
| Playground Equipment | 119 | \$5.01 | \$408,653 |
| Play Arcade Pinball/Video Games | 126 | \$5.16 | \$420,292 |
| Online Entertainment and Games | 124 | \$5.51 | \$449,528 |
| Stamp & Coin Collecting | 134 | \$5.74 | \$467,735 |
| Recreational Vehicles and Fees | 123 | \$196.80 | \$16,044,214 |
| Docking and Landing Fees for Boats and Planes | 135 | \$12.87 | \$1,049,477 |
| Camp Fees | 130 | \$86.82 | \$7,078,313 |
| Payments on Boats/Trailers/Campers/RVs | 115 | \$67.15 | \$5,474,572 |
| Rental of Boats/Trailers/Campers/RVs | 122 | \$29.95 | \$2,441,852 |
| Sports, Recreation and Exercise Equipment | 131 | \$271.52 | \$22,136,292 |
| Exercise Equipment and Gear, Game Tables | 132 | \$86.04 | \$7,014,937 |
| Bicycles | 130 | \$38.51 | \$3,139,525 |
| Camping Equipment | 130 | \$25.88 | \$2,109,571 |
| Hunting and Fishing Equipment | 131 | \$91.90 | \$7,492,428 |
| Winter Sports Equipment | 131 | \$7.12 | \$580,790 |
| Water Sports Equipment | 134 | \$10.07 | \$820,876 |
| Other Sports Equipment | 130 | \$8.66 | \$705,933 |
| Rental/Repair of Sports/Recreation/Exercise Equipment | 132 | \$3.34 | \$272,233 |
| Photographic Equipment and Supplies | 131 | \$68.01 | \$5,544,312 |
| Film | 128 | \$1.01 | \$82,295 |
| Film Processing | 132 | \$10.41 | \$848,577 |
| Photographic Equipment | 131 | \$26.68 | \$2,175,375 |
| Photographer Fees/Other Supplies & Equip Rental/Repair | 130 | \$29.91 | \$2,438,066 |
| Reading | 130 | \$138.61 | \$11,300,267 |
| Magazine/Newspaper Subscriptions | 131 | \$48.83 | \$3,981,271 |
| Magazine/Newspaper Single Copies | 123 | \$8.14 | \$663,653 |
| Books | 132 | \$49.29 | \$4,018,667 |
| Digital Book Readers | 128 | \$32.34 | \$2,636,676 |

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100.
Detail may not sum to totals due to rounding.

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