



Household Budget 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
Average Household Size			2.48	2.48
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	Percent
Total Expenditures	140	\$104,363.49	\$392,406,738	100.0%
Food	136	\$11,998.17	\$45,113,104	11.5%
Food at Home	134	\$6,954.52	\$26,149,012	6.7%
Food Away from Home	137	\$5,043.64	\$18,964,092	4.8%
Alcoholic Beverages	146	\$841.15	\$3,162,740	0.8%
Housing	138	\$32,352.31	\$121,644,698	31.0%
Shelter	139	\$25,810.93	\$97,049,109	24.7%
Utilities, Fuel and Public Services	135	\$6,541.38	\$24,595,589	6.3%
Household Operations	143	\$2,955.86	\$11,114,030	2.8%
Housekeeping Supplies	136	\$1,021.96	\$3,842,551	1.0%
Household Furnishings and Equipment	143	\$3,053.15	\$11,479,848	2.9%
Apparel and Services	136	\$2,911.49	\$10,947,202	2.8%
Transportation	134	\$11,387.02	\$42,815,209	10.9%
Travel	150	\$3,355.78	\$12,617,725	3.2%
Health Care	141	\$8,395.90	\$31,568,592	8.0%
Entertainment and Recreation	140	\$4,592.46	\$17,267,667	4.4%
Personal Care Products & Services	143	\$1,266.23	\$4,761,037	1.2%
Education	147	\$2,335.87	\$8,782,859	2.2%
Smoking Products	118	\$478.36	\$1,798,641	0.5%
Lotteries & Pari-mutuel Losses	146	\$83.56	\$314,195	0.1%
Legal Fees	140	\$292.33	\$1,099,173	0.3%
Funeral Expenses	128	\$107.39	\$403,771	0.1%
Safe Deposit Box Rentals	146	\$7.28	\$27,354	0.0%
Checking Account/Banking Service Charges	122	\$42.23	\$158,769	0.0%
Cemetery Lots/Vaults/Maintenance Fee	120	\$10.15	\$38,181	0.0%
Accounting Fees	156	\$177.58	\$667,715	0.2%
Miscellaneous Personal Services/Advertising/Fine	119	\$65.65	\$246,828	0.1%
Occupational Expenses	148	\$90.47	\$340,161	0.1%
Expenses for Other Properties	145	\$198.36	\$745,816	0.2%
Credit Card Membership Fees	144	\$12.68	\$47,673	0.0%
Shopping Club Membership Fees	145	\$39.35	\$147,938	0.0%
Support Payments/Cash Contributions/Gifts in Kind	147	\$3,638.17	\$13,679,527	3.5%
Life/Other Insurance	148	\$682.50	\$2,566,200	0.7%
Pensions and Social Security	145	\$11,821.99	\$44,450,666	11.3%

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



Household Budget 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
Average Household Size			2.22	2.23
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	Percent
Total Expenditures	121	\$90,565.52	\$2,948,269,852	100.0%
Food	120	\$10,636.11	\$346,247,819	11.7%
Food at Home	119	\$6,176.27	\$201,062,421	6.8%
Food Away from Home	121	\$4,459.83	\$145,185,397	4.9%
Alcoholic Beverages	126	\$727.01	\$23,666,927	0.8%
Housing	121	\$28,355.12	\$923,072,514	31.3%
Shelter	122	\$22,615.81	\$736,235,008	25.0%
Utilities, Fuel and Public Services	118	\$5,739.31	\$186,837,505	6.3%
Household Operations	121	\$2,512.28	\$81,784,628	2.8%
Housekeeping Supplies	120	\$897.71	\$29,223,914	1.0%
Household Furnishings and Equipment	123	\$2,619.51	\$85,275,563	2.9%
Apparel and Services	120	\$2,580.45	\$84,004,064	2.8%
Transportation	119	\$10,109.15	\$329,093,223	11.2%
Travel	124	\$2,785.94	\$90,693,491	3.1%
Health Care	121	\$7,166.84	\$233,309,301	7.9%
Entertainment and Recreation	121	\$3,944.81	\$128,419,391	4.4%
Personal Care Products & Services	124	\$1,098.99	\$35,776,379	1.2%
Education	122	\$1,949.02	\$63,448,277	2.2%
Smoking Products	113	\$454.63	\$14,800,056	0.5%
Lotteries & Pari-mutuel Losses	124	\$70.60	\$2,298,248	0.1%
Legal Fees	121	\$254.23	\$8,276,094	0.3%
Funeral Expenses	115	\$96.63	\$3,145,843	0.1%
Safe Deposit Box Rentals	121	\$6.01	\$195,585	0.0%
Checking Account/Banking Service Charges	119	\$41.46	\$1,349,682	0.0%
Cemetery Lots/Vaults/Maintenance Fee	102	\$8.66	\$281,932	0.0%
Accounting Fees	126	\$143.05	\$4,656,719	0.2%
Miscellaneous Personal Services/Advertising/Fine	113	\$62.43	\$2,032,213	0.1%
Occupational Expenses	122	\$74.58	\$2,427,762	0.1%
Expenses for Other Properties	129	\$175.58	\$5,715,897	0.2%
Credit Card Membership Fees	125	\$11.04	\$359,499	0.0%
Shopping Club Membership Fees	125	\$33.97	\$1,105,987	0.0%
Support Payments/Cash Contributions/Gifts in Kind	126	\$3,115.68	\$101,427,802	3.4%
Life/Other Insurance	120	\$553.23	\$18,009,728	0.6%
Pensions and Social Security	122	\$9,954.60	\$324,062,164	11.0%

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



Household Budget 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		
Average Household Size			2.29	2.29		
Families			49,564	51,181		
Median Age			42.1	42.9		
Median Household Income			\$81,837	\$94,808		
			Spending Potential	Average Amount		
			Index	Spent	Total	Percent
Total Expenditures			126	\$94,193.61	\$7,679,322,247	100.0%
Food			125	\$11,033.91	\$899,561,551	11.7%
Food at Home			124	\$6,398.43	\$521,644,690	6.8%
Food Away from Home			126	\$4,635.48	\$377,916,860	4.9%
Alcoholic Beverages			130	\$753.04	\$61,393,186	0.8%
Housing			126	\$29,395.24	\$2,396,505,824	31.2%
Shelter			127	\$23,439.24	\$1,910,930,906	24.9%
Utilities, Fuel and Public Services			123	\$5,956.00	\$485,574,918	6.3%
Household Operations			127	\$2,628.96	\$214,331,475	2.8%
Housekeeping Supplies			124	\$932.19	\$75,998,480	1.0%
Household Furnishings and Equipment			128	\$2,730.20	\$222,585,079	2.9%
Apparel and Services			125	\$2,686.32	\$219,008,013	2.9%
Transportation			123	\$10,498.09	\$855,877,724	11.1%
Travel			130	\$2,911.02	\$237,327,054	3.1%
Health Care			126	\$7,451.19	\$607,472,952	7.9%
Entertainment and Recreation			126	\$4,110.46	\$335,113,227	4.4%
Personal Care Products & Services			129	\$1,145.70	\$93,405,397	1.2%
Education			128	\$2,044.84	\$166,709,965	2.2%
Smoking Products			115	\$463.97	\$37,825,779	0.5%
Lotteries & Pari-mutuel Losses			127	\$72.52	\$5,912,651	0.1%
Legal Fees			124	\$259.71	\$21,173,467	0.3%
Funeral Expenses			119	\$99.71	\$8,129,250	0.1%
Safe Deposit Box Rentals			124	\$6.18	\$504,207	0.0%
Checking Account/Banking Service Charges			121	\$42.02	\$3,425,384	0.0%
Cemetery Lots/Vaults/Maintenance Fee			106	\$9.01	\$734,394	0.0%
Accounting Fees			130	\$148.31	\$12,090,951	0.2%
Miscellaneous Personal Services/Advertising/Fine			115	\$63.55	\$5,181,379	0.1%
Occupational Expenses			127	\$77.87	\$6,348,710	0.1%
Expenses for Other Properties			137	\$186.22	\$15,182,001	0.2%
Credit Card Membership Fees			131	\$11.53	\$939,624	0.0%
Shopping Club Membership Fees			130	\$35.34	\$2,880,767	0.0%
Support Payments/Cash Contributions/Gifts in Kind			131	\$3,236.83	\$263,889,243	3.4%
Life/Other Insurance			126	\$581.56	\$47,413,223	0.6%
Pensions and Social Security			128	\$10,446.46	\$851,668,549	11.1%

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