

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 |
| Population 18+ | | 7,399 | 7,745 |
| Households | | 3,760 | 3,916 |
| Median Household Income | | \$94,715 | \$106,702 |
| E | xpected Number of | | |
| Product/Consumer Behavior | Adults | Percent | MPI |
| Did banking in person in last 12 months | 4,529 | 61.2% | 111 |
| Bank/financial institution used: Bank of America | 1,099 | 14.9% | 113 |
| Bank/financial institution used: Capital One | 473 | 6.4% | 113 |
| Bank/financial institution used: Chase | 1,177 | 15.9% | 116 |
| Bank/financial institution used: Citibank | 282 | 3.8% | 98 |
| Bank/financial institution used: PNC | 291 | 3.9% | 113 |
| Bank/financial institution used: U.S. Bank | 309 | 4.2% | 134 |
| Bank/financial institution used: Wells Fargo | 954 | 12.9% | 106 |
| Bank/financial institution used: credit union | 1,742 | 23.5% | 130 |
| Bank/financial inst used: local/community bank | 668 | 9.0% | 94 |
| Did banking by mail in last 12 months | 274 | 3.7% | 126 |
| Did banking by phone in last 12 months | 806 | 10.9% | 112 |
| Did banking online in last 12 months | 3,620 | 48.9% | 125 |
| Did banking on mobile device in last 12 months | 2,255 | 30.5% | 118 |
| Used ATM/cash machine in last 12 months | 4,408 | 59.6% | 113 |
| Used direct deposit of paycheck in last 12 months | 3,683 | 49.8% | 114 |
| Did banking w/paperless statements in last 12 months | 2,204 | 29.8% | 122 |
| Have interest checking account | 2,774 | 37.5% | 131 |
| Have non-interest checking account | 2,303 | 31.1% | 106 |
| Have savings account | 4,883 | 66.0% | 115 |
| Have overdraft protection | 2,522 | 34.1% | 125 |
| Have auto loan | 1,745 | 23.6% | 113 |
| Have personal loan for education (student loan) | 536 | 7.2% | 107 |
| Have personal loan - not for education | 186 | 2.5% | 73 |
| Have home mortgage (1st) | 2,900 | 39.2% | 126 |
| Have 2nd mortgage (home equity loan) | 547 | 7.4% | 151 |
| Have home equity line of credit | 373 | 5.0% | 150 |
| Have personal line of credit | 215 | 2.9% | 83 |
| Have 401(k) retirement savings plan | 1,545 | 20.9% | 130 |
| Have 403(b) retirement savings plan | 281 | 3.8% | 120 |
| Have Roth IRA retirement savings plan | 883 | 11.9% | 150 |
| Have Traditional IRA retirement savings plan | 1,193 | 16.1% | 150 |
| Own any securities investment | 3,168 | 42.8% | 132 |
| Own any annuity | 281 | 3.8% | 137 |
| Own certificate of deposit (more than 6 months) | 265 | 3.6% | 137 |
| Own shares in money market fund | 463 | 6.3% | 157 |
| Own shares in mutual fund (bonds) | 578 | 7.8% | 164 |
| Own shares in mutual fund (stock) | 820 | 11.1% | 155 |
| Own any stock | 755 | 10.2% | 142 |
| Own common stock in company you don't work for | 583 | 7.9% | 154 |
| Own U.S. savings bond | 438 | 5.9% | 136 |
| Own investment real estate | 364 | 4.9% | 123 |
| Own vacation/weekend home | 474 | 6.4% | 173 |
| Used a real estate agent in last 12 months | 568 | 7.7% | 133 |
| Used financial planner in last 12 months | 875 | 11.8% | 167 |
| Own 1 credit card | 1,248 | 16.9% | 101 |
| Own 2 credit cards | 1,268 | 17.1% | 117 |
| Own 3 credit cards | 939 | 12.7% | 128 |
| Own 4 credit cards | 550 | 7.4% | 114 |
| Own 5 credit cards | 393 | 5.3% | 138 |
| Own 6+ credit cards | 565 | 7.6% | 119 |

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.



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| Product/Consumer Behavior Aduits Percent MPP Credit cards: Seveer array to balance 1,316 17.4% 106 Credit cards: Sometimes carry to balance 1,241 15.8% 194 Ary monthly credit card expenditures: +\$1-110 859 11.6% 101 Ary monthly credit card expenditures: +\$1-132 496 5.7% 117 Ary monthly credit card expenditures: +\$1-10 556 7.7% 117 Ary monthly credit card expenditures: +\$1-10 556 7.7% 117 Ary monthly credit card expenditures: +\$101-1 1,363 18.4% 158 Own 1 debit card 3,718 50.3% 100 Ary monthly debit card expenditures: +\$1-10 615 8.6% 101 Ary monthly debit card expenditures: +\$1-10 510 12.9% 108 Ary monthly debit card expenditures: +\$1-10 618 8.4% 107 Ary monthly debit card expenditures: +\$1-10 618 8.4% 107 Ary monthly debit card expenditures: +\$1-10 618 8.4% 107 Ary monthly debit card expenditur | Exp | ected Number of | | |
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| Used Visa Checkout digital payment service/30 days 212 2.9% 89 | | | | |
| | Used Visa Checkout digital payment service/30 days | 212 | 2.9% | 89 |

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.



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

| | Expected Number of | | |
|--|--------------------|---------|-----|
| Product/Consumer Behavior | Adults | Percent | MPI |
| Used other digital payment service/30 days | 235 | 3.2% | 100 |
| Tax preparation: did manually | 1,080 | 14.6% | 103 |
| Tax preparation: used software (TurboTax) | 1,078 | 14.6% | 119 |
| Tax preparation: used online tax srv (TurboTax) | 654 | 8.8% | 116 |
| Tax preparation: used H&R Block on-site | 283 | 3.8% | 84 |
| Tax preparation: used CPA/other tax professional | 1,541 | 20.8% | 129 |

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.



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 |
| Population 18+ | | 59,135 | 61,584 |
| Households | | 32,554 | 33,664 |
| Median Household Income | | \$78,327 | \$90,268 |
| | Expected Number of | | |
| Product/Consumer Behavior | Adults | Percent | MPI |
| Did banking in person in last 12 months | 35,725 | 60.4% | 109 |
| Bank/financial institution used: Bank of America | 8,864 | 15.0% | 114 |
| Bank/financial institution used: Capital One | 3,836 | 6.5% | 114 |
| Bank/financial institution used: Chase | 8,749 | 14.8% | 108 |
| Bank/financial institution used: Citibank | 2,433 | 4.1% | 106 |
| Bank/financial institution used: PNC | 2,304 | 3.9% | 112 |
| Bank/financial institution used: U.S. Bank | 2,109 | 3.6% | 114 |
| Bank/financial institution used: Wells Fargo | 8,414 | 14.2% | 117 |
| Bank/financial institution used: credit union | 12,909 | 21.8% | 121 |
| Bank/financial inst used: local/community bank | 5,781 | 9.8% | 101 |
| Did banking by mail in last 12 months | 2,103 | 3.6% | 121 |
| Did banking by phone in last 12 months | 6,231 | 10.5% | 108 |
| Did banking online in last 12 months | 27,970 | 47.3% | 121 |
| Did banking on mobile device in last 12 months | 18,040 | 30.5% | 118 |
| Used ATM/cash machine in last 12 months | 34,616 | 58.5% | 111 |
| Used direct deposit of paycheck in last 12 months | 29,150 | 49.3% | 113 |
| Did banking w/paperless statements in last 12 months | 17,707 | 29.9% | 122 |
| Have interest checking account | 21,375 | 36.1% | 126 |
| Have non-interest checking account | 18,067 | 30.6% | 104 |
| Have savings account | 38,231 | 64.7% | 113 |
| Have overdraft protection | 19,895 | 33.6% | 123 |
| Have auto loan | 14,024 | 23.7% | 114 |
| Have personal loan for education (student loan) | 4,538 | 7.7% | 113 |
| Have personal loan - not for education | 1,618 | 2.7% | 80 |
| Have home mortgage (1st) | 21,951 | 37.1% | 119 |
| Have 2nd mortgage (home equity loan) | 3,935 | 6.7% | 136 |
| Have home equity line of credit | 2,535 | 4.3% | 128 |
| Have personal line of credit | 2,329 | 3.9% | 113 |
| Have 401(k) retirement savings plan | 11,751 | 19.9% | 124 |
| Have 403(b) retirement savings plan | 2,413 | 4.1% | 129 |
| Have Roth IRA retirement savings plan | 6,451 | 10.9% | 137 |
| Have Traditional IRA retirement savings plan | 8,613 | 14.6% | 135 |
| Own any securities investment | 24,503 | 41.4% | 128 |
| Own any annuity | 2,040 | 3.4% | 124 |
| Own certificate of deposit (more than 6 months) | 2,030 | 3.4% | 131 |
| Own shares in money market fund | 3,518 | 5.9% | 149 |
| Own shares in mutual fund (bonds) | 4,348 | 7.4% | 154 |
| Own shares in mutual fund (stock) | 6,161 | 10.4% | 146 |
| Own any stock | 6,209 | 10.5% | 146 |
| Own common stock in company you don't work for | 4,623 | 7.8% | 152 |
| Own U.S. savings bond | 3,198 | 5.4% | 124 |
| Own investment real estate | 2,906 | 4.9% | 123 |
| Own vacation/weekend home | 2,952 | 5.0% | 135 |
| Used a real estate agent in last 12 months | 4,427 | 7.5% | 129 |
| Used financial planner in last 12 months | 6,007 | 10.2% | 144 |
| Own 1 credit card | 10,174 | 17.2% | 103 |
| Own 2 credit cards | 9,781 | 16.5% | 113 |
| Own 3 credit cards | 7,222 | 12.2% | 123 |
| Own 4 credit cards | 4,450 | 7.5% | 115 |
| Own 5 credit cards | 2,720 | 4.6% | 120 |
| Own 6+ credit cards | 4,627 | 7.8% | 122 |
| | | | |

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.



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

| Exp | ected Number of | | |
|--|-----------------|---------|-----|
| Product/Consumer Behavior | Adults | Percent | MPI |
| Credit cards: Never or rarely carry a balance | 22,510 | 38.1% | 124 |
| Credit cards: Sometimes carry a balance | 10,870 | 18.4% | 110 |
| Credit cards: Usually or always carry a balance | 9,761 | 16.5% | 93 |
| Avg monthly credit card expenditures: <\$1-110 | 6,808 | 11.5% | 100 |
| Avg monthly credit card expenditures: \$111-\$225 | 4,310 | 7.3% | 99 |
| Avg monthly credit card expenditures: \$226-\$450 | 4,306 | 7.3% | 107 |
| Avg monthly credit card expenditures: \$451-\$700 | 4,259 | 7.2% | 117 |
| Avg monthly credit card expenditures: \$701-\$1000 | 4,386 | 7.4% | 133 |
| Avg monthly credit card expenditures: \$1001+ | 9,958 | 16.8% | 145 |
| Own 1 debit card | 29,495 | 49.9% | 104 |
| Own 2 debit cards | 7,921 | 13.4% | 113 |
| Avg monthly debit card expenditures: \$1-90 | 2,598 | 4.4% | 99 |
| Avg monthly debit card expenditures: \$91-\$180 | 3,447 | 5.8% | 106 |
| Avg monthly debit card expenditures: \$181-\$225 | 3,160 | 5.3% | 107 |
| Avg monthly debit card expenditures: \$226-\$450 | 5,037 | 8.5% | 109 |
| Avg monthly debit card expenditures: \$451-\$700 | 5,125 | 8.7% | 102 |
| Avg monthly debit card expenditures: \$701-\$1000 | 4,901 | 8.3% | 104 |
| Avg monthly debit card expenditures: \$1001+ | 5,810 | 9.8% | 108 |
| Own/used last 12 months: any credit/debit card | 50,187 | 84.9% | 107 |
| Own/used last 12 months: any major credit/debit card | 45,503 | 76.9% | 110 |
| Own/used last 12 months: any store credit card | 18,098 | 30.6% | 112 |
| Credit/debit card rewards: airline miles | 8,834 | 14.9% | 150 |
| Credit/debit card rewards: cash back | 21,107 | 35.7% | 121 |
| Credit/debit card rewards: gasoline discounts | 2,641 | 4.5% | 107 |
| Credit/debit card rewards: gifts | 2,492 | 4.2% | 118 |
| Credit/debit card rewards: hotel/car rental awards | 2,461 | 4.2% | 127 |
| Have American Express Green card in own name | 1,490 | 2.5% | 122 |
| Have American Express Gold card in own name | 2,242 | 3.8% | 132 |
| Have American Express Blue card in own name | 3,063 | 5.2% | 124 |
| Have Discover card in own name | 7,152 | 12.1% | 115 |
| Have MasterCard Standard card in own name | 10,410 | 17.6% | 117 |
| Have MasterCard Gold card in own name | 1,975 | 3.3% | 106 |
| Have MasterCard Platinum card in own name | 3,706 | 6.3% | 113 |
| Have MasterCard debit card in own name | 4,921 | 8.3% | 102 |
| Have Visa Regular/Classic card in own name | 17,311 | 29.3% | 116 |
| Have Visa Gold card in own name | 1,777 | 3.0% | 119 |
| Have Visa Platinum card in own name | 6,458 | 10.9% | 123 |
| Have Visa Signature card in own name | 4,790 | 8.1% | 137 |
| Have Visa debit card in own name | 13,049 | 22.1% | 109 |
| Paid bills last 12 months: by mail | 24,180 | 40.9% | 112 |
| Paid bills last 12 months: online | 33,681 | 57.0% | 114 |
| Paid bills last 12 months: in person | 13,071 | 22.1% | 81 |
| Paid bills last 12 months: by phone using credit card | 13,392 | 22.6% | 105 |
| Paid bills last 12 months: by mobile phone | 12,133 | 20.5% | 107 |
| Paid bills last 12 months: charged to credit card | 11,901 | 20.1% | 127 |
| Paid bills last 12 months: deducted from bank account | 18,884 | 31.9% | 116 |
| Wired/sent money in last 6 months | 8,777 | 14.8% | 99 |
| Wired/sent money in last 6 months: using MoneyGram | 1,297 | 2.2% | 65 |
| Wired/sent money in last 6 months: using Western Union | 2,194 | 3.7% | 77 |
| Wired/sent money in last 6 months: bank wire transfer | 2,419 | 4.1% | 116 |
| Used Apple Pay digital payment service/30 days | 2,599 | 4.4% | 117 |
| Used PayPal digital payment service/30 days | 12,657 | 21.4% | 123 |
| Used Venmo digital payment service/30 days | 2,686 | 4.5% | 122 |
| Used Visa Checkout digital payment service/30 days | 2,017 | 3.4% | 106 |
| | | | |

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.



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

| | Expected Number of | | |
|--|--------------------|---------|-----|
| Product/Consumer Behavior | Adults | Percent | MPI |
| Used other digital payment service/30 days | 1,753 | 3.0% | 94 |
| Tax preparation: did manually | 8,877 | 15.0% | 106 |
| Tax preparation: used software (TurboTax) | 8,480 | 14.3% | 117 |
| Tax preparation: used online tax srv (TurboTax) | 5,121 | 8.7% | 113 |
| Tax preparation: used H&R Block on-site | 2,537 | 4.3% | 94 |
| Tax preparation: used CPA/other tax professional | 11,881 | 20.1% | 125 |

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.



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 |
| Population 18+ | | 149,908 | 156,548 |
| Households | | 81,527 | 84,571 |
| Median Household Income | | \$81,837 | \$94,808 |
| | Expected Number of | | |
| Product/Consumer Behavior | Adults | Percent | MPI |
| Did banking in person in last 12 months | 90,333 | 60.3% | 109 |
| Bank/financial institution used: Bank of America | 22,847 | 15.2% | 116 |
| Bank/financial institution used: Capital One | 9,875 | 6.6% | 116 |
| Bank/financial institution used: Chase | 22,618 | 15.1% | 110 |
| Bank/financial institution used: Citibank | 6,472 | 4.3% | 111 |
| Bank/financial institution used: PNC | 6,153 | 4.1% | 118 |
| Bank/financial institution used: U.S. Bank | 5,232 | 3.5% | 112 |
| Bank/financial institution used: Wells Fargo | 21,469 | 14.3% | 118 |
| Bank/financial institution used: credit union | 31,870 | 21.3% | 117 |
| Bank/financial inst used: local/community bank | 14,372 | 9.6% | 100 |
| Did banking by mail in last 12 months | 5,147 | 3.4% | 116 |
| Did banking by phone in last 12 months | 15,542 | 10.4% | 107 |
| Did banking online in last 12 months | 71,283 | 47.6% | 122 |
| Did banking on mobile device in last 12 months | 46,085 | 30.7% | 119 |
| Used ATM/cash machine in last 12 months | 88,018 | 58.7% | 111 |
| Used direct deposit of paycheck in last 12 months | 73,945 | 49.3% | 113 |
| Did banking w/paperless statements in last 12 months | 44,917 | 30.0% | 123 |
| Have interest checking account | 53,690 | 35.8% | 125 |
| Have non-interest checking account | 46,037 | 30.7% | 105 |
| Have savings account | 97,340 | 64.9% | 113 |
| Have overdraft protection | 50,183 | 33.5% | 123 |
| Have auto loan | 36,369 | 24.3% | 117 |
| Have personal loan for education (student loan) | 11,803 | 7.9% | 116 |
| Have personal loan - not for education | 4,353 | 2.9% | 85 |
| Have home mortgage (1st) | 57,229 | 38.2% | 123 |
| Have 2nd mortgage (home equity loan) | 9,841 | 6.6% | 134 |
| Have home equity line of credit | 6,588 | 4.4% | 131 |
| Have personal line of credit | 6,055 | 4.0% | 116 |
| Have 401(k) retirement savings plan | 30,403 | 20.3% | 126 |
| Have 403(b) retirement savings plan | 5,953 | 4.0% | 126 |
| Have Roth IRA retirement savings plan | 16,107 | 10.7% | 135 |
| Have Traditional IRA retirement savings plan | 21,537 | 14.4% | 133 |
| Own any securities investment | 61,928 | 41.3% | 127 |
| Own any annuity | 5,141 | 3.4% | 124 |
| Own certificate of deposit (more than 6 months) | 4,953 | 3.3% | 126 |
| Own shares in money market fund | 8,665 | 5.8% | 145 |
| Own shares in mutual fund (bonds) | 10,752 | 7.2% | 150 |
| Own shares in mutual fund (stock) | 15,478 | 10.3% | 145 |
| Own any stock | 15,631 | 10.4% | 145 |
| Own common stock in company you don't work for | 11,591 | 7.7% | 151 |
| Own U.S. savings bond | 8,109 | 5.4% | 124 |
| Own investment real estate | 7,373 | 4.9% | 123 |
| Own vacation/weekend home | 6,949 | 4.6% | 125 |
| Used a real estate agent in last 12 months | 11,140 | 7.4% | 128 |
| Used financial planner in last 12 months | 14,693 | 9.8% | 139 |
| Own 1 credit card | 25,572 | 17.1% | 102 |
| Own 2 credit cards | 24,950 | 16.6% | 114 |
| Own 3 credit cards | 18,462 | 12.3% | 124 |
| Own 4 credit cards | 11,499 | 7.7% | 118 |
| Own 5 credit cards Own 6+ credit cards | 6,839 12,173 | 4.6% 8.1% | 119 127 |
| | 12,175 | 0.1% | 12/ |

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.



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

| Ex | pected Number of | | |
|--|------------------|---------|-----|
| Product/Consumer Behavior | Adults | Percent | MPI |
| Credit cards: Never or rarely carry a balance | 56,608 | 37.8% | 123 |
| Credit cards: Sometimes carry a balance | 27,462 | 18.3% | 110 |
| Credit cards: Usually or always carry a balance | 25,670 | 17.1% | 96 |
| Avg monthly credit card expenditures: <\$1-110 | 17,236 | 11.5% | 100 |
| Avg monthly credit card expenditures: \$111-\$225 | 11,188 | 7.5% | 101 |
| Avg monthly credit card expenditures: \$226-\$450 | 11,052 | 7.4% | 108 |
| Avg monthly credit card expenditures: \$451-\$700 | 10,713 | 7.1% | 116 |
| Avg monthly credit card expenditures: \$701-\$1000 | 10,912 | 7.3% | 130 |
| Avg monthly credit card expenditures: \$1001+ | 25,004 | 16.7% | 143 |
| Own 1 debit card | 75,327 | 50.2% | 105 |
| Own 2 debit cards | 20,692 | 13.8% | 116 |
| Avg monthly debit card expenditures: \$1-90 | 6,775 | 4.5% | 102 |
| Avg monthly debit card expenditures: \$91-\$180 | 8,694 | 5.8% | 105 |
| Avg monthly debit card expenditures: \$181-\$225 | 7,781 | 5.2% | 104 |
| Avg monthly debit card expenditures: \$226-\$450 | 12,893 | 8.6% | 110 |
| Avg monthly debit card expenditures: \$451-\$700 | 12,886 | 8.6% | 101 |
| Avg monthly debit card expenditures: \$701-\$1000 | 12,671 | 8.5% | 107 |
| Avg monthly debit card expenditures: \$1001+ | 15,231 | 10.2% | 111 |
| Own/used last 12 months: any credit/debit card | 127,463 | 85.0% | 107 |
| Own/used last 12 months: any major credit/debit card | 115,435 | 77.0% | 110 |
| Own/used last 12 months: any store credit card | 46,753 | 31.2% | 114 |
| Credit/debit card rewards: airline miles | 22,106 | 14.7% | 148 |
| Credit/debit card rewards: cash back | 53,376 | 35.6% | 121 |
| Credit/debit card rewards: gasoline discounts | 6,609 | 4.4% | 105 |
| Credit/debit card rewards: gifts | 6,308 | 4.2% | 118 |
| Credit/debit card rewards: hotel/car rental awards | 6,344 | 4.2% | 129 |
| Have American Express Green card in own name | 3,676 | 2.5% | 119 |
| Have American Express Gold card in own name | 5,815 | 3.9% | 135 |
| Have American Express Blue card in own name | 7,803 | 5.2% | 124 |
| Have Discover card in own name | 18,480 | 12.3% | 118 |
| Have MasterCard Standard card in own name | 26,345 | 17.6% | 117 |
| Have MasterCard Gold card in own name | 5,087 | 3.4% | 108 |
| Have MasterCard Platinum card in own name | 9,718 | 6.5% | 117 |
| Have MasterCard debit card in own name | 12,434 | 8.3% | 101 |
| Have Visa Regular/Classic card in own name | 43,372 | 28.9% | 115 |
| Have Visa Gold card in own name | 4,345 | 2.9% | 114 |
| Have Visa Platinum card in own name | 16,188 | 10.8% | 121 |
| Have Visa Signature card in own name | 11,797 | 7.9% | 133 |
| Have Visa debit card in own name | 33,273 | 22.2% | 109 |
| Paid bills last 12 months: by mail | 60,337 | 40.2% | 110 |
| Paid bills last 12 months: online | 85,812 | 57.2% | 114 |
| Paid bills last 12 months: in person | 32,953 | 22.0% | 81 |
| Paid bills last 12 months: by phone using credit card | 33,966 | 22.7% | 105 |
| Paid bills last 12 months: by mobile phone | 31,204 | 20.8% | 109 |
| Paid bills last 12 months: charged to credit card | 29,806 | 19.9% | 125 |
| Paid bills last 12 months: deducted from bank account | 47,458 | 31.7% | 115 |
| Wired/sent money in last 6 months | 22,391 | 14.9% | 99 |
| Wired/sent money in last 6 months: using MoneyGram | 3,480 | 2.3% | 69 |
| Wired/sent money in last 6 months: using Western Union | 5,785 | 3.9% | 80 |
| Wired/sent money in last 6 months: bank wire transfer | 6,295 | 4.2% | 119 |
| Used Apple Pay digital payment service/30 days | 6,729 | 4.5% | 119 |
| Used PayPal digital payment service/30 days | 31,757 | 21.2% | 122 |
| Used Venmo digital payment service/30 days | 6,894 | 4.6% | 124 |
| Used Visa Checkout digital payment service/30 days | 4,983 | 3.3% | 103 |
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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

| | Expected Number of | | |
|--|--------------------|---------|-----|
| Product/Consumer Behavior | Adults | Percent | MPI |
| Used other digital payment service/30 days | 4,466 | 3.0% | 94 |
| Tax preparation: did manually | 22,798 | 15.2% | 107 |
| Tax preparation: used software (TurboTax) | 21,437 | 14.3% | 117 |
| Tax preparation: used online tax srv (TurboTax) | 12,821 | 8.6% | 112 |
| Tax preparation: used H&R Block on-site | 6,519 | 4.3% | 95 |
| Tax preparation: used CPA/other tax professional | 30,048 | 20.0% | 124 |

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.