



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

2017 Population	9,311
2017 Households	3,675
2017 Median Disposable Income	\$62,905
2017 Per Capita Income	\$47,730

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	\$199,328,563	\$58,092,693	\$141,235,870	54.9	50
Total Retail Trade	44-45	\$179,637,266	\$44,685,258	\$134,952,008	60.2	28
Total Food & Drink	722	\$19,691,298	\$13,407,435	\$6,283,863	19.0	23

Industry Group

	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$38,084,138	\$0	\$38,084,138	100.0	0
Automobile Dealers	4411	\$30,328,563	\$0	\$30,328,563	100.0	0
Other Motor Vehicle Dealers	4412	\$3,841,705	\$0	\$3,841,705	100.0	0
Auto Parts, Accessories & Tire Stores	4413	\$3,913,870	\$0	\$3,913,870	100.0	0
Furniture & Home Furnishings Stores	442	\$5,768,173	\$14,439,907	-\$8,671,734	-42.9	7
Furniture Stores	4421	\$3,443,553	\$11,836,699	-\$8,393,146	-54.9	5
Home Furnishings Stores	4422	\$2,324,621	\$2,603,207	-\$278,586	-5.7	2
Electronics & Appliance Stores	443	\$4,481,397	\$4,898,640	-\$417,243	-4.4	4
Bldg Materials, Garden Equip. & Supply Stores	444	\$12,790,056	\$0	\$12,790,056	100.0	0
Bldg Material & Supplies Dealers	4441	\$12,223,139	\$0	\$12,223,139	100.0	0
Lawn & Garden Equip & Supply Stores	4442	\$566,916	\$0	\$566,916	100.0	0
Food & Beverage Stores	445	\$31,645,041	\$3,212,392	\$28,432,649	81.6	4
Grocery Stores	4451	\$27,640,181	\$3,002,131	\$24,638,050	80.4	3
Specialty Food Stores	4452	\$1,038,825	\$0	\$1,038,825	100.0	0
Beer, Wine & Liquor Stores	4453	\$2,966,035	\$210,261	\$2,755,774	86.8	1
Health & Personal Care Stores	446,4461	\$11,585,369	\$8,678,316	\$2,907,053	14.3	3
Gasoline Stations	447,4471	\$20,538,343	\$0	\$20,538,343	100.0	0
Clothing & Clothing Accessories Stores	448	\$8,387,070	\$8,325,928	\$61,142	0.4	4
Clothing Stores	4481	\$5,210,467	\$5,026,530	\$183,937	1.8	2
Shoe Stores	4482	\$1,525,355	\$937,913	\$587,442	23.8	1
Jewelry, Luggage & Leather Goods Stores	4483	\$1,651,249	\$2,361,485	-\$710,236	-17.7	1
Sporting Goods, Hobby, Book & Music Stores	451	\$4,066,125	\$0	\$4,066,125	100.0	0
Sporting Goods/Hobby/Musical Instr Stores	4511	\$3,224,136	\$0	\$3,224,136	100.0	0
Book, Periodical & Music Stores	4512	\$841,989	\$0	\$841,989	100.0	0
General Merchandise Stores	452	\$33,435,961	\$0	\$33,435,961	100.0	0
Department Stores Excluding Leased Depts.	4521	\$24,869,901	\$0	\$24,869,901	100.0	0
Other General Merchandise Stores	4529	\$8,566,060	\$0	\$8,566,060	100.0	0
Miscellaneous Store Retailers	453	\$6,831,525	\$4,346,937	\$2,484,588	22.2	5
Florists	4531	\$320,165	\$170,324	\$149,841	30.5	1
Office Supplies, Stationery & Gift Stores	4532	\$1,410,644	\$3,142,939	-\$1,732,295	-38.0	1
Used Merchandise Stores	4533	\$777,083	\$123,393	\$653,690	72.6	1
Other Miscellaneous Store Retailers	4539	\$4,323,633	\$910,281	\$3,413,352	65.2	2
Nonstore Retailers	454	\$2,024,067	\$229,236	\$1,794,831	79.7	1
Electronic Shopping & Mail-Order Houses	4541	\$1,062,373	\$0	\$1,062,373	100.0	0
Vending Machine Operators	4542	\$298,194	\$0	\$298,194	100.0	0
Direct Selling Establishments	4543	\$663,500	\$229,236	\$434,264	48.6	1
Food Services & Drinking Places	722	\$19,691,298	\$13,407,435	\$6,283,863	19.0	23
Special Food Services	7223	\$507,699	\$494,281	\$13,418	1.3	1
Drinking Places - Alcoholic Beverages	7224	\$429,117	\$400,005	\$29,112	3.5	2
Restaurants/Other Eating Places	7225	\$18,754,481	\$12,513,149	\$6,241,332	20.0	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>

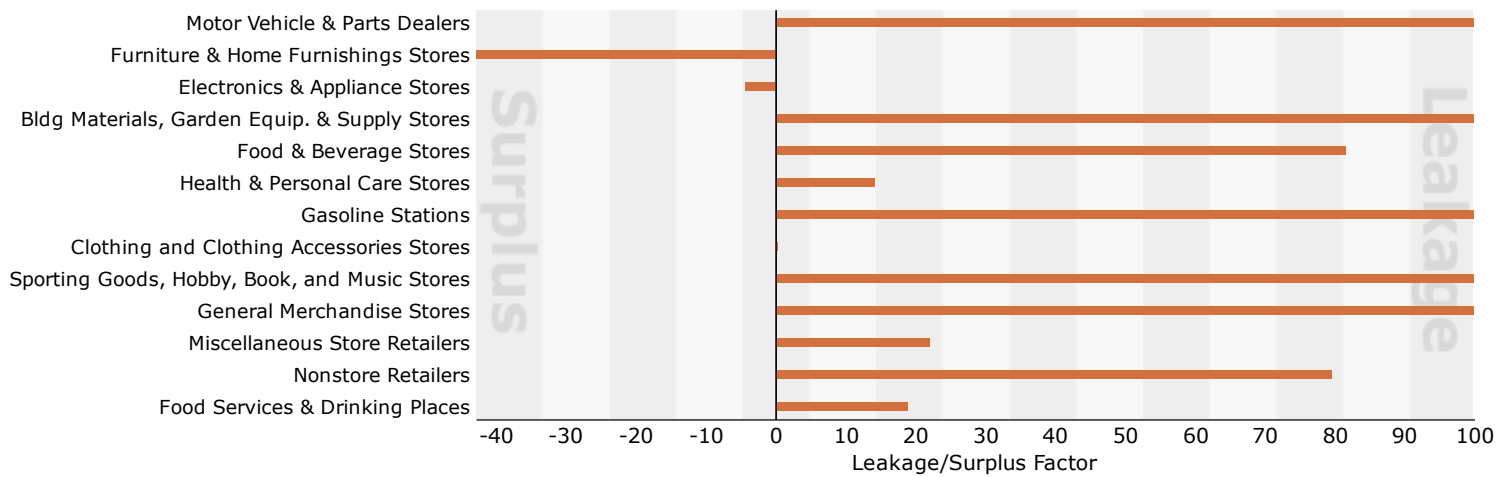
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January 23, 2018

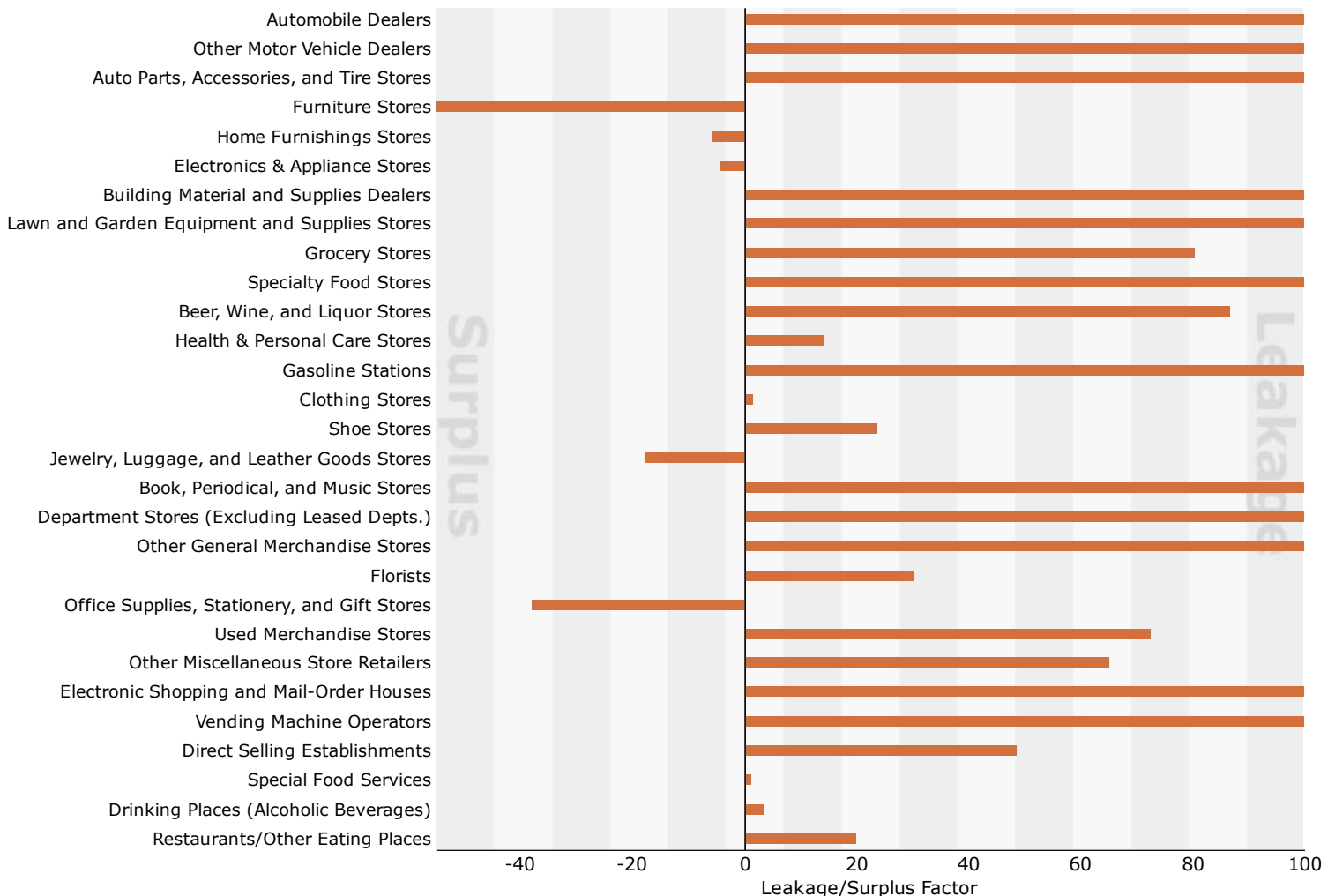
Shoppes at Forest Green
10023 Forest Green Blvd, Louisville, Kentucky, 40223
Ring: 1 mile radius

Prepared by Charlotte Hollkamp
Latitude: 38.26339
Longitude: -85.57101

Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group





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

2017 Population	71,886
2017 Households	31,710
2017 Median Disposable Income	\$55,381
2017 Per Capita Income	\$43,779

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	\$1,442,003,658	\$1,886,988,105	-\$444,984,447	-13.4	711
Total Retail Trade	44-45	\$1,299,040,476	\$1,646,422,711	-\$347,382,235	-11.8	468
Total Food & Drink	722	\$142,963,182	\$240,565,394	-\$97,602,212	-25.4	243

Industry Group

	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$275,876,137	\$371,220,744	-\$95,344,607	-14.7	37
Automobile Dealers	4411	\$220,346,083	\$340,541,792	-\$120,195,709	-21.4	14
Other Motor Vehicle Dealers	4412	\$27,411,729	\$11,252,641	\$16,159,088	41.8	4
Auto Parts, Accessories & Tire Stores	4413	\$28,118,324	\$19,426,311	\$8,692,013	18.3	18
Furniture & Home Furnishings Stores	442	\$41,014,303	\$69,186,605	-\$28,172,302	-25.6	34
Furniture Stores	4421	\$25,025,486	\$44,695,011	-\$19,669,525	-28.2	24
Home Furnishings Stores	4422	\$15,988,818	\$24,491,595	-\$8,502,777	-21.0	10
Electronics & Appliance Stores	443	\$32,252,123	\$69,927,321	-\$37,675,198	-36.9	29
Bldg Materials, Garden Equip. & Supply Stores	444	\$87,726,028	\$80,033,491	\$7,692,537	4.6	26
Bldg Material & Supplies Dealers	4441	\$83,790,549	\$78,084,328	\$5,706,221	3.5	23
Lawn & Garden Equip & Supply Stores	4442	\$3,935,480	\$1,949,163	\$1,986,317	33.8	3
Food & Beverage Stores	445	\$231,644,610	\$351,052,794	-\$119,408,184	-20.5	36
Grocery Stores	4451	\$202,670,387	\$326,051,224	-\$123,380,837	-23.3	24
Specialty Food Stores	4452	\$7,659,274	\$4,292,289	\$3,366,985	28.2	6
Beer, Wine & Liquor Stores	4453	\$21,314,948	\$20,709,281	\$605,667	1.4	6
Health & Personal Care Stores	446,4461	\$82,813,124	\$83,601,946	-\$788,822	-0.5	54
Gasoline Stations	447,4471	\$151,222,530	\$64,306,295	\$86,916,235	40.3	18
Clothing & Clothing Accessories Stores	448	\$60,430,819	\$165,266,457	-\$104,835,638	-46.4	94
Clothing Stores	4481	\$37,693,923	\$121,945,232	-\$84,251,309	-52.8	61
Shoe Stores	4482	\$11,125,707	\$19,555,091	-\$8,429,384	-27.5	16
Jewelry, Luggage & Leather Goods Stores	4483	\$11,611,190	\$23,766,134	-\$12,154,944	-34.4	17
Sporting Goods, Hobby, Book & Music Stores	451	\$29,152,115	\$78,455,329	-\$49,303,214	-45.8	31
Sporting Goods/Hobby/Musical Instr Stores	4511	\$22,927,097	\$67,305,028	-\$44,377,931	-49.2	28
Book, Periodical & Music Stores	4512	\$6,225,018	\$11,150,302	-\$4,925,284	-28.3	3
General Merchandise Stores	452	\$242,294,539	\$239,045,364	\$3,249,175	0.7	27
Department Stores Excluding Leased Depts.	4521	\$179,662,150	\$201,590,253	-\$21,928,103	-5.8	13
Other General Merchandise Stores	4529	\$62,632,390	\$37,455,111	\$25,177,279	25.2	14
Miscellaneous Store Retailers	453	\$50,119,191	\$70,050,448	-\$19,931,257	-16.6	78
Florists	4531	\$2,195,172	\$3,283,427	-\$1,088,255	-19.9	7
Office Supplies, Stationery & Gift Stores	4532	\$10,169,585	\$20,631,270	-\$10,461,685	-34.0	21
Used Merchandise Stores	4533	\$5,667,027	\$5,198,621	\$468,406	4.3	17
Other Miscellaneous Store Retailers	4539	\$32,087,407	\$40,937,130	-\$8,849,723	-12.1	33
Nonstore Retailers	454	\$14,494,956	\$4,275,917	\$10,219,039	54.4	5
Electronic Shopping & Mail-Order Houses	4541	\$7,650,843	\$0	\$7,650,843	100.0	0
Vending Machine Operators	4542	\$2,195,247	\$0	\$2,195,247	100.0	0
Direct Selling Establishments	4543	\$4,648,866	\$3,046,557	\$1,602,309	20.8	5
Food Services & Drinking Places	722	\$142,963,182	\$240,565,394	-\$97,602,212	-25.4	243
Special Food Services	7223	\$3,674,686	\$2,048,387	\$1,626,299	28.4	5
Drinking Places - Alcoholic Beverages	7224	\$3,156,640	\$5,630,243	-\$2,473,603	-28.2	7
Restaurants/Other Eating Places	7225	\$136,131,856	\$232,886,764	-\$96,754,908	-26.2	231

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>

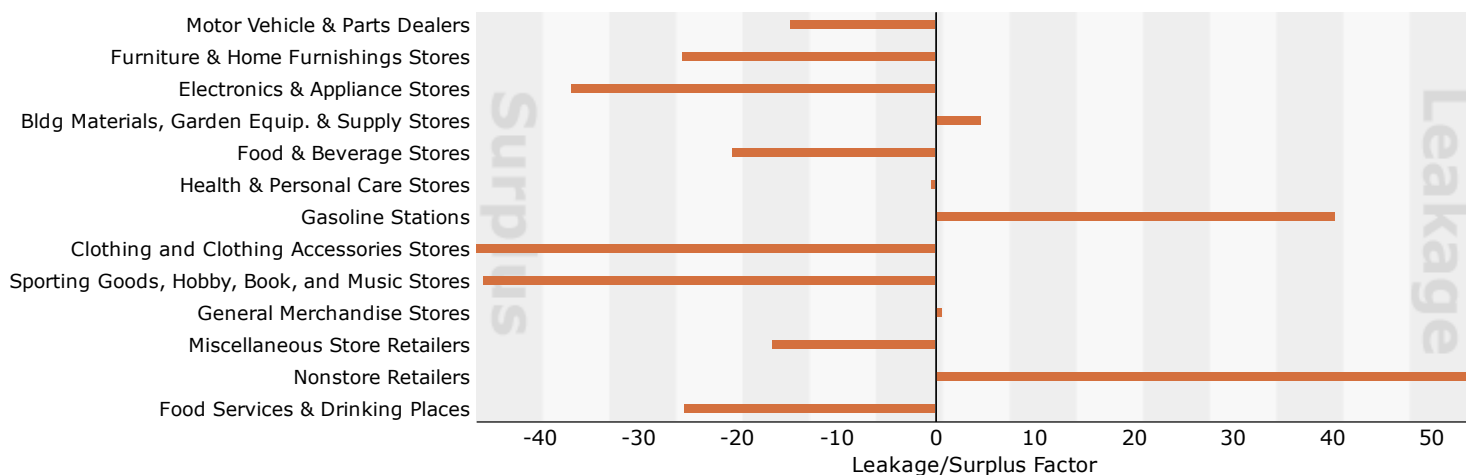
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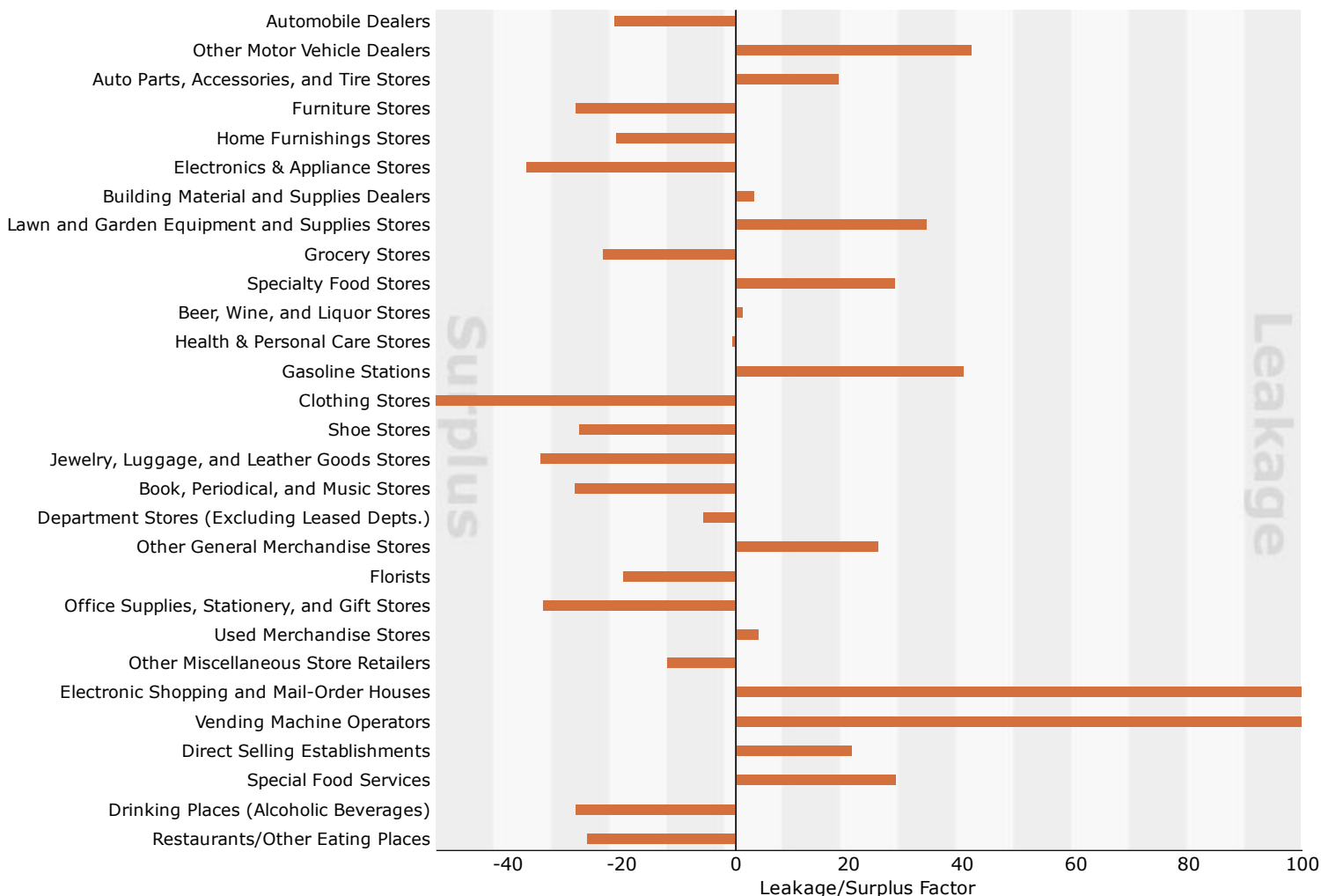
Shoppes at Forest Green
10023 Forest Green Blvd, Louisville, Kentucky, 40223
Ring: 3 mile radius

Prepared by Charlotte Hollkamp
Latitude: 38.26339
Longitude: -85.57101

Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group





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

2017 Population	183,983
2017 Households	79,284
2017 Median Disposable Income	\$56,733
2017 Per Capita Income	\$43,892

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	\$3,688,261,473	\$5,084,052,400	-\$1,395,790,927	-15.9	1,939
Total Retail Trade	44-45	\$3,321,979,254	\$4,481,848,417	-\$1,159,869,163	-14.9	1,310
Total Food & Drink	722	\$366,282,219	\$602,203,983	-\$235,921,764	-24.4	629

Industry Group

	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$706,499,113	\$1,026,711,364	-\$320,212,251	-18.5	118
Automobile Dealers	4411	\$564,196,543	\$901,500,371	-\$337,303,828	-23.0	48
Other Motor Vehicle Dealers	4412	\$70,534,064	\$60,028,870	\$10,505,194	8.0	16
Auto Parts, Accessories & Tire Stores	4413	\$71,768,506	\$65,182,123	\$6,586,383	4.8	54
Furniture & Home Furnishings Stores	442	\$105,381,380	\$198,325,854	-\$92,944,474	-30.6	107
Furniture Stores	4421	\$64,143,638	\$123,986,994	-\$59,843,356	-31.8	68
Home Furnishings Stores	4422	\$41,237,741	\$74,338,860	-\$33,101,119	-28.6	39
Electronics & Appliance Stores	443	\$82,424,339	\$167,343,518	-\$84,919,179	-34.0	74
Bldg Materials, Garden Equip. & Supply Stores	444	\$227,040,643	\$247,344,559	-\$20,303,916	-4.3	93
Bldg Material & Supplies Dealers	4441	\$216,819,950	\$238,204,951	-\$21,385,001	-4.7	76
Lawn & Garden Equip & Supply Stores	4442	\$10,220,693	\$9,139,608	\$1,081,085	5.6	17
Food & Beverage Stores	445	\$590,389,039	\$736,925,065	-\$146,536,026	-11.0	109
Grocery Stores	4451	\$516,517,614	\$661,498,531	-\$144,980,917	-12.3	52
Specialty Food Stores	4452	\$19,506,204	\$30,139,412	-\$10,633,208	-21.4	34
Beer, Wine & Liquor Stores	4453	\$54,365,221	\$45,287,122	\$9,078,099	9.1	23
Health & Personal Care Stores	446,4461	\$210,308,119	\$356,830,187	-\$146,522,068	-25.8	140
Gasoline Stations	447,4471	\$385,064,589	\$140,397,143	\$244,667,446	46.6	40
Clothing & Clothing Accessories Stores	448	\$155,129,957	\$454,313,761	-\$299,183,804	-49.1	268
Clothing Stores	4481	\$96,673,083	\$340,787,476	-\$244,114,393	-55.8	185
Shoe Stores	4482	\$28,696,121	\$61,760,206	-\$33,064,085	-36.6	38
Jewelry, Luggage & Leather Goods Stores	4483	\$29,760,754	\$51,766,079	-\$22,005,325	-27.0	44
Sporting Goods, Hobby, Book & Music Stores	451	\$74,712,310	\$215,569,049	-\$140,856,739	-48.5	89
Sporting Goods/Hobby/Musical Instr Stores	4511	\$58,783,593	\$180,411,796	-\$121,628,203	-50.8	78
Book, Periodical & Music Stores	4512	\$15,928,717	\$35,157,253	-\$19,228,536	-37.6	11
General Merchandise Stores	452	\$620,396,278	\$762,407,297	-\$142,011,019	-10.3	66
Department Stores Excluding Leased Depts.	4521	\$460,475,151	\$509,018,463	-\$48,543,312	-5.0	26
Other General Merchandise Stores	4529	\$159,921,127	\$253,388,834	-\$93,467,707	-22.6	40
Miscellaneous Store Retailers	453	\$127,619,994	\$158,834,809	-\$31,214,815	-10.9	185
Florists	4531	\$5,750,081	\$13,232,132	-\$7,482,051	-39.4	14
Office Supplies, Stationery & Gift Stores	4532	\$26,080,332	\$40,589,777	-\$14,509,445	-21.8	52
Used Merchandise Stores	4533	\$14,511,273	\$14,721,599	-\$210,326	-0.7	40
Other Miscellaneous Store Retailers	4539	\$81,278,308	\$90,291,301	-\$9,012,993	-5.3	79
Nonstore Retailers	454	\$37,013,493	\$16,845,811	\$20,167,682	37.4	21
Electronic Shopping & Mail-Order Houses	4541	\$19,583,187	\$3,537,292	\$16,045,895	69.4	6
Vending Machine Operators	4542	\$5,595,869	\$7,475,986	-\$1,880,117	-14.4	5
Direct Selling Establishments	4543	\$11,834,437	\$5,832,532	\$6,001,905	34.0	10
Food Services & Drinking Places	722	\$366,282,219	\$602,203,983	-\$235,921,764	-24.4	629
Special Food Services	7223	\$9,555,572	\$4,586,919	\$4,968,653	35.1	13
Drinking Places - Alcoholic Beverages	7224	\$8,033,597	\$12,594,979	-\$4,561,382	-22.1	19
Restaurants/Other Eating Places	7225	\$348,693,050	\$585,022,085	-\$236,329,035	-25.3	597

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.
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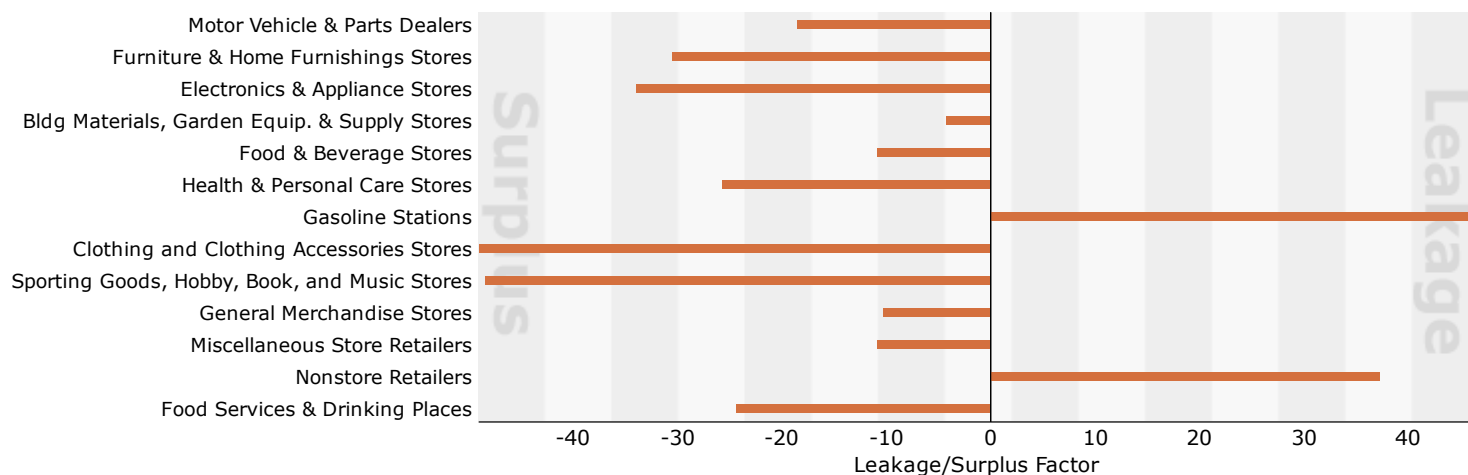
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Shoppes at Forest Green
10023 Forest Green Blvd, Louisville, Kentucky, 40223
Ring: 5 mile radius

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Latitude: 38.26339
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Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group

