

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		2017	2022
Population		9,311	9,721
Population 18+		7,211	7,577
Households		3,675	3,840
Median Household Income		\$79,998	\$86,024
		4757550	\$00702 I
	Expected Number of	Percent of	
Product/Consumer Behavior	Adults/HHs	Adults/HHs	MPI
Apparel (Adults)			
Bought any men's clothing in last 12 months	3,589	49.8%	104
Bought any women's clothing in last 12 months	3,320	46.0%	106
Bought clothing for child <13 years in last 6 months	1,795	24.9%	91
Bought any shoes in last 12 months	4,020	55.7%	104
Bought costume jewelry in last 12 months	1,543	21.4%	112
Bought any fine jewelry in last 12 months	1,411	19.6%	108
Bought a watch in last 12 months	1,115	15.5%	101
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Automobiles (Households)			
HH owns/leases any vehicle	3,364	91.5%	107
HH bought/leased new vehicle last 12 mo	441	12.0%	122
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	6,569	91.1%	107
Bought/changed motor oil in last 12 months	3,531	49.0%	101
Had tune-up in last 12 months	2,243	31.1%	109
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	4,685	65.0%	98
Drank regular cola in last 6 months	2,758	38.2%	87
Drank beer/ale in last 6 months	3,394	47.1%	111
Cameras (Adults)			
Own digital point & shoot camera/camcorder	1,828	25.4%	119
Own digital SLR camera/camcorder	827	11.5%	138
Printed digital photos in last 12 months	1,313	18.2%	131
Cell Phones (Adults/Households)		2.2.201	
Bought cell phone in last 12 months	2,598	36.0%	99
Have a smartphone	5,123	71.0%	106
Have a smartphone: Android phone (any brand)	2,077	28.8%	90
Have a smartphone: Apple iPhone	2,738	38.0%	124
Number of cell phones in household: 1	1,030	28.0%	88
Number of cell phones in household: 2	1,520	41.4%	110
Number of cell phones in household: 3+	1,015	27.6%	106
HH has cell phone only (no landline telephone)	1,314	35.8%	79
Computers (Households)			
HH owns a computer	3,080	83.8%	110
HH owns desktop computer	1,786	48.6%	110
HH owns laptop/notebook	2,236	60.8%	114
HH owns any Apple/Mac brand computer	674	18.3%	110
HH owns any PC/non-Apple brand computer	2,632	71.6%	108
HH purchased most recent computer in a store	1,558	42.4%	113
HH purchased most recent computer online	553	15.0%	115
Spent <\$500 on most recent home computer	553	15.0%	98
Spent \$500-\$999 on most recent home computer	771	21.0%	115
Spent \$1,000-\$1,499 on most recent home computer	425	11.6%	127
Spent \$1,500-\$1,999 on most recent home computer	214	5.8%	136
Spent \$2,000+ on most recent home computer	159	4.3%	121
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**Data Note:** An MPI (Market Potential Index) measures the relative likelihood of the adults or households 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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	Expected Number of	Percent of	
Product/Consumer Behavior	Expected Number of Adults/HHs	Adults/HHs	MPI
Convenience Stores (Adults)	Adults/ HHS	Adults/ HHS	PIP1
Shopped at convenience store in last 6 mos	3,797	52.7%	106
Bought brewed coffee at convenience store in last 30 days	1,238	17.2%	110
Bought cigarettes at convenience store in last 30 days	704	9.8%	81
Bought gas at convenience store in last 30 days	2,349	32.6%	96
Spent at convenience store in last 30 days	651	9.0%	115
Spent at convenience store in last 30 days: <\$20 Spent at convenience store in last 30 days: \$20-\$39	741	10.3%	113
Spent at convenience store in last 30 days: \$20 \$55	523	7.3%	96
Spent at convenience store in last 30 days: \$10 \$50 Spent at convenience store in last 30 days: \$51-\$99	377	5.2%	113
Spent at convenience store in last 30 days: \$100+	1,463	20.3%	86
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Entertainment (Adults)			
Attended a movie in last 6 months	4,560	63.2%	107
Went to live theater in last 12 months	1,234	17.1%	132
Went to a bar/night club in last 12 months	1,397	19.4%	115
Dined out in last 12 months	3,943	54.7%	121
Gambled at a casino in last 12 months	1,115	15.5%	112
Visited a theme park in last 12 months	1,335	18.5%	104
Viewed movie (video-on-demand) in last 30 days	1,709	23.7%	129
Viewed TV show (video-on-demand) in last 30 days	1,276	17.7%	135
Watched any pay-per-view TV in last 12 months	1,006	14.0%	112
Downloaded a movie over the Internet in last 30 days	661	9.2%	111
Downloaded any individual song in last 6 months	1,623	22.5%	106
Watched a movie online in the last 30 days	1,284	17.8%	95
Watched a TV program online in last 30 days	1,355	18.8%	111
Played a video/electronic game (console) in last 12 months	615	8.5%	86
Played a video/electronic game (portable) in last 12 months	256	3.6%	79
Financial (Adults)			
Have home mortgage (1st)	2,851	39.5%	129
Used ATM/cash machine in last 12 months	4,151	57.6%	116
Own any stock	719	10.0%	138
Own U.S. savings bond	458	6.4%	123
Own shares in mutual fund (stock)	747	10.4%	141
Own shares in mutual fund (bonds)	492	6.8%	135
Have interest checking account	2,565	35.6%	131
Have non-interest checking account	2,343	32.5%	110
Have savings account	4,488	62.2%	114
Have 401K retirement savings plan	1,383	19.2%	131
Own/used any credit/debit card in last 12 months	6,066	84.1%	112
Avg monthly credit card expenditures: <\$111	822	11.4%	95
Avg monthly credit card expenditures: \$111-\$225	522	7.2%	102
Avg monthly credit card expenditures: \$226-\$450	548	7.6%	115
Avg monthly credit card expenditures: \$451-\$700	469	6.5%	123
Avg monthly credit card expenditures: \$701-\$1,000	438	6.1%	131
Avg monthly credit card expenditures: \$1,001+	1,085	15.0%	163
Did banking online in last 12 months	3,261	45.2%	124
Did banking on mobile device in last 12 months	1,400	19.4%	112
Paid bills online in last 12 months	3,738	51.8%	116

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	Expected Number of	Percent of	
Product/Consumer Behavior	Adults/HHs	Adults/HHs	MPI
Grocery (Adults)			
Used beef (fresh/frozen) in last 6 months	2,578	70.1%	101
Used bread in last 6 months	3,485	94.8%	101
Used chicken (fresh or frozen) in last 6 months	2,621	71.3%	103
Used turkey (fresh or frozen) in last 6 months Used fish/seafood (fresh or frozen) in last 6 months	641	17.4% 57.6%	110 105
Used fresh fruit/vegetables in last 6 months	2,115 3,261	88.7%	105
Used fresh milk in last 6 months	3,192	86.9%	99
Used organic food in last 6 months	818	22.3%	108
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Health (Adults)			
Exercise at home 2+ times per week	2,390	33.1%	114
Exercise at club 2+ times per week	1,166	16.2%	121
Visited a doctor in last 12 months	5,773	80.1%	106
Used vitamin/dietary supplement in last 6 months	4,182	58.0%	110
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Home (Households)			
Any home improvement in last 12 months	1,244	33.9%	125
Used housekeeper/maid/professional HH cleaning service in last 12	695	18.9%	142
Purchased low ticket HH furnishings in last 12 months	664	18.1%	111
Purchased big ticket HH furnishings in last 12 months	843	22.9%	107
Bought any small kitchen appliance in last 12 months	852	23.2%	107
Bought any small kitchen appliance in last 12 months	528	14.4%	105
bought any large kitchen appliance in last 12 months	520	14:470	115
Insurance (Adults/Households)			
Currently carry life insurance	3,610	50.1%	116
Carry medical/hospital/accident insurance	5,471	75.9%	110
Carry homeowner insurance	4,325	60.0%	128
Carry renter's insurance	538	7.5%	85
Have auto insurance: 1 vehicle in household covered	997	27.1%	
Have auto insurance: 2 vehicles in household covered			87
Have auto insurance: 3+ vehicles in household covered	1,214	33.0%	116
Have auto insurance: 3+ venicles in nousehold covered	1,013	27.6%	127
Pets (Households)			
Household owns any pet	2,180	59.3%	109
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Household owns any cat Household owns any dog	897 1,644	24.4% 44.7%	108 108
Household owns any dog	1,044	44.7%	100
Developmenting (Adulta)			
Psychographics (Adults)	2.074	42.69/	102
Buying American is important to me	3,074	42.6%	103
Usually buy items on credit rather than wait	936	13.0%	106
Usually buy based on quality - not price	1,387	19.2%	105
Price is usually more important than brand name	1,917	26.6%	100
Usually use coupons for brands I buy often	1,327	18.4%	101
Am interested in how to help the environment	1,076	14.9%	90
Usually pay more for environ safe product	892	12.4%	92
Usually value green products over convenience	713	9.9%	91
Likely to buy a brand that supports a charity	2,576	35.7%	102
Reading (Adults)			
Bought digital book in last 12 months	1,313	18.2%	128
Bought hardcover book in last 12 months	1,848	25.6%	125
Bought paperback book in last 12 month	2,603	36.1%	121
Read any daily newspaper (paper version)	2,188	30.3%	126
Read any digital newspaper in last 30 days	2,791	38.7%	114
Read any magazine (paper/electronic version) in last 6 months	6,802	94.3%	104

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Product/Consumer Behavior	Adults/HHs	Adults/HHs	MPI
Restaurants (Adults)			
Went to family restaurant/steak house in last 6 months	5,712	79.2%	106
Went to family restaurant/steak house: 4+ times a month	2,190	30.4%	111
Went to fast food/drive-in restaurant in last 6 months	6,588	91.4%	101
Went to fast food/drive-in restaurant 9+ times/mo	2,788	38.7%	98
Fast food/drive-in last 6 months: eat in	2,663	36.9%	101
Fast food/drive-in last 6 months: home delivery	502	7.0%	90
Fast food/drive-in last 6 months: take-out/drive-thru	3,483	48.3%	105
Fast food/drive-in last 6 months: take-out/walk-in	1,575	21.8%	108
Television & Electronics (Adults/Households)			
Own any tablet	2,869	39.8%	118
Own any e-reader	857	11.9%	137
Own e-reader/tablet: iPad	1,877	26.0%	126
HH has Internet connectable TV	882	24.0%	119
Own any portable MP3 player	2,260	31.3%	112
HH owns 1 TV	618	16.8%	81
HH owns 2 TVs	976	26.6%	102
HH owns 3 TVs	877	23.9%	111
HH owns 4+ TVs	807	22.0%	120
HH subscribes to cable TV	2,002	54.5%	114
HH subscribes to fiber optic	419	11.4%	143
HH owns portable GPS navigation device	1,223	33.3%	123
HH purchased video game system in last 12 mos	278	7.6%	98
HH owns Internet video device for TV	502	13.7%	123
Travel (Adults)			
Domestic travel in last 12 months	4,477	62.1%	122
Took 3+ domestic non-business trips in last 12 months	1,069	14.8%	133
Spent on domestic vacations in last 12 months: <\$1,000	785	10.9%	105
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	495	6.9%	120
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	350	4.9%	132
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	375	5.2%	137
Spent on domestic vacations in last 12 months: \$3,000+	667	9.2%	162
Domestic travel in the 12 months: used general travel website	613	8.5%	122
Foreign travel in last 3 years	2,108	29.2%	121
Took 3+ foreign trips by plane in last 3 years	422	5.9%	133
Spent on foreign vacations in last 12 months: <\$1,000	392	5.4%	127
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	272	3.8%	108
Spent on foreign vacations in last 12 months: \$3,000+	523	7.3%	144
Foreign travel in last 3 years: used general travel website	534	7.4%	129
Nights spent in hotel/motel in last 12 months: any	3,703	51.4%	124
Took cruise of more than one day in last 3 years	718	10.0%	125
Member of any frequent flyer program	1,774	24.6%	151
Member of any hotel rewards program	1,590	22.0%	149

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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

Demographic Summary		2017	2022
Population		71,886	73,565
Population 18+		57,448	59,140
Households		31,710	32,445
Median Household Income		\$67,922	\$76,615
		<i><b>407</b></i> ,522	φ/0,015
	Expected Number of	Percent of	
Product/Consumer Behavior	Adults/HHs	Adults/HHs	MPI
Apparel (Adults)	,		
Bought any men's clothing in last 12 months	27,800	48.4%	102
Bought any women's clothing in last 12 months	26,128	45.5%	105
Bought clothing for child <13 years in last 6 months	14,020	24.4%	89
Bought any shoes in last 12 months	32,087	55.9%	104
Bought costume jewelry in last 12 months	11,674	20.3%	107
Bought any fine jewelry in last 12 months	11,112	19.3%	107
Bought a watch in last 12 months	8,864	15.4%	107
bought a watch in last 12 months	0,004	13.470	101
Automobiles (Households)			
HH owns/leases any vehicle	28,450	89.7%	105
HH bought/leased new vehicle last 12 mo	3,628	11.4%	116
The bought leaded new vehicle last 12 mo	5,020	11170	110
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	51,584	89.8%	106
Bought/changed motor oil in last 12 months	27,209	47.4%	98
Had tune-up in last 12 months	17,590	30.6%	107
	17,000	501070	107
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	37,625	65.5%	99
Drank regular cola in last 6 months	22,841	39.8%	90
Drank beer/ale in last 6 months	27,525	47.9%	113
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Cameras (Adults)			
Own digital point & shoot camera/camcorder	14,592	25.4%	119
Own digital SLR camera/camcorder	6,066	10.6%	127
Printed digital photos in last 12 months	9,715	16.9%	122
Cell Phones (Adults/Households)			
Bought cell phone in last 12 months	21,288	37.1%	102
Have a smartphone	40,792	71.0%	106
Have a smartphone: Android phone (any brand)	17,242	30.0%	94
Have a smartphone: Apple iPhone	21,154	36.8%	120
Number of cell phones in household: 1	10,613	33.5%	105
Number of cell phones in household: 2	12,517	39.5%	105
Number of cell phones in household: 3+	7,447	23.5%	90
HH has cell phone only (no landline telephone)	13,784	43.5%	96
Computers (Households)			
HH owns a computer	26,102	82.3%	108
HH owns desktop computer	14,413	45.5%	107
HH owns laptop/notebook	19,342	61.0%	110
HH owns any Apple/Mac brand computer	5,954	18.8%	122
HH owns any PC/non-Apple brand computer	21,993	69.4%	105
HH purchased most recent computer in a store	12,795	40.4%	108
HH purchased most recent computer online	4,855	15.3%	117
Spent <\$500 on most recent home computer	4,881	15.4%	101
Spent \$500-\$999 on most recent home computer	6,286	19.8%	108
Spent \$1,000-\$1,499 on most recent home computer	3,591	11.3%	124
Spent \$1,500-\$1,999 on most recent home computer	1,725	5.4%	127
Spent \$2,000+ on most recent home computer	1,298	4.1%	115
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	Expected Number of	Percent of	
Product/Consumer Behavior	Adults/HHs	Adults/HHs	MPI
Convenience Stores (Adults)			
Shopped at convenience store in last 6 mos	30,003	52.2%	105
Bought brewed coffee at convenience store in last 30 days	9,490	16.5%	106
Bought cigarettes at convenience store in last 30 days	6,099	10.6%	88
Bought gas at convenience store in last 30 days	19,524	34.0%	100
Spent at convenience store in last 30 days: <\$20	5,242	9.1%	116
Spent at convenience store in last 30 days: \$20-\$39	5,779	10.1%	110
Spent at convenience store in last 30 days: \$40-\$50	4,247	7.4%	98
Spent at convenience store in last 30 days: \$51-\$99	2,843	4.9%	107
Spent at convenience store in last 30 days: \$100+	12,640	22.0%	94
Entertainment (Adults)			
Attended a movie in last 6 months	36,485	63.5%	107
Went to live theater in last 12 months	10,152	17.7%	136
Went to a bar/night club in last 12 months	11,924	20.8%	124
Dined out in last 12 months	30,704	53.4%	118
Gambled at a casino in last 12 months	8,662	15.1%	109
Visited a theme park in last 12 months	10,112	17.6%	98
Viewed movie (video-on-demand) in last 30 days	13,005	22.6%	124
Viewed TV show (video-on-demand) in last 30 days	9,532	16.6%	126
Watched any pay-per-view TV in last 12 months	7,350	12.8%	103
Downloaded a movie over the Internet in last 30 days	5,445	9.5%	115
Downloaded any individual song in last 6 months	13,255	23.1%	109
Watched a movie online in the last 30 days	11,913	20.7%	110
Watched a TV program online in last 30 days	12,130	21.1%	124
Played a video/electronic game (console) in last 12 months	5,595	9.7%	98
Played a video/electronic game (portable) in last 12 months	2,602	4.5%	101
Financial (Adults)			
Have home mortgage (1st)	19,793	34.5%	113
Used ATM/cash machine in last 12 months	32,469	56.5%	114
Own any stock	5,434	9.5%	130
Own U.S. savings bond	3,400	5.9%	115
Own shares in mutual fund (stock)	5,486	9.5%	130
Own shares in mutual fund (bonds)	3,717	6.5%	128
Have interest checking account	19,183	33.4%	123
Have non-interest checking account	18,473	32.2%	109
Have savings account	35,384	61.6%	113
Have 401K retirement savings plan	10,495	18.3%	124
Own/used any credit/debit card in last 12 months	46,981	81.8%	108
Avg monthly credit card expenditures: <\$111	6,869	12.0%	100
Avg monthly credit card expenditures: \$111-\$225	4,279	7.4%	105
Avg monthly credit card expenditures: \$226-\$450	4,261	7.4%	113
Avg monthly credit card expenditures: \$451-\$700	3,468	6.0%	114
Avg monthly credit card expenditures: \$701-\$1,000	3,268	5.7%	123
Avg monthly credit card expenditures: \$1,001+	7,917	13.8%	149
Did banking online in last 12 months	25,485	44.4%	121
Did banking on mobile device in last 12 months	11,576	20.2%	116
Paid bills online in last 12 months	29,616	51.6%	115

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Product/Consumer Behavior	Adults/HHs	Adults/HHs	MPI
Grocery (Adults)	21 500	CO 10/	00
Used beef (fresh/frozen) in last 6 months Used bread in last 6 months	21,588	68.1% 93.9%	98
Used bread in last 6 months Used chicken (fresh or frozen) in last 6 months	29,786 22,009	69.4%	100 101
Used turkey (fresh or frozen) in last 6 months	4,937	15.6%	98
Used fish/seafood (fresh or frozen) in last 6 months	17,658	55.7%	102
Used fresh fruit/vegetables in last 6 months	27,999	88.3%	102
Used fresh milk in last 6 months	27,493	86.7%	99
Used organic food in last 6 months	7,371	23.2%	113
Health (Adults)	10 540	22.20/	
Exercise at home 2+ times per week	18,540	32.3%	111
Exercise at club 2+ times per week	9,872	17.2%	129
Visited a doctor in last 12 months	45,141	78.6%	104
Used vitamin/dietary supplement in last 6 months	32,914	57.3%	109
Home (Households)			
Any home improvement in last 12 months	9,096	28.7%	106
Used housekeeper/maid/professional HH cleaning service in last 12	5,323	16.8%	126
Purchased low ticket HH furnishings in last 12 months	5,822	18.4%	113
Purchased big ticket HH furnishings in last 12 months	7,405	23.4%	109
Bought any small kitchen appliance in last 12 months	7,587	23.9%	108
Bought any large kitchen appliance in last 12 months	4,140	13.1%	103
Insurance (Adults/Households)			
Currently carry life insurance	27,087	47.2%	109
Carry medical/hospital/accident insurance	42,936	74.7%	108
Carry homeowner insurance	30,133	52.5%	112
Carry renter's insurance	5,953	10.4%	118
Have auto insurance: 1 vehicle in household covered	10,608	33.5%	108
Have auto insurance: 2 vehicles in household covered	9,602	30.3%	106
Have auto insurance: 3+ vehicles in household covered	6,868	21.7%	100
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Pets (Households)			_
Household owns any pet	17,052	53.8%	99
Household owns any cat	7,244	22.8%	101
Household owns any dog	12,361	39.0%	94
Psychographics (Adults)			
Buying American is important to me	23,770	41.4%	100
Usually buy items on credit rather than wait	7,480	13.0%	106
Usually buy based on quality - not price	10,968	19.1%	104
Price is usually more important than brand name	14,827	25.8%	97
Usually use coupons for brands I buy often	11,063	19.3%	106
Am interested in how to help the environment	9,229	16.1%	97
Usually pay more for environ safe product	7,851	13.7%	102
Usually value green products over convenience	5,895	10.3%	95
Likely to buy a brand that supports a charity	20,158	35.1%	100
Reading (Adults)			
Bought digital book in last 12 months	10,101	17.6%	124
Bought hardcover book in last 12 months	14,240	24.8%	124
Bought paperback book in last 12 month	20,095	35.0%	121
Read any daily newspaper (paper version)	16,511	28.7%	117
Read any digital newspaper in last 30 days	23,685	41.2%	121
Read any magazine (paper/electronic version) in last 6 months	53,600	93.3%	121
Read any magazine (paper/electronic version) in last o months	53,000	93.3%	103

**Data Note:** An MPI (Market Potential Index) measures the relative likelihood of the adults or households 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	Percent of	
Product/Consumer Behavior	Adults/HHs	Adults/HHs	MPI
Restaurants (Adults)			
Went to family restaurant/steak house in last 6 months	45,096	78.5%	105
Went to family restaurant/steak house: 4+ times a month	16,991	29.6%	108
Went to fast food/drive-in restaurant in last 6 months	52,285	91.0%	101
Went to fast food/drive-in restaurant 9+ times/mo	22,123	38.5%	98
Fast food/drive-in last 6 months: eat in	20,558	35.8%	98
Fast food/drive-in last 6 months: home delivery	4,230	7.4%	96
Fast food/drive-in last 6 months: take-out/drive-thru	27,782	48.4%	105
Fast food/drive-in last 6 months: take-out/walk-in	12,775	22.2%	110
Television & Electronics (Adults/Households)			
Own any tablet	22,898	39.9%	118
Own any e-reader	6,473	11.3%	130
Own e-reader/tablet: iPad	14,693	25.6%	124
HH has Internet connectable TV	7,203	22.7%	113
Own any portable MP3 player	18,377	32.0%	114
HH owns 1 TV	6,918	21.8%	105
HH owns 2 TVs	8,854	27.9%	107
HH owns 3 TVs	6,743	21.3%	99
HH owns 4+ TVs	5,491	17.3%	95
HH subscribes to cable TV	17,430	55.0%	115
HH subscribes to fiber optic	3,014	9.5%	119
HH owns portable GPS navigation device	9,549	30.1%	111
HH purchased video game system in last 12 mos	2,228	7.0%	91
HH owns Internet video device for TV	4,058	12.8%	116
Travel (Adults)			
Domestic travel in last 12 months	34,923	60.8%	120
Took 3+ domestic non-business trips in last 12 months	8,389	14.6%	131
Spent on domestic vacations in last 12 months: <\$1,000	6,765	11.8%	113
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	4,003	7.0%	122
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	2,525	4.4%	120
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	2,691	4.7%	123
Spent on domestic vacations in last 12 months: \$3,000+	4,556	7.9%	139
Domestic travel in the 12 months: used general travel website	5,158	9.0%	128
Foreign travel in last 3 years	16,888	29.4%	121
Took 3+ foreign trips by plane in last 3 years	3,632	6.3%	144
Spent on foreign vacations in last 12 months: <\$1,000	2,954	5.1%	121
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	2,341	4.1%	117
Spent on foreign vacations in last 12 months: \$3,000+	3,864	6.7%	134
Foreign travel in last 3 years: used general travel website	4,127	7.2%	125
Nights spent in hotel/motel in last 12 months: any	28,594	49.8%	120
Took cruise of more than one day in last 3 years	5,615	9.8%	122
Member of any frequent flyer program	13,935	24.3%	149
Member of any hotel rewards program	11,750	20.5%	138

**Data Note:** An MPI (Market Potential Index) measures the relative likelihood of the adults or households 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		2017	2022
Population		183,983	189,697
Population 18+		145,221	150,546
Households		79,284	81,630
Median Household Income		\$70,982	\$79,136
		+/	+
	Expected Number of	Percent of	
Product/Consumer Behavior	Adults/HHs	Adults/HHs	MPI
Apparel (Adults)			
Bought any men's clothing in last 12 months	70,681	48.7%	102
Bought any women's clothing in last 12 months	66,356	45.7%	105
Bought clothing for child $< 13$ years in last 6 months	37,809	26.0%	95
Bought any shoes in last 12 months	81,938	56.4%	105
Bought costume jewelry in last 12 months	29,302	20.2%	106
Bought any fine jewelry in last 12 months	27,651	19.0%	105
Bought a watch in last 12 months	22,526	15.5%	102
Automobiles (Households)			
HH owns/leases any vehicle	71,597	90.3%	106
HH bought/leased new vehicle last 12 mo	9,531	12.0%	122
The bought, leased new vehicle last 12 mo	5,551	12.070	122
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	130,918	90.2%	106
Bought/changed motor oil in last 12 months	68,726	47.3%	98
Had tune-up in last 12 months	44,583	30.7%	107
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	96,542	66.5%	100
Drank regular cola in last 6 months	57,335	39.5%	90
Drank beer/ale in last 6 months	68,842	47.4%	112
Cameras (Adults)	26.000		100
Own digital point & shoot camera/camcorder	36,980	25.5%	120
Own digital SLR camera/camcorder	15,406	10.6%	127
Printed digital photos in last 12 months	24,444	16.8%	121
Cell Phones (Adults/Households)			
Bought cell phone in last 12 months	53,531	36.9%	102
Have a smartphone	104,535	72.0%	108
Have a smartphone: Android phone (any brand)	43,718	30.1%	94
Have a smartphone: Apple iPhone	54,959	37.8%	124
Number of cell phones in household: 1	24,627	31.1%	97
Number of cell phones in household: 2	31,624	39.9%	106
Number of cell phones in household: 3+	20,405	25.7%	99
HH has cell phone only (no landline telephone)	33,603	42.4%	94
Computers (Households)			
HH owns a computer	66,178	83.5%	109
HH owns desktop computer		46.6%	109
HH owns laptop/notebook	36,910 48,985	61.8%	109
		19.4%	111
HH owns any Apple/Mac brand computer	15,384		
HH owns any PC/non-Apple brand computer HH purchased most recent computer in a store	55,807	70.4% 41.1%	106
	32,610		110
HH purchased most recent computer online	12,415	15.7%	120
Spent <\$500 on most recent home computer	12,151	15.3%	100
Spent \$500-\$999 on most recent home computer	16,095	20.3%	111
Spent \$1,000-\$1,499 on most recent home computer	9,150	11.5%	127
Spent \$1,500-\$1,999 on most recent home computer	4,364	5.5%	129
Spent \$2,000+ on most recent home computer	3,391	4.3%	120

**Data Note:** An MPI (Market Potential Index) measures the relative likelihood of the adults or households 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

	Expected Number of	Percent of	
Product/Consumer Behavior	Adults/HHs	Adults/HHs	MPI
Convenience Stores (Adults)			
Shopped at convenience store in last 6 mos	75,767	52.2%	105
Bought brewed coffee at convenience store in last 30 days	23,561	16.2%	104
Bought cigarettes at convenience store in last 30 days	14,860	10.2%	84
Bought gas at convenience store in last 30 days	49,153	33.8%	100
Spent at convenience store in last 30 days: <\$20	13,465	9.3%	118
Spent at convenience store in last 30 days: \$20-\$39	14,340	9.9%	108
Spent at convenience store in last 30 days: \$40-\$50	10,561	7.3%	96
Spent at convenience store in last 30 days: \$51-\$99	7,009	4.8%	104
Spent at convenience store in last 30 days: \$100+	32,275	22.2%	95
Entertainment (Adults)			
Attended a movie in last 6 months	93,194	64.2%	109
Went to live theater in last 12 months	25,175	17.3%	133
Went to a bar/night club in last 12 months	29,716	20.5%	122
Dined out in last 12 months	77,206	53.2%	118
Gambled at a casino in last 12 months	21,922	15.1%	109
Visited a theme park in last 12 months	27,134	18.7%	105
Viewed movie (video-on-demand) in last 30 days	33,742	23.2%	127
Viewed TV show (video-on-demand) in last 30 days	24,440	16.8%	128
Watched any pay-per-view TV in last 12 months	19,366	13.3%	107
Downloaded a movie over the Internet in last 30 days	13,669	9.4%	114
Downloaded any individual song in last 6 months	34,293	23.6%	112
Watched a movie online in the last 30 days	30,298	20.9%	111
Watched a TV program online in last 30 days	29,847	20.6%	121
Played a video/electronic game (console) in last 12 months	14,119	9.7%	98
Played a video/electronic game (portable) in last 12 months	6,666	4.6%	102
Financial (Adults)	52.2.17		110
Have home mortgage (1st)	52,247	36.0%	118
Used ATM/cash machine in last 12 months	81,708	56.3%	113
Own any stock	14,080	9.7%	134
Own U.S. savings bond	8,800	6.1%	118
Own shares in mutual fund (stock)	13,893	9.6%	130
Own shares in mutual fund (bonds)	9,530	6.6%	130
Have interest checking account Have non-interest checking account	48,506	33.4% 31.9%	123
5	46,313	62.0%	108 114
Have savings account Have 401K retirement savings plan	89,983		
Own/used any credit/debit card in last 12 months	26,885	18.5% 81.7%	126
	118,611		108 100
Avg monthly credit card expenditures: <\$111 Avg monthly credit card expenditures: \$111-\$225	17,515	12.1% 7.5%	
	10,915	7.2%	106
Avg monthly credit card expenditures: \$226-\$450 Avg monthly credit card expenditures: \$451-\$700	10,522 9,053	6.2%	110 118
Avg monthly credit card expenditures: \$451-\$700 Avg monthly credit card expenditures: \$701-\$1,000	8,503	5.9%	118
Avg monthly credit card expenditures: \$701-\$1,000 Avg monthly credit card expenditures: \$1,001+	20,062	13.8%	127
Did banking online in last 12 months	64,945	44.7%	149
Did banking on mobile device in last 12 months	29,642	20.4%	122
Paid bills online in last 12 months	75,576	52.0%	118
	/5,5/0	52.0%	110

**Data Note:** An MPI (Market Potential Index) measures the relative likelihood of the adults or households 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

Expected Number of Product/Consumer Behavior    Expected Number of Adults/HWS    MPIT      Grocery (Adults)    Molts/HWS    Adults/HWS    MPIT      Grocery (Adults)    54,561    68,8%    99      Used beck (fresh of rozen) in last 6 months    54,642    69,9%    101      Used tracken (fresh or frozen) in last 6 months    12,489    15,85%    102      Used tracken (fresh or frozen) in last 6 months    69,949    88,22%    102      Used fresh roll/vest of frozen in last 6 months    69,949    88,22%    102      Used fresh roll/vest of frozen in last 6 months    69,086    87,1%    100      Used organic froad in last 6 months    18,801    22,7%    112      Exercise at club 2+ times per week    23,384    17,5%    111      Visited adotor in last 12 months    32,577    29,8%    100      Used housekeeper/mail/professional HH cleaning service in last 12    13,531    17,1%    128      Purchased big ticket HH furnishings in last 12 months    18,708    13,6%    100      Bought any large kitchen appliance in last 12 months    18,708    13,5%    113		_		
Grocery (Adults)      Used beef (reshyfrozen) in last 6 months    54,561    66.8%    99      Used beef (reshyfrozen) in last 6 months    74,606    94.1%    100      Used beef (reshyfrozen) in last 6 months    12,489    15.8%    192      Used field (reshyfrozen) in last 6 months    12,489    15.8%    192      Used field (reshyfrozen) in last 6 months    12,489    15.8%    102      Used field (reshyfrozen) in last 6 months    14,242    55.8%    102      Used field (reshyfrozen)    69,086    87.1%    100      Used organic food in last 6 months    18,801    23.7%    112      Exercise at home 24 times per week    47,001    32.4%    112      Exercise at home 24 times per week    23,597    70.8%    104      Used viewing/ident supplement in last 12 months    114,439    76.8%    104      Used viewing/ident supplement in last 12 months    12,557    29.8%    110      Used viewing/ident supplement in last 12 months    16,528    13.5%    113      Purchased low tocket Hi furmishings in last 12 months    16,629	Des dust (Commune Datassian	Expected Number of	Percent of	
Used beaf (fresh/rozen) in last 6 months    54,561    68,8%    99      Used bread in last 6 months    75,666    94,1%    100      Used track (fresh or frozen) in last 6 months    12,489    15,8%    99      Used fresh/seafood (fresh or frozen) in last 6 months    64,089    88,2%    102      Used fresh milk in last 6 months    64,089    88,2%    102      Used fresh milk in last 6 months    65,089    88,2%    102      Used fresh milk in last 6 months    65,089    87,7%    113      Heath (Adults)     27,7%    112      Exercise at club 2.4 times per week    27,384    17,5%    131      Visited a doctor in last 12 months    124,439    78,8%    104      Used visited out kicket Hf furnishings in last 12 months    23,597    29,8%    110      Used housekeeper/maid/professional HH cleaning service in last 12    13,531    17,1%    128      Purchased big ticket Hf furnishings in last 12 months    14,628    18,5%    113      Purchased big ticket Hf furnishings in last 12 months    18,021    23,9%    108	-	Adults/HHs	Adults/HHs	MPI
Used bread in last 5 months    74,606    94,1%    100      Used chicken (reshor frozen) in last 6 months    12,489    15,8%    99      Used ficklysachod (reshor frozen) in last 6 months    42,424    55,8%    102      Used ficklysachod (reshor frozen) in last 6 months    42,424    55,8%    102      Used fresh fruit/vegetables in last 6 months    42,424    55,8%    102      Used fresh fruit/vegetables in last 6 months    69,049    88,2%    102      Used fresh fruit/vegetables in last 6 months    16,068    87,1%    110      Used organic food in last 5 months    16,061    7,1%    112      Visited a doctor in last 12 months    14,439    78,6%    104      Used vitami/detary supplement in last 12 months    23,597    29,8%    110      Purchased low bicket HH furnishings in last 12 months    14,628    18,5%    113      Purchased low bicket HH furnishings in last 12 months    16,673    74,9%    110      Bought any small kitchen appliance in last 12 months    16,673    74,9%    110      Bought any small kitchen appliance in last 12 months    16,673		E 4 E 6 4	CO 00/	00
Used chicken (resh or frozen) in last 6 months    12,489    15,386    99      Used fisk/seafood (resh or frozen) in last 6 months    44,244    55,386    102      Used fisk/seafood (resh or frozen) in last 6 months    69,086    87,186    102      Used fisk/seafood (resh or frozen) in last 6 months    69,086    87,186    102      Used dresh milk in last 6 months    69,086    87,186    102      Exercise at home 2+ times per week    25,084    17,256    112      Exercise at home 2+ times per week    25,084    17,256    131      Visited a doctor in last 12 months    114,433    78,85    57,006    108      Home (Households)      73,531    17,176    128      Purchased by ticket Hif furnishings in last 12 months    18,023    13,636    110      Bought any small kitchen appliance in last 12 months    18,021    23,997    28,86    110      Bought any small kitchen appliance in last 12 months    18,023    13,356    110      Bought any small kitchen appliance in last 12 months    18,521    23,946    110      Boug				
Used turkey (rises or frozen) in last 6 months    12,489    15,8%    99      Used firsk/sectod (rises no frozen) in last 6 months    64,244    55,8%    102      Used fresh fruit/vegetables in last 6 months    69,949    88,2%    102      Used fresh milk in last 6 months    69,949    88,2%    102      Used fresh milk in last 6 months    69,946    87,1%    100      Used fresh milk in last 6 months    18,801    23,7%    115      Exercise at club 24 times per week    47,001    32,4%    112      Exercise at club 24 times per week    25,384    17,5%    131      Used vitamin/dietary supplement in last 12 months    82,785    57,0%    108      Home (Households)    114,423    78,86    110    92    92,8%    110      Use thus y mail kitchen appliance in last 12 months    14,523    12,5%    113    92,597    29,8%    110      Bougit any ingresemant in last 12 months    14,523    12,5%    113    92,55%    113      Home (Households)    116,593    12,9%    111    93 <td< td=""><td></td><td></td><td></td><td></td></td<>				
Used first/seafood (fresh or frozen) in last 6 months    44,244    55.8%    102      Used fresh milk in last 6 months    69,086    87.1%    100      Used fresh milk in last 6 months    18.801    23.7%    115      Health (Adults)      23.7%    112      Exercise at home 2+ times per week    25.384    17.5%    131      Visited a doctor in last 12 months    114,439    78.8%    104      Used visited a doctor in last 12 months    23,597    29.8%    110      Used visited a doctor in last 12 months    13,531    17.1%    128      Purchased low ticket HH furnishings in last 12 months    18,708    23.6%    110      Used fusity/protessional HH cleaning service in last 12    23.5%    113    17.1%    128      Purchased low ticket HH furnishings in last 12 months    18,921    23.8%    110      Bought any large kitchen appliance in last 12 months    10,859    13.4%    106      Carry metry singular kitchen appliance in last 12 months    10,827    7.49%    111      Carry nomeowere insurance    77,840    5.6%				
Used fresh fruit/vogetables in last 5 months    69,949    88.2%    102      Used fresh milk in last 6 months    69,086    87.1%    100      Used organic food in last 6 months    18,801    23.7%    115      Health (Adults)       115      Exercise at club 2+ times per week    25,384    17.5%    131      Visited a doctor in last 12 months    114,439    78.8%    104      Used households)       108      Any home improvement in last 12 months    13,531    17.1%    128      Purchased low ticket HH furnishings in last 12 months    18,708    23.6%    110      Bought any smalt kitchen appliance in last 12 months    18,702    23.9%    108      Bought any smalt kitchen appliance in last 12 months    18,702    23.9%    108      Currently carry Ific insurance    69,490    47.9%    111      Carry medica/hospital/accident insurance    77,840    53.6%    114      Carry medica/hospital/accident insurance    77,840    53.6%    114      Carry medica/hospital/ac				
Used resh milk in bat 6 months    69,086    87.1%    100      Used organic food in last 6 months    18,801    23.7%    115      Heath (Adults)         112      Exercise at home 2+ times per week    25,334    117.5%    131     131,439    78.8%    104      Used doctor in last 12 months    114,439    78.8%    104     108      Home (Households)     23,597    29.8%    110     108    <				
Used organic food in last 6 months    18,801    23.7%    115      Health (Adults)				
Health (Adults)    Exercise at home 2+ times per week    47,001    32,4%    112      Exercise at hub 2+ times per week    25,384    17,5%    131      Visited a doctor in last 12 months    114,439    78,8%    104      Used vitamin/dietary supplement in last 6 months    82,766    57.0%    108      Home (Increasholds)				
Exercise at home 2+ times per week    47,001    32,4%    112      Exercise at hub 2+ times per week    25,384    17,5%    131      Visited a doctor in last 12 months    114,439    78,8%    104      Used vitamin/dietary supplement in last 6 months    82,766    57.0%    108      Home (Households)		- ,		
Exercise at club 2+ times per week    25,384    17.5%    131      Visited a doctor in last 12 months    114,439    78.8%    104      Used vitamin/dietary supplement in last 6 months    82,786    57.0%    108      Home (Households)    23,597    29.8%    110      Any home improvement in last 12 months    23,597    29.8%    110      Used housekeeper/mail/professional HH cleaning service in last 12    13,531    17.1%    128      Purchased low ticket HH furnishings in last 12 months    14,628    18.5%    113      Bought any small kitchen appliance in last 12 months    18,921    23.9%    108      Bought any small kitchen appliance in last 12 months    108,753    74.9%    110      Carry molical/hospital/accident insurance    77,840    53.6%    114      Carry momeowner insurance    77,840    53.6%    114      Have auto insurance: 1 vehicle in household covered    25,259    11.9%    112      Have auto insurance: 2 vehicles in household covered    25,259    11.9%    112      Have auto insurance: 2 vehicles in household covered    27,259	· · ·			
Visited a doctor in last 12 months    114,439    78.8%    104      Used vitamin/dietary supplement in last 6 months    82,786    57.0%    108      Home (Households)    23,597    29.8%    110      Any home improvement in last 12 months    23,597    29.8%    110      Used housekeeper/maid/professional HH cleaning service in last 12    13,531    17.1%    128      Purchased big ticket HH furnishings in last 12 months    14,628    18.5%    113      Bought any large kitchen appliance in last 12 months    18,921    23.9%    108      Bought any large kitchen appliance in last 12 months    16,659    13.4%    106      Currently carry life insurance    69,490    47.9%    111      Carry medica/hospital/accident insurance    108,753    74.9%    108      Carry newomer insurance    78,440    53.6%    110      Have auto insurance: 1 vehicle in household covered    25,52    31.9%    102      Have auto insurance: 2 vehicles in household covered    17,975    22.6%    105      Have auto insurance: 3 vehicles in household covered    17,979    22,7% <td>Exercise at home 2+ times per week</td> <td>47,001</td> <td>32.4%</td> <td>112</td>	Exercise at home 2+ times per week	47,001	32.4%	112
Used vitamin/dietary supplement in last 6 months    82,786    57.0%    108      Home (Households)	Exercise at club 2+ times per week	25,384	17.5%	131
Home (households)    23,597    29.8%    110      Used housekeeper/maid/professional HH cleaning service in last 12    13,331    17.1%    128      Purchased low ticket HH furnishings in last 12 months    14,628    18.5%    113      Purchased low ticket HH furnishings in last 12 months    18,708    23.6%    110      Bought any small kitchen appliance in last 12 months    18,921    23.9%    108      Bought any small kitchen appliance in last 12 months    18,921    23.9%    108      Bought any small kitchen appliance in last 12 months    10,659    13.4%    106      Carry medical/hospital/accident insurance    108,753    74.9%    111      Carry homeowner insurance    77,840    53.6%    114      Carry netter's insurance    17,956    22.6%    102      Have auto insurance: 1 vehicles in household covered    25,192    31.8%    102      Have auto insurance: 3 vehicles in household covered    17,956    22.6%    105      Have auto insurance: 3 vehicles in household covered    17,959    22.7%    101      Household owns any pet    43,395    54.	Visited a doctor in last 12 months	114,439	78.8%	104
Any home improvement in last 12 months  23,597  29.8%  110    Used housekeeper/maid/professional HH cleaning service in last 12  13,531  17.1%  128    Purchased low ticket HH furnishings in last 12 months  14,628  18.5%  113    Purchased low ticket HH furnishings in last 12 months  18,708  23.6%  110    Bought any small kitchen appliance in last 12 months  18,702  23.9%  108    Bought any small kitchen appliance in last 12 months  10,659  13.4%  106    Insurance (Adults/Households)    Currently carry life insurance  69,490  47.9%  111    Carry medical/hospital/accident insurance  108,753  74.9%  108    Carry renter's insurance  17,840  53.6%  114    Carry netter's insurance  25,192  31.8%  102    Have auto insurance: 1 vehicles in household covered  25,252  31.9%  102    Have auto insurance: 1 vehicles in household covered  17,976  22.6%  105    Pets (Households)    Have auto insurance: 1 vehicles in household covered  17,979  22.7%  101    Household own	Used vitamin/dietary supplement in last 6 months	82,786	57.0%	108
Any home improvement in last 12 months  23,597  29.8%  110    Used housekeeper/maid/professional HH cleaning service in last 12  13,531  17.1%  128    Purchased low ticket HH furnishings in last 12 months  14,628  18.5%  113    Purchased low ticket HH furnishings in last 12 months  18,708  23.6%  110    Bought any small kitchen appliance in last 12 months  18,702  23.9%  108    Bought any small kitchen appliance in last 12 months  10,659  13.4%  106    Insurance (Adults/Households)    Currently carry life insurance  69,490  47.9%  111    Carry medical/hospital/accident insurance  108,753  74.9%  108    Carry renter's insurance  17,840  53.6%  114    Carry netter's insurance  25,192  31.8%  102    Have auto insurance: 1 vehicles in household covered  25,252  31.9%  102    Have auto insurance: 1 vehicles in household covered  17,976  22.6%  105    Pets (Households)    Have auto insurance: 1 vehicles in household covered  17,979  22.7%  101    Household own	Hama (Hawashalda)			
Used housekeepr/maid/professional HH cleaning service in last 12    13,531    17,1%    128      Purchased low ticket HH furnishings in last 12 months    14,628    18,5%    113      Purchased big ticket HH furnishings in last 12 months    18,708    23,6%    110      Bought any small kitchen appliance in last 12 months    18,921    23,9%    108      Bought any large kitchen appliance in last 12 months    10,659    13.4%    106      Currently carry life insurance    69,490    47,9%    111      Carry medical/hospital/accident insurance    108,753    74,9%    108      Carry homeowner insurance    77,840    53,6%    114      Carry neter's insurance    14,420    9.9%    113      Have auto insurance: 1 vehicles in household covered    25,159    31.9%    102      Have auto insurance: 3 + vehicles in household covered    17,976    22.6%    105      Pets (Households)    112    17,979    22.7%    101      Household owns any cat    17,979    22.7%    101      Household owns any cat    17,979    22.7%    101		23 207	20 80%	110
Purchased low ticket HH furnishings in last 12 months    14,628    18,5%    113      Purchased low ticket HH furnishings in last 12 months    18,708    23,6%    110      Bought any small kitchen appliance in last 12 months    18,791    23,9%    108      Bought any small kitchen appliance in last 12 months    18,791    23,9%    108      Bought any large kitchen appliance in last 12 months    18,792    23,9%    108      Currently carry life insurance    69,490    47,9%    111      Currently carry life insurance    108,753    74,9%    108      Carry nedical/hospital/accident insurance    104,753    74,9%    113      Have auto insurance:    14,420    9,9%    113      Have auto insurance:    24,525    31,9%    112      Have auto insurance:    24,525    31,9%    101      Have auto insurance:    24,6420    9,9%    113      Have auto insurance:    31,995    54,7%    101      Have auto insurance:    24,525    31,9%    112      Have auto insurance:    3,395    54,7% <td></td> <td></td> <td></td> <td></td>				
Purchased big ticket HH furnishings in last 12 months    18,708    23.6%    110      Bought any small kitchen appliance in last 12 months    18,921    23.9%    108      Bought any large kitchen appliance in last 12 months    10,659    13.4%    106      Insurance (Adults/Households)    0    47.9%    111      Carry medical/hospital/accident insurance    69,490    47.9%    108      Carry homeowner insurance    77,840    53.6%    114      Carry homeowner insurance    77,840    53.6%    114      Carry homeowner insurance    14,420    9.9%    113      Have auto insurance: 1 vehicle in household covered    25,259    31.9%    112      Have auto insurance: 3+ vehicles in household covered    17,976    22.6%    105      Pets (Households)    11    17,979    22.7%    101      Household owns any pet    43,395    54.7%    101      Household owns any cat    17,979    22.7%    101      Household owns any cat    17,979    12.9%    105      Usually buy based on quality - not price				
Bought any small kitchen appliance in last 12 months    18,921    23.9%    108      Bought any large kitchen appliance in last 12 months    10,659    13.4%    106      Insurance (Adults/Households)				
Bought any large kitchen appliance in last 12 months    10,659    13.4%    106      Insurance (Adults/Households)				
Insurance (Aduits/Households)				
Currently carry life insurance  69,490  47.9%  111    Carry medical/hospital/accident insurance  108,753  74.9%  108    Carry medical/hospital/accident insurance  77,840  53.6%  114    Carry medical/hospital/accident insurance  77,840  53.6%  114    Carry renter's insurance  14,420  9.9%  113    Have auto insurance: 1 vehicle in household covered  25,159  31.8%  102    Have auto insurance: 2 vehicles in household covered  17,956  22.6%  105    Pets (Households)    Household owns any pet  43,395  54.7%  101    Household owns any dag  31,998  40.4%  98    Pets (Household owns any dag  17,979  22.7%  101    Household owns any dag  31,998  40.4%  98    Usually huy items on credit rather than wait  18,709  12.9%  105    Usually buy based on quality - not price  27,309  18.8%  102    Drice is usually more important than brand name  27,208  25.6%  96    Usually useq coupons for brands I buy often  27,309 </td <td>bought any large kitchen appliance in last 12 months</td> <td>10,659</td> <td>13.4%</td> <td>106</td>	bought any large kitchen appliance in last 12 months	10,659	13.4%	106
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Carry homeowner insurance  77,840  53.6%  114    Carry renter's insurance  14,420  9.9%  113    Have auto insurance: 1 vehicle in household covered  25,152  31.8%  102    Have auto insurance: 2 vehicles in household covered  25,259  31.9%  112    Have auto insurance: 3+ vehicles in household covered  25,259  31.9%  112    Have auto insurance: 3+ vehicles in household covered  25,259  31.9%  101    Household owns any pet  43,395  54.7%  101    Household owns any cat  17,979  22.7%  101    Household owns any dog  31,998  40.4%  98    Psychographics (Adults)    Test (Household owns any dog  31,998  40.4%  98    Dusually buy items on credit rather than wait  18,709  12.9%  105    Usually buy based on quality - not price  27,309  18.8%  102    Price is usually more important than brand name  37,208  25.6%  96    Usually use coupons for brands I buy often  27,800  19.1%  105    Am interested in how to help the environm	Currently carry life insurance	69,490	47.9%	111
Carry renter's insurance  14,420  9.9%  113    Have auto insurance: 1 vehicle in household covered  25,192  31.8%  102    Have auto insurance: 2 vehicles in household covered  25,259  31.9%  112    Have auto insurance: 3 + vehicles in household covered  17,956  22.6%  105    Pets (Households)    Household owns any pet  43,395  54.7%  101    Household owns any cat  17,979  22.7%  101    Household owns any dog  31,998  40.4%  98    Psychographics (Adults)    Psychographics (Adults)    Buying American is important to me  59,725  41.1%  99    Usually buy items on credit rather than wait  18,709  12.9%  105    Usually buy items on credit rather than brand name  37,208  25.6%  96    Usually use coupons for brands I buy often  27,800  19.1%  105    Am interested in how to help the environment  23,350  16.1%  97    Usually value green product over convenience  14,568  10.0%  93    Likely to buy a brand that supports a c	Carry medical/hospital/accident insurance	108,753	74.9%	108
Have auto insurance: 1 vehicle in household covered  25,192  31.8%  102    Have auto insurance: 2 vehicles in household covered  25,259  31.9%  112    Have auto insurance: 3 + vehicles in household covered  17,956  22.6%  105    Pets (Households)    Household owns any pet  43,395  54.7%  101    Household owns any cat  17,979  22.7%  101    Household owns any dog  31,998  40.4%  98    Psychographics (Adults)    Buying American is important to me  59,725  41.1%  99    Usually buy items on credit rather than wait  18,709  12.9%  105    Usually buy based on quality - not price  27,309  18.8%  102    Price is usually more important than brand name  37,208  25.6%  96    Usually use coupons for brands I buy often  27,800  19.1%  105    Am intersted in how to help the environment  23,350  16.1%  97    Usually pay more for environ safe product  19,928  13.7%  102    Usually value green products over convenience  14,568  10.0%  93 <td>Carry homeowner insurance</td> <td>77,840</td> <td>53.6%</td> <td>114</td>	Carry homeowner insurance	77,840	53.6%	114
Have auto insurance: 2 vehicles in household covered  25,259  31.9%  112    Have auto insurance: 3 + vehicles in household covered  17,956  22.6%  105    Pets (Households)    Household owns any pet  43,395  54.7%  101    Household owns any cat  17,979  22.7%  101    Household owns any dog  31.998  40.4%  98    Psychographics (Adults)    Buying American is important to me  59,725  41.1%  99    Usually buy items on credit rather than wait  18,709  12.9%  105    Usually buy based on quality - not price  27,309  18.8%  102    Price is usually more important than brand name  37,208  25.6%  96    Usually use coupons for brands I buy often  27,800  19.1%  105    Am interested in how to help the environment  23,350  16.1%  97    Usually value green products over convenience  14,568  10.0%  93    Usually value green products over convenience  14,568  10.0%  93    Usually value green products over convenience  14,568  10.0%  <	Carry renter's insurance	14,420	9.9%	113
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Household owns any pet  43,395  54.7%  101    Household owns any cat  17,979  22.7%  101    Household owns any dog  31,998  40.4%  98    Psychographics (Adults)    99    Usually buy items on credit rather than wait  18,709  12.9%  105    Usually buy based on quality - not price  27,309  18.8%  102    Price is usually more important than brand name  37,208  25.6%  96    Usually use coupons for brands I buy often  27,300  19.1%  105    Am interested in how to help the environment  23,350  16.1%  97    Usually value green products over convenience  14,568  10.0%  93    Usually value green products over convenience  14,568  10.0%  93    Usually value green products over convenience  14,568  10.0%  93    Usually taite book in last 12 months  25,863  17.8%  126    Bought digital book in last 12 months  35,463  24.4%  119    Bought paperback book in last 12 months  50,619  34.9%  117    Read any daily newspaper	Data (Hausahalda)			
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Household owns any dog  31,998  40.4%  98    Psychographics (Adults)  99    Buying American is important to me  59,725  41.1%  99    Usually buy items on credit rather than wait  18,709  12.9%  105    Usually buy based on quality - not price  27,309  18.8%  102    Price is usually more important than brand name  37,208  25.6%  96    Usually use coupons for brands I buy often  27,800  19.1%  105    Am interested in how to help the environment  23,350  16.1%  97    Usually value green products over convenience  14,568  10.0%  93    Likely to buy a brand that supports a charity  51,266  35.3%  101    Bought digital book in last 12 months  25,863  17.8%  126    Bought paperback book in last 12 months  35,463  24.4%  119    Bought paperback book in last 12 months  35,463  24.4%  119    Bought paperback book in last 12 months  50,619  34.9%  117    Read any digit newspaper (paper version)  40,489  27.9%  115    Read any digit newspaper in l	· ·			
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Read any digital newspaper in last 30 days60,57441.7%122				
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Read any magazine (paper/electronic version) in last 6 months135,65193.4%103				
	Read any magazine (paper/electronic version) in last 6 months	135,651	93.4%	103

**Data Note:** An MPI (Market Potential Index) measures the relative likelihood of the adults or households 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

	Expected Number of	Percent of	
Product/Consumer Behavior	Adults/HHs	Adults/HHs	MPI
Restaurants (Adults)			
Went to family restaurant/steak house in last 6 months	114,301	78.7%	105
Went to family restaurant/steak house: 4+ times a month	42,787	29.5%	107
Went to fast food/drive-in restaurant in last 6 months	132,346	91.1%	101
Went to fast food/drive-in restaurant 9+ times/mo	56,745	39.1%	99
Fast food/drive-in last 6 months: eat in	52,533	36.2%	99
Fast food/drive-in last 6 months: home delivery	10,828	7.5%	97
Fast food/drive-in last 6 months: take-out/drive-thru	70,710	48.7%	106
Fast food/drive-in last 6 months: take-out/walk-in	32,082	22.1%	110
Television & Electronics (Adults /Households)			
Television & Electronics (Adults/Households)	59,316	40.8%	121
Own any tablet	,	40.8%	121
Own any e-reader Own e-reader/tablet: iPad	16,463 38,753	26.7%	131
	,		
HH has Internet connectable TV	18,416	23.2%	116
Own any portable MP3 player	47,471	32.7%	117
HH owns 1 TV	16,460	20.8%	100
HH owns 2 TVs	21,813	27.5%	106
HH owns 3 TVs	17,105	21.6%	100
HH owns 4+ TVs	14,778	18.6%	102
HH subscribes to cable TV	42,787	54.0%	113
HH subscribes to fiber optic	8,345	10.5%	132
HH owns portable GPS navigation device	24,545	31.0%	114
HH purchased video game system in last 12 mos	5,817	7.3%	95
HH owns Internet video device for TV	10,454	13.2%	119
Travel (Adults)			
Domestic travel in last 12 months	88,669	61.1%	120
Took 3+ domestic non-business trips in last 12 months	21,148	14.6%	131
Spent on domestic vacations in last 12 months: <\$1,000	17,087	11.8%	113
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	10,445	7.2%	126
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	6,595	4.5%	123
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	7,084	4.9%	129
Spent on domestic vacations in last 12 months: \$3,000+	11,543	7.9%	139
Domestic travel in the 12 months: used general travel website	13,223	9.1%	130
Foreign travel in last 3 years	43,581	30.0%	124
Took 3+ foreign trips by plane in last 3 years	9,240	6.4%	145
Spent on foreign vacations in last 12 months: <\$1,000	7,498	5.2%	121
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	5,980	4.1%	118
Spent on foreign vacations in last 12 months: \$3,000+	10,054	6.9%	138
Foreign travel in last 3 years: used general travel website	10,746	7.4%	129
Nights spent in hotel/motel in last 12 months: any	73,320	50.5%	122
Took cruise of more than one day in last 3 years	14,460	10.0%	122
Member of any frequent flyer program	35,717	24.6%	125
Member of any hotel rewards program	29,880	20.6%	139
member of any noter rewards program	29,000	20.070	129

**Data Note:** An MPI (Market Potential Index) measures the relative likelihood of the adults or households 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.