



## Recreation Expenditures

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

Prepared by Charlotte Hollkamp  
Latitude: 38.26339  
Longitude: -85.57101

| Demographic Summary                                    |                          | 2017                 | 2022        |
|--|--------------------------|----------------------|-------------|
| Population   |                          | 9,311                | 9,721       |
| Households   |                          | 3,675                | 3,840       |
| Families   |                          | 2,566                | 2,667       |
| Median Age   |                          | 43.3                 | 44.5        |
| Median Household Income                                |                          | \$79,998             | \$86,024    |
|  | Spending Potential Index | Average Amount Spent | Total       |
| <b>Tv/Video/Audio</b>                                  | 139                      | \$1,782.69           | \$6,551,368 |
| Cable & Satellite Television Services                  | 138                      | \$1,308.55           | \$4,808,921 |
| Televisions & Video                                    | 141                      | \$336.36             | \$1,236,126 |
| Audio  | 149                      | \$132.46             | \$486,803   |
| Rental of TV/VCR/Radio/Sound Equipment                 | 101                      | \$1.39               | \$5,095     |
| Repair of TV/Radio/Sound Equipment                     | 147                      | \$3.92               | \$14,422    |
| <b>Entertainment/Recreation Fees and Admissions</b>    | 160                      | \$1,018.06           | \$3,741,355 |
| Tickets to Theatre/Operas/Concerts                     | 162                      | \$96.47              | \$354,521   |
| Tickets to Movies/Museums/Parks                        | 149                      | \$114.50             | \$420,794   |
| Admission to Sporting Events, excl.Trips               | 159                      | \$88.86              | \$326,567   |
| Fees for Participant Sports, excl.Trips                | 161                      | \$159.95             | \$587,807   |
| Fees for Recreational Lessons                          | 161                      | \$214.05             | \$786,631   |
| Membership Fees for Social/Recreation/Civic Clubs      | 163                      | \$343.12             | \$1,260,982 |
| Dating Services  | 136                      | \$1.10               | \$4,054     |
| <b>Toys/Games/Crafts/Hobbies</b>                       | 143                      | \$173.49             | \$637,578   |
| Toys/Games/Arts/Crafts/Tricycles                       | 143                      | \$151.31             | \$556,062   |
| Playground Equipment                                   | 129                      | \$5.95               | \$21,855    |
| Play Arcade Pinball/Video Games                        | 158                      | \$3.96               | \$14,553    |
| Online Entertainment and Games                         | 145                      | \$6.44               | \$23,660    |
| Stamp & Coin Collecting                                | 145                      | \$5.84               | \$21,447    |
| <b>Recreational Vehicles and Fees</b>                  | 153                      | \$156.09             | \$573,613   |
| Docking and Landing Fees for Boats and Planes          | 179                      | \$19.10              | \$70,184    |
| Camp Fees  | 155                      | \$50.02              | \$183,827   |
| Payments on Boats/Trailers/Campers/RVs                 | 141                      | \$58.53              | \$215,095   |
| Rental of RVs or Boats                                 | 162                      | \$28.44              | \$104,507   |
| <b>Sports, Recreation and Exercise Equipment</b>       | 148                      | \$254.19             | \$934,141   |
| Exercise Equipment and Gear, Game Tables               | 146                      | \$86.75              | \$318,822   |
| Bicycles   | 149                      | \$42.19              | \$155,054   |
| Camping Equipment                                      | 153                      | \$25.15              | \$92,416    |
| Hunting and Fishing Equipment                          | 148                      | \$62.80              | \$230,787   |
| Winter Sports Equipment                                | 166                      | \$9.94               | \$36,531    |
| Water Sports Equipment                                 | 161                      | \$9.11               | \$33,469    |
| Other Sports Equipment                                 | 140                      | \$14.81              | \$54,426    |
| Rental/Repair of Sports/Recreation/Exercise Equipment  | 158                      | \$3.44               | \$12,636    |
| <b>Photographic Equipment and Supplies</b>             | 149                      | \$82.43              | \$302,945   |
| Film   | 140                      | \$1.36               | \$4,999     |
| Film Processing  | 151                      | \$11.65              | \$42,800    |
| Photographic Equipment                                 | 149                      | \$34.68              | \$127,443   |
| Photographer Fees/Other Supplies & Equip Rental/Repair | 148                      | \$34.75              | \$127,703   |
| <b>Reading</b>   | 151                      | \$189.06             | \$694,797   |
| Magazine/Newspaper Subscriptions                       | 160                      | \$66.71              | \$245,153   |
| Magazine/Newspaper Single Copies                       | 149                      | \$13.90              | \$51,075    |
| Books  | 152                      | \$61.21              | \$224,955   |
| Digital Book Readers                                   | 140                      | \$47.24              | \$173,615   |

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

**Source:** Esri forecasts for 2017 and 2022; Consumer Spending data are derived from the 2014 and 2015 Consumer Expenditure Surveys, Bureau of Labor Statistics.

January 23, 2018



## Recreation Expenditures

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

Prepared by Charlotte Hollkamp  
Latitude: 38.26339  
Longitude: -85.57101

| Demographic Summary                                    |                          | 2017                 | 2022         |
|--|--------------------------|----------------------|--------------|
| Population   |                          | 71,886               | 73,565       |
| Households   |                          | 31,710               | 32,445       |
| Families   |                          | 18,722               | 19,010       |
| Median Age   |                          | 42.6                 | 43.3         |
| Median Household Income                                |                          | \$67,922             | \$76,615     |
|  | Spending Potential Index | Average Amount Spent | Total        |
| <b>Tv/Video/Audio</b>                                  | 119                      | \$1,531.12           | \$48,551,787 |
| Cable & Satellite Television Services                  | 118                      | \$1,123.94           | \$35,640,146 |
| Televisions & Video                                    | 123                      | \$293.26             | \$9,299,125  |
| Audio  | 122                      | \$108.87             | \$3,452,339  |
| Rental of TV/VCR/Radio/Sound Equipment                 | 128                      | \$1.75               | \$55,466     |
| Repair of TV/Radio/Sound Equipment                     | 124                      | \$3.30               | \$104,710    |
| <b>Entertainment/Recreation Fees and Admissions</b>    | 127                      | \$807.74             | \$25,613,350 |
| Tickets to Theatre/Operas/Concerts                     | 129                      | \$77.07              | \$2,443,920  |
| Tickets to Movies/Museums/Parks                        | 125                      | \$96.45              | \$3,058,487  |
| Admission to Sporting Events, excl.Trips               | 128                      | \$71.60              | \$2,270,415  |
| Fees for Participant Sports, excl.Trips                | 128                      | \$126.88             | \$4,023,240  |
| Fees for Recreational Lessons                          | 124                      | \$164.78             | \$5,225,332  |
| Membership Fees for Social/Recreation/Civic Clubs      | 128                      | \$269.89             | \$8,558,246  |
| Dating Services  | 131                      | \$1.06               | \$33,709     |
| <b>Toys/Games/Crafts/Hobbies</b>                       | 120                      | \$145.67             | \$4,619,276  |
| Toys/Games/Arts/Crafts/Tricycles                       | 121                      | \$127.49             | \$4,042,614  |
| Playground Equipment                                   | 106                      | \$4.89               | \$155,201    |
| Play Arcade Pinball/Video Games                        | 128                      | \$3.21               | \$101,687    |
| Online Entertainment and Games                         | 125                      | \$5.54               | \$175,679    |
| Stamp & Coin Collecting                                | 113                      | \$4.54               | \$144,095    |
| <b>Recreational Vehicles and Fees</b>                  | 117                      | \$119.63             | \$3,793,506  |
| Docking and Landing Fees for Boats and Planes          | 131                      | \$13.98              | \$443,248    |
| Camp Fees  | 117                      | \$37.90              | \$1,201,902  |
| Payments on Boats/Trailers/Campers/RVs                 | 108                      | \$44.92              | \$1,424,497  |
| Rental of RVs or Boats                                 | 130                      | \$22.83              | \$723,859    |
| <b>Sports, Recreation and Exercise Equipment</b>       | 122                      | \$208.99             | \$6,626,957  |
| Exercise Equipment and Gear, Game Tables               | 117                      | \$69.85              | \$2,215,072  |
| Bicycles   | 126                      | \$35.53              | \$1,126,683  |
| Camping Equipment                                      | 124                      | \$20.48              | \$649,556    |
| Hunting and Fishing Equipment                          | 126                      | \$53.58              | \$1,698,938  |
| Winter Sports Equipment                                | 127                      | \$7.59               | \$240,658    |
| Water Sports Equipment                                 | 126                      | \$7.14               | \$226,272    |
| Other Sports Equipment                                 | 115                      | \$12.13              | \$384,575    |
| Rental/Repair of Sports/Recreation/Exercise Equipment  | 123                      | \$2.69               | \$85,202     |
| <b>Photographic Equipment and Supplies</b>             | 124                      | \$68.90              | \$2,184,791  |
| Film   | 120                      | \$1.16               | \$36,877     |
| Film Processing  | 122                      | \$9.41               | \$298,343    |
| Photographic Equipment                                 | 126                      | \$29.29              | \$928,714    |
| Photographer Fees/Other Supplies & Equip Rental/Repair | 124                      | \$29.04              | \$920,857    |
| <b>Reading</b>   | 123                      | \$154.42             | \$4,896,633  |
| Magazine/Newspaper Subscriptions                       | 124                      | \$51.84              | \$1,643,893  |
| Magazine/Newspaper Single Copies                       | 121                      | \$11.31              | \$358,566    |
| Books  | 125                      | \$50.15              | \$1,590,319  |
| Digital Book Readers                                   | 122                      | \$41.12              | \$1,303,855  |

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

**Source:** Esri forecasts for 2017 and 2022; Consumer Spending data are derived from the 2014 and 2015 Consumer Expenditure Surveys, Bureau of Labor Statistics.

January 23, 2018



## Recreation Expenditures

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

Prepared by Charlotte Hollkamp  
Latitude: 38.26339  
Longitude: -85.57101

| Demographic Summary                                    |                          | 2017                 | 2022          |
|--|--------------------------|----------------------|---------------|
| Population   |                          | 183,983              | 189,697       |
| Households   |                          | 79,284               | 81,630        |
| Families   |                          | 48,359               | 49,505        |
| Median Age   |                          | 41.8                 | 42.4          |
| Median Household Income                                |                          | \$70,982             | \$79,136      |
|  | Spending Potential Index | Average Amount Spent | Total         |
| <b>Tv/Video/Audio</b>                                  | 122                      | \$1,558.27           | \$123,546,252 |
| Cable & Satellite Television Services                  | 120                      | \$1,142.70           | \$90,597,918  |
| Televisions & Video                                    | 125                      | \$298.51             | \$23,667,455  |
| Audio  | 126                      | \$112.06             | \$8,884,672   |
| Rental of TV/VCR/Radio/Sound Equipment                 | 120                      | \$1.65               | \$130,470     |
| Repair of TV/Radio/Sound Equipment                     | 126                      | \$3.35               | \$265,737     |
| <b>Entertainment/Recreation Fees and Admissions</b>    | 132                      | \$836.75             | \$66,340,856  |
| Tickets to Theatre/Operas/Concerts                     | 133                      | \$78.91              | \$6,256,032   |
| Tickets to Movies/Museums/Parks                        | 128                      | \$98.98              | \$7,847,289   |
| Admission to Sporting Events, excl.Trips               | 133                      | \$73.98              | \$5,865,409   |
| Fees for Participant Sports, excl.Trips                | 132                      | \$131.43             | \$10,420,281  |
| Fees for Recreational Lessons                          | 130                      | \$173.79             | \$13,778,530  |
| Membership Fees for Social/Recreation/Civic Clubs      | 132                      | \$278.60             | \$22,088,803  |
| Dating Services  | 132                      | \$1.07               | \$84,513      |
| <b>Toys/Games/Crafts/Hobbies</b>                       | 124                      | \$149.77             | \$11,874,659  |
| Toys/Games/Arts/Crafts/Tricycles                       | 124                      | \$131.04             | \$10,389,200  |
| Playground Equipment                                   | 111                      | \$5.10               | \$404,157     |
| Play Arcade Pinball/Video Games                        | 134                      | \$3.35               | \$265,674     |
| Online Entertainment and Games                         | 127                      | \$5.63               | \$446,040     |
| Stamp & Coin Collecting                                | 116                      | \$4.66               | \$369,588     |
| <b>Recreational Vehicles and Fees</b>                  | 124                      | \$126.21             | \$10,006,448  |
| Docking and Landing Fees for Boats and Planes          | 137                      | \$14.58              | \$1,155,945   |
| Camp Fees  | 126                      | \$40.70              | \$3,226,689   |
| Payments on Boats/Trailers/Campers/RVs                 | 114                      | \$47.46              | \$3,762,858   |
| Rental of RVs or Boats                                 | 133                      | \$23.47              | \$1,860,955   |
| <b>Sports, Recreation and Exercise Equipment</b>       | 126                      | \$216.14             | \$17,136,614  |
| Exercise Equipment and Gear, Game Tables               | 123                      | \$73.10              | \$5,795,761   |
| Bicycles   | 129                      | \$36.52              | \$2,895,205   |
| Camping Equipment                                      | 129                      | \$21.26              | \$1,685,389   |
| Hunting and Fishing Equipment                          | 128                      | \$54.62              | \$4,330,790   |
| Winter Sports Equipment                                | 132                      | \$7.89               | \$625,882     |
| Water Sports Equipment                                 | 131                      | \$7.40               | \$586,902     |
| Other Sports Equipment                                 | 119                      | \$12.56              | \$995,872     |
| Rental/Repair of Sports/Recreation/Exercise Equipment  | 128                      | \$2.79               | \$220,811     |
| <b>Photographic Equipment and Supplies</b>             | 128                      | \$70.98              | \$5,627,899   |
| Film   | 123                      | \$1.19               | \$94,360      |
| Film Processing  | 126                      | \$9.74               | \$772,124     |
| Photographic Equipment                                 | 129                      | \$30.12              | \$2,387,806   |
| Photographer Fees/Other Supplies & Equip Rental/Repair | 128                      | \$29.94              | \$2,373,609   |
| <b>Reading</b>   | 126                      | \$157.68             | \$12,501,529  |
| Magazine/Newspaper Subscriptions                       | 127                      | \$52.96              | \$4,199,098   |
| Magazine/Newspaper Single Copies                       | 122                      | \$11.45              | \$908,058     |
| Books  | 127                      | \$51.28              | \$4,065,601   |
| Digital Book Readers                                   | 125                      | \$41.99              | \$3,328,773   |

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

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