



# 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

2018 Population	9,603
2018 Households	3,782
2018 Median Disposable Income	\$66,771
2018 Per Capita Income	\$48,806

## 2017 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	\$199,407,387	\$60,118,338	\$139,289,049	53.7	52
Total Retail Trade	44-45	\$179,708,276	\$46,249,612	\$133,458,664	59.1	29
Total Food & Drink	722	\$19,699,111	\$13,868,726	\$5,830,385	17.4	23

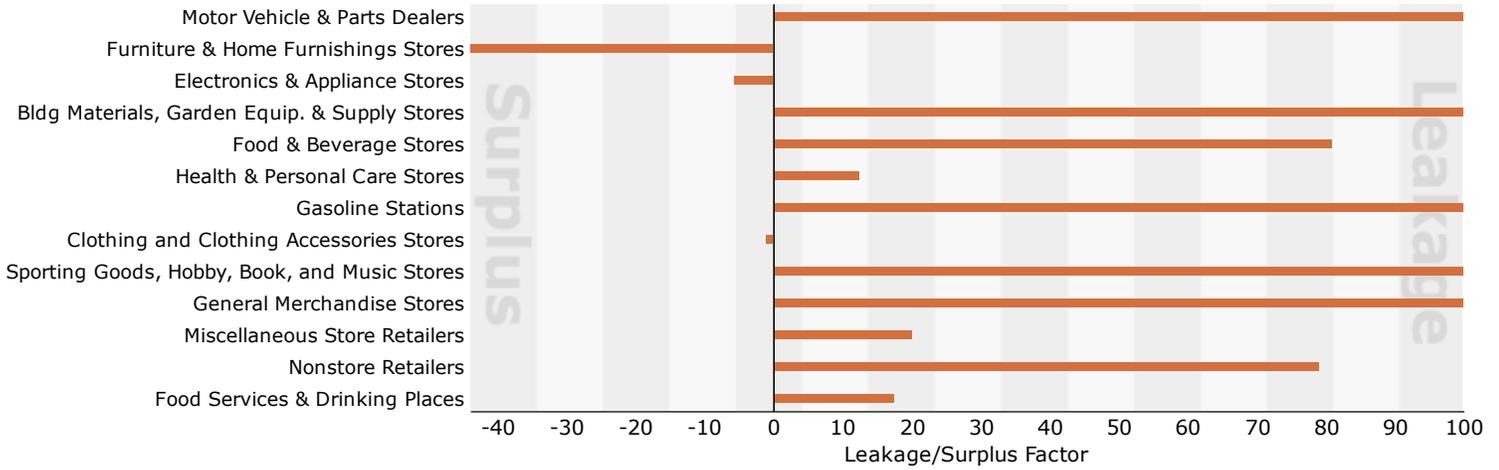
## 2017 Industry Group

	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$38,099,125	\$0	\$38,099,125	100.0	0
Automobile Dealers	4411	\$30,340,474	\$0	\$30,340,474	100.0	0
Other Motor Vehicle Dealers	4412	\$3,843,224	\$0	\$3,843,224	100.0	0
Auto Parts, Accessories & Tire Stores	4413	\$3,915,427	\$0	\$3,915,427	100.0	0
Furniture & Home Furnishings Stores	442	\$5,770,484	\$14,849,966	-\$9,079,482	-44.0	7
Furniture Stores	4421	\$3,444,916	\$12,170,362	-\$8,725,446	-55.9	5
Home Furnishings Stores	4422	\$2,325,568	\$2,679,604	-\$354,036	-7.1	2
Electronics & Appliance Stores	443	\$4,483,196	\$5,030,589	-\$547,393	-5.8	4
Bldg Materials, Garden Equip. & Supply Stores	444	\$12,795,221	\$0	\$12,795,221	100.0	0
Bldg Material & Supplies Dealers	4441	\$12,228,081	\$0	\$12,228,081	100.0	0
Lawn & Garden Equip & Supply Stores	4442	\$567,140	\$0	\$567,140	100.0	0
Food & Beverage Stores	445	\$31,657,477	\$3,333,483	\$28,323,994	80.9	4
Grocery Stores	4451	\$27,651,017	\$3,120,601	\$24,530,416	79.7	3
Specialty Food Stores	4452	\$1,039,230	\$0	\$1,039,230	100.0	0
Beer, Wine & Liquor Stores	4453	\$2,967,230	\$212,882	\$2,754,348	86.6	1
Health & Personal Care Stores	446,4461	\$11,590,016	\$9,040,591	\$2,549,425	12.4	3
Gasoline Stations	447,4471	\$20,546,334	\$0	\$20,546,334	100.0	0
Clothing & Clothing Accessories Stores	448	\$8,390,422	\$8,570,270	-\$179,848	-1.1	4
Clothing Stores	4481	\$5,212,540	\$5,174,044	\$38,496	0.4	3
Shoe Stores	4482	\$1,525,952	\$965,438	\$560,514	22.5	1
Jewelry, Luggage & Leather Goods Stores	4483	\$1,651,930	\$2,430,788	-\$778,858	-19.1	1
Sporting Goods, Hobby, Book & Music Stores	451	\$4,067,750	\$0	\$4,067,750	100.0	0
Sporting Goods/Hobby/Musical Instr Stores	4511	\$3,225,431	\$0	\$3,225,431	100.0	0
Book, Periodical & Music Stores	4512	\$842,319	\$0	\$842,319	100.0	0
General Merchandise Stores	452	\$33,449,179	\$0	\$33,449,179	100.0	0
Department Stores Excluding Leased Depts.	4521	\$24,879,760	\$0	\$24,879,760	100.0	0
Other General Merchandise Stores	4529	\$8,569,419	\$0	\$8,569,419	100.0	0
Miscellaneous Store Retailers	453	\$6,834,201	\$4,542,529	\$2,291,672	20.1	5
Florists	4531	\$320,293	\$175,323	\$144,970	29.3	1
Office Supplies, Stationery & Gift Stores	4532	\$1,411,206	\$3,235,175	-\$1,823,969	-39.3	1
Used Merchandise Stores	4533	\$777,391	\$127,015	\$650,376	71.9	1
Other Miscellaneous Store Retailers	4539	\$4,325,312	\$1,005,016	\$3,320,296	62.3	3
Nonstore Retailers	454	\$2,024,870	\$235,963	\$1,788,907	79.1	1
Electronic Shopping & Mail-Order Houses	4541	\$1,062,798	\$0	\$1,062,798	100.0	0
Vending Machine Operators	4542	\$298,311	\$0	\$298,311	100.0	0
Direct Selling Establishments	4543	\$663,761	\$235,963	\$427,798	47.5	1
Food Services & Drinking Places	722	\$19,699,111	\$13,868,726	\$5,830,385	17.4	23
Special Food Services	7223	\$507,894	\$557,485	-\$49,591	-4.7	1
Drinking Places - Alcoholic Beverages	7224	\$429,287	\$411,744	\$17,543	2.1	2
Restaurants/Other Eating Places	7225	\$18,761,930	\$12,899,497	\$5,862,433	18.5	20

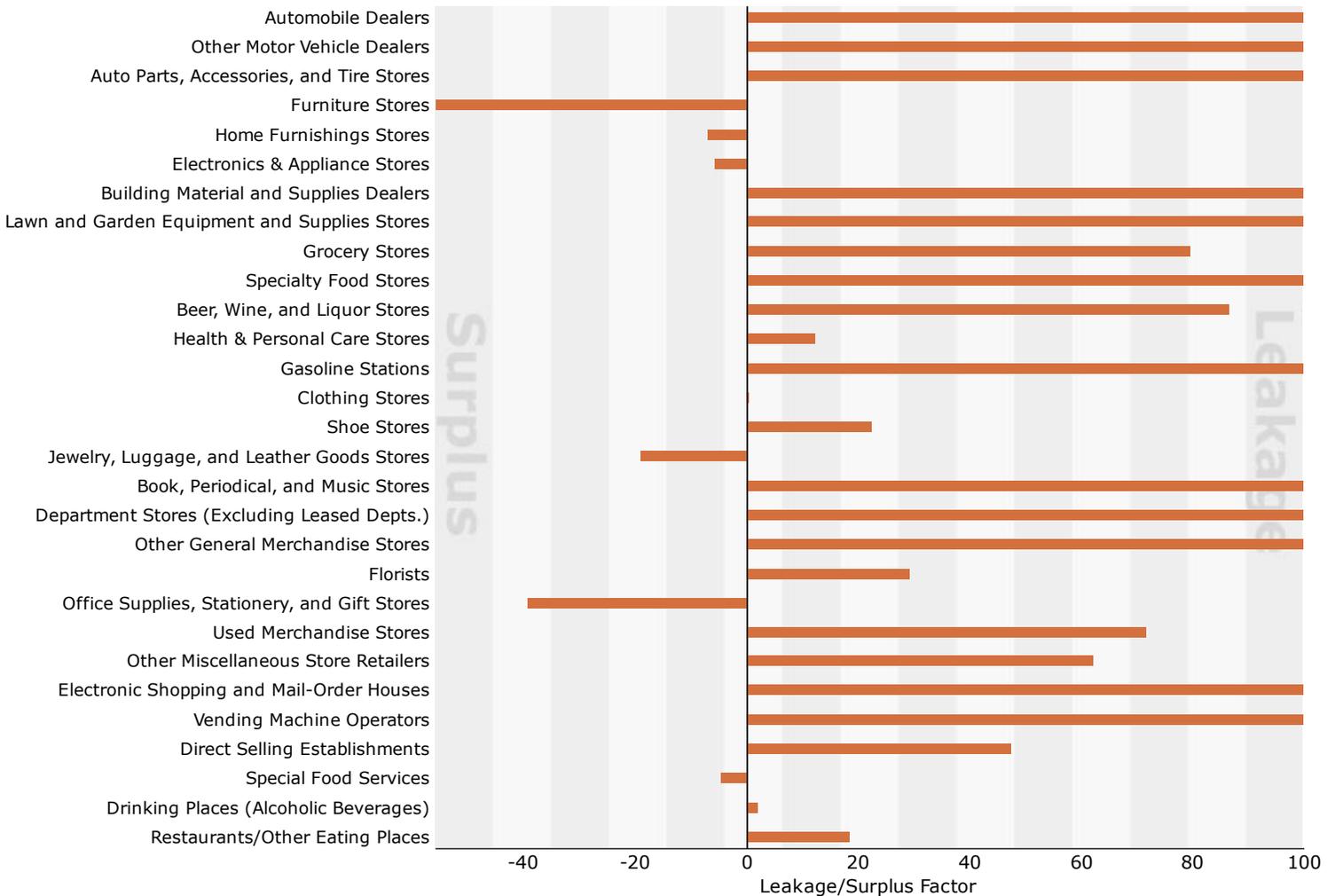
Data Note: Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents 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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## 2017 Leakage/Surplus Factor by Industry Subsector



## 2017 Leakage/Surplus Factor by Industry Group



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# 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

2018 Population	73,160
2018 Households	32,204
2018 Median Disposable Income	\$57,200
2018 Per Capita Income	\$45,453

## 2017 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	\$1,433,286,386	\$1,875,978,697	-\$442,692,311	-13.4	705
Total Retail Trade	44-45	\$1,291,214,892	\$1,637,059,860	-\$345,844,968	-11.8	463
Total Food & Drink	722	\$142,071,495	\$238,918,837	-\$96,847,342	-25.4	242

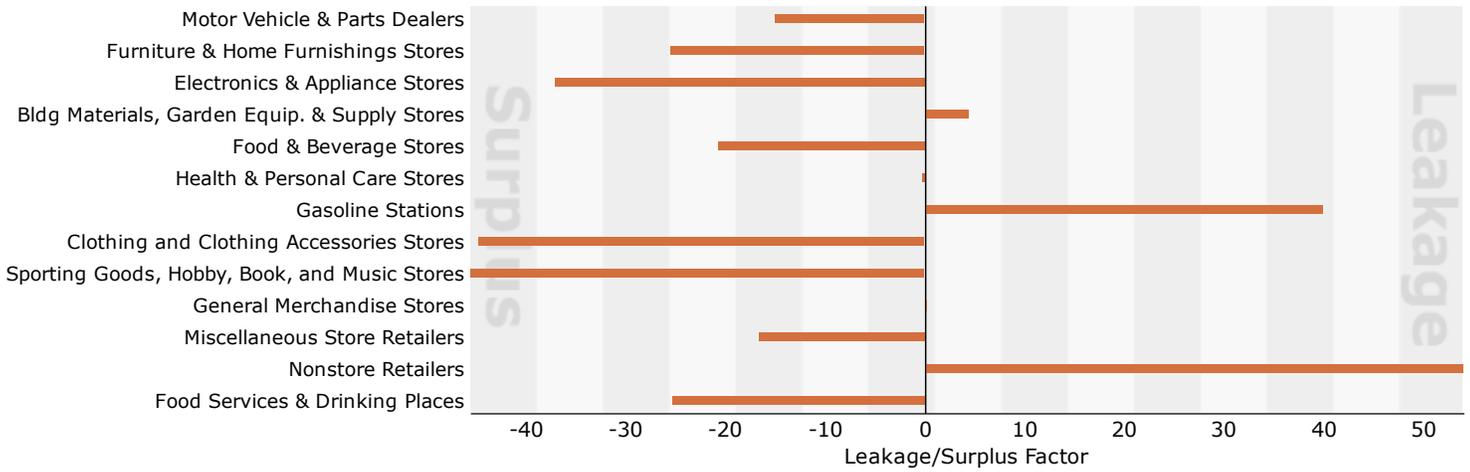
## 2017 Industry Group

	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$274,253,813	\$371,350,671	-\$97,096,858	-15.0	36
Automobile Dealers	4411	\$219,055,219	\$340,920,635	-\$121,865,416	-21.8	14
Other Motor Vehicle Dealers	4412	\$27,250,275	\$11,263,186	\$15,987,089	41.5	4
Auto Parts, Accessories & Tire Stores	4413	\$27,948,319	\$19,166,850	\$8,781,469	18.6	18
Furniture & Home Furnishings Stores	442	\$40,762,520	\$68,605,848	-\$27,843,328	-25.5	34
Furniture Stores	4421	\$24,872,308	\$44,447,515	-\$19,575,207	-28.2	24
Home Furnishings Stores	4422	\$15,890,212	\$24,158,333	-\$8,268,121	-20.6	10
Electronics & Appliance Stores	443	\$32,047,799	\$69,823,403	-\$37,775,604	-37.1	29
Bldg Materials, Garden Equip. & Supply Stores	444	\$87,198,409	\$79,676,591	\$7,521,818	4.5	26
Bldg Material & Supplies Dealers	4441	\$83,286,267	\$77,664,655	\$5,621,612	3.5	23
Lawn & Garden Equip & Supply Stores	4442	\$3,912,141	\$2,011,936	\$1,900,205	32.1	3
Food & Beverage Stores	445	\$230,246,671	\$351,089,490	-\$120,842,819	-20.8	36
Grocery Stores	4451	\$201,455,262	\$325,990,277	-\$124,535,015	-23.6	24
Specialty Food Stores	4452	\$7,613,425	\$4,146,448	\$3,466,977	29.5	6
Beer, Wine & Liquor Stores	4453	\$21,177,984	\$20,952,765	\$225,219	0.5	6
Health & Personal Care Stores	446,4461	\$82,325,853	\$82,740,826	-\$414,973	-0.3	53
Gasoline Stations	447,4471	\$150,335,104	\$64,309,251	\$86,025,853	40.1	18
Clothing & Clothing Accessories Stores	448	\$60,041,743	\$157,683,131	-\$97,641,388	-44.8	91
Clothing Stores	4481	\$37,453,584	\$114,760,060	-\$77,306,476	-50.8	59
Shoe Stores	4482	\$11,056,035	\$19,423,824	-\$8,367,789	-27.5	16
Jewelry, Luggage & Leather Goods Stores	4483	\$11,532,124	\$23,499,247	-\$11,967,123	-34.2	17
Sporting Goods, Hobby, Book & Music Stores	451	\$28,969,646	\$77,461,481	-\$48,491,835	-45.6	31
Sporting Goods/Hobby/Musical Instr Stores	4511	\$22,783,727	\$67,163,112	-\$44,379,385	-49.3	27
Book, Periodical & Music Stores	4512	\$6,185,919	\$10,298,368	-\$4,112,449	-24.9	3
General Merchandise Stores	452	\$240,804,556	\$240,185,149	\$619,407	0.1	27
Department Stores Excluding Leased Depts.	4521	\$178,548,254	\$201,859,179	-\$23,310,925	-6.1	13
Other General Merchandise Stores	4529	\$62,256,302	\$38,325,970	\$23,930,332	23.8	14
Miscellaneous Store Retailers	453	\$49,822,790	\$69,841,977	-\$20,019,187	-16.7	77
Florists	4531	\$2,181,618	\$3,249,586	-\$1,067,968	-19.7	7
Office Supplies, Stationery & Gift Stores	4532	\$10,106,683	\$20,519,955	-\$10,413,272	-34.0	21
Used Merchandise Stores	4533	\$5,631,505	\$5,151,669	\$479,836	4.4	16
Other Miscellaneous Store Retailers	4539	\$31,902,983	\$40,920,768	-\$9,017,785	-12.4	33
Nonstore Retailers	454	\$14,405,988	\$4,292,041	\$10,113,947	54.1	5
Electronic Shopping & Mail-Order Houses	4541	\$7,602,790	\$0	\$7,602,790	100.0	0
Vending Machine Operators	4542	\$2,182,045	\$0	\$2,182,045	100.0	0
Direct Selling Establishments	4543	\$4,621,153	\$3,065,691	\$1,555,462	20.2	5
Food Services & Drinking Places	722	\$142,071,495	\$238,918,837	-\$96,847,342	-25.4	242
Special Food Services	7223	\$3,652,363	\$2,047,100	\$1,605,263	28.2	5
Drinking Places - Alcoholic Beverages	7224	\$3,136,761	\$5,337,039	-\$2,200,278	-26.0	7
Restaurants/Other Eating Places	7225	\$135,282,370	\$231,534,698	-\$96,252,328	-26.2	230

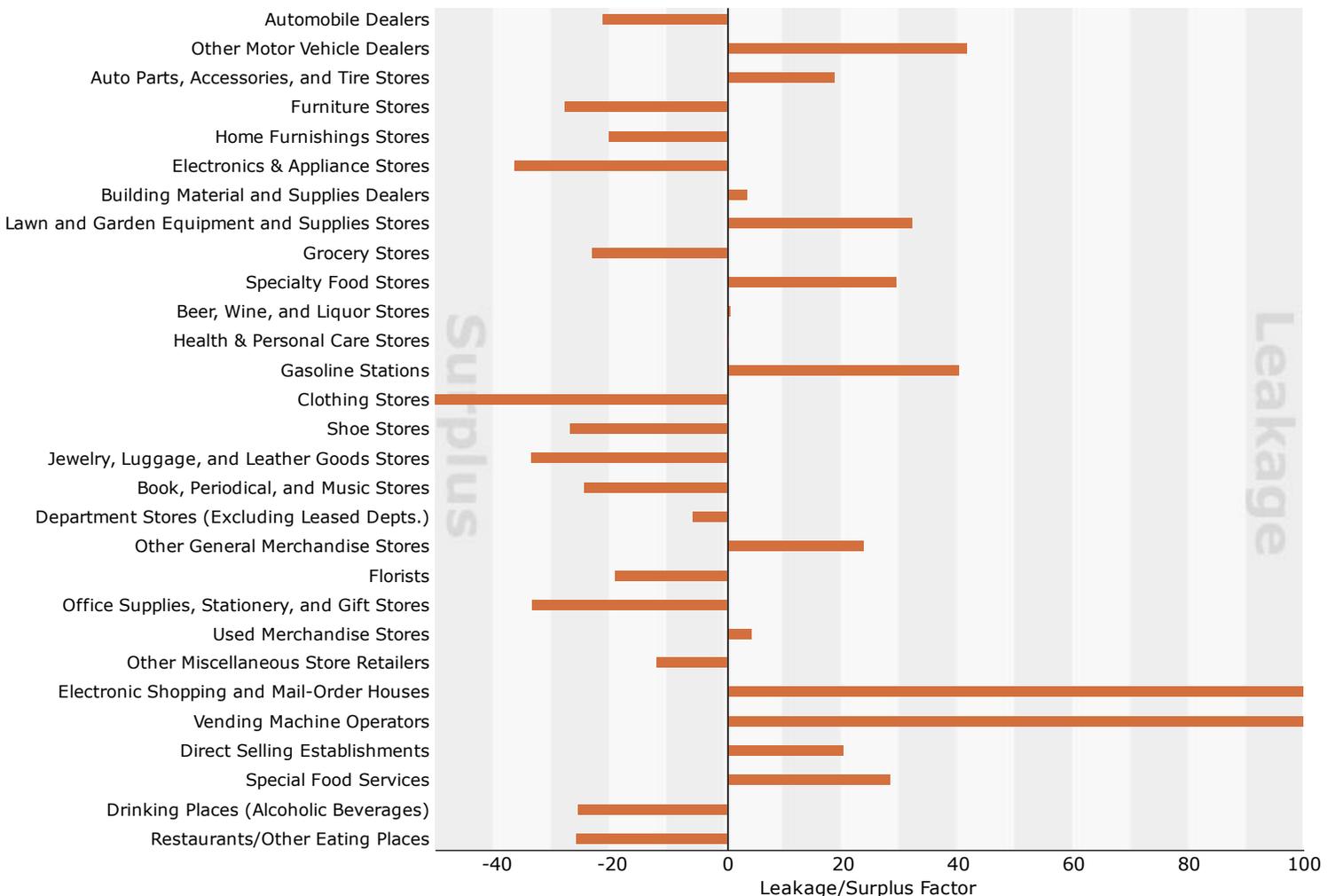
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## 2017 Leakage/Surplus Factor by Industry Subsector



## 2017 Leakage/Surplus Factor by Industry Group



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# 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

2018 Population	188,613
2018 Households	81,115
2018 Median Disposable Income	\$58,901
2018 Per Capita Income	\$45,602

## 2017 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	\$3,710,160,729	\$5,096,108,163	-\$1,385,947,434	-15.7	1,941
Total Retail Trade	44-45	\$3,341,665,171	\$4,493,489,679	-\$1,151,824,508	-14.7	1,312
Total Food & Drink	722	\$368,495,558	\$602,618,484	-\$234,122,926	-24.1	629

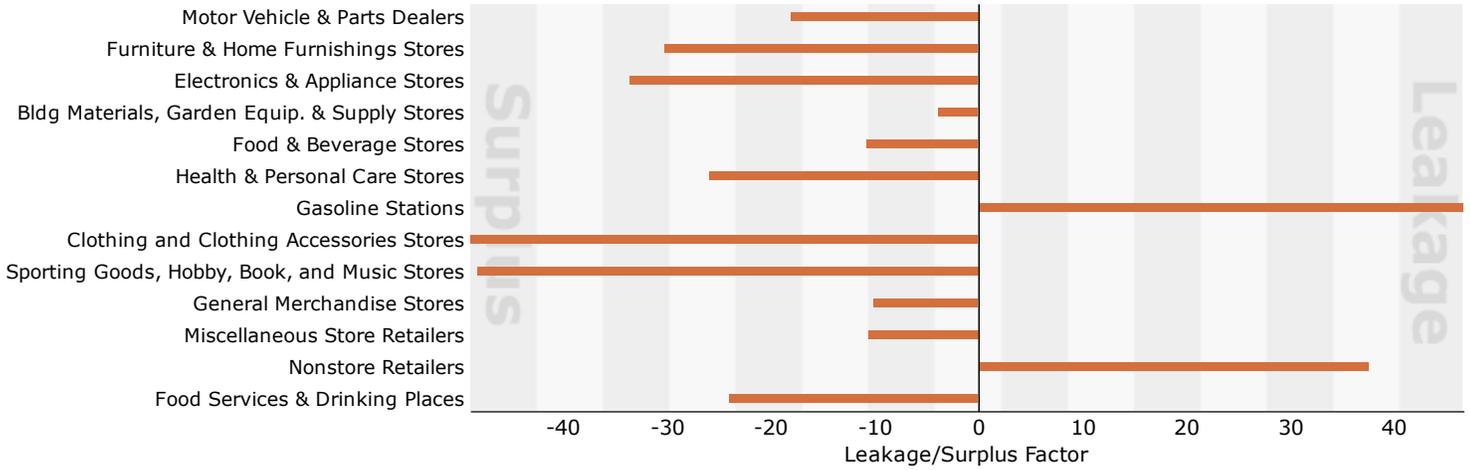
## 2017 Industry Group

	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$710,722,550	\$1,027,143,549	-\$316,420,999	-18.2	118
Automobile Dealers	4411	\$567,564,455	\$901,971,422	-\$334,406,967	-22.8	48
Other Motor Vehicle Dealers	4412	\$70,966,837	\$59,952,754	\$11,014,083	8.4	16
Auto Parts, Accessories & Tire Stores	4413	\$72,191,258	\$65,219,373	\$6,971,885	5.1	54
Furniture & Home Furnishings Stores	442	\$106,033,268	\$198,322,782	-\$92,289,514	-30.3	107
Furniture Stores	4421	\$64,531,926	\$124,023,709	-\$59,491,783	-31.6	68
Home Furnishings Stores	4422	\$41,501,341	\$74,299,073	-\$32,797,732	-28.3	39
Electronics & Appliance Stores	443	\$82,912,328	\$167,378,923	-\$84,466,595	-33.7	74
Bldg Materials, Garden Equip. & Supply Stores	444	\$228,482,924	\$247,569,916	-\$19,086,992	-4.0	93
Bldg Material & Supplies Dealers	4441	\$218,195,577	\$238,418,534	-\$20,222,957	-4.4	76
Lawn & Garden Equip & Supply Stores	4442	\$10,287,346	\$9,151,382	\$1,135,964	5.8	17
Food & Beverage Stores	445	\$593,810,392	\$738,262,627	-\$144,452,235	-10.8	109
Grocery Stores	4451	\$519,502,234	\$663,058,474	-\$143,556,240	-12.1	52
Specialty Food Stores	4452	\$19,618,013	\$30,036,292	-\$10,418,279	-21.0	34
Beer, Wine & Liquor Stores	4453	\$54,690,145	\$45,167,861	\$9,522,284	9.5	23
Health & Personal Care Stores	446,4461	\$211,516,188	\$360,087,375	-\$148,571,187	-26.0	140
Gasoline Stations	447,4471	\$387,252,074	\$140,641,164	\$246,610,910	46.7	40
Clothing & Clothing Accessories Stores	448	\$156,080,202	\$455,402,401	-\$299,322,199	-49.0	269
Clothing Stores	4481	\$97,258,959	\$341,813,075	-\$244,554,116	-55.7	187
Shoe Stores	4482	\$28,875,151	\$61,804,997	-\$32,929,846	-36.3	38
Jewelry, Luggage & Leather Goods Stores	4483	\$29,946,093	\$51,784,329	-\$21,838,236	-26.7	44
Sporting Goods, Hobby, Book & Music Stores	451	\$75,163,965	\$216,252,292	-\$141,088,327	-48.4	89
Sporting Goods/Hobby/Musical Instr Stores	4511	\$59,140,265	\$181,096,554	-\$121,956,289	-50.8	78
Book, Periodical & Music Stores	4512	\$16,023,700	\$35,155,739	-\$19,132,039	-37.4	11
General Merchandise Stores	452	\$624,103,977	\$766,335,453	-\$142,231,476	-10.2	66
Department Stores Excluding Leased Depts.	4521	\$463,247,472	\$509,229,326	-\$45,981,854	-4.7	26
Other General Merchandise Stores	4529	\$160,856,505	\$257,106,127	-\$96,249,622	-23.0	40
Miscellaneous Store Retailers	453	\$128,356,196	\$159,211,944	-\$30,855,748	-10.7	186
Florists	4531	\$5,789,607	\$13,213,696	-\$7,424,089	-39.1	14
Office Supplies, Stationery & Gift Stores	4532	\$26,238,203	\$40,613,912	-\$14,375,709	-21.5	52
Used Merchandise Stores	4533	\$14,598,255	\$14,745,901	-\$147,646	-0.5	40
Other Miscellaneous Store Retailers	4539	\$81,730,132	\$90,638,435	-\$8,908,303	-5.2	80
Nonstore Retailers	454	\$37,231,108	\$16,881,254	\$20,349,854	37.6	21
Electronic Shopping & Mail-Order Houses	4541	\$19,699,597	\$3,542,317	\$16,157,280	69.5	6
Vending Machine Operators	4542	\$5,628,193	\$7,466,927	-\$1,838,734	-14.0	5
Direct Selling Establishments	4543	\$11,903,318	\$5,872,010	\$6,031,308	33.9	10
Food Services & Drinking Places	722	\$368,495,558	\$602,618,484	-\$234,122,926	-24.1	629
Special Food Services	7223	\$9,617,881	\$4,571,192	\$5,046,689	35.6	13
Drinking Places - Alcoholic Beverages	7224	\$8,080,732	\$12,590,872	-\$4,510,140	-21.8	19
Restaurants/Other Eating Places	7225	\$350,796,945	\$585,456,420	-\$234,659,475	-25.1	598

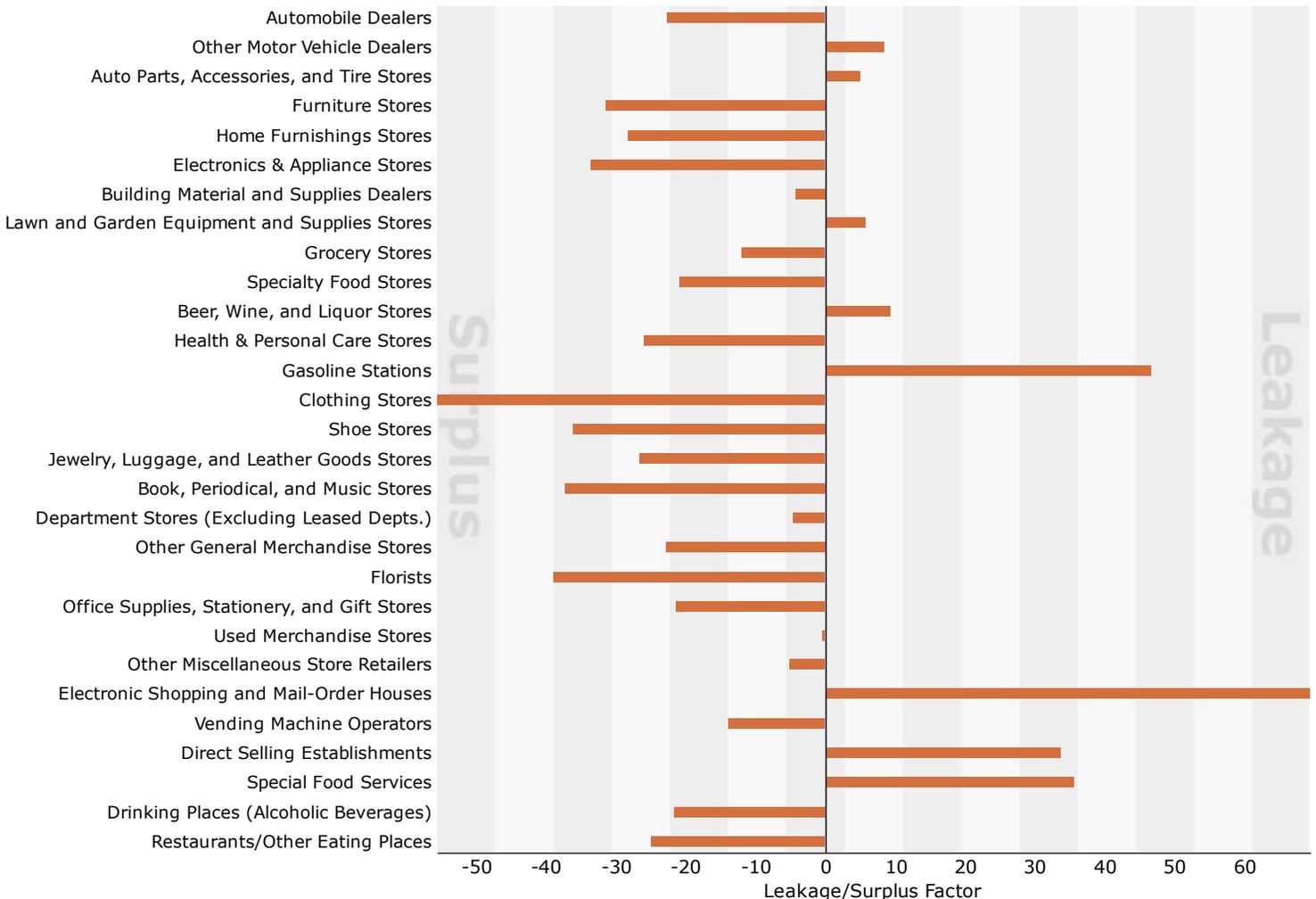
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## 2017 Leakage/Surplus Factor by Industry Subsector



## 2017 Leakage/Surplus Factor by Industry Group



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