



## Retail Market Potential

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		2018	2023
Population		9,603	10,094
Population 18+		7,452	7,879
Households		3,782	3,969
Median Household Income		\$85,675	\$91,938

  

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
<b>Apparel (Adults)</b>			
Bought any men's clothing in last 12 months	3,739	50.2%	106
Bought any women's clothing in last 12 months	3,334	44.7%	103
Bought clothing for child <13 years in last 6 months	1,869	25.1%	93
Bought any shoes in last 12 months	4,323	58.0%	109
Bought costume jewelry in last 12 months	1,489	20.0%	110
Bought any fine jewelry in last 12 months	1,352	18.1%	101
Bought a watch in last 12 months	1,219	16.4%	103
<b>Automobiles (Households)</b>			
HH owns/leases any vehicle	3,488	92.2%	108
HH bought/leased new vehicle last 12 mo	492	13.0%	135
<b>Automotive Aftermarket (Adults)</b>			
Bought gasoline in last 6 months	6,718	90.2%	106
Bought/changed motor oil in last 12 months	3,537	47.5%	100
Had tune-up in last 12 months	2,187	29.3%	114
<b>Beverages (Adults)</b>			
Drank bottled water/seltzer in last 6 months	5,282	70.9%	102
Drank regular cola in last 6 months	2,888	38.8%	88
Drank beer/ale in last 6 months	3,409	45.7%	108
<b>Cameras (Adults)</b>			
Own digital point & shoot camera/camcorder	1,179	15.8%	136
Own digital SLR camera/camcorder	805	10.8%	139
Printed digital photos in last 12 months	2,195	29.5%	127
<b>Cell Phones (Adults/Households)</b>			
Bought cell phone in last 12 months	2,773	37.2%	103
Have a smartphone	6,150	82.5%	103
Have a smartphone: Android phone (any brand)	2,487	33.4%	86
Have a smartphone: Apple iPhone	3,530	47.4%	124
Number of cell phones in household: 1	999	26.4%	86
Number of cell phones in household: 2	1,524	40.3%	105
Number of cell phones in household: 3+	1,176	31.1%	113
HH has cell phone only (no landline telephone)	1,582	41.8%	80
<b>Computers (Households)</b>			
HH owns a computer	3,132	82.8%	111
HH owns desktop computer	1,759	46.5%	121
HH owns laptop/notebook	2,364	62.5%	111
HH owns any Apple/Mac brand computer	798	21.1%	119
HH owns any PC/non-Apple brand computer	2,641	69.8%	111
HH purchased most recent computer in a store	1,604	42.4%	115
HH purchased most recent computer online	624	16.5%	123
Spent <\$500 on most recent home computer	532	14.1%	93
Spent \$500-\$999 on most recent home computer	817	21.6%	123
Spent \$1,000-\$1,499 on most recent home computer	466	12.3%	130
Spent \$1,500-\$1,999 on most recent home computer	231	6.1%	132
Spent \$2,000+ on most recent home computer	191	5.1%	124

**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.

**Source:** These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2018 and 2023.

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<b>Convenience Stores (Adults)</b>			
Shopped at convenience store in last 6 mos	4,788	64.3%	103
Bought brewed coffee at convenience store in last 30 days	1,048	14.1%	104
Bought cigarettes at convenience store in last 30 days	648	8.7%	80
Bought gas at convenience store in last 30 days	2,692	36.1%	98
Spent at convenience store in last 30 days: <\$20	636	8.5%	118
Spent at convenience store in last 30 days: \$20-\$39	789	10.6%	111
Spent at convenience store in last 30 days: \$40-\$50	667	9.0%	108
Spent at convenience store in last 30 days: \$51-\$99	391	5.2%	94
Spent at convenience store in last 30 days: \$100+	1,474	19.8%	89
<b>Entertainment (Adults)</b>			
Attended a movie in last 6 months	4,949	66.4%	112
Went to live theater in last 12 months	1,139	15.3%	132
Went to a bar/night club in last 12 months	1,396	18.7%	107
Dined out in last 12 months	4,518	60.6%	119
Gambled at a casino in last 12 months	1,024	13.7%	106
Visited a theme park in last 12 months	1,403	18.8%	99
Viewed movie (video-on-demand) in last 30 days	1,968	26.4%	145
Viewed TV show (video-on-demand) in last 30 days	1,444	19.4%	139
Watched any pay-per-view TV in last 12 months	1,036	13.9%	126
Downloaded a movie over the Internet in last 30 days	671	9.0%	99
Downloaded any individual song in last 6 months	1,697	22.8%	113
Watched a movie online in the last 30 days	1,870	25.1%	105
Watched a TV program online in last 30 days	1,422	19.1%	106
Played a video/electronic game (console) in last 12 months	704	9.4%	103
Played a video/electronic game (portable) in last 12 months	449	6.0%	116
<b>Financial (Adults)</b>			
Have home mortgage (1st)	2,967	39.8%	126
Used ATM/cash machine in last 12 months	4,326	58.1%	109
Own any stock	850	11.4%	158
Own U.S. savings bond	492	6.6%	137
Own shares in mutual fund (stock)	716	9.6%	139
Own shares in mutual fund (bonds)	552	7.4%	155
Have interest checking account	2,797	37.5%	127
Have non-interest checking account	2,344	31.5%	107
Have savings account	4,954	66.5%	114
Have 401K retirement savings plan	1,411	18.9%	122
Own/used any credit/debit card in last 12 months	6,472	86.8%	109
Avg monthly credit card expenditures: <\$111	856	11.5%	95
Avg monthly credit card expenditures: \$111-\$225	534	7.2%	100
Avg monthly credit card expenditures: \$226-\$450	615	8.3%	122
Avg monthly credit card expenditures: \$451-\$700	564	7.6%	122
Avg monthly credit card expenditures: \$701-\$1,000	543	7.3%	125
Avg monthly credit card expenditures: \$1,001+	1,281	17.2%	157
Did banking online in last 12 months	3,576	48.0%	122
Did banking on mobile device in last 12 months	2,091	28.1%	119
Paid bills online in last 12 months	4,224	56.7%	115

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<b>Grocery (Adults)</b>			
Used beef (fresh/frozen) in last 6 months	2,691	71.2%	104
Used bread in last 6 months	3,524	93.2%	100
Used chicken (fresh or frozen) in last 6 months	2,690	71.1%	103
Used turkey (fresh or frozen) in last 6 months	624	16.5%	108
Used fish/seafood (fresh or frozen) in last 6 months	2,192	58.0%	106
Used fresh fruit/vegetables in last 6 months	3,369	89.1%	102
Used fresh milk in last 6 months	3,266	86.4%	100
Used organic food in last 6 months	1,038	27.4%	116
<b>Health (Adults)</b>			
Exercise at home 2+ times per week	2,530	34.0%	122
Exercise at club 2+ times per week	1,370	18.4%	127
Visited a doctor in last 12 months	6,041	81.1%	105
Used vitamin/dietary supplement in last 6 months	4,447	59.7%	110
<b>Home (Households)</b>			
Any home improvement in last 12 months	1,316	34.8%	125
Used housekeeper/maid/professional HH cleaning service in last 12	737	19.5%	139
Purchased low ticket HH furnishings in last 12 months	714	18.9%	113
Purchased big ticket HH furnishings in last 12 months	952	25.2%	115
Bought any small kitchen appliance in last 12 months	917	24.2%	108
Bought any large kitchen appliance in last 12 months	637	16.8%	119
<b>Insurance (Adults/Households)</b>			
Currently carry life insurance	3,761	50.5%	113
Carry medical/hospital/accident insurance	6,139	82.4%	110
Carry homeowner insurance	4,459	59.8%	126
Carry renter's insurance	585	7.9%	91
Have auto insurance: 1 vehicle in household covered	1,035	27.4%	89
Have auto insurance: 2 vehicles in household covered	1,288	34.1%	118
Have auto insurance: 3+ vehicles in household covered	1,061	28.1%	123
<b>Pets (Households)</b>			
Household owns any pet	2,223	58.8%	108
Household owns any cat	958	25.3%	110
Household owns any dog	1,677	44.3%	106
<b>Psychographics (Adults)</b>			
Buying American is important to me	3,089	41.5%	102
Usually buy items on credit rather than wait	1,074	14.4%	110
Usually buy based on quality - not price	1,484	19.9%	103
Price is usually more important than brand name	2,025	27.2%	97
Usually use coupons for brands I buy often	1,361	18.3%	102
Am interested in how to help the environment	1,283	17.2%	94
Usually pay more for environ safe product	1,067	14.3%	101
Usually value green products over convenience	723	9.7%	86
Likely to buy a brand that supports a charity	2,568	34.5%	99
<b>Reading (Adults)</b>			
Bought digital book in last 12 months	1,213	16.3%	122
Bought hardcover book in last 12 months	1,761	23.6%	119
Bought paperback book in last 12 month	2,440	32.7%	113
Read any daily newspaper (paper version)	1,926	25.8%	125
Read any digital newspaper in last 30 days	3,269	43.9%	117
Read any magazine (paper/electronic version) in last 6 months	7,052	94.6%	104

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<b>Restaurants (Adults)</b>			
Went to family restaurant/steak house in last 6 months	5,869	78.8%	104
Went to family restaurant/steak house: 4+ times a month	2,191	29.4%	109
Went to fast food/drive-in restaurant in last 6 months	6,738	90.4%	100
Went to fast food/drive-in restaurant 9+ times/mo	2,911	39.1%	99
Fast food/drive-in last 6 months: eat in	2,736	36.7%	100
Fast food/drive-in last 6 months: home delivery	520	7.0%	83
Fast food/drive-in last 6 months: take-out/drive-thru	3,524	47.3%	100
Fast food/drive-in last 6 months: take-out/walk-in	1,625	21.8%	104
<b>Television &amp; Electronics (Adults/Households)</b>			
Own any tablet	3,904	52.4%	115
Own any e-reader	701	9.4%	127
Own e-reader/tablet: iPad	2,494	33.5%	126
HH has Internet connectable TV	1,185	31.3%	121
Own any portable MP3 player	1,834	24.6%	114
HH owns 1 TV	642	17.0%	81
HH owns 2 TVs	1,044	27.6%	102
HH owns 3 TVs	871	23.0%	110
HH owns 4+ TVs	851	22.5%	126
HH subscribes to cable TV	1,976	52.2%	117
HH subscribes to fiber optic	448	11.8%	149
HH owns portable GPS navigation device	1,198	31.7%	127
HH purchased video game system in last 12 mos	315	8.3%	98
HH owns any Internet video device for TV	916	24.2%	119
<b>Travel (Adults)</b>			
Domestic travel in last 12 months	4,637	62.2%	120
Took 3+ domestic non-business trips in last 12 months	1,184	15.9%	134
Spent on domestic vacations in last 12 months: <\$1,000	783	10.5%	97
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	590	7.9%	132
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	330	4.4%	112
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	384	5.2%	135
Spent on domestic vacations in last 12 months: \$3,000+	645	8.7%	138
Domestic travel in the 12 months: used general travel website	591	7.9%	115
Foreign travel in last 3 years	2,484	33.3%	126
Took 3+ foreign trips by plane in last 3 years	461	6.2%	129
Spent on foreign vacations in last 12 months: <\$1,000	422	5.7%	121
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	351	4.7%	125
Spent on foreign vacations in last 12 months: \$3,000+	574	7.7%	130
Foreign travel in last 3 years: used general travel website	576	7.7%	128
Nights spent in hotel/motel in last 12 months: any	3,949	53.0%	121
Took cruise of more than one day in last 3 years	853	11.4%	134
Member of any frequent flyer program	1,972	26.5%	152
Member of any hotel rewards program	1,690	22.7%	135

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Demographic Summary		2018	2023
Population		73,160	75,759
Population 18+		58,571	61,015
Households		32,204	33,323
Median Household Income		\$72,820	\$81,003

  

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
<b>Apparel (Adults)</b>			
Bought any men's clothing in last 12 months	27,996	47.8%	101
Bought any women's clothing in last 12 months	26,865	45.9%	106
Bought clothing for child <13 years in last 6 months	14,562	24.9%	93
Bought any shoes in last 12 months	33,704	57.5%	108
Bought costume jewelry in last 12 months	11,757	20.1%	110
Bought any fine jewelry in last 12 months	10,794	18.4%	103
Bought a watch in last 12 months	9,455	16.1%	102
<b>Automobiles (Households)</b>			
HH owns/leases any vehicle	29,195	90.7%	106
HH bought/leased new vehicle last 12 mo	3,722	11.6%	120
<b>Automotive Aftermarket (Adults)</b>			
Bought gasoline in last 6 months	52,576	89.8%	105
Bought/changed motor oil in last 12 months	26,709	45.6%	96
Had tune-up in last 12 months	16,700	28.5%	111
<b>Beverages (Adults)</b>			
Drank bottled water/seltzer in last 6 months	40,426	69.0%	99
Drank regular cola in last 6 months	21,682	37.0%	84
Drank beer/ale in last 6 months	26,609	45.4%	108
<b>Cameras (Adults)</b>			
Own digital point & shoot camera/camcorder	8,669	14.8%	127
Own digital SLR camera/camcorder	5,792	9.9%	127
Printed digital photos in last 12 months	16,071	27.4%	118
<b>Cell Phones (Adults/Households)</b>			
Bought cell phone in last 12 months	20,441	34.9%	97
Have a smartphone	48,951	83.6%	105
Have a smartphone: Android phone (any brand)	19,444	33.2%	86
Have a smartphone: Apple iPhone	28,193	48.1%	126
Number of cell phones in household: 1	10,263	31.9%	103
Number of cell phones in household: 2	13,117	40.7%	106
Number of cell phones in household: 3+	8,027	24.9%	90
HH has cell phone only (no landline telephone)	15,690	48.7%	93
<b>Computers (Households)</b>			
HH owns a computer	26,242	81.5%	110
HH owns desktop computer	13,668	42.4%	111
HH owns laptop/notebook	20,170	62.6%	111
HH owns any Apple/Mac brand computer	7,160	22.2%	125
HH owns any PC/non-Apple brand computer	21,601	67.1%	107
HH purchased most recent computer in a store	13,209	41.0%	111
HH purchased most recent computer online	5,171	16.1%	120
Spent <\$500 on most recent home computer	4,679	14.5%	96
Spent \$500-\$999 on most recent home computer	6,549	20.3%	116
Spent \$1,000-\$1,499 on most recent home computer	3,771	11.7%	123
Spent \$1,500-\$1,999 on most recent home computer	2,030	6.3%	136
Spent \$2,000+ on most recent home computer	1,603	5.0%	123

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<b>Convenience Stores (Adults)</b>			
Shopped at convenience store in last 6 mos	36,541	62.4%	100
Bought brewed coffee at convenience store in last 30 days	7,658	13.1%	97
Bought cigarettes at convenience store in last 30 days	5,075	8.7%	79
Bought gas at convenience store in last 30 days	20,713	35.4%	96
Spent at convenience store in last 30 days: <\$20	5,010	8.6%	119
Spent at convenience store in last 30 days: \$20-\$39	5,733	9.8%	102
Spent at convenience store in last 30 days: \$40-\$50	5,028	8.6%	104
Spent at convenience store in last 30 days: \$51-\$99	3,400	5.8%	104
Spent at convenience store in last 30 days: \$100+	11,452	19.6%	88
<b>Entertainment (Adults)</b>			
Attended a movie in last 6 months	38,319	65.4%	110
Went to live theater in last 12 months	9,448	16.1%	139
Went to a bar/night club in last 12 months	11,339	19.4%	111
Dined out in last 12 months	34,663	59.2%	116
Gambled at a casino in last 12 months	7,885	13.5%	104
Visited a theme park in last 12 months	10,929	18.7%	99
Viewed movie (video-on-demand) in last 30 days	14,081	24.0%	132
Viewed TV show (video-on-demand) in last 30 days	10,616	18.1%	130
Watched any pay-per-view TV in last 12 months	7,207	12.3%	112
Downloaded a movie over the Internet in last 30 days	5,442	9.3%	102
Downloaded any individual song in last 6 months	13,074	22.3%	111
Watched a movie online in the last 30 days	15,738	26.9%	112
Watched a TV program online in last 30 days	12,344	21.1%	117
Played a video/electronic game (console) in last 12 months	5,464	9.3%	102
Played a video/electronic game (portable) in last 12 months	3,232	5.5%	106
<b>Financial (Adults)</b>			
Have home mortgage (1st)	22,395	38.2%	121
Used ATM/cash machine in last 12 months	34,101	58.2%	109
Own any stock	6,148	10.5%	145
Own U.S. savings bond	3,578	6.1%	127
Own shares in mutual fund (stock)	5,655	9.7%	140
Own shares in mutual fund (bonds)	4,001	6.8%	143
Have interest checking account	21,173	36.1%	123
Have non-interest checking account	18,302	31.2%	106
Have savings account	38,330	65.4%	112
Have 401K retirement savings plan	10,658	18.2%	117
Own/used any credit/debit card in last 12 months	50,376	86.0%	108
Avg monthly credit card expenditures: <\$111	6,798	11.6%	96
Avg monthly credit card expenditures: \$111-\$225	4,200	7.2%	100
Avg monthly credit card expenditures: \$226-\$450	4,488	7.7%	114
Avg monthly credit card expenditures: \$451-\$700	4,443	7.6%	122
Avg monthly credit card expenditures: \$701-\$1,000	4,340	7.4%	127
Avg monthly credit card expenditures: \$1,001+	9,159	15.6%	143
Did banking online in last 12 months	27,784	47.4%	121
Did banking on mobile device in last 12 months	16,153	27.6%	117
Paid bills online in last 12 months	33,065	56.5%	115

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
<b>Grocery (Adults)</b>			
Used beef (fresh/frozen) in last 6 months	21,757	67.6%	98
Used bread in last 6 months	29,902	92.9%	99
Used chicken (fresh or frozen) in last 6 months	22,112	68.7%	100
Used turkey (fresh or frozen) in last 6 months	4,911	15.2%	100
Used fish/seafood (fresh or frozen) in last 6 months	18,004	55.9%	102
Used fresh fruit/vegetables in last 6 months	28,311	87.9%	101
Used fresh milk in last 6 months	27,437	85.2%	99
Used organic food in last 6 months	9,035	28.1%	119
<b>Health (Adults)</b>			
Exercise at home 2+ times per week	19,826	33.8%	121
Exercise at club 2+ times per week	10,923	18.6%	129
Visited a doctor in last 12 months	46,904	80.1%	104
Used vitamin/dietary supplement in last 6 months	34,112	58.2%	108
<b>Home (Households)</b>			
Any home improvement in last 12 months	9,920	30.8%	111
Used housekeeper/maid/professional HH cleaning service in last 12	5,688	17.7%	126
Purchased low ticket HH furnishings in last 12 months	6,043	18.8%	112
Purchased big ticket HH furnishings in last 12 months	7,979	24.8%	113
Bought any small kitchen appliance in last 12 months	7,468	23.2%	103
Bought any large kitchen appliance in last 12 months	4,772	14.8%	105
<b>Insurance (Adults/Households)</b>			
Currently carry life insurance	28,906	49.4%	111
Carry medical/hospital/accident insurance	47,220	80.6%	108
Carry homeowner insurance	32,496	55.5%	117
Carry renter's insurance	5,915	10.1%	117
Have auto insurance: 1 vehicle in household covered	10,155	31.5%	103
Have auto insurance: 2 vehicles in household covered	10,438	32.4%	112
Have auto insurance: 3+ vehicles in household covered	7,589	23.6%	103
<b>Pets (Households)</b>			
Household owns any pet	17,562	54.5%	100
Household owns any cat	7,392	23.0%	100
Household owns any dog	12,925	40.1%	96
<b>Psychographics (Adults)</b>			
Buying American is important to me	23,299	39.8%	98
Usually buy items on credit rather than wait	8,288	14.2%	108
Usually buy based on quality - not price	11,786	20.1%	104
Price is usually more important than brand name	16,233	27.7%	99
Usually use coupons for brands I buy often	10,622	18.1%	101
Am interested in how to help the environment	10,515	18.0%	98
Usually pay more for environ safe product	8,566	14.6%	103
Usually value green products over convenience	6,469	11.0%	97
Likely to buy a brand that supports a charity	20,209	34.5%	100
<b>Reading (Adults)</b>			
Bought digital book in last 12 months	10,094	17.2%	129
Bought hardcover book in last 12 months	13,670	23.3%	117
Bought paperback book in last 12 month	19,691	33.6%	116
Read any daily newspaper (paper version)	14,802	25.3%	123
Read any digital newspaper in last 30 days	26,520	45.3%	120
Read any magazine (paper/electronic version) in last 6 months	54,835	93.6%	103

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July 11, 2018



## Retail Market Potential

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

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
<b>Restaurants (Adults)</b>			
Went to family restaurant/steak house in last 6 months	45,715	78.1%	103
Went to family restaurant/steak house: 4+ times a month	17,024	29.1%	108
Went to fast food/drive-in restaurant in last 6 months	52,923	90.4%	100
Went to fast food/drive-in restaurant 9+ times/mo	22,348	38.2%	96
Fast food/drive-in last 6 months: eat in	21,660	37.0%	101
Fast food/drive-in last 6 months: home delivery	4,701	8.0%	96
Fast food/drive-in last 6 months: take-out/drive-thru	27,593	47.1%	100
Fast food/drive-in last 6 months: take-out/walk-in	13,083	22.3%	106
<b>Television &amp; Electronics (Adults/Households)</b>			
Own any tablet	30,507	52.1%	114
Own any e-reader	5,725	9.8%	132
Own e-reader/tablet: iPad	19,709	33.6%	126
HH has Internet connectable TV	9,165	28.5%	110
Own any portable MP3 player	14,447	24.7%	115
HH owns 1 TV	6,716	20.9%	100
HH owns 2 TVs	8,859	27.5%	102
HH owns 3 TVs	6,844	21.3%	101
HH owns 4+ TVs	5,994	18.6%	105
HH subscribes to cable TV	17,105	53.1%	119
HH subscribes to fiber optic	3,056	9.5%	119
HH owns portable GPS navigation device	9,021	28.0%	113
HH purchased video game system in last 12 mos	2,296	7.1%	84
HH owns any Internet video device for TV	7,649	23.8%	116
<b>Travel (Adults)</b>			
Domestic travel in last 12 months	36,498	62.3%	120
Took 3+ domestic non-business trips in last 12 months	9,427	16.1%	135
Spent on domestic vacations in last 12 months: <\$1,000	6,666	11.4%	105
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	4,691	8.0%	134
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	2,739	4.7%	119
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	2,980	5.1%	133
Spent on domestic vacations in last 12 months: \$3,000+	4,891	8.4%	133
Domestic travel in the 12 months: used general travel website	4,898	8.4%	121
Foreign travel in last 3 years	19,401	33.1%	125
Took 3+ foreign trips by plane in last 3 years	3,699	6.3%	131
Spent on foreign vacations in last 12 months: <\$1,000	3,537	6.0%	129
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	2,493	4.3%	113
Spent on foreign vacations in last 12 months: \$3,000+	4,598	7.9%	133
Foreign travel in last 3 years: used general travel website	4,698	8.0%	133
Nights spent in hotel/motel in last 12 months: any	30,662	52.4%	120
Took cruise of more than one day in last 3 years	6,263	10.7%	125
Member of any frequent flyer program	15,313	26.1%	150
Member of any hotel rewards program	13,124	22.4%	134

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July 11, 2018





## Retail Market Potential

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		2018	2023
Population		188,613	195,754
Population 18+		149,176	155,737
Households		81,115	84,033
Median Household Income		\$75,828	\$83,533

  

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
<b>Apparel (Adults)</b>			
Bought any men's clothing in last 12 months	71,830	48.2%	102
Bought any women's clothing in last 12 months	68,431	45.9%	106
Bought clothing for child <13 years in last 6 months	38,826	26.0%	97
Bought any shoes in last 12 months	85,778	57.5%	108
Bought costume jewelry in last 12 months	29,866	20.0%	110
Bought any fine jewelry in last 12 months	27,557	18.5%	103
Bought a watch in last 12 months	24,255	16.3%	103
<b>Automobiles (Households)</b>			
HH owns/leases any vehicle	73,796	91.0%	106
HH bought/leased new vehicle last 12 mo	9,587	11.8%	122
<b>Automotive Aftermarket (Adults)</b>			
Bought gasoline in last 6 months	134,210	90.0%	105
Bought/changed motor oil in last 12 months	68,480	45.9%	96
Had tune-up in last 12 months	42,725	28.6%	111
<b>Beverages (Adults)</b>			
Drank bottled water/seltzer in last 6 months	103,805	69.6%	100
Drank regular cola in last 6 months	55,965	37.5%	85
Drank beer/ale in last 6 months	67,875	45.5%	108
<b>Cameras (Adults)</b>			
Own digital point & shoot camera/camcorder	22,079	14.8%	127
Own digital SLR camera/camcorder	14,885	10.0%	128
Printed digital photos in last 12 months	41,315	27.7%	119
<b>Cell Phones (Adults/Households)</b>			
Bought cell phone in last 12 months	52,430	35.1%	97
Have a smartphone	125,349	84.0%	105
Have a smartphone: Android phone (any brand)	49,903	33.5%	86
Have a smartphone: Apple iPhone	72,090	48.3%	126
Number of cell phones in household: 1	24,342	30.0%	97
Number of cell phones in household: 2	32,809	40.4%	105
Number of cell phones in household: 3+	22,025	27.2%	98
HH has cell phone only (no landline telephone)	39,072	48.2%	92
<b>Computers (Households)</b>			
HH owns a computer	66,666	82.2%	110
HH owns desktop computer	34,949	43.1%	112
HH owns laptop/notebook	51,385	63.3%	112
HH owns any Apple/Mac brand computer	18,530	22.8%	129
HH owns any PC/non-Apple brand computer	54,657	67.4%	107
HH purchased most recent computer in a store	33,632	41.5%	112
HH purchased most recent computer online	13,221	16.3%	121
Spent <\$500 on most recent home computer	11,998	14.8%	97
Spent \$500-\$999 on most recent home computer	16,483	20.3%	115
Spent \$1,000-\$1,499 on most recent home computer	9,571	11.8%	124
Spent \$1,500-\$1,999 on most recent home computer	5,121	6.3%	137
Spent \$2,000+ on most recent home computer	4,214	5.2%	128

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July 11, 2018



## Retail Market Potential

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

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
<b>Convenience Stores (Adults)</b>			
Shopped at convenience store in last 6 mos	92,939	62.3%	100
Bought brewed coffee at convenience store in last 30 days	19,504	13.1%	97
Bought cigarettes at convenience store in last 30 days	12,866	8.6%	79
Bought gas at convenience store in last 30 days	53,063	35.6%	97
Spent at convenience store in last 30 days: <\$20	12,624	8.5%	117
Spent at convenience store in last 30 days: \$20-\$39	14,900	10.0%	104
Spent at convenience store in last 30 days: \$40-\$50	12,608	8.5%	102
Spent at convenience store in last 30 days: \$51-\$99	8,410	5.6%	101
Spent at convenience store in last 30 days: \$100+	29,686	19.9%	90
<b>Entertainment (Adults)</b>			
Attended a movie in last 6 months	98,029	65.7%	110
Went to live theater in last 12 months	23,708	15.9%	137
Went to a bar/night club in last 12 months	29,342	19.7%	113
Dined out in last 12 months	87,948	59.0%	116
Gambled at a casino in last 12 months	20,170	13.5%	104
Visited a theme park in last 12 months	28,977	19.4%	103
Viewed movie (video-on-demand) in last 30 days	36,093	24.2%	133
Viewed TV show (video-on-demand) in last 30 days	27,314	18.3%	131
Watched any pay-per-view TV in last 12 months	18,827	12.6%	115
Downloaded a movie over the Internet in last 30 days	14,582	9.8%	108
Downloaded any individual song in last 6 months	33,806	22.7%	112
Watched a movie online in the last 30 days	40,169	26.9%	112
Watched a TV program online in last 30 days	31,553	21.2%	118
Played a video/electronic game (console) in last 12 months	13,835	9.3%	102
Played a video/electronic game (portable) in last 12 months	8,104	5.4%	105
<b>Financial (Adults)</b>			
Have home mortgage (1st)	58,758	39.4%	125
Used ATM/cash machine in last 12 months	87,855	58.9%	110
Own any stock	15,671	10.5%	145
Own U.S. savings bond	9,238	6.2%	128
Own shares in mutual fund (stock)	14,932	10.0%	145
Own shares in mutual fund (bonds)	10,335	6.9%	145
Have interest checking account	53,943	36.2%	123
Have non-interest checking account	46,654	31.3%	106
Have savings account	98,232	65.8%	113
Have 401K retirement savings plan	28,107	18.8%	122
Own/used any credit/debit card in last 12 months	128,245	86.0%	108
Avg monthly credit card expenditures: <\$111	17,510	11.7%	98
Avg monthly credit card expenditures: \$111-\$225	10,895	7.3%	102
Avg monthly credit card expenditures: \$226-\$450	11,280	7.6%	112
Avg monthly credit card expenditures: \$451-\$700	11,115	7.5%	120
Avg monthly credit card expenditures: \$701-\$1,000	11,015	7.4%	127
Avg monthly credit card expenditures: \$1,001+	23,529	15.8%	144
Did banking online in last 12 months	71,381	47.9%	122
Did banking on mobile device in last 12 months	41,246	27.6%	117
Paid bills online in last 12 months	84,607	56.7%	115

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July 11, 2018



## Retail Market Potential

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

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
<b>Grocery (Adults)</b>			
Used beef (fresh/frozen) in last 6 months	55,434	68.3%	100
Used bread in last 6 months	75,604	93.2%	100
Used chicken (fresh or frozen) in last 6 months	56,214	69.3%	101
Used turkey (fresh or frozen) in last 6 months	12,489	15.4%	101
Used fish/seafood (fresh or frozen) in last 6 months	45,370	55.9%	102
Used fresh fruit/vegetables in last 6 months	71,593	88.3%	101
Used fresh milk in last 6 months	69,577	85.8%	100
Used organic food in last 6 months	22,708	28.0%	118
<b>Health (Adults)</b>			
Exercise at home 2+ times per week	50,395	33.8%	121
Exercise at club 2+ times per week	28,158	18.9%	131
Visited a doctor in last 12 months	119,421	80.1%	104
Used vitamin/dietary supplement in last 6 months	86,303	57.9%	107
<b>Home (Households)</b>			
Any home improvement in last 12 months	25,669	31.6%	114
Used housekeeper/maid/professional HH cleaning service in last 12	14,744	18.2%	130
Purchased low ticket HH furnishings in last 12 months	15,220	18.8%	112
Purchased big ticket HH furnishings in last 12 months	20,140	24.8%	113
Bought any small kitchen appliance in last 12 months	18,820	23.2%	103
Bought any large kitchen appliance in last 12 months	12,211	15.1%	107
<b>Insurance (Adults/Households)</b>			
Currently carry life insurance	74,278	49.8%	112
Carry medical/hospital/accident insurance	119,974	80.4%	108
Carry homeowner insurance	83,178	55.8%	118
Carry renter's insurance	14,730	9.9%	115
Have auto insurance: 1 vehicle in household covered	24,751	30.5%	100
Have auto insurance: 2 vehicles in household covered	26,719	32.9%	114
Have auto insurance: 3+ vehicles in household covered	19,811	24.4%	107
<b>Pets (Households)</b>			
Household owns any pet	44,674	55.1%	101
Household owns any cat	18,197	22.4%	98
Household owns any dog	33,433	41.2%	99
<b>Psychographics (Adults)</b>			
Buying American is important to me	58,560	39.3%	97
Usually buy items on credit rather than wait	20,942	14.0%	107
Usually buy based on quality - not price	29,518	19.8%	102
Price is usually more important than brand name	41,251	27.7%	99
Usually use coupons for brands I buy often	26,562	17.8%	99
Am interested in how to help the environment	26,796	18.0%	98
Usually pay more for environ safe product	21,444	14.4%	101
Usually value green products over convenience	16,081	10.8%	95
Likely to buy a brand that supports a charity	51,640	34.6%	100
<b>Reading (Adults)</b>			
Bought digital book in last 12 months	25,804	17.3%	130
Bought hardcover book in last 12 months	34,903	23.4%	118
Bought paperback book in last 12 month	50,123	33.6%	116
Read any daily newspaper (paper version)	36,146	24.2%	117
Read any digital newspaper in last 30 days	67,774	45.4%	121
Read any magazine (paper/electronic version) in last 6 months	139,664	93.6%	103

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July 11, 2018



## Retail Market Potential

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

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
<b>Restaurants (Adults)</b>			
Went to family restaurant/steak house in last 6 months	117,229	78.6%	104
Went to family restaurant/steak house: 4+ times a month	43,403	29.1%	108
Went to fast food/drive-in restaurant in last 6 months	135,488	90.8%	101
Went to fast food/drive-in restaurant 9+ times/mo	57,982	38.9%	98
Fast food/drive-in last 6 months: eat in	55,920	37.5%	102
Fast food/drive-in last 6 months: home delivery	12,197	8.2%	97
Fast food/drive-in last 6 months: take-out/drive-thru	71,251	47.8%	101
Fast food/drive-in last 6 months: take-out/walk-in	33,750	22.6%	107
<b>Television &amp; Electronics (Adults/Households)</b>			
Own any tablet	78,862	52.9%	116
Own any e-reader	14,814	9.9%	134
Own e-reader/tablet: iPad	51,410	34.5%	129
HH has Internet connectable TV	23,935	29.5%	114
Own any portable MP3 player	37,730	25.3%	118
HH owns 1 TV	16,345	20.2%	96
HH owns 2 TVs	22,084	27.2%	101
HH owns 3 TVs	17,602	21.7%	103
HH owns 4+ TVs	15,771	19.4%	109
HH subscribes to cable TV	42,271	52.1%	117
HH subscribes to fiber optic	8,489	10.5%	132
HH owns portable GPS navigation device	22,965	28.3%	114
HH purchased video game system in last 12 mos	6,207	7.7%	90
HH owns any Internet video device for TV	20,163	24.9%	122
<b>Travel (Adults)</b>			
Domestic travel in last 12 months	93,413	62.6%	120
Took 3+ domestic non-business trips in last 12 months	23,521	15.8%	133
Spent on domestic vacations in last 12 months: <\$1,000	17,264	11.6%	107
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	11,479	7.7%	128
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	7,390	5.0%	126
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	7,719	5.2%	136
Spent on domestic vacations in last 12 months: \$3,000+	12,886	8.6%	137
Domestic travel in the 12 months: used general travel website	13,048	8.7%	126
Foreign travel in last 3 years	50,435	33.8%	128
Took 3+ foreign trips by plane in last 3 years	9,764	6.5%	136
Spent on foreign vacations in last 12 months: <\$1,000	8,959	6.0%	128
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	6,612	4.4%	118
Spent on foreign vacations in last 12 months: \$3,000+	12,239	8.2%	139
Foreign travel in last 3 years: used general travel website	12,261	8.2%	136
Nights spent in hotel/motel in last 12 months: any	78,654	52.7%	121
Took cruise of more than one day in last 3 years	15,878	10.6%	124
Member of any frequent flyer program	39,434	26.4%	152
Member of any hotel rewards program	33,899	22.7%	136

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