



## 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		2018	2023
Population		9,603	10,094
Households		3,782	3,969
Families		2,637	2,755
Median Age		43.5	44.6
Median Household Income		\$85,675	\$91,938
	Spending Potential Index	Average Amount Spent	Total
<b>Tv/Video/Audio</b>	137	\$1,788.43	\$6,763,851
Cable & Satellite Television Services	136	\$1,313.25	\$4,966,724
Televisions & Video	138	\$337.07	\$1,274,804
Audio	144	\$134.02	\$506,857
Rental of TV/VCR/Radio/Sound Equipment	97	\$0.97	\$3,654
Repair of TV/Radio/Sound Equipment	128	\$3.12	\$11,812
<b>Entertainment/Recreation Fees and Admissions</b>	157	\$1,073.81	\$4,061,139
Tickets to Theatre/Operas/Concerts	161	\$106.70	\$403,537
Tickets to Movies/Museums/Parks	145	\$115.84	\$438,115
Admission to Sporting Events, excl.Trips	161	\$95.81	\$362,335
Fees for Participant Sports, excl.Trips	156	\$176.80	\$668,669
Fees for Recreational Lessons	156	\$216.20	\$817,678
Membership Fees for Social/Recreation/Civic Clubs	160	\$361.53	\$1,367,303
Dating Services	139	\$0.93	\$3,503
<b>Toys/Games/Crafts/Hobbies</b>	141	\$162.84	\$615,875
Toys/Games/Arts/Crafts/Tricycles	141	\$141.16	\$533,862
Playground Equipment	135	\$4.86	\$18,362
Play Arcade Pinball/Video Games	135	\$3.86	\$14,609
Online Entertainment and Games	145	\$6.32	\$23,919
Stamp & Coin Collecting	150	\$6.64	\$25,122
<b>Recreational Vehicles and Fees</b>	151	\$165.13	\$624,513
Docking and Landing Fees for Boats and Planes	174	\$20.39	\$77,131
Camp Fees	167	\$55.43	\$209,648
Payments on Boats/Trailers/Campers/RVs	130	\$57.94	\$219,141
Rental of RVs or Boats	156	\$31.36	\$118,592
<b>Sports, Recreation and Exercise Equipment</b>	154	\$274.03	\$1,036,383
Exercise Equipment and Gear, Game Tables	153	\$87.97	\$332,697
Bicycles	150	\$43.79	\$165,615
Camping Equipment	150	\$21.42	\$81,004
Hunting and Fishing Equipment	157	\$85.34	\$322,748
Winter Sports Equipment	158	\$10.34	\$39,102
Water Sports Equipment	155	\$10.12	\$38,290
Other Sports Equipment	149	\$11.45	\$43,301
Rental/Repair of Sports/Recreation/Exercise Equipment	154	\$3.60	\$13,626
<b>Photographic Equipment and Supplies</b>	145	\$77.30	\$292,351
Film	134	\$1.57	\$5,951
Film Processing	154	\$13.19	\$49,876
Photographic Equipment	145	\$32.87	\$124,313
Photographer Fees/Other Supplies & Equip Rental/Repair	142	\$29.67	\$112,210
<b>Reading</b>	152	\$170.86	\$646,187
Magazine/Newspaper Subscriptions	161	\$62.27	\$235,495
Magazine/Newspaper Single Copies	147	\$10.46	\$39,573
Books	151	\$57.76	\$218,465
Digital Book Readers	141	\$40.36	\$152,654

**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 2018 and 2023; Consumer Spending data are derived from the 2015 and 2016 Consumer Expenditure Surveys, Bureau of Labor Statistics.

July 11, 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		2018	2023
Population		73,160	75,759
Households		32,204	33,323
Families		18,944	19,480
Median Age		42.9	43.5
Median Household Income		\$72,820	\$81,003
	Spending Potential Index	Average Amount Spent	Total
<b>Tv/Video/Audio</b>	120	\$1,561.51	\$50,286,826
Cable & Satellite Television Services	118	\$1,142.07	\$36,779,255
Televisions & Video	123	\$301.27	\$9,701,960
Audio	123	\$114.09	\$3,674,273
Rental of TV/VCR/Radio/Sound Equipment	121	\$1.21	\$39,097
Repair of TV/Radio/Sound Equipment	118	\$2.86	\$92,240
<b>Entertainment/Recreation Fees and Admissions</b>	126	\$863.15	\$27,796,808
Tickets to Theatre/Operas/Concerts	130	\$86.02	\$2,770,114
Tickets to Movies/Museums/Parks	124	\$99.08	\$3,190,700
Admission to Sporting Events, excl.Trips	127	\$75.46	\$2,430,161
Fees for Participant Sports, excl.Trips	127	\$142.96	\$4,603,891
Fees for Recreational Lessons	123	\$169.43	\$5,456,271
Membership Fees for Social/Recreation/Civic Clubs	128	\$289.28	\$9,315,816
Dating Services	139	\$0.93	\$29,856
<b>Toys/Games/Crafts/Hobbies</b>	121	\$139.88	\$4,504,558
Toys/Games/Arts/Crafts/Tricycles	121	\$121.47	\$3,911,974
Playground Equipment	114	\$4.12	\$132,808
Play Arcade Pinball/Video Games	117	\$3.34	\$107,426
Online Entertainment and Games	127	\$5.51	\$177,589
Stamp & Coin Collecting	122	\$5.43	\$174,763
<b>Recreational Vehicles and Fees</b>	117	\$127.89	\$4,118,718
Docking and Landing Fees for Boats and Planes	130	\$15.22	\$490,276
Camp Fees	126	\$41.71	\$1,343,075
Payments on Boats/Trailers/Campers/RVs	102	\$45.64	\$1,469,895
Rental of RVs or Boats	126	\$25.32	\$815,472
<b>Sports, Recreation and Exercise Equipment</b>	126	\$224.24	\$7,221,379
Exercise Equipment and Gear, Game Tables	125	\$72.15	\$2,323,656
Bicycles	126	\$36.67	\$1,180,767
Camping Equipment	126	\$18.04	\$581,110
Hunting and Fishing Equipment	127	\$68.95	\$2,220,439
Winter Sports Equipment	126	\$8.20	\$263,919
Water Sports Equipment	124	\$8.12	\$261,627
Other Sports Equipment	121	\$9.29	\$299,234
Rental/Repair of Sports/Recreation/Exercise Equipment	120	\$2.81	\$90,626
<b>Photographic Equipment and Supplies</b>	123	\$65.45	\$2,107,778
Film	121	\$1.41	\$45,306
Film Processing	126	\$10.74	\$345,714
Photographic Equipment	122	\$27.74	\$893,273
Photographer Fees/Other Supplies & Equip Rental/Repair	122	\$25.57	\$823,484
<b>Reading</b>	126	\$141.38	\$4,553,059
Magazine/Newspaper Subscriptions	127	\$48.98	\$1,577,275
Magazine/Newspaper Single Copies	122	\$8.67	\$279,228
Books	126	\$48.18	\$1,551,580
Digital Book Readers	124	\$35.55	\$1,144,976

**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 2018 and 2023; Consumer Spending data are derived from the 2015 and 2016 Consumer Expenditure Surveys, Bureau of Labor Statistics.

July 11, 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		2018	2023
Population		188,613	195,754
Households		81,115	84,033
Families		49,394	50,928
Median Age		41.9	42.6
Median Household Income		\$75,828	\$83,533
	Spending Potential Index	Average Amount Spent	Total
<b>Tv/Video/Audio</b>	122	\$1,588.62	\$128,860,912
Cable & Satellite Television Services	120	\$1,161.52	\$94,216,498
Televisions & Video	125	\$305.92	\$24,814,347
Audio	126	\$117.11	\$9,499,616
Rental of TV/VCR/Radio/Sound Equipment	115	\$1.15	\$93,569
Repair of TV/Radio/Sound Equipment	120	\$2.92	\$236,882
<b>Entertainment/Recreation Fees and Admissions</b>	131	\$895.45	\$72,634,564
Tickets to Theatre/Operas/Concerts	133	\$88.06	\$7,143,252
Tickets to Movies/Museums/Parks	127	\$101.60	\$8,241,478
Admission to Sporting Events, excl.Trips	132	\$78.59	\$6,374,753
Fees for Participant Sports, excl.Trips	131	\$148.09	\$12,012,295
Fees for Recreational Lessons	130	\$179.30	\$14,543,798
Membership Fees for Social/Recreation/Civic Clubs	132	\$298.88	\$24,243,926
Dating Services	139	\$0.93	\$75,064
<b>Toys/Games/Crafts/Hobbies</b>	124	\$143.54	\$11,643,347
Toys/Games/Arts/Crafts/Tricycles	124	\$124.65	\$10,111,060
Playground Equipment	119	\$4.28	\$347,534
Play Arcade Pinball/Video Games	122	\$3.49	\$282,781
Online Entertainment and Games	129	\$5.60	\$453,850
Stamp & Coin Collecting	124	\$5.52	\$448,122
<b>Recreational Vehicles and Fees</b>	123	\$134.54	\$10,913,376
Docking and Landing Fees for Boats and Planes	136	\$15.89	\$1,289,099
Camp Fees	134	\$44.42	\$3,603,406
Payments on Boats/Trailers/Campers/RVs	108	\$47.96	\$3,890,574
Rental of RVs or Boats	131	\$26.26	\$2,130,297
<b>Sports, Recreation and Exercise Equipment</b>	130	\$231.93	\$18,813,232
Exercise Equipment and Gear, Game Tables	131	\$75.09	\$6,091,024
Bicycles	130	\$37.82	\$3,067,488
Camping Equipment	130	\$18.64	\$1,511,638
Hunting and Fishing Equipment	130	\$70.68	\$5,733,341
Winter Sports Equipment	131	\$8.54	\$693,029
Water Sports Equipment	131	\$8.57	\$694,980
Other Sports Equipment	125	\$9.65	\$782,389
Rental/Repair of Sports/Recreation/Exercise Equipment	126	\$2.95	\$239,343
<b>Photographic Equipment and Supplies</b>	127	\$67.62	\$5,485,289
Film	122	\$1.43	\$116,085
Film Processing	130	\$11.06	\$897,341
Photographic Equipment	127	\$28.78	\$2,334,848
Photographer Fees/Other Supplies & Equip Rental/Repair	126	\$26.35	\$2,137,016
<b>Reading</b>	128	\$144.29	\$11,703,987
Magazine/Newspaper Subscriptions	129	\$49.98	\$4,053,848
Magazine/Newspaper Single Copies	124	\$8.79	\$713,131
Books	129	\$49.25	\$3,995,169
Digital Book Readers	127	\$36.27	\$2,941,840

**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 2018 and 2023; Consumer Spending data are derived from the 2015 and 2016 Consumer Expenditure Surveys, Bureau of Labor Statistics.

July 11, 2018