Shoppes at Forest Green
10023 Forest Green Blvd, Louisville, Kentucky, 40223
Rings: 1, 3, 5 mile radii

Prepared by Charlotte Hollkamp
Latitude: 38.26339
Longitude: -85.57101

	1 mile	3 miles	5 miles
Population Summary			
2000 Total Population	8,983	65,920	158,704
2010 Total Population	8,606	69,441	176,882
2018 Total Population	9,603	73,160	188,613
2018 Group Quarters	200	1,246	2,428
2023 Total Population	10,094	75,759	195,754
2018-2023 Annual Rate	1.00%	0.70%	0.75%
2018 Total Daytime Population	15,149	91,326	246,720
Workers	10,731	57,047	159,939
Residents	4,418	34,279	86,781
Household Summary			
2000 Households	3,283	27,921	66,551
2000 Average Household Size	2.60	2.31	2.35
2010 Households	3,404	30,680	76,405
2010 Average Household Size	2.47	2.23	2.29
2018 Households	3,782	32,204	81,115
2018 Average Household Size	2.49	2.23	2.30
2023 Households	3,969	33,323	84,033
2023 Average Household Size	2.49	2.24	2.30
2018-2023 Annual Rate	0.97%	0.69%	0.71%
2010 Families	2,406	18,434	47,321
2010 Average Family Size	2.95	2.87	2.91
2018 Families	2,637	18,944	49,394
2018 Average Family Size	3.00	2.92	2.96
2023 Families	2,755	19,480	50,928
2023 Average Family Size	3.02	2.94	2.98
2018-2023 Annual Rate	0.88%	0.56%	0.61%
Housing Unit Summary			
2000 Housing Units	3,411	29,856	70,765
Owner Occupied Housing Units	78.8%	64.1%	66.9%
Renter Occupied Housing Units	17.4%	29.4%	27.2%
Vacant Housing Units	3.8%	6.5%	6.0%
2010 Housing Units	3,537	32,431	81,466
Owner Occupied Housing Units	77.3%	61.9%	64.4%
Renter Occupied Housing Units	19.0%	32.7%	29.4%
Vacant Housing Units	3.8%	5.4%	6.2%
2018 Housing Units	3,882	33,811	85,643
Owner Occupied Housing Units	72.2%	58.7%	61.5%
Renter Occupied Housing Units	25.2%	36.5%	33.2%
Vacant Housing Units	2.6%	4.8%	5.3%
2023 Housing Units	4,072	35,002	88,585
Owner Occupied Housing Units	73.2%	59.3%	62.3%
Renter Occupied Housing Units	24.3%	35.9%	32.6%
Vacant Housing Units	2.5%	4.8%	5.1%
Median Household Income			
2018	$85,675	$72,820	$75,828
2023	$91,938	$81,003	$83,533
Median Home Value			
2018	$266,650	$242,410	$240,472
2023	$286,372	$265,629	$264,330
Per Capita Income			
2018	$48,806	$45,453	$45,602
2023	$51,598	$49,417	$49,387
Median Age			
2010	41.5	41.4	40.4
2018	43.5	42.9	41.9
2023	44.6	43.5	42.6

Data Note: Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households. Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by the total population.
Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.

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2018 Households by Income			
Household Income Base	3,782	32,204	81,115
<$15,000	4.8%	5.8%	5.7%
$15,000 - $24,999	3.6%	6.3%	6.1%
$25,000 - $34,999	7.0%	8.1%	8.0%
$35,000 - $49,999	9.6%	13.0%	12.3%
$50,000 - $74,999	18.0%	18.0%	17.4%
$75,000 - $99,999	14.2%	13.4%	13.4%
$100,000 - $149,999	18.5%	17.7%	18.5%
$150,000 - $199,999	9.5%	7.8%	8.2%
$200,000+	14.9%	9.9%	10.4%
Average Household Income	$122,723	$102,666	$105,579
2023 Households by Income			
Household Income Base	3,969	33,323	84,033
<$15,000	3.4%	4.1%	4.1%
$15,000 - $24,999	2.7%	4.8%	4.6%
$25,000 - $34,999	6.0%	7.0%	7.0%
$35,000 - $49,999	8.5%	11.7%	11.1%
$50,000 - $74,999	18.2%	18.0%	17.3%
$75,000 - $99,999	15.2%	14.6%	14.4%
$100,000 - $149,999	20.9%	20.7%	21.6%
$150,000 - $199,999	10.8%	9.2%	9.7%
$200,000+	14.3%	9.8%	10.3%
Average Household Income	$130,075	$111,812	$114,623
2018 Owner Occupied Housing Units by Value			
Total	2,803	19,849	52,665
<$50,000	0.6%	0.8%	0.8%
$50,000 - $99,999	1.4%	1.6%	1.9%
$100,000 - $149,999	18.8%	12.4%	12.0%
$150,000 - $199,999	14.0%	18.8%	20.2%
$200,000 - $249,999	9.2%	19.3%	18.6%
$250,000 - $299,999	17.8%	18.5%	15.4%
$300,000 - $399,999	31.0%	17.3%	15.9%
$400,000 - $499,999	4.8%	5.0%	6.5%
$500,000 - $749,999	1.6%	3.4%	5.3%
$750,000 - $999,999	0.4%	1.5%	1.8%
$1,000,000 - $1,499,999	0.2%	0.8%	1.1%
$1,500,000 - $1,999,999	0.0%	0.1%	0.2%
$2,000,000 +	0.0%	0.5%	0.3%
Average Home Value	$266,242	$283,591	$293,780
2023 Owner Occupied Housing Units by Value			
Total	2,982	20,740	55,194
<$50,000	0.2%	0.2%	0.3%
$50,000 - $99,999	0.6%	0.6%	1.0%
$100,000 - $149,999	14.7%	7.8%	7.7%
$150,000 - $199,999	13.4%	16.2%	17.7%
$200,000 - $249,999	7.5%	18.6%	18.4%
$250,000 - $299,999	18.6%	20.8%	17.2%
$300,000 - $399,999	35.5%	21.4%	19.0%
$400,000 - $499,999	6.4%	6.4%	8.1%
$500,000 - $749,999	2.1%	4.3%	6.4%
$750,000 - $999,999	0.5%	1.8%	2.1%
$1,000,000 - $1,499,999	0.3%	1.1%	1.4%
$1,500,000 - $1,999,999	0.0%	0.1%	0.3%
$2,000,000 +	0.0%	0.6%	0.4%
Average Home Value	$286,300	$313,409	$323,450

Data Note: Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest dividends, net rents, pensions, SSI and welfare payments, child support, and alimony.
Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.

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Prepared by Charlotte Hollkamp
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	1 mile	3 miles	5 miles
2010 Population by Age			
Total	8,609	69,440	176,883
0 - 4	6.1%	5.7%	6.0%
5 - 9	6.0%	5.7%	6.2%
10 - 14	7.0%	6.0%	6.2%
15 - 24	11.8%	11.2%	10.9%
25 - 34	11.6%	13.6%	13.7%
35 - 44	11.8%	12.2%	13.0%
45 - 54	16.9%	14.1%	14.6%
55 - 64	15.1%	13.4%	13.3%
65 - 74	7.7%	8.6%	7.8%
75 - 84	4.5%	6.2%	5.6%
85 +	1.6%	3.2%	2.7%
18 +	75.9%	78.8%	77.8%
2018 Population by Age			
Total	9,602	73,161	188,612
0 - 4	5.3%	5.1%	5.4%
5 - 9	6.1%	5.5%	5.9%
10 - 14	6.6%	5.8%	6.1%
15 - 24	10.9%	11.1%	10.7%
25 - 34	10.7%	12.7%	12.7%
35 - 44	12.1%	12.3%	13.0%
45 - 54	12.6%	12.3%	12.7%
55 - 64	15.9%	13.5%	13.7%
65 - 74	11.9%	11.4%	10.8%
75 - 84	5.5%	6.5%	5.8%
85 +	2.4%	3.7%	3.1%
18 +	77.6%	80.1%	79.1%
2023 Population by Age			
Total	10,092	75,760	195,754
0 - 4	5.2%	5.1%	5.4%
5 - 9	5.9%	5.3%	5.7%
10 - 14	6.6%	5.6%	5.9%
15 - 24	10.2%	10.8%	10.4%
25 - 34	10.1%	12.6%	12.6%
35 - 44	12.6%	12.5%	13.3%
45 - 54	11.9%	11.7%	12.2%
55 - 64	14.1%	12.6%	12.8%
65 - 74	13.6%	12.1%	11.7%
75 - 84	7.1%	7.8%	6.9%
85 +	2.7%	3.8%	3.1%
18 +	78.1%	80.5%	79.6%
2010 Population by Sex			
Males	4,093	32,867	84,135
Females	4,513	36,574	92,747
2018 Population by Sex			
Males	4,576	34,907	90,296
Females	5,027	38,253	98,317
2023 Population by Sex			
Males	4,822	36,279	94,096
Females	5,272	39,480	101,658

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	1 mile	3 miles	5 miles
2010 Population by Race/Ethnicity			
Total	8,607	69,441	176,883
White Alone	88.8%	84.0%	83.8%
Black Alone	6.0%	8.2%	8.6%
American Indian Alone	0.3%	0.2%	0.2%
Asian Alone	1.9%	3.9%	3.8%
Pacific Islander Alone	0.0%	0.0%	0.1%
Some Other Race Alone	1.5%	1.7%	1.6%
Two or More Races	1.5%	2.0%	1.9%
Hispanic Origin	3.3%	4.3%	4.0%
Diversity Index	25.8	34.5	34.3
2018 Population by Race/Ethnicity			
Total	9,603	73,160	188,612
White Alone	86.1%	80.4%	80.3%
Black Alone	7.1%	9.3%	9.7%
American Indian Alone	0.2%	0.2%	0.2%
Asian Alone	2.7%	5.4%	5.4%
Pacific Islander Alone	0.0%	0.0%	0.1%
Some Other Race Alone	1.9%	2.2%	2.0%
Two or More Races	1.9%	2.5%	2.4%
Hispanic Origin	4.4%	5.5%	5.1%
Diversity Index	31.6	41.0	40.6
2023 Population by Race/Ethnicity			
Total	10,095	75,758	195,754
White Alone	83.9%	77.7%	77.7%
Black Alone	7.9%	10.1%	10.4%
American Indian Alone	0.2%	0.2%	0.2%
Asian Alone	3.4%	6.6%	6.6%
Pacific Islander Alone	0.0%	0.0%	0.1%
Some Other Race Alone	2.2%	2.5%	2.2%
Two or More Races	2.3%	2.9%	2.8%
Hispanic Origin	5.5%	6.6%	6.2%
Diversity Index	36.2	45.8	45.3
2010 Population by Relationship and Household Type			
Total	8,606	69,441	176,882
In Households	97.9%	98.3%	98.7%
In Family Households	83.6%	77.4%	79.1%
Householder	27.9%	26.5%	26.7%
Spouse	22.9%	20.9%	21.2%
Child	29.5%	26.4%	27.6%
Other relative	2.2%	2.3%	2.3%
Nonrelative	1.1%	1.3%	1.4%
In Nonfamily Households	14.2%	20.9%	19.6%
In Group Quarters	2.1%	1.7%	1.3%
Institutionalized Population	2.1%	1.6%	1.3%
Noninstitutionalized Population	0.0%	0.0%	0.0%

Data Note: Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.
Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.

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2018 Population 25+ by Educational Attainment			
Total	6,822	53,029	135,500
Less than 9th Grade	0.5%	1.1%	1.4%
9th - 12th Grade, No Diploma	2.3%	2.6%	2.3%
High School Graduate	11.6%	12.9%	12.5%
GED/Alternative Credential	1.8%	2.0%	2.2%
Some College, No Degree	18.7%	20.0%	20.2%
Associate Degree	8.8%	8.0%	8.2%
Bachelor's Degree	31.3%	31.2%	31.3%
Graduate/Professional Degree	24.9%	22.2%	21.9%
2018 Population 15+ by Marital Status			
Total	7,865	61,170	155,764
Never Married	28.2%	29.5%	29.2%
Married	55.8%	51.3%	52.3%
Widowed	4.5%	7.0%	6.2%
Divorced	11.4%	12.2%	12.3%
2018 Civilian Population 16+ in Labor Force			
Civilian Employed	97.0%	97.3%	97.4%
Civilian Unemployed (Unemployment Rate)	3.0%	2.7%	2.6%
2018 Employed Population 16+ by Industry			
Total	5,248	39,454	103,475
Agriculture/Mining	0.2%	0.2%	0.1%
Construction	6.5%	4.4%	4.2%
Manufacturing	8.4%	8.5%	9.2%
Wholesale Trade	4.4%	3.3%	3.3%
Retail Trade	7.7%	9.4%	10.0%
Transportation/Utilities	5.5%	4.9%	4.9%
Information	0.8%	1.9%	2.1%
Finance/Insurance/Real Estate	12.1%	11.0%	11.2%
Services	52.2%	54.1%	52.6%
Public Administration	2.2%	2.3%	2.3%
2018 Employed Population 16+ by Occupation			
Total	5,249	39,452	103,475
White Collar	72.8%	74.1%	74.4%
Management/Business/Financial	22.6%	21.3%	21.1%
Professional	24.8%	28.1%	28.4%
Sales	14.7%	12.9%	13.1%
Administrative Support	10.7%	11.9%	11.8%
Services	15.6%	13.9%	13.6%
Blue Collar	11.6%	12.0%	12.0%
Farming/Forestry/Fishing	0.0%	0.0%	0.1%
Construction/Extraction	2.2%	2.7%	2.9%
Installation/Maintenance/Repair	2.6%	2.0%	1.7%
Production	1.1%	2.4%	2.8%
Transportation/Material Moving	5.7%	4.9%	4.6%
2010 Population By Urban/ Rural Status			
Total Population	8,606	69,441	176,882
Population Inside Urbanized Area	100.0%	100.0%	99.6%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	0.0%	0.0%	0.4%

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2010 Households by Type			
Total	3,404	30,681	76,406
Households with 1 Person	24.1%	33.6%	31.9%
Households with 2+ People	75.9%	66.4%	68.1%
Family Households	70.7%	60.1%	61.9%
Husband-wife Families	57.8%	47.5%	49.0%
With Related Children	24.1%	18.6%	20.3%
Other Family (No Spouse Present)	12.9%	12.6%	12.9%
Other Family with Male Householder	3.8%	3.4%	3.4%
With Related Children	2.3%	1.9%	2.0%
Other Family with Female Householder	9.0%	9.2%	9.5%
With Related Children	5.5%	5.7%	5.9%
Nonfamily Households	5.3%	6.4%	6.2%
All Households with Children	32.2%	26.5%	28.5%
Multigenerational Households	2.1%	1.9%	1.9%
Unmarried Partner Households	4.6%	5.3%	5.3%
Male-female	3.8%	4.6%	4.5%
Same-sex	0.8%	0.7%	0.8%
2010 Households by Size			
Total	3,404	30,681	76,406
1 Person Household	24.1%	33.6%	31.9%
2 Person Household	37.8%	35.6%	35.1%
3 Person Household	16.6%	13.9%	14.7%
4 Person Household	13.2%	10.8%	11.8%
5 Person Household	5.9%	4.2%	4.6%
6 Person Household	1.6%	1.3%	1.4%
7 + Person Household	0.7%	0.5%	0.5%
2010 Households by Tenure and Mortgage Status			
Total	3,404	30,680	76,405
Owner Occupied	80.3%	65.5%	68.6%
Owned with a Mortgage/Loan	59.7%	45.4%	49.0%
Owned Free and Clear	20.6%	20.1%	19.6%
Renter Occupied	19.7%	34.5%	31.4%
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	3,537	32,431	81,466
Housing Units Inside Urbanized Area	100.0%	100.0%	99.6%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	0.0%	0.0%	0.4%

Data Note: Households with children include any households with people under age 18, related or not. Multigenerational households are families with 3 or more parent-child relationships. Unmarried partner households are usually classified as nonfamily households unless there is another member of the household related to the householder. Multigenerational and unmarried partner households are reported only to the tract level. Esri estimated block group data, which is used to estimate polygons or non-standard geography.
Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.

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Top 3 Tapestry Segments				
	1.	Exurbanites (1E)	Exurbanites (1E)	In Style (5B)
	2.	Savvy Suburbanites (1D)	In Style (5B)	Exurbanites (1E)
	3.	Rustbelt Traditions (5D)	Old and Newcomers (8F)	Emerald City (8B)
2018 Consumer Spending				
Apparel & Services: Total $		$11,652,011	$85,192,980	$220,549,464
Average Spent		$3,080.91	$2,645.42	$2,718.97
Spending Potential Index		142	122	125
Education: Total $		$8,346,315	$58,830,345	$152,693,711
Average Spent		$2,206.85	$1,826.80	$1,882.43
Spending Potential Index		152	126	130
Entertainment/Recreation: Total $		$17,632,623	$125,915,409	$325,721,950
Average Spent		$4,662.25	$3,909.93	$4,015.56
Spending Potential Index		145	121	125
Food at Home: Total $		$26,185,880	$193,555,837	$497,938,434
Average Spent		$6,923.82	$6,010.30	$6,138.67
Spending Potential Index		138	120	122
Food Away from Home: Total $		$18,842,560	$138,586,071	$357,600,889
Average Spent		$4,982.17	$4,303.38	$4,408.57
Spending Potential Index		142	123	126
Health Care: Total $		$31,479,149	$222,105,066	$573,762,667
Average Spent		$8,323.41	$6,896.82	$7,073.45
Spending Potential Index		145	120	124
HH Furnishings & Equipment: Total $		$11,634,128	$82,661,156	$213,967,314
Average Spent		$3,076.18	$2,566.80	$2,637.83
Spending Potential Index		147	123	126
Personal Care Products & Services: Total $		$4,583,865	$33,042,839	$85,365,471
Average Spent		$1,212.02	$1,026.05	$1,052.40
Spending Potential Index		146	124	127
Shelter: Total $		$90,964,585	$667,560,676	$1,716,089,985
Average Spent		$24,051.98	$20,729.12	$21,156.26
Spending Potential Index		143	123	126
Support Payments/Cash Contributions/Gifts in Kind: Total $		$14,201,362	$99,338,470	$256,880,609
Average Spent		$3,754.99	$3,084.66	$3,166.87
Spending Potential Index		151	124	127
Travel: Total $		$12,642,259	$87,015,104	$226,171,102
Average Spent		$3,342.74	$2,702.00	$2,788.28
Spending Potential Index		155	125	129
Vehicle Maintenance & Repairs: Total $		$5,804,839	$41,932,727	$108,077,336
Average Spent		$1,534.86	$1,302.10	$1,332.40
Spending Potential Index		143	121	124

Data Note: Consumer spending shows the amount spent on a variety of goods and services by households that reside in the area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue. Total and Average Amount Spent Per Household represent annual figures. The Spending Potential Index represents the amount spent in the area relative to a national average of 100.
Source: Consumer Spending data are derived from the 2015 and 2016 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.
Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.

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