



Retail Goods and Services 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

Top Tapestry Segments	Percent	Demographic Summary	2017	2022
Exurbanites (1E)	44.6%	Population	9,311	9,721
Rustbelt Traditions (5D)	16.0%	Households	3,675	3,840
Savvy Suburbanites (1D)	15.6%	Families	2,566	2,667
Bright Young Professionals (8C)	10.3%	Median Age	43.3	44.5
Parks and Rec (5C)	7.7%	Median Household Income	\$79,998	\$86,024
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		145	\$3,130.88	\$11,505,969
Men's		146	\$617.79	\$2,270,383
Women's		148	\$1,090.99	\$4,009,402
Children's		135	\$451.99	\$1,661,063
Footwear		143	\$661.12	\$2,429,626
Watches & Jewelry		157	\$186.02	\$683,622
Apparel Products and Services (1)		150	\$122.96	\$451,873
Computer				
Computers and Hardware for Home Use		148	\$256.69	\$943,321
Portable Memory		144	\$7.65	\$28,097
Computer Software		148	\$17.08	\$62,775
Computer Accessories		153	\$27.60	\$101,423
Entertainment & Recreation		147	\$4,571.44	\$16,800,045
Fees and Admissions		160	\$1,018.06	\$3,741,355
Membership Fees for Clubs (2)		163	\$343.12	\$1,260,982
Fees for Participant Sports, excl. Trips		161	\$159.95	\$587,807
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 Recreational Lessons		161	\$214.05	\$786,631
Dating Services		136	\$1.10	\$4,054
TV/Video/Audio		139	\$1,782.69	\$6,551,368
Cable and Satellite Television Services		138	\$1,308.55	\$4,808,921
Televisions		145	\$172.98	\$635,691
Satellite Dishes		152	\$2.21	\$8,113
VCRs, Video Cameras, and DVD Players		140	\$9.17	\$33,696
Miscellaneous Video Equipment		147	\$14.12	\$51,880
Video Cassettes and DVDs		136	\$20.71	\$76,094
Video Game Hardware/Accessories		132	\$38.62	\$141,923
Video Game Software		130	\$20.18	\$74,151
Streaming/Downloaded Video		141	\$36.00	\$132,293
Rental of Video Cassettes and DVDs		136	\$20.73	\$76,199
Installation of Televisions		187	\$1.66	\$6,086
Audio (3)		149	\$132.46	\$486,803
Rental and Repair of TV/Radio/Sound Equipment		132	\$5.31	\$19,517
Pets		145	\$865.65	\$3,181,278
Toys/Games/Crafts/Hobbies (4)		143	\$173.49	\$637,578
Recreational Vehicles and Fees (5)		153	\$156.09	\$573,613
Sports/Recreation/Exercise Equipment (6)		148	\$254.19	\$934,141
Photo Equipment and Supplies (7)		149	\$82.43	\$302,945
Reading (8)		151	\$189.06	\$694,797
Catered Affairs (9)		164	\$49.79	\$182,970
Food		141	\$11,766.06	\$43,240,278
Food at Home		139	\$6,990.06	\$25,688,486
Bakery and Cereal Products		139	\$919.33	\$3,378,539
Meats, Poultry, Fish, and Eggs		137	\$1,562.47	\$5,742,082
Dairy Products		139	\$739.26	\$2,716,765
Fruits and Vegetables		141	\$1,371.55	\$5,040,436
Snacks and Other Food at Home (10)		139	\$2,397.46	\$8,810,663
Food Away from Home		143	\$4,776.00	\$17,551,793
Alcoholic Beverages		150	\$833.75	\$3,064,033

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. This report is not a comprehensive list of all consumer spending variables therefore the variables in each section may not sum to totals.

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



Retail Goods and Services 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

	Spending Potential Index	Average Amount Spent	Total
Financial			
Value of Stocks/Bonds/Mutual Funds	174	\$10,772.37	\$39,588,452
Value of Retirement Plans	169	\$41,009.11	\$150,708,467
Value of Other Financial Assets	158	\$2,050.83	\$7,536,809
Vehicle Loan Amount excluding Interest	135	\$3,686.17	\$13,546,659
Value of Credit Card Debt	148	\$866.51	\$3,184,434
Health			
Nonprescription Drugs	142	\$181.47	\$666,885
Prescription Drugs	143	\$554.31	\$2,037,100
Eyeglasses and Contact Lenses	148	\$139.53	\$512,782
Home			
Mortgage Payment and Basics (11)	161	\$13,893.35	\$51,058,054
Maintenance and Remodeling Services	165	\$3,203.31	\$11,772,163
Maintenance and Remodeling Materials (12)	150	\$607.24	\$2,231,616
Utilities, Fuel, and Public Services	140	\$7,043.34	\$25,884,275
Household Furnishings and Equipment			
Household Textiles (13)	150	\$142.89	\$525,136
Furniture	147	\$842.55	\$3,096,356
Rugs	162	\$37.52	\$137,880
Major Appliances (14)	149	\$478.85	\$1,759,772
Housewares (15)	146	\$138.70	\$509,709
Small Appliances	144	\$69.55	\$255,578
Luggage	158	\$18.70	\$68,730
Telephones and Accessories	141	\$97.83	\$359,508
Household Operations			
Child Care	143	\$683.55	\$2,512,059
Lawn and Garden (16)	155	\$650.24	\$2,389,636
Moving/Storage/Freight Express	142	\$90.62	\$333,038
Housekeeping Supplies (17)	142	\$1,010.22	\$3,712,541
Insurance			
Owners and Renters Insurance	151	\$779.50	\$2,864,657
Vehicle Insurance	142	\$1,667.67	\$6,128,686
Life/Other Insurance	158	\$675.41	\$2,482,147
Health Insurance	146	\$5,348.92	\$19,657,284
Personal Care Products (18)	144	\$676.71	\$2,486,915
School Books and Supplies (19)	143	\$220.54	\$810,471
Smoking Products	121	\$504.20	\$1,852,947
Transportation			
Payments on Vehicles excluding Leases	140	\$3,131.12	\$11,506,858
Gasoline and Motor Oil	137	\$3,800.47	\$13,966,736
Vehicle Maintenance and Repairs	144	\$1,545.48	\$5,679,649
Travel			
Airline Fares	159	\$810.82	\$2,979,771
Lodging on Trips	158	\$829.49	\$3,048,383
Auto/Truck Rental on Trips	160	\$42.12	\$154,786
Food and Drink on Trips	156	\$769.92	\$2,829,465

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. This report is not a comprehensive list of all consumer spending variables therefore the variables in each section may not sum to totals.

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



Retail Goods and Services 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

- (1) Apparel Products and Services** includes material for making clothes, sewing patterns and notions, shoe repair and other shoe services, apparel laundry and dry cleaning, alteration, repair and tailoring of apparel, clothing rental and storage, and watch and jewelry repair.
- (2) Membership Fees for Clubs** includes membership fees for social, recreational, and civic clubs.
- (3) Audio** includes satellite radio service, sound components and systems, digital audio players, records, CDs, audio tapes, streaming/downloaded audio, tape recorders, radios, musical instruments and accessories, and rental and repair of musical instruments.
- (4) Toys and Games** includes toys, games, arts and crafts, tricycles, playground equipment, arcade games, and online entertainment and games.
- (5) Recreational Vehicles & Fees** includes docking and landing fees for boats and planes, purchase and rental of RVs or boats, and camp fees.
- (6) Sports/Recreation/Exercise Equipment** includes exercise equipment and gear, game tables, bicycles, camping equipment, hunting and fishing equipment, winter sports equipment, water sports equipment, other sports equipment, and rental/repair of sports/recreation/exercise equipment.
- (7) Photo Equipment and Supplies** includes film, film processing, photographic equipment, rental and repair of photo equipment, and photographer fees.
- (8) Reading** includes digital book readers, books, magazine and newspaper subscriptions, and single copies of magazines and newspapers..
- (9) Catered Affairs** includes expenses associated with live entertainment and rental of party supplies.
- (10) Snacks and Other Food at Home** includes candy, chewing gum, sugar, artificial sweeteners, jam, jelly, preserves, margarine, fat, oil, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips, nuts, salt, spices, seasonings, olives, pickles, relishes, sauces, gravy, other condiments, soup, prepared salad, prepared dessert, baby food, miscellaneous prepared food, and nonalcoholic beverages.
- (11) Mortgage Payment and Basics** includes mortgage interest, mortgage principal, property taxes, homeowners insurance, and ground rent.
- (12) Maintenance and Remodeling Materials** includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, materials for hard surface flooring, materials for roofing/gutters, materials for plaster/panel/siding, materials for patio/fence/brick work, landscaping materials, and insulation materials for owned homes.
- (13) Household Textiles** includes bathroom linens, bedroom linens, kitchen linens, dining room linens, other linens, curtains, draperies, slipcovers, decorative pillows, and materials for slipcovers and curtains.
- (14) Major Appliances** includes dishwashers, disposals, refrigerators, freezers, washers, dryers, stoves, ovens, microwaves, window air conditioners, electric floor cleaning equipment, sewing machines, and miscellaneous appliances.
- (15) Housewares** includes plastic dinnerware, china, flatware, glassware, serving pieces, nonelectric cookware, and tableware.
- (16) Lawn and Garden** includes lawn and garden supplies, equipment and care service, indoor plants, fresh flowers, and repair/rental of lawn and garden equipment.
- (17) Housekeeping Supplies** includes soaps and laundry detergents, cleaning products, toilet tissue, paper towels, napkins, paper/plastic/foil products, stationery, giftwrap supplies, postage, and delivery services.
- (18) Personal Care Products** includes hair care products, nonelectric articles for hair, wigs, hairpieces, oral hygiene products, shaving needs, perfume, cosmetics, skincare, bath products, nail products, deodorant, feminine hygiene products, adult diapers, and personal care appliances.
- (19) School Books and Supplies** includes school books and supplies for College, Elementary school, High school, Vocational/Technical School, Preschool/Other Schools, and Other School Supplies.

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. This report is not a comprehensive list of all consumer spending variables therefore the variables in each section may not sum to totals.

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



Retail Goods and Services 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

Top Tapestry Segments	Percent	Demographic Summary	2017	2022
Exurbanites (1E)	19.9%	Population	71,886	73,565
In Style (5B)	14.4%	Households	31,710	32,445
Old and Newcomers (8F)	9.6%	Families	18,722	19,010
Emerald City (8B)	8.7%	Median Age	42.6	43.3
Bright Young Professionals (8C)	8.1%	Median Household Income	\$67,922	\$76,615
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		122	\$2,634.85	\$83,551,059
Men's		123	\$518.97	\$16,456,587
Women's		123	\$910.47	\$28,870,910
Children's		117	\$392.70	\$12,452,660
Footwear		121	\$559.08	\$17,728,569
Watches & Jewelry		128	\$151.82	\$4,814,347
Apparel Products and Services (1)		125	\$101.80	\$3,227,986
Computer				
Computers and Hardware for Home Use		126	\$217.64	\$6,901,289
Portable Memory		125	\$6.63	\$210,233
Computer Software		128	\$14.77	\$468,253
Computer Accessories		126	\$22.80	\$722,967
Entertainment & Recreation		121	\$3,779.28	\$119,840,968
Fees and Admissions		127	\$807.74	\$25,613,350
Membership Fees for Clubs (2)		128	\$269.89	\$8,558,246
Fees for Participant Sports, excl. Trips		128	\$126.88	\$4,023,240
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 Recreational Lessons		124	\$164.78	\$5,225,332
Dating Services		131	\$1.06	\$33,709
TV/Video/Audio		119	\$1,531.12	\$48,551,787
Cable and Satellite Television Services		118	\$1,123.94	\$35,640,146
Televisions		124	\$147.38	\$4,673,427
Satellite Dishes		123	\$1.79	\$56,784
VCRs, Video Cameras, and DVD Players		123	\$8.05	\$255,405
Miscellaneous Video Equipment		120	\$11.55	\$366,244
Video Cassettes and DVDs		120	\$18.36	\$582,197
Video Game Hardware/Accessories		121	\$35.30	\$1,119,459
Video Game Software		124	\$19.15	\$607,401
Streaming/Downloaded Video		125	\$31.93	\$1,012,439
Rental of Video Cassettes and DVDs		122	\$18.53	\$587,521
Installation of Televisions		136	\$1.21	\$38,249
Audio (3)		122	\$108.87	\$3,452,339
Rental and Repair of TV/Radio/Sound Equipment		125	\$5.05	\$160,176
Pets		118	\$704.29	\$22,333,184
Toys/Games/Crafts/Hobbies (4)		120	\$145.67	\$4,619,276
Recreational Vehicles and Fees (5)		117	\$119.63	\$3,793,506
Sports/Recreation/Exercise Equipment (6)		122	\$208.99	\$6,626,957
Photo Equipment and Supplies (7)		124	\$68.90	\$2,184,791
Reading (8)		123	\$154.42	\$4,896,633
Catered Affairs (9)		127	\$38.52	\$1,221,484
Food		120	\$10,069.38	\$319,299,888
Food at Home		119	\$5,995.04	\$190,102,607
Bakery and Cereal Products		119	\$787.65	\$24,976,233
Meats, Poultry, Fish, and Eggs		118	\$1,347.31	\$42,723,201
Dairy Products		118	\$631.41	\$20,021,867
Fruits and Vegetables		120	\$1,172.16	\$37,169,306
Snacks and Other Food at Home (10)		120	\$2,056.51	\$65,211,999
Food Away from Home		122	\$4,074.34	\$129,197,281
Alcoholic Beverages		126	\$702.16	\$22,265,409

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. This report is not a comprehensive list of all consumer spending variables therefore the variables in each section may not sum to totals.

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



Retail Goods and Services 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

	Spending Potential Index	Average Amount Spent	Total
Financial			
Value of Stocks/Bonds/Mutual Funds	132	\$8,176.80	\$259,286,182
Value of Retirement Plans	126	\$30,577.16	\$969,601,705
Value of Other Financial Assets	127	\$1,645.24	\$52,170,646
Vehicle Loan Amount excluding Interest	117	\$3,176.94	\$100,740,761
Value of Credit Card Debt	121	\$706.74	\$22,410,645
Health			
Nonprescription Drugs	119	\$151.59	\$4,806,830
Prescription Drugs	117	\$453.66	\$14,385,473
Eyeglasses and Contact Lenses	120	\$113.39	\$3,595,523
Home			
Mortgage Payment and Basics (11)	121	\$10,411.24	\$330,140,448
Maintenance and Remodeling Services	123	\$2,385.00	\$75,628,258
Maintenance and Remodeling Materials (12)	113	\$456.31	\$14,469,718
Utilities, Fuel, and Public Services	118	\$5,929.85	\$188,035,404
Household Furnishings and Equipment			
Household Textiles (13)	124	\$118.71	\$3,764,442
Furniture	124	\$709.22	\$22,489,313
Rugs	127	\$29.58	\$937,891
Major Appliances (14)	118	\$379.13	\$12,022,337
Housewares (15)	122	\$115.41	\$3,659,777
Small Appliances	122	\$59.19	\$1,876,948
Luggage	128	\$15.13	\$479,865
Telephones and Accessories	123	\$84.84	\$2,690,304
Household Operations			
Child Care	120	\$575.45	\$18,247,643
Lawn and Garden (16)	120	\$502.30	\$15,927,822
Moving/Storage/Freight Express	129	\$82.63	\$2,620,274
Housekeeping Supplies (17)	119	\$850.06	\$26,955,246
Insurance			
Owners and Renters Insurance	117	\$604.70	\$19,175,126
Vehicle Insurance	120	\$1,412.19	\$44,780,693
Life/Other Insurance	121	\$518.47	\$16,440,552
Health Insurance	119	\$4,359.46	\$138,238,556
Personal Care Products (18)	121	\$571.02	\$18,107,012
School Books and Supplies (19)	122	\$188.97	\$5,992,374
Smoking Products	111	\$463.72	\$14,704,508
Transportation			
Payments on Vehicles excluding Leases	118	\$2,654.08	\$84,160,838
Gasoline and Motor Oil	117	\$3,251.88	\$103,117,091
Vehicle Maintenance and Repairs	120	\$1,289.03	\$40,875,086
Travel			
Airline Fares	127	\$649.12	\$20,583,503
Lodging on Trips	125	\$653.04	\$20,707,875
Auto/Truck Rental on Trips	126	\$33.31	\$1,056,189
Food and Drink on Trips	124	\$613.81	\$19,464,070

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. This report is not a comprehensive list of all consumer spending variables therefore the variables in each section may not sum to totals.

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



Retail Goods and Services 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

- (1) Apparel Products and Services** includes material for making clothes, sewing patterns and notions, shoe repair and other shoe services, apparel laundry and dry cleaning, alteration, repair and tailoring of apparel, clothing rental and storage, and watch and jewelry repair.
- (2) Membership Fees for Clubs** includes membership fees for social, recreational, and civic clubs.
- (3) Audio** includes satellite radio service, sound components and systems, digital audio players, records, CDs, audio tapes, streaming/downloaded audio, tape recorders, radios, musical instruments and accessories, and rental and repair of musical instruments.
- (4) Toys and Games** includes toys, games, arts and crafts, tricycles, playground equipment, arcade games, and online entertainment and games.
- (5) Recreational Vehicles & Fees** includes docking and landing fees for boats and planes, purchase and rental of RVs or boats, and camp fees.
- (6) Sports/Recreation/Exercise Equipment** includes exercise equipment and gear, game tables, bicycles, camping equipment, hunting and fishing equipment, winter sports equipment, water sports equipment, other sports equipment, and rental/repair of sports/recreation/exercise equipment.
- (7) Photo Equipment and Supplies** includes film, film processing, photographic equipment, rental and repair of photo equipment, and photographer fees.
- (8) Reading** includes digital book readers, books, magazine and newspaper subscriptions, and single copies of magazines and newspapers..
- (9) Catered Affairs** includes expenses associated with live entertainment and rental of party supplies.
- (10) Snacks and Other Food at Home** includes candy, chewing gum, sugar, artificial sweeteners, jam, jelly, preserves, margarine, fat, oil, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips, nuts, salt, spices, seasonings, olives, pickles, relishes, sauces, gravy, other condiments, soup, prepared salad, prepared dessert, baby food, miscellaneous prepared food, and nonalcoholic beverages.
- (11) Mortgage Payment and Basics** includes mortgage interest, mortgage principal, property taxes, homeowners insurance, and ground rent.
- (12) Maintenance and Remodeling Materials** includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, materials for hard surface flooring, materials for roofing/gutters, materials for plaster/panel/siding, materials for patio/fence/brick work, landscaping materials, and insulation materials for owned homes.
- (13) Household Textiles** includes bathroom linens, bedroom linens, kitchen linens, dining room linens, other linens, curtains, draperies, slipcovers, decorative pillows, and materials for slipcovers and curtains.
- (14) Major Appliances** includes dishwashers, disposals, refrigerators, freezers, washers, dryers, stoves, ovens, microwaves, window air conditioners, electric floor cleaning equipment, sewing machines, and miscellaneous appliances.
- (15) Housewares** includes plastic dinnerware, china, flatware, glassware, serving pieces, nonelectric cookware, and tableware.
- (16) Lawn and Garden** includes lawn and garden supplies, equipment and care service, indoor plants, fresh flowers, and repair/rental of lawn and garden equipment.
- (17) Housekeeping Supplies** includes soaps and laundry detergents, cleaning products, toilet tissue, paper towels, napkins, paper/plastic/foil products, stationery, giftwrap supplies, postage, and delivery services.
- (18) Personal Care Products** includes hair care products, nonelectric articles for hair, wigs, hairpieces, oral hygiene products, shaving needs, perfume, cosmetics, skincare, bath products, nail products, deodorant, feminine hygiene products, adult diapers, and personal care appliances.
- (19) School Books and Supplies** includes school books and supplies for College, Elementary school, High school, Vocational/Technical School, Preschool/Other Schools, and Other School Supplies.

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. This report is not a comprehensive list of all consumer spending variables therefore the variables in each section may not sum to totals.

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



Retail Goods and Services 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

Top Tapestry Segments	Percent	Demographic Summary	2017	2022
In Style (5B)	13.5%	Population	183,983	189,697
Exurbanites (1E)	11.0%	Households	79,284	81,630
Emerald City (8B)	7.5%	Families	48,359	49,505
Comfortable Empty Nesters (5A)	6.7%	Median Age	41.8	42.4
Old and Newcomers (8F)	6.4%	Median Household Income	\$70,982	\$79,136
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		125	\$2,705.94	\$214,537,812
Men's		126	\$531.53	\$42,141,689
Women's		126	\$930.95	\$73,809,320
Children's		121	\$406.39	\$32,220,215
Footwear		124	\$575.36	\$45,617,062
Watches & Jewelry		131	\$155.46	\$12,325,334
Apparel Products and Services (1)		130	\$106.25	\$8,424,192
Computer				
Computers and Hardware for Home Use		128	\$221.92	\$17,594,777
Portable Memory		127	\$6.76	\$535,852
Computer Software		130	\$15.00	\$1,189,362
Computer Accessories		129	\$23.25	\$1,843,335
Entertainment & Recreation		124	\$3,880.76	\$307,682,341
Fees and Admissions		132	\$836.75	\$66,340,856
Membership Fees for Clubs (2)		132	\$278.60	\$22,088,803
Fees for Participant Sports, excl. Trips		132	\$131.43	\$10,420,281
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 Recreational Lessons		130	\$173.79	\$13,778,530
Dating Services		132	\$1.07	\$84,513
TV/Video/Audio		122	\$1,558.27	\$123,546,252
Cable and Satellite Television Services		120	\$1,142.70	\$90,597,918
Televisions		126	\$150.19	\$11,907,364
Satellite Dishes		129	\$1.87	\$148,249
VCRs, Video Cameras, and DVD Players		125	\$8.16	\$647,323
Miscellaneous Video Equipment		126	\$12.08	\$957,917
Video Cassettes and DVDs		122	\$18.62	\$1,476,285
Video Game Hardware/Accessories		123	\$35.80	\$2,838,258
Video Game Software		125	\$19.34	\$1,533,333
Streaming/Downloaded Video		127	\$32.38	\$2,567,009
Rental of Video Cassettes and DVDs		123	\$18.81	\$1,491,028
Installation of Televisions		143	\$1.27	\$100,689
Audio (3)		126	\$112.06	\$8,884,672
Rental and Repair of TV/Radio/Sound Equipment		124	\$5.00	\$396,207
Pets		122	\$724.50	\$57,441,470
Toys/Games/Crafts/Hobbies (4)		124	\$149.77	\$11,874,659
Recreational Vehicles and Fees (5)		124	\$126.21	\$10,006,448
Sports/Recreation/Exercise Equipment (6)		126	\$216.14	\$17,136,614
Photo Equipment and Supplies (7)		128	\$70.98	\$5,627,899
Reading (8)		126	\$157.68	\$12,501,529
Catered Affairs (9)		133	\$40.44	\$3,206,614
Food		123	\$10,287.88	\$815,663,991
Food at Home		122	\$6,118.51	\$485,100,039
Bakery and Cereal Products		121	\$804.00	\$63,744,416
Meats, Poultry, Fish, and Eggs		120	\$1,374.93	\$109,010,249
Dairy Products		121	\$644.41	\$51,091,140
Fruits and Vegetables		123	\$1,195.58	\$94,790,466
Snacks and Other Food at Home (10)		122	\$2,099.59	\$166,463,767
Food Away from Home		125	\$4,169.37	\$330,563,952
Alcoholic Beverages		129	\$715.50	\$56,727,490

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. This report is not a comprehensive list of all consumer spending variables therefore the variables in each section may not sum to totals.

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



Retail Goods and Services 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

	Spending Potential Index	Average Amount Spent	Total
Financial			
Value of Stocks/Bonds/Mutual Funds	136	\$8,420.65	\$667,622,438
Value of Retirement Plans	131	\$31,767.84	\$2,518,681,395
Value of Other Financial Assets	129	\$1,670.45	\$132,439,803
Vehicle Loan Amount excluding Interest	120	\$3,257.93	\$258,301,709
Value of Credit Card Debt	125	\$727.32	\$57,665,222
Health			
Nonprescription Drugs	121	\$154.83	\$12,275,480
Prescription Drugs	120	\$464.25	\$36,807,741
Eyeglasses and Contact Lenses	123	\$116.63	\$9,246,584
Home			
Mortgage Payment and Basics (11)	127	\$10,948.02	\$868,002,462
Maintenance and Remodeling Services	128	\$2,491.17	\$197,510,263
Maintenance and Remodeling Materials (12)	119	\$481.80	\$38,198,859
Utilities, Fuel, and Public Services	120	\$6,059.70	\$480,436,996
Household Furnishings and Equipment			
Household Textiles (13)	127	\$121.27	\$9,614,800
Furniture	127	\$727.16	\$57,652,081
Rugs	130	\$30.31	\$2,402,917
Major Appliances (14)	122	\$392.63	\$31,128,927
Housewares (15)	125	\$118.27	\$9,377,228
Small Appliances	125	\$60.16	\$4,769,958
Luggage	131	\$15.58	\$1,235,595
Telephones and Accessories	126	\$87.14	\$6,908,513
Household Operations			
Child Care	126	\$602.23	\$47,747,535
Lawn and Garden (16)	124	\$520.92	\$41,300,769
Moving/Storage/Freight Express	129	\$82.82	\$6,566,633
Housekeeping Supplies (17)	122	\$870.11	\$68,985,503
Insurance			
Owners and Renters Insurance	122	\$628.95	\$49,866,014
Vehicle Insurance	122	\$1,440.87	\$114,237,611
Life/Other Insurance	126	\$538.43	\$42,688,696
Health Insurance	123	\$4,477.93	\$355,028,415
Personal Care Products (18)	124	\$584.29	\$46,325,104
School Books and Supplies (19)	125	\$194.07	\$15,386,467
Smoking Products	112	\$466.37	\$36,975,563
Transportation			
Payments on Vehicles excluding Leases	122	\$2,730.25	\$216,465,435
Gasoline and Motor Oil	120	\$3,323.37	\$263,489,913
Vehicle Maintenance and Repairs	123	\$1,319.67	\$104,628,345
Travel			
Airline Fares	131	\$668.31	\$52,986,414
Lodging on Trips	129	\$675.24	\$53,535,647
Auto/Truck Rental on Trips	130	\$34.29	\$2,718,778
Food and Drink on Trips	128	\$632.72	\$50,164,596

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. This report is not a comprehensive list of all consumer spending variables therefore the variables in each section may not sum to totals.

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



Retail Goods and Services 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

- (1) Apparel Products and Services** includes material for making clothes, sewing patterns and notions, shoe repair and other shoe services, apparel laundry and dry cleaning, alteration, repair and tailoring of apparel, clothing rental and storage, and watch and jewelry repair.
- (2) Membership Fees for Clubs** includes membership fees for social, recreational, and civic clubs.
- (3) Audio** includes satellite radio service, sound components and systems, digital audio players, records, CDs, audio tapes, streaming/downloaded audio, tape recorders, radios, musical instruments and accessories, and rental and repair of musical instruments.
- (4) Toys and Games** includes toys, games, arts and crafts, tricycles, playground equipment, arcade games, and online entertainment and games.
- (5) Recreational Vehicles & Fees** includes docking and landing fees for boats and planes, purchase and rental of RVs or boats, and camp fees.
- (6) Sports/Recreation/Exercise Equipment** includes exercise equipment and gear, game tables, bicycles, camping equipment, hunting and fishing equipment, winter sports equipment, water sports equipment, other sports equipment, and rental/repair of sports/recreation/exercise equipment.
- (7) Photo Equipment and Supplies** includes film, film processing, photographic equipment, rental and repair of photo equipment, and photographer fees.
- (8) Reading** includes digital book readers, books, magazine and newspaper subscriptions, and single copies of magazines and newspapers..
- (9) Catered Affairs** includes expenses associated with live entertainment and rental of party supplies.
- (10) Snacks and Other Food at Home** includes candy, chewing gum, sugar, artificial sweeteners, jam, jelly, preserves, margarine, fat, oil, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips, nuts, salt, spices, seasonings, olives, pickles, relishes, sauces, gravy, other condiments, soup, prepared salad, prepared dessert, baby food, miscellaneous prepared food, and nonalcoholic beverages.
- (11) Mortgage Payment and Basics** includes mortgage interest, mortgage principal, property taxes, homeowners insurance, and ground rent.
- (12) Maintenance and Remodeling Materials** includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, materials for hard surface flooring, materials for roofing/gutters, materials for plaster/panel/siding, materials for patio/fence/brick work, landscaping materials, and insulation materials for owned homes.
- (13) Household Textiles** includes bathroom linens, bedroom linens, kitchen linens, dining room linens, other linens, curtains, draperies, slipcovers, decorative pillows, and materials for slipcovers and curtains.
- (14) Major Appliances** includes dishwashers, disposals, refrigerators, freezers, washers, dryers, stoves, ovens, microwaves, window air conditioners, electric floor cleaning equipment, sewing machines, and miscellaneous appliances.
- (15) Housewares** includes plastic dinnerware, china, flatware, glassware, serving pieces, nonelectric cookware, and tableware.
- (16) Lawn and Garden** includes lawn and garden supplies, equipment and care service, indoor plants, fresh flowers, and repair/rental of lawn and garden equipment.
- (17) Housekeeping Supplies** includes soaps and laundry detergents, cleaning products, toilet tissue, paper towels, napkins, paper/plastic/foil products, stationery, giftwrap supplies, postage, and delivery services.
- (18) Personal Care Products** includes hair care products, nonelectric articles for hair, wigs, hairpieces, oral hygiene products, shaving needs, perfume, cosmetics, skincare, bath products, nail products, deodorant, feminine hygiene products, adult diapers, and personal care appliances.
- (19) School Books and Supplies** includes school books and supplies for College, Elementary school, High school, Vocational/Technical School, Preschool/Other Schools, and Other School Supplies.

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. This report is not a comprehensive list of all consumer spending variables therefore the variables in each section may not sum to totals.

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