



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		2017	2022
Population		9,311	9,721
Population 18+		7,211	7,577
Households		3,675	3,840
Median Household Income		\$79,998	\$86,024

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's clothing in last 12 months	3,589	49.8%	104
Bought any women's clothing in last 12 months	3,320	46.0%	106
Bought clothing for child <13 years in last 6 months	1,795	24.9%	91
Bought any shoes in last 12 months	4,020	55.7%	104
Bought costume jewelry in last 12 months	1,543	21.4%	112
Bought any fine jewelry in last 12 months	1,411	19.6%	108
Bought a watch in last 12 months	1,115	15.5%	101
Automobiles (Households)			
HH owns/leases any vehicle	3,364	91.5%	107
HH bought/leased new vehicle last 12 mo	441	12.0%	122
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	6,569	91.1%	107
Bought/changed motor oil in last 12 months	3,531	49.0%	101
Had tune-up in last 12 months	2,243	31.1%	109
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	4,685	65.0%	98
Drank regular cola in last 6 months	2,758	38.2%	87
Drank beer/ale in last 6 months	3,394	47.1%	111
Cameras (Adults)			
Own digital point & shoot camera/camcorder	1,828	25.4%	119
Own digital SLR camera/camcorder	827	11.5%	138
Printed digital photos in last 12 months	1,313	18.2%	131
Cell Phones (Adults/Households)			
Bought cell phone in last 12 months	2,598	36.0%	99
Have a smartphone	5,123	71.0%	106
Have a smartphone: Android phone (any brand)	2,077	28.8%	90
Have a smartphone: Apple iPhone	2,738	38.0%	124
Number of cell phones in household: 1	1,030	28.0%	88
Number of cell phones in household: 2	1,520	41.4%	110
Number of cell phones in household: 3+	1,015	27.6%	106
HH has cell phone only (no landline telephone)	1,314	35.8%	79
Computers (Households)			
HH owns a computer	3,080	83.8%	110
HH owns desktop computer	1,786	48.6%	114
HH owns laptop/notebook	2,236	60.8%	110
HH owns any Apple/Mac brand computer	674	18.3%	119
HH owns any PC/non-Apple brand computer	2,632	71.6%	108
HH purchased most recent computer in a store	1,558	42.4%	113
HH purchased most recent computer online	553	15.0%	115
Spent <\$500 on most recent home computer	553	15.0%	98
Spent \$500-\$999 on most recent home computer	771	21.0%	115
Spent \$1,000-\$1,499 on most recent home computer	425	11.6%	127
Spent \$1,500-\$1,999 on most recent home computer	214	5.8%	136
Spent \$2,000+ on most recent home computer	159	4.3%	121

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 2017 and 2022.



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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Convenience Stores (Adults)			
Shopped at convenience store in last 6 mos	3,797	52.7%	106
Bought brewed coffee at convenience store in last 30 days	1,238	17.2%	110
Bought cigarettes at convenience store in last 30 days	704	9.8%	81
Bought gas at convenience store in last 30 days	2,349	32.6%	96
Spent at convenience store in last 30 days: <\$20	651	9.0%	115
Spent at convenience store in last 30 days: \$20-\$39	741	10.3%	113
Spent at convenience store in last 30 days: \$40-\$50	523	7.3%	96
Spent at convenience store in last 30 days: \$51-\$99	377	5.2%	113
Spent at convenience store in last 30 days: \$100+	1,463	20.3%	86
Entertainment (Adults)			
Attended a movie in last 6 months	4,560	63.2%	107
Went to live theater in last 12 months	1,234	17.1%	132
Went to a bar/night club in last 12 months	1,397	19.4%	115
Dined out in last 12 months	3,943	54.7%	121
Gambled at a casino in last 12 months	1,115	15.5%	112
Visited a theme park in last 12 months	1,335	18.5%	104
Viewed movie (video-on-demand) in last 30 days	1,709	23.7%	129
Viewed TV show (video-on-demand) in last 30 days	1,276	17.7%	135
Watched any pay-per-view TV in last 12 months	1,006	14.0%	112
Downloaded a movie over the Internet in last 30 days	661	9.2%	111
Downloaded any individual song in last 6 months	1,623	22.5%	106
Watched a movie online in the last 30 days	1,284	17.8%	95
Watched a TV program online in last 30 days	1,355	18.8%	111
Played a video/electronic game (console) in last 12 months	615	8.5%	86
Played a video/electronic game (portable) in last 12 months	256	3.6%	79
Financial (Adults)			
Have home mortgage (1st)	2,851	39.5%	129
Used ATM/cash machine in last 12 months	4,151	57.6%	116
Own any stock	719	10.0%	138
Own U.S. savings bond	458	6.4%	123
Own shares in mutual fund (stock)	747	10.4%	141
Own shares in mutual fund (bonds)	492	6.8%	135
Have interest checking account	2,565	35.6%	131
Have non-interest checking account	2,343	32.5%	110
Have savings account	4,488	62.2%	114
Have 401K retirement savings plan	1,383	19.2%	131
Own/used any credit/debit card in last 12 months	6,066	84.1%	112
Avg monthly credit card expenditures: <\$111	822	11.4%	95
Avg monthly credit card expenditures: \$111-\$225	522	7.2%	102
Avg monthly credit card expenditures: \$226-\$450	548	7.6%	115
Avg monthly credit card expenditures: \$451-\$700	469	6.5%	123
Avg monthly credit card expenditures: \$701-\$1,000	438	6.1%	131
Avg monthly credit card expenditures: \$1,001+	1,085	15.0%	163
Did banking online in last 12 months	3,261	45.2%	124
Did banking on mobile device in last 12 months	1,400	19.4%	112
Paid bills online in last 12 months	3,738	51.8%	116

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Grocery (Adults)			
Used beef (fresh/frozen) in last 6 months	2,578	70.1%	101
Used bread in last 6 months	3,485	94.8%	101
Used chicken (fresh or frozen) in last 6 months	2,621	71.3%	103
Used turkey (fresh or frozen) in last 6 months	641	17.4%	110
Used fish/seafood (fresh or frozen) in last 6 months	2,115	57.6%	105
Used fresh fruit/vegetables in last 6 months	3,261	88.7%	102
Used fresh milk in last 6 months	3,192	86.9%	99
Used organic food in last 6 months	818	22.3%	108
Health (Adults)			
Exercise at home 2+ times per week	2,390	33.1%	114
Exercise at club 2+ times per week	1,166	16.2%	121
Visited a doctor in last 12 months	5,773	80.1%	106
Used vitamin/dietary supplement in last 6 months	4,182	58.0%	110
Home (Households)			
Any home improvement in last 12 months	1,244	33.9%	125
Used housekeeper/maid/professional HH cleaning service in last 12	695	18.9%	142
Purchased low ticket HH furnishings in last 12 months	664	18.1%	111
Purchased big ticket HH furnishings in last 12 months	843	22.9%	107
Bought any small kitchen appliance in last 12 months	852	23.2%	105
Bought any large kitchen appliance in last 12 months	528	14.4%	113
Insurance (Adults/Households)			
Currently carry life insurance	3,610	50.1%	116
Carry medical/hospital/accident insurance	5,471	75.9%	110
Carry homeowner insurance	4,325	60.0%	128
Carry renter's insurance	538	7.5%	85
Have auto insurance: 1 vehicle in household covered	997	27.1%	87
Have auto insurance: 2 vehicles in household covered	1,214	33.0%	116
Have auto insurance: 3+ vehicles in household covered	1,013	27.6%	127
Pets (Households)			
Household owns any pet	2,180	59.3%	109
Household owns any cat	897	24.4%	108
Household owns any dog	1,644	44.7%	108
Psychographics (Adults)			
Buying American is important to me	3,074	42.6%	103
Usually buy items on credit rather than wait	936	13.0%	106
Usually buy based on quality - not price	1,387	19.2%	105
Price is usually more important than brand name	1,917	26.6%	100
Usually use coupons for brands I buy often	1,327	18.4%	101
Am interested in how to help the environment	1,076	14.9%	90
Usually pay more for environ safe product	892	12.4%	92
Usually value green products over convenience	713	9.9%	91
Likely to buy a brand that supports a charity	2,576	35.7%	102
Reading (Adults)			
Bought digital book in last 12 months	1,313	18.2%	128
Bought hardcover book in last 12 months	1,848	25.6%	125
Bought paperback book in last 12 month	2,603	36.1%	121
Read any daily newspaper (paper version)	2,188	30.3%	126
Read any digital newspaper in last 30 days	2,791	38.7%	114
Read any magazine (paper/electronic version) in last 6 months	6,802	94.3%	104

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Restaurants (Adults)			
Went to family restaurant/steak house in last 6 months	5,712	79.2%	106
Went to family restaurant/steak house: 4+ times a month	2,190	30.4%	111
Went to fast food/drive-in restaurant in last 6 months	6,588	91.4%	101
Went to fast food/drive-in restaurant 9+ times/mo	2,788	38.7%	98
Fast food/drive-in last 6 months: eat in	2,663	36.9%	101
Fast food/drive-in last 6 months: home delivery	502	7.0%	90
Fast food/drive-in last 6 months: take-out/drive-thru	3,483	48.3%	105
Fast food/drive-in last 6 months: take-out/walk-in	1,575	21.8%	108
Television & Electronics (Adults/Households)			
Own any tablet	2,869	39.8%	118
Own any e-reader	857	11.9%	137
Own e-reader/tablet: iPad	1,877	26.0%	126
HH has Internet connectable TV	882	24.0%	119
Own any portable MP3 player	2,260	31.3%	112
HH owns 1 TV	618	16.8%	81
HH owns 2 TVs	976	26.6%	102
HH owns 3 TVs	877	23.9%	111
HH owns 4+ TVs	807	22.0%	120
HH subscribes to cable TV	2,002	54.5%	114
HH subscribes to fiber optic	419	11.4%	143
HH owns portable GPS navigation device	1,223	33.3%	123
HH purchased video game system in last 12 mos	278	7.6%	98
HH owns Internet video device for TV	502	13.7%	123
Travel (Adults)			
Domestic travel in last 12 months	4,477	62.1%	122
Took 3+ domestic non-business trips in last 12 months	1,069	14.8%	133
Spent on domestic vacations in last 12 months: <\$1,000	785	10.9%	105
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	495	6.9%	120
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	350	4.9%	132
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	375	5.2%	137
Spent on domestic vacations in last 12 months: \$3,000+	667	9.2%	162
Domestic travel in the 12 months: used general travel website	613	8.5%	122
Foreign travel in last 3 years	2,108	29.2%	121
Took 3+ foreign trips by plane in last 3 years	422	5.9%	133
Spent on foreign vacations in last 12 months: <\$1,000	392	5.4%	127
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	272	3.8%	108
Spent on foreign vacations in last 12 months: \$3,000+	523	7.3%	144
Foreign travel in last 3 years: used general travel website	534	7.4%	129
Nights spent in hotel/motel in last 12 months: any	3,703	51.4%	124
Took cruise of more than one day in last 3 years	718	10.0%	125
Member of any frequent flyer program	1,774	24.6%	151
Member of any hotel rewards program	1,590	22.0%	149

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Demographic Summary	2017	2022
Population	71,886	73,565
Population 18+	57,448	59,140
Households	31,710	32,445
Median Household Income	\$67,922	\$76,615

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's clothing in last 12 months	27,800	48.4%	102
Bought any women's clothing in last 12 months	26,128	45.5%	105
Bought clothing for child <13 years in last 6 months	14,020	24.4%	89
Bought any shoes in last 12 months	32,087	55.9%	104
Bought costume jewelry in last 12 months	11,674	20.3%	107
Bought any fine jewelry in last 12 months	11,112	19.3%	107
Bought a watch in last 12 months	8,864	15.4%	101
Automobiles (Households)			
HH owns/leases any vehicle	28,450	89.7%	105
HH bought/leased new vehicle last 12 mo	3,628	11.4%	116
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	51,584	89.8%	106
Bought/changed motor oil in last 12 months	27,209	47.4%	98
Had tune-up in last 12 months	17,590	30.6%	107
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	37,625	65.5%	99
Drank regular cola in last 6 months	22,841	39.8%	90
Drank beer/ale in last 6 months	27,525	47.9%	113
Cameras (Adults)			
Own digital point & shoot camera/camcorder	14,592	25.4%	119
Own digital SLR camera/camcorder	6,066	10.6%	127
Printed digital photos in last 12 months	9,715	16.9%	122
Cell Phones (Adults/Households)			
Bought cell phone in last 12 months	21,288	37.1%	102
Have a smartphone	40,792	71.0%	106
Have a smartphone: Android phone (any brand)	17,242	30.0%	94
Have a smartphone: Apple iPhone	21,154	36.8%	120
Number of cell phones in household: 1	10,613	33.5%	105
Number of cell phones in household: 2	12,517	39.5%	105
Number of cell phones in household: 3+	7,447	23.5%	90
HH has cell phone only (no landline telephone)	13,784	43.5%	96
Computers (Households)			
HH owns a computer	26,102	82.3%	108
HH owns desktop computer	14,413	45.5%	107
HH owns laptop/notebook	19,342	61.0%	110
HH owns any Apple/Mac brand computer	5,954	18.8%	122
HH owns any PC/non-Apple brand computer	21,993	69.4%	105
HH purchased most recent computer in a store	12,795	40.4%	108
HH purchased most recent computer online	4,855	15.3%	117
Spent <\$500 on most recent home computer	4,881	15.4%	101
Spent \$500-\$999 on most recent home computer	6,286	19.8%	108
Spent \$1,000-\$1,499 on most recent home computer	3,591	11.3%	124
Spent \$1,500-\$1,999 on most recent home computer	1,725	5.4%	127
Spent \$2,000+ on most recent home computer	1,298	4.1%	115

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Convenience Stores (Adults)			
Shopped at convenience store in last 6 mos	30,003	52.2%	105
Bought brewed coffee at convenience store in last 30 days	9,490	16.5%	106
Bought cigarettes at convenience store in last 30 days	6,099	10.6%	88
Bought gas at convenience store in last 30 days	19,524	34.0%	100
Spent at convenience store in last 30 days: <\$20	5,242	9.1%	116
Spent at convenience store in last 30 days: \$20-\$39	5,779	10.1%	110
Spent at convenience store in last 30 days: \$40-\$50	4,247	7.4%	98
Spent at convenience store in last 30 days: \$51-\$99	2,843	4.9%	107
Spent at convenience store in last 30 days: \$100+	12,640	22.0%	94
Entertainment (Adults)			
Attended a movie in last 6 months	36,485	63.5%	107
Went to live theater in last 12 months	10,152	17.7%	136
Went to a bar/night club in last 12 months	11,924	20.8%	124
Dined out in last 12 months	30,704	53.4%	118
Gambled at a casino in last 12 months	8,662	15.1%	109
Visited a theme park in last 12 months	10,112	17.6%	98
Viewed movie (video-on-demand) in last 30 days	13,005	22.6%	124
Viewed TV show (video-on-demand) in last 30 days	9,532	16.6%	126
Watched any pay-per-view TV in last 12 months	7,350	12.8%	103
Downloaded a movie over the Internet in last 30 days	5,445	9.5%	115
Downloaded any individual song in last 6 months	13,255	23.1%	109
Watched a movie online in the last 30 days	11,913	20.7%	110
Watched a TV program online in last 30 days	12,130	21.1%	124
Played a video/electronic game (console) in last 12 months	5,595	9.7%	98
Played a video/electronic game (portable) in last 12 months	2,602	4.5%	101
Financial (Adults)			
Have home mortgage (1st)	19,793	34.5%	113
Used ATM/cash machine in last 12 months	32,469	56.5%	114
Own any stock	5,434	9.5%	130
Own U.S. savings bond	3,400	5.9%	115
Own shares in mutual fund (stock)	5,486	9.5%	130
Own shares in mutual fund (bonds)	3,717	6.5%	128
Have interest checking account	19,183	33.4%	123
Have non-interest checking account	18,473	32.2%	109
Have savings account	35,384	61.6%	113
Have 401K retirement savings plan	10,495	18.3%	124
Own/used any credit/debit card in last 12 months	46,981	81.8%	108
Avg monthly credit card expenditures: <\$111	6,869	12.0%	100
Avg monthly credit card expenditures: \$111-\$225	4,279	7.4%	105
Avg monthly credit card expenditures: \$226-\$450	4,261	7.4%	113
Avg monthly credit card expenditures: \$451-\$700	3,468	6.0%	114
Avg monthly credit card expenditures: \$701-\$1,000	3,268	5.7%	123
Avg monthly credit card expenditures: \$1,001+	7,917	13.8%	149
Did banking online in last 12 months	25,485	44.4%	121
Did banking on mobile device in last 12 months	11,576	20.2%	116
Paid bills online in last 12 months	29,616	51.6%	115

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Grocery (Adults)			
Used beef (fresh/frozen) in last 6 months	21,588	68.1%	98
Used bread in last 6 months	29,786	93.9%	100
Used chicken (fresh or frozen) in last 6 months	22,009	69.4%	101
Used turkey (fresh or frozen) in last 6 months	4,937	15.6%	98
Used fish/seafood (fresh or frozen) in last 6 months	17,658	55.7%	102
Used fresh fruit/vegetables in last 6 months	27,999	88.3%	102
Used fresh milk in last 6 months	27,493	86.7%	99
Used organic food in last 6 months	7,371	23.2%	113
Health (Adults)			
Exercise at home 2+ times per week	18,540	32.3%	111
Exercise at club 2+ times per week	9,872	17.2%	129
Visited a doctor in last 12 months	45,141	78.6%	104
Used vitamin/dietary supplement in last 6 months	32,914	57.3%	109
Home (Households)			
Any home improvement in last 12 months	9,096	28.7%	106
Used housekeeper/maid/professional HH cleaning service in last 12	5,323	16.8%	126
Purchased low ticket HH furnishings in last 12 months	5,822	18.4%	113
Purchased big ticket HH furnishings in last 12 months	7,405	23.4%	109
Bought any small kitchen appliance in last 12 months	7,587	23.9%	108
Bought any large kitchen appliance in last 12 months	4,140	13.1%	103
Insurance (Adults/Households)			
Currently carry life insurance	27,087	47.2%	109
Carry medical/hospital/accident insurance	42,936	74.7%	108
Carry homeowner insurance	30,133	52.5%	112
Carry renter's insurance	5,953	10.4%	118
Have auto insurance: 1 vehicle in household covered	10,608	33.5%	108
Have auto insurance: 2 vehicles in household covered	9,602	30.3%	106
Have auto insurance: 3+ vehicles in household covered	6,868	21.7%	100
Pets (Households)			
Household owns any pet	17,052	53.8%	99
Household owns any cat	7,244	22.8%	101
Household owns any dog	12,361	39.0%	94
Psychographics (Adults)			
Buying American is important to me	23,770	41.4%	100
Usually buy items on credit rather than wait	7,480	13.0%	106
Usually buy based on quality - not price	10,968	19.1%	104
Price is usually more important than brand name	14,827	25.8%	97
Usually use coupons for brands I buy often	11,063	19.3%	106
Am interested in how to help the environment	9,229	16.1%	97
Usually pay more for environ safe product	7,851	13.7%	102
Usually value green products over convenience	5,895	10.3%	95
Likely to buy a brand that supports a charity	20,158	35.1%	100
Reading (Adults)			
Bought digital book in last 12 months	10,101	17.6%	124
Bought hardcover book in last 12 months	14,240	24.8%	121
Bought paperback book in last 12 month	20,095	35.0%	117
Read any daily newspaper (paper version)	16,511	28.7%	119
Read any digital newspaper in last 30 days	23,685	41.2%	121
Read any magazine (paper/electronic version) in last 6 months	53,600	93.3%	103

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 2017 and 2022.



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
Restaurants (Adults)			
Went to family restaurant/steak house in last 6 months	45,096	78.5%	105
Went to family restaurant/steak house: 4+ times a month	16,991	29.6%	108
Went to fast food/drive-in restaurant in last 6 months	52,285	91.0%	101
Went to fast food/drive-in restaurant 9+ times/mo	22,123	38.5%	98
Fast food/drive-in last 6 months: eat in	20,558	35.8%	98
Fast food/drive-in last 6 months: home delivery	4,230	7.4%	96
Fast food/drive-in last 6 months: take-out/drive-thru	27,782	48.4%	105
Fast food/drive-in last 6 months: take-out/walk-in	12,775	22.2%	110
Television & Electronics (Adults/Households)			
Own any tablet	22,898	39.9%	118
Own any e-reader	6,473	11.3%	130
Own e-reader/tablet: iPad	14,693	25.6%	124
HH has Internet connectable TV	7,203	22.7%	113
Own any portable MP3 player	18,377	32.0%	114
HH owns 1 TV	6,918	21.8%	105
HH owns 2 TVs	8,854	27.9%	107
HH owns 3 TVs	6,743	21.3%	99
HH owns 4+ TVs	5,491	17.3%	95
HH subscribes to cable TV	17,430	55.0%	115
HH subscribes to fiber optic	3,014	9.5%	119
HH owns portable GPS navigation device	9,549	30.1%	111
HH purchased video game system in last 12 mos	2,228	7.0%	91
HH owns Internet video device for TV	4,058	12.8%	116
Travel (Adults)			
Domestic travel in last 12 months	34,923	60.8%	120
Took 3+ domestic non-business trips in last 12 months	8,389	14.6%	131
Spent on domestic vacations in last 12 months: <\$1,000	6,765	11.8%	113
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	4,003	7.0%	122
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	2,525	4.4%	120
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	2,691	4.7%	123
Spent on domestic vacations in last 12 months: \$3,000+	4,556	7.9%	139
Domestic travel in the 12 months: used general travel website	5,158	9.0%	128
Foreign travel in last 3 years	16,888	29.4%	121
Took 3+ foreign trips by plane in last 3 years	3,632	6.3%	144
Spent on foreign vacations in last 12 months: <\$1,000	2,954	5.1%	121
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	2,341	4.1%	117
Spent on foreign vacations in last 12 months: \$3,000+	3,864	6.7%	134
Foreign travel in last 3 years: used general travel website	4,127	7.2%	125
Nights spent in hotel/motel in last 12 months: any	28,594	49.8%	120
Took cruise of more than one day in last 3 years	5,615	9.8%	122
Member of any frequent flyer program	13,935	24.3%	149
Member of any hotel rewards program	11,750	20.5%	138

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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	2017	2022
Population	183,983	189,697
Population 18+	145,221	150,546
Households	79,284	81,630
Median Household Income	\$70,982	\$79,136

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's clothing in last 12 months	70,681	48.7%	102
Bought any women's clothing in last 12 months	66,356	45.7%	105
Bought clothing for child <13 years in last 6 months	37,809	26.0%	95
Bought any shoes in last 12 months	81,938	56.4%	105
Bought costume jewelry in last 12 months	29,302	20.2%	106
Bought any fine jewelry in last 12 months	27,651	19.0%	105
Bought a watch in last 12 months	22,526	15.5%	102
Automobiles (Households)			
HH owns/leases any vehicle	71,597	90.3%	106
HH bought/leased new vehicle last 12 mo	9,531	12.0%	122
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	130,918	90.2%	106
Bought/changed motor oil in last 12 months	68,726	47.3%	98
Had tune-up in last 12 months	44,583	30.7%	107
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	96,542	66.5%	100
Drank regular cola in last 6 months	57,335	39.5%	90
Drank beer/ale in last 6 months	68,842	47.4%	112
Cameras (Adults)			
Own digital point & shoot camera/camcorder	36,980	25.5%	120
Own digital SLR camera/camcorder	15,406	10.6%	127
Printed digital photos in last 12 months	24,444	16.8%	121
Cell Phones (Adults/Households)			
Bought cell phone in last 12 months	53,531	36.9%	102
Have a smartphone	104,535	72.0%	108
Have a smartphone: Android phone (any brand)	43,718	30.1%	94
Have a smartphone: Apple iPhone	54,959	37.8%	124
Number of cell phones in household: 1	24,627	31.1%	97
Number of cell phones in household: 2	31,624	39.9%	106
Number of cell phones in household: 3+	20,405	25.7%	99
HH has cell phone only (no landline telephone)	33,603	42.4%	94
Computers (Households)			
HH owns a computer	66,178	83.5%	109
HH owns desktop computer	36,910	46.6%	109
HH owns laptop/notebook	48,985	61.8%	111
HH owns any Apple/Mac brand computer	15,384	19.4%	126
HH owns any PC/non-Apple brand computer	55,807	70.4%	106
HH purchased most recent computer in a store	32,610	41.1%	110
HH purchased most recent computer online	12,415	15.7%	120
Spent <\$500 on most recent home computer	12,151	15.3%	100
Spent \$500-\$999 on most recent home computer	16,095	20.3%	111
Spent \$1,000-\$1,499 on most recent home computer	9,150	11.5%	127
Spent \$1,500-\$1,999 on most recent home computer	4,364	5.5%	129
Spent \$2,000+ on most recent home computer	3,391	4.3%	120

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Convenience Stores (Adults)			
Shopped at convenience store in last 6 mos	75,767	52.2%	105
Bought brewed coffee at convenience store in last 30 days	23,561	16.2%	104
Bought cigarettes at convenience store in last 30 days	14,860	10.2%	84
Bought gas at convenience store in last 30 days	49,153	33.8%	100
Spent at convenience store in last 30 days: <\$20	13,465	9.3%	118
Spent at convenience store in last 30 days: \$20-\$39	14,340	9.9%	108
Spent at convenience store in last 30 days: \$40-\$50	10,561	7.3%	96
Spent at convenience store in last 30 days: \$51-\$99	7,009	4.8%	104
Spent at convenience store in last 30 days: \$100+	32,275	22.2%	95
Entertainment (Adults)			
Attended a movie in last 6 months	93,194	64.2%	109
Went to live theater in last 12 months	25,175	17.3%	133
Went to a bar/night club in last 12 months	29,716	20.5%	122
Dined out in last 12 months	77,206	53.2%	118
Gambled at a casino in last 12 months	21,922	15.1%	109
Visited a theme park in last 12 months	27,134	18.7%	105
Viewed movie (video-on-demand) in last 30 days	33,742	23.2%	127
Viewed TV show (video-on-demand) in last 30 days	24,440	16.8%	128
Watched any pay-per-view TV in last 12 months	19,366	13.3%	107
Downloaded a movie over the Internet in last 30 days	13,669	9.4%	114
Downloaded any individual song in last 6 months	34,293	23.6%	112
Watched a movie online in the last 30 days	30,298	20.9%	111
Watched a TV program online in last 30 days	29,847	20.6%	121
Played a video/electronic game (console) in last 12 months	14,119	9.7%	98
Played a video/electronic game (portable) in last 12 months	6,666	4.6%	102
Financial (Adults)			
Have home mortgage (1st)	52,247	36.0%	118
Used ATM/cash machine in last 12 months	81,708	56.3%	113
Own any stock	14,080	9.7%	134
Own U.S. savings bond	8,800	6.1%	118
Own shares in mutual fund (stock)	13,893	9.6%	130
Own shares in mutual fund (bonds)	9,530	6.6%	130
Have interest checking account	48,506	33.4%	123
Have non-interest checking account	46,313	31.9%	108
Have savings account	89,983	62.0%	114
Have 401K retirement savings plan	26,885	18.5%	126
Own/used any credit/debit card in last 12 months	118,611	81.7%	108
Avg monthly credit card expenditures: <\$111	17,515	12.1%	100
Avg monthly credit card expenditures: \$111-\$225	10,915	7.5%	106
Avg monthly credit card expenditures: \$226-\$450	10,522	7.2%	110
Avg monthly credit card expenditures: \$451-\$700	9,053	6.2%	118
Avg monthly credit card expenditures: \$701-\$1,000	8,503	5.9%	127
Avg monthly credit card expenditures: \$1,001+	20,062	13.8%	149
Did banking online in last 12 months	64,945	44.7%	122
Did banking on mobile device in last 12 months	29,642	20.4%	118
Paid bills online in last 12 months	75,576	52.0%	116

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Retail Market Potential

Shoppes at Forest Green
 10023 Forest Green Blvd, Louisville, Kentucky, 40223
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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Grocery (Adults)			
Used beef (fresh/frozen) in last 6 months	54,561	68.8%	99
Used bread in last 6 months	74,606	94.1%	100
Used chicken (fresh or frozen) in last 6 months	55,442	69.9%	101
Used turkey (fresh or frozen) in last 6 months	12,489	15.8%	99
Used fish/seafood (fresh or frozen) in last 6 months	44,244	55.8%	102
Used fresh fruit/vegetables in last 6 months	69,949	88.2%	102
Used fresh milk in last 6 months	69,086	87.1%	100
Used organic food in last 6 months	18,801	23.7%	115
Health (Adults)			
Exercise at home 2+ times per week	47,001	32.4%	112
Exercise at club 2+ times per week	25,384	17.5%	131
Visited a doctor in last 12 months	114,439	78.8%	104
Used vitamin/dietary supplement in last 6 months	82,786	57.0%	108
Home (Households)			
Any home improvement in last 12 months	23,597	29.8%	110
Used housekeeper/maid/professional HH cleaning service in last 12	13,531	17.1%	128
Purchased low ticket HH furnishings in last 12 months	14,628	18.5%	113
Purchased big ticket HH furnishings in last 12 months	18,708	23.6%	110
Bought any small kitchen appliance in last 12 months	18,921	23.9%	108
Bought any large kitchen appliance in last 12 months	10,659	13.4%	106
Insurance (Adults/Households)			
Currently carry life insurance	69,490	47.9%	111
Carry medical/hospital/accident insurance	108,753	74.9%	108
Carry homeowner insurance	77,840	53.6%	114
Carry renter's insurance	14,420	9.9%	113
Have auto insurance: 1 vehicle in household covered	25,192	31.8%	102
Have auto insurance: 2 vehicles in household covered	25,259	31.9%	112
Have auto insurance: 3+ vehicles in household covered	17,956	22.6%	105
Pets (Households)			
Household owns any pet	43,395	54.7%	101
Household owns any cat	17,979	22.7%	101
Household owns any dog	31,998	40.4%	98
Psychographics (Adults)			
Buying American is important to me	59,725	41.1%	99
Usually buy items on credit rather than wait	18,709	12.9%	105
Usually buy based on quality - not price	27,309	18.8%	102
Price is usually more important than brand name	37,208	25.6%	96
Usually use coupons for brands I buy often	27,800	19.1%	105
Am interested in how to help the environment	23,350	16.1%	97
Usually pay more for environ safe product	19,928	13.7%	102
Usually value green products over convenience	14,568	10.0%	93
Likely to buy a brand that supports a charity	51,266	35.3%	101
Reading (Adults)			
Bought digital book in last 12 months	25,863	17.8%	126
Bought hardcover book in last 12 months	35,463	24.4%	119
Bought paperback book in last 12 month	50,619	34.9%	117
Read any daily newspaper (paper version)	40,489	27.9%	115
Read any digital newspaper in last 30 days	60,574	41.7%	122
Read any magazine (paper/electronic version) in last 6 months	135,651	93.4%	103

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Restaurants (Adults)			
Went to family restaurant/steak house in last 6 months	114,301	78.7%	105
Went to family restaurant/steak house: 4+ times a month	42,787	29.5%	107
Went to fast food/drive-in restaurant in last 6 months	132,346	91.1%	101
Went to fast food/drive-in restaurant 9+ times/mo	56,745	39.1%	99
Fast food/drive-in last 6 months: eat in	52,533	36.2%	99
Fast food/drive-in last 6 months: home delivery	10,828	7.5%	97
Fast food/drive-in last 6 months: take-out/drive-thru	70,710	48.7%	106
Fast food/drive-in last 6 months: take-out/walk-in	32,082	22.1%	110
Television & Electronics (Adults/Households)			
Own any tablet	59,316	40.8%	121
Own any e-reader	16,463	11.3%	131
Own e-reader/tablet: iPad	38,753	26.7%	129
HH has Internet connectable TV	18,416	23.2%	116
Own any portable MP3 player	47,471	32.7%	117
HH owns 1 TV	16,460	20.8%	100
HH owns 2 TVs	21,813	27.5%	106
HH owns 3 TVs	17,105	21.6%	100
HH owns 4+ TVs	14,778	18.6%	102
HH subscribes to cable TV	42,787	54.0%	113
HH subscribes to fiber optic	8,345	10.5%	132
HH owns portable GPS navigation device	24,545	31.0%	114
HH purchased video game system in last 12 mos	5,817	7.3%	95
HH owns Internet video device for TV	10,454	13.2%	119
Travel (Adults)			
Domestic travel in last 12 months	88,669	61.1%	120
Took 3+ domestic non-business trips in last 12 months	21,148	14.6%	131
Spent on domestic vacations in last 12 months: <\$1,000	17,087	11.8%	113
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	10,445	7.2%	126
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	6,595	4.5%	123
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	7,084	4.9%	129
Spent on domestic vacations in last 12 months: \$3,000+	11,543	7.9%	139
Domestic travel in the 12 months: used general travel website	13,223	9.1%	130
Foreign travel in last 3 years	43,581	30.0%	124
Took 3+ foreign trips by plane in last 3 years	9,240	6.4%	145
Spent on foreign vacations in last 12 months: <\$1,000	7,498	5.2%	121
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	5,980	4.1%	118
Spent on foreign vacations in last 12 months: \$3,000+	10,054	6.9%	138
Foreign travel in last 3 years: used general travel website	10,746	7.4%	129
Nights spent in hotel/motel in last 12 months: any	73,320	50.5%	122
Took cruise of more than one day in last 3 years	14,460	10.0%	125
Member of any frequent flyer program	35,717	24.6%	151
Member of any hotel rewards program	29,880	20.6%	139

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