



# Market Profile

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
<b>Population Summary</b>			
2000 Total Population	8,983	66,175	158,366
2010 Total Population	8,606	69,844	176,146
2020 Total Population	9,595	73,478	188,705
2020 Group Quarters	219	1,364	2,665
2025 Total Population	10,773	77,887	197,618
2020-2025 Annual Rate	2.34%	1.17%	0.93%
2020 Total Daytime Population	13,449	87,626	231,187
Workers	8,430	49,120	133,037
Residents	5,019	38,506	98,150
<b>Household Summary</b>			
2000 Households	3,283	28,017	66,428
2000 Average Household Size	2.60	2.32	2.35
2010 Households	3,404	30,853	76,136
2010 Average Household Size	2.47	2.23	2.28
2020 Households	3,780	32,404	81,251
2020 Average Household Size	2.48	2.23	2.29
2025 Households	4,235	34,337	85,112
2025 Average Household Size	2.49	2.23	2.29
2020-2025 Annual Rate	2.30%	1.17%	0.93%
2010 Families	2,406	18,544	47,096
2010 Average Family Size	2.95	2.87	2.91
2020 Families	2,636	19,069	49,386
2020 Average Family Size	2.97	2.88	2.93
2025 Families	2,960	20,153	51,518
2025 Average Family Size	2.99	2.90	2.94
2020-2025 Annual Rate	2.35%	1.11%	0.85%
<b>Housing Unit Summary</b>			
2000 Housing Units	3,411	29,960	70,642
Owner Occupied Housing Units	78.8%	64.2%	66.8%
Renter Occupied Housing Units	17.4%	29.3%	27.2%
Vacant Housing Units	3.8%	6.5%	6.0%
2010 Housing Units	3,537	32,633	81,185
Owner Occupied Housing Units	77.3%	61.9%	64.3%
Renter Occupied Housing Units	19.0%	32.7%	29.5%
Vacant Housing Units	3.8%	5.5%	6.2%
2020 Housing Units	3,853	34,016	86,276
Owner Occupied Housing Units	74.3%	60.8%	63.1%
Renter Occupied Housing Units	23.7%	34.5%	31.0%
Vacant Housing Units	1.9%	4.7%	5.8%
2025 Housing Units	4,301	35,968	90,064
Owner Occupied Housing Units	67.5%	58.4%	61.5%
Renter Occupied Housing Units	30.9%	37.1%	33.0%
Vacant Housing Units	1.5%	4.5%	5.5%
<b>Median Household Income</b>			
2020	\$93,104	\$77,656	\$81,039
2025	\$103,550	\$83,858	\$87,711
<b>Median Home Value</b>			
2020	\$269,931	\$260,520	\$260,685
2025	\$297,771	\$284,212	\$288,099
<b>Per Capita Income</b>			
2020	\$48,760	\$47,901	\$48,890
2025	\$54,473	\$52,662	\$53,805
<b>Median Age</b>			
2010	41.5	41.4	40.4
2020	43.7	43.2	42.2
2025	45.5	43.9	43.0

**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 2020 and 2025 Esri converted Census 2000 data into 2010 geography.



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<b>2020 Households by Income</b>			
Household Income Base	3,780	32,404	81,251
<\$15,000	2.4%	5.3%	5.4%
\$15,000 - \$24,999	3.3%	5.1%	5.1%
\$25,000 - \$34,999	7.0%	6.7%	6.6%
\$35,000 - \$49,999	9.0%	11.8%	10.9%
\$50,000 - \$74,999	19.4%	19.3%	18.1%
\$75,000 - \$99,999	11.6%	12.8%	13.0%
\$100,000 - \$149,999	20.9%	19.2%	19.1%
\$150,000 - \$199,999	13.3%	9.0%	9.8%
\$200,000+	13.1%	10.7%	12.0%
Average Household Income	\$123,512	\$108,782	\$113,626
<b>2025 Households by Income</b>			
Household Income Base	4,235	34,337	85,112
<\$15,000	2.1%	4.8%	4.9%
\$15,000 - \$24,999	2.8%	4.5%	4.6%
\$25,000 - \$34,999	6.3%	6.1%	6.1%
\$35,000 - \$49,999	8.0%	10.8%	10.0%
\$50,000 - \$74,999	17.5%	18.5%	17.2%
\$75,000 - \$99,999	10.9%	12.6%	12.6%
\$100,000 - \$149,999	21.4%	20.3%	20.0%
\$150,000 - \$199,999	15.7%	10.5%	11.2%
\$200,000+	15.2%	11.9%	13.4%
Average Household Income	\$138,383	\$119,658	\$125,061
<b>2020 Owner Occupied Housing Units by Value</b>			
Total	2,864	20,671	54,469
<\$50,000	0.8%	0.5%	0.6%
\$50,000 - \$99,999	0.5%	1.4%	1.6%
\$100,000 - \$149,999	12.7%	8.5%	8.3%
\$150,000 - \$199,999	16.7%	16.6%	17.9%
\$200,000 - \$249,999	13.3%	19.3%	18.5%
\$250,000 - \$299,999	15.2%	17.1%	14.6%
\$300,000 - \$399,999	30.1%	22.0%	20.5%
\$400,000 - \$499,999	8.0%	7.1%	8.7%
\$500,000 - \$749,999	1.9%	4.0%	5.8%
\$750,000 - \$999,999	0.3%	1.3%	1.7%
\$1,000,000 - \$1,499,999	0.4%	1.2%	1.0%
\$1,500,000 - \$1,999,999	0.0%	0.2%	0.2%
\$2,000,000 +	0.1%	0.7%	0.6%
Average Home Value	\$281,363	\$310,172	\$316,226
<b>2025 Owner Occupied Housing Units by Value</b>			
Total	2,905	20,997	55,398
<\$50,000	0.4%	0.2%	0.2%
\$50,000 - \$99,999	0.2%	0.6%	0.7%
\$100,000 - \$149,999	9.0%	5.2%	5.2%
\$150,000 - \$199,999	15.7%	14.1%	15.1%
\$200,000 - \$249,999	11.1%	18.1%	17.6%
\$250,000 - \$299,999	14.3%	17.4%	14.6%
\$300,000 - \$399,999	34.2%	26.1%	23.6%
\$400,000 - \$499,999	11.2%	9.3%	11.2%
\$500,000 - \$749,999	2.8%	5.2%	7.8%
\$750,000 - \$999,999	0.3%	1.6%	1.9%
\$1,000,000 - \$1,499,999	0.6%	1.3%	1.1%
\$1,500,000 - \$1,999,999	0.0%	0.2%	0.2%
\$2,000,000 +	0.2%	0.8%	0.6%
Average Home Value	\$306,459	\$337,467	\$344,248

**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 2020 and 2025 Esri converted Census 2000 data into 2010 geography.



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<b>2010 Population by Age</b>			
Total	8,609	69,844	176,150
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%
<b>2020 Population by Age</b>			
Total	9,591	73,479	188,704
0 - 4	5.2%	5.1%	5.3%
5 - 9	5.9%	5.3%	5.7%
10 - 14	6.9%	5.8%	6.1%
15 - 24	10.7%	11.1%	10.8%
25 - 34	10.5%	12.4%	12.3%
35 - 44	12.4%	12.5%	13.2%
45 - 54	11.8%	12.0%	12.4%
55 - 64	15.6%	13.4%	13.5%
65 - 74	12.6%	11.7%	11.3%
75 - 84	5.8%	6.9%	6.1%
85 +	2.6%	3.8%	3.2%
18 +	77.8%	80.3%	79.3%
<b>2025 Population by Age</b>			
Total	10,772	77,887	197,618
0 - 4	5.0%	5.0%	5.2%
5 - 9	5.7%	5.2%	5.6%
10 - 14	6.4%	5.5%	5.8%
15 - 24	10.3%	10.8%	10.6%
25 - 34	9.7%	12.5%	12.4%
35 - 44	12.2%	12.5%	13.0%
45 - 54	12.0%	11.6%	12.2%
55 - 64	13.5%	12.3%	12.4%
65 - 74	14.0%	12.2%	11.8%
75 - 84	8.1%	8.5%	7.6%
85 +	3.0%	3.9%	3.3%
18 +	78.4%	80.9%	79.9%
<b>2010 Population by Sex</b>			
Males	4,093	33,056	83,782
Females	4,513	36,788	92,364
<b>2020 Population by Sex</b>			
Males	4,556	35,137	90,546
Females	5,039	38,342	98,160
<b>2025 Population by Sex</b>			
Males	5,126	37,323	95,040
Females	5,647	40,564	102,578

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<b>2010 Population by Race/Ethnicity</b>			
Total	8,607	69,844	176,146
White Alone	88.8%	84.0%	83.9%
Black Alone	6.0%	8.1%	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
<b>2020 Population by Race/Ethnicity</b>			
Total	9,596	73,477	188,705
White Alone	84.7%	78.9%	78.8%
Black Alone	7.6%	9.8%	10.2%
American Indian Alone	0.3%	0.2%	0.2%
Asian Alone	3.1%	6.0%	5.9%
Pacific Islander Alone	0.0%	0.1%	0.1%
Some Other Race Alone	2.2%	2.4%	2.2%
Two or More Races	2.2%	2.7%	2.6%
Hispanic Origin	5.2%	6.3%	5.9%
Diversity Index	34.8	44.0	43.6
<b>2025 Population by Race/Ethnicity</b>			
Total	10,774	77,887	197,619
White Alone	82.3%	75.7%	75.9%
Black Alone	8.5%	10.6%	11.0%
American Indian Alone	0.2%	0.2%	0.2%
Asian Alone	3.7%	7.5%	7.3%
Pacific Islander Alone	0.0%	0.1%	0.1%
Some Other Race Alone	2.7%	2.8%	2.6%
Two or More Races	2.5%	3.1%	3.1%
Hispanic Origin	6.6%	7.7%	7.2%
Diversity Index	39.8	49.3	48.6
<b>2010 Population by Relationship and Household Type</b>			
Total	8,606	69,844	176,146
In Households	97.9%	98.3%	98.7%
In Family Households	83.6%	77.5%	79.1%
Householder	27.9%	26.5%	26.7%
Spouse	22.9%	21.0%	21.1%
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.

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<b>2020 Population 25+ by Educational Attainment</b>			
Total	6,839	53,436	135,985
Less than 9th Grade	0.8%	1.1%	1.2%
9th - 12th Grade, No Diploma	3.3%	2.5%	2.2%
High School Graduate	13.3%	11.9%	12.3%
GED/Alternative Credential	1.5%	2.0%	1.9%
Some College, No Degree	19.3%	19.0%	18.9%
Associate Degree	7.7%	8.1%	8.1%
Bachelor's Degree	31.9%	31.9%	31.5%
Graduate/Professional Degree	22.1%	23.5%	23.8%
<b>2020 Population 15+ by Marital Status</b>			
Total	7,862	61,587	156,347
Never Married	30.8%	28.5%	28.0%
Married	54.8%	54.0%	54.5%
Widowed	4.9%	6.7%	6.2%
Divorced	9.5%	10.8%	11.2%
<b>2020 Civilian Population 16+ in Labor Force</b>			
Civilian Population 16+	5,472	41,503	107,531
Population 16+ Employed	83.8%	84.6%	84.6%
Population 16+ Unemployment rate	16.2%	15.4%	15.4%
Population 16-24 Employed	10.1%	10.8%	10.4%
Population 16-24 Unemployment rate	24.5%	23.3%	23.4%
Population 25-54 Employed	57.4%	60.1%	61.4%
Population 25-54 Unemployment rate	14.9%	14.7%	14.8%
Population 55-64 Employed	22.4%	18.9%	18.6%
Population 55-64 Unemployment rate	15.4%	13.8%	13.7%
Population 65+ Employed	10.1%	10.2%	9.6%
Population 65+ Unemployment rate	16.0%	13.5%	12.8%
<b>2020 Employed Population 16+ by Industry</b>			
Total	4,586	35,101	90,987
Agriculture/Mining	0.3%	0.3%	0.3%
Construction	5.5%	5.7%	5.5%
Manufacturing	7.2%	9.2%	9.4%
Wholesale Trade	5.3%	3.9%	3.6%
Retail Trade	9.7%	9.0%	8.7%
Transportation/Utilities	3.9%	4.9%	5.2%
Information	1.1%	2.0%	2.3%
Finance/Insurance/Real Estate	11.2%	11.0%	11.5%
Services	53.1%	51.3%	50.6%
Public Administration	2.6%	2.7%	2.9%
<b>2020 Employed Population 16+ by Occupation</b>			
Total	4,586	35,103	90,987
White Collar	80.7%	76.9%	76.3%
Management/Business/Financial	18.6%	20.0%	21.4%
Professional	34.6%	31.1%	30.7%
Sales	16.9%	12.1%	11.4%
Administrative Support	10.5%	13.6%	12.8%
Services	10.4%	10.1%	9.8%
Blue Collar	8.9%	13.1%	13.9%
Farming/Forestry/Fishing	0.0%	0.2%	0.2%
Construction/Extraction	1.5%	3.0%	3.5%
Installation/Maintenance/Repair	2.1%	2.1%	1.7%
Production	1.7%	3.4%	3.9%
Transportation/Material Moving	3.6%	4.5%	4.6%

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July 15, 2020



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<b>2010 Households by Type</b>			
Total	3,404	30,853	76,135
Households with 1 Person	24.1%	33.5%	32.0%
Households with 2+ People	75.9%	66.5%	68.0%
Family Households	70.7%	60.1%	61.9%
Husband-wife Families	57.8%	47.5%	48.9%
With Related Children	24.1%	18.6%	20.2%
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%	6.3%	6.2%
All Households with Children	32.2%	26.5%	28.4%
Multigenerational Households	2.1%	1.9%	2.0%
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%
<b>2010 Households by Size</b>			
Total	3,404	30,854	76,134
1 Person Household	24.1%	33.5%	32.0%
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%	11.7%
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%
<b>2010 Households by Tenure and Mortgage Status</b>			
Total	3,404	30,853	76,136
Owner Occupied	80.3%	65.5%	68.5%
Owned with a Mortgage/Loan	59.7%	45.4%	48.9%
Owned Free and Clear	20.6%	20.0%	19.6%
Renter Occupied	19.7%	34.5%	31.5%
<b>2020 Affordability, Mortgage and Wealth</b>			
Housing Affordability Index	189	163	171
Percent of Income for Mortgage	12.1%	14.0%	13.4%
Wealth Index	177	141	146
<b>2010 Housing Units By Urban/ Rural Status</b>			
Total Housing Units	3,537	32,633	81,185
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%
<b>2010 Population By Urban/ Rural Status</b>			
Total Population	8,606	69,844	176,146
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%

**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.

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<b>Top 3 Tapestry Segments</b>			
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)
<b>2020 Consumer Spending</b>			
Apparel & Services: Total \$	\$10,757,752	\$83,740,318	\$218,872,053
Average Spent	\$2,845.97	\$2,584.26	\$2,693.78
Spending Potential Index	133	120	126
Education: Total \$	\$9,607,652	\$70,937,894	\$186,150,595
Average Spent	\$2,541.71	\$2,189.17	\$2,291.06
Spending Potential Index	142	122	128
Entertainment/Recreation: Total \$	\$16,625,140	\$125,754,326	\$329,419,197
Average Spent	\$4,398.19	\$3,880.83	\$4,054.34
Spending Potential Index	135	119	125
Food at Home: Total \$	\$26,350,053	\$204,750,719	\$533,366,479
Average Spent	\$6,970.91	\$6,318.69	\$6,564.43
Spending Potential Index	131	118	123
Food Away from Home: Total \$	\$18,807,202	\$146,369,986	\$382,084,024
Average Spent	\$4,975.45	\$4,517.03	\$4,702.51
Spending Potential Index	132	120	125
Health Care: Total \$	\$29,613,714	\$222,667,992	\$582,315,575
Average Spent	\$7,834.32	\$6,871.62	\$7,166.87
Spending Potential Index	136	120	125
HH Furnishings & Equipment: Total \$	\$11,429,413	\$86,096,288	\$225,731,382
Average Spent	\$3,023.65	\$2,656.96	\$2,778.20
Spending Potential Index	138	122	127
Personal Care Products & Services: Total \$	\$4,730,642	\$36,394,842	\$95,268,569
Average Spent	\$1,251.49	\$1,123.16	\$1,172.52
Spending Potential Index	136	122	128
Shelter: Total \$	\$98,876,353	\$761,052,010	\$1,981,638,470
Average Spent	\$26,157.77	\$23,486.36	\$24,389.10
Spending Potential Index	135	121	126
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$12,608,900	\$94,188,869	\$246,427,806
Average Spent	\$3,335.69	\$2,906.71	\$3,032.92
Spending Potential Index	142	124	130
Travel: Total \$	\$13,095,666	\$96,006,648	\$251,977,895
Average Spent	\$3,464.46	\$2,962.80	\$3,101.23
Spending Potential Index	144	123	129
Vehicle Maintenance & Repairs: Total \$	\$5,945,673	\$46,794,273	\$121,074,804
Average Spent	\$1,572.93	\$1,444.09	\$1,490.13
Spending Potential Index	136	125	129

**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 2017 and 2018 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.