



House and Home Expenditures

Anchorage Plaza- Phase Three
 12910 Factory Ln, Louisville, Kentucky, 40245
 Ring: 1 mile radius

Prepared by Charlotte Hollkamp
 Latitude: 38.28821
 Longitude: -85.51154

2017 Housing Summary		2017 Demographic Summary	
Housing Units	1,753	Population	3,946
2017-2022 Percent Change	3.82%	Households	1,673
Percent Occupied	95.4%	Families	1,075
Percent Owner Households	54.6%	Median Age	34.2
Median Home Value	\$336,760	Median Household Income	\$103,100

	Spending Potential Index	Average Amount Spent	Total
Owned Dwellings	164	\$18,103.13	\$30,286,543
Mortgage Interest	183	\$6,618.28	\$11,072,388
Mortgage Principal	172	\$3,334.20	\$5,578,118
Property Taxes	142	\$3,523.66	\$5,895,078
Homeowners Insurance	146	\$715.04	\$1,196,270
Ground Rent	143	\$119.74	\$200,322
Maintenance and Remodeling Services	157	\$3,045.35	\$5,094,863
Maintenance and Remodeling Materials	147	\$596.18	\$997,411
Property Management and Security	158	\$150.68	\$252,093
Rented Dwellings	144	\$6,749.83	\$11,292,470
Rent	144	\$6,617.83	\$11,071,637
Renters' Insurance	143	\$36.45	\$60,975
Maintenance and Repair Services	147	\$67.64	\$113,155
Maintenance and Repair Materials	146	\$27.92	\$46,702
Other Lodging	158	\$797.46	\$1,334,146
Owned Vacation Homes	157	\$682.30	\$1,141,483
Mortgage Payment	173	\$298.31	\$499,066
Property Taxes	137	\$177.86	\$297,564
Homeowners Insurance	141	\$24.48	\$40,950
Maintenance and Remodeling	169	\$146.79	\$245,585
Property Management and Security	131	\$34.86	\$58,318
Housing While Attending School	164	\$115.16	\$192,663
Household Operations	163	\$3,022.26	\$5,056,233
Child Care	187	\$896.15	\$1,499,262
Care for Elderly or Handicapped	129	\$52.66	\$88,098
Appliance Rental and Repair	151	30	50,181
Computer Information Services	150	\$745.50	\$1,247,225
Home Security System Services	177	\$66.10	\$110,581
Non-Apparel Household Laundry/Dry Cleaning	164	\$44.22	\$73,987
Housekeeping Services	169	\$311.84	\$521,713
Lawn and Garden	151	\$631.41	\$1,056,353
Moving/Storage/Freight Express	171	\$109.44	\$183,087
Installation of Computers	173	\$0.69	\$1,150
PC Repair (Personal Use)	157	\$9.10	\$15,222
Reupholstering/Furniture Repair	134	\$8.53	\$14,268
Termite/Pest Control	175	\$55.19	\$92,330
Water Softening Services	164	\$13.61	\$22,770
Internet Services Away from Home	168	\$10.32	\$17,264
Other Home Services (1)	154	\$37.50	\$62,743

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.

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	Spending Potential Index	Average Amount Spent	Total
Utilities, Fuels, Public Services	146	\$7,360.73	\$12,314,494
Bottled Gas	94	\$60.82	\$101,748
Electricity	146	\$2,772.35	\$4,638,149
Fuel Oil	60	\$56.35	\$94,275
Natural Gas	135	\$752.34	\$1,258,669
Phone Services	150	\$2,585.37	\$4,325,321
Water and Other Public Services	163	\$1,124.38	\$1,881,082
Coal/Wood/Other Fuel	78	\$9.12	\$15,250
Housekeeping Supplies	153	\$1,088.57	\$1,821,170
Laundry and Cleaning Supplies	152	\$293.40	\$490,865
Postage and Stationery	153	\$256.68	\$429,433
Other HH Products (2)	153	\$538.48	\$900,871
Household Textiles	160	\$152.78	\$255,604
Bathroom Linens	161	\$22.09	\$36,957
Bedroom Linens	159	\$77.04	\$128,888
Kitchen, Dining Room and other Linens	177	\$19.40	\$32,464
Curtains and Draperies	151	\$25.26	\$42,265
Slipcovers, Decorative Pillows	161	\$8.98	\$15,029
Furniture	166	\$952.99	\$1,594,345
Mattresses and Box Springs	165	\$176.40	\$295,113
Other Bedroom Furniture	173	\$174.90	\$292,609
Sofas	165	\$265.74	\$444,582
Living Room Chairs	153	\$76.87	\$128,611
Living Room Tables	173	\$25.24	\$42,229
Kitchen, Dining Room Furniture	169	\$80.48	\$134,639
Infant Furniture	178	\$19.39	\$32,434
Outdoor Furniture	161	\$51.68	\$86,469
Wall Units, Cabinets, Other Furniture (3)	172	\$82.28	\$137,659
Major Appliances	158	\$508.12	\$850,080
Dishwashers and Disposals	163	\$46.18	\$77,252
Refrigerators and Freezers	163	\$157.15	\$262,904
Clothes Washers & Dryers	156	\$136.82	\$228,903
Cooking Stoves and Ovens	163	\$72.10	\$120,619
Microwave Ovens	151	\$24.93	\$41,702
Window Air Conditioners	118	\$8.95	\$14,969
Electric Floor Cleaning Equipment	160	\$37.37	\$62,526
Sewing Machines and Miscellaneous Appliances	148	\$24.63	\$41,204

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.

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	Spending Potential Index	Average Amount Spent	Total
Other Household Furnishings and Equipment			
Rugs	147	\$34.09	\$57,029
Housewares	158	\$149.70	\$250,453
Small Appliances	152	\$73.26	\$122,571
Sewing/Needlework/Quilt Materials/Items	144	\$18.73	\$31,335
Window Coverings	178	\$35.95	\$60,148
Lamps/Lighting Fixtures/Ceiling Fans	144	\$54.90	\$91,846
Infant Equipment	162	\$44.04	\$73,677
Rental of Furniture	140	\$8.71	\$14,573
Laundry and Cleaning Equipment	159	\$41.75	\$69,849
Closet and Storage Items	161	\$33.19	\$55,519
Luggage	169	\$20.01	\$33,485
Clocks and Other Household Decoratives	168	\$268.09	\$448,509
Telephones and Accessories	172	\$118.90	\$198,920
Grills and Outdoor Equipment	159	\$45.60	\$76,284
Power Tools	143	\$60.26	\$100,823
Hand Tools	168	\$14.54	\$24,322
Office Furniture/Equipment for Home Use	168	\$24.02	\$40,184
Computers and Hardware for Home Use	166	\$286.26	\$478,920
Portable Memory	169	\$9.00	\$15,054
Computer Software	167	\$19.24	\$32,183
Computer Accessories	161	\$29.07	\$48,627
Other Household Appliances	151	\$25.52	\$42,690
Misc Equipment incl Ladders/Sheds/Etc	163	\$127.36	\$213,078

(1) Other Home Services include miscellaneous home services and small repair jobs not already specified.

(2) Other HH Products includes paper towels, napkins, toilet tissue, facial tissue, and miscellaneous household products, such as paper, plastic and foil products.

(3) Wall Units Cabinets and Other Furniture includes modular wall units, shelves or cabinets, and other living room, family or recreation room furniture including desks.

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.

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House and Home Expenditures

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2017 Housing Summary		2017 Demographic Summary	
Housing Units	17,888	Population	44,658
2017-2022 Percent Change	3.74%	Households	17,016
Percent Occupied	95.1%	Families	12,153
Percent Owner Households	73.7%	Median Age	38.9
Median Home Value	\$262,260	Median Household Income	\$84,387
	Spending Potential Index	Average Amount Spent	Total
Owned Dwellings	161	\$17,850.99	\$303,752,442
Mortgage Interest	168	\$6,105.63	\$103,893,334
Mortgage Principal	165	\$3,192.12	\$54,317,195
Property Taxes	155	\$3,832.85	\$65,219,792
Homeowners Insurance	149	\$731.02	\$12,439,026
Ground Rent	135	\$113.76	\$1,935,810
Maintenance and Remodeling Services	160	\$3,115.59	\$53,014,910
Maintenance and Remodeling Materials	151	\$612.91	\$10,429,302
Property Management and Security	155	\$147.10	\$2,503,073
Rented Dwellings	113	\$5,286.98	\$89,963,227
Rent	113	\$5,168.62	\$87,949,322
Renters' Insurance	117	\$29.83	\$507,508
Maintenance and Repair Services	140	\$64.20	\$1,092,368
Maintenance and Repair Materials	127	\$24.33	\$414,029
Other Lodging	164	\$825.98	\$14,054,820
Owned Vacation Homes	164	\$712.30	\$12,120,476
Mortgage Payment	173	\$298.93	\$5,086,671
Property Taxes	153	\$198.61	\$3,379,554
Homeowners Insurance	155	\$26.84	\$456,697
Maintenance and Remodeling	169	\$147.41	\$2,508,399
Property Management and Security	152	\$40.50	\$689,156
Housing While Attending School	162	\$113.68	\$1,934,344
Household Operations	153	\$2,829.26	\$48,142,678
Child Care	161	\$769.19	\$13,088,533
Care for Elderly or Handicapped	145	\$59.21	\$1,007,549
Appliance Rental and Repair	148	29	501,223
Computer Information Services	140	\$697.59	\$11,870,149
Home Security System Services	168	\$62.61	\$1,065,370
Non-Apparel Household Laundry/Dry Cleaning	151	\$40.76	\$693,587
Housekeeping Services	168	\$310.42	\$5,282,070
Lawn and Garden	151	\$634.87	\$10,802,991
Moving/Storage/Freight Express	148	\$94.66	\$1,610,817
Installation of Computers	160	\$0.64	\$10,828
PC Repair (Personal Use)	146	\$8.50	\$144,580
Reupholstering/Furniture Repair	153	\$9.75	\$165,972
Termite/Pest Control	164	\$51.56	\$877,336
Water Softening Services	151	\$12.52	\$213,016
Internet Services Away from Home	144	\$8.81	\$149,841
Other Home Services (1)	159	\$38.72	\$658,817

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.

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	Spending Potential Index	Average Amount Spent	Total
Utilities, Fuels, Public Services	140	\$7,042.39	\$119,833,385
Bottled Gas	110	\$71.57	\$1,217,791
Electricity	137	\$2,601.31	\$44,263,806
Fuel Oil	117	\$109.52	\$1,863,650
Natural Gas	140	\$784.33	\$13,346,095
Phone Services	141	\$2,418.47	\$41,152,742
Water and Other Public Services	151	\$1,045.13	\$17,783,953
Coal/Wood/Other Fuel	104	\$12.07	\$205,348
Housekeeping Supplies	144	\$1,022.68	\$17,401,910
Laundry and Cleaning Supplies	141	\$271.34	\$4,617,136
Postage and Stationery	147	\$246.47	\$4,193,863
Other HH Products (2)	143	\$504.87	\$8,590,911
Household Textiles	150	\$143.34	\$2,439,073
Bathroom Linens	147	\$20.10	\$341,980
Bedroom Linens	147	\$71.32	\$1,213,645
Kitchen, Dining Room and other Linens	166	\$18.21	\$309,905
Curtains and Draperies	151	\$25.32	\$430,803
Slipcovers, Decorative Pillows	151	\$8.39	\$142,740
Furniture	152	\$871.50	\$14,829,465
Mattresses and Box Springs	151	\$161.39	\$2,746,248
Other Bedroom Furniture	150	\$151.68	\$2,580,928
Sofas	151	\$242.83	\$4,132,005
Living Room Chairs	147	\$73.75	\$1,254,855
Living Room Tables	153	\$22.28	\$379,066
Kitchen, Dining Room Furniture	158	\$75.52	\$1,285,114
Infant Furniture	153	\$16.69	\$283,986
Outdoor Furniture	163	\$52.38	\$891,262
Wall Units, Cabinets, Other Furniture (3)	156	\$74.99	\$1,276,001
Major Appliances	151	\$482.90	\$8,217,077
Dishwashers and Disposals	159	\$44.89	\$763,910
Refrigerators and Freezers	153	\$146.71	\$2,496,476
Clothes Washers & Dryers	147	\$129.05	\$2,195,965
Cooking Stoves and Ovens	154	\$68.42	\$1,164,257
Microwave Ovens	145	\$24.04	\$408,996
Window Air Conditioners	127	\$9.59	\$163,145
Electric Floor Cleaning Equipment	149	\$34.82	\$592,547
Sewing Machines and Miscellaneous Appliances	153	\$25.37	\$431,780

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January 23, 2018



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Other Household Furnishings and Equipment			
Rugs	153	\$35.46	\$603,430
Housewares	148	\$140.54	\$2,391,457
Small Appliances	143	\$69.11	\$1,175,935
Sewing/Needlework/Quilt Materials/Items	144	\$18.70	\$318,235
Window Coverings	169	\$34.17	\$581,365
Lamps/Lighting Fixtures/Ceiling Fans	141	\$54.08	\$920,290
Infant Equipment	143	\$38.77	\$659,741
Rental of Furniture	113	\$7.01	\$119,249
Laundry and Cleaning Equipment	145	\$38.19	\$649,865
Closet and Storage Items	150	\$31.04	\$528,230
Luggage	160	\$19.01	\$323,501
Clocks and Other Household Decoratives	158	\$251.77	\$4,284,070
Telephones and Accessories	150	\$103.78	\$1,765,853
Grills and Outdoor Equipment	154	\$43.99	\$748,465
Power Tools	138	\$58.04	\$987,686
Hand Tools	151	\$13.01	\$221,348
Office Furniture/Equipment for Home Use	156	\$22.29	\$379,244
Computers and Hardware for Home Use	152	\$262.53	\$4,467,283
Portable Memory	149	\$7.94	\$135,138
Computer Software	152	\$17.56	\$298,881
Computer Accessories	152	\$27.42	\$466,650
Other Household Appliances	147	\$24.91	\$423,824
Misc Equipment incl Ladders/Sheds/Etc	153	\$119.69	\$2,036,607

(1) Other Home Services include miscellaneous home services and small repair jobs not already specified.

(2) Other HH Products includes paper towels, napkins, toilet tissue, facial tissue, and miscellaneous household products, such as paper, plastic and foil products.

(3) Wall Units Cabinets and Other Furniture includes modular wall units, shelves or cabinets, and other living room, family or recreation room furniture including desks.

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2017 Housing Summary		2017 Demographic Summary	
Housing Units	48,432	Population	117,205
2017-2022 Percent Change	4.19%	Households	46,231
Percent Occupied	95.5%	Families	31,735
Percent Owner Households	73.6%	Median Age	40.9
Median Home Value	\$255,359	Median Household Income	\$82,507

	Spending Potential Index	Average Amount Spent	Total
Owned Dwellings	152	\$16,835.28	\$778,311,769
Mortgage Interest	155	\$5,612.24	\$259,459,665
Mortgage Principal	153	\$2,971.55	\$137,377,769
Property Taxes	151	\$3,749.19	\$173,328,946
Homeowners Insurance	143	\$701.72	\$32,441,401
Ground Rent	128	\$107.51	\$4,970,427
Maintenance and Remodeling Services	153	\$2,972.88	\$137,439,359
Maintenance and Remodeling Materials	143	\$578.15	\$26,728,315
Property Management and Security	149	\$142.02	\$6,565,886
Rented Dwellings	111	\$5,175.04	\$239,247,489
Rent	110	\$5,059.59	\$233,909,744
Renters' Insurance	116	\$29.37	\$1,357,761
Maintenance and Repair Services	136	\$62.58	\$2,893,174
Maintenance and Repair Materials	123	\$23.51	\$1,086,809
Other Lodging	156	\$786.19	\$36,346,432
Owned Vacation Homes	157	\$680.02	\$31,437,822
Mortgage Payment	163	\$280.97	\$12,989,431
Property Taxes	151	\$195.98	\$9,060,321
Homeowners Insurance	151	\$26.20	\$1,211,414
Maintenance and Remodeling	157	\$136.71	\$6,320,322
Property Management and Security	151	\$40.15	\$1,856,334
Housing While Attending School	151	\$106.18	\$4,908,609
Household Operations	144	\$2,665.89	\$123,246,845
Child Care	146	\$699.86	\$32,355,087
Care for Elderly or Handicapped	147	\$60.16	\$2,781,203
Appliance Rental and Repair	142	28	1,306,315
Computer Information Services	134	\$669.02	\$30,929,633
Home Security System Services	156	\$58.13	\$2,687,458
Non-Apparel Household Laundry/Dry Cleaning	143	\$38.50	\$1,779,913
Housekeeping Services	158	\$291.89	\$13,494,459
Lawn and Garden	145	\$607.84	\$28,101,240
Moving/Storage/Freight Express	139	\$89.21	\$4,124,045
Installation of Computers	155	\$0.62	\$28,455
PC Repair (Personal Use)	140	\$8.13	\$375,717
Reupholstering/Furniture Repair	152	\$9.66	\$446,462
Termite/Pest Control	151	\$47.59	\$2,200,255
Water Softening Services	139	\$11.59	\$535,934
Internet Services Away from Home	132	\$8.12	\$375,587
Other Home Services (1)	154	\$37.31	\$1,725,082

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Utilities, Fuels, Public Services	134	\$6,745.88	\$311,868,860
Bottled Gas	111	\$72.27	\$3,340,998
Electricity	130	\$2,473.16	\$114,336,460
Fuel Oil	130	\$122.11	\$5,645,327
Natural Gas	140	\$780.22	\$36,070,325
Phone Services	134	\$2,306.42	\$106,628,012
Water and Other Public Services	142	\$979.18	\$45,268,459
Coal/Wood/Other Fuel	108	\$12.53	\$579,279
Housekeeping Supplies	137	\$974.77	\$45,064,574
Laundry and Cleaning Supplies	134	\$257.88	\$11,922,261
Postage and Stationery	141	\$236.61	\$10,938,649
Other HH Products (2)	136	\$480.28	\$22,203,664
Household Textiles	143	\$136.29	\$6,300,749
Bathroom Linens	139	\$19.09	\$882,770
Bedroom Linens	140	\$67.81	\$3,134,801
Kitchen, Dining Room and other Linens	156	\$17.09	\$789,982
Curtains and Draperies	145	\$24.35	\$1,125,590
Slipcovers, Decorative Pillows	143	\$7.95	\$367,606
Furniture	143	\$819.15	\$37,869,903
Mattresses and Box Springs	142	\$152.13	\$7,033,282
Other Bedroom Furniture	139	\$140.74	\$6,506,662
Sofas	142	\$228.42	\$10,560,259
Living Room Chairs	140	\$70.50	\$3,259,209
Living Room Tables	143	\$20.88	\$965,513
Kitchen, Dining Room Furniture	149	\$70.94	\$3,279,589
Infant Furniture	143	\$15.61	\$721,458
Outdoor Furniture	155	\$49.94	\$2,308,981
Wall Units, Cabinets, Other Furniture (3)	146	\$69.97	\$3,234,950
Major Appliances	142	\$455.15	\$21,042,199
Dishwashers and Disposals	150	\$42.36	\$1,958,480
Refrigerators and Freezers	142	\$137.00	\$6,333,739
Clothes Washers & Dryers	139	\$121.89	\$5,634,928
Cooking Stoves and Ovens	145	\$64.00	\$2,958,866
Microwave Ovens	140	\$23.22	\$1,073,693
Window Air Conditioners	126	\$9.54	\$441,216
Electric Floor Cleaning Equipment	141	\$33.08	\$1,529,167
Sewing Machines and Miscellaneous Appliances	145	\$24.06	\$1,112,109

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	Spending Potential Index	Average Amount Spent	Total
Other Household Furnishings and Equipment			
Rugs	149	\$34.55	\$1,597,436
Housewares	141	\$133.62	\$6,177,442
Small Appliances	137	\$66.41	\$3,070,281
Sewing/Needlework/Quilt Materials/Items	139	\$18.12	\$837,905
Window Coverings	158	\$31.93	\$1,476,302
Lamps/Lighting Fixtures/Ceiling Fans	137	\$52.45	\$2,424,947
Infant Equipment	134	\$36.46	\$1,685,424
Rental of Furniture	110	\$6.85	\$316,555
Laundry and Cleaning Equipment	138	\$36.18	\$1,672,419
Closet and Storage Items	142	\$29.30	\$1,354,740
Luggage	151	\$17.93	\$828,958
Clocks and Other Household Decoratives	148	\$236.42	\$10,929,871
Telephones and Accessories	140	\$97.02	\$4,485,480
Grills and Outdoor Equipment	145	\$41.60	\$1,923,068
Power Tools	131	\$55.13	\$2,548,606
Hand Tools	141	\$12.14	\$561,204
Office Furniture/Equipment for Home Use	148	\$21.09	\$975,053
Computers and Hardware for Home Use	144	\$248.15	\$11,472,084
Portable Memory	141	\$7.48	\$345,938
Computer Software	144	\$16.60	\$767,236
Computer Accessories	145	\$26.14	\$1,208,396
Other Household Appliances	139	\$23.54	\$1,088,336
Misc Equipment incl Ladders/Sheds/Etc	145	\$113.08	\$5,228,000

(1) Other Home Services include miscellaneous home services and small repair jobs not already specified.

(2) Other HH Products includes paper towels, napkins, toilet tissue, facial tissue, and miscellaneous household products, such as paper, plastic and foil products.

(3) Wall Units Cabinets and Other Furniture includes modular wall units, shelves or cabinets, and other living room, family or recreation room furniture including desks.

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

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