



House and Home Expenditures

Epic Plaza
12910 Factory Ln, Louisville, Kentucky, 40245
Ring: 1 mile radius

Prepared by Charlotte Hollkamp
Latitude: 38.28821
Longitude: -85.51154

2019 Housing Summary		2019 Demographic Summary	
Housing Units	1,912	Population	4,267
2019-2024 Percent Change	6.69%	Households	1,857
Percent Occupied	97.1%	Families	1,177
Percent Owner Households	51.3%	Median Age	34.6
Median Home Value	\$334,956	Median Household Income	\$109,381
	Spending Potential Index	Average Amount Spent	Total
Owned Dwellings	152	\$19,443.75	\$36,107,048
Mortgage Interest	167	\$6,358.91	\$11,808,502
Mortgage Principal	157	\$3,015.04	\$5,598,927
Property Taxes	133	\$3,450.11	\$6,406,856
Homeowners Insurance	143	\$785.82	\$1,459,276
Ground Rent	127	\$92.40	\$171,592
Maintenance and Remodeling Services	154	\$3,277.69	\$6,086,669
Maintenance and Remodeling Materials	141	\$690.69	\$1,282,612
Property Management and Security	154	\$161.94	\$300,722
Rented Dwellings	144	\$7,388.87	\$13,721,127
Rent	144	\$7,231.90	\$13,429,645
Renters' Insurance	152	\$44.14	\$81,963
Maintenance and Repair Services	144	\$78.73	\$146,203
Maintenance and Repair Materials	128	\$34.10	\$63,317
Other Lodging	132	\$764.77	\$1,420,186
Owned Vacation Homes	131	\$677.03	\$1,257,236
Principal Paid on Home Loans	152	\$111.03	\$206,179
Closing Costs	156	\$30.09	\$55,874
Interest Paid on Home Loans	157	\$161.11	\$299,172
Property Taxes	127	\$175.46	\$325,823
Homeowners Insurance	107	\$22.49	\$41,769
Maintenance and Remodeling	107	\$147.43	\$273,782
Property Management and Security	129	\$29.42	\$54,637
Housing While Attending School	139	\$87.75	\$162,949
Household Operations	154	\$3,193.32	\$5,929,986
Child Care	174	\$889.75	\$1,652,264
Care for Elderly or Handicapped	119	\$86.04	\$159,778
Appliance Rental and Repair	147	\$29.91	\$55,534
Computer Information Services	144	\$835.94	\$1,552,346
Home Security System Services	167	\$69.23	\$128,556
Non-Apparel Household Laundry/Dry Cleaning	149	\$41.82	\$77,653
Housekeeping Services	165	\$305.31	\$566,968
Lawn and Garden	143	\$669.46	\$1,243,189
Moving/Storage/Freight Express	175	\$116.01	\$215,422
Installation of Computers	141	\$0.86	\$1,604
PC Repair (Personal Use)	154	\$9.98	\$18,529
Reupholstering/Furniture Repair	148	\$14.53	\$26,980
Termite/Pest Control	157	\$56.61	\$105,122
Water Softening Services	156	\$9.94	\$18,450
Internet Services Away from Home	168	\$13.91	\$25,832
Other Home Services (1)	155	\$44.03	\$81,758

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 2019 and 2024; Consumer Spending data are derived from the 2016 and 2017 Consumer Expenditure Surveys, Bureau of Labor Statistics.

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	Spending Potential Index	Average Amount Spent	Total
Utilities, Fuels, Public Services	143	\$6,968.10	\$12,939,764
Bottled Gas	99	\$45.09	\$83,740
Electricity	143	\$2,565.03	\$4,763,256
Fuel Oil	52	\$31.53	\$58,544
Natural Gas	132	\$623.80	\$1,158,398
Phone Services	146	\$2,560.78	\$4,755,367
Water and Other Public Services	156	\$1,137.49	\$2,112,316
Coal/Wood/Other Fuel	63	\$4.38	\$8,142
Housekeeping Supplies	149	\$1,113.40	\$2,067,590
Laundry and Cleaning Supplies	148	\$309.21	\$574,204
Postage and Stationery	147	\$265.51	\$493,049
Other HH Products (2)	149	\$538.68	\$1,000,337
Household Textiles	152	\$152.08	\$282,409
Bathroom Linens	158	\$24.93	\$46,288
Bedroom Linens	154	\$81.63	\$151,586
Kitchen, Dining Room and other Linens	145	\$16.12	\$29,934
Curtains and Draperies	146	\$21.89	\$40,652
Slipcovers, Decorative Pillows	146	\$7.51	\$13,948
Furniture	157	\$960.92	\$1,784,423
Mattresses and Box Springs	154	\$184.98	\$343,515
Other Bedroom Furniture	166	\$176.37	\$327,524
Sofas	155	\$272.20	\$505,483
Living Room Chairs	142	\$73.73	\$136,923
Living Room Tables	164	\$26.29	\$48,824
Kitchen, Dining Room Furniture	145	\$65.62	\$121,858
Infant Furniture	175	\$24.07	\$44,693
Outdoor Furniture	155	\$60.47	\$112,290
Wall Units, Cabinets, Other Furniture (3)	169	\$77.17	\$143,311
Major Appliances	150	\$530.66	\$985,438
Dishwashers and Disposals	153	\$51.16	\$95,000
Refrigerators and Freezers	156	\$175.69	\$326,258
Clothes Washers & Dryers	156	\$146.07	\$271,258
Cooking Stoves and Ovens	146	\$76.74	\$142,510
Microwave Ovens	139	\$22.43	\$41,659
Window Air Conditioners	96	\$7.30	\$13,550
Electric Floor Cleaning Equipment	149	\$38.95	\$72,326
Sewing Machines and Miscellaneous Appliances	102	\$12.32	\$22,876

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	155	\$50.30	\$93,402
Housewares	150	\$159.92	\$296,967
Small Appliances	149	\$72.35	\$134,357
Sewing/Needlework/Quilt Materials/Items	143	\$18.46	\$34,271
Window Coverings	149	\$35.26	\$65,472
Lamps/Lighting Fixtures/Ceiling Fans	167	\$74.08	\$137,564
Infant Equipment	162	\$37.30	\$69,259
Rental of Furniture	147	\$10.30	\$19,123
Laundry and Cleaning Equipment	150	\$45.24	\$84,011
Closet and Storage Items	143	\$35.94	\$66,735
Luggage	163	\$22.83	\$42,394
Clocks and Other Household Decoratives	159	\$306.57	\$569,304
Telephones and Accessories	171	\$129.05	\$239,638
Grills and Outdoor Equipment	163	\$56.18	\$104,327
Power Tools	159	\$100.40	\$186,436
Hand Tools	156	\$14.61	\$27,126
Office Furniture/Equipment for Home Use	161	\$26.10	\$48,474
Computers and Hardware for Home Use	158	\$261.72	\$486,012
Portable Memory	159	\$7.09	\$13,164
Computer Software	157	\$15.92	\$29,565
Computer Accessories	157	\$29.85	\$55,425
Other Household Appliances	150	\$25.05	\$46,519
Misc Equipment incl Ladders/Sheds/Etc	158	\$141.49	\$262,748

(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, Other Furniture** includes entertainment centers, bookcases, cabinets, desks and other family, recreation, or living room furniture.

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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2019 Housing Summary		2019 Demographic Summary	
Housing Units	18,683	Population	46,130
2019-2024 Percent Change	4.82%	Households	17,743
Percent Occupied	95.0%	Families	12,587
Percent Owner Households	74.0%	Median Age	39.1
Median Home Value	\$286,927	Median Household Income	\$97,046
	Spending Potential Index	Average Amount Spent	Total
Owned Dwellings	158	\$20,196.47	\$358,346,042
Mortgage Interest	164	\$6,246.26	\$110,827,419
Mortgage Principal	160	\$3,072.56	\$54,516,454
Property Taxes	150	\$3,900.45	\$69,205,623
Homeowners Insurance	149	\$820.58	\$14,559,590
Ground Rent	128	\$92.77	\$1,645,969
Maintenance and Remodeling Services	160	\$3,423.83	\$60,749,074
Maintenance and Remodeling Materials	150	\$733.68	\$13,017,745
Property Management and Security	156	\$163.20	\$2,895,730
Rented Dwellings	113	\$5,787.44	\$102,686,593
Rent	112	\$5,645.76	\$100,172,798
Renters' Insurance	123	\$35.66	\$632,691
Maintenance and Repair Services	138	\$75.35	\$1,336,897
Maintenance and Repair Materials	115	\$30.67	\$544,208
Other Lodging	157	\$906.57	\$16,085,272
Owned Vacation Homes	157	\$808.00	\$14,336,380
Principal Paid on Home Loans	162	\$118.75	\$2,106,992
Closing Costs	148	\$28.59	\$507,199
Interest Paid on Home Loans	162	\$165.69	\$2,939,854
Property Taxes	152	\$210.55	\$3,735,815
Homeowners Insurance	130	\$27.32	\$484,715
Maintenance and Remodeling	161	\$222.30	\$3,944,185
Property Management and Security	153	\$34.81	\$617,621
Housing While Attending School	157	\$98.57	\$1,748,891
Household Operations	150	\$3,109.15	\$55,165,662
Child Care	158	\$803.50	\$14,256,525
Care for Elderly or Handicapped	136	\$98.79	\$1,752,797
Appliance Rental and Repair	152	\$30.96	\$549,342
Computer Information Services	139	\$805.88	\$14,298,730
Home Security System Services	162	\$67.20	\$1,192,252
Non-Apparel Household Laundry/Dry Cleaning	147	\$41.49	\$736,242
Housekeeping Services	165	\$304.72	\$5,406,696
Lawn and Garden	150	\$704.56	\$12,501,089
Moving/Storage/Freight Express	152	\$101.05	\$1,792,931
Installation of Computers	154	\$0.94	\$16,683
PC Repair (Personal Use)	149	\$9.64	\$171,082
Reupholstering/Furniture Repair	158	\$15.47	\$274,567
Termite/Pest Control	158	\$57.16	\$1,014,257
Water Softening Services	152	\$9.68	\$171,824
Internet Services Away from Home	147	\$12.22	\$216,878
Other Home Services (1)	161	\$45.86	\$813,768

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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Utilities, Fuels, Public Services	140	\$6,812.28	\$120,870,269
Bottled Gas	117	\$52.96	\$939,676
Electricity	138	\$2,472.17	\$43,863,629
Fuel Oil	120	\$71.91	\$1,275,916
Natural Gas	140	\$663.02	\$11,763,968
Phone Services	140	\$2,459.53	\$43,639,476
Water and Other Public Services	149	\$1,085.75	\$19,264,385
Coal/Wood/Other Fuel	101	\$6.94	\$123,220
Housekeeping Supplies	144	\$1,076.11	\$19,093,449
Laundry and Cleaning Supplies	140	\$292.40	\$5,188,111
Postage and Stationery	146	\$263.74	\$4,679,599
Other HH Products (2)	144	\$519.97	\$9,225,739
Household Textiles	146	\$146.50	\$2,599,331
Bathroom Linens	144	\$22.85	\$405,398
Bedroom Linens	146	\$77.56	\$1,376,196
Kitchen, Dining Room and other Linens	150	\$16.67	\$295,834
Curtains and Draperies	147	\$22.00	\$390,340
Slipcovers, Decorative Pillows	144	\$7.41	\$131,563
Furniture	150	\$923.84	\$16,391,719
Mattresses and Box Springs	146	\$175.39	\$3,111,980
Other Bedroom Furniture	153	\$162.87	\$2,889,814
Sofas	148	\$260.63	\$4,624,394
Living Room Chairs	145	\$75.67	\$1,342,618
Living Room Tables	154	\$24.57	\$435,929
Kitchen, Dining Room Furniture	149	\$67.52	\$1,198,002
Infant Furniture	153	\$20.93	\$371,308
Outdoor Furniture	165	\$64.38	\$1,142,250
Wall Units, Cabinets, Other Furniture (3)	158	\$71.88	\$1,275,423
Major Appliances	149	\$527.70	\$9,362,917
Dishwashers and Disposals	159	\$53.21	\$944,082
Refrigerators and Freezers	155	\$174.41	\$3,094,577
Clothes Washers & Dryers	147	\$137.58	\$2,441,135
Cooking Stoves and Ovens	152	\$79.78	\$1,415,568
Microwave Ovens	137	\$22.17	\$393,276
Window Air Conditioners	110	\$8.33	\$147,743
Electric Floor Cleaning Equipment	143	\$37.62	\$667,507
Sewing Machines and Miscellaneous Appliances	121	\$14.60	\$259,028

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	159	\$51.40	\$911,905
Housewares	148	\$157.03	\$2,786,224
Small Appliances	141	\$68.51	\$1,215,582
Sewing/Needlework/Quilt Materials/Items	145	\$18.75	\$332,701
Window Coverings	158	\$37.44	\$664,251
Lamps/Lighting Fixtures/Ceiling Fans	162	\$71.74	\$1,272,917
Infant Equipment	143	\$32.99	\$585,271
Rental of Furniture	118	\$8.24	\$146,139
Laundry and Cleaning Equipment	144	\$43.43	\$770,632
Closet and Storage Items	149	\$37.44	\$664,338
Luggage	154	\$21.56	\$382,487
Clocks and Other Household Decoratives	156	\$300.26	\$5,327,479
Telephones and Accessories	157	\$118.68	\$2,105,733
Grills and Outdoor Equipment	160	\$55.15	\$978,473
Power Tools	151	\$95.21	\$1,689,344
Hand Tools	144	\$13.42	\$238,027
Office Furniture/Equipment for Home Use	154	\$24.89	\$441,666
Computers and Hardware for Home Use	149	\$247.54	\$4,392,145
Portable Memory	150	\$6.70	\$118,802
Computer Software	146	\$14.85	\$263,462
Computer Accessories	152	\$28.92	\$513,126
Other Household Appliances	147	\$24.59	\$436,374
Misc Equipment incl Ladders/Sheds/Etc	151	\$134.67	\$2,389,488

(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, Other Furniture** includes entertainment centers, bookcases, cabinets, desks and other family, recreation, or living room furniture.

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2019 Housing Summary		2019 Demographic Summary	
Housing Units	51,019	Population	122,354
2019-2024 Percent Change	5.64%	Households	48,433
Percent Occupied	94.9%	Families	33,147
Percent Owner Households	72.9%	Median Age	41.2
Median Home Value	\$285,231	Median Household Income	\$95,819
	Spending Potential Index	Average Amount Spent	Total
Owned Dwellings	153	\$19,535.24	\$946,150,422
Mortgage Interest	156	\$5,911.00	\$286,287,674
Mortgage Principal	154	\$2,945.03	\$142,636,866
Property Taxes	150	\$3,893.79	\$188,588,059
Homeowners Insurance	145	\$797.07	\$38,604,286
Ground Rent	125	\$90.48	\$4,382,013
Maintenance and Remodeling Services	155	\$3,314.86	\$160,548,850
Maintenance and Remodeling Materials	146	\$715.19	\$34,638,733
Property Management and Security	151	\$158.08	\$7,656,319
Rented Dwellings	110	\$5,625.01	\$272,436,032
Rent	109	\$5,487.02	\$265,752,842
Renters' Insurance	119	\$34.53	\$1,672,551
Maintenance and Repair Services	135	\$73.73	\$3,570,809
Maintenance and Repair Materials	112	\$29.73	\$1,439,830
Other Lodging	158	\$912.59	\$44,199,685
Owned Vacation Homes	158	\$815.30	\$39,487,304
Principal Paid on Home Loans	158	\$115.53	\$5,595,285
Closing Costs	143	\$27.59	\$1,336,340
Interest Paid on Home Loans	155	\$158.76	\$7,689,303
Property Taxes	154	\$213.61	\$10,345,916
Homeowners Insurance	132	\$27.89	\$1,350,798
Maintenance and Remodeling	171	\$236.61	\$11,459,730
Property Management and Security	155	\$35.31	\$1,709,932
Housing While Attending School	155	\$97.30	\$4,712,380
Household Operations	145	\$2,993.70	\$144,993,979
Child Care	147	\$750.10	\$36,329,780
Care for Elderly or Handicapped	142	\$103.19	\$4,997,713
Appliance Rental and Repair	148	\$30.24	\$1,464,655
Computer Information Services	135	\$784.07	\$37,974,775
Home Security System Services	153	\$63.49	\$3,074,994
Non-Apparel Household Laundry/Dry Cleaning	143	\$40.15	\$1,944,759
Housekeeping Services	157	\$290.94	\$14,091,234
Lawn and Garden	147	\$690.38	\$33,437,402
Moving/Storage/Freight Express	144	\$95.77	\$4,638,457
Installation of Computers	152	\$0.93	\$44,915
PC Repair (Personal Use)	145	\$9.36	\$453,121
Reupholstering/Furniture Repair	154	\$15.04	\$728,460
Termite/Pest Control	152	\$54.72	\$2,650,459
Water Softening Services	144	\$9.17	\$444,297
Internet Services Away from Home	138	\$11.44	\$553,912
Other Home Services (1)	157	\$44.70	\$2,165,047

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Utilities, Fuels, Public Services	136	\$6,602.96	\$319,801,173
Bottled Gas	118	\$53.47	\$2,589,800
Electricity	133	\$2,384.40	\$115,483,454
Fuel Oil	139	\$83.46	\$4,042,007
Natural Gas	141	\$665.02	\$32,208,851
Phone Services	136	\$2,377.22	\$115,136,042
Water and Other Public Services	142	\$1,031.69	\$49,967,977
Coal/Wood/Other Fuel	112	\$7.70	\$373,042
Housekeeping Supplies	139	\$1,038.86	\$50,315,218
Laundry and Cleaning Supplies	135	\$281.09	\$13,614,201
Postage and Stationery	142	\$256.35	\$12,415,873
Other HH Products (2)	139	\$501.42	\$24,285,144
Household Textiles	141	\$141.42	\$6,849,329
Bathroom Linens	137	\$21.73	\$1,052,332
Bedroom Linens	140	\$74.61	\$3,613,659
Kitchen, Dining Room and other Linens	148	\$16.38	\$793,441
Curtains and Draperies	144	\$21.50	\$1,041,125
Slipcovers, Decorative Pillows	140	\$7.20	\$348,772
Furniture	144	\$886.18	\$42,920,159
Mattresses and Box Springs	141	\$169.16	\$8,192,757
Other Bedroom Furniture	145	\$153.80	\$7,448,798
Sofas	142	\$249.97	\$12,106,592
Living Room Chairs	143	\$74.52	\$3,609,025
Living Room Tables	147	\$23.51	\$1,138,454
Kitchen, Dining Room Furniture	146	\$66.16	\$3,204,184
Infant Furniture	140	\$19.19	\$929,360
Outdoor Furniture	160	\$62.37	\$3,020,588
Wall Units, Cabinets, Other Furniture (3)	148	\$67.52	\$3,270,400
Major Appliances	143	\$507.82	\$24,595,463
Dishwashers and Disposals	155	\$51.76	\$2,506,765
Refrigerators and Freezers	147	\$166.15	\$8,047,117
Clothes Washers & Dryers	140	\$130.46	\$6,318,396
Cooking Stoves and Ovens	147	\$77.34	\$3,745,815
Microwave Ovens	135	\$21.85	\$1,058,048
Window Air Conditioners	112	\$8.52	\$412,651
Electric Floor Cleaning Equipment	139	\$36.52	\$1,769,007
Sewing Machines and Miscellaneous Appliances	126	\$15.23	\$737,662

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	Spending Potential Index	Average Amount Spent	Total
Other Household Furnishings and Equipment			
Rugs	156	\$50.45	\$2,443,472
Housewares	143	\$152.36	\$7,379,494
Small Appliances	136	\$66.18	\$3,205,399
Sewing/Needlework/Quilt Materials/Items	141	\$18.24	\$883,486
Window Coverings	156	\$36.95	\$1,789,429
Lamps/Lighting Fixtures/Ceiling Fans	155	\$68.92	\$3,338,031
Infant Equipment	135	\$31.04	\$1,503,558
Rental of Furniture	114	\$7.98	\$386,284
Laundry and Cleaning Equipment	139	\$42.16	\$2,041,884
Closet and Storage Items	146	\$36.81	\$1,782,577
Luggage	147	\$20.57	\$996,104
Clocks and Other Household Decoratives	150	\$288.57	\$13,976,485
Telephones and Accessories	147	\$111.28	\$5,389,766
Grills and Outdoor Equipment	155	\$53.51	\$2,591,703
Power Tools	143	\$90.65	\$4,390,343
Hand Tools	136	\$12.75	\$617,756
Office Furniture/Equipment for Home Use	147	\$23.79	\$1,152,192
Computers and Hardware for Home Use	144	\$238.13	\$11,533,285
Portable Memory	143	\$6.37	\$308,701
Computer Software	141	\$14.29	\$691,921
Computer Accessories	147	\$27.81	\$1,346,744
Other Household Appliances	141	\$23.53	\$1,139,416
Misc Equipment incl Ladders/Sheds/Etc	145	\$129.22	\$6,258,279

(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, Other Furniture** includes entertainment centers, bookcases, cabinets, desks and other family, recreation, or living room furniture.

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 2019 and 2024; Consumer Spending data are derived from the 2016 and 2017 Consumer Expenditure Surveys, Bureau of Labor Statistics.

December 31, 2019