



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

2018 Housing Summary		2018 Demographic Summary	
Housing Units	1,909	Population	4,280
2018-2023 Percent Change	7.91%	Households	1,858
Percent Occupied	97.3%	Families	1,177
Percent Owner Households	50.2%	Median Age	34.3
Median Home Value	\$338,525	Median Household Income	\$100,529
	Spending Potential Index	Average Amount Spent	Total
Owned Dwellings	149	\$16,780.89	\$31,178,890
Mortgage Interest	165	\$5,898.57	\$10,959,534
Mortgage Principal	156	\$2,969.08	\$5,516,549
Property Taxes	129	\$3,267.80	\$6,071,578
Homeowners Insurance	136	\$732.45	\$1,360,896
Ground Rent	127	\$92.46	\$171,783
Maintenance and Remodeling Services	147	\$3,006.12	\$5,585,376
Maintenance and Remodeling Materials	134	\$657.66	\$1,221,923
Property Management and Security	151	\$156.76	\$291,253
Rented Dwellings	141	\$6,959.78	\$12,931,263
Rent	141	\$6,805.36	\$12,644,354
Renters' Insurance	143	\$40.79	\$75,793
Maintenance and Repair Services	147	\$80.43	\$149,434
Maintenance and Repair Materials	150	\$33.20	\$61,683
Other Lodging	137	\$782.50	\$1,453,882
Owned Vacation Homes	134	\$682.60	\$1,268,271
Mortgage Payment	156	\$256.24	\$476,089
Property Taxes	122	\$171.41	\$318,479
Homeowners Insurance	108	\$24.12	\$44,820
Maintenance and Remodeling	129	\$195.64	\$363,507
Property Management and Security	127	\$35.19	\$65,377
Housing While Attending School	155	\$99.90	\$185,611
Household Operations	149	\$2,978.06	\$5,533,229
Child Care	166	\$852.92	\$1,584,723
Care for Elderly or Handicapped	112	\$72.10	\$133,970
Appliance Rental and Repair	144	31	57,685
Computer Information Services	139	\$758.76	\$1,409,784
Home Security System Services	164	\$64.67	\$120,162
Non-Apparel Household Laundry/Dry Cleaning	150	\$40.95	\$76,090
Housekeeping Services	158	\$307.22	\$570,819
Lawn and Garden	140	\$601.31	\$1,117,234
Moving/Storage/Freight Express	171	\$110.55	\$205,395
Installation of Computers	144	\$0.72	\$1,337
PC Repair (Personal Use)	144	\$8.58	\$15,948
Reupholstering/Furniture Repair	132	\$10.52	\$19,555
Termite/Pest Control	152	\$52.53	\$97,592
Water Softening Services	159	\$12.50	\$23,228
Internet Services Away from Home	167	\$15.48	\$28,758
Other Home Services (1)	150	\$38.19	\$70,950

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 2018 and 2023; Consumer Spending data are derived from the 2015 and 2016 Consumer Expenditure Surveys, Bureau of Labor Statistics.

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	Spending Potential Index	Average Amount Spent	Total
Utilities, Fuels, Public Services	137	\$6,814.45	\$12,661,257
Bottled Gas	95	\$47.72	\$88,656
Electricity	138	\$2,539.91	\$4,719,153
Fuel Oil	54	\$36.33	\$67,509
Natural Gas	124	\$624.70	\$1,160,697
Phone Services	141	\$2,493.35	\$4,632,645
Water and Other Public Services	150	\$1,066.64	\$1,981,822
Coal/Wood/Other Fuel	71	\$5.80	\$10,774
Housekeeping Supplies	142	\$1,015.37	\$1,886,563
Laundry and Cleaning Supplies	144	\$283.39	\$526,535
Postage and Stationery	141	\$238.94	\$443,942
Other HH Products (2)	141	\$493.05	\$916,086
Household Textiles	150	\$147.61	\$274,260
Bathroom Linens	151	\$22.19	\$41,238
Bedroom Linens	150	\$76.47	\$142,090
Kitchen, Dining Room and other Linens	157	\$18.80	\$34,931
Curtains and Draperies	143	\$22.98	\$42,702
Slipcovers, Decorative Pillows	140	\$7.16	\$13,298
Furniture	153	\$934.82	\$1,736,893
Mattresses and Box Springs	153	\$185.15	\$344,013
Other Bedroom Furniture	160	\$169.29	\$314,548
Sofas	153	\$261.88	\$486,582
Living Room Chairs	137	\$77.31	\$143,650
Living Room Tables	155	\$22.47	\$41,741
Kitchen, Dining Room Furniture	148	\$72.70	\$135,076
Infant Furniture	156	\$18.68	\$34,707
Outdoor Furniture	153	\$50.57	\$93,960
Wall Units, Cabinets, Other Furniture (3)	159	\$76.76	\$142,616
Major Appliances	143	\$497.91	\$925,108
Dishwashers and Disposals	148	\$47.52	\$88,300
Refrigerators and Freezers	148	\$160.87	\$298,898
Clothes Washers & Dryers	146	\$137.77	\$255,975
Cooking Stoves and Ovens	143	\$74.31	\$138,077
Microwave Ovens	136	\$21.61	\$40,149
Window Air Conditioners	105	\$8.06	\$14,982
Electric Floor Cleaning Equipment	142	\$36.61	\$68,024
Sewing Machines and Miscellaneous Appliances	92	\$11.14	\$20,704

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	129	\$31.76	\$59,018
Housewares	143	\$147.80	\$274,615
Small Appliances	142	\$69.70	\$129,509
Sewing/Needlework/Quilt Materials/Items	138	\$17.66	\$32,804
Window Coverings	143	\$31.25	\$58,065
Lamps/Lighting Fixtures/Ceiling Fans	149	\$61.60	\$114,453
Infant Equipment	145	\$46.20	\$85,845
Rental of Furniture	146	\$10.24	\$19,031
Laundry and Cleaning Equipment	145	\$40.87	\$75,928
Closet and Storage Items	149	\$36.63	\$68,056
Luggage	164	\$22.48	\$41,769
Clocks and Other Household Decoratives	157	\$305.28	\$567,204
Telephones and Accessories	162	\$113.79	\$211,426
Grills and Outdoor Equipment	155	\$43.29	\$80,434
Power Tools	143	\$74.95	\$139,259
Hand Tools	160	\$13.24	\$24,607
Office Furniture/Equipment for Home Use	158	\$23.46	\$43,586
Computers and Hardware for Home Use	153	\$261.43	\$485,744
Portable Memory	160	\$8.70	\$16,172
Computer Software	155	\$16.31	\$30,297
Computer Accessories	153	\$28.77	\$53,463
Other Household Appliances	140	\$25.15	\$46,732
Misc Equipment incl Ladders/Sheds/Etc	150	\$121.87	\$226,430

(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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2018 Housing Summary		2018 Demographic Summary	
Housing Units	18,146	Population	45,553
2018-2023 Percent Change	5.42%	Households	17,438
Percent Occupied	96.1%	Families	12,388
Percent Owner Households	73.0%	Median Age	38.9
Median Home Value	\$270,199	Median Household Income	\$88,482
	Spending Potential Index	Average Amount Spent	Total
Owned Dwellings	158	\$17,791.53	\$310,248,677
Mortgage Interest	164	\$5,883.23	\$102,591,782
Mortgage Principal	161	\$3,065.04	\$53,448,237
Property Taxes	151	\$3,806.01	\$66,369,217
Homeowners Insurance	148	\$795.56	\$13,872,951
Ground Rent	127	\$92.80	\$1,618,319
Maintenance and Remodeling Services	159	\$3,250.25	\$56,677,787
Maintenance and Remodeling Materials	151	\$739.74	\$12,899,626
Property Management and Security	153	\$158.89	\$2,770,759
Rented Dwellings	112	\$5,539.22	\$96,592,835
Rent	112	\$5,398.52	\$94,139,322
Renters' Insurance	119	\$33.87	\$590,572
Maintenance and Repair Services	142	\$77.95	\$1,359,358
Maintenance and Repair Materials	131	\$28.88	\$503,582
Other Lodging	158	\$903.34	\$15,752,383
Owned Vacation Homes	157	\$797.30	\$13,903,316
Mortgage Payment	164	\$269.97	\$4,707,676
Property Taxes	149	\$210.40	\$3,668,887
Homeowners Insurance	133	\$29.73	\$518,350
Maintenance and Remodeling	161	\$245.04	\$4,272,990
Property Management and Security	152	\$42.17	\$735,413
Housing While Attending School	165	\$106.04	\$1,849,067
Household Operations	149	\$2,973.53	\$51,852,451
Child Care	156	\$801.47	\$13,976,087
Care for Elderly or Handicapped	136	\$87.26	\$1,521,722
Appliance Rental and Repair	149	32	560,999
Computer Information Services	137	\$746.56	\$13,018,562
Home Security System Services	164	\$64.58	\$1,126,135
Non-Apparel Household Laundry/Dry Cleaning	148	\$40.41	\$704,608
Housekeeping Services	164	\$319.59	\$5,572,966
Lawn and Garden	149	\$641.92	\$11,193,844
Moving/Storage/Freight Express	151	\$98.00	\$1,708,879
Installation of Computers	136	\$0.68	\$11,933
PC Repair (Personal Use)	145	\$8.62	\$150,271
Reupholstering/Furniture Repair	153	\$12.17	\$212,144
Termite/Pest Control	156	\$53.95	\$940,776
Water Softening Services	153	\$12.01	\$209,412
Internet Services Away from Home	147	\$13.65	\$238,023
Other Home Services (1)	159	\$40.49	\$706,089

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	138	\$6,853.10	\$119,504,366
Bottled Gas	115	\$57.58	\$1,004,113
Electricity	136	\$2,508.34	\$43,740,432
Fuel Oil	115	\$77.70	\$1,354,979
Natural Gas	137	\$691.50	\$12,058,352
Phone Services	139	\$2,458.31	\$42,868,055
Water and Other Public Services	148	\$1,051.35	\$18,333,390
Coal/Wood/Other Fuel	102	\$8.32	\$145,045
Housekeeping Supplies	141	\$1,011.00	\$17,629,849
Laundry and Cleaning Supplies	140	\$275.34	\$4,801,355
Postage and Stationery	144	\$243.96	\$4,254,219
Other HH Products (2)	140	\$491.70	\$8,574,275
Household Textiles	147	\$144.82	\$2,525,411
Bathroom Linens	142	\$20.87	\$363,972
Bedroom Linens	145	\$73.86	\$1,287,956
Kitchen, Dining Room and other Linens	161	\$19.23	\$335,259
Curtains and Draperies	146	\$23.52	\$410,088
Slipcovers, Decorative Pillows	144	\$7.35	\$128,137
Furniture	149	\$911.49	\$15,894,567
Mattresses and Box Springs	148	\$179.46	\$3,129,392
Other Bedroom Furniture	148	\$155.93	\$2,719,176
Sofas	150	\$255.32	\$4,452,264
Living Room Chairs	143	\$80.48	\$1,403,329
Living Room Tables	147	\$21.34	\$372,102
Kitchen, Dining Room Furniture	150	\$73.87	\$1,288,094
Infant Furniture	144	\$17.19	\$299,790
Outdoor Furniture	163	\$53.97	\$941,078
Wall Units, Cabinets, Other Furniture (3)	153	\$73.94	\$1,289,342
Major Appliances	145	\$506.79	\$8,837,394
Dishwashers and Disposals	154	\$49.38	\$861,067
Refrigerators and Freezers	150	\$162.44	\$2,832,662
Clothes Washers & Dryers	144	\$135.76	\$2,367,299
Cooking Stoves and Ovens	150	\$77.82	\$1,357,043
Microwave Ovens	138	\$21.87	\$381,288
Window Air Conditioners	116	\$8.93	\$155,803
Electric Floor Cleaning Equipment	141	\$36.42	\$635,037
Sewing Machines and Miscellaneous Appliances	117	\$14.18	\$247,195

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	143	\$35.18	\$613,455
Housewares	145	\$150.45	\$2,623,596
Small Appliances	140	\$68.40	\$1,192,778
Sewing/Needlework/Quilt Materials/Items	143	\$18.36	\$320,246
Window Coverings	156	\$34.15	\$595,464
Lamps/Lighting Fixtures/Ceiling Fans	153	\$63.02	\$1,098,984
Infant Equipment	136	\$43.55	\$759,395
Rental of Furniture	116	\$8.15	\$142,037
Laundry and Cleaning Equipment	140	\$39.49	\$688,541
Closet and Storage Items	151	\$37.13	\$647,474
Luggage	157	\$21.56	\$375,901
Clocks and Other Household Decoratives	159	\$308.92	\$5,386,948
Telephones and Accessories	152	\$107.17	\$1,868,872
Grills and Outdoor Equipment	157	\$43.92	\$765,847
Power Tools	142	\$74.33	\$1,296,110
Hand Tools	147	\$12.15	\$211,805
Office Furniture/Equipment for Home Use	155	\$22.90	\$399,278
Computers and Hardware for Home Use	148	\$251.66	\$4,388,377
Portable Memory	151	\$8.19	\$142,866
Computer Software	147	\$15.49	\$270,153
Computer Accessories	149	\$28.10	\$489,940
Other Household Appliances	146	\$26.17	\$456,271
Misc Equipment incl Ladders/Sheds/Etc	151	\$122.56	\$2,137,223

(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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2018 Housing Summary		2018 Demographic Summary	
Housing Units	49,830	Population	121,103
2018-2023 Percent Change	5.43%	Households	47,790
Percent Occupied	95.9%	Families	32,727
Percent Owner Households	71.8%	Median Age	41.0
Median Home Value	\$266,434	Median Household Income	\$87,476
	Spending Potential Index	Average Amount Spent	Total
Owned Dwellings	152	\$17,079.43	\$816,225,996
Mortgage Interest	154	\$5,511.17	\$263,378,777
Mortgage Principal	152	\$2,907.69	\$138,958,517
Property Taxes	150	\$3,789.73	\$181,110,958
Homeowners Insurance	143	\$773.68	\$36,974,330
Ground Rent	123	\$89.99	\$4,300,800
Maintenance and Remodeling Services	153	\$3,134.35	\$149,790,704
Maintenance and Remodeling Materials	147	\$719.04	\$34,363,143
Property Management and Security	148	\$153.77	\$7,348,767
Rented Dwellings	109	\$5,397.08	\$257,926,315
Rent	109	\$5,260.87	\$251,416,840
Renters' Insurance	116	\$33.24	\$1,588,624
Maintenance and Repair Services	138	\$75.64	\$3,615,017
Maintenance and Repair Materials	124	\$27.32	\$1,305,834
Other Lodging	154	\$881.81	\$42,141,837
Owned Vacation Homes	154	\$781.00	\$37,323,799
Mortgage Payment	157	\$257.92	\$12,325,772
Property Taxes	150	\$211.68	\$10,116,207
Homeowners Insurance	133	\$29.77	\$1,422,672
Maintenance and Remodeling	158	\$239.53	\$11,446,904
Property Management and Security	152	\$42.11	\$2,012,243
Housing While Attending School	156	\$100.82	\$4,818,038
Household Operations	143	\$2,847.81	\$136,097,021
Child Care	145	\$746.05	\$35,653,648
Care for Elderly or Handicapped	142	\$91.09	\$4,353,387
Appliance Rental and Repair	144	31	1,487,529
Computer Information Services	133	\$724.51	\$34,624,272
Home Security System Services	154	\$60.66	\$2,899,033
Non-Apparel Household Laundry/Dry Cleaning	142	\$38.80	\$1,854,179
Housekeeping Services	156	\$304.22	\$14,538,521
Lawn and Garden	145	\$624.42	\$29,841,142
Moving/Storage/Freight Express	142	\$91.89	\$4,391,376
Installation of Computers	128	\$0.64	\$30,786
PC Repair (Personal Use)	141	\$8.39	\$400,869
Reupholstering/Furniture Repair	151	\$11.97	\$572,164
Termite/Pest Control	148	\$51.16	\$2,444,864
Water Softening Services	142	\$11.14	\$532,553
Internet Services Away from Home	136	\$12.66	\$605,008
Other Home Services (1)	154	\$39.08	\$1,867,690

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	134	\$6,638.23	\$317,241,146
Bottled Gas	116	\$58.08	\$2,775,803
Electricity	131	\$2,414.11	\$115,370,454
Fuel Oil	130	\$87.79	\$4,195,300
Natural Gas	138	\$698.05	\$33,359,889
Phone Services	134	\$2,372.83	\$113,397,386
Water and Other Public Services	141	\$998.66	\$47,725,814
Coal/Wood/Other Fuel	107	\$8.72	\$416,501
Housekeeping Supplies	136	\$977.06	\$46,693,865
Laundry and Cleaning Supplies	134	\$264.65	\$12,647,654
Postage and Stationery	140	\$237.16	\$11,333,991
Other HH Products (2)	136	\$475.25	\$22,712,220
Household Textiles	141	\$138.87	\$6,636,772
Bathroom Linens	136	\$19.92	\$951,907
Bedroom Linens	139	\$70.77	\$3,382,130
Kitchen, Dining Room and other Linens	152	\$18.25	\$872,215
Curtains and Draperies	142	\$22.79	\$1,088,948
Slipcovers, Decorative Pillows	140	\$7.15	\$341,573
Furniture	142	\$870.47	\$41,599,531
Mattresses and Box Springs	141	\$171.54	\$8,198,031
Other Bedroom Furniture	139	\$146.66	\$7,008,960
Sofas	143	\$243.88	\$11,654,804
Living Room Chairs	140	\$78.74	\$3,762,926
Living Room Tables	141	\$20.39	\$974,480
Kitchen, Dining Room Furniture	144	\$71.08	\$3,397,105
Infant Furniture	137	\$16.45	\$785,976
Outdoor Furniture	157	\$51.99	\$2,484,649
Wall Units, Cabinets, Other Furniture (3)	144	\$69.73	\$3,332,599
Major Appliances	140	\$487.03	\$23,275,162
Dishwashers and Disposals	148	\$47.45	\$2,267,861
Refrigerators and Freezers	143	\$154.70	\$7,393,325
Clothes Washers & Dryers	137	\$129.61	\$6,193,924
Cooking Stoves and Ovens	144	\$74.83	\$3,575,891
Microwave Ovens	135	\$21.39	\$1,022,143
Window Air Conditioners	119	\$9.14	\$436,983
Electric Floor Cleaning Equipment	136	\$35.20	\$1,682,430
Sewing Machines and Miscellaneous Appliances	121	\$14.70	\$702,605

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	142	\$34.98	\$1,671,537
Housewares	141	\$146.01	\$6,977,878
Small Appliances	135	\$66.22	\$3,164,574
Sewing/Needlework/Quilt Materials/Items	140	\$17.94	\$857,219
Window Coverings	152	\$33.28	\$1,590,666
Lamps/Lighting Fixtures/Ceiling Fans	148	\$60.98	\$2,914,132
Infant Equipment	130	\$41.47	\$1,981,649
Rental of Furniture	112	\$7.90	\$377,450
Laundry and Cleaning Equipment	135	\$38.01	\$1,816,356
Closet and Storage Items	146	\$35.91	\$1,716,091
Luggage	148	\$20.36	\$972,916
Clocks and Other Household Decoratives	152	\$294.68	\$14,082,996
Telephones and Accessories	142	\$99.94	\$4,776,286
Grills and Outdoor Equipment	151	\$42.18	\$2,015,872
Power Tools	135	\$70.79	\$3,383,078
Hand Tools	137	\$11.38	\$543,658
Office Furniture/Equipment for Home Use	148	\$21.90	\$1,046,511
Computers and Hardware for Home Use	142	\$241.06	\$11,520,084
Portable Memory	142	\$7.75	\$370,238
Computer Software	140	\$14.82	\$708,289
Computer Accessories	143	\$26.96	\$1,288,389
Other Household Appliances	139	\$24.87	\$1,188,304
Misc Equipment incl Ladders/Sheds/Etc	144	\$117.22	\$5,601,854

(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 2018 and 2023; Consumer Spending data are derived from the 2015 and 2016 Consumer Expenditure Surveys, Bureau of Labor Statistics.

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