



Recreation 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

Demographic Summary		2018	2023
Population		4,280	4,600
Households		1,858	2,005
Families		1,177	1,256
Median Age		34.3	35.5
Median Household Income		\$100,529	\$105,676
	Spending Potential Index	Average Amount Spent	Total
Tv/Video/Audio	139	\$1,809.71	\$3,362,433
Cable & Satellite Television Services	134	\$1,288.94	\$2,394,850
Televisions & Video	152	\$371.46	\$690,169
Audio	155	\$144.28	\$268,066
Rental of TV/VCR/Radio/Sound Equipment	125	\$1.25	\$2,330
Repair of TV/Radio/Sound Equipment	156	\$3.78	\$7,017
Entertainment/Recreation Fees and Admissions	157	\$1,071.77	\$1,991,342
Tickets to Theatre/Operas/Concerts	143	\$94.93	\$176,375
Tickets to Movies/Museums/Parks	160	\$128.06	\$237,934
Admission to Sporting Events, excl.Trips	151	\$89.88	\$167,001
Fees for Participant Sports, excl.Trips	158	\$178.60	\$331,846
Fees for Recreational Lessons	170	\$235.29	\$437,160
Membership Fees for Social/Recreation/Civic Clubs	152	\$343.94	\$639,038
Dating Services	160	\$1.07	\$1,988
Toys/Games/Crafts/Hobbies	152	\$175.18	\$325,493
Toys/Games/Arts/Crafts/Tricycles	153	\$153.45	\$285,106
Playground Equipment	142	\$5.10	\$9,483
Play Arcade Pinball/Video Games	174	\$4.96	\$9,219
Online Entertainment and Games	162	\$7.04	\$13,084
Stamp & Coin Collecting	104	\$4.63	\$8,601
Recreational Vehicles and Fees	149	\$162.86	\$302,587
Docking and Landing Fees for Boats and Planes	152	\$17.83	\$33,137
Camp Fees	162	\$53.70	\$99,773
Payments on Boats/Trailers/Campers/RVs	131	\$58.24	\$108,210
Rental of RVs or Boats	165	\$33.08	\$61,467
Sports, Recreation and Exercise Equipment	159	\$283.79	\$527,283
Exercise Equipment and Gear, Game Tables	160	\$92.26	\$171,414
Bicycles	168	\$48.98	\$91,012
Camping Equipment	163	\$23.39	\$43,459
Hunting and Fishing Equipment	148	\$80.78	\$150,098
Winter Sports Equipment	166	\$10.84	\$20,138
Water Sports Equipment	189	\$12.36	\$22,957
Other Sports Equipment	152	\$11.67	\$21,680
Rental/Repair of Sports/Recreation/Exercise Equipment	150	\$3.51	\$6,525
Photographic Equipment and Supplies	163	\$87.10	\$161,839
Film	140	\$1.64	\$3,049
Film Processing	149	\$12.73	\$23,645
Photographic Equipment	172	\$38.91	\$72,292
Photographer Fees/Other Supplies & Equip Rental/Repair	162	\$33.83	\$62,854
Reading	140	\$157.31	\$292,280
Magazine/Newspaper Subscriptions	119	\$46.17	\$85,791
Magazine/Newspaper Single Copies	117	\$8.33	\$15,484
Books	152	\$57.94	\$107,646
Digital Book Readers	157	\$44.86	\$83,358

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.

July 16, 2018



Recreation Expenditures

Anchorage Plaza- Phase Three
12910 Factory Ln, Louisville, Kentucky, 40245
Ring: 3 mile radius

Prepared by Charlotte Hollkamp
Latitude: 38.28821
Longitude: -85.51154

Demographic Summary		2018	2023
Population		45,553	48,000
Households		17,438	18,416
Families		12,388	13,006
Median Age		38.9	39.7
Median Household Income		\$88,482	\$96,236
	Spending Potential Index	Average Amount Spent	Total
Tv/Video/Audio	137	\$1,792.07	\$31,250,170
Cable & Satellite Television Services	135	\$1,300.71	\$22,681,837
Televisions & Video	143	\$348.23	\$6,072,492
Audio	149	\$138.73	\$2,419,172
Rental of TV/VCR/Radio/Sound Equipment	103	\$1.03	\$17,940
Repair of TV/Radio/Sound Equipment	139	\$3.37	\$58,728
Entertainment/Recreation Fees and Admissions	158	\$1,082.45	\$18,875,749
Tickets to Theatre/Operas/Concerts	154	\$101.93	\$1,777,383
Tickets to Movies/Museums/Parks	151	\$120.81	\$2,106,643
Admission to Sporting Events, excl.Trips	158	\$93.92	\$1,637,724
Fees for Participant Sports, excl.Trips	158	\$178.41	\$3,111,196
Fees for Recreational Lessons	166	\$228.98	\$3,992,994
Membership Fees for Social/Recreation/Civic Clubs	158	\$357.46	\$6,233,401
Dating Services	140	\$0.94	\$16,407
Toys/Games/Crafts/Hobbies	145	\$167.30	\$2,917,427
Toys/Games/Arts/Crafts/Tricycles	145	\$145.73	\$2,541,241
Playground Equipment	139	\$4.99	\$86,999
Play Arcade Pinball/Video Games	155	\$4.41	\$76,955
Online Entertainment and Games	150	\$6.54	\$113,971
Stamp & Coin Collecting	127	\$5.63	\$98,262
Recreational Vehicles and Fees	153	\$167.87	\$2,927,328
Docking and Landing Fees for Boats and Planes	167	\$19.55	\$340,882
Camp Fees	171	\$56.85	\$991,436
Payments on Boats/Trailers/Campers/RVs	133	\$59.24	\$1,033,097
Rental of RVs or Boats	160	\$32.22	\$561,913
Sports, Recreation and Exercise Equipment	156	\$278.94	\$4,864,238
Exercise Equipment and Gear, Game Tables	158	\$90.66	\$1,581,001
Bicycles	157	\$45.83	\$799,120
Camping Equipment	157	\$22.52	\$392,662
Hunting and Fishing Equipment	152	\$82.93	\$1,446,056
Winter Sports Equipment	162	\$10.61	\$185,044
Water Sports Equipment	173	\$11.29	\$196,842
Other Sports Equipment	149	\$11.45	\$199,731
Rental/Repair of Sports/Recreation/Exercise Equipment	156	\$3.66	\$63,783
Photographic Equipment and Supplies	154	\$82.11	\$1,431,823
Film	137	\$1.60	\$27,900
Film Processing	153	\$13.04	\$227,351
Photographic Equipment	159	\$35.98	\$627,454
Photographer Fees/Other Supplies & Equip Rental/Repair	151	\$31.49	\$549,117
Reading	146	\$164.48	\$2,868,227
Magazine/Newspaper Subscriptions	142	\$55.07	\$960,294
Magazine/Newspaper Single Copies	133	\$9.46	\$164,920
Books	152	\$57.90	\$1,009,623
Digital Book Readers	147	\$42.06	\$733,390

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July 16, 2018



Recreation Expenditures

Anchorage Plaza- Phase Three
12910 Factory Ln, Louisville, Kentucky, 40245
Ring: 5 mile radius

Prepared by Charlotte Hollkamp
Latitude: 38.28821
Longitude: -85.51154

Demographic Summary		2018	2023
Population		121,103	128,090
Households		47,790	50,483
Families		32,727	34,453
Median Age		41.0	41.8
Median Household Income		\$87,476	\$95,495
	Spending Potential Index	Average Amount Spent	Total
Tv/Video/Audio	133	\$1,736.07	\$82,966,668
Cable & Satellite Television Services	132	\$1,268.51	\$60,622,170
Televisions & Video	136	\$332.17	\$15,874,372
Audio	141	\$131.22	\$6,270,922
Rental of TV/VCR/Radio/Sound Equipment	102	\$1.02	\$48,548
Repair of TV/Radio/Sound Equipment	130	\$3.15	\$150,657
Entertainment/Recreation Fees and Admissions	151	\$1,033.91	\$49,410,497
Tickets to Theatre/Operas/Concerts	151	\$99.65	\$4,762,171
Tickets to Movies/Museums/Parks	143	\$113.78	\$5,437,719
Admission to Sporting Events, excl.Trips	154	\$91.09	\$4,353,285
Fees for Participant Sports, excl.Trips	151	\$170.57	\$8,151,620
Fees for Recreational Lessons	155	\$213.81	\$10,218,105
Membership Fees for Social/Recreation/Civic Clubs	152	\$344.08	\$16,443,618
Dating Services	137	\$0.92	\$43,979
Toys/Games/Crafts/Hobbies	138	\$159.59	\$7,626,689
Toys/Games/Arts/Crafts/Tricycles	138	\$138.59	\$6,623,113
Playground Equipment	134	\$4.81	\$229,658
Play Arcade Pinball/Video Games	141	\$4.03	\$192,638
Online Entertainment and Games	142	\$6.17	\$294,678
Stamp & Coin Collecting	135	\$6.00	\$286,602
Recreational Vehicles and Fees	146	\$159.86	\$7,639,743
Docking and Landing Fees for Boats and Planes	161	\$18.88	\$902,454
Camp Fees	163	\$54.20	\$2,590,137
Payments on Boats/Trailers/Campers/RVs	126	\$56.38	\$2,694,578
Rental of RVs or Boats	151	\$30.39	\$1,452,574
Sports, Recreation and Exercise Equipment	149	\$265.89	\$12,706,688
Exercise Equipment and Gear, Game Tables	150	\$86.48	\$4,132,930
Bicycles	147	\$42.85	\$2,047,926
Camping Equipment	148	\$21.21	\$1,013,616
Hunting and Fishing Equipment	148	\$80.67	\$3,855,238
Winter Sports Equipment	153	\$9.98	\$476,865
Water Sports Equipment	157	\$10.23	\$489,106
Other Sports Equipment	142	\$10.97	\$524,202
Rental/Repair of Sports/Recreation/Exercise Equipment	149	\$3.49	\$166,804
Photographic Equipment and Supplies	144	\$76.95	\$3,677,485
Film	132	\$1.55	\$74,249
Film Processing	147	\$12.57	\$600,775
Photographic Equipment	146	\$33.21	\$1,587,261
Photographer Fees/Other Supplies & Equip Rental/Repair	142	\$29.61	\$1,415,201
Reading	143	\$161.02	\$7,695,231
Magazine/Newspaper Subscriptions	145	\$56.05	\$2,678,580
Magazine/Newspaper Single Copies	135	\$9.63	\$460,319
Books	145	\$55.40	\$2,647,770
Digital Book Readers	140	\$39.94	\$1,908,561

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