



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	\$3,362,433
Cable & Satellite Television Services		134	\$2,394,850
Televisions & Video		152	\$690,169
Audio		155	\$268,066
Rental of TV/VCR/Radio/Sound Equipment		125	\$2,330
Repair of TV/Radio/Sound Equipment		156	\$7,017
Entertainment/Recreation Fees and Admissions		157	\$1,991,342
Tickets to Theatre/Operas/Concerts		143	\$176,375
Tickets to Movies/Museums/Parks		160	\$237,934
Admission to Sporting Events, excl.Trips		151	\$167,001
Fees for Participant Sports, excl.Trips		158	\$331,846
Fees for Recreational Lessons		170	\$437,160
Membership Fees for Social/Recreation/Civic Clubs		152	\$639,038
Dating Services		160	\$1,988
Toys/Games/Crafts/Hobbies		152	\$325,493
Toys/Games/Arts/Crafts/Tricycles		153	\$285,106
Playground Equipment		142	\$9,483
Play Arcade Pinball/Video Games		174	\$9,219
Online Entertainment and Games		162	\$13,084
Stamp & Coin Collecting		104	\$8,601
Recreational Vehicles and Fees		149	\$302,587
Docking and Landing Fees for Boats and Planes		152	\$33,137
Camp Fees		162	\$99,773
Payments on Boats/Trailers/Campers/RVs		131	\$108,210
Rental of RVs or Boats		165	\$61,467
Sports, Recreation and Exercise Equipment		159	\$527,283
Exercise Equipment and Gear, Game Tables		160	\$171,414
Bicycles		168	\$91,012
Camping Equipment		163	\$43,459
Hunting and Fishing Equipment		148	\$150,098
Winter Sports Equipment		166	\$20,138
Water Sports Equipment		189	\$22,957
Other Sports Equipment		152	\$21,680
Rental/Repair of Sports/Recreation/Exercise Equipment		150	\$6,525
Photographic Equipment and Supplies		163	\$161,839
Film		140	\$3,049
Film Processing		149	\$23,645
Photographic Equipment		172	\$72,292
Photographer Fees/Other Supplies & Equip Rental/Repair		162	\$62,854
Reading		140	\$292,280
Magazine/Newspaper Subscriptions		119	\$85,791
Magazine/Newspaper Single Copies		117	\$15,484
Books		152	\$107,646
Digital Book Readers		157	\$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.



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
		Index	Total
Tv/Video/Audio		137	\$1,792.07
Cable & Satellite Television Services		135	\$1,300.71
Televisions & Video		143	\$348.23
Audio		149	\$138.73
Rental of TV/VCR/Radio/Sound Equipment		103	\$1.03
Repair of TV/Radio/Sound Equipment		139	\$3.37
Entertainment/Recreation Fees and Admissions		158	\$1,082.45
Tickets to Theatre/Operas/Concerts		154	\$101.93
Tickets to Movies/Museums/Parks		151	\$120.81
Admission to Sporting Events, excl.Trips		158	\$93.92
Fees for Participant Sports, excl.Trips		158	\$178.41
Fees for Recreational Lessons		166	\$228.98
Membership Fees for Social/Recreation/Civic Clubs		158	\$357.46
Dating Services		140	\$0.94
Toys/Games/Crafts/Hobbies		145	\$167.30
Toys/Games/Arts/Crafts/Tricycles		145	\$145.73
Playground Equipment		139	\$4.99
Play Arcade Pinball/Video Games		155	\$4.41
Online Entertainment and Games		150	\$6.54
Stamp & Coin Collecting		127	\$5.63
Recreational Vehicles and Fees		153	\$167.87
Docking and Landing Fees for Boats and Planes		167	\$19.55
Camp Fees		171	\$56.85
Payments on Boats/Trailers/Campers/RVs		133	\$59.24
Rental of RVs or Boats		160	\$32.22
Sports, Recreation and Exercise Equipment		156	\$278.94
Exercise Equipment and Gear, Game Tables		158	\$90.66
Bicycles		157	\$45.83
Camping Equipment		157	\$22.52
Hunting and Fishing Equipment		152	\$82.93
Winter Sports Equipment		162	\$10.61
Water Sports Equipment		173	\$11.29
Other Sports Equipment		149	\$11.45
Rental/Repair of Sports/Recreation/Exercise Equipment		156	\$3.66
Photographic Equipment and Supplies		154	\$82.11
Film		137	\$1.60
Film Processing		153	\$13.04
Photographic Equipment		159	\$35.98
Photographer Fees/Other Supplies & Equip Rental/Repair		151	\$31.49
Reading		146	\$164.48
Magazine/Newspaper Subscriptions		142	\$55.07
Magazine/Newspaper Single Copies		133	\$9.46
Books		152	\$57.90
Digital Book Readers		147	\$42.06

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.



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
		Index	Total
Tv/Video/Audio		133	\$82,966,668
Cable & Satellite Television Services		132	\$60,622,170
Televisions & Video		136	\$15,874,372
Audio		141	\$6,270,922
Rental of TV/VCR/Radio/Sound Equipment		102	\$48,548
Repair of TV/Radio/Sound Equipment		130	\$150,657
Entertainment/Recreation Fees and Admissions		151	\$49,410,497
Tickets to Theatre/Operas/Concerts		151	\$4,762,171
Tickets to Movies/Museums/Parks		143	\$5,437,719
Admission to Sporting Events, excl.Trips		154	\$4,353,285
Fees for Participant Sports, excl.Trips		151	\$8,151,620
Fees for Recreational Lessons		155	\$10,218,105
Membership Fees for Social/Recreation/Civic Clubs		152	\$16,443,618
Dating Services		137	\$43,979
Toys/Games/Crafts/Hobbies		138	\$7,626,689
Toys/Games/Arts/Crafts/Tricycles		138	\$6,623,113
Playground Equipment		134	\$229,658
Play Arcade Pinball/Video Games		141	\$192,638
Online Entertainment and Games		142	\$294,678
Stamp & Coin Collecting		135	\$286,602
Recreational Vehicles and Fees		146	\$7,639,743
Docking and Landing Fees for Boats and Planes		161	\$902,454
Camp Fees		163	\$2,590,137
Payments on Boats/Trailers/Campers/RVs		126	\$2,694,578
Rental of RVs or Boats		151	\$1,452,574
Sports, Recreation and Exercise Equipment		149	\$12,706,688
Exercise Equipment and Gear, Game Tables		150	\$4,132,930
Bicycles		147	\$2,047,926
Camping Equipment		148	\$1,013,616
Hunting and Fishing Equipment		148	\$3,855,238
Winter Sports Equipment		153	\$476,865
Water Sports Equipment		157	\$489,106
Other Sports Equipment		142	\$524,202
Rental/Repair of Sports/Recreation/Exercise Equipment		149	\$166,804
Photographic Equipment and Supplies		144	\$3,677,485
Film		132	\$74,249
Film Processing		147	\$600,775
Photographic Equipment		146	\$1,587,261
Photographer Fees/Other Supplies & Equip Rental/Repair		142	\$1,415,201
Reading		143	\$7,695,231
Magazine/Newspaper Subscriptions		145	\$2,678,580
Magazine/Newspaper Single Copies		135	\$460,319
Books		145	\$2,647,770
Digital Book Readers		140	\$1,908,561

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