



Recreation Expenditures

Anchorage Plaza
 12907 Factory Ln, Louisville, Kentucky, 40245
 Ring: 1 mile radius

Prepared by Charlotte Hollkamp
 Latitude: 38.28861
 Longitude: -85.51168

Demographic Summary		2018	2023
Population		4,694	5,038
Households		1,984	2,138
Families		1,282	1,366
Median Age		34.3	35.4
Median Household Income		\$102,049	\$106,993
		Spending Potential Index	Average Amount Spent
		Index	Total
Tv/Video/Audio		140	\$3,620,886
Cable & Satellite Television Services		135	\$2,576,784
Televisions & Video		154	\$744,069
Audio		157	\$290,014
Rental of TV/VCR/Radio/Sound Equipment		123	\$2,440
Repair of TV/Radio/Sound Equipment		157	\$7,578
Entertainment/Recreation Fees and Admissions		159	\$2,161,569
Tickets to Theatre/Operas/Concerts		145	\$190,310
Tickets to Movies/Museums/Parks		163	\$257,740
Admission to Sporting Events, excl.Trips		154	\$181,146
Fees for Participant Sports, excl.Trips		161	\$360,151
Fees for Recreational Lessons		174	\$477,562
Membership Fees for Social/Recreation/Civic Clubs		154	\$692,532
Dating Services		160	\$2,127
Toys/Games/Crafts/Hobbies		154	\$352,123
Toys/Games/Arts/Crafts/Tricycles		155	\$308,465
Playground Equipment		144	\$10,275
Play Arcade Pinball/Video Games		178	\$10,041
Online Entertainment and Games		164	\$14,150
Stamp & Coin Collecting		104	\$9,193
Recreational Vehicles and Fees		152	\$329,836
Docking and Landing Fees for Boats and Planes		155	\$35,983
Camp Fees		166	\$109,138
Payments on Boats/Trailers/Campers/RVs		133	\$117,859
Rental of RVs or Boats		168	\$66,856
Sports, Recreation and Exercise Equipment		162	\$572,110
Exercise Equipment and Gear, Game Tables		163	\$186,013
Bicycles		171	\$98,826
Camping Equipment		166	\$47,078
Hunting and Fishing Equipment		151	\$162,498
Winter Sports Equipment		169	\$21,950
Water Sports Equipment		194	\$25,114
Other Sports Equipment		154	\$23,536
Rental/Repair of Sports/Recreation/Exercise Equipment		153	\$7,094
Photographic Equipment and Supplies		166	\$175,693
Film		141	\$3,278
Film Processing		151	\$25,573
Photographic Equipment		175	\$78,693
Photographer Fees/Other Supplies & Equip Rental/Repair		164	\$68,149
Reading		141	\$315,380
Magazine/Newspaper Subscriptions		120	\$92,226
Magazine/Newspaper Single Copies		118	\$16,609
Books		154	\$116,457
Digital Book Readers		159	\$90,087

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
 12907 Factory Ln, Louisville, Kentucky, 40245
 Ring: 3 mile radius

Prepared by Charlotte Hollkamp
 Latitude: 38.28861
 Longitude: -85.51168

Demographic Summary		2018	2023
Population		45,494	47,929
Households		17,388	18,360
Families		12,354	12,969
Median Age		38.9	39.6
Median Household Income		\$88,522	\$96,254
		Spending Potential Index	Average Amount Spent
		Index	Total
Tv/Video/Audio		137	\$1,792.87
Cable & Satellite Television Services		135	\$1,301.15
Televisions & Video		143	\$348.49
Audio		149	\$138.83
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	\$1,082.81
Tickets to Theatre/Operas/Concerts		154	\$101.94
Tickets to Movies/Museums/Parks		151	\$120.90
Admission to Sporting Events, excl.Trips		158	\$93.91
Fees for Participant Sports, excl.Trips		158	\$178.47
Fees for Recreational Lessons		166	\$229.10
Membership Fees for Social/Recreation/Civic Clubs		158	\$357.55
Dating Services		140	\$0.94
Toys/Games/Crafts/Hobbies		145	\$167.39
Toys/Games/Arts/Crafts/Tricycles		146	\$145.82
Playground Equipment		139	\$4.99
Play Arcade Pinball/Video Games		155	\$4.42
Online Entertainment and Games		150	\$6.54
Stamp & Coin Collecting		127	\$5.63
Recreational Vehicles and Fees		153	\$167.90
Docking and Landing Fees for Boats and Planes		167	\$19.55
Camp Fees		171	\$56.86
Payments on Boats/Trailers/Campers/RVs		133	\$59.24
Rental of RVs or Boats		160	\$32.24
Sports, Recreation and Exercise Equipment		156	\$279.06
Exercise Equipment and Gear, Game Tables		158	\$90.70
Bicycles		157	\$45.86
Camping Equipment		157	\$22.53
Hunting and Fishing Equipment		152	\$82.94
Winter Sports Equipment		163	\$10.62
Water Sports Equipment		173	\$11.30
Other Sports Equipment		149	\$11.46
Rental/Repair of Sports/Recreation/Exercise Equipment		156	\$3.66
Photographic Equipment and Supplies		154	\$82.17
Film		137	\$1.60
Film Processing		153	\$13.04
Photographic Equipment		159	\$36.01
Photographer Fees/Other Supplies & Equip Rental/Repair		151	\$31.51
Reading		146	\$164.50
Magazine/Newspaper Subscriptions		142	\$55.04
Magazine/Newspaper Single Copies		133	\$9.45
Books		152	\$57.93
Digital Book Readers		147	\$42.09

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
 12907 Factory Ln, Louisville, Kentucky, 40245
 Ring: 5 mile radius

Prepared by Charlotte Hollkamp
 Latitude: 38.28861
 Longitude: -85.51168

Demographic Summary		2018	2023
Population		120,918	127,894
Households		47,703	50,390
Families		32,665	34,387
Median Age		41.0	41.8
Median Household Income		\$87,458	\$95,475
		Spending Potential Index	Average Amount Spent
		Index	Total
Tv/Video/Audio		133	\$82,793,922
Cable & Satellite Television Services		132	\$60,493,639
Televisions & Video		136	\$15,843,198
Audio		141	\$6,258,237
Rental of TV/VCR/Radio/Sound Equipment		102	\$48,454
Repair of TV/Radio/Sound Equipment		130	\$150,395
Entertainment/Recreation Fees and Admissions		151	\$49,304,308
Tickets to Theatre/Operas/Concerts		150	\$4,750,818
Tickets to Movies/Museums/Parks		142	\$5,426,606
Admission to Sporting Events, excl.Trips		153	\$4,344,206
Fees for Participant Sports, excl.Trips		151	\$8,134,628
Fees for Recreational Lessons		155	\$10,197,662
Membership Fees for Social/Recreation/Civic Clubs		152	\$16,406,492
Dating Services		137	\$43,895
Toys/Games/Crafts/Hobbies		138	\$7,611,759
Toys/Games/Arts/Crafts/Tricycles		138	\$6,610,189
Playground Equipment		134	\$229,239
Play Arcade Pinball/Video Games		141	\$192,327
Online Entertainment and Games		142	\$294,077
Stamp & Coin Collecting		135	\$285,926
Recreational Vehicles and Fees		146	\$7,623,720
Docking and Landing Fees for Boats and Planes		161	\$900,389
Camp Fees		163	\$2,584,180
Payments on Boats/Trailers/Campers/RVs		126	\$2,689,632
Rental of RVs or Boats		151	\$1,449,520
Sports, Recreation and Exercise Equipment		149	\$12,681,073
Exercise Equipment and Gear, Game Tables		150	\$4,124,873
Bicycles		147	\$2,043,845
Camping Equipment		148	\$1,011,648
Hunting and Fishing Equipment		148	\$3,847,019
Winter Sports Equipment		153	\$475,817
Water Sports Equipment		157	\$488,239
Other Sports Equipment		142	\$523,179
Rental/Repair of Sports/Recreation/Exercise Equipment		149	\$166,453
Photographic Equipment and Supplies		144	\$3,670,402
Film		132	\$74,100
Film Processing		147	\$599,479
Photographic Equipment		146	\$1,584,215
Photographer Fees/Other Supplies & Equip Rental/Repair		142	\$1,412,608
Reading		143	\$7,677,393
Magazine/Newspaper Subscriptions		145	\$2,671,662
Magazine/Newspaper Single Copies		135	\$459,173
Books		145	\$2,641,804
Digital Book Readers		140	\$1,904,755

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