



Recreation Expenditures

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

Prepared by Charlotte Hollkamp
Latitude: 38.28821
Longitude: -85.51154

Demographic Summary		2019	2024
Population		4,267	4,503
Households		1,857	1,984
Families		1,177	1,240
Median Age		34.6	35.9
Median Household Income		\$109,381	\$121,727
		Spending Potential Index	Average Amount Spent
		Index	Total
Tv/Video/Audio		144	\$1,757.44
Cable & Satellite Television Services		138	\$1,209.69
Televisions & Video		159	\$388.34
Audio		159	\$154.75
Rental of TV/VCR/Radio/Sound Equipment		110	\$0.87
Repair of TV/Radio/Sound Equipment		161	\$3.80
Entertainment/Recreation Fees and Admissions		160	\$1,143.23
Tickets to Theatre/Operas/Concerts		145	\$108.97
Tickets to Movies		173	\$94.65
Tickets to Parks or Museums		154	\$49.76
Admission to Sporting Events, excl.Trips		154	\$97.32
Fees for Participant Sports, excl.Trips		168	\$180.64
Fees for Recreational Lessons		170	\$243.96
Membership Fees for Social/Recreation/Civic Clubs		155	\$366.91
Dating Services		146	\$1.02
Toys/Games/Crafts/Hobbies		160	\$189.30
Toys/Games/Arts/Crafts/Tricycles		161	\$162.42
Playground Equipment		169	\$7.11
Play Arcade Pinball/Video Games		203	\$8.34
Online Entertainment and Games		149	\$6.63
Stamp & Coin Collecting		112	\$4.80
Recreational Vehicles and Fees		125	\$199.70
Docking and Landing Fees for Boats and Planes		143	\$13.66
Camp Fees		99	\$66.04
Payments on Boats/Trailers/Campers/RVs		140	\$82.24
Rental of Boats/Trailers/Campers/RVs		153	\$37.75
Sports, Recreation and Exercise Equipment		175	\$361.64
Exercise Equipment and Gear, Game Tables		159	\$103.46
Bicycles		165	\$48.98
Camping Equipment		185	\$36.64
Hunting and Fishing Equipment		190	\$133.38
Winter Sports Equipment		168	\$9.08
Water Sports Equipment		189	\$14.24
Other Sports Equipment		176	\$11.71
Rental/Repair of Sports/Recreation/Exercise Equipment		164	\$4.15
Photographic Equipment and Supplies		163	\$84.82
Film		148	\$1.17
Film Processing		158	\$12.47
Photographic Equipment		170	\$34.65
Photographer Fees/Other Supplies & Equip Rental/Repair		158	\$36.53
Reading		144	\$153.55
Magazine/Newspaper Subscriptions		121	\$45.13
Magazine/Newspaper Single Copies		116	\$7.71
Books		158	\$59.02
Digital Book Readers		164	\$41.69

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



Recreation Expenditures

Epic Plaza
12910 Factory Ln, Louisville, Kentucky, 40245
Ring: 3 mile radius

Prepared by Charlotte Hollkamp
Latitude: 38.28821
Longitude: -85.51154

Demographic Summary		2019	2024
Population		46,130	48,276
Households		17,743	18,632
Families		12,587	13,143
Median Age		39.1	39.9
Median Household Income		\$97,046	\$107,576
		Spending Potential Index	Average Amount Spent
		Index	Total
Tv/Video/Audio		140	\$1,709.07
Cable & Satellite Television Services		137	\$1,203.99
Televisions & Video		146	\$355.35
Audio		149	\$145.56
Rental of TV/VCR/Radio/Sound Equipment		97	\$0.77
Repair of TV/Radio/Sound Equipment		144	\$3.39
Entertainment/Recreation Fees and Admissions		158	\$1,128.10
Tickets to Theatre/Operas/Concerts		153	\$114.82
Tickets to Movies		155	\$84.84
Tickets to Parks or Museums		146	\$47.29
Admission to Sporting Events, excl.Trips		156	\$98.59
Fees for Participant Sports, excl.Trips		163	\$174.49
Fees for Recreational Lessons		164	\$235.17
Membership Fees for Social/Recreation/Civic Clubs		157	\$371.94
Dating Services		136	\$0.95
Toys/Games/Crafts/Hobbies		149	\$175.39
Toys/Games/Arts/Crafts/Tricycles		148	\$149.81
Playground Equipment		156	\$6.54
Play Arcade Pinball/Video Games		172	\$7.05
Online Entertainment and Games		138	\$6.16
Stamp & Coin Collecting		136	\$5.83
Recreational Vehicles and Fees		147	\$235.15
Docking and Landing Fees for Boats and Planes		158	\$15.01
Camp Fees		150	\$100.75
Payments on Boats/Trailers/Campers/RVs		141	\$82.71
Rental of Boats/Trailers/Campers/RVs		149	\$36.69
Sports, Recreation and Exercise Equipment		162	\$336.06
Exercise Equipment and Gear, Game Tables		159	\$103.38
Bicycles		155	\$46.14
Camping Equipment		164	\$32.48
Hunting and Fishing Equipment		167	\$117.63
Winter Sports Equipment		158	\$8.54
Water Sports Equipment		172	\$12.96
Other Sports Equipment		163	\$10.85
Rental/Repair of Sports/Recreation/Exercise Equipment		161	\$4.07
Photographic Equipment and Supplies		153	\$79.69
Film		144	\$1.14
Film Processing		156	\$12.25
Photographic Equipment		158	\$32.27
Photographer Fees/Other Supplies & Equip Rental/Repair		148	\$34.03
Reading		148	\$158.07
Magazine/Newspaper Subscriptions		143	\$53.28
Magazine/Newspaper Single Copies		132	\$8.79
Books		154	\$57.59
Digital Book Readers		152	\$38.42

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



Recreation Expenditures

Epic Plaza
12910 Factory Ln, Louisville, Kentucky, 40245
Ring: 5 mile radius

Prepared by Charlotte Hollkamp
Latitude: 38.28821
Longitude: -85.51154

Demographic Summary		2019	2024
Population		122,354	129,557
Households		48,433	51,318
Families		33,147	34,992
Median Age		41.2	42.1
Median Household Income		\$95,819	\$107,133
	Spending Potential Index	Average Amount Spent	Total
Tv/Video/Audio	136	\$1,660.33	\$80,414,824
Cable & Satellite Television Services	134	\$1,179.04	\$57,104,424
Televisions & Video	139	\$338.37	\$16,388,061
Audio	142	\$138.92	\$6,728,440
Rental of TV/VCR/Radio/Sound Equipment	103	\$0.81	\$39,078
Repair of TV/Radio/Sound Equipment	136	\$3.20	\$154,822
Entertainment/Recreation Fees and Admissions	153	\$1,088.06	\$52,698,192
Tickets to Theatre/Operas/Concerts	152	\$114.13	\$5,527,458
Tickets to Movies	145	\$79.30	\$3,840,723
Tickets to Parks or Museums	141	\$45.57	\$2,207,070
Admission to Sporting Events, excl.Trips	152	\$95.97	\$4,648,299
Fees for Participant Sports, excl.Trips	156	\$166.79	\$8,078,028
Fees for Recreational Lessons	156	\$223.33	\$10,816,771
Membership Fees for Social/Recreation/Civic Clubs	153	\$362.02	\$17,533,608
Dating Services	136	\$0.95	\$46,236
Toys/Games/Crafts/Hobbies	141	\$166.58	\$8,067,910
Toys/Games/Arts/Crafts/Tricycles	141	\$142.08	\$6,881,210
Playground Equipment	143	\$5.99	\$289,898
Play Arcade Pinball/Video Games	152	\$6.24	\$302,423
Online Entertainment and Games	133	\$5.94	\$287,694
Stamp & Coin Collecting	148	\$6.33	\$306,685
Recreational Vehicles and Fees	145	\$231.97	\$11,234,874
Docking and Landing Fees for Boats and Planes	158	\$15.05	\$729,114
Camp Fees	154	\$102.97	\$4,986,994
Payments on Boats/Trailers/Campers/RVs	135	\$79.07	\$3,829,548
Rental of Boats/Trailers/Campers/RVs	142	\$34.88	\$1,689,218
Sports, Recreation and Exercise Equipment	152	\$314.81	\$15,247,281
Exercise Equipment and Gear, Game Tables	153	\$99.90	\$4,838,586
Bicycles	147	\$43.60	\$2,111,471
Camping Equipment	151	\$30.00	\$1,452,826
Hunting and Fishing Equipment	152	\$107.06	\$5,185,344
Winter Sports Equipment	151	\$8.18	\$396,368
Water Sports Equipment	159	\$11.97	\$579,903
Other Sports Equipment	153	\$10.18	\$493,217
Rental/Repair of Sports/Recreation/Exercise Equipment	155	\$3.91	\$189,566
Photographic Equipment and Supplies	147	\$76.32	\$3,696,337
Film	141	\$1.11	\$53,639
Film Processing	151	\$11.85	\$574,029
Photographic Equipment	149	\$30.43	\$1,473,956
Photographer Fees/Other Supplies & Equip Rental/Repair	143	\$32.93	\$1,594,714
Reading	146	\$155.56	\$7,534,101
Magazine/Newspaper Subscriptions	147	\$54.76	\$2,651,958
Magazine/Newspaper Single Copies	136	\$9.03	\$437,347
Books	149	\$55.58	\$2,691,890
Digital Book Readers	143	\$36.19	\$1,752,906

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