



House and Home Expenditures

Shoppes at Forest Green
10023 Forest Green Blvd, Louisville, Kentucky, 40223
Ring: 1 mile radius

Prepared by Charlotte Hollkamp
Latitude: 38.26339
Longitude: -85.57101

2019 Housing Summary		2019 Demographic Summary	
Housing Units	3,855	Population	9,526
2019-2024 Percent Change	3.76%	Households	3,760
Percent Occupied	97.5%	Families	2,622
Percent Owner Households	75.2%	Median Age	43.6
Median Home Value	\$276,002	Median Household Income	\$94,715
	Spending Potential Index	Average Amount Spent	Total
Owned Dwellings	155	\$19,766.62	\$74,322,484
Mortgage Interest	154	\$5,852.12	\$22,003,976
Mortgage Principal	154	\$2,956.92	\$11,118,028
Property Taxes	156	\$4,060.22	\$15,266,438
Homeowners Insurance	146	\$803.18	\$3,019,970
Ground Rent	129	\$93.61	\$351,975
Maintenance and Remodeling Services	158	\$3,372.99	\$12,682,452
Maintenance and Remodeling Materials	148	\$725.07	\$2,726,267
Property Management and Security	148	\$155.42	\$584,397
Rented Dwellings	99	\$5,087.78	\$19,130,048
Rent	99	\$4,954.71	\$18,629,722
Renters' Insurance	109	\$31.86	\$119,801
Maintenance and Repair Services	134	\$72.89	\$274,061
Maintenance and Repair Materials	106	\$28.31	\$106,464
Other Lodging	165	\$956.54	\$3,596,577
Owned Vacation Homes	166	\$857.39	\$3,223,776
Principal Paid on Home Loans	159	\$116.35	\$437,489
Closing Costs	139	\$26.80	\$100,769
Interest Paid on Home Loans	152	\$155.76	\$585,652
Property Taxes	162	\$224.60	\$844,501
Homeowners Insurance	139	\$29.22	\$109,873
Maintenance and Remodeling	193	\$266.95	\$1,003,735
Property Management and Security	166	\$37.70	\$141,758
Housing While Attending School	158	\$99.15	\$372,800
Household Operations	143	\$2,955.86	\$11,114,030
Child Care	138	\$702.27	\$2,640,552
Care for Elderly or Handicapped	151	\$109.80	\$412,834
Appliance Rental and Repair	150	\$30.60	\$115,072
Computer Information Services	133	\$773.56	\$2,908,601
Home Security System Services	151	\$62.58	\$235,310
Non-Apparel Household Laundry/Dry Cleaning	140	\$39.43	\$148,272
Housekeeping Services	158	\$292.25	\$1,098,854
Lawn and Garden	150	\$706.34	\$2,655,839
Moving/Storage/Freight Express	138	\$91.50	\$344,044
Installation of Computers	152	\$0.93	\$3,484
PC Repair (Personal Use)	143	\$9.25	\$34,768
Reupholstering/Furniture Repair	163	\$15.96	\$59,997
Termite/Pest Control	151	\$54.51	\$204,958
Water Softening Services	143	\$9.10	\$34,206
Internet Services Away from Home	130	\$10.76	\$40,475
Other Home Services (1)	166	\$47.01	\$176,763

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	135	\$6,541.38	\$24,595,589
Bottled Gas	121	\$55.09	\$207,152
Electricity	130	\$2,337.42	\$8,788,681
Fuel Oil	158	\$95.18	\$357,878
Natural Gas	144	\$683.22	\$2,568,919
Phone Services	133	\$2,337.32	\$8,788,313
Water and Other Public Services	141	\$1,024.79	\$3,853,228
Coal/Wood/Other Fuel	121	\$8.36	\$31,417
Housekeeping Supplies	136	\$1,021.96	\$3,842,551
Laundry and Cleaning Supplies	132	\$274.20	\$1,031,003
Postage and Stationery	142	\$254.98	\$958,741
Other HH Products (2)	136	\$492.77	\$1,852,807
Household Textiles	139	\$139.32	\$523,859
Bathroom Linens	132	\$20.94	\$78,747
Bedroom Linens	138	\$73.27	\$275,509
Kitchen, Dining Room and other Linens	150	\$16.66	\$62,659
Curtains and Draperies	142	\$21.23	\$79,818
Slipcovers, Decorative Pillows	140	\$7.21	\$27,126
Furniture	142	\$871.93	\$3,278,469
Mattresses and Box Springs	139	\$166.69	\$626,749
Other Bedroom Furniture	140	\$148.72	\$559,205
Sofas	140	\$245.85	\$924,396
Living Room Chairs	146	\$75.98	\$285,701
Living Room Tables	143	\$22.87	\$85,978
Kitchen, Dining Room Furniture	146	\$66.21	\$248,965
Infant Furniture	128	\$17.53	\$65,911
Outdoor Furniture	161	\$62.92	\$236,581
Wall Units, Cabinets, Other Furniture (3)	143	\$65.16	\$244,986
Major Appliances	143	\$504.51	\$1,896,945
Dishwashers and Disposals	158	\$52.62	\$197,868
Refrigerators and Freezers	146	\$164.54	\$618,664
Clothes Washers & Dryers	137	\$127.67	\$480,041
Cooking Stoves and Ovens	148	\$77.74	\$292,301
Microwave Ovens	135	\$21.76	\$81,832
Window Air Conditioners	113	\$8.59	\$32,301
Electric Floor Cleaning Equipment	138	\$36.22	\$136,197
Sewing Machines and Miscellaneous Appliances	127	\$15.36	\$57,740

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	153	\$49.64	\$186,630
Housewares	142	\$151.56	\$569,879
Small Appliances	134	\$65.04	\$244,554
Sewing/Needlework/Quilt Materials/Items	142	\$18.32	\$68,894
Window Coverings	162	\$38.41	\$144,422
Lamps/Lighting Fixtures/Ceiling Fans	154	\$68.42	\$257,253
Infant Equipment	127	\$29.19	\$109,756
Rental of Furniture	106	\$7.44	\$27,969
Laundry and Cleaning Equipment	138	\$41.88	\$157,452
Closet and Storage Items	147	\$37.02	\$139,211
Luggage	145	\$20.24	\$76,092
Clocks and Other Household Decoratives	151	\$290.53	\$1,092,375
Telephones and Accessories	144	\$108.81	\$409,114
Grills and Outdoor Equipment	155	\$53.41	\$200,827
Power Tools	143	\$90.09	\$338,739
Hand Tools	132	\$12.30	\$46,262
Office Furniture/Equipment for Home Use	146	\$23.61	\$88,792
Computers and Hardware for Home Use	141	\$233.30	\$877,193
Portable Memory	142	\$6.33	\$23,802
Computer Software	139	\$14.06	\$52,881
Computer Accessories	145	\$27.52	\$103,459
Other Household Appliances	141	\$23.50	\$88,344
Misc Equipment incl Ladders/Sheds/Etc	142	\$126.78	\$476,675

(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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2019 Housing Summary		2019 Demographic Summary	
Housing Units	34,309	Population	73,725
2019-2024 Percent Change	3.25%	Households	32,554
Percent Occupied	94.9%	Families	19,151
Percent Owner Households	63.2%	Median Age	43.1
Median Home Value	\$264,029	Median Household Income	\$78,327
	Spending Potential Index	Average Amount Spent	Total
Owned Dwellings	120	\$15,380.71	\$500,703,756
Mortgage Interest	120	\$4,569.89	\$148,768,227
Mortgage Principal	119	\$2,289.21	\$74,522,919
Property Taxes	120	\$3,121.54	\$101,618,699
Homeowners Insurance	116	\$640.83	\$20,861,561
Ground Rent	108	\$78.04	\$2,540,493
Maintenance and Remodeling Services	123	\$2,619.56	\$85,277,110
Maintenance and Remodeling Materials	116	\$569.01	\$18,523,665
Property Management and Security	128	\$134.63	\$4,382,615
Rented Dwellings	126	\$6,484.67	\$211,102,027
Rent	126	\$6,350.13	\$206,722,031
Renters' Insurance	133	\$38.59	\$1,256,109
Maintenance and Repair Services	123	\$67.13	\$2,185,463
Maintenance and Repair Materials	108	\$28.83	\$938,424
Other Lodging	130	\$750.42	\$24,429,226
Owned Vacation Homes	131	\$673.37	\$21,920,737
Principal Paid on Home Loans	129	\$94.38	\$3,072,384
Closing Costs	125	\$24.13	\$785,411
Interest Paid on Home Loans	124	\$126.62	\$4,121,894
Property Taxes	128	\$177.60	\$5,781,438
Homeowners Insurance	111	\$23.47	\$763,930
Maintenance and Remodeling	143	\$197.92	\$6,443,238
Property Management and Security	129	\$29.26	\$952,443
Housing While Attending School	122	\$77.06	\$2,508,489
Household Operations	121	\$2,512.28	\$81,784,628
Child Care	119	\$606.41	\$19,740,910
Care for Elderly or Handicapped	130	\$94.27	\$3,068,809
Appliance Rental and Repair	125	\$25.46	\$828,869
Computer Information Services	120	\$697.54	\$22,707,762
Home Security System Services	122	\$50.56	\$1,645,925
Non-Apparel Household Laundry/Dry Cleaning	121	\$33.94	\$1,104,750
Housekeeping Services	126	\$232.50	\$7,568,791
Lawn and Garden	120	\$564.60	\$18,380,079
Moving/Storage/Freight Express	132	\$87.44	\$2,846,364
Installation of Computers	133	\$0.81	\$26,220
PC Repair (Personal Use)	128	\$8.27	\$269,302
Reupholstering/Furniture Repair	125	\$12.19	\$396,831
Termite/Pest Control	122	\$44.05	\$1,434,044
Water Softening Services	119	\$7.57	\$246,416
Internet Services Away from Home	123	\$10.25	\$333,677
Other Home Services (1)	128	\$36.43	\$1,185,879

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	118	\$5,739.31	\$186,837,505
Bottled Gas	99	\$44.94	\$1,463,121
Electricity	117	\$2,093.82	\$68,162,097
Fuel Oil	122	\$73.25	\$2,384,706
Natural Gas	121	\$572.63	\$18,641,246
Phone Services	119	\$2,083.95	\$67,840,963
Water and Other Public Services	119	\$863.95	\$28,124,922
Coal/Wood/Other Fuel	98	\$6.77	\$220,449
Housekeeping Supplies	120	\$897.71	\$29,223,914
Laundry and Cleaning Supplies	118	\$245.71	\$7,998,704
Postage and Stationery	122	\$219.32	\$7,139,863
Other HH Products (2)	120	\$432.68	\$14,085,346
Household Textiles	122	\$122.50	\$3,987,979
Bathroom Linens	122	\$19.30	\$628,322
Bedroom Linens	122	\$64.88	\$2,112,247
Kitchen, Dining Room and other Linens	124	\$13.75	\$447,506
Curtains and Draperies	123	\$18.33	\$596,844
Slipcovers, Decorative Pillows	121	\$6.24	\$203,059
Furniture	123	\$756.61	\$24,630,728
Mattresses and Box Springs	123	\$148.16	\$4,823,313
Other Bedroom Furniture	124	\$131.53	\$4,281,974
Sofas	122	\$214.91	\$6,996,243
Living Room Chairs	122	\$63.49	\$2,066,759
Living Room Tables	126	\$20.07	\$653,224
Kitchen, Dining Room Furniture	125	\$56.55	\$1,841,054
Infant Furniture	118	\$16.19	\$526,970
Outdoor Furniture	126	\$49.29	\$1,604,658
Wall Units, Cabinets, Other Furniture (3)	124	\$56.41	\$1,836,533
Major Appliances	119	\$421.77	\$13,730,205
Dishwashers and Disposals	124	\$41.30	\$1,344,442
Refrigerators and Freezers	119	\$133.65	\$4,350,751
Clothes Washers & Dryers	119	\$110.75	\$3,605,403
Cooking Stoves and Ovens	119	\$62.66	\$2,039,761
Microwave Ovens	120	\$19.34	\$629,740
Window Air Conditioners	102	\$7.76	\$252,464
Electric Floor Cleaning Equipment	123	\$32.14	\$1,046,409
Sewing Machines and Miscellaneous Appliances	117	\$14.17	\$461,236

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	128	\$41.55	\$1,352,540
Housewares	122	\$130.21	\$4,238,929
Small Appliances	121	\$58.71	\$1,911,393
Sewing/Needlework/Quilt Materials/Items	121	\$15.65	\$509,631
Window Coverings	128	\$30.36	\$988,278
Lamps/Lighting Fixtures/Ceiling Fans	128	\$56.86	\$1,851,090
Infant Equipment	118	\$27.30	\$888,817
Rental of Furniture	124	\$8.69	\$283,055
Laundry and Cleaning Equipment	124	\$37.62	\$1,224,839
Closet and Storage Items	119	\$29.89	\$973,089
Luggage	125	\$17.41	\$566,727
Clocks and Other Household Decoratives	124	\$238.32	\$7,758,423
Telephones and Accessories	127	\$96.17	\$3,130,634
Grills and Outdoor Equipment	129	\$44.44	\$1,446,592
Power Tools	119	\$74.92	\$2,438,800
Hand Tools	120	\$11.20	\$364,494
Office Furniture/Equipment for Home Use	124	\$19.99	\$650,769
Computers and Hardware for Home Use	125	\$207.48	\$6,754,431
Portable Memory	122	\$5.42	\$176,441
Computer Software	126	\$12.74	\$414,669
Computer Accessories	125	\$23.63	\$769,207
Other Household Appliances	117	\$19.53	\$635,825
Misc Equipment incl Ladders/Sheds/Etc	124	\$110.52	\$3,597,979

(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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2019 Housing Summary		2019 Demographic Summary		
Housing Units	86,405	Population	189,101	
2019-2024 Percent Change	3.49%	Households	81,527	
Percent Occupied	94.4%	Families	49,564	
Percent Owner Households	66.4%	Median Age	42.1	
Median Home Value	\$264,481	Median Household Income	\$81,837	
		Spending Potential Index	Average Amount Spent	Total
Owned Dwellings		128	\$16,385.10	\$1,335,827,949
Mortgage Interest		129	\$4,897.59	\$399,285,582
Mortgage Principal		128	\$2,449.31	\$199,684,756
Property Taxes		128	\$3,311.21	\$269,953,183
Homeowners Insurance		124	\$680.10	\$55,446,887
Ground Rent		111	\$80.76	\$6,583,736
Maintenance and Remodeling Services		130	\$2,777.16	\$226,413,557
Maintenance and Remodeling Materials		124	\$605.80	\$49,389,290
Property Management and Security		133	\$139.91	\$11,406,603
Rented Dwellings		122	\$6,274.52	\$511,542,387
Rent		122	\$6,139.30	\$500,519,050
Renters' Insurance		129	\$37.60	\$3,065,037
Maintenance and Repair Services		126	\$68.61	\$5,593,588
Maintenance and Repair Materials		109	\$29.01	\$2,364,713
Other Lodging		135	\$779.63	\$63,560,569
Owned Vacation Homes		135	\$697.39	\$56,856,086
Principal Paid on Home Loans		135	\$98.72	\$8,048,231
Closing Costs		128	\$24.80	\$2,021,652
Interest Paid on Home Loans		131	\$134.07	\$10,930,520
Property Taxes		133	\$184.61	\$15,051,101
Homeowners Insurance		116	\$24.42	\$1,991,156
Maintenance and Remodeling		145	\$200.58	\$16,352,315
Property Management and Security		133	\$30.19	\$2,461,112
Housing While Attending School		131	\$82.24	\$6,704,484
Household Operations		127	\$2,628.96	\$214,331,475
Child Care		126	\$644.91	\$52,577,819
Care for Elderly or Handicapped		133	\$96.46	\$7,864,047
Appliance Rental and Repair		131	\$26.59	\$2,167,792
Computer Information Services		124	\$719.24	\$58,637,887
Home Security System Services		130	\$53.83	\$4,388,772
Non-Apparel Household Laundry/Dry Cleaning		126	\$35.37	\$2,883,462
Housekeeping Services		133	\$245.67	\$20,028,500
Lawn and Garden		126	\$592.44	\$48,299,480
Moving/Storage/Freight Express		134	\$89.29	\$7,279,815
Installation of Computers		136	\$0.83	\$67,706
PC Repair (Personal Use)		132	\$8.53	\$695,132
Reupholstering/Furniture Repair		130	\$12.73	\$1,038,057
Termite/Pest Control		129	\$46.39	\$3,781,900
Water Softening Services		125	\$7.97	\$649,821
Internet Services Away from Home		127	\$10.56	\$860,964
Other Home Services (1)		134	\$38.15	\$3,110,321

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	123	\$5,956.00	\$485,574,918
Bottled Gas	103	\$46.84	\$3,818,726
Electricity	121	\$2,167.44	\$176,705,098
Fuel Oil	123	\$73.94	\$6,028,417
Natural Gas	126	\$598.23	\$48,771,821
Phone Services	123	\$2,157.66	\$175,907,291
Water and Other Public Services	124	\$905.01	\$73,782,911
Coal/Wood/Other Fuel	100	\$6.88	\$560,654
Housekeeping Supplies	124	\$932.19	\$75,998,480
Laundry and Cleaning Supplies	122	\$254.78	\$20,771,396
Postage and Stationery	127	\$228.01	\$18,589,197
Other HH Products (2)	124	\$449.40	\$36,637,887
Household Textiles	127	\$127.11	\$10,362,760
Bathroom Linens	126	\$19.97	\$1,627,933
Bedroom Linens	127	\$67.33	\$5,489,468
Kitchen, Dining Room and other Linens	128	\$14.25	\$1,161,483
Curtains and Draperies	128	\$19.12	\$1,558,560
Slipcovers, Decorative Pillows	125	\$6.44	\$525,317
Furniture	128	\$788.00	\$64,243,681
Mattresses and Box Springs	128	\$153.30	\$12,497,902
Other Bedroom Furniture	129	\$136.84	\$11,156,281
Sofas	127	\$223.61	\$18,230,612
Living Room Chairs	127	\$66.06	\$5,385,877
Living Room Tables	131	\$20.95	\$1,708,156
Kitchen, Dining Room Furniture	129	\$58.67	\$4,782,993
Infant Furniture	125	\$17.11	\$1,394,927
Outdoor Furniture	134	\$52.32	\$4,265,411
Wall Units, Cabinets, Other Furniture (3)	130	\$59.14	\$4,821,522
Major Appliances	125	\$442.52	\$36,076,972
Dishwashers and Disposals	131	\$43.60	\$3,554,721
Refrigerators and Freezers	126	\$141.59	\$11,543,411
Clothes Washers & Dryers	124	\$115.73	\$9,434,996
Cooking Stoves and Ovens	126	\$66.26	\$5,401,616
Microwave Ovens	124	\$19.99	\$1,629,549
Window Air Conditioners	105	\$7.95	\$648,064
Electric Floor Cleaning Equipment	126	\$33.11	\$2,699,697
Sewing Machines and Miscellaneous Appliances	118	\$14.29	\$1,164,918

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	135	\$43.80	\$3,570,623
Housewares	127	\$135.48	\$11,045,185
Small Appliances	125	\$60.51	\$4,933,298
Sewing/Needlework/Quilt Materials/Items	125	\$16.22	\$1,322,616
Window Coverings	134	\$31.68	\$2,582,645
Lamps/Lighting Fixtures/Ceiling Fans	135	\$59.72	\$4,869,122
Infant Equipment	122	\$28.23	\$2,301,849
Rental of Furniture	122	\$8.54	\$696,460
Laundry and Cleaning Equipment	128	\$38.72	\$3,156,725
Closet and Storage Items	125	\$31.54	\$2,571,279
Luggage	130	\$18.16	\$1,480,282
Clocks and Other Household Decoratives	129	\$248.88	\$20,290,499
Telephones and Accessories	132	\$99.46	\$8,108,543
Grills and Outdoor Equipment	135	\$46.52	\$3,792,318
Power Tools	125	\$78.93	\$6,435,285
Hand Tools	124	\$11.60	\$945,945
Office Furniture/Equipment for Home Use	129	\$20.84	\$1,699,310
Computers and Hardware for Home Use	130	\$214.73	\$17,506,015
Portable Memory	126	\$5.63	\$459,124
Computer Software	129	\$13.13	\$1,070,634
Computer Accessories	130	\$24.65	\$2,009,465
Other Household Appliances	123	\$20.52	\$1,672,992
Misc Equipment incl Ladders/Sheds/Etc	129	\$115.07	\$9,381,453

(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 2019 and 2024; Consumer Spending data are derived from the 2016 and 2017 Consumer Expenditure Surveys, Bureau of Labor Statistics.

December 31, 2019