



Recreation Expenditures

4208 Bishop Lane, Louisville, KY, 40218
Oriental Garden
Ring: 1 mile radius

Prepared by Charlotte Hollkamp
Latitude: 38.20047
Longitude: -85.68667

Demographic Summary		2019	2024
Population		9,597	9,668
Households		4,502	4,526
Families		2,222	2,211
Median Age		41.8	42.9
Median Household Income		\$45,816	\$52,315
		Spending Potential Index	Average Amount Spent
			Total
Tv/Video/Audio		78	\$956.69
Cable & Satellite Television Services	78	\$687.85	\$4,307,024
Televisions & Video	79	\$192.24	\$3,096,722
Audio	76	\$73.95	\$865,456
Rental of TV/VCR/Radio/Sound Equipment	95	\$0.75	\$332,915
Repair of TV/Radio/Sound Equipment	81	\$1.90	\$3,392
Entertainment/Recreation Fees and Admissions		73	\$520.33
Tickets to Theatre/Operas/Concerts	76	\$56.84	\$2,342,513
Tickets to Movies	76	\$41.67	\$255,876
Tickets to Parks or Museums	74	\$23.78	\$187,589
Admission to Sporting Events, excl.Trips	72	\$23.78	\$107,077
Fees for Participant Sports, excl.Trips	72	\$45.56	\$205,122
Fees for Recreational Lessons	73	\$78.48	\$353,333
Membership Fees for Social/Recreation/Civic Clubs	69	\$99.62	\$448,504
Dating Services	73	\$173.74	\$782,181
Toys/Games/Crafts/Hobbies		90	\$0.63
Toys/Games/Arts/Crafts/Tricycles	76	\$89.92	\$2,829
Playground Equipment	77	\$89.92	\$404,802
Play Arcade Pinball/Video Games	67	\$77.77	\$350,132
Online Entertainment and Games	67	\$2.82	\$12,681
Stamp & Coin Collecting	61	\$2.50	\$11,250
Recreational Vehicles and Fees		78	\$3.50
Docking and Landing Fees for Boats and Planes	78	\$3.33	\$15,755
Camp Fees	71	\$113.09	\$14,983
Payments on Boats/Trailers/Campers/RVs	72	\$6.83	\$509,142
Rental of Boats/Trailers/Campers/RVs	70	\$46.62	\$30,757
Sports, Recreation and Exercise Equipment		72	\$42.09
Exercise Equipment and Gear, Game Tables	72	\$17.54	\$209,895
Bicycles	71	\$150.04	\$189,505
Camping Equipment	72	\$47.26	\$78,985
Hunting and Fishing Equipment	76	\$150.04	\$675,465
Winter Sports Equipment	72	\$47.26	\$212,767
Water Sports Equipment	76	\$22.44	\$101,030
Other Sports Equipment	73	\$14.54	\$65,463
Rental/Repair of Sports/Recreation/Exercise Equipment	71	\$49.94	\$224,833
Photographic Equipment and Supplies		72	\$3.92
Film	72	\$5.31	\$17,643
Film Processing	72	\$4.76	\$23,904
Photographic Equipment	72	\$4.76	\$21,437
Photographer Fees/Other Supplies & Equip Rental/Repair	74	\$1.86	\$8,390
Reading		77	\$39.86
Magazine/Newspaper Subscriptions	81	\$0.64	\$179,433
Magazine/Newspaper Single Copies	75	\$5.94	\$2,882
Books	75	\$15.34	\$26,730
Digital Book Readers	78	\$17.94	\$69,049

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

4208 Bishop Lane, Louisville, KY, 40218
Oriental Garden
Ring: 3 mile radius

Prepared by Charlotte Hollkamp

Latitude: 38.20047
Longitude: -85.68667

Demographic Summary		2019	2024
Population		93,687	94,616
Households		40,762	41,120
Families		21,925	21,929
Median Age		39.2	40.4
Median Household Income		\$52,057	\$59,456
	Spending Potential Index	Average Amount Spent	Total
Tv/Video/Audio	91	\$1,118.80	\$45,604,649
Cable & Satellite Television Services	91	\$796.75	\$32,477,209
Televisions & Video	95	\$230.98	\$9,415,205
Audio	90	\$87.92	\$3,583,877
Rental of TV/VCR/Radio/Sound Equipment	116	\$0.92	\$37,321
Repair of TV/Radio/Sound Equipment	94	\$2.23	\$91,037
Entertainment/Recreation Fees and Admissions	87	\$622.49	\$25,373,811
Tickets to Theatre/Operas/Concerts	89	\$66.80	\$2,722,962
Tickets to Movies	91	\$49.83	\$2,031,228
Tickets to Parks or Museums	88	\$28.50	\$1,161,692
Admission to Sporting Events, excl.Trips	89	\$56.20	\$2,290,823
Fees for Participant Sports, excl.Trips	89	\$95.39	\$3,888,256
Fees for Recreational Lessons	84	\$120.31	\$4,904,114
Membership Fees for Social/Recreation/Civic Clubs	87	\$204.70	\$8,344,035
Dating Services	107	\$0.75	\$30,702
Toys/Games/Crafts/Hobbies	92	\$108.86	\$4,437,154
Toys/Games/Arts/Crafts/Tricycles	93	\$94.18	\$3,838,983
Playground Equipment	81	\$3.41	\$138,909
Play Arcade Pinball/Video Games	76	\$3.12	\$127,027
Online Entertainment and Games	94	\$4.18	\$170,188
Stamp & Coin Collecting	93	\$3.98	\$162,047
Recreational Vehicles and Fees	77	\$123.11	\$5,018,018
Docking and Landing Fees for Boats and Planes	87	\$8.32	\$339,158
Camp Fees	72	\$48.03	\$1,957,888
Payments on Boats/Trailers/Campers/RVs	80	\$47.10	\$1,919,817
Rental of Boats/Trailers/Campers/RVs	80	\$19.65	\$801,155
Sports, Recreation and Exercise Equipment	88	\$182.64	\$7,444,857
Exercise Equipment and Gear, Game Tables	91	\$59.10	\$2,409,005
Bicycles	89	\$26.57	\$1,083,145
Camping Equipment	90	\$17.83	\$726,851
Hunting and Fishing Equipment	86	\$60.12	\$2,450,604
Winter Sports Equipment	83	\$4.52	\$184,438
Water Sports Equipment	84	\$6.31	\$257,407
Other Sports Equipment	89	\$5.91	\$240,997
Rental/Repair of Sports/Recreation/Exercise Equipment	90	\$2.27	\$92,410
Photographic Equipment and Supplies	92	\$47.95	\$1,954,437
Film	94	\$0.74	\$30,123
Film Processing	92	\$7.21	\$294,046
Photographic Equipment	87	\$17.78	\$724,757
Photographer Fees/Other Supplies & Equip Rental/Repair	96	\$22.21	\$905,511
Reading	90	\$95.61	\$3,897,310
Magazine/Newspaper Subscriptions	89	\$33.33	\$1,358,497
Magazine/Newspaper Single Copies	86	\$5.74	\$234,110
Books	90	\$33.57	\$1,368,453
Digital Book Readers	91	\$22.97	\$936,250

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December 31, 2019



Recreation Expenditures

4208 Bishop Lane, Louisville, KY, 40218
Oriental Garden
Ring: 5 mile radius

Prepared by Charlotte Hollkamp

Latitude: 38.20047
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Demographic Summary		2019	2024
Population		260,724	266,936
Households		116,614	119,439
Families		58,480	59,268
Median Age		39.0	39.9
Median Household Income		\$50,538	\$57,615
	Spending Potential Index	Average Amount Spent	Total
Tv/Video/Audio	88	\$1,071.86	\$124,994,317
Cable & Satellite Television Services	87	\$761.59	\$88,812,510
Televisions & Video	91	\$222.72	\$25,972,772
Audio	87	\$84.48	\$9,851,018
Rental of TV/VCR/Radio/Sound Equipment	116	\$0.92	\$107,317
Repair of TV/Radio/Sound Equipment	91	\$2.15	\$250,700
Entertainment/Recreation Fees and Admissions	83	\$592.99	\$69,151,076
Tickets to Theatre/Operas/Concerts	85	\$64.02	\$7,466,007
Tickets to Movies	88	\$48.24	\$5,624,989
Tickets to Parks or Museums	84	\$27.30	\$3,184,035
Admission to Sporting Events, excl.Trips	84	\$53.16	\$6,199,135
Fees for Participant Sports, excl.Trips	84	\$89.91	\$10,484,575
Fees for Recreational Lessons	80	\$114.63	\$13,367,106
Membership Fees for Social/Recreation/Civic Clubs	82	\$194.99	\$22,739,124
Dating Services	106	\$0.74	\$86,105
Toys/Games/Crafts/Hobbies	89	\$104.69	\$12,208,458
Toys/Games/Arts/Crafts/Tricycles	90	\$90.56	\$10,560,488
Playground Equipment	77	\$3.23	\$376,273
Play Arcade Pinball/Video Games	73	\$3.00	\$349,747
Online Entertainment and Games	92	\$4.09	\$477,346
Stamp & Coin Collecting	89	\$3.81	\$444,604
Recreational Vehicles and Fees	72	\$115.61	\$13,482,089
Docking and Landing Fees for Boats and Planes	81	\$7.76	\$904,916
Camp Fees	67	\$45.18	\$5,268,403
Payments on Boats/Trailers/Campers/RVs	75	\$44.04	\$5,135,425
Rental of Boats/Trailers/Campers/RVs	76	\$18.64	\$2,173,345
Sports, Recreation and Exercise Equipment	84	\$173.27	\$20,205,504
Exercise Equipment and Gear, Game Tables	85	\$55.50	\$6,471,953
Bicycles	86	\$25.56	\$2,980,607
Camping Equipment	85	\$16.92	\$1,973,356
Hunting and Fishing Equipment	81	\$57.23	\$6,673,382
Winter Sports Equipment	81	\$4.40	\$512,914
Water Sports Equipment	79	\$5.92	\$690,156
Other Sports Equipment	85	\$5.63	\$657,045
Rental/Repair of Sports/Recreation/Exercise Equipment	83	\$2.11	\$246,093
Photographic Equipment and Supplies	89	\$46.12	\$5,378,320
Film	92	\$0.73	\$84,907
Film Processing	87	\$6.88	\$801,841
Photographic Equipment	84	\$17.05	\$1,988,788
Photographer Fees/Other Supplies & Equip Rental/Repair	93	\$21.46	\$2,502,784
Reading	85	\$90.99	\$10,611,113
Magazine/Newspaper Subscriptions	84	\$31.39	\$3,660,650
Magazine/Newspaper Single Copies	83	\$5.51	\$642,380
Books	86	\$32.09	\$3,741,834
Digital Book Readers	87	\$22.01	\$2,566,250

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