



Retail Goods and Services Expenditures

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

Prepared by Charlotte Hollkamp
Latitude: 38.28821
Longitude: -85.51154

Top Tapestry Segments	Percent	Demographic Summary	2019	2024
Boomburbs (1C)	50.2%	Population	4,267	4,503
Bright Young Professionals (8C)	41.6%	Households	1,857	1,984
In Style (5B)	4.3%	Families	1,177	1,240
Top Tier (1A)	3.9%	Median Age	34.6	35.9
Professional Pride (1B)	0.0%	Median Household Income	\$109,381	\$121,727
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		156	\$3,336.21	\$6,195,335
Men's		152	\$628.28	\$1,166,725
Women's		151	\$1,087.67	\$2,019,811
Children's		171	\$550.16	\$1,021,647
Footwear		155	\$743.06	\$1,379,871
Watches & Jewelry		164	\$226.68	\$420,944
Apparel Products and Services (1)		151	\$100.34	\$186,337
Computer				
Computers and Hardware for Home Use		158	\$261.72	\$486,012
Portable Memory		159	\$7.09	\$13,164
Computer Software		157	\$15.92	\$29,565
Computer Accessories		157	\$29.85	\$55,425
Entertainment & Recreation		148	\$4,850.75	\$9,007,843
Fees and Admissions		160	\$1,143.23	\$2,122,983
Membership Fees for Clubs (2)		155	\$366.91	\$681,361
Fees for Participant Sports, excl. Trips		168	\$180.64	\$335,449
Tickets to Theatre/Operas/Concerts		145	\$108.97	\$202,350
Tickets to Movies		173	\$94.65	\$175,766
Tickets to Parks or Museums		154	\$49.76	\$92,401
Admission to Sporting Events, excl. Trips		154	\$97.32	\$180,717
Fees for Recreational Lessons		170	\$243.96	\$453,038
Dating Services		146	\$1.02	\$1,901
TV/Video/Audio		144	\$1,757.44	\$3,263,571
Cable and Satellite Television Services		138	\$1,209.69	\$2,246,391
Televisions		153	\$165.56	\$307,438
Satellite Dishes		155	\$2.43	\$4,519
VCRs, Video Cameras, and DVD Players		176	\$10.13	\$18,814
Miscellaneous Video Equipment		162	\$41.31	\$76,707
Video Cassettes and DVDs		158	\$18.05	\$33,524
Video Game Hardware/Accessories		164	\$45.64	\$84,748
Video Game Software		161	\$24.47	\$45,441
Rental/Streaming/Downloaded Video		169	\$79.12	\$146,925
Installation of Televisions		143	\$1.63	\$3,032
Audio (3)		159	\$154.75	\$287,366
Rental and Repair of TV/Radio/Sound Equipment		148	\$4.67	\$8,667
Pets		139	\$921.23	\$1,710,728
Toys/Games/Crafts/Hobbies (4)		160	\$189.30	\$351,528
Recreational Vehicles and Fees (5)		125	\$199.70	\$370,834
Sports/Recreation/Exercise Equipment (6)		175	\$361.64	\$671,563
Photo Equipment and Supplies (7)		163	\$84.82	\$157,511
Reading (8)		144	\$153.55	\$285,143
Catered Affairs (9)		149	\$39.84	\$73,983
Food		151	\$13,353.05	\$24,796,608
Food at Home		147	\$7,612.87	\$14,137,097
Bakery and Cereal Products		147	\$998.71	\$1,854,610
Meats, Poultry, Fish, and Eggs		146	\$1,669.02	\$3,099,373
Dairy Products		145	\$776.60	\$1,442,139
Fruits and Vegetables		148	\$1,506.77	\$2,798,075
Snacks and Other Food at Home (10)		148	\$2,661.77	\$4,942,900
Food Away from Home		156	\$5,740.18	\$10,659,511
Alcoholic Beverages		155	\$897.13	\$1,665,971

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	Spending Potential Index	Average Amount Spent	Total
Financial			
Value of Stocks/Bonds/Mutual Funds	139	\$29,724.73	\$55,198,823
Value of Retirement Plans	141	\$134,482.49	\$249,733,978
Value of Other Financial Assets	127	\$7,191.15	\$13,353,957
Vehicle Loan Amount excluding Interest	162	\$4,636.41	\$8,609,813
Value of Credit Card Debt	149	\$3,647.52	\$6,773,448
Health			
Nonprescription Drugs	143	\$205.84	\$382,239
Prescription Drugs	133	\$485.91	\$902,339
Eyeglasses and Contact Lenses	140	\$126.85	\$235,565
Home			
Mortgage Payment and Basics (11)	152	\$15,313.43	\$28,437,045
Maintenance and Remodeling Services	154	\$3,277.69	\$6,086,669
Maintenance and Remodeling Materials (12)	141	\$690.69	\$1,282,612
Utilities, Fuel, and Public Services	143	\$6,968.10	\$12,939,764
Household Furnishings and Equipment			
Household Textiles (13)	152	\$152.08	\$282,409
Furniture	157	\$960.92	\$1,784,423
Rugs	155	\$50.30	\$93,402
Major Appliances (14)	150	\$530.66	\$985,438
Housewares (15)	150	\$159.92	\$296,967
Small Appliances	149	\$72.35	\$134,357
Luggage	163	\$22.83	\$42,394
Telephones and Accessories	171	\$129.05	\$239,638
Household Operations			
Child Care	174	\$889.75	\$1,652,264
Lawn and Garden (16)	143	\$669.46	\$1,243,189
Moving/Storage/Freight Express	175	\$116.01	\$215,422
Housekeeping Supplies (17)	149	\$1,113.40	\$2,067,590
Insurance			
Owners and Renters Insurance	143	\$829.96	\$1,541,239
Vehicle Insurance	148	\$2,287.16	\$4,247,257
Life/Other Insurance	139	\$638.80	\$1,186,244
Health Insurance	142	\$5,581.50	\$10,364,845
Personal Care Products (18)	156	\$783.08	\$1,454,176
School Books and Supplies (19)	159	\$246.85	\$458,403
Smoking Products	125	\$505.71	\$939,102
Transportation			
Payments on Vehicles excluding Leases	156	\$3,952.57	\$7,339,928
Gasoline and Motor Oil	149	\$3,409.53	\$6,331,503
Vehicle Maintenance and Repairs	150	\$1,717.37	\$3,189,157
Travel			
Airline Fares	158	\$861.10	\$1,599,059
Lodging on Trips	149	\$926.16	\$1,719,883
Auto/Truck Rental on Trips	161	\$42.25	\$78,449
Food and Drink on Trips	154	\$829.12	\$1,539,681

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. This report is not a comprehensive list of all consumer spending variables therefore the variables in each section may not sum to totals.

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- (1) Apparel Products and Services** includes shoe repair and other shoe services, apparel laundry and dry cleaning, alteration, repair and tailoring of apparel, clothing rental and storage, and watch and jewelry repair.
- (2) Membership Fees for Clubs** includes membership fees for social, recreational, and civic clubs.
- (3) Audio** includes satellite radio service, radios, stereos, sound components, equipment and accessories, digital audio players, records, CDs, audio tapes, streaming/downloaded audio, musical instruments and accessories, and rental and repair of musical instruments.
- (4) Toys and Games** includes toys, games, arts and crafts, tricycles, playground equipment, arcade games, online entertainment and games, and stamp and coin collecting.
- (5) Recreational Vehicles & Fees** includes docking and landing fees for boats and planes, payments on boats, trailers, campers and RVs, rental of boats, trailers, campers and RVs, and camp fees.
- (6) Sports/Recreation/Exercise Equipment** includes exercise equipment and gear, game tables, bicycles, camping equipment, hunting and fishing equipment, winter sports equipment, water sports equipment, other sports equipment, and rental/repair of sports/recreation/exercise equipment.
- (7) Photo Equipment and Supplies** includes film, film processing, photographic equipment, rental and repair of photo equipment, and photographer fees.
- (8) Reading** includes digital book readers, books, magazine and newspaper subscriptions, and single copies of magazines and newspapers.
- (9) Catered Affairs** includes expenses associated with live entertainment and rental of party supplies.
- (10) Snacks and Other Food at Home** includes candy, chewing gum, sugar, artificial sweeteners, jam, jelly, preserves, margarine, fats and oils, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips and other snacks, nuts, salt, spices, seasonings, olives, pickles, relishes, sauces, gravy, other condiments, soup, prepared salad, prepared dessert, baby food, miscellaneous prepared food, and nonalcoholic beverages.
- (11) Mortgage Payment and Basics** includes mortgage interest, mortgage principal, property taxes, homeowners insurance, and ground rent on owned dwellings.
- (12) Maintenance and Remodeling Materials** includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, materials for roofing/gutters, materials for plaster/panel/siding, materials for patio/fence/brick work, landscaping materials, and insulation materials for owned homes.
- (13) Household Textiles** includes bathroom linens, bedroom linens, kitchen linens, dining room linens, other linens, curtains, draperies, slipcovers and decorative pillows.
- (14) Major Appliances** includes dishwashers, disposals, refrigerators, freezers, washers, dryers, stoves, ovens, microwaves, window air conditioners, electric floor cleaning equipment, sewing machines, and miscellaneous appliances.
- (15) Housewares** includes flatware, dishes, cups glasses, serving pieces, nonelectric cookware, and tableware.
- (16) Lawn and Garden** includes lawn and garden supplies, equipment and care service, indoor plants, fresh flowers, and repair/rental of lawn and garden equipment.
- (17) Housekeeping Supplies** includes soaps and laundry detergents, cleaning products, toilet tissue, paper towels, napkins, paper/plastic/foil products, stationery, giftwrap supplies, postage, and delivery services.
- (18) Personal Care Products** includes hair care products, nonelectric articles for hair, wigs, hairpieces, oral hygiene products, shaving needs, perfume, cosmetics, skincare, bath products, nail products, deodorant, feminine hygiene products, adult diapers, other miscellaneous care products and personal care appliances.
- (19) School Books and Supplies** includes school books and supplies for college, elementary school, high school, vocational/technical school, preschool and other schools.

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. This report is not a comprehensive list of all consumer spending variables therefore the variables in each section may not sum to totals.

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Top Tapestry Segments	Percent	Demographic Summary	2019	2024
In Style (5B)	14.1%	Population	46,130	48,276
Home Improvement (4B)	13.7%	Households	17,743	18,632
Top Tier (1A)	13.2%	Families	12,587	13,143
Boomburbs (1C)	12.8%	Median Age	39.1	39.9
Bright Young Professionals (8C)	12.1%	Median Household Income	\$97,046	\$107,576
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		146	\$3,134.60	\$55,617,189
Men's		145	\$599.94	\$10,644,810
Women's		147	\$1,056.95	\$18,753,478
Children's		150	\$482.61	\$8,562,938
Footwear		142	\$684.07	\$12,137,480
Watches & Jewelry		153	\$210.73	\$3,739,004
Apparel Products and Services (1)		151	\$100.29	\$1,779,480
Computer				
Computers and Hardware for Home Use		149	\$247.54	\$4,392,145
Portable Memory		150	\$6.70	\$118,802
Computer Software		146	\$14.85	\$263,462
Computer Accessories		152	\$28.92	\$513,126
Entertainment & Recreation		146	\$4,787.65	\$84,947,223
Fees and Admissions		158	\$1,128.10	\$20,015,835
Membership Fees for Clubs (2)		157	\$371.94	\$6,599,261
Fees for Participant Sports, excl. Trips		163	\$174.49	\$3,096,016
Tickets to Theatre/Operas/Concerts		153	\$114.82	\$2,037,325
Tickets to Movies		155	\$84.84	\$1,505,282
Tickets to Parks or Museums		146	\$47.29	\$839,088
Admission to Sporting Events, excl. Trips		156	\$98.59	\$1,749,368
Fees for Recreational Lessons		164	\$235.17	\$4,172,664
Dating Services		136	\$0.95	\$16,832
TV/Video/Audio		140	\$1,709.07	\$30,323,994
Cable and Satellite Television Services		137	\$1,203.99	\$21,362,413
Televisions		144	\$155.70	\$2,762,604
Satellite Dishes		147	\$2.31	\$41,049
VCRs, Video Cameras, and DVD Players		156	\$9.03	\$160,283
Miscellaneous Video Equipment		152	\$38.67	\$686,086
Video Cassettes and DVDs		147	\$16.87	\$299,337
Video Game Hardware/Accessories		142	\$39.61	\$702,853
Video Game Software		141	\$21.44	\$380,373
Rental/Streaming/Downloaded Video		149	\$69.83	\$1,238,987
Installation of Televisions		166	\$1.89	\$33,476
Audio (3)		149	\$145.56	\$2,582,732
Rental and Repair of TV/Radio/Sound Equipment		132	\$4.16	\$73,800
Pets		140	\$927.31	\$16,453,213
Toys/Games/Crafts/Hobbies (4)		149	\$175.39	\$3,111,861
Recreational Vehicles and Fees (5)		147	\$235.15	\$4,172,260
Sports/Recreation/Exercise Equipment (6)		162	\$336.06	\$5,962,649
Photo Equipment and Supplies (7)		153	\$79.69	\$1,413,998
Reading (8)		148	\$158.07	\$2,804,716
Catered Affairs (9)		146	\$38.82	\$688,696
Food		144	\$12,718.30	\$225,660,788
Food at Home		141	\$7,319.72	\$129,873,743
Bakery and Cereal Products		142	\$962.12	\$17,070,835
Meats, Poultry, Fish, and Eggs		140	\$1,599.69	\$28,383,387
Dairy Products		141	\$754.90	\$13,394,236
Fruits and Vegetables		143	\$1,455.32	\$25,821,664
Snacks and Other Food at Home (10)		142	\$2,547.69	\$45,203,621
Food Away from Home		147	\$5,398.58	\$95,787,046
Alcoholic Beverages		151	\$869.83	\$15,433,413

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Financial			
Value of Stocks/Bonds/Mutual Funds	157	\$33,763.82	\$599,071,434
Value of Retirement Plans	157	\$149,607.58	\$2,654,487,319
Value of Other Financial Assets	144	\$8,191.58	\$145,343,284
Vehicle Loan Amount excluding Interest	147	\$4,204.88	\$74,607,138
Value of Credit Card Debt	147	\$3,581.97	\$63,554,871
Health			
Nonprescription Drugs	143	\$204.92	\$3,635,822
Prescription Drugs	139	\$507.01	\$8,995,947
Eyeglasses and Contact Lenses	145	\$130.90	\$2,322,624
Home			
Mortgage Payment and Basics (11)	158	\$15,875.75	\$281,683,494
Maintenance and Remodeling Services	160	\$3,423.83	\$60,749,074
Maintenance and Remodeling Materials (12)	150	\$733.68	\$13,017,745
Utilities, Fuel, and Public Services	140	\$6,812.28	\$120,870,269
Household Furnishings and Equipment			
Household Textiles (13)	146	\$146.50	\$2,599,331
Furniture	150	\$923.84	\$16,391,719
Rugs	159	\$51.40	\$911,905
Major Appliances (14)	149	\$527.70	\$9,362,917
Housewares (15)	148	\$157.03	\$2,786,224
Small Appliances	141	\$68.51	\$1,215,582
Luggage	154	\$21.56	\$382,487
Telephones and Accessories	157	\$118.68	\$2,105,733
Household Operations			
Child Care	158	\$803.50	\$14,256,525
Lawn and Garden (16)	150	\$704.56	\$12,501,089
Moving/Storage/Freight Express	152	\$101.05	\$1,792,931
Housekeeping Supplies (17)	144	\$1,076.11	\$19,093,449
Insurance			
Owners and Renters Insurance	148	\$856.24	\$15,192,281
Vehicle Insurance	141	\$2,178.53	\$38,653,740
Life/Other Insurance	148	\$679.82	\$12,062,023
Health Insurance	144	\$5,641.63	\$100,099,403
Personal Care Products (18)	147	\$737.15	\$13,079,220
School Books and Supplies (19)	148	\$229.57	\$4,073,216
Smoking Products	121	\$490.32	\$8,699,763
Transportation			
Payments on Vehicles excluding Leases	145	\$3,678.51	\$65,267,774
Gasoline and Motor Oil	140	\$3,206.97	\$56,901,320
Vehicle Maintenance and Repairs	147	\$1,685.97	\$29,914,137
Travel			
Airline Fares	156	\$849.58	\$15,074,037
Lodging on Trips	154	\$953.04	\$16,909,768
Auto/Truck Rental on Trips	158	\$41.49	\$736,187
Food and Drink on Trips	153	\$825.24	\$14,642,304

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Top Tapestry Segments	Percent	Demographic Summary	2019	2024
Exurbanites (1E)	13.1%	Population	122,354	129,557
In Style (5B)	12.4%	Households	48,433	51,318
Bright Young Professionals (8C)	7.4%	Families	33,147	34,992
Professional Pride (1B)	6.9%	Median Age	41.2	42.1
Comfortable Empty Nesters (5A)	6.5%	Median Household Income	\$95,819	\$107,133
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		140	\$2,998.54	\$145,228,308
Men's		139	\$576.18	\$27,906,285
Women's		142	\$1,025.79	\$49,682,231
Children's		138	\$446.08	\$21,604,920
Footwear		136	\$652.82	\$31,618,258
Watches & Jewelry		145	\$200.63	\$9,717,330
Apparel Products and Services (1)		146	\$97.03	\$4,699,284
Computer				
Computers and Hardware for Home Use		144	\$238.13	\$11,533,285
Portable Memory		143	\$6.37	\$308,701
Computer Software		141	\$14.29	\$691,921
Computer Accessories		147	\$27.81	\$1,346,744
Entertainment & Recreation		142	\$4,636.99	\$224,583,260
Fees and Admissions		153	\$1,088.06	\$52,698,192
Membership Fees for Clubs (2)		153	\$362.02	\$17,533,608
Fees for Participant Sports, excl. Trips		156	\$166.79	\$8,078,028
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 Recreational Lessons		156	\$223.33	\$10,816,771
Dating Services		136	\$0.95	\$46,236
TV/Video/Audio		136	\$1,660.33	\$80,414,824
Cable and Satellite Television Services		134	\$1,179.04	\$57,104,424
Televisions		137	\$148.98	\$7,215,768
Satellite Dishes		138	\$2.16	\$104,603
VCRs, Video Cameras, and DVD Players		146	\$8.43	\$408,287
Miscellaneous Video Equipment		145	\$36.94	\$1,788,966
Video Cassettes and DVDs		141	\$16.15	\$782,266
Video Game Hardware/Accessories		134	\$37.42	\$1,812,277
Video Game Software		134	\$20.43	\$989,722
Rental/Streaming/Downloaded Video		141	\$66.03	\$3,197,912
Installation of Televisions		160	\$1.82	\$88,261
Audio (3)		142	\$138.92	\$6,728,440
Rental and Repair of TV/Radio/Sound Equipment		127	\$4.00	\$193,900
Pets		137	\$905.52	\$43,857,123
Toys/Games/Crafts/Hobbies (4)		141	\$166.58	\$8,067,910
Recreational Vehicles and Fees (5)		145	\$231.97	\$11,234,874
Sports/Recreation/Exercise Equipment (6)		152	\$314.81	\$15,247,281
Photo Equipment and Supplies (7)		147	\$76.32	\$3,696,337
Reading (8)		146	\$155.56	\$7,534,101
Catered Affairs (9)		142	\$37.84	\$1,832,616
Food		138	\$12,253.87	\$593,491,626
Food at Home		137	\$7,081.56	\$342,981,271
Bakery and Cereal Products		137	\$930.84	\$45,083,217
Meats, Poultry, Fish, and Eggs		135	\$1,547.04	\$74,927,576
Dairy Products		137	\$732.57	\$35,480,635
Fruits and Vegetables		138	\$1,408.74	\$68,229,434
Snacks and Other Food at Home (10)		137	\$2,462.38	\$119,260,409
Food Away from Home		141	\$5,172.31	\$250,510,355
Alcoholic Beverages		146	\$843.84	\$40,869,575

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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



Retail Goods and Services Expenditures

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

Prepared by Charlotte Hollkamp
Latitude: 38.28821
Longitude: -85.51154

	Spending Potential Index	Average Amount Spent	Total
Financial			
Value of Stocks/Bonds/Mutual Funds	159	\$34,017.23	\$1,647,556,742
Value of Retirement Plans	157	\$149,874.95	\$7,258,893,625
Value of Other Financial Assets	147	\$8,328.39	\$403,369,051
Vehicle Loan Amount excluding Interest	138	\$3,956.95	\$191,647,194
Value of Credit Card Debt	142	\$3,481.42	\$168,615,690
Health			
Nonprescription Drugs	140	\$200.52	\$9,711,704
Prescription Drugs	138	\$503.34	\$24,378,219
Eyeglasses and Contact Lenses	142	\$128.60	\$6,228,390
Home			
Mortgage Payment and Basics (11)	153	\$15,347.11	\$743,306,519
Maintenance and Remodeling Services	155	\$3,314.86	\$160,548,850
Maintenance and Remodeling Materials (12)	146	\$715.19	\$34,638,733
Utilities, Fuel, and Public Services	136	\$6,602.96	\$319,801,173
Household Furnishings and Equipment			
Household Textiles (13)	141	\$141.42	\$6,849,329
Furniture	144	\$886.18	\$42,920,159
Rugs	156	\$50.45	\$2,443,472
Major Appliances (14)	143	\$507.82	\$24,595,463
Housewares (15)	143	\$152.36	\$7,379,494
Small Appliances	136	\$66.18	\$3,205,399
Luggage	147	\$20.57	\$996,104
Telephones and Accessories	147	\$111.28	\$5,389,766
Household Operations			
Child Care	147	\$750.10	\$36,329,780
Lawn and Garden (16)	147	\$690.38	\$33,437,402
Moving/Storage/Freight Express	144	\$95.77	\$4,638,457
Housekeeping Supplies (17)	139	\$1,038.86	\$50,315,218
Insurance			
Owners and Renters Insurance	144	\$831.60	\$40,276,837
Vehicle Insurance	135	\$2,094.34	\$101,434,998
Life/Other Insurance	146	\$671.74	\$32,534,428
Health Insurance	140	\$5,519.38	\$267,320,239
Personal Care Products (18)	141	\$706.49	\$34,217,583
School Books and Supplies (19)	141	\$218.59	\$10,587,089
Smoking Products	120	\$486.02	\$23,539,219
Transportation			
Payments on Vehicles excluding Leases	137	\$3,484.76	\$168,777,305
Gasoline and Motor Oil	134	\$3,070.89	\$148,732,612
Vehicle Maintenance and Repairs	143	\$1,639.69	\$79,415,095
Travel			
Airline Fares	150	\$818.93	\$39,663,304
Lodging on Trips	150	\$929.85	\$45,035,288
Auto/Truck Rental on Trips	153	\$40.03	\$1,938,761
Food and Drink on Trips	148	\$799.03	\$38,699,288

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Retail Goods and Services Expenditures

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

Prepared by Charlotte Hollkamp
Latitude: 38.28821
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- (1) Apparel Products and Services** includes shoe repair and other shoe services, apparel laundry and dry cleaning, alteration, repair and tailoring of apparel, clothing rental and storage, and watch and jewelry repair.
- (2) Membership Fees for Clubs** includes membership fees for social, recreational, and civic clubs.
- (3) Audio** includes satellite radio service, radios, stereos, sound components, equipment and accessories, digital audio players, records, CDs, audio tapes, streaming/downloaded audio, musical instruments and accessories, and rental and repair of musical instruments.
- (4) Toys and Games** includes toys, games, arts and crafts, tricycles, playground equipment, arcade games, online entertainment and games, and stamp and coin collecting.
- (5) Recreational Vehicles & Fees** includes docking and landing fees for boats and planes, payments on boats, trailers, campers and RVs, rental of boats, trailers, campers and RVs, and camp fees.
- (6) Sports/Recreation/Exercise Equipment** includes exercise equipment and gear, game tables, bicycles, camping equipment, hunting and fishing equipment, winter sports equipment, water sports equipment, other sports equipment, and rental/repair of sports/recreation/exercise equipment.
- (7) Photo Equipment and Supplies** includes film, film processing, photographic equipment, rental and repair of photo equipment, and photographer fees.
- (8) Reading** includes digital book readers, books, magazine and newspaper subscriptions, and single copies of magazines and newspapers.
- (9) Catered Affairs** includes expenses associated with live entertainment and rental of party supplies.
- (10) Snacks and Other Food at Home** includes candy, chewing gum, sugar, artificial sweeteners, jam, jelly, preserves, margarine, fats and oils, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips and other snacks, nuts, salt, spices, seasonings, olives, pickles, relishes, sauces, gravy, other condiments, soup, prepared salad, prepared dessert, baby food, miscellaneous prepared food, and nonalcoholic beverages.
- (11) Mortgage Payment and Basics** includes mortgage interest, mortgage principal, property taxes, homeowners insurance, and ground rent on owned dwellings.
- (12) Maintenance and Remodeling Materials** includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, materials for roofing/gutters, materials for plaster/panel/siding, materials for patio/fence/brick work, landscaping materials, and insulation materials for owned homes.
- (13) Household Textiles** includes bathroom linens, bedroom linens, kitchen linens, dining room linens, other linens, curtains, draperies, slipcovers and decorative pillows.
- (14) Major Appliances** includes dishwashers, disposals, refrigerators, freezers, washers, dryers, stoves, ovens, microwaves, window air conditioners, electric floor cleaning equipment, sewing machines, and miscellaneous appliances.
- (15) Housewares** includes flatware, dishes, cups glasses, serving pieces, nonelectric cookware, and tableware.
- (16) Lawn and Garden** includes lawn and garden supplies, equipment and care service, indoor plants, fresh flowers, and repair/rental of lawn and garden equipment.
- (17) Housekeeping Supplies** includes soaps and laundry detergents, cleaning products, toilet tissue, paper towels, napkins, paper/plastic/foil products, stationery, giftwrap supplies, postage, and delivery services.
- (18) Personal Care Products** includes hair care products, nonelectric articles for hair, wigs, hairpieces, oral hygiene products, shaving needs, perfume, cosmetics, skincare, bath products, nail products, deodorant, feminine hygiene products, adult diapers, other miscellaneous care products and personal care appliances.
- (19) School Books and Supplies** includes school books and supplies for college, elementary school, high school, vocational/technical school, preschool and other schools.

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