



## 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	
			Total	
Tv/Video/Audio		144	\$1,757.44	\$3,263,571
Cable & Satellite Television Services		138	\$1,209.69	\$2,246,391
Televisions & Video		159	\$388.34	\$721,147
Audio		159	\$154.75	\$287,366
Rental of TV/VCR/Radio/Sound Equipment		110	\$0.87	\$1,614
Repair of TV/Radio/Sound Equipment		161	\$3.80	\$7,053
Entertainment/Recreation Fees and Admissions		160	\$1,143.23	\$2,122,983
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 Participant Sports, excl.Trips		168	\$180.64	\$335,449
Fees for Recreational Lessons		170	\$243.96	\$453,038
Membership Fees for Social/Recreation/Civic Clubs		155	\$366.91	\$681,361
Dating Services		146	\$1.02	\$1,901
Toys/Games/Crafts/Hobbies		160	\$189.30	\$351,528
Toys/Games/Arts/Crafts/Tricycles		161	\$162.42	\$301,611
Playground Equipment		169	\$7.11	\$13,211
Play Arcade Pinball/Video Games		203	\$8.34	\$15,484
Online Entertainment and Games		149	\$6.63	\$12,317
Stamp & Coin Collecting		112	\$4.80	\$8,905
Recreational Vehicles and Fees		125	\$199.70	\$370,834
Docking and Landing Fees for Boats and Planes		143	\$13.66	\$25,373
Camp Fees		99	\$66.04	\$122,642
Payments on Boats/Trailers/Campers/RVs		140	\$82.24	\$152,726
Rental of Boats/Trailers/Campers/RVs		153	\$37.75	\$70,093
Sports, Recreation and Exercise Equipment		175	\$361.64	\$671,563
Exercise Equipment and Gear, Game Tables		159	\$103.46	\$192,126
Bicycles		165	\$48.98	\$90,953
Camping Equipment		185	\$36.64	\$68,033
Hunting and Fishing Equipment		190	\$133.38	\$247,683
Winter Sports Equipment		168	\$9.08	\$16,869
Water Sports Equipment		189	\$14.24	\$26,451
Other Sports Equipment		176	\$11.71	\$21,741
Rental/Repair of Sports/Recreation/Exercise Equipment		164	\$4.15	\$7,707
Photographic Equipment and Supplies		163	\$84.82	\$157,511
Film		148	\$1.17	\$2,167
Film Processing		158	\$12.47	\$23,162
Photographic Equipment		170	\$34.65	\$64,339
Photographer Fees/Other Supplies & Equip Rental/Repair		158	\$36.53	\$67,842
Reading		144	\$153.55	\$285,143
Magazine/Newspaper Subscriptions		121	\$45.13	\$83,811
Magazine/Newspaper Single Copies		116	\$7.71	\$14,310
Books		158	\$59.02	\$109,608
Digital Book Readers		164	\$41.69	\$77,414

**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	Total
<b>Tv/Video/Audio</b>	140	\$1,709.07	\$30,323,994
Cable & Satellite Television Services	137	\$1,203.99	\$21,362,413
Televisions & Video	146	\$355.35	\$6,305,049
Audio	149	\$145.56	\$2,582,732
Rental of TV/VCR/Radio/Sound Equipment	97	\$0.77	\$13,599
Repair of TV/Radio/Sound Equipment	144	\$3.39	\$60,201
<b>Entertainment/Recreation Fees and Admissions</b>	158	\$1,128.10	\$20,015,835
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 Participant Sports, excl.Trips	163	\$174.49	\$3,096,016
Fees for Recreational Lessons	164	\$235.17	\$4,172,664
Membership Fees for Social/Recreation/Civic Clubs	157	\$371.94	\$6,599,261
Dating Services	136	\$0.95	\$16,832
<b>Toys/Games/Crafts/Hobbies</b>	149	\$175.39	\$3,111,861
Toys/Games/Arts/Crafts/Tricycles	148	\$149.81	\$2,658,113
Playground Equipment	156	\$6.54	\$116,009
Play Arcade Pinball/Video Games	172	\$7.05	\$125,112
Online Entertainment and Games	138	\$6.16	\$109,214
Stamp & Coin Collecting	136	\$5.83	\$103,413
<b>Recreational Vehicles and Fees</b>	147	\$235.15	\$4,172,260
Docking and Landing Fees for Boats and Planes	158	\$15.01	\$266,285
Camp Fees	150	\$100.75	\$1,787,554
Payments on Boats/Trailers/Campers/RVs	141	\$82.71	\$1,467,456
Rental of Boats/Trailers/Campers/RVs	149	\$36.69	\$650,966
<b>Sports, Recreation and Exercise Equipment</b>	162	\$336.06	\$5,962,649
Exercise Equipment and Gear, Game Tables	159	\$103.38	\$1,834,213
Bicycles	155	\$46.14	\$818,740
Camping Equipment	164	\$32.48	\$576,292
Hunting and Fishing Equipment	167	\$117.63	\$2,087,196
Winter Sports Equipment	158	\$8.54	\$151,462
Water Sports Equipment	172	\$12.96	\$230,031
Other Sports Equipment	163	\$10.85	\$192,522
Rental/Repair of Sports/Recreation/Exercise Equipment	161	\$4.07	\$72,194
<b>Photographic Equipment and Supplies</b>	153	\$79.69	\$1,413,998
Film	144	\$1.14	\$20,154
Film Processing	156	\$12.25	\$217,338
Photographic Equipment	158	\$32.27	\$572,632
Photographer Fees/Other Supplies & Equip Rental/Repair	148	\$34.03	\$603,873
<b>Reading</b>	148	\$158.07	\$2,804,716
Magazine/Newspaper Subscriptions	143	\$53.28	\$945,284
Magazine/Newspaper Single Copies	132	\$8.79	\$155,889
Books	154	\$57.59	\$1,021,859
Digital Book Readers	152	\$38.42	\$681,685

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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



## 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
<b>Tv/Video/Audio</b>	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
<b>Entertainment/Recreation Fees and Admissions</b>	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
<b>Toys/Games/Crafts/Hobbies</b>	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
<b>Recreational Vehicles and Fees</b>	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
<b>Sports, Recreation and Exercise Equipment</b>	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
<b>Photographic Equipment and Supplies</b>	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
<b>Reading</b>	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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