



Household Budget 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		
Average Household Size		2.29	2.27		
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	Percent
Total Expenditures		150	\$111,958.44	\$207,906,819	100.0%
Food		151	\$13,353.05	\$24,796,608	11.9%
Food at Home		147	\$7,612.87	\$14,137,097	6.8%
Food Away from Home		156	\$5,740.18	\$10,659,511	5.1%
Alcoholic Beverages		155	\$897.13	\$1,665,971	0.8%
Housing		148	\$34,565.50	\$64,188,125	30.9%
Shelter		149	\$27,597.39	\$51,248,361	24.6%
Utilities, Fuel and Public Services		143	\$6,968.10	\$12,939,764	6.2%
Household Operations		154	\$3,193.32	\$5,929,986	2.9%
Housekeeping Supplies		149	\$1,113.40	\$2,067,590	1.0%
Household Furnishings and Equipment		156	\$3,319.63	\$6,164,561	3.0%
Apparel and Services		156	\$3,336.21	\$6,195,335	3.0%
Transportation		149	\$12,713.19	\$23,608,398	11.4%
Travel		154	\$3,448.08	\$6,403,086	3.1%
Health Care		142	\$8,447.48	\$15,686,971	7.5%
Entertainment and Recreation		148	\$4,850.75	\$9,007,843	4.3%
Personal Care Products & Services		159	\$1,406.64	\$2,612,133	1.3%
Education		148	\$2,351.11	\$4,366,015	2.1%
Smoking Products		125	\$505.71	\$939,102	0.5%
Lotteries & Pari-mutuel Losses		126	\$72.12	\$133,919	0.1%
Legal Fees		135	\$282.25	\$524,145	0.3%
Funeral Expenses		124	\$104.33	\$193,739	0.1%
Safe Deposit Box Rentals		123	\$6.14	\$11,393	0.0%
Checking Account/Banking Service Charges		138	\$47.96	\$89,056	0.0%
Cemetery Lots/Vaults/Maintenance Fee		101	\$8.60	\$15,977	0.0%
Accounting Fees		145	\$164.90	\$306,222	0.1%
Miscellaneous Personal Services/Advertising/Fine		130	\$71.97	\$133,657	0.1%
Occupational Expenses		149	\$91.12	\$169,217	0.1%
Expenses for Other Properties		223	\$304.63	\$565,702	0.3%
Credit Card Membership Fees		157	\$13.89	\$25,797	0.0%
Shopping Club Membership Fees		159	\$43.17	\$80,166	0.0%
Support Payments/Cash Contributions/Gifts in Kind		147	\$3,655.20	\$6,787,715	3.3%
Life/Other Insurance		139	\$638.80	\$1,186,244	0.6%
Pensions and Social Security		157	\$12,796.07	\$23,762,303	11.4%

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



Household Budget 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		
Average Household Size		2.58	2.57		
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	Percent
Total Expenditures		146	\$109,223.65	\$1,937,955,274	100.0%
Food		144	\$12,718.30	\$225,660,788	11.6%
Food at Home		141	\$7,319.72	\$129,873,743	6.7%
Food Away from Home		147	\$5,398.58	\$95,787,046	4.9%
Alcoholic Beverages		151	\$869.83	\$15,433,413	0.8%
Housing		144	\$33,702.77	\$597,988,176	30.9%
Shelter		145	\$26,890.49	\$477,117,908	24.6%
Utilities, Fuel and Public Services		140	\$6,812.28	\$120,870,269	6.2%
Household Operations		150	\$3,109.15	\$55,165,662	2.8%
Housekeeping Supplies		144	\$1,076.11	\$19,093,449	1.0%
Household Furnishings and Equipment		151	\$3,211.44	\$56,980,533	2.9%
Apparel and Services		146	\$3,134.60	\$55,617,189	2.9%
Transportation		142	\$12,124.31	\$215,121,713	11.1%
Travel		154	\$3,453.13	\$61,268,843	3.2%
Health Care		144	\$8,549.73	\$151,697,789	7.8%
Entertainment and Recreation		146	\$4,787.65	\$84,947,223	4.4%
Personal Care Products & Services		152	\$1,343.50	\$23,837,755	1.2%
Education		151	\$2,403.92	\$42,652,805	2.2%
Smoking Products		121	\$490.32	\$8,699,763	0.4%
Lotteries & Pari-mutuel Losses		137	\$78.17	\$1,387,024	0.1%
Legal Fees		138	\$287.99	\$5,109,778	0.3%
Funeral Expenses		129	\$108.12	\$1,918,416	0.1%
Safe Deposit Box Rentals		137	\$6.80	\$120,702	0.0%
Checking Account/Banking Service Charges		128	\$44.36	\$787,020	0.0%
Cemetery Lots/Vaults/Maintenance Fee		117	\$9.95	\$176,591	0.0%
Accounting Fees		152	\$173.63	\$3,080,805	0.2%
Miscellaneous Personal Services/Advertising/Fine		123	\$67.89	\$1,204,565	0.1%
Occupational Expenses		148	\$90.39	\$1,603,743	0.1%
Expenses for Other Properties		184	\$251.12	\$4,455,677	0.2%
Credit Card Membership Fees		153	\$13.54	\$240,307	0.0%
Shopping Club Membership Fees		153	\$41.42	\$734,925	0.0%
Support Payments/Cash Contributions/Gifts in Kind		151	\$3,745.45	\$66,455,483	3.4%
Life/Other Insurance		148	\$679.82	\$12,062,023	0.6%
Pensions and Social Security		154	\$12,495.41	\$221,706,134	11.4%

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



Household Budget Expenditures

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

Prepared by Charlotte Hollkamp
Latitude: 38.28821
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Demographic Summary		2019	2024	
Population		122,354	129,557	
Households		48,433	51,318	
Average Household Size		2.50	2.50	
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	Percent
Total Expenditures	141	\$105,602.15	\$5,114,628,704	100.0%
Food	138	\$12,253.87	\$593,491,626	11.6%
Food at Home	137	\$7,081.56	\$342,981,271	6.7%
Food Away from Home	141	\$5,172.31	\$250,510,355	4.9%
Alcoholic Beverages	146	\$843.84	\$40,869,575	0.8%
Housing	140	\$32,675.81	\$1,582,587,311	30.9%
Shelter	141	\$26,072.85	\$1,262,786,138	24.7%
Utilities, Fuel and Public Services	136	\$6,602.96	\$319,801,173	6.3%
Household Operations	145	\$2,993.70	\$144,993,979	2.8%
Housekeeping Supplies	139	\$1,038.86	\$50,315,218	1.0%
Household Furnishings and Equipment	145	\$3,086.97	\$149,511,258	2.9%
Apparel and Services	140	\$2,998.54	\$145,228,308	2.8%
Transportation	137	\$11,651.32	\$564,308,501	11.0%
Travel	149	\$3,344.70	\$161,993,893	3.2%
Health Care	141	\$8,365.43	\$405,162,942	7.9%
Entertainment and Recreation	142	\$4,636.99	\$224,583,260	4.4%
Personal Care Products & Services	146	\$1,289.97	\$62,477,236	1.2%
Education	147	\$2,339.20	\$113,294,700	2.2%
Smoking Products	120	\$486.02	\$23,539,219	0.5%
Lotteries & Pari-mutuel Losses	139	\$79.49	\$3,849,750	0.1%
Legal Fees	136	\$284.34	\$13,771,483	0.3%
Funeral Expenses	128	\$107.82	\$5,221,835	0.1%
Safe Deposit Box Rentals	139	\$6.92	\$335,277	0.0%
Checking Account/Banking Service Charges	125	\$43.37	\$2,100,374	0.0%
Cemetery Lots/Vaults/Maintenance Fee	118	\$9.97	\$483,041	0.0%
Accounting Fees	150	\$170.54	\$8,259,589	0.2%
Miscellaneous Personal Services/Advertising/Fine	120	\$66.56	\$3,223,505	0.1%
Occupational Expenses	145	\$88.60	\$4,291,289	0.1%
Expenses for Other Properties	161	\$220.11	\$10,660,441	0.2%
Credit Card Membership Fees	147	\$13.00	\$629,614	0.0%
Shopping Club Membership Fees	147	\$39.82	\$1,928,470	0.0%
Support Payments/Cash Contributions/Gifts in Kind	147	\$3,646.96	\$176,633,186	3.5%
Life/Other Insurance	146	\$671.74	\$32,534,428	0.6%
Pensions and Social Security	147	\$11,997.77	\$581,088,121	11.4%

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