



# House and Home Expenditures

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

Prepared by Charlotte Hollkamp  
 Latitude: 38.28821  
 Longitude: -85.51154

| 2019 Housing Summary     |           | 2019 Demographic Summary |           |
|--------------------------|-----------|--------------------------|-----------|
| Housing Units            | 1,912     | Population               | 4,267     |
| 2019-2024 Percent Change | 6.69%     | Households               | 1,857     |
| Percent Occupied         | 97.1%     | Families                 | 1,177     |
| Percent Owner Households | 51.3%     | Median Age               | 34.6      |
| Median Home Value        | \$334,956 | Median Household Income  | \$109,381 |

  

|  | Spending Potential Index | Average Amount Spent | Total        |
|--|--------------------------|----------------------|--------------|
| <b>Owned Dwellings</b>                     | 152                      | \$19,443.75          | \$36,107,048 |
| Mortgage Interest                          | 167                      | \$6,358.91           | \$11,808,502 |
| Mortgage Principal                         | 157                      | \$3,015.04           | \$5,598,927  |
| Property Taxes                             | 133                      | \$3,450.11           | \$6,406,856  |
| Homeowners Insurance                       | 143                      | \$785.82             | \$1,459,276  |
| Ground Rent                                | 127                      | \$92.40              | \$171,592    |
| Maintenance and Remodeling Services        | 154                      | \$3,277.69           | \$6,086,669  |
| Maintenance and Remodeling Materials       | 141                      | \$690.69             | \$1,282,612  |
| Property Management and Security           | 154                      | \$161.94             | \$300,722    |
| <b>Rented Dwellings</b>                    | 144                      | \$7,388.87           | \$13,721,127 |
| Rent                                       | 144                      | \$7,231.90           | \$13,429,645 |
| Renters' Insurance                         | 152                      | \$44.14              | \$81,963     |
| Maintenance and Repair Services            | 144                      | \$78.73              | \$146,203    |
| Maintenance and Repair Materials           | 128                      | \$34.10              | \$63,317     |
| <b>Other Lodging</b>                       | 132                      | \$764.77             | \$1,420,186  |
| Owned Vacation Homes                       | 131                      | \$677.03             | \$1,257,236  |
| Principal Paid on Home Loans               | 152                      | \$111.03             | \$206,179    |
| Closing Costs                              | 156                      | \$30.09              | \$55,874     |
| Interest Paid on Home Loans                | 157                      | \$161.11             | \$299,172    |
| Property Taxes                             | 127                      | \$175.46             | \$325,823    |
| Homeowners Insurance                       | 107                      | \$22.49              | \$41,769     |
| Maintenance and Remodeling                 | 107                      | \$147.43             | \$273,782    |
| Property Management and Security           | 129                      | \$29.42              | \$54,637     |
| Housing While Attending School             | 139                      | \$87.75              | \$162,949    |
| <b>Household Operations</b>                | 154                      | \$3,193.32           | \$5,929,986  |
| Child Care                                 | 174                      | \$889.75             | \$1,652,264  |
| Care for Elderly or Handicapped            | 119                      | \$86.04              | \$159,778    |
| Appliance Rental and Repair                | 147                      | \$29.91              | \$55,534     |
| Computer Information Services              | 144                      | \$835.94             | \$1,552,346  |
| Home Security System Services              | 167                      | \$69.23              | \$128,556    |
| Non-Apparel Household Laundry/Dry Cleaning | 149                      | \$41.82              | \$77,653     |
| Housekeeping Services                      | 165                      | \$305.31             | \$566,968    |
| Lawn and Garden                            | 143                      | \$669.46             | \$1,243,189  |
| Moving/Storage/Freight Express             | 175                      | \$116.01             | \$215,422    |
| Installation of Computers                  | 141                      | \$0.86               | \$1,604      |
| PC Repair (Personal Use)                   | 154                      | \$9.98               | \$18,529     |
| Reupholstering/Furniture Repair            | 148                      | \$14.53              | \$26,980     |
| Termite/Pest Control                       | 157                      | \$56.61              | \$105,122    |
| Water Softening Services                   | 156                      | \$9.94               | \$18,450     |
| Internet Services Away from Home           | 168                      | \$13.91              | \$25,832     |
| Other Home Services (1)                    | 155                      | \$44.03              | \$81,758     |

**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



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Prepared by Charlotte Hollkamp  
 Latitude: 38.28821  
 Longitude: -85.51154

|  | Spending Potential Index | Average Amount Spent | Total        |
|--|--------------------------|----------------------|--------------|
| <b>Utilities, Fuels, Public Services</b>     | 143                      | \$6,968.10           | \$12,939,764 |
| Bottled Gas                                  | 99                       | \$45.09              | \$83,740     |
| Electricity                                  | 143                      | \$2,565.03           | \$4,763,256  |
| Fuel Oil                                     | 52                       | \$31.53              | \$58,544     |
| Natural Gas                                  | 132                      | \$623.80             | \$1,158,398  |
| Phone Services                               | 146                      | \$2,560.78           | \$4,755,367  |
| Water and Other Public Services              | 156                      | \$1,137.49           | \$2,112,316  |
| Coal/Wood/Other Fuel                         | 63                       | \$4.38               | \$8,142      |
| <b>Housekeeping Supplies</b>                 | 149                      | \$1,113.40           | \$2,067,590  |
| Laundry and Cleaning Supplies                | 148                      | \$309.21             | \$574,204    |
| Postage and Stationery                       | 147                      | \$265.51             | \$493,049    |
| Other HH Products (2)                        | 149                      | \$538.68             | \$1,000,337  |
| <b>Household Textiles</b>                    | 152                      | \$152.08             | \$282,409    |
| Bathroom Linens                              | 158                      | \$24.93              | \$46,288     |
| Bedroom Linens                               | 154                      | \$81.63              | \$151,586    |
| Kitchen, Dining Room and other Linens        | 145                      | \$16.12              | \$29,934     |
| Curtains and Draperies                       | 146                      | \$21.89              | \$40,652     |
| Slipcovers, Decorative Pillows               | 146                      | \$7.51               | \$13,948     |
| <b>Furniture</b>                             | 157                      | \$960.92             | \$1,784,423  |
| Mattresses and Box Springs                   | 154                      | \$184.98             | \$343,515    |
| Other Bedroom Furniture                      | 166                      | \$176.37             | \$327,524    |
| Sofas  | 155                      | \$272.20             | \$505,483    |
| Living Room Chairs                           | 142                      | \$73.73              | \$136,923    |
| Living Room Tables                           | 164                      | \$26.29              | \$48,824     |
| Kitchen, Dining Room Furniture               | 145                      | \$65.62              | \$121,858    |
| Infant Furniture                             | 175                      | \$24.07              | \$44,693     |
| Outdoor Furniture                            | 155                      | \$60.47              | \$112,290    |
| Wall Units, Cabinets, Other Furniture (3)    | 169                      | \$77.17              | \$143,311    |
| <b>Major Appliances</b>                      | 150                      | \$530.66             | \$985,438    |
| Dishwashers and Disposals                    | 153                      | \$51.16              | \$95,000     |
| Refrigerators and Freezers                   | 156                      | \$175.69             | \$326,258    |
| Clothes Washers & Dryers                     | 156                      | \$146.07             | \$271,258    |
| Cooking Stoves and Ovens                     | 146                      | \$76.74              | \$142,510    |
| Microwave Ovens                              | 139                      | \$22.43              | \$41,659     |
| Window Air Conditioners                      | 96                       | \$7.30               | \$13,550     |
| Electric Floor Cleaning Equipment            | 149                      | \$38.95              | \$72,326     |
| Sewing Machines and Miscellaneous Appliances | 102                      | \$12.32              | \$22,876     |

**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.

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|  | Spending Potential Index | Average Amount Spent | Total     |
|--|--------------------------|----------------------|-----------|
| <b>Other Household Furnishings and Equipment</b> |                          |                      |           |
| Rugs   | 155                      | \$50.30              | \$93,402  |
| Housewares                                       | 150                      | \$159.92             | \$296,967 |
| Small Appliances                                 | 149                      | \$72.35              | \$134,357 |
| Sewing/Needlework/Quilt Materials/Items          | 143                      | \$18.46              | \$34,271  |
| Window Coverings                                 | 149                      | \$35.26              | \$65,472  |
| Lamps/Lighting Fixtures/Ceiling Fans             | 167                      | \$74.08              | \$137,564 |
| Infant Equipment                                 | 162                      | \$37.30              | \$69,259  |
| Rental of Furniture                              | 147                      | \$10.30              | \$19,123  |
| Laundry and Cleaning Equipment                   | 150                      | \$45.24              | \$84,011  |
| Closet and Storage Items                         | 143                      | \$35.94              | \$66,735  |
| Luggage  | 163                      | \$22.83              | \$42,394  |
| Clocks and Other Household Decoratives           | 159                      | \$306.57             | \$569,304 |
| Telephones and Accessories                       | 171                      | \$129.05             | \$239,638 |
| Grills and Outdoor Equipment                     | 163                      | \$56.18              | \$104,327 |
| Power Tools                                      | 159                      | \$100.40             | \$186,436 |
| Hand Tools                                       | 156                      | \$14.61              | \$27,126  |
| Office Furniture/Equipment for Home Use          | 161                      | \$26.10              | \$48,474  |
| 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  |
| Other Household Appliances                       | 150                      | \$25.05              | \$46,519  |
| Misc Equipment incl Ladders/Sheds/Etc            | 158                      | \$141.49             | \$262,748 |

(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



# House and Home Expenditures

Epic Plaza  
 12910 Factory Ln, Louisville, Kentucky, 40245  
 Ring: 3 mile radius

Prepared by Charlotte Hollkamp  
 Latitude: 38.28821  
 Longitude: -85.51154

| 2019 Housing Summary     |           | 2019 Demographic Summary |          |
|--------------------------|-----------|--------------------------|----------|
| Housing Units            | 18,683    | Population               | 46,130   |
| 2019-2024 Percent Change | 4.82%     | Households               | 17,743   |
| Percent Occupied         | 95.0%     | Families                 | 12,587   |
| Percent Owner Households | 74.0%     | Median Age               | 39.1     |
| Median Home Value        | \$286,927 | Median Household Income  | \$97,046 |

  

|  | Spending Potential Index | Average Amount Spent | Total         |
|--|--------------------------|----------------------|---------------|
| <b>Owned Dwellings</b>                     | 158                      | \$20,196.47          | \$358,346,042 |
| Mortgage Interest                          | 164                      | \$6,246.26           | \$110,827,419 |
| Mortgage Principal                         | 160                      | \$3,072.56           | \$54,516,454  |
| Property Taxes                             | 150                      | \$3,900.45           | \$69,205,623  |
| Homeowners Insurance                       | 149                      | \$820.58             | \$14,559,590  |
| Ground Rent                                | 128                      | \$92.77              | \$1,645,969   |
| Maintenance and Remodeling Services        | 160                      | \$3,423.83           | \$60,749,074  |
| Maintenance and Remodeling Materials       | 150                      | \$733.68             | \$13,017,745  |
| Property Management and Security           | 156                      | \$163.20             | \$2,895,730   |
| <b>Rented Dwellings</b>                    | 113                      | \$5,787.44           | \$102,686,593 |
| Rent                                       | 112                      | \$5,645.76           | \$100,172,798 |
| Renters' Insurance                         | 123                      | \$35.66              | \$632,691     |
| Maintenance and Repair Services            | 138                      | \$75.35              | \$1,336,897   |
| Maintenance and Repair Materials           | 115                      | \$30.67              | \$544,208     |
| <b>Other Lodging</b>                       | 157                      | \$906.57             | \$16,085,272  |
| Owned Vacation Homes                       | 157                      | \$808.00             | \$14,336,380  |
| Principal Paid on Home Loans               | 162                      | \$118.75             | \$2,106,992   |
| Closing Costs                              | 148                      | \$28.59              | \$507,199     |
| Interest Paid on Home Loans                | 162                      | \$165.69             | \$2,939,854   |
| Property Taxes                             | 152                      | \$210.55             | \$3,735,815   |
| Homeowners Insurance                       | 130                      | \$27.32              | \$484,715     |
| Maintenance and Remodeling                 | 161                      | \$222.30             | \$3,944,185   |
| Property Management and Security           | 153                      | \$34.81              | \$617,621     |
| Housing While Attending School             | 157                      | \$98.57              | \$1,748,891   |
| <b>Household Operations</b>                | 150                      | \$3,109.15           | \$55,165,662  |
| Child Care                                 | 158                      | \$803.50             | \$14,256,525  |
| Care for Elderly or Handicapped            | 136                      | \$98.79              | \$1,752,797   |
| Appliance Rental and Repair                | 152                      | \$30.96              | \$549,342     |
| Computer Information Services              | 139                      | \$805.88             | \$14,298,730  |
| Home Security System Services              | 162                      | \$67.20              | \$1,192,252   |
| Non-Apparel Household Laundry/Dry Cleaning | 147                      | \$41.49              | \$736,242     |
| Housekeeping Services                      | 165                      | \$304.72             | \$5,406,696   |
| Lawn and Garden                            | 150                      | \$704.56             | \$12,501,089  |
| Moving/Storage/Freight Express             | 152                      | \$101.05             | \$1,792,931   |
| Installation of Computers                  | 154                      | \$0.94               | \$16,683      |
| PC Repair (Personal Use)                   | 149                      | \$9.64               | \$171,082     |
| Reupholstering/Furniture Repair            | 158                      | \$15.47              | \$274,567     |
| Termite/Pest Control                       | 158                      | \$57.16              | \$1,014,257   |
| Water Softening Services                   | 152                      | \$9.68               | \$171,824     |
| Internet Services Away from Home           | 147                      | \$12.22              | \$216,878     |
| Other Home Services (1)                    | 161                      | \$45.86              | \$813,768     |

**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.



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Epic Plaza  
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 Ring: 3 mile radius

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 Latitude: 38.28821  
 Longitude: -85.51154

|  | Spending Potential Index | Average Amount Spent | Total         |
|--|--------------------------|----------------------|---------------|
| <b>Utilities, Fuels, Public Services</b>     | 140                      | \$6,812.28           | \$120,870,269 |
| Bottled Gas                                  | 117                      | \$52.96              | \$939,676     |
| Electricity                                  | 138                      | \$2,472.17           | \$43,863,629  |
| Fuel Oil                                     | 120                      | \$71.91              | \$1,275,916   |
| Natural Gas                                  | 140                      | \$663.02             | \$11,763,968  |
| Phone Services                               | 140                      | \$2,459.53           | \$43,639,476  |
| Water and Other Public Services              | 149                      | \$1,085.75           | \$19,264,385  |
| Coal/Wood/Other Fuel                         | 101                      | \$6.94               | \$123,220     |
| <b>Housekeeping Supplies</b>                 | 144                      | \$1,076.11           | \$19,093,449  |
| Laundry and Cleaning Supplies                | 140                      | \$292.40             | \$5,188,111   |
| Postage and Stationery                       | 146                      | \$263.74             | \$4,679,599   |
| Other HH Products (2)                        | 144                      | \$519.97             | \$9,225,739   |
| <b>Household Textiles</b>                    | 146                      | \$146.50             | \$2,599,331   |
| Bathroom Linens                              | 144                      | \$22.85              | \$405,398     |
| Bedroom Linens                               | 146                      | \$77.56              | \$1,376,196   |
| Kitchen, Dining Room and other Linens        | 150                      | \$16.67              | \$295,834     |
| Curtains and Draperies                       | 147                      | \$22.00              | \$390,340     |
| Slipcovers, Decorative Pillows               | 144                      | \$7.41               | \$131,563     |
| <b>Furniture</b>                             | 150                      | \$923.84             | \$16,391,719  |
| Mattresses and Box Springs                   | 146                      | \$175.39             | \$3,111,980   |
| Other Bedroom Furniture                      | 153                      | \$162.87             | \$2,889,814   |
| Sofas  | 148                      | \$260.63             | \$4,624,394   |
| Living Room Chairs                           | 145                      | \$75.67              | \$1,342,618   |
| Living Room Tables                           | 154                      | \$24.57              | \$435,929     |
| Kitchen, Dining Room Furniture               | 149                      | \$67.52              | \$1,198,002   |
| Infant Furniture                             | 153                      | \$20.93              | \$371,308     |
| Outdoor Furniture                            | 165                      | \$64.38              | \$1,142,250   |
| Wall Units, Cabinets, Other Furniture (3)    | 158                      | \$71.88              | \$1,275,423   |
| <b>Major Appliances</b>                      | 149                      | \$527.70             | \$9,362,917   |
| Dishwashers and Disposals                    | 159                      | \$53.21              | \$944,082     |
| Refrigerators and Freezers                   | 155                      | \$174.41             | \$3,094,577   |
| Clothes Washers & Dryers                     | 147                      | \$137.58             | \$2,441,135   |
| Cooking Stoves and Ovens                     | 152                      | \$79.78              | \$1,415,568   |
| Microwave Ovens                              | 137                      | \$22.17              | \$393,276     |
| Window Air Conditioners                      | 110                      | \$8.33               | \$147,743     |
| Electric Floor Cleaning Equipment            | 143                      | \$37.62              | \$667,507     |
| Sewing Machines and Miscellaneous Appliances | 121                      | \$14.60              | \$259,028     |

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|  | Spending Potential Index | Average Amount Spent | Total       |
|--|--------------------------|----------------------|-------------|
| <b>Other Household Furnishings and Equipment</b> |                          |                      |             |
| Rugs   | 159                      | \$51.40              | \$911,905   |
| Housewares                                       | 148                      | \$157.03             | \$2,786,224 |
| Small Appliances                                 | 141                      | \$68.51              | \$1,215,582 |
| Sewing/Needlework/Quilt Materials/Items          | 145                      | \$18.75              | \$332,701   |
| Window Coverings                                 | 158                      | \$37.44              | \$664,251   |
| Lamps/Lighting Fixtures/Ceiling Fans             | 162                      | \$71.74              | \$1,272,917 |
| Infant Equipment                                 | 143                      | \$32.99              | \$585,271   |
| Rental of Furniture                              | 118                      | \$8.24               | \$146,139   |
| Laundry and Cleaning Equipment                   | 144                      | \$43.43              | \$770,632   |
| Closet and Storage Items                         | 149                      | \$37.44              | \$664,338   |
| Luggage  | 154                      | \$21.56              | \$382,487   |
| Clocks and Other Household Decoratives           | 156                      | \$300.26             | \$5,327,479 |
| Telephones and Accessories                       | 157                      | \$118.68             | \$2,105,733 |
| Grills and Outdoor Equipment                     | 160                      | \$55.15              | \$978,473   |
| Power Tools                                      | 151                      | \$95.21              | \$1,689,344 |
| Hand Tools                                       | 144                      | \$13.42              | \$238,027   |
| Office Furniture/Equipment for Home Use          | 154                      | \$24.89              | \$441,666   |
| 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   |
| Other Household Appliances                       | 147                      | \$24.59              | \$436,374   |
| Misc Equipment incl Ladders/Sheds/Etc            | 151                      | \$134.67             | \$2,389,488 |

**(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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 Ring: 5 mile radius

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 Latitude: 38.28821  
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| 2019 Housing Summary     |           | 2019 Demographic Summary |          |
|--------------------------|-----------|--------------------------|----------|
| Housing Units            | 51,019    | Population               | 122,354  |
| 2019-2024 Percent Change | 5.64%     | Households               | 48,433   |
| Percent Occupied         | 94.9%     | Families                 | 33,147   |
| Percent Owner Households | 72.9%     | Median Age               | 41.2     |
| Median Home Value        | \$285,231 | Median Household Income  | \$95,819 |

  

|  | Spending Potential Index | Average Amount Spent | Total         |
|--|--------------------------|----------------------|---------------|
| <b>Owned Dwellings</b>                     | 153                      | \$19,535.24          | \$946,150,422 |
| Mortgage Interest                          | 156                      | \$5,911.00           | \$286,287,674 |
| Mortgage Principal                         | 154                      | \$2,945.03           | \$142,636,866 |
| Property Taxes                             | 150                      | \$3,893.79           | \$188,588,059 |
| Homeowners Insurance                       | 145                      | \$797.07             | \$38,604,286  |
| Ground Rent                                | 125                      | \$90.48              | \$4,382,013   |
| Maintenance and Remodeling Services        | 155                      | \$3,314.86           | \$160,548,850 |
| Maintenance and Remodeling Materials       | 146                      | \$715.19             | \$34,638,733  |
| Property Management and Security           | 151                      | \$158.08             | \$7,656,319   |
| <b>Rented Dwellings</b>                    | 110                      | \$5,625.01           | \$272,436,032 |
| Rent                                       | 109                      | \$5,487.02           | \$265,752,842 |
| Renters' Insurance                         | 119                      | \$34.53              | \$1,672,551   |
| Maintenance and Repair Services            | 135                      | \$73.73              | \$3,570,809   |
| Maintenance and Repair Materials           | 112                      | \$29.73              | \$1,439,830   |
| <b>Other Lodging</b>                       | 158                      | \$912.59             | \$44,199,685  |
| Owned Vacation Homes                       | 158                      | \$815.30             | \$39,487,304  |
| Principal Paid on Home Loans               | 158                      | \$115.53             | \$5,595,285   |
| Closing Costs                              | 143                      | \$27.59              | \$1,336,340   |
| Interest Paid on Home Loans                | 155                      | \$158.76             | \$7,689,303   |
| Property Taxes                             | 154                      | \$213.61             | \$10,345,916  |
| Homeowners Insurance                       | 132                      | \$27.89              | \$1,350,798   |
| Maintenance and Remodeling                 | 171                      | \$236.61             | \$11,459,730  |
| Property Management and Security           | 155                      | \$35.31              | \$1,709,932   |
| Housing While Attending School             | 155                      | \$97.30              | \$4,712,380   |
| <b>Household Operations</b>                | 145                      | \$2,993.70           | \$144,993,979 |
| Child Care                                 | 147                      | \$750.10             | \$36,329,780  |
| Care for Elderly or Handicapped            | 142                      | \$103.19             | \$4,997,713   |
| Appliance Rental and Repair                | 148                      | \$30.24              | \$1,464,655   |
| Computer Information Services              | 135                      | \$784.07             | \$37,974,775  |
| Home Security System Services              | 153                      | \$63.49              | \$3,074,994   |
| Non-Apparel Household Laundry/Dry Cleaning | 143                      | \$40.15              | \$1,944,759   |
| Housekeeping Services                      | 157                      | \$290.94             | \$14,091,234  |
| Lawn and Garden                            | 147                      | \$690.38             | \$33,437,402  |
| Moving/Storage/Freight Express             | 144                      | \$95.77              | \$4,638,457   |
| Installation of Computers                  | 152                      | \$0.93               | \$44,915      |
| PC Repair (Personal Use)                   | 145                      | \$9.36               | \$453,121     |
| Reupholstering/Furniture Repair            | 154                      | \$15.04              | \$728,460     |
| Termite/Pest Control                       | 152                      | \$54.72              | \$2,650,459   |
| Water Softening Services                   | 144                      | \$9.17               | \$444,297     |
| Internet Services Away from Home           | 138                      | \$11.44              | \$553,912     |
| Other Home Services (1)                    | 157                      | \$44.70              | \$2,165,047   |

**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



# House and Home 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         |
|--|--------------------------|----------------------|---------------|
| <b>Utilities, Fuels, Public Services</b>     | 136                      | \$6,602.96           | \$319,801,173 |
| Bottled Gas                                  | 118                      | \$53.47              | \$2,589,800   |
| Electricity                                  | 133                      | \$2,384.40           | \$115,483,454 |
| Fuel Oil                                     | 139                      | \$83.46              | \$4,042,007   |
| Natural Gas                                  | 141                      | \$665.02             | \$32,208,851  |
| Phone Services                               | 136                      | \$2,377.22           | \$115,136,042 |
| Water and Other Public Services              | 142                      | \$1,031.69           | \$49,967,977  |
| Coal/Wood/Other Fuel                         | 112                      | \$7.70               | \$373,042     |
| <b>Housekeeping Supplies</b>                 | 139                      | \$1,038.86           | \$50,315,218  |
| Laundry and Cleaning Supplies                | 135                      | \$281.09             | \$13,614,201  |
| Postage and Stationery                       | 142                      | \$256.35             | \$12,415,873  |
| Other HH Products (2)                        | 139                      | \$501.42             | \$24,285,144  |
| <b>Household Textiles</b>                    | 141                      | \$141.42             | \$6,849,329   |
| Bathroom Linens                              | 137                      | \$21.73              | \$1,052,332   |
| Bedroom Linens                               | 140                      | \$74.61              | \$3,613,659   |
| Kitchen, Dining Room and other Linens        | 148                      | \$16.38              | \$793,441     |
| Curtains and Draperies                       | 144                      | \$21.50              | \$1,041,125   |
| Slipcovers, Decorative Pillows               | 140                      | \$7.20               | \$348,772     |
| <b>Furniture</b>                             | 144                      | \$886.18             | \$42,920,159  |
| Mattresses and Box Springs                   | 141                      | \$169.16             | \$8,192,757   |
| Other Bedroom Furniture                      | 145                      | \$153.80             | \$7,448,798   |
| Sofas  | 142                      | \$249.97             | \$12,106,592  |
| Living Room Chairs                           | 143                      | \$74.52              | \$3,609,025   |
| Living Room Tables                           | 147                      | \$23.51              | \$1,138,454   |
| Kitchen, Dining Room Furniture               | 146                      | \$66.16              | \$3,204,184   |
| Infant Furniture                             | 140                      | \$19.19              | \$929,360     |
| Outdoor Furniture                            | 160                      | \$62.37              | \$3,020,588   |
| Wall Units, Cabinets, Other Furniture (3)    | 148                      | \$67.52              | \$3,270,400   |
| <b>Major Appliances</b>                      | 143                      | \$507.82             | \$24,595,463  |
| Dishwashers and Disposals                    | 155                      | \$51.76              | \$2,506,765   |
| Refrigerators and Freezers                   | 147                      | \$166.15             | \$8,047,117   |
| Clothes Washers & Dryers                     | 140                      | \$130.46             | \$6,318,396   |
| Cooking Stoves and Ovens                     | 147                      | \$77.34              | \$3,745,815   |
| Microwave Ovens                              | 135                      | \$21.85              | \$1,058,048   |
| Window Air Conditioners                      | 112                      | \$8.52               | \$412,651     |
| Electric Floor Cleaning Equipment            | 139                      | \$36.52              | \$1,769,007   |
| Sewing Machines and Miscellaneous Appliances | 126                      | \$15.23              | \$737,662     |

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Prepared by Charlotte Hollkamp  
 Latitude: 38.28821  
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|  | Spending Potential Index | Average Amount Spent | Total        |
|--|--------------------------|----------------------|--------------|
| <b>Other Household Furnishings and Equipment</b> |                          |                      |              |
| Rugs   | 156                      | \$50.45              | \$2,443,472  |
| Housewares                                       | 143                      | \$152.36             | \$7,379,494  |
| Small Appliances                                 | 136                      | \$66.18              | \$3,205,399  |
| Sewing/Needlework/Quilt Materials/Items          | 141                      | \$18.24              | \$883,486    |
| Window Coverings                                 | 156                      | \$36.95              | \$1,789,429  |
| Lamps/Lighting Fixtures/Ceiling Fans             | 155                      | \$68.92              | \$3,338,031  |
| Infant Equipment                                 | 135                      | \$31.04              | \$1,503,558  |
| Rental of Furniture                              | 114                      | \$7.98               | \$386,284    |
| Laundry and Cleaning Equipment                   | 139                      | \$42.16              | \$2,041,884  |
| Closet and Storage Items                         | 146                      | \$36.81              | \$1,782,577  |
| Luggage  | 147                      | \$20.57              | \$996,104    |
| Clocks and Other Household Decoratives           | 150                      | \$288.57             | \$13,976,485 |
| Telephones and Accessories                       | 147                      | \$111.28             | \$5,389,766  |
| Grills and Outdoor Equipment                     | 155                      | \$53.51              | \$2,591,703  |
| Power Tools                                      | 143                      | \$90.65              | \$4,390,343  |
| Hand Tools                                       | 136                      | \$12.75              | \$617,756    |
| Office Furniture/Equipment for Home Use          | 147                      | \$23.79              | \$1,152,192  |
| 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  |
| Other Household Appliances                       | 141                      | \$23.53              | \$1,139,416  |
| Misc Equipment incl Ladders/Sheds/Etc            | 145                      | \$129.22             | \$6,258,279  |

(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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December 31, 2019