



## Recreation Expenditures

Anchorage Plaza  
12907 Factory Ln, Louisville, Kentucky, 40245  
Ring: 1 mile radius

Prepared by Charlotte Hollkamp  
Latitude: 38.28861  
Longitude: -85.51168

Demographic Summary		2018	2023
Population		4,694	5,038
Households		1,984	2,138
Families		1,282	1,366
Median Age		34.3	35.4
Median Household Income		\$102,049	\$106,993
	Spending Potential Index	Average Amount Spent	Total
<b>Tv/Video/Audio</b>	140	\$1,825.04	\$3,620,886
Cable & Satellite Television Services	135	\$1,298.78	\$2,576,784
Televisions & Video	154	\$375.03	\$744,069
Audio	157	\$146.18	\$290,014
Rental of TV/VCR/Radio/Sound Equipment	123	\$1.23	\$2,440
Repair of TV/Radio/Sound Equipment	157	\$3.82	\$7,578
<b>Entertainment/Recreation Fees and Admissions</b>	159	\$1,089.50	\$2,161,569
Tickets to Theatre/Operas/Concerts	145	\$95.92	\$190,310
Tickets to Movies/Museums/Parks	163	\$129.91	\$257,740
Admission to Sporting Events, excl.Trips	154	\$91.30	\$181,146
Fees for Participant Sports, excl.Trips	161	\$181.53	\$360,151
Fees for Recreational Lessons	174	\$240.71	\$477,562
Membership Fees for Social/Recreation/Civic Clubs	154	\$349.06	\$692,532
Dating Services	160	\$1.07	\$2,127
<b>Toys/Games/Crafts/Hobbies</b>	154	\$177.48	\$352,123
Toys/Games/Arts/Crafts/Tricycles	155	\$155.48	\$308,465
Playground Equipment	144	\$5.18	\$10,275
Play Arcade Pinball/Video Games	178	\$5.06	\$10,041
Online Entertainment and Games	164	\$7.13	\$14,150
Stamp & Coin Collecting	104	\$4.63	\$9,193
<b>Recreational Vehicles and Fees</b>	152	\$166.25	\$329,836
Docking and Landing Fees for Boats and Planes	155	\$18.14	\$35,983
Camp Fees	166	\$55.01	\$109,138
Payments on Boats/Trailers/Campers/RVs	133	\$59.40	\$117,859
Rental of RVs or Boats	168	\$33.70	\$66,856
<b>Sports, Recreation and Exercise Equipment</b>	162	\$288.36	\$572,110
Exercise Equipment and Gear, Game Tables	163	\$93.76	\$186,013
Bicycles	171	\$49.81	\$98,826
Camping Equipment	166	\$23.73	\$47,078
Hunting and Fishing Equipment	151	\$81.90	\$162,498
Winter Sports Equipment	169	\$11.06	\$21,950
Water Sports Equipment	194	\$12.66	\$25,114
Other Sports Equipment	154	\$11.86	\$23,536
Rental/Repair of Sports/Recreation/Exercise Equipment	153	\$3.58	\$7,094
<b>Photographic Equipment and Supplies</b>	166	\$88.55	\$175,693
Film	141	\$1.65	\$3,278
Film Processing	151	\$12.89	\$25,573
Photographic Equipment	175	\$39.66	\$78,693
Photographer Fees/Other Supplies & Equip Rental/Repair	164	\$34.35	\$68,149
<b>Reading</b>	141	\$158.96	\$315,380
Magazine/Newspaper Subscriptions	120	\$46.48	\$92,226
Magazine/Newspaper Single Copies	118	\$8.37	\$16,609
Books	154	\$58.70	\$116,457
Digital Book Readers	159	\$45.41	\$90,087

**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 2018 and 2023; Consumer Spending data are derived from the 2015 and 2016 Consumer Expenditure Surveys, Bureau of Labor Statistics.

September 17, 2018



## Recreation Expenditures

Anchorage Plaza  
12907 Factory Ln, Louisville, Kentucky, 40245  
Ring: 3 mile radius

Prepared by Charlotte Hollkamp  
Latitude: 38.28861  
Longitude: -85.51168

Demographic Summary		2018	2023
Population		45,494	47,929
Households		17,388	18,360
Families		12,354	12,969
Median Age		38.9	39.6
Median Household Income		\$88,522	\$96,254
	Spending Potential Index	Average Amount Spent	Total
<b>Tv/Video/Audio</b>	137	\$1,792.87	\$31,174,376
Cable & Satellite Television Services	135	\$1,301.15	\$22,624,406
Televisions & Video	143	\$348.49	\$6,059,515
Audio	149	\$138.83	\$2,413,911
Rental of TV/VCR/Radio/Sound Equipment	103	\$1.03	\$17,923
Repair of TV/Radio/Sound Equipment	139	\$3.37	\$58,622
<b>Entertainment/Recreation Fees and Admissions</b>	158	\$1,082.81	\$18,827,934
Tickets to Theatre/Operas/Concerts	154	\$101.94	\$1,772,532
Tickets to Movies/Museums/Parks	151	\$120.90	\$2,102,231
Admission to Sporting Events, excl.Trips	158	\$93.91	\$1,632,955
Fees for Participant Sports, excl.Trips	158	\$178.47	\$3,103,316
Fees for Recreational Lessons	166	\$229.10	\$3,983,506
Membership Fees for Social/Recreation/Civic Clubs	158	\$357.55	\$6,217,026
Dating Services	140	\$0.94	\$16,368
<b>Toys/Games/Crafts/Hobbies</b>	145	\$167.39	\$2,910,605
Toys/Games/Arts/Crafts/Tricycles	146	\$145.82	\$2,535,456
Playground Equipment	139	\$4.99	\$86,766
Play Arcade Pinball/Video Games	155	\$4.42	\$76,813
Online Entertainment and Games	150	\$6.54	\$113,736
Stamp & Coin Collecting	127	\$5.63	\$97,834
<b>Recreational Vehicles and Fees</b>	153	\$167.90	\$2,919,403
Docking and Landing Fees for Boats and Planes	167	\$19.55	\$339,908
Camp Fees	171	\$56.86	\$988,758
Payments on Boats/Trailers/Campers/RVs	133	\$59.24	\$1,030,142
Rental of RVs or Boats	160	\$32.24	\$560,594
<b>Sports, Recreation and Exercise Equipment</b>	156	\$279.06	\$4,852,260
Exercise Equipment and Gear, Game Tables	158	\$90.70	\$1,577,074
Bicycles	157	\$45.86	\$797,427
Camping Equipment	157	\$22.53	\$391,799
Hunting and Fishing Equipment	152	\$82.94	\$1,442,084
Winter Sports Equipment	163	\$10.62	\$184,610
Water Sports Equipment	173	\$11.30	\$196,444
Other Sports Equipment	149	\$11.46	\$199,203
Rental/Repair of Sports/Recreation/Exercise Equipment	156	\$3.66	\$63,618
<b>Photographic Equipment and Supplies</b>	154	\$82.17	\$1,428,692
Film	137	\$1.60	\$27,829
Film Processing	153	\$13.04	\$226,766
Photographic Equipment	159	\$36.01	\$626,211
Photographer Fees/Other Supplies & Equip Rental/Repair	151	\$31.51	\$547,885
<b>Reading</b>	146	\$164.50	\$2,860,409
Magazine/Newspaper Subscriptions	142	\$55.04	\$956,997
Magazine/Newspaper Single Copies	133	\$9.45	\$164,373
Books	152	\$57.93	\$1,007,224
Digital Book Readers	147	\$42.09	\$731,815

**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 2018 and 2023; Consumer Spending data are derived from the 2015 and 2016 Consumer Expenditure Surveys, Bureau of Labor Statistics.

September 17, 2018



## Recreation Expenditures

Anchorage Plaza  
12907 Factory Ln, Louisville, Kentucky, 40245  
Ring: 5 mile radius

Prepared by Charlotte Hollkamp  
Latitude: 38.28861  
Longitude: -85.51168

Demographic Summary		2018	2023
Population		120,918	127,894
Households		47,703	50,390
Families		32,665	34,387
Median Age		41.0	41.8
Median Household Income		\$87,458	\$95,475
	Spending Potential Index	Average Amount Spent	Total
<b>Tv/Video/Audio</b>	133	\$1,735.61	\$82,793,922
Cable & Satellite Television Services	132	\$1,268.13	\$60,493,639
Televisions & Video	136	\$332.12	\$15,843,198
Audio	141	\$131.19	\$6,258,237
Rental of TV/VCR/Radio/Sound Equipment	102	\$1.02	\$48,454
Repair of TV/Radio/Sound Equipment	130	\$3.15	\$150,395
<b>Entertainment/Recreation Fees and Admissions</b>	151	\$1,033.57	\$49,304,308
Tickets to Theatre/Operas/Concerts	150	\$99.59	\$4,750,818
Tickets to Movies/Museums/Parks	142	\$113.76	\$5,426,606
Admission to Sporting Events, excl.Trips	153	\$91.07	\$4,344,206
Fees for Participant Sports, excl.Trips	151	\$170.53	\$8,134,628
Fees for Recreational Lessons	155	\$213.77	\$10,197,662
Membership Fees for Social/Recreation/Civic Clubs	152	\$343.93	\$16,406,492
Dating Services	137	\$0.92	\$43,895
<b>Toys/Games/Crafts/Hobbies</b>	138	\$159.57	\$7,611,759
Toys/Games/Arts/Crafts/Tricycles	138	\$138.57	\$6,610,189
Playground Equipment	134	\$4.81	\$229,239
Play Arcade Pinball/Video Games	141	\$4.03	\$192,327
Online Entertainment and Games	142	\$6.16	\$294,077
Stamp & Coin Collecting	135	\$5.99	\$285,926
<b>Recreational Vehicles and Fees</b>	146	\$159.82	\$7,623,720
Docking and Landing Fees for Boats and Planes	161	\$18.87	\$900,389
Camp Fees	163	\$54.17	\$2,584,180
Payments on Boats/Trailers/Campers/RVs	126	\$56.38	\$2,689,632
Rental of RVs or Boats	151	\$30.39	\$1,449,520
<b>Sports, Recreation and Exercise Equipment</b>	149	\$265.83	\$12,681,073
Exercise Equipment and Gear, Game Tables	150	\$86.47	\$4,124,873
Bicycles	147	\$42.85	\$2,043,845
Camping Equipment	148	\$21.21	\$1,011,648
Hunting and Fishing Equipment	148	\$80.65	\$3,847,019
Winter Sports Equipment	153	\$9.97	\$475,817
Water Sports Equipment	157	\$10.23	\$488,239
Other Sports Equipment	142	\$10.97	\$523,179
Rental/Repair of Sports/Recreation/Exercise Equipment	149	\$3.49	\$166,453
<b>Photographic Equipment and Supplies</b>	144	\$76.94	\$3,670,402
Film	132	\$1.55	\$74,100
Film Processing	147	\$12.57	\$599,479
Photographic Equipment	146	\$33.21	\$1,584,215
Photographer Fees/Other Supplies & Equip Rental/Repair	142	\$29.61	\$1,412,608
<b>Reading</b>	143	\$160.94	\$7,677,393
Magazine/Newspaper Subscriptions	145	\$56.01	\$2,671,662
Magazine/Newspaper Single Copies	135	\$9.63	\$459,173
Books	145	\$55.38	\$2,641,804
Digital Book Readers	140	\$39.93	\$1,904,755

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