



House and Home Expenditures

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

Prepared by Charlotte Hollkamp
Latitude: 38.28861
Longitude: -85.51168

2018 Housing Summary		2018 Demographic Summary	
Housing Units	2,033	Population	4,694
2018-2023 Percent Change	7.72%	Households	1,984
Percent Occupied	97.6%	Families	1,282
Percent Owner Households	52.4%	Median Age	34.3
Median Home Value	\$333,757	Median Household Income	\$102,049
	Spending Potential Index	Average Amount Spent	Total
Owned Dwellings	152	\$17,108.16	\$33,942,597
Mortgage Interest	168	\$6,035.24	\$11,973,910
Mortgage Principal	159	\$3,032.14	\$6,015,768
Property Taxes	131	\$3,313.18	\$6,573,350
Homeowners Insurance	138	\$744.04	\$1,476,172
Ground Rent	128	\$93.32	\$185,142
Maintenance and Remodeling Services	150	\$3,064.02	\$6,079,020
Maintenance and Remodeling Materials	136	\$667.59	\$1,324,505
Property Management and Security	153	\$158.64	\$314,732
Rented Dwellings	139	\$6,880.62	\$13,651,148
Rent	139	\$6,725.90	\$13,344,178
Renters' Insurance	141	\$40.35	\$80,064
Maintenance and Repair Services	148	\$81.07	\$160,847
Maintenance and Repair Materials	151	\$33.30	\$66,059
Other Lodging	138	\$791.79	\$1,570,917
Owned Vacation Homes	136	\$690.22	\$1,369,389
Mortgage Payment	158	\$260.63	\$517,091
Property Taxes	122	\$172.68	\$342,598
Homeowners Insurance	108	\$24.27	\$48,142
Maintenance and Remodeling	130	\$197.12	\$391,085
Property Management and Security	128	\$35.52	\$70,473
Housing While Attending School	158	\$101.58	\$201,528
Household Operations	152	\$3,020.53	\$5,992,735
Child Care	169	\$868.82	\$1,723,738
Care for Elderly or Handicapped	112	\$71.96	\$142,760
Appliance Rental and Repair	146	31	62,397
Computer Information Services	140	\$764.59	\$1,516,946
Home Security System Services	168	\$65.99	\$130,930
Non-Apparel Household Laundry/Dry Cleaning	152	\$41.49	\$82,319
Housekeeping Services	161	\$313.33	\$621,646
Lawn and Garden	142	\$610.40	\$1,211,035
Moving/Storage/Freight Express	173	\$111.75	\$221,717
Installation of Computers	144	\$0.72	\$1,433
PC Repair (Personal Use)	146	\$8.67	\$17,193
Reupholstering/Furniture Repair	134	\$10.64	\$21,119
Termite/Pest Control	155	\$53.52	\$106,179
Water Softening Services	161	\$12.70	\$25,197
Internet Services Away from Home	168	\$15.63	\$31,005
Other Home Services (1)	153	\$38.87	\$77,121

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



House and Home Expenditures

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

Prepared by Charlotte Hollkamp
Latitude: 38.28861
Longitude: -85.51168

	Spending Potential Index	Average Amount Spent	Total
Utilities, Fuels, Public Services	139	\$6,877.92	\$13,645,794
Bottled Gas	96	\$48.11	\$95,444
Electricity	139	\$2,561.96	\$5,082,930
Fuel Oil	52	\$35.10	\$69,642
Natural Gas	125	\$629.07	\$1,248,080
Phone Services	142	\$2,515.62	\$4,990,983
Water and Other Public Services	152	\$1,082.27	\$2,147,230
Coal/Wood/Other Fuel	71	\$5.79	\$11,486
Housekeeping Supplies	143	\$1,026.66	\$2,036,900
Laundry and Cleaning Supplies	145	\$286.31	\$568,046
Postage and Stationery	143	\$241.78	\$479,686
Other HH Products (2)	142	\$498.57	\$989,168
Household Textiles	151	\$149.34	\$296,298
Bathroom Linens	153	\$22.40	\$44,438
Bedroom Linens	152	\$77.31	\$153,391
Kitchen, Dining Room and other Linens	160	\$19.16	\$38,005
Curtains and Draperies	145	\$23.26	\$46,140
Slipcovers, Decorative Pillows	141	\$7.22	\$14,325
Furniture	155	\$946.57	\$1,877,990
Mattresses and Box Springs	155	\$187.60	\$372,196
Other Bedroom Furniture	162	\$171.40	\$340,054
Sofas	155	\$265.03	\$525,817
Living Room Chairs	139	\$78.07	\$154,893
Living Room Tables	157	\$22.76	\$45,152
Kitchen, Dining Room Furniture	149	\$73.52	\$145,857
Infant Furniture	157	\$18.84	\$37,388
Outdoor Furniture	155	\$51.48	\$102,133
Wall Units, Cabinets, Other Furniture (3)	161	\$77.87	\$154,500
Major Appliances	145	\$504.91	\$1,001,740
Dishwashers and Disposals	151	\$48.40	\$96,028
Refrigerators and Freezers	151	\$163.53	\$324,439
Clothes Washers & Dryers	148	\$139.52	\$276,810
Cooking Stoves and Ovens	146	\$75.55	\$149,901
Microwave Ovens	137	\$21.76	\$43,175
Window Air Conditioners	104	\$8.03	\$15,941
Electric Floor Cleaning Equipment	143	\$37.00	\$73,410
Sewing Machines and Miscellaneous Appliances	92	\$11.11	\$22,036

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



House and Home Expenditures

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

Prepared by Charlotte Hollkamp
Latitude: 38.28861
Longitude: -85.51168

	Spending Potential Index	Average Amount Spent	Total
Other Household Furnishings and Equipment			
Rugs	130	\$32.00	\$63,486
Housewares	144	\$149.40	\$296,417
Small Appliances	144	\$70.34	\$139,553
Sewing/Needlework/Quilt Materials/Items	140	\$17.90	\$35,518
Window Coverings	145	\$31.74	\$62,967
Lamps/Lighting Fixtures/Ceiling Fans	152	\$62.62	\$124,245
Infant Equipment	146	\$46.62	\$92,498
Rental of Furniture	144	\$10.11	\$20,061
Laundry and Cleaning Equipment	147	\$41.23	\$81,805
Closet and Storage Items	151	\$37.17	\$73,742
Luggage	166	\$22.85	\$45,338
Clocks and Other Household Decoratives	160	\$310.58	\$616,198
Telephones and Accessories	164	\$115.59	\$229,337
Grills and Outdoor Equipment	158	\$44.10	\$87,486
Power Tools	145	\$76.18	\$151,138
Hand Tools	162	\$13.43	\$26,638
Office Furniture/Equipment for Home Use	161	\$23.81	\$47,248
Computers and Hardware for Home Use	155	\$264.30	\$524,374
Portable Memory	162	\$8.82	\$17,500
Computer Software	156	\$16.46	\$32,648
Computer Accessories	155	\$29.14	\$57,806
Other Household Appliances	143	\$25.54	\$50,671
Misc Equipment incl Ladders/Sheds/Etc	152	\$123.64	\$245,299

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

September 17, 2018



House and Home Expenditures

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

Prepared by Charlotte Hollkamp
Latitude: 38.28861
Longitude: -85.51168

2018 Housing Summary		2018 Demographic Summary	
Housing Units	18,097	Population	45,494
2018-2023 Percent Change	5.40%	Households	17,388
Percent Occupied	96.1%	Families	12,354
Percent Owner Households	73.1%	Median Age	38.9
Median Home Value	\$269,859	Median Household Income	\$88,522
	Spending Potential Index	Average Amount Spent	Total
Owned Dwellings	158	\$17,792.13	\$309,369,513
Mortgage Interest	164	\$5,885.22	\$102,332,160
Mortgage Principal	161	\$3,065.58	\$53,304,240
Property Taxes	151	\$3,804.32	\$66,149,442
Homeowners Insurance	148	\$795.47	\$13,831,616
Ground Rent	127	\$92.85	\$1,614,546
Maintenance and Remodeling Services	159	\$3,250.15	\$56,513,619
Maintenance and Remodeling Materials	151	\$739.59	\$12,859,967
Property Management and Security	153	\$158.96	\$2,763,921
Rented Dwellings	112	\$5,550.51	\$96,512,339
Rent	112	\$5,409.69	\$94,063,615
Renters' Insurance	119	\$33.92	\$589,827
Maintenance and Repair Services	142	\$77.99	\$1,356,071
Maintenance and Repair Materials	131	\$28.92	\$502,826
Other Lodging	158	\$903.29	\$15,706,332
Owned Vacation Homes	157	\$797.22	\$13,861,996
Mortgage Payment	164	\$270.03	\$4,695,303
Property Taxes	149	\$210.30	\$3,656,697
Homeowners Insurance	132	\$29.71	\$516,614
Maintenance and Remodeling	161	\$245.02	\$4,260,337
Property Management and Security	152	\$42.16	\$733,045
Housing While Attending School	165	\$106.07	\$1,844,336
Household Operations	149	\$2,974.67	\$51,723,500
Child Care	156	\$802.02	\$13,945,520
Care for Elderly or Handicapped	136	\$87.23	\$1,516,723
Appliance Rental and Repair	149	32	559,525
Computer Information Services	137	\$746.90	\$12,987,164
Home Security System Services	164	\$64.61	\$1,123,387
Non-Apparel Household Laundry/Dry Cleaning	148	\$40.43	\$702,974
Housekeeping Services	164	\$319.67	\$5,558,439
Lawn and Garden	149	\$641.90	\$11,161,317
Moving/Storage/Freight Express	152	\$98.11	\$1,705,964
Installation of Computers	138	\$0.69	\$11,917
PC Repair (Personal Use)	145	\$8.62	\$149,893
Reupholstering/Furniture Repair	153	\$12.16	\$211,486
Termite/Pest Control	157	\$53.97	\$938,394
Water Softening Services	153	\$12.02	\$208,983
Internet Services Away from Home	147	\$13.67	\$237,660
Other Home Services (1)	159	\$40.50	\$704,152

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



House and Home Expenditures

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

Prepared by Charlotte Hollkamp
Latitude: 38.28861
Longitude: -85.51168

	Spending Potential Index	Average Amount Spent	Total
Utilities, Fuels, Public Services	138	\$6,855.66	\$119,206,277
Bottled Gas	115	\$57.54	\$1,000,488
Electricity	136	\$2,509.64	\$43,637,698
Fuel Oil	115	\$77.53	\$1,348,175
Natural Gas	137	\$691.23	\$12,019,120
Phone Services	139	\$2,459.52	\$42,766,194
Water and Other Public Services	148	\$1,051.88	\$18,290,155
Coal/Wood/Other Fuel	102	\$8.31	\$144,448
Housekeeping Supplies	141	\$1,011.38	\$17,585,902
Laundry and Cleaning Supplies	140	\$275.48	\$4,790,132
Postage and Stationery	144	\$244.02	\$4,243,025
Other HH Products (2)	140	\$491.88	\$8,552,745
Household Textiles	147	\$144.90	\$2,519,481
Bathroom Linens	143	\$20.89	\$363,198
Bedroom Linens	145	\$73.90	\$1,285,001
Kitchen, Dining Room and other Linens	161	\$19.23	\$334,454
Curtains and Draperies	146	\$23.52	\$409,021
Slipcovers, Decorative Pillows	144	\$7.35	\$127,808
Furniture	149	\$911.96	\$15,857,204
Mattresses and Box Springs	148	\$179.54	\$3,121,903
Other Bedroom Furniture	148	\$156.07	\$2,713,734
Sofas	150	\$255.46	\$4,441,949
Living Room Chairs	143	\$80.48	\$1,399,462
Living Room Tables	147	\$21.35	\$371,219
Kitchen, Dining Room Furniture	150	\$73.89	\$1,284,877
Infant Furniture	144	\$17.20	\$299,136
Outdoor Furniture	163	\$53.97	\$938,414
Wall Units, Cabinets, Other Furniture (3)	153	\$73.99	\$1,286,510
Major Appliances	145	\$506.91	\$8,814,208
Dishwashers and Disposals	154	\$49.38	\$858,612
Refrigerators and Freezers	150	\$162.49	\$2,825,365
Clothes Washers & Dryers	144	\$135.82	\$2,361,560
Cooking Stoves and Ovens	150	\$77.83	\$1,353,253
Microwave Ovens	138	\$21.87	\$380,306
Window Air Conditioners	116	\$8.93	\$155,343
Electric Floor Cleaning Equipment	141	\$36.43	\$633,468
Sewing Machines and Miscellaneous Appliances	117	\$14.16	\$246,301

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



House and Home Expenditures

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

Prepared by Charlotte Hollkamp
Latitude: 38.28861
Longitude: -85.51168

	Spending Potential Index	Average Amount Spent	Total
Other Household Furnishings and Equipment			
Rugs	143	\$35.17	\$611,599
Housewares	145	\$150.50	\$2,616,822
Small Appliances	140	\$68.43	\$1,189,918
Sewing/Needlework/Quilt Materials/Items	143	\$18.37	\$319,337
Window Coverings	156	\$34.14	\$593,657
Lamps/Lighting Fixtures/Ceiling Fans	153	\$63.02	\$1,095,843
Infant Equipment	136	\$43.58	\$757,741
Rental of Furniture	116	\$8.16	\$141,895
Laundry and Cleaning Equipment	141	\$39.51	\$686,973
Closet and Storage Items	151	\$37.14	\$645,753
Luggage	157	\$21.57	\$375,061
Clocks and Other Household Decoratives	159	\$309.03	\$5,373,380
Telephones and Accessories	153	\$107.27	\$1,865,171
Grills and Outdoor Equipment	157	\$43.93	\$763,782
Power Tools	142	\$74.35	\$1,292,806
Hand Tools	147	\$12.16	\$211,373
Office Furniture/Equipment for Home Use	155	\$22.90	\$398,255
Computers and Hardware for Home Use	148	\$251.80	\$4,378,381
Portable Memory	151	\$8.20	\$142,562
Computer Software	147	\$15.50	\$269,574
Computer Accessories	149	\$28.11	\$488,769
Other Household Appliances	146	\$26.17	\$455,112
Misc Equipment incl Ladders/Sheds/Etc	151	\$122.61	\$2,131,977

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

September 17, 2018



House and Home Expenditures

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

Prepared by Charlotte Hollkamp
Latitude: 38.28861
Longitude: -85.51168

2018 Housing Summary		2018 Demographic Summary		
Housing Units	49,731	Population	120,918	
2018-2023 Percent Change	5.43%	Households	47,703	
Percent Occupied	95.9%	Families	32,665	
Percent Owner Households	71.8%	Median Age	41.0	
Median Home Value	\$266,211	Median Household Income	\$87,458	
		Spending Potential Index	Average Amount Spent	Total
Owned Dwellings		152	\$17,074.56	\$814,507,814
Mortgage Interest		154	\$5,510.53	\$262,868,742
Mortgage Principal		152	\$2,907.18	\$138,681,250
Property Taxes		150	\$3,787.80	\$180,689,391
Homeowners Insurance		143	\$773.45	\$36,896,055
Ground Rent		123	\$89.96	\$4,291,474
Maintenance and Remodeling Services		153	\$3,133.10	\$149,458,493
Maintenance and Remodeling Materials		147	\$718.85	\$34,291,096
Property Management and Security		148	\$153.69	\$7,331,314
Rented Dwellings		109	\$5,394.92	\$257,353,738
Rent		109	\$5,258.74	\$250,857,765
Renters' Insurance		116	\$33.23	\$1,585,216
Maintenance and Repair Services		138	\$75.62	\$3,607,437
Maintenance and Repair Materials		124	\$27.32	\$1,303,320
Other Lodging		154	\$881.26	\$42,038,609
Owned Vacation Homes		154	\$780.48	\$37,231,076
Mortgage Payment		157	\$257.80	\$12,297,886
Property Taxes		150	\$211.51	\$10,089,857
Homeowners Insurance		133	\$29.75	\$1,419,152
Maintenance and Remodeling		158	\$239.33	\$11,416,992
Property Management and Security		152	\$42.08	\$2,007,191
Housing While Attending School		156	\$100.78	\$4,807,532
Household Operations		143	\$2,847.01	\$135,811,097
Child Care		145	\$746.03	\$35,588,037
Care for Elderly or Handicapped		142	\$90.98	\$4,339,882
Appliance Rental and Repair		144	31	1,484,313
Computer Information Services		133	\$724.32	\$34,552,328
Home Security System Services		154	\$60.65	\$2,893,219
Non-Apparel Household Laundry/Dry Cleaning		142	\$38.78	\$1,849,967
Housekeeping Services		156	\$304.05	\$14,504,316
Lawn and Garden		145	\$624.21	\$29,776,700
Moving/Storage/Freight Express		142	\$91.87	\$4,382,456
Installation of Computers		128	\$0.64	\$30,715
PC Repair (Personal Use)		141	\$8.39	\$400,010
Reupholstering/Furniture Repair		151	\$11.97	\$570,798
Termite/Pest Control		148	\$51.14	\$2,439,538
Water Softening Services		142	\$11.14	\$531,561
Internet Services Away from Home		136	\$12.66	\$603,909
Other Home Services (1)		154	\$39.06	\$1,863,347

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



House and Home Expenditures

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

Prepared by Charlotte Hollkamp
Latitude: 38.28861
Longitude: -85.51168

	Spending Potential Index	Average Amount Spent	Total
Utilities, Fuels, Public Services	134	\$6,636.55	\$316,583,261
Bottled Gas	116	\$58.06	\$2,769,633
Electricity	131	\$2,413.65	\$115,138,247
Fuel Oil	130	\$87.65	\$4,181,210
Natural Gas	138	\$697.75	\$33,284,925
Phone Services	134	\$2,372.27	\$113,164,596
Water and Other Public Services	141	\$998.45	\$47,629,258
Coal/Wood/Other Fuel	107	\$8.71	\$415,392
Housekeeping Supplies	136	\$976.82	\$46,597,213
Laundry and Cleaning Supplies	134	\$264.60	\$12,622,405
Postage and Stationery	140	\$237.08	\$11,309,439
Other HH Products (2)	135	\$475.14	\$22,665,369
Household Textiles	141	\$138.83	\$6,622,842
Bathroom Linens	136	\$19.92	\$950,026
Bedroom Linens	139	\$70.75	\$3,375,184
Kitchen, Dining Room and other Linens	152	\$18.24	\$870,212
Curtains and Draperies	142	\$22.78	\$1,086,582
Slipcovers, Decorative Pillows	140	\$7.15	\$340,838
Furniture	142	\$870.29	\$41,515,237
Mattresses and Box Springs	141	\$171.52	\$8,181,799
Other Bedroom Furniture	139	\$146.65	\$6,995,749
Sofas	143	\$243.82	\$11,630,794
Living Room Chairs	140	\$78.71	\$3,754,786
Living Room Tables	141	\$20.39	\$972,531
Kitchen, Dining Room Furniture	144	\$71.06	\$3,389,958
Infant Furniture	137	\$16.45	\$784,552
Outdoor Furniture	157	\$51.97	\$2,479,244
Wall Units, Cabinets, Other Furniture (3)	144	\$69.72	\$3,325,824
Major Appliances	140	\$486.93	\$23,228,240
Dishwashers and Disposals	148	\$47.45	\$2,263,342
Refrigerators and Freezers	143	\$154.68	\$7,378,849
Clothes Washers & Dryers	137	\$129.59	\$6,181,984
Cooking Stoves and Ovens	144	\$74.81	\$3,568,499
Microwave Ovens	134	\$21.38	\$1,019,967
Window Air Conditioners	119	\$9.14	\$435,912
Electric Floor Cleaning Equipment	136	\$35.19	\$1,678,876
Sewing Machines and Miscellaneous Appliances	121	\$14.69	\$700,811

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



House and Home Expenditures

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

Prepared by Charlotte Hollkamp
Latitude: 38.28861
Longitude: -85.51168

	Spending Potential Index	Average Amount Spent	Total
Other Household Furnishings and Equipment			
Rugs	142	\$34.96	\$1,667,592
Housewares	141	\$145.97	\$6,963,117
Small Appliances	135	\$66.20	\$3,157,856
Sewing/Needlework/Quilt Materials/Items	140	\$17.93	\$855,325
Window Coverings	152	\$33.27	\$1,587,208
Lamps/Lighting Fixtures/Ceiling Fans	148	\$60.97	\$2,908,444
Infant Equipment	130	\$41.46	\$1,977,813
Rental of Furniture	112	\$7.90	\$376,820
Laundry and Cleaning Equipment	135	\$38.00	\$1,812,657
Closet and Storage Items	146	\$35.90	\$1,712,539
Luggage	148	\$20.35	\$970,891
Clocks and Other Household Decoratives	152	\$294.58	\$14,052,360
Telephones and Accessories	142	\$99.92	\$4,766,468
Grills and Outdoor Equipment	151	\$42.17	\$2,011,496
Power Tools	135	\$70.78	\$3,376,425
Hand Tools	137	\$11.38	\$542,626
Office Furniture/Equipment for Home Use	148	\$21.89	\$1,044,434
Computers and Hardware for Home Use	141	\$241.00	\$11,496,385
Portable Memory	142	\$7.75	\$369,505
Computer Software	140	\$14.82	\$706,799
Computer Accessories	143	\$26.95	\$1,285,706
Other Household Appliances	139	\$24.86	\$1,185,709
Misc Equipment incl Ladders/Sheds/Etc	144	\$117.18	\$5,589,973

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

September 17, 2018