



Recreation Expenditures

Anchorage Plaza
12903 Factory Ln, Louisville, Kentucky, 40245
Ring: 1 mile radius

Prepared by Charlotte Hollkamp
Latitude: 38.28833
Longitude: -85.51225

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

Anchorage Plaza
12903 Factory Ln, Louisville, Kentucky, 40245
Ring: 3 mile radius

Prepared by Charlotte Hollkamp
Latitude: 38.28833
Longitude: -85.51225

Demographic Summary		2019	2024
Population		45,839	47,952
Households		17,617	18,493
Families		12,466	13,011
Median Age		39.1	39.9
Median Household Income		\$96,598	\$107,308
	Spending Potential Index	Average Amount Spent	Total
Tv/Video/Audio	139	\$1,704.12	\$30,021,553
Cable & Satellite Television Services	136	\$1,200.18	\$21,143,608
Televisions & Video	146	\$354.63	\$6,247,438
Audio	149	\$145.17	\$2,557,439
Rental of TV/VCR/Radio/Sound Equipment	97	\$0.77	\$13,519
Repair of TV/Radio/Sound Equipment	143	\$3.38	\$59,549
Entertainment/Recreation Fees and Admissions	158	\$1,123.99	\$19,801,310
Tickets to Theatre/Operas/Concerts	152	\$114.42	\$2,015,703
Tickets to Movies	155	\$84.69	\$1,491,959
Tickets to Parks or Museums	146	\$47.16	\$830,784
Admission to Sporting Events, excl.Trips	156	\$98.15	\$1,729,029
Fees for Participant Sports, excl.Trips	162	\$173.88	\$3,063,173
Fees for Recreational Lessons	163	\$234.16	\$4,125,275
Membership Fees for Social/Recreation/Civic Clubs	157	\$370.59	\$6,528,675
Dating Services	136	\$0.95	\$16,712
Toys/Games/Crafts/Hobbies	148	\$174.91	\$3,081,403
Toys/Games/Arts/Crafts/Tricycles	148	\$149.43	\$2,632,476
Playground Equipment	155	\$6.51	\$114,634
Play Arcade Pinball/Video Games	171	\$7.03	\$123,839
Online Entertainment and Games	138	\$6.14	\$108,183
Stamp & Coin Collecting	136	\$5.81	\$102,272
Recreational Vehicles and Fees	146	\$233.59	\$4,115,205
Docking and Landing Fees for Boats and Planes	157	\$14.93	\$263,041
Camp Fees	149	\$99.94	\$1,760,562
Payments on Boats/Trailers/Campers/RVs	140	\$82.20	\$1,448,173
Rental of Boats/Trailers/Campers/RVs	148	\$36.52	\$643,428
Sports, Recreation and Exercise Equipment	162	\$334.83	\$5,898,733
Exercise Equipment and Gear, Game Tables	158	\$102.93	\$1,813,271
Bicycles	155	\$46.01	\$810,626
Camping Equipment	163	\$32.37	\$570,202
Hunting and Fishing Equipment	167	\$117.22	\$2,064,995
Winter Sports Equipment	157	\$8.51	\$149,926
Water Sports Equipment	172	\$12.94	\$227,922
Other Sports Equipment	163	\$10.81	\$190,377
Rental/Repair of Sports/Recreation/Exercise Equipment	160	\$4.05	\$71,414
Photographic Equipment and Supplies	153	\$79.48	\$1,400,169
Film	143	\$1.13	\$19,963
Film Processing	155	\$12.21	\$215,074
Photographic Equipment	158	\$32.19	\$567,176
Photographer Fees/Other Supplies & Equip Rental/Repair	147	\$33.94	\$597,956
Reading	148	\$157.54	\$2,775,371
Magazine/Newspaper Subscriptions	142	\$53.04	\$934,418
Magazine/Newspaper Single Copies	132	\$8.75	\$154,091
Books	154	\$57.44	\$1,011,883
Digital Book Readers	151	\$38.31	\$674,979

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

Anchorage Plaza
12903 Factory Ln, Louisville, Kentucky, 40245
Ring: 5 mile radius

Prepared by Charlotte Hollkamp
Latitude: 38.28833
Longitude: -85.51225

Demographic Summary		2019	2024
Population		122,833	130,039
Households		48,681	51,568
Families		33,293	35,137
Median Age		41.2	42.1
Median Household Income		\$95,830	\$107,125
	Spending Potential Index	Average Amount Spent	Total
Tv/Video/Audio	136	\$1,660.29	\$80,824,520
Cable & Satellite Television Services	134	\$1,179.09	\$57,399,113
Televisions & Video	139	\$338.30	\$16,468,891
Audio	142	\$138.90	\$6,761,620
Rental of TV/VCR/Radio/Sound Equipment	103	\$0.81	\$39,330
Repair of TV/Radio/Sound Equipment	136	\$3.20	\$155,566
Entertainment/Recreation Fees and Admissions	153	\$1,088.01	\$52,965,266
Tickets to Theatre/Operas/Concerts	152	\$114.16	\$5,557,612
Tickets to Movies	145	\$79.29	\$3,859,749
Tickets to Parks or Museums	141	\$45.57	\$2,218,376
Admission to Sporting Events, excl.Trips	152	\$95.95	\$4,671,015
Fees for Participant Sports, excl.Trips	155	\$166.74	\$8,116,842
Fees for Recreational Lessons	156	\$223.29	\$10,870,150
Membership Fees for Social/Recreation/Civic Clubs	153	\$362.05	\$17,625,008
Dating Services	137	\$0.96	\$46,514
Toys/Games/Crafts/Hobbies	141	\$166.54	\$8,107,108
Toys/Games/Arts/Crafts/Tricycles	141	\$142.04	\$6,914,446
Playground Equipment	142	\$5.98	\$291,169
Play Arcade Pinball/Video Games	152	\$6.24	\$303,765
Online Entertainment and Games	133	\$5.94	\$289,211
Stamp & Coin Collecting	148	\$6.34	\$308,517
Recreational Vehicles and Fees	145	\$232.02	\$11,294,933
Docking and Landing Fees for Boats and Planes	158	\$15.05	\$732,784
Camp Fees	154	\$103.09	\$5,018,432
Payments on Boats/Trailers/Campers/RVs	135	\$79.01	\$3,846,272
Rental of Boats/Trailers/Campers/RVs	141	\$34.87	\$1,697,445
Sports, Recreation and Exercise Equipment	152	\$314.67	\$15,318,244
Exercise Equipment and Gear, Game Tables	153	\$99.87	\$4,861,722
Bicycles	147	\$43.59	\$2,121,798
Camping Equipment	151	\$29.98	\$1,459,378
Hunting and Fishing Equipment	152	\$106.99	\$5,208,446
Winter Sports Equipment	151	\$8.19	\$398,494
Water Sports Equipment	159	\$11.97	\$582,542
Other Sports Equipment	153	\$10.18	\$495,432
Rental/Repair of Sports/Recreation/Exercise Equipment	155	\$3.91	\$190,432
Photographic Equipment and Supplies	146	\$76.31	\$3,714,945
Film	141	\$1.11	\$53,922
Film Processing	151	\$11.85	\$576,851
Photographic Equipment	149	\$30.43	\$1,481,286
Photographer Fees/Other Supplies & Equip Rental/Repair	143	\$32.93	\$1,602,885
Reading	146	\$155.58	\$7,573,865
Magazine/Newspaper Subscriptions	147	\$54.78	\$2,666,831
Magazine/Newspaper Single Copies	136	\$9.04	\$439,896
Books	149	\$55.58	\$2,705,660
Digital Book Readers	143	\$36.18	\$1,761,478

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