



House and Home Expenditures

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

Prepared by Charlotte Hollkamp
Latitude: 38.28833
Longitude: -85.51225

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
Owned Dwellings		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
Rented Dwellings		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
Other Lodging		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
Household Operations		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.

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	Spending Potential Index	Average Amount Spent	Total
Utilities, Fuels, Public Services	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
Housekeeping Supplies	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
Household Textiles	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
Furniture	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
Major Appliances	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.

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	Spending Potential Index	Average Amount Spent	Total
Other Household Furnishings and Equipment			
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.

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2019 Housing Summary		2019 Demographic Summary	
Housing Units	18,505	Population	45,839
2019-2024 Percent Change	4.77%	Households	17,617
Percent Occupied	95.2%	Families	12,466
Percent Owner Households	73.9%	Median Age	39.1
Median Home Value	\$285,316	Median Household Income	\$96,598
	Spending Potential Index	Average Amount Spent	Total
Owned Dwellings	157	\$20,101.15	\$354,121,878
Mortgage Interest	164	\$6,219.97	\$109,577,297
Mortgage Principal	160	\$3,058.01	\$53,872,922
Property Taxes	150	\$3,879.21	\$68,339,979
Homeowners Insurance	148	\$816.56	\$14,385,268
Ground Rent	128	\$92.55	\$1,630,428
Maintenance and Remodeling Services	160	\$3,408.34	\$60,044,778
Maintenance and Remodeling Materials	149	\$729.82	\$12,857,205
Property Management and Security	155	\$162.87	\$2,869,361
Rented Dwellings	113	\$5,815.75	\$102,456,154
Rent	113	\$5,674.18	\$99,962,068
Renters' Insurance	123	\$35.76	\$629,999
Maintenance and Repair Services	138	\$75.19	\$1,324,683
Maintenance and Repair Materials	115	\$30.62	\$539,405
Other Lodging	156	\$901.41	\$15,880,161
Owned Vacation Homes	156	\$803.50	\$14,155,287
Principal Paid on Home Loans	161	\$118.21	\$2,082,482
Closing Costs	148	\$28.50	\$502,058
Interest Paid on Home Loans	161	\$164.85	\$2,904,156
Property Taxes	151	\$209.38	\$3,688,654
Homeowners Insurance	129	\$27.14	\$478,122
Maintenance and Remodeling	160	\$220.79	\$3,889,626
Property Management and Security	152	\$34.64	\$610,189
Housing While Attending School	156	\$97.91	\$1,724,874
Household Operations	150	\$3,098.51	\$54,586,453
Child Care	157	\$800.81	\$14,107,867
Care for Elderly or Handicapped	136	\$98.53	\$1,735,721
Appliance Rental and Repair	151	\$30.84	\$543,390
Computer Information Services	138	\$803.90	\$14,162,245
Home Security System Services	161	\$66.95	\$1,179,446
Non-Apparel Household Laundry/Dry Cleaning	147	\$41.35	\$728,378
Housekeeping Services	164	\$303.46	\$5,346,097
Lawn and Garden	149	\$701.21	\$12,353,247
Moving/Storage/Freight Express	152	\$100.98	\$1,779,043
Installation of Computers	154	\$0.94	\$16,521
PC Repair (Personal Use)	149	\$9.62	\$169,463
Reupholstering/Furniture Repair	157	\$15.41	\$271,390
Termite/Pest Control	158	\$56.94	\$1,003,191
Water Softening Services	151	\$9.66	\$170,129
Internet Services Away from Home	147	\$12.21	\$215,159
Other Home Services (1)	161	\$45.70	\$805,167

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	Spending Potential Index	Average Amount Spent	Total
Utilities, Fuels, Public Services	140	\$6,791.41	\$119,644,228
Bottled Gas	116	\$52.54	\$925,657
Electricity	137	\$2,465.01	\$43,426,063
Fuel Oil	119	\$71.29	\$1,255,993
Natural Gas	140	\$660.19	\$11,630,613
Phone Services	140	\$2,452.97	\$43,214,056
Water and Other Public Services	149	\$1,082.51	\$19,070,648
Coal/Wood/Other Fuel	100	\$6.88	\$121,198
Housekeeping Supplies	143	\$1,072.76	\$18,898,813
Laundry and Cleaning Supplies	140	\$291.58	\$5,136,703
Postage and Stationery	146	\$262.83	\$4,630,199
Other HH Products (2)	144	\$518.36	\$9,131,911
Household Textiles	146	\$146.08	\$2,573,492
Bathroom Linens	144	\$22.80	\$401,635
Bedroom Linens	146	\$77.36	\$1,362,820
Kitchen, Dining Room and other Linens	150	\$16.61	\$292,666
Curtains and Draperies	147	\$21.91	\$386,075
Slipcovers, Decorative Pillows	143	\$7.40	\$130,297
Furniture	150	\$921.03	\$16,225,857
Mattresses and Box Springs	146	\$174.91	\$3,081,441
Other Bedroom Furniture	153	\$162.44	\$2,861,678
Sofas	148	\$259.93	\$4,579,133
Living Room Chairs	145	\$75.39	\$1,328,153
Living Room Tables	153	\$24.49	\$431,498
Kitchen, Dining Room Furniture	148	\$67.31	\$1,185,716
Infant Furniture	152	\$20.86	\$367,555
Outdoor Furniture	164	\$64.04	\$1,128,259
Wall Units, Cabinets, Other Furniture (3)	157	\$71.66	\$1,262,426
Major Appliances	149	\$525.66	\$9,260,543
Dishwashers and Disposals	159	\$52.95	\$932,878
Refrigerators and Freezers	154	\$173.69	\$3,059,972
Clothes Washers & Dryers	147	\$137.20	\$2,417,122
Cooking Stoves and Ovens	151	\$79.39	\$1,398,669
Microwave Ovens	137	\$22.10	\$389,302
Window Air Conditioners	109	\$8.29	\$146,039
Electric Floor Cleaning Equipment	143	\$37.53	\$661,141
Sewing Machines and Miscellaneous Appliances	120	\$14.50	\$255,420

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.

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	Spending Potential Index	Average Amount Spent	Total
Other Household Furnishings and Equipment			
Rugs	158	\$51.13	\$900,816
Housewares	147	\$156.51	\$2,757,243
Small Appliances	141	\$68.36	\$1,204,251
Sewing/Needlework/Quilt Materials/Items	144	\$18.68	\$329,005
Window Coverings	157	\$37.29	\$656,991
Lamps/Lighting Fixtures/Ceiling Fans	161	\$71.53	\$1,260,137
Infant Equipment	143	\$32.94	\$580,337
Rental of Furniture	118	\$8.25	\$145,396
Laundry and Cleaning Equipment	143	\$43.35	\$763,643
Closet and Storage Items	148	\$37.26	\$656,422
Luggage	154	\$21.50	\$378,746
Clocks and Other Household Decoratives	156	\$299.29	\$5,272,504
Telephones and Accessories	157	\$118.46	\$2,086,880
Grills and Outdoor Equipment	160	\$54.92	\$967,564
Power Tools	150	\$94.95	\$1,672,795
Hand Tools	143	\$13.38	\$235,699
Office Furniture/Equipment for Home Use	154	\$24.83	\$437,354
Computers and Hardware for Home Use	149	\$246.94	\$4,350,258
Portable Memory	150	\$6.68	\$117,685
Computer Software	146	\$14.82	\$261,085
Computer Accessories	152	\$28.83	\$507,979
Other Household Appliances	147	\$24.51	\$431,735
Misc Equipment incl Ladders/Sheds/Etc	150	\$134.27	\$2,365,405

(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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2019 Housing Summary		2019 Demographic Summary		
Housing Units	51,274	Population	122,833	
2019-2024 Percent Change	5.61%	Households	48,681	
Percent Occupied	94.9%	Families	33,293	
Percent Owner Households	72.8%	Median Age	41.2	
Median Home Value	\$285,259	Median Household Income	\$95,830	
		Spending Potential Index	Average Amount Spent	Total
Owned Dwellings		153	\$19,528.56	\$950,669,766
Mortgage Interest		155	\$5,907.80	\$287,597,561
Mortgage Principal		154	\$2,943.53	\$143,293,777
Property Taxes		150	\$3,894.03	\$189,565,057
Homeowners Insurance		145	\$796.69	\$38,783,514
Ground Rent		125	\$90.46	\$4,403,709
Maintenance and Remodeling Services		155	\$3,313.81	\$161,319,608
Maintenance and Remodeling Materials		146	\$714.82	\$34,798,170
Property Management and Security		151	\$158.17	\$7,699,969
Rented Dwellings		110	\$5,635.43	\$274,338,194
Rent		109	\$5,497.38	\$267,618,115
Renters' Insurance		119	\$34.57	\$1,683,023
Maintenance and Repair Services		135	\$73.74	\$3,589,623
Maintenance and Repair Materials		112	\$29.73	\$1,447,432
Other Lodging		158	\$912.89	\$44,440,310
Owned Vacation Homes		158	\$815.61	\$39,704,656
Principal Paid on Home Loans		158	\$115.54	\$5,624,706
Closing Costs		143	\$27.60	\$1,343,510
Interest Paid on Home Loans		155	\$158.73	\$7,726,964
Property Taxes		154	\$213.67	\$10,401,864
Homeowners Insurance		132	\$27.89	\$1,357,926
Maintenance and Remodeling		171	\$236.85	\$11,530,275
Property Management and Security		155	\$35.32	\$1,719,411
Housing While Attending School		155	\$97.28	\$4,735,655
Household Operations		144	\$2,993.38	\$145,720,609
Child Care		147	\$749.89	\$36,505,509
Care for Elderly or Handicapped		142	\$103.27	\$5,027,333
Appliance Rental and Repair		148	\$30.24	\$1,471,883
Computer Information Services		135	\$784.13	\$38,172,309
Home Security System Services		153	\$63.45	\$3,088,925
Non-Apparel Household Laundry/Dry Cleaning		143	\$40.17	\$1,955,441
Housekeeping Services		157	\$290.91	\$14,161,557
Lawn and Garden		147	\$690.23	\$33,601,183
Moving/Storage/Freight Express		144	\$95.77	\$4,662,252
Installation of Computers		152	\$0.93	\$45,158
PC Repair (Personal Use)		145	\$9.36	\$455,471
Reupholstering/Furniture Repair		154	\$15.04	\$732,052
Termite/Pest Control		152	\$54.70	\$2,662,687
Water Softening Services		144	\$9.17	\$446,413
Internet Services Away from Home		138	\$11.44	\$556,711
Other Home Services (1)		157	\$44.69	\$2,175,724

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.

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Utilities, Fuels, Public Services	136	\$6,602.32	\$321,407,646
Bottled Gas	118	\$53.46	\$2,602,391
Electricity	133	\$2,384.04	\$116,057,377
Fuel Oil	139	\$83.63	\$4,071,308
Natural Gas	141	\$665.11	\$32,378,060
Phone Services	136	\$2,377.13	\$115,721,115
Water and Other Public Services	142	\$1,031.25	\$50,202,121
Coal/Wood/Other Fuel	112	\$7.71	\$375,274
Housekeeping Supplies	139	\$1,038.75	\$50,567,386
Laundry and Cleaning Supplies	135	\$281.06	\$13,682,112
Postage and Stationery	142	\$256.34	\$12,478,750
Other HH Products (2)	139	\$501.36	\$24,406,524
Household Textiles	141	\$141.41	\$6,883,974
Bathroom Linens	137	\$21.72	\$1,057,578
Bedroom Linens	140	\$74.61	\$3,631,851
Kitchen, Dining Room and other Linens	148	\$16.38	\$797,560
Curtains and Draperies	144	\$21.49	\$1,046,390
Slipcovers, Decorative Pillows	140	\$7.20	\$350,597
Furniture	144	\$886.08	\$43,135,143
Mattresses and Box Springs	141	\$169.13	\$8,233,530
Other Bedroom Furniture	145	\$153.75	\$7,484,792
Sofas	142	\$249.96	\$12,168,329
Living Room Chairs	143	\$74.52	\$3,627,533
Living Room Tables	147	\$23.50	\$1,144,081
Kitchen, Dining Room Furniture	146	\$66.17	\$3,221,264
Infant Furniture	140	\$19.18	\$933,758
Outdoor Furniture	160	\$62.35	\$3,035,331
Wall Units, Cabinets, Other Furniture (3)	148	\$67.51	\$3,286,525
Major Appliances	143	\$507.65	\$24,712,997
Dishwashers and Disposals	155	\$51.74	\$2,518,525
Refrigerators and Freezers	147	\$166.07	\$8,084,299
Clothes Washers & Dryers	140	\$130.40	\$6,347,845
Cooking Stoves and Ovens	147	\$77.31	\$3,763,672
Microwave Ovens	135	\$21.85	\$1,063,569
Window Air Conditioners	112	\$8.53	\$415,192
Electric Floor Cleaning Equipment	139	\$36.53	\$1,778,107
Sewing Machines and Miscellaneous Appliances	126	\$15.24	\$741,788

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.

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	Spending Potential Index	Average Amount Spent	Total
Other Household Furnishings and Equipment			
Rugs	156	\$50.44	\$2,455,536
Housewares	143	\$152.35	\$7,416,323
Small Appliances	136	\$66.18	\$3,221,860
Sewing/Needlework/Quilt Materials/Items	141	\$18.23	\$887,680
Window Coverings	156	\$36.95	\$1,798,545
Lamps/Lighting Fixtures/Ceiling Fans	155	\$68.89	\$3,353,630
Infant Equipment	135	\$31.05	\$1,511,416
Rental of Furniture	114	\$7.98	\$388,481
Laundry and Cleaning Equipment	139	\$42.16	\$2,052,590
Closet and Storage Items	146	\$36.80	\$1,791,534
Luggage	147	\$20.56	\$1,001,095
Clocks and Other Household Decoratives	150	\$288.51	\$14,044,954
Telephones and Accessories	147	\$111.26	\$5,416,277
Grills and Outdoor Equipment	155	\$53.49	\$2,603,845
Power Tools	143	\$90.60	\$4,410,710
Hand Tools	136	\$12.75	\$620,714
Office Furniture/Equipment for Home Use	147	\$23.78	\$1,157,820
Computers and Hardware for Home Use	144	\$238.13	\$11,592,551
Portable Memory	143	\$6.37	\$310,235
Computer Software	141	\$14.29	\$695,545
Computer Accessories	147	\$27.80	\$1,353,395
Other Household Appliances	141	\$23.52	\$1,144,755
Misc Equipment incl Ladders/Sheds/Etc	144	\$129.17	\$6,288,152

(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