

1253 S Preston St, Louisville, Kentucky, 40203 Ring: 1 mile radius Prepared by Charlotte Hollkamp Latitude: 38.23219 Longitude: -85.74940

Social Security Set (9F) 17.7% Households 12,135 12,42 Citly Commons (11E) 13.3% Median Age 35.7 37.7 Traditional Living (12B) 9.2% Median Household Income \$2.87.79 \$12.37 Apparel and Services \$14.689.979 \$17.655.805 \$2.975.57 Meris \$2.392.971 \$3.476.623 \$555.85 Meris \$2.392.971 \$3.476.623 \$555.85 Women's \$2.4,897.700 \$5.16.668 \$979.65 Children's \$2.177.017 \$2.617.906 \$440.86 Foottwar \$3.461.560 \$4.162.587 \$701.00 Watches & Jeverly \$905.172 \$1.099.036 \$183.86 Computer \$2.975.35 \$84.55 \$2.975.57 Computer sond Hardware for Home Use \$1.199.188 \$1.441.460 \$2.275.67 Computer Sontware \$2.851 \$94.825 \$1.59.79 Computer Sontware \$2.081.972 \$2.236.6847 \$2.246.72 Portable Memory \$2.381.594.825 \$1.59.75 \$2	Top Tapestry Segments	Percent	Demographic Summary	2019	2024
City Commons (11E) 13.3% Families 3,972 4,03 College Towns (14E) 13.3% Median Age 35.7 373 Traditional Living (12B) 9.2% Median Household Income \$28,729 \$32,83 Projected Consumer Spanding Forecasted Demand Spending Growt Apparel and Services \$14,689,979 \$17,657,805 \$22,975,927 Meris \$2,882,971 \$3,476,823 \$3555,857 Wornen's \$4,837,009 \$5,816,668 \$979,06 Children's \$2,177,017 \$2,617,796 64400,85 Watches & Jeweiry \$905,172 \$1,089,036 \$183,86 Outrear \$2,177,017 \$2,617,906 \$44,85 Computers and Hardware for Home Use \$1,199,188 \$1,441,460 \$224,22,72 Computer Software \$2,86,817 \$44,825 \$55,59,59 Computer Software \$2,90,861,972 \$2,90,864 \$242,22,72 Portable Memory \$21,87,703 \$1,82,344 \$25,59,73 Computer Accessories \$1,26,43,73	Set to Impress (11D)	25.8%	Population	23,993	24,628
College Towns (148) 13.3% Median Age 35.7 37 Traditional Living (128) 9.2% Median Houshold Income \$28.729 \$20.24 Projects 2019 2024 Projects 20.39 Forecasted Demand Spending Crow Apparel and Services \$14.689,979 \$17.655.805 \$2.975.81 \$3.451.560 \$41.7657.805 \$5.815.668 \$577.65 Merin's \$2.349.1,560 \$41.62.557 \$577.05 \$577.65 Children's \$2.177.017 \$2.617.906 \$440.88 \$577.65 Footxeast Jewelry \$30451.560 \$41.62.557 \$701.010 Watches & Jewelry \$30451.560 \$41.62.557 \$701.010 Computer and Hardware for Home Use \$1.99.188 \$1.441.460 \$242.22 Portable Memory \$2.91.17 \$34.988 \$5.65 Computer Software \$78.851 \$94.825 \$51.597 Computer Software \$126.736 \$152.364 \$225.65 Entertainment & Recreation \$2.086.197 \$252.391 \$242.24.27 <tr< td=""><td>Social Security Set (9F)</td><td>17.7%</td><td>Households</td><td>12,135</td><td>12,487</td></tr<>	Social Security Set (9F)	17.7%	Households	12,135	12,487
Traditional Living (12B) 9.2% Median Household Income \$28,729 \$323.82 Consumer Spending Forecasted Demand Spending Growt Aparel and Services \$17,655,805 \$2,975,82 Men's \$2,882,971 \$3,478,823 \$353,85 Women's \$44,689,979 \$17,655,805 \$52,975,827 Men's \$2,827,171 \$2,617,606 \$440,88 Footwar \$3,461,560 \$44,068 \$979,607 Otward \$3,461,560 \$4,102,587 \$771,017 Otward \$3,461,560 \$4,102,587 \$771,017 Otward \$307,872 \$31,806 \$338,86 Apparel Products and Services (1) \$307,872 \$34,988 \$5,857 Computers and Hardware for Home Use \$1,199,188 \$1,41,460 \$22,227 Computer Accessories \$126,736 \$152,364 \$25,857,857 Computer Accessories \$126,736 \$152,364 \$252,858,871 \$379,851 Fores and Admissions \$4,318,474 \$551,3364 \$252,986,871 \$379,575 <t< td=""><td>City Commons (11E)</td><td>13.3%</td><td>Families</td><td>3,972</td><td>4,035</td></t<>	City Commons (11E)	13.3%	Families	3,972	4,035
Consumer Spending Forecasted Demand Spending Growt Apparel and Services \$14,689,379 \$17,665,805 \$2,975,805 Mem's \$2,892,971 \$3,478,823 \$585,855 Women's \$2,892,971 \$3,478,823 \$585,855 Children's \$2,177,017 \$2,617,906 \$440,85 Footwear \$3,461,560 \$4,162,587 \$7701,02 Watches & Jewelry \$905,172 \$1,089,036 \$183,86 Apparel Products and Services (1) \$4116,250 \$500,785 \$84,52 Computer Computer Sand Hardware for Home Use \$1,199,188 \$1,441,460 \$222,22 Computer Accessories \$126,736 \$15,2364 \$256,55 Computer Accessories \$126,736 \$152,364 \$256,55 Entertainment & Recreation \$20,861,972 \$25,866,477 \$44,224,87 Fees for Addmissions \$43,134,44 \$519,952 \$874,77 Membership Fees for Club (2) \$11,491,450 \$252,657 \$570,8971 \$374,77 Tickets to Movies \$387,660 \$464,241<	College Towns (14B)	13.3%	Median Age	35.7	37.1
Consumer Spending Percessited Demand Spending Growth Apparel and Services \$14,689,979 \$17,665,805 \$2,975,83 Monn's \$2,892,971 \$5,3478,823 \$585,85 Wornen's \$4,4637,009 \$5,516,668 \$979,857 Children's \$2,177,017 \$2,617,006 \$4440,88 Footwaar \$3,461,560 \$4,162,587 \$701,00 Watches & Jewelry \$905,172 \$1,089,036 \$183,88 Apparel Products and Services (1) \$416,250 \$500,785 \$844,57 Computers \$22,9117 \$34,988 \$5,83 Computer Software \$20,861,792 \$25,006,847 \$42,24,83 Computer Software \$20,861,792 \$25,206,847 \$42,24,83 Fees and Admissions \$44,318,474 \$5,193,258 \$874,75 Tickets to Theater (Operas/Concerts \$481,876 \$578,971 \$975,857 Tickets to Parks or Museums \$216,732 \$16,867,74 \$872,557 Tickets to Parks or Museums \$216,617,72 \$22,538,937,957,557 \$16,827 \$233	Traditional Living (12B)	9.2%	Median Household Income	\$28,729	\$32,834
Apparel and Services \$14,689,979 \$17,655,805 \$2,975,823 Men's \$2,892,971 \$3,478,823 \$585,85 Women's \$4,837,009 \$5,816,668 \$979,65 Children's \$2,177,017 \$2,617,906 \$440,88 Footwear \$3,461,550 \$4,162,557 \$701,02 Watches & Jewelry \$905,172 \$1,089,036 \$183,86 Apparel Products and Services (1) \$4162,550 \$500,755 \$844,53 Computers Total Hardware for Home Use \$1,199,188 \$1,441,453 \$94,825 \$15,90 Computer Sortware \$78,851 \$94,825 \$15,90 \$152,364 \$252,056 \$25,066 \$452,676 \$159,756 \$159,756 \$159,756 \$159,756 \$159,756 \$159,756 \$159,756 \$159,756 \$159,756 \$159,756 \$162,758 \$159,757 \$25,066,847 \$14,224,878 \$169,824,446 \$258,667 \$162,746 \$255,667 \$162,746 \$255,667 \$162,746 \$255,757 \$162,758 \$162,758 \$162,758,771 \$162,758 <td< td=""><td></td><td></td><td>2019</td><td>2024</td><td>Projected</td></td<>			2019	2024	Projected
Apparel and Services \$14,689,979 \$17,655,805 \$2,975,823 Men's \$2,892,971 \$3,478,823 \$585,85 Women's \$4,837,009 \$5,816,668 \$979,65 Children's \$2,177,017 \$2,617,906 \$440,88 Footwear \$3,461,550 \$4,162,557 \$701,02 Watches & Jewelry \$905,172 \$1,089,036 \$183,86 Apparel Products and Services (1) \$4162,550 \$500,755 \$844,53 Computers Total Hardware for Home Use \$1,199,188 \$1,441,453 \$94,825 \$15,90 Computer Sortware \$78,851 \$94,825 \$15,90 \$152,364 \$252,056 \$25,066 \$452,676 \$159,756 \$159,756 \$159,756 \$159,756 \$159,756 \$159,756 \$159,756 \$159,756 \$159,756 \$159,756 \$162,758 \$159,757 \$25,066,847 \$14,224,878 \$169,824,446 \$258,667 \$162,746 \$255,667 \$162,746 \$255,667 \$162,746 \$255,757 \$162,758 \$162,758 \$162,758,771 \$162,758 <td< th=""><th></th><th></th><th>Consumer Spending</th><th>Forecasted Demand</th><th>Spending Growth</th></td<>			Consumer Spending	Forecasted Demand	Spending Growth
Men's \$2,892,971 \$3,478,823 \$585,86 Women's \$4,837,709 \$5,816,668 \$979,65 Children's \$2,177,017 \$2,617,906 \$440,88 Footwaar \$3,461,500 \$4,162,587 \$7011,07 Watches & Jeweiry \$905,172 \$1,089,036 \$183,86 Apparel Products and Services (1) \$416,250 \$500,785 \$\$44,57 Computers and Hardware for Home Use \$1,199,188 \$1,441,460 \$222,27 Portable Memory \$22,9117 \$34,988 \$5,83 Computer Accessories \$12,6736 \$152,364 \$25,65 Computer Accessories \$20,861,972 \$25,086,847 \$42,24,85 Fees and Admissions \$4,318,474 \$5,139,258 \$874,75 Membership Fees for Clubs (2) \$1,407,352 \$1,692,446 \$225,06 Fees for Participant Sports, excl. Trips \$632,809 \$760,808 \$127,99 Tickets to Theat re/Operas/Concerts \$481,376 \$578,971 \$975,55 Tickets to Parks or Museums \$210,604 \$253,31 \$42	Apparel and Services			\$17,665,805	\$2,975,826
Women's \$4,837,009 \$5,816,668 \$979,65 Children's \$2,177,017 \$2,617,906 \$440,88 Footwear \$3,461,560 \$44,162,587 \$701,02 Watches & Jewelry \$905,172 \$1,089,036 \$183,86 Apparel Products and Services (1) \$416,250 \$500,755 \$84,52 Computers and Hardware for Home Use \$1,199,188 \$1,441,460 \$224,22 Portable Memory \$29,117 \$34,988 \$53,03 Computer SortWare \$78,851 \$94,825 \$15,93 Computer Accessories \$120,661,972 \$25,086,847 \$44,224,63 Frees and Admissions \$4,318,474 \$51,932,558 \$874,72 Membership Fees for Clubs (2) \$1,407,352 \$1,692,446 \$225,656 Fitckets to Marks or Museums \$210,646 \$253,391 \$47,72 Tickets to Narks or Museums \$210,646 \$253,391 \$42,74 Admission to Sporting Events, excl. Trips \$385,767 \$464,241 \$78,82 Tickets to Narks or Museums \$210,646 \$253,391					\$585,852
Children's \$2,177,017 \$2,617,906 \$4440,86 Footwear \$3,461,560 \$4,162,587 \$701,00 Watches & Jewelry \$905,172 \$1,089,036 \$183,86 Apparel Products and Services (1) \$416,250 \$500,785 \$84,52 Computers \$29,117 \$34,988 \$55,85 Computer Software \$78,851 \$94,825 \$15,90 Computer Accessories \$126,736 \$152,2364 \$226,817 Fees and Admissions \$4,318,474 \$5,193,258 \$874,75 Membership Fees for Clubs (2) \$1,407,352 \$1,662,446 \$228,917 Tickets to Theatr/Operas/Concerts \$481,376 \$578,971 \$97,52 Tickets to Theatr/Operas/Concerts \$481,376 \$578,971 \$97,52 Tickets to Parks of Museums \$210,646 \$223,31 \$42,77 Admission to Sporting Events, excl. Trips \$387,660 \$465,874 \$78,22 Tickets to Parks of Museums \$210,646 \$223,31 \$42,77 Admission to Sporting Events, excl. Trips \$387,660					
Footwear \$3,461,560 \$4,162,587 \$701,02 Watches & Jewelry \$905,172 \$1,089,036 \$183,86 Apparel Products and Services (1) \$16,250 \$500,785 \$844,52 Computers \$1,199,188 \$1,141,460 \$222,17 Portable Memory \$23,117 \$34,988 \$5,86 Computer Software \$78,851 \$94,825 \$15,57 Computer Accessories \$126,736 \$152,364 \$25,66 Entertainment & Recreation \$20,861,972 \$25,086,847 \$42,22,87 Fees and Admissions \$44,318,474 \$5,193,258 \$874,77 Membership Fees for Clubs (2) \$1,407,352 \$1,602,446 \$225,003 Tickets to Invoies \$481,376 \$578,971 \$97,52 Tickets to Movies \$481,576 \$4464,241 \$78,62 Tickets to Novies \$483,566,242 \$10,300,615 \$13,73 Tickets to Movies \$86,645 \$6,942 \$13,23 Tickets to Novies \$6,041,227 \$7,765,654 \$1,243,33 Tickets					
Watches & Jewelry \$905,172 \$1,089,036 \$183,86 Apparel Products and Services (1) \$416,250 \$500,785 \$54,55 Computer \$20,117 \$34,988 \$5,87 Computers and Hardware for Home Use \$1,199,188 \$1,441,460 \$224,217 \$34,988 \$5,87 Computer Software \$78,851 \$94,825 \$15,59 \$500,785 \$4126,736 \$152,364 \$225,663 Entertainment & Recreation \$20,861,972 \$25,086,847 \$4,224,87 \$422,87 Fees and Admissions \$4,318,474 \$5,193,258 \$874,77 Membership Fees for Clubs (2) \$1,407,352 \$1,692,446 \$225,005 Fees for Participant Sports, excl. Trips \$387,660 \$465,874 \$78,221 Tickets to Movies \$387,660 \$466,241 \$78,474 Tickets to Parks or Museums \$210,646 \$223,911 \$42,77 Admission to Sporting Events, excl. Trips \$385,767 \$464,241 \$78,47 Admission to Sporting Events, excl. Trips \$6,845 \$8,235 \$11,33 <tr< td=""><td></td><td></td><td></td><td></td><td></td></tr<>					
Apparel Products and Services (1) \$416,250 \$500,785 \$84,53 Computer 22,27 Portable Memory \$29,117 \$34,988 \$58,85 Computer Software \$78,851 \$94,825 \$15,95 Computer Software \$126,736 \$152,364 \$25,65 Entertainment & Recreation \$20,861,972 \$25,086,847 \$4,224,27 Membership Fees for Clubs (2) \$1,407,352 \$1,692,446 \$225,65 Entertainment & Recreation \$20,861,972 \$25,086,847 \$4,224,87 Membership Fees for Clubs (2) \$1,407,352 \$1,692,446 \$225,07 Fees for Articipant Sports, excl. Trips \$387,660 \$465,874 \$78,75 Tickets to Movies \$387,676 \$464,241 \$78,47 Fees for Recreational Lessons \$806,020 \$969,292 \$163,27 Dating Services \$6,845 \$8,235 \$1,734,37 Cable and Satellite Television Services \$6,641,297 \$7,265,554 \$1,224,33 Tickets to Parks or Museums \$8,79,476 \$937,171					
Computers Single state Computers and Hardware for Home Use \$1,199,188 \$1,441,460 \$242,22 Portable Memory \$29,117 \$34,988 \$5,67 Computer Software \$78,851 \$94,825 \$152,376 Computer Accessories \$126,736 \$152,364 \$25,66 Entertainment & Recreation \$20,861,972 \$25,086,847 \$4,224,67 Membership Fees for Clubs (2) \$1,407,352 \$1,692,446 \$285,05 Fees and Admissions \$438,474 \$5,193,258 \$874,75 Membership Fees for Clubs (2) \$1,407,352 \$1,692,446 \$285,05 Fees and Admissions \$4481,376 \$578,971 \$97,55 Tickets to Movies \$387,660 \$4455,874 \$78,427 Admission to Sporting Events, excl. Trips \$385,767 \$464,241 \$78,47 Fees for Recreational Lessons \$806,020 \$969,292 \$163,27 Dating Services \$6,845 \$81,235 \$11,33 TV/Video/Audio \$88,566,242 \$10,300,615 \$11,734,33 Telev	•	1)			
Computers and Hardware for Home Use \$1,199,188 \$1,441,460 \$242,27 Portable Memory \$29,117 \$34,988 \$5,85 Computer Software \$78,851 \$94,825 \$15,95 Computer Accessories \$20,861,972 \$25,086,847 \$4,224,85 Fees and Admissions \$4,318,474 \$5,193,258 \$874,76 Membership Fees for Clubs (2) \$1,407,352 \$1,692,446 \$285,67 Fees and Admissions \$632,809 \$760,808 \$127,95 Tickets to Theatre/Operas/Concerts \$431,376 \$578,971 \$97,55 Tickets to Parks or Museums \$210,646 \$425,373 \$427,72 Admission to Sporting Events, excl. Trips \$387,660 \$445,874 \$78,821 Tickets to Parks or Museums \$210,646 \$253,391 \$427,74 Admission to Sporting Events, excl. Trips \$387,660 \$446,241 \$78,821 Tickets to Parks or Museums \$210,646 \$82,325 \$113,32 Dating Services \$60,847 \$8,8235 \$153,32 Tickets to Parks and DVD \$8,866,344		-)	φ+10,250	\$300,703	404,555
Portable Memory \$29,117 \$34,988 \$5,83 Computer Software \$78,851 \$94,825 \$15,97 Computer Accessories \$126,736 \$152,364 \$25,66 Entertainment & Recreation \$20,861,972 \$25,086,847 \$4,224,87 Fees and Admissions \$1,407,352 \$1,692,446 \$285,000 Fees for Participant Sports, excl. Trips \$632,809 \$760,808 \$127,95 Tickets to Theatre/Operas/Concerts \$481,376 \$78,971 \$97,57 Tickets to Nauseums \$210,646 \$253,391 \$42,74 Admission to Sporting Events, excl. Trips \$385,767 \$464,241 \$78,47 Fees for Recreational Lessons \$606,020 \$969,292 \$163,22 Dating Services \$6,845 \$8,235 \$1,27,433 T/Video/Audio \$8,566,242 \$10,300,615 \$1,743,335 Tobe and Satellite Tolevision Services \$6,747,46 \$933,711 \$157,65 Satellite Dishes \$779,476 \$933,711 \$157,65 Video Cameras, and DVD Players \$42,600 \$51,	-	mallaa	¢1 100 199	¢1 441 460	¢242.272
Computer Software \$78,851 \$94,825 \$15,92 Computer Accessories \$120,736 \$152,364 \$225,65 Entertainment & Recreation \$20,861,972 \$22,086,847 \$44,224,85 Fees and Admissions \$41,1407,352 \$1,1692,446 \$285,057 Membership fees for Clubs (2) \$1,407,352 \$1,692,446 \$285,007 Fees for Participant Sports, excl. Trips \$632,809 \$760,808 \$127,95 Tickets to Theatre/Operas/Concerts \$481,376 \$578,971 \$97,55 Tickets to Parks or Museums \$210,646 \$253,391 \$422,74 Admission to Sporting Events, excl. Trips \$806,020 \$969,292 \$163,27 Dating Services \$6,845 \$8,235 \$1,33 T/V/video/Audio \$8,566,41,297 \$7,265,654 \$1,224,35 Tlevisions \$79,79,476 \$937,171 \$157,65 Satellite Television Services \$6,041,297 \$7,265,654 \$1,224,35 Tlevisions \$79,79,476 \$937,171 \$157,65 Satellite Television Services \$242,800	•	ine use			
Computer Accessories \$126,736 \$152,364 \$22,65 Entertainment & Recreation \$20,861,972 \$25,086,847 \$4,224,65 Fees and Admissions \$4,318,474 \$51,33,258 \$874,72 Membership Fees for Clubs (2) \$1,407,352 \$1,692,446 \$285,09 Fees for Participant Sports, excl. Trips \$632,809 \$760,808 \$127,95 Tickets to Theatre/Operas/Concerts \$481,376 \$578,971 \$97,55 Tickets to Theatre/Operas/Concerts \$481,376 \$578,971 \$97,55 Tickets to Parkics or Museums \$210,646 \$253,391 \$42,76 Admission to Sporting Events, excl. Trips \$385,767 \$464,241 \$78,47 Fees for Parceational Lessons \$806,020 \$959,292 \$\$152,766 \$\$1,734,37 Cable and Satellite Television Services \$6,645 \$8,235 \$\$1,33 TV/Video/Audio \$8,566,242 \$10,300,615 \$1,734,37 Televisions \$779,476 \$337,171 \$157,66 Satellite Dishes \$8,859 \$10,650 \$1,72 VCRs, Vi	•				
Entertainent & Recreation \$20,861,972 \$25,086,847 \$4,224,85 Fees and Admissions \$4,318,474 \$5,193,258 \$874,75 Membership Fees for Clubs (2) \$1,407,352 \$1,692,446 \$285,00 Fees for Participant Sports, excl. Trips \$632,809 \$760,808 \$127,99 Tickets to Theatre/Operas/Concerts \$481,376 \$578,971 \$97,55 Tickets to Novies \$387,660 \$465,874 \$78,21 Tickets to Parks or Museums \$210,646 \$253,391 \$42,79 Admission to Sporting Events, excl. Trips \$385,767 \$464,241 \$78,21 Dating Services \$6,845 \$8,235 \$1,33 TV/video/Audio \$8,566,242 \$10,300,615 \$1,734,33 Cable and Satellite Television Services \$6,641,297 \$7,255,654 \$1,224,33 Televisions \$779,476 \$937,171 \$157,66 Satellite Dishes \$42,48,33 \$294,170 \$49,33 Video Cameras, and DVD Players \$42,48,33 \$294,170 \$49,33 Video Game Hardware/Accessories \$2					
Fees and Admissions \$4,318,474 \$5,193,258 \$874,77 Membership Fees for Clubs (2) \$1,407,352 \$1,692,446 \$285,05 Fees for Participant Sports, excl. Trips \$632,809 \$760,808 \$127,95 Tickets to Theatre/Operas/Concerts \$481,376 \$578,971 \$97,55 Tickets to Movies \$387,660 \$465,874 \$78,21 Tickets to Parks or Museums \$210,646 \$253,391 \$42,74 Admission to Sporting Events, excl. Trips \$385,767 \$464,241 \$78,47 Fees for Recreational Lessons \$806,020 \$969,292 \$163,22 Dating Services \$6,845 \$8,235 \$1,734 TV/Video/Audio \$8,566,242 \$10,300,615 \$1,734,37 Cable and Satellite Television Services \$6,641,297 \$7,255,654 \$1,224,33 Televisions \$779,476 \$937,171 \$157,656 Satellite Dishes \$8,889 \$10,650 \$1,774,33 Video Cameras, and DVD Players \$42,600 \$51,163 \$8,856 Miscellaneous Video Equipment \$167,984 </td <td>•</td> <td></td> <td></td> <td></td> <td></td>	•				
Membership Fees for Clubs (2) \$1,407,352 \$1,692,446 \$285,00 Fees for Participant Sports, excl. Trips \$632,809 \$760,808 \$127,99 Tickets to Theatre/Operacl/Concerts \$481,376 \$578,971 \$97,55 Tickets to Novies \$387,660 \$465,874 \$78,22 Tickets to Parks or Museums \$210,646 \$253,391 \$427,74 Admission to Sporting Events, excl. Trips \$385,767 \$464,241 \$78,47 Ges for Recreational Lessons \$806,020 \$969,292 \$163,27 Dating Services \$6,644 \$8,35 \$1,734,37 Cable and Satellite Television Services \$6,041,297 \$7,765,654 \$1,224,395 TV/Video/Audio \$8,859 \$10,650 \$1,77 VCRs, Video Cameras, and DVD Players \$42,600 \$51,163 \$8,56 Miscellaneous Video Equipment \$167,984 \$202,093 \$34,10 Video Game Hardware/Accessories \$244,833 \$294,170 \$449,33 Video Game Bortyme \$369,671 \$444,212 \$74,55 Installation of Televisions					
Fees for Participant Sports, excl. Trips \$632,809 \$760,808 \$127,95 Tickets to Theatre/Operas/Concerts \$481,376 \$578,971 \$97,55 Tickets to Novies \$387,660 \$465,874 \$78,21 Tickets to Parks or Museums \$210,646 \$253,391 \$42,74 Admission to Sporting Events, excl. Trips \$385,767 \$464,241 \$78,47 Fees for Recreational Lessons \$806,020 \$969,292 \$1163,27 Dating Services \$6,845 \$8,235 \$1,33 TV/Video/Audio \$8,566,242 \$10,300,615 \$1,734,33 Cable and Satellite Television Services \$6,041,297 \$7,265,654 \$1,224,35 Televisions \$779,476 \$937,171 \$157,66 Satellite Dishes \$8,859 \$10,650 \$1,79 VCRs, Video Cameras, and DVD Players \$42,600 \$51,163 \$8,56 Miscellaneous Video Equipment \$167,984 \$202,093 \$34,10 Video Game Hardware/Accessories \$244,833 \$294,170 \$49,33 Video Game Software \$369,671					\$874,784
Tickets to Theatre/Operas/Concerts \$481,376 \$578,971 \$97,55 Tickets to Movies \$387,660 \$465,874 \$78,271 Tickets to Parks or Museums \$210,646 \$253,391 \$42,77 Admission to Sporting Events, excl. Trips \$385,767 \$464,241 \$78,47 Fees for Recreational Lessons \$60,602 \$969,292 \$£163,27 Dating Services \$6,845 \$8,235 \$1,33 TV/Video/Audio \$8,566,242 \$10,300,615 \$1,734,37 Cable and Satellite Television Services \$6,041,297 \$7,265,654 \$1,224,33 Televisions \$779,476 \$937,171 \$157,66 Satellite Dishes \$8,859 \$10,650 \$1,79 VCRs, Video Cameras, and DVD Players \$42,600 \$51,163 \$8,857 Video Game Hardware/Accessories \$244,833 \$294,170 \$49,33 Video Game Hardware/Accessories \$244,833 \$294,170 \$49,33 Video Game Software \$369,671 \$444,212 \$74,55 Rental/Streaming/Downloaded Video \$35,561 \$6,672 \$1,11 Audio (3) \$662,610		,			\$285,094
Tickets to Movies \$387,660 \$465,874 \$78,21 Tickets to Parks or Museums \$210,646 \$253,391 \$42,74 Admission to Sporting Events, excl. Trips \$385,767 \$446,241 \$78,47 Fees for Recreational Lessons \$806,020 \$969,292 \$163,27 Dating Services \$6,845 \$8,235 \$1,33 TV/Video/Audio \$8,566,242 \$10,300,615 \$11,734,37 Cable and Satellite Television Services \$6,041,297 \$7,265,654 \$12,24,33 Televisions \$779,476 \$937,171 \$157,65 Satellite Dishes \$8,859 \$10,650 \$1,734 Video Cameras, and DVD Players \$42,600 \$51,163 \$8,79 Miscellaneous Video Equipment \$167,984 \$202,093 \$34,10 Video Game Hardware/Accessories \$244,833 \$294,170 \$447,56 Video Game Boftware \$132,862 \$159,660 \$26,77 Rental/Streaming/Downloaded Video \$369,671 \$444,212 \$74,56 Installation of Televisions \$5,561 \$6,672 \$1,11 Audio (3) \$662,610 \$796,400 </td <td></td> <td></td> <td></td> <td></td> <td>\$127,999</td>					\$127,999
Tickets to Parks or Museums \$210,646 \$253,391 \$42,74 Admission to Sporting Events, excl. Trips \$385,767 \$464,241 \$78,47 Fees for Recreational Lessons \$806,020 \$969,292 \$163,27 Dating Services \$6,845 \$8,235 \$1,33 TV/Video/Audio \$8,566,242 \$10,300,615 \$1,734,37 Cable and Satellite Television Services \$6,041,297 \$7,265,654 \$1,224,33 Televisions \$779,476 \$937,171 \$157,66 Satellite Dishes \$8,859 \$10,650 \$1,72 VCRs, Video Cameras, and DVD Players \$42,600 \$51,163 \$8,56 Miscellaneous Video Equipment \$167,984 \$202,093 \$34,10 Video Game Hardware/Accessories \$244,833 \$294,170 \$49,433 Video Game Software \$132,862 \$159,660 \$26,79 Rental And Repair of TV/Radio/Sound Equipment \$28,683 34,473 \$5,79 Pets \$3,973,070 \$4,777,846 \$80,477 Toys/Games/Crafts/Hobbies (4) \$83,3346 \$1,001,919 \$168,57 Recreational Vehicles and Fees (5)	Tickets to Theatre/Operas/Cor	ncerts			\$97,595
Admission to Sporting Events, excl. Trips \$385,767 \$464,241 \$78,47 Fees for Recreational Lessons \$806,020 \$999,292 \$163,27 Dating Services \$6,845 \$8,235 \$1,33 TV/Video/Audio \$8,566,242 \$10,300,615 \$1,734,37 Cable and Satellite Television Services \$6,041,297 \$7,265,654 \$1,224,35 Televisions \$779,476 \$937,171 \$157,65 Satellite Dishes \$8,859 \$10,650 \$1,734 VCRs, Video Cameras, and DVD Players \$42,600 \$51,163 \$8,56 Miscellaneous Video Equipment \$167,984 \$202,093 \$34,10 Video Came Hardware/Accessories \$244,833 \$294,170 \$49,37 Video Game Hardware/Accessories \$244,833 \$294,170 \$49,37 Video Game Software \$132,862 \$159,660 \$26,77 Rental of TV/Radio/Sound Equipment \$28,683 34,473 \$5,79 Audio (3) \$66,2,610 \$796,400 \$133,77 Rental and Repair of TV/Radio/Sound Equipment \$28,683 34,473 \$5,79 Pets \$33,346 <t< td=""><td></td><td></td><td>· · ·</td><td></td><td>\$78,214</td></t<>			· · ·		\$78,214
Fees for Recreational Lessons \$806,020 \$969,292 \$163,27 Dating Services \$6,845 \$8,235 \$1,33 TV/Video/Audio \$8,566,242 \$10,300,615 \$1,734,35 Cable and Satellite Television Services \$6,041,297 \$7,265,654 \$1,224,35 Televisions \$779,476 \$937,171 \$157,665 Satellite Dishes \$8,859 \$10,650 \$1,77 VCRs, Video Cameras, and DVD Players \$42,600 \$51,163 \$88,567 Miscellaneous Video Equipment \$167,984 \$202,093 \$344,10 Video Game Hardware/Accessories \$244,833 \$294,170 \$49,33 Video Game Software \$132,862 \$159,660 \$26,72 Rental/Streaming/Downloaded Video \$369,671 \$444,212 \$74,55 Audio (3) \$662,610 \$796,400 \$133,75 Rental and Repair of TV/Radio/Sound Equipment \$28,683 34,473 \$5,75 Pets \$3,973,070 \$4,777,846 \$804,77 Pets \$3,973,070 \$4,777,846 \$804,77 Sports/Recreational Vehicles and Fees (5) \$703,179 \$845,670<	Tickets to Parks or Museums		\$210,646	\$253,391	\$42,745
Dating Services \$6,845 \$8,235 \$1,33 TV/Video/Audio \$8,566,242 \$10,300,615 \$1,734,37 Cable and Satellite Television Services \$6,041,297 \$7,265,654 \$1,224,35 Televisions \$779,476 \$937,171 \$157,66 Satellite Dishes \$8,859 \$10,650 \$1,75 VCRs, Video Cameras, and DVD Players \$42,600 \$51,163 \$8,856 Miscellaneous Video Equipment \$167,984 \$202,093 \$34,10 Video Game Hardware/Accessories \$244,833 \$294,170 \$449,33 Video Game Software \$132,862 \$159,660 \$26,77 Video Game Software \$369,671 \$444,212 \$74,54 Installation of Televisions \$5,561 \$6,672 \$1,11 Audio (3) \$662,610 \$796,400 \$133,75 Pets \$3,973,070 \$4,477,7,846 \$804,77 Toys/Games/Crafts/Hobbies (4) \$833,346 \$1,001,919 \$168,57 Recreational Vehicles and Fees (5) \$703,179 \$845,670 \$142,49	Admission to Sporting Events,	excl. Trips			\$78,474
TV/Video/Audio \$8,566,242 \$10,300,615 \$1,734,37 Cable and Satellite Television Services \$6,041,297 \$7,265,654 \$11,224,35 Televisions \$779,476 \$937,171 \$157,66 Satellite Dishes \$8,859 \$10,650 \$1,75 VCRs, Video Cameras, and DVD Players \$42,600 \$51,163 \$8,859 Video Cassettes and DVDs \$81,806 \$98,297 \$16,49 Video Game Hardware/Accessories \$244,833 \$294,170 \$49,33 Video Game Software \$132,862 \$159,660 \$6,672 Rental/Streaming/Downloaded Video \$369,671 \$444,212 \$74,575 Audio (3) \$662,610 \$796,400 \$133,77 Rental and Repair of TV/Radio/Sound Equipment \$28,683 34,473 \$5,795 Pets \$3,973,070 \$4,777,846 \$804,77 Toys/Games/Crafts/Hobbies (4) \$833,346 \$1,001,919 \$168,57 Recreational Vehicles and Fees (5) \$703,179 \$845,670 \$142,49 Sports/Recreation/Exercise Equipment (6) \$1,236,463 \$1,486,824 \$250,36 Photo Equipment and Supplies (7) </td <td>Fees for Recreational Lessons</td> <td></td> <td>\$806,020</td> <td>\$969,292</td> <td>\$163,272</td>	Fees for Recreational Lessons		\$806,020	\$969,292	\$163,272
Cable and Satellite Television Services\$6,041,297\$7,265,654\$1,224,35Televisions\$779,476\$937,171\$157,65Satellite Dishes\$8,859\$10,650\$1,75VCRs, Video Cameras, and DVD Players\$42,600\$51,163\$85,56Miscellaneous Video Equipment\$167,984\$202,093\$34,10Video Cassettes and DVDs\$81,806\$98,297\$16,64Video Game Hardware/Accessories\$244,833\$294,170\$49,33Video Game Software\$132,862\$159,660\$26,75Rental/Streaming/Downloaded Video\$369,671\$444,212\$74,55Audio (3)\$662,610\$706,400\$133,75Rental and Repair of TV/Radio/Sound Equipment\$28,68334,473\$5,57Pets\$3,973,070\$4,777,846\$804,77Toys/Games/Crafts/Hobbies (4)\$833,346\$1,001,919\$168,57Recreational Vehicles and Fees (5)\$703,179\$845,670\$142,49Sports/Recreation/Exercise Equipment (6)\$1,236,463\$1,486,824\$250,363Photo Equipment and Supplies (7)\$362,521\$435,913\$73,37Reading (8)\$680,399\$818,150\$137,75Catered Affairs (9)\$188,277\$226,653\$38,37	Dating Services		\$6,845	\$8,235	\$1,390
Televisions \$779,476 \$937,171 \$157,66 Satellite Dishes \$8,859 \$10,650 \$1,75 VCRs, Video Cameras, and DVD Players \$42,600 \$51,163 \$88,56 Miscellaneous Video Equipment \$167,984 \$202,093 \$34,10 Video Cassettes and DVDs \$81,806 \$98,297 \$46,45 Video Game Hardware/Accessories \$244,833 \$294,170 \$49,33 Video Game Software \$132,862 \$159,660 \$267,75 Rental/Streaming/Downloaded Video \$369,671 \$444,212 \$74,52 Installation of Televisions \$5,561 \$6,672 \$11,31,75 Audio (3) \$662,610 \$796,400 \$133,75 Pets \$3,973,070 \$44,777,846 \$804,77 Toys/Games/Crafts/Hobbies (4) \$833,346 \$1,001,919 \$168,57 Recreational Vehicles and Fees (5) \$703,179 \$845,670 \$142,46 Sports/Recreation/Exercise Equipment (6) \$1,236,463 \$1,486,824 \$250,36 Photo Equipment and Supplies (7) \$362,521 \$435,913 \$73,337,773,373,373,373 Reading (8) \$808,399	TV/Video/Audio		\$8,566,242	\$10,300,615	\$1,734,373
Satellite Dishes \$8,859 \$10,650 \$1,79 VCRs, Video Cameras, and DVD Players \$42,600 \$51,163 \$8,56 Miscellaneous Video Equipment \$167,984 \$202,093 \$34,10 Video Cassettes and DVDs \$81,806 \$98,297 \$16,46 Video Game Hardware/Accessories \$244,833 \$294,170 \$493,33 Video Game Software \$132,862 \$159,660 \$264,52 Rental/Streaming/Downloaded Video \$369,671 \$444,212 \$74,52 Installation of Televisions \$5,561 \$66,672 \$1,11 Audio (3) \$662,610 \$796,400 \$133,79 Rental and Repair of TV/Radio/Sound Equipment \$28,683 34,473 \$5,75 Pets \$3,973,070 \$4,777,846 \$804,77 Toys/Games/Crafts/Hobbies (4) \$833,346 \$1,001,919 \$168,57 Recreational Vehicles and Fees (5) \$703,179 \$845,670 \$142,40,33 Sports/Recreation/Exercise Equipment (6) \$1,236,463 \$1,486,824 \$250,36 Photo Equipment and Supplies (7) \$680,399 <td>Cable and Satellite Television 9</td> <td>Services</td> <td>\$6,041,297</td> <td>\$7,265,654</td> <td>\$1,224,357</td>	Cable and Satellite Television 9	Services	\$6,041,297	\$7,265,654	\$1,224,357
VCRs, Video Cameras, and DVD Players \$42,600 \$51,163 \$8,56 Miscellaneous Video Equipment \$167,984 \$202,093 \$34,10 Video Cassettes and DVDs \$81,806 \$98,297 \$16,49 Video Game Hardware/Accessories \$244,833 \$294,170 \$49,33 Video Game Software \$132,862 \$159,660 \$26,79 Rental/Streaming/Downloaded Video \$369,671 \$444,212 \$74,54 Installation of Televisions \$5,561 \$6,672 \$1,11 Audio (3) \$662,610 \$796,400 \$133,79 Rental and Repair of TV/Radio/Sound Equipment \$28,683 34,473 \$5,79 Pets \$3,973,070 \$4,777,846 \$804,77 Toys/Games/Crafts/Hobbies (4) \$833,346 \$1,001,919 \$168,57 Recreational Vehicles and Fees (5) \$703,179 \$845,670 \$142,49 Sports/Recreation/Exercise Equipment (6) \$1,236,463 \$1,486,824 \$250,36 Photo Equipment and Supplies (7) \$362,521 \$435,913 \$73,39 Reading (8) \$680,399 \$818,150 \$137,75 Catered Affairs (9)	Televisions		\$779,476	\$937,171	\$157,695
Miscellaneous Video Equipment\$167,984\$202,093\$34,10Video Cassettes and DVDs\$81,806\$98,297\$16,49Video Game Hardware/Accessories\$244,833\$294,170\$49,33Video Game Software\$132,862\$159,660\$26,79Rental/Streaming/Downloaded Video\$369,671\$444,212\$74,56Installation of Televisions\$5,561\$6,672\$11,11Audio (3)\$662,610\$796,400\$133,79Rental and Repair of TV/Radio/Sound Equipment\$28,68334,473\$5,79Pets\$3,973,070\$4,777,846\$804,77Toys/Games/Crafts/Hobbies (4)\$833,346\$1,001,919\$168,57Recreational Vehicles and Fees (5)\$703,179\$845,670\$142,49Sports/Recreation/Exercise Equipment (6)\$1,236,463\$1,486,824\$250,36Photo Equipment and Supplies (7)\$362,521\$435,913\$73,39Reading (8)\$680,399\$818,150\$137,75Catered Affairs (9)\$188,277\$26,653\$38,37	Satellite Dishes		\$8,859	\$10,650	\$1,791
Miscellaneous Video Equipment\$167,984\$202,093\$34,10Video Cassettes and DVDs\$81,806\$98,297\$16,49Video Game Hardware/Accessories\$244,833\$294,170\$49,33Video Game Software\$132,862\$159,660\$26,79Rental/Streaming/Downloaded Video\$369,671\$444,212\$74,56Installation of Televisions\$5,561\$6,672\$11,11Audio (3)\$662,610\$796,400\$133,79Rental and Repair of TV/Radio/Sound Equipment\$28,68334,473\$5,79Pets\$3,973,070\$4,777,846\$804,77Toys/Games/Crafts/Hobbies (4)\$833,346\$1,001,919\$168,57Recreational Vehicles and Fees (5)\$703,179\$845,670\$142,49Sports/Recreation/Exercise Equipment (6)\$1,236,463\$1,486,824\$250,36Photo Equipment and Supplies (7)\$362,521\$435,913\$73,39Reading (8)\$680,399\$818,150\$137,75Catered Affairs (9)\$188,277\$26,653\$38,37	VCRs, Video Cameras, and DV	D Plavers	\$42.600	\$51,163	\$8,563
Video Cassettes and DVDs\$81,806\$98,297\$16,49Video Game Hardware/Accessories\$244,833\$294,170\$49,33Video Game Software\$132,862\$159,660\$26,79Rental/Streaming/Downloaded Video\$369,671\$444,212\$74,54Installation of Televisions\$5,561\$6,672\$1,11Audio (3)\$662,610\$796,400\$133,79Rental and Repair of TV/Radio/Sound Equipment\$28,68334,473\$5,79Pets\$3,973,070\$4,777,846\$804,77Toys/Games/Crafts/Hobbies (4)\$833,346\$1,001,919\$168,57Recreational Vehicles and Fees (5)\$703,179\$845,670\$142,49Sports/Recreation/Exercise Equipment (6)\$1,236,463\$1,486,824\$250,36Photo Equipment and Supplies (7)\$362,521\$435,913\$73,39Reading (8)\$680,399\$818,150\$137,75Catered Affairs (9)\$188,277\$226,653\$38,37					\$34,109
Video Game Hardware/Accessories\$244,833\$294,170\$49,33Video Game Software\$132,862\$159,660\$26,79Rental/Streaming/Downloaded Video\$369,671\$444,212\$74,54Installation of Televisions\$5,561\$6,672\$1,11Audio (3)\$662,610\$796,400\$133,79Rental and Repair of TV/Radio/Sound Equipment\$28,68334,473\$5,79Pets\$3,973,070\$4,777,846\$804,77Toys/Games/Crafts/Hobbies (4)\$833,346\$1,001,919\$168,57Recreational Vehicles and Fees (5)\$703,179\$845,670\$142,49Sports/Recreation/Exercise Equipment (6)\$1,236,463\$1,486,824\$250,36Photo Equipment and Supplies (7)\$362,521\$435,913\$73,39Reading (8)\$680,399\$818,150\$137,75Catered Affairs (9)\$188,277226,653\$38,37					
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Rental and Repair of TV/Radio/Sound Equipment \$28,683 34,473 \$5,79 Pets \$3,973,070 \$4,777,846 \$804,77 Toys/Games/Crafts/Hobbies (4) \$833,346 \$1,001,919 \$168,57 Recreational Vehicles and Fees (5) \$703,179 \$845,670 \$142,49 Sports/Recreation/Exercise Equipment (6) \$1,236,463 \$1,486,824 \$250,36 Photo Equipment and Supplies (7) \$362,521 \$435,913 \$73,39 Reading (8) \$680,399 \$818,150 \$137,75 Catered Affairs (9) \$188,277 226,653 \$38,37					
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Toys/Games/Crafts/Hobbies (4) \$833,346 \$1,001,919 \$168,57 Recreational Vehicles and Fees (5) \$703,179 \$845,670 \$142,49 Sports/Recreation/Exercise Equipment (6) \$1,236,463 \$1,486,824 \$250,36 Photo Equipment and Supplies (7) \$362,521 \$435,913 \$73,39 Reading (8) \$680,399 \$818,150 \$137,75 Catered Affairs (9) \$188,277 226,653 \$38,37		Sound Equipment			
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Reading (8)\$680,399\$818,150\$137,75Catered Affairs (9)\$188,277\$226,653\$38,37					
Catered Affairs (9) \$188,277 226,653 \$38,37		/)			
FOOD \$60,486,084 \$77,740,655 \$17,754,57					
			\$60,486,084	\$72,740,655	\$12,254,571
					\$7,192,120
					\$944,401
					\$1,613,059
	· ·				\$732,649
	5				\$1,383,346
Snacks and Other Food at Home (10) \$12,435,033 \$14,953,698 \$2,518,66	Snacks and Other Food at Hor	ne (10)	\$12,435,033	\$14,953,698	\$2,518,665
Food Away from Home \$24,979,838 \$30,042,291 \$5,062,45	Food Away from Home		\$24,979,838	\$30,042,291	\$5,062,453
Alcoholic Beverages \$3,781,545 \$4,549,830 \$768,28	Alcoholic Beverages		\$3,781,545	\$4,549,830	\$768,285



1253 S Preston St, Louisville, Kentucky, 40203 Ring: 1 mile radius Prepared by Charlotte Hollkamp Latitude: 38.23219

Longitude: -85.74940

	2019 Communication	2024	Projected
Financial	Consumer Spending	Forecasted Demand	Spending Growth
Value of Stocks/Bonds/Mutual Funds	\$120,411,156	\$144,699,928	\$24,288,772
Value of Retirement Plans	\$509,318,899	\$612,537,942	\$103,219,043
Value of Other Financial Assets	\$40,704,251	\$48,982,476	\$8,278,225
Vehicle Loan Amount excluding Interest	\$19,198,924	\$23,083,547	\$3,884,623
Value of Credit Card Debt	\$15,778,163	\$18,971,218	\$3,193,055
Health	<i>q13,770,103</i>	<i><i><i></i></i></i>	43/133/033
Nonprescription Drugs	\$951,049	\$1,143,626	\$192,577
Prescription Drugs	\$2,367,708	\$2,847,299	\$479,591
Eveglasses and Contact Lenses	\$576,486	\$693,386	\$116,900
Home	+	+	+/
Mortgage Payment and Basics (11)	\$48,577,856	\$58,442,729	\$9,864,873
Maintenance and Remodeling Services	\$10,130,779	\$12,180,871	\$2,050,092
Maintenance and Remodeling Materials (12)	\$2,413,273	\$2,904,148	\$490,875
Utilities, Fuel, and Public Services	\$33,218,298	\$39,941,879	\$6,723,581
Household Furnishings and Equipment			
Household Textiles (13)	\$693,885	\$834,195	\$140,310
Furniture	\$4,151,069	\$4,992,085	\$841,016
Rugs	\$205,499	\$247,212	\$41,713
Major Appliances (14)	\$2,124,875	\$2,554,325	\$429,450
Housewares (15)	\$684,248	\$822,896	\$138,648
Small Appliances	\$357,000	\$429,145	\$72,145
Luggage	\$91,680	\$110,241	\$18,561
Telephones and Accessories	\$477,050	\$573,009	\$95,959
Household Operations			
Child Care	\$3,077,659	\$3,704,211	\$626,552
Lawn and Garden (16)	\$2,432,136	\$2,925,408	\$493,272
Moving/Storage/Freight Express	\$532,728	\$640,454	\$107,726
Housekeeping Supplies (17)	\$5,004,823	\$6,018,344	\$1,013,521
Insurance			
Owners and Renters Insurance	\$3,199,837	\$3,848,941	\$649,104
Vehicle Insurance	\$10,771,263	\$12,949,754	\$2,178,491
Life/Other Insurance	\$2,614,260	\$3,144,950	\$530,690
Health Insurance	\$25,170,886	\$30,273,908	\$5,103,022
Personal Care Products (18)	\$3,488,260	\$4,195,019	\$706,759
School Books and Supplies (19)	\$1,105,378	1,328,073	\$222,695
Smoking Products	\$3,341,974	\$4,019,339	\$677,365
Transportation			
Payments on Vehicles excluding Leases	\$16,509,462	\$19,854,159	\$3,344,697
Gasoline and Motor Oil	\$15,695,100	\$18,869,711	\$3,174,611
Vehicle Maintenance and Repairs	\$8,107,855	\$9,742,715	\$1,634,860
Travel			
Airline Fares	\$3,294,279	\$3,961,613	\$667,334
Lodging on Trips	\$3,511,883	\$4,223,384	\$711,501
Auto/Truck Rental on Trips	\$162,392	\$195,297	\$32,905
Food and Drink on Trips	\$3,260,540	\$3,920,091	\$659,551



1253 S Preston St, Louisville, Kentucky, 40203 Ring: 1 mile radius

(1) Apparel Products and Services includes shoe repair and other shoe services, apparel laundry and dry cleaning, alteration, repair and tailoring of apparel, clothing rental and storage, and watch and jewelry repair.

(2) Membership Fees for Clubs includes membership fees for social, recreational, and civic clubs.

(3) Audio includes satellite radio service, radios, stereos, sound components, equipment and accessories, digital audio players, records, CDs, audio tapes, streaming/ downloaded audio, musical instruments and accessories, and rental and repair of musical instruments.

(4) Toys and Games includes toys, games, arts and crafts, tricycles, playground equipment, arcade games, online entertainment and games, and stamp and coin collecting.

(5) Recreational Vehicles & Fees includes docking and landing fees for boats and planes, payments on boats, trailers, campers and RVs, rental of boats, trailers, campers and RVs, and camp fees.

(6) Sports/Recreation/Exercise Equipment includes exercise equipment and gear, game tables, bicycles, camping equipment, hunting and fishing equipment, winter sports equipment, water sports equipment, other sports equipment, and rental/repair of sports/recreation/exercise equipment.

(7) Photo Equipment and Supplies includes film, film processing, photographic equipment, rental and repair of photo equipment, and photographer fees.

(8) Reading includes digital book readers, books, magazine and newspaper subscriptions, and single copies of magazines and newspapers.

(9) Catered Affairs includes expenses associated with live entertainment and rental of party supplies.

(10) Snacks and Other Food at Home includes candy, chewing gum, sugar, artificial sweeteners, jam, jelly, preserves, margarine, fats and oils, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips and other snacks, nuts, salt, spices, seasonings, olives, pickles, relishes, sauces, gravy, other condiments, soup, prepared salad, prepared dessert, baby food, miscellaneous prepared food, and nonalcoholic beverages.

(11) Mortgage Payment and Basics includes mortgage interest, mortgage principal, property taxes, homeowners insurance, and ground rent on owned dwellings.

(12) Maintenance and Remodeling Materials includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, materials for roofing/gutters, materials for plaster/panel/siding, materials for patio/fence/brick work, landscaping materials, and insulation materials for owned homes.

(13) Household Textiles includes bathroom linens, bedroom linens, kitchen linens, dining room linens, other linens, curtains, draperies, slipcovers and decorative pillows.

(14) Major Appliances includes dishwashers, disposals, refrigerators, freezers, washers, dryers, stoves, ovens, microwaves, window air conditioners, electric floor cleaning equipment, sewing machines, and miscellaneous appliances.

(15) Housewares includes flatware, dishes, cups glasses, serving pieces, nonelectric cookware, and tableware.

(16) Lawn and Garden includes lawn and garden supplies, equipment and care service, indoor plants, fresh flowers, and repair/rental of lawn and garden equipment.

(17) Housekeeping Supplies includes soaps and laundry detergents, cleaning products, toilet tissue, paper towels, napkins, paper/plastic/foil products, stationery, giftwrap supplies, postage, and delivery services.

(18) Personal Care Products includes hair care products, nonelectric articles for hair, wigs, hairpieces, oral hygiene products, shaving needs, perfume, cosmetics, skincare, bath products, nail products, deodorant, feminine hygiene products, adult diapers, other miscellaneous care products and personal care appliances.

(19) School Books and Supplies includes school books and supplies for college, elementary school, high school, vocational/technical school, preschool and other schools.



1253 S Preston St, Louisville, Kentucky, 40203 Ring: 3 mile radius Prepared by Charlotte Hollkamp Latitude: 38.23219

Longitude: -85.74940

Top Tapestry Segments Emerald City (8B)	Percent 17.3%	Demographic Summary Population	2019 122,263	2024 125,019
Set to Impress (11D)	12.6%	Households	53,863	55,379
Modest Income Homes (12D)	12.2%	Families	23,116	23,320
City Commons (11E)	11.4%	Median Age	36.2	37.2
Hardscrabble Road (8G)	10.1%	Median Household Income	\$36,350	\$41,482
	1011/0	2019	2024	Projected
		Consumer Spending	Forecasted Demand	Spending Growth
Apparel and Services		\$78,810,746	\$96,012,777	\$17,202,031
Men's		\$15,174,988	\$18,497,711	\$3,322,723
Women's		\$26,172,341	\$31,882,626	\$5,710,285
Children's		\$11,899,520	\$14,487,167	\$2,587,647
Footwear		\$18,323,444	\$22,319,562	\$3,996,118
Watches & Jewelry		\$4,968,883	\$6,056,782	\$1,087,899
Apparel Products and Services (1)		\$2,271,571	\$2,768,929	\$497,358
Computer				. ,
Computers and Hardware for Home Use		\$6,276,073	\$7,650,581	\$1,374,508
Portable Memory		\$156,820	\$191,096	\$34,276
Computer Software		\$410,866	\$500,663	\$89,797
Computer Accessories		\$685,415	\$834,786	\$149,371
Entertainment & Recreation		\$114,625,950	\$139,578,753	\$24,952,803
Fees and Admissions		\$23,752,114	\$28,959,832	\$5,207,718
Membership Fees for Clubs (2)		\$7,761,405	\$9,466,388	\$1,704,983
Fees for Participant Sports, excl. Trips		\$3,570,784	\$4,350,950	\$780,166
Tickets to Theatre/Operas/Concerts		\$2,569,467	\$3,135,039	\$565,572
Tickets to Movies		\$2,021,778	\$2,466,125	\$444,347
Tickets to Parks or Museums		\$1,137,521	\$1,386,375	\$248,854
Admission to Sporting Events, excl. To	ips	\$2,168,946	\$2,640,091	\$471,145
Fees for Recreational Lessons		\$4,486,876	\$5,471,817	\$984,941
Dating Services		\$35,336	\$43,047	\$7,711
TV/Video/Audio		\$46,491,972	\$56,569,922	\$10,077,950
Cable and Satellite Television Services	5	\$33,116,257	\$40,276,358	\$7,160,101
Televisions		\$4,163,694	\$5,070,335	\$906,641
Satellite Dishes		\$50,518	\$61,475	\$10,957
VCRs, Video Cameras, and DVD Playe	rs	\$226,789	\$276,201	\$49,412
Miscellaneous Video Equipment		\$953,758	\$1,160,608	\$206,850
Video Cassettes and DVDs		\$439,994	\$535,674	\$95,680
Video Game Hardware/Accessories		\$1,240,133	\$1,509,839	\$269,706
Video Game Software		\$664,593	\$809,882	\$145,289
Rental/Streaming/Downloaded Video		\$1,911,744	\$2,331,342	\$419,598
Installation of Televisions		\$32,240	\$39,255	\$7,015
Audio (3)		\$3,543,449	\$4,318,105	\$774,656
Rental and Repair of TV/Radio/Sound	Equipment	\$148,803	180,846	\$32,043
Pets		\$22,243,279	\$27,074,487	\$4,831,208
Toys/Games/Crafts/Hobbies (4)		\$4,462,680	\$5,434,402	\$971,722
Recreational Vehicles and Fees (5)		\$4,136,538	\$5,037,173	\$900,635
Sports/Recreation/Exercise Equipment (6)	\$6,935,444	\$8,451,402	\$1,515,958
Photo Equipment and Supplies (7)		\$1,926,353	\$2,349,381	\$423,028
Reading (8)		\$3,709,502	\$4,518,928	\$809,426
Catered Affairs (9)		\$968,067	1,183,226	\$215,159
Food		\$325,638,733	\$396,615,379	\$70,976,646
Food at Home		\$191,389,575	\$233,035,127	\$41,645,552
Bakery and Cereal Products		\$25,142,697	\$30,610,387	\$5,467,690
Meats, Poultry, Fish, and Eggs		\$42,806,116	\$52,111,461	\$9,305,345
Dairy Products		\$19,483,816	\$23,726,906	\$4,243,090
Fruits and Vegetables		\$36,795,110	\$44,822,891	\$8,027,781
Snacks and Other Food at Home (10)		\$67,161,836	\$81,763,481	\$14,601,645
Food Away from Home		\$134,249,159	\$163,580,253	\$29,331,094
Alcoholic Beverages		\$20,415,904	\$24,905,646	\$4,489,742



1253 S Preston St, Louisville, Kentucky, 40203 Ring: 3 mile radius Prepared by Charlotte Hollkamp Latitude: 38.23219

Longitude: -85.74940

	2019	2024	Projected
	Consumer Spending	Forecasted Demand	Spending Growth
Financial			
Value of Stocks/Bonds/Mutual Funds	\$682,430,989	\$831,247,779	\$148,816,790
Value of Retirement Plans	\$2,989,614,321	\$3,637,322,911	\$647,708,590
Value of Other Financial Assets	\$224,936,824	\$273,187,402	\$48,250,578
Vehicle Loan Amount excluding Interest	\$106,217,212	\$129,225,996	\$23,008,784
Value of Credit Card Debt	\$87,062,400	\$106,008,775	\$18,946,375
Health			
Nonprescription Drugs	\$5,263,418	\$6,404,058	\$1,140,640
Prescription Drugs	\$13,371,619	\$16,247,092	\$2,875,473
Eyeglasses and Contact Lenses	\$3,183,145	\$3,873,185	\$690,040
Home			
Mortgage Payment and Basics (11)	\$292,421,626	\$355,827,375	\$63,405,749
Maintenance and Remodeling Services	\$61,222,411	\$74,513,481	\$13,291,070
Maintenance and Remodeling Materials (12)	\$14,517,587	\$17,648,512	\$3,130,925
Utilities, Fuel, and Public Services	\$181,768,806	\$221,084,653	\$39,315,847
Household Furnishings and Equipment			
Household Textiles (13)	\$3,744,979	\$4,559,368	\$814,389
Furniture	\$22,547,122	\$27,457,351	\$4,910,229
Rugs	\$1,143,100	\$1,392,267	\$249,167
Major Appliances (14)	\$12,049,360	\$14,653,708	\$2,604,348
Housewares (15)	\$3,742,315	\$4,557,697	\$815,382
Small Appliances	\$1,868,153	\$2,275,839	\$407,686
Luggage	\$495,454	\$603,991	\$108,537
Telephones and Accessories	\$2,565,101	\$3,130,263	\$565,162
Household Operations			
Child Care	\$17,175,852	\$20,950,127	\$3,774,275
Lawn and Garden (16)	\$14,308,978	\$17,409,251	\$3,100,273
Moving/Storage/Freight Express	\$2,757,590	\$3,364,736	\$607,146
Housekeeping Supplies (17)	\$27,350,901	\$33,289,704	\$5,938,803
Insurance			
Owners and Renters Insurance	\$18,979,983	\$23,057,584	\$4,077,601
Vehicle Insurance	\$58,212,423	\$70,849,028	\$12,636,605
Life/Other Insurance	\$15,217,478	\$18,499,610	\$3,282,132
Health Insurance	\$139,997,895	\$170,321,906	\$30,324,011
Personal Care Products (18)	\$18,771,881	\$22,859,995	\$4,088,114
School Books and Supplies (19)	\$5,738,996	6,992,325	\$1,253,329
Smoking Products	\$17,602,585	\$21,393,083	\$3,790,498
Transportation			
Payments on Vehicles excluding Leases	\$91,846,920	\$111,748,388	\$19,901,468
Gasoline and Motor Oil	\$85,000,459	\$103,446,029	\$18,445,570
Vehicle Maintenance and Repairs	\$43,206,594	\$52,618,441	\$9,411,847
		121 000 005	
Airline Fares	\$17,950,105	\$21,898,906	\$3,948,801
Lodging on Trips	\$19,863,339	\$24,196,337	\$4,332,998
Auto/Truck Rental on Trips	\$884,409	\$1,078,894	\$194,485
Food and Drink on Trips	\$18,004,212	\$21,942,273	\$3,938,061



1253 S Preston St, Louisville, Kentucky, 40203 Ring: 3 mile radius

(1) Apparel Products and Services includes shoe repair and other shoe services, apparel laundry and dry cleaning, alteration, repair and tailoring of apparel, clothing rental and storage, and watch and jewelry repair.

(2) Membership Fees for Clubs includes membership fees for social, recreational, and civic clubs.

(3) Audio includes satellite radio service, radios, stereos, sound components, equipment and accessories, digital audio players, records, CDs, audio tapes, streaming/ downloaded audio, musical instruments and accessories, and rental and repair of musical instruments.

(4) Toys and Games includes toys, games, arts and crafts, tricycles, playground equipment, arcade games, online entertainment and games, and stamp and coin collecting.

(5) Recreational Vehicles & Fees includes docking and landing fees for boats and planes, payments on boats, trailers, campers and RVs, rental of boats, trailers, campers and RVs, and camp fees.

(6) Sports/Recreation/Exercise Equipment includes exercise equipment and gear, game tables, bicycles, camping equipment, hunting and fishing equipment, winter sports equipment, water sports equipment, other sports equipment, and rental/repair of sports/recreation/exercise equipment.

(7) Photo Equipment and Supplies includes film, film processing, photographic equipment, rental and repair of photo equipment, and photographer fees.

(8) Reading includes digital book readers, books, magazine and newspaper subscriptions, and single copies of magazines and newspapers.

(9) Catered Affairs includes expenses associated with live entertainment and rental of party supplies.

(10) Snacks and Other Food at Home includes candy, chewing gum, sugar, artificial sweeteners, jam, jelly, preserves, margarine, fats and oils, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips and other snacks, nuts, salt, spices, seasonings, olives, pickles, relishes, sauces, gravy, other condiments, soup, prepared salad, prepared dessert, baby food, miscellaneous prepared food, and nonalcoholic beverages.

(11) Mortgage Payment and Basics includes mortgage interest, mortgage principal, property taxes, homeowners insurance, and ground rent on owned dwellings.

(12) Maintenance and Remodeling Materials includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, materials for roofing/gutters, materials for plaster/panel/siding, materials for patio/fence/brick work, landscaping materials, and insulation materials for owned homes.

(13) Household Textiles includes bathroom linens, bedroom linens, kitchen linens, dining room linens, other linens, curtains, draperies, slipcovers and decorative pillows.

(14) Major Appliances includes dishwashers, disposals, refrigerators, freezers, washers, dryers, stoves, ovens, microwaves, window air conditioners, electric floor cleaning equipment, sewing machines, and miscellaneous appliances.

(15) Housewares includes flatware, dishes, cups glasses, serving pieces, nonelectric cookware, and tableware.

(16) Lawn and Garden includes lawn and garden supplies, equipment and care service, indoor plants, fresh flowers, and repair/rental of lawn and garden equipment.

(17) Housekeeping Supplies includes soaps and laundry detergents, cleaning products, toilet tissue, paper towels, napkins, paper/plastic/foil products, stationery, giftwrap supplies, postage, and delivery services.

(18) Personal Care Products includes hair care products, nonelectric articles for hair, wigs, hairpieces, oral hygiene products, shaving needs, perfume, cosmetics, skincare, bath products, nail products, deodorant, feminine hygiene products, adult diapers, other miscellaneous care products and personal care appliances.

(19) School Books and Supplies includes school books and supplies for college, elementary school, high school, vocational/technical school, preschool and other schools.



1253 S Preston St, Louisville, Kentucky, 40203 Ring: 5 mile radius Prepared by Charlotte Hollkamp Latitude: 38.23219

Longitude: -85.74940

Top Tapestry Segments	Percent	Demographic Summary	2019	2024
Modest Income Homes (12D)	12.1%	Population	270,530	274,622
Emerald City (8B)	10.2%	Households	117,349	119,423
Traditional Living (12B)	9.5%	Families	58,813	59,004
Hardscrabble Road (8G)	9.3%	Median Age	37.7	38.5
City Commons (11E)	8.0%	Median Household Income	\$39,919	\$45,584
		2019	2024	Projected
		Consumer Spending	Forecasted Demand	Spending Growth
Apparel and Services		\$180,679,629	\$215,216,053	\$34,536,424
Men's		\$34,548,586	\$41,165,539	\$6,616,953
Women's		\$60,300,916	\$71,823,420	\$11,522,504
Children's		\$27,459,249	\$32,696,498	\$5,237,249
Footwear		\$41,632,200	\$49,587,366	\$7,955,166
Watches & Jewelry		\$11,483,378	\$13,682,246	\$2,198,868
Apparel Products and Services (1)		\$5,255,299	\$6,260,984	\$1,005,685
Computer				
Computers and Hardware for Home U	se	\$14,195,972	\$16,916,151	\$2,720,179
Portable Memory		\$359,882	\$428,678	\$68,796
Computer Software		\$920,636	\$1,096,941	\$176,305
Computer Accessories		\$1,589,253	\$1,892,817	\$303,564
Entertainment & Recreation		\$267,869,824	\$318,983,835	\$51,114,011
Fees and Admissions		\$55,410,631	\$66,020,994	\$10,610,363
Membership Fees for Clubs (2)		\$18,119,270	\$21,591,604	\$3,472,334
Fees for Participant Sports, excl. Tr		\$8,419,387	\$10,028,107	\$1,608,720
Tickets to Theatre/Operas/Concerts	5	\$5,927,818	\$7,066,009	\$1,138,191
Tickets to Movies		\$4,557,635	\$5,432,098	\$874,463
Tickets to Parks or Museums		\$2,625,862	\$3,128,304	\$502,442
Admission to Sporting Events, excl.	Trips	\$5,145,884	\$6,127,101	\$981,217
Fees for Recreational Lessons		\$10,537,526	\$12,555,728	\$2,018,202
Dating Services		\$77,249	\$92,041	\$14,792
TV/Video/Audio		\$107,517,762	\$127,995,556	\$20,477,794
Cable and Satellite Television Servi	ces	\$77,065,127	\$91,721,340	\$14,656,213
Televisions		\$9,528,131	\$11,347,416	\$1,819,285
Satellite Dishes		\$119,699	\$142,474	\$22,775
VCRs, Video Cameras, and DVD Pla	iyers	\$514,957	\$613,304	\$98,347
Miscellaneous Video Equipment		\$2,245,288	\$2,672,862	\$427,574
Video Cassettes and DVDs		\$1,011,585	\$1,204,634	\$193,049
Video Game Hardware/Accessories		\$2,752,489	\$3,278,421	\$525,932
Video Game Software		\$1,466,144	\$1,747,154	\$281,010
Rental/Streaming/Downloaded Vide	90	\$4,267,026	\$5,085,958	\$818,932
Installation of Televisions		\$78,986	\$94,016	\$15,030
Audio (3)		\$8,137,643	\$9,694,439	\$1,556,796
Rental and Repair of TV/Radio/Sour	na Equipment	\$330,687	393,538	\$62,851
Pets		\$52,798,807	\$62,858,604	\$10,059,797
Toys/Games/Crafts/Hobbies (4)		\$10,245,573	\$12,202,551	\$1,956,978
Recreational Vehicles and Fees (5)	+ (C)	\$10,330,787	\$12,298,438	\$1,967,651
Sports/Recreation/Exercise Equipmen	t (6)	\$16,358,000	\$19,484,813	\$3,126,813
Photo Equipment and Supplies (7)		\$4,388,126	\$5,230,381	\$842,255
Reading (8)		\$8,656,585	\$10,310,484	\$1,653,899
Catered Affairs (9)		\$2,163,552	2,582,014	\$418,462
Food at Home		\$749,985,417	\$893,226,442 \$525,515,672	\$143,241,025
Food at Home Bakery and Cereal Products		\$441,308,433 \$58,006,779	\$525,515,672	\$84,207,239 \$11,065,476
Meats, Poultry, Fish, and Eggs		\$38,006,779 \$98,365,122		
			\$117,123,840	\$18,758,718
Dairy Products Fruits and Vegetables		\$45,060,149 \$84,815,363	\$53,662,434 \$101,019,734	\$8,602,285 \$16,204,371
Snacks and Other Food at Home (1	0)	\$84,815,365 \$155,061,020	\$101,019,734 \$184,637,409	\$10,204,371 \$29,576,389
Food Away from Home		\$155,061,020 \$308,676,984	\$367,710,771	\$59,033,787
Alcoholic Beverages		\$308,070,984 \$46,940,839	\$55,949,753	\$9,008,914
Pate Nate: The Consumer Coordina data is house				\$9,000,914



1253 S Preston St, Louisville, Kentucky, 40203 Ring: 5 mile radius Prepared by Charlotte Hollkamp Latitude: 38.23219

Longitude: -85.74940

	2019	2024	Projected
	Consumer Spending	Forecasted Demand	Spending Growth
Financial			
Value of Stocks/Bonds/Mutual Funds	\$1,635,448,630	\$1,947,631,770	\$312,183,140
Value of Retirement Plans	\$7,307,549,854	\$8,697,464,270	\$1,389,914,416
Value of Other Financial Assets	\$523,786,703	\$623,070,763	\$99,284,060
Vehicle Loan Amount excluding Interest	\$247,973,357	\$295,169,171	\$47,195,814
Value of Credit Card Debt	\$202,778,054	\$241,465,384	\$38,687,330
Health			
Nonprescription Drugs	\$12,328,619	\$14,675,568	\$2,346,949
Prescription Drugs	\$31,787,761	\$37,815,713	\$6,027,952
Eyeglasses and Contact Lenses	\$7,541,204	\$8,977,626	\$1,436,422
Home			
Mortgage Payment and Basics (11)	\$724,296,485	\$862,035,512	\$137,739,027
Maintenance and Remodeling Services	\$151,348,722	\$180,133,313	\$28,784,591
Maintenance and Remodeling Materials (12)	\$36,308,010	\$43,198,650	\$6,890,640
Utilities, Fuel, and Public Services	\$423,258,305	\$503,760,955	\$80,502,650
Household Furnishings and Equipment			
Household Textiles (13)	\$8,633,124	\$10,280,266	\$1,647,142
Furniture	\$52,130,984	\$62,083,458	\$9,952,474
Rugs	\$2,691,794	\$3,206,541	\$514,747
Major Appliances (14)	\$28,727,912	\$34,186,827	\$5,458,915
Housewares (15)	\$8,752,510	\$10,423,759	\$1,671,249
Small Appliances	\$4,238,734	\$5,049,291	\$810,557
Luggage	\$1,139,631	\$1,357,823	\$218,192
Telephones and Accessories	\$5,904,917	\$7,037,213	\$1,132,296
Household Operations			
Child Care	\$39,903,543	\$47,555,374	\$7,651,831
Lawn and Garden (16)	\$35,105,574	\$41,779,617	\$6,674,043
Moving/Storage/Freight Express	\$6,096,383	\$7,267,947	\$1,171,564
Housekeeping Supplies (17)	\$63,589,584	\$75,708,438	\$12,118,854
Insurance			
Owners and Renters Insurance	\$46,495,945	\$55,302,865	\$8,806,920
Vehicle Insurance	\$134,460,711	\$160,084,028	\$25,623,317
Life/Other Insurance	\$36,857,517	\$43,854,344	\$6,996,827
Health Insurance	\$330,149,205	\$392,988,299	\$62,839,094
Personal Care Products (18)	\$43,195,600	\$51,444,290	\$8,248,690
School Books and Supplies (19)	\$13,050,378	15,545,654	\$2,495,276
Smoking Products	\$40,004,594	\$47,606,375	\$7,601,781
Transportation			
Payments on Vehicles excluding Leases	\$215,786,734	\$256,862,428	\$41,075,694
Gasoline and Motor Oil	\$197,050,955	\$234,589,702	\$37,538,747
Vehicle Maintenance and Repairs	\$99,279,722	\$118,241,530	\$18,961,808
Travel	+41 CO1 20C		47 000 00F
Airline Fares	\$41,621,306	\$49,604,541	\$7,983,235
Lodging on Trips	\$47,309,738	\$56,340,376	\$9,030,638
Auto/Truck Rental on Trips	\$2,054,235	\$2,448,393	\$394,158
Food and Drink on Trips	\$42,155,504	\$50,216,759	\$8,061,255



1253 S Preston St, Louisville, Kentucky, 40203 Ring: 5 mile radius

(1) Apparel Products and Services includes shoe repair and other shoe services, apparel laundry and dry cleaning, alteration, repair and tailoring of apparel, clothing rental and storage, and watch and jewelry repair.

(2) Membership Fees for Clubs includes membership fees for social, recreational, and civic clubs.

(3) Audio includes satellite radio service, radios, stereos, sound components, equipment and accessories, digital audio players, records, CDs, audio tapes, streaming/ downloaded audio, musical instruments and accessories, and rental and repair of musical instruments.

(4) Toys and Games includes toys, games, arts and crafts, tricycles, playground equipment, arcade games, online entertainment and games, and stamp and coin collecting.

(5) Recreational Vehicles & Fees includes docking and landing fees for boats and planes, payments on boats, trailers, campers and RVs, rental of boats, trailers, campers and RVs, and camp fees.

(6) Sports/Recreation/Exercise Equipment includes exercise equipment and gear, game tables, bicycles, camping equipment, hunting and fishing equipment, winter sports equipment, water sports equipment, other sports equipment, and rental/repair of sports/recreation/exercise equipment.

(7) Photo Equipment and Supplies includes film, film processing, photographic equipment, rental and repair of photo equipment, and photographer fees.

(8) Reading includes digital book readers, books, magazine and newspaper subscriptions, and single copies of magazines and newspapers.

(9) Catered Affairs includes expenses associated with live entertainment and rental of party supplies.

(10) Snacks and Other Food at Home includes candy, chewing gum, sugar, artificial sweeteners, jam, jelly, preserves, margarine, fats and oils, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips and other snacks, nuts, salt, spices, seasonings, olives, pickles, relishes, sauces, gravy, other condiments, soup, prepared salad, prepared dessert, baby food, miscellaneous prepared food, and nonalcoholic beverages.

(11) Mortgage Payment and Basics includes mortgage interest, mortgage principal, property taxes, homeowners insurance, and ground rent on owned dwellings.

(12) Maintenance and Remodeling Materials includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, materials for roofing/gutters, materials for plaster/panel/siding, materials for patio/fence/brick work, landscaping materials, and insulation materials for owned homes.

(13) Household Textiles includes bathroom linens, bedroom linens, kitchen linens, dining room linens, other linens, curtains, draperies, slipcovers and decorative pillows.

(14) Major Appliances includes dishwashers, disposals, refrigerators, freezers, washers, dryers, stoves, ovens, microwaves, window air conditioners, electric floor cleaning equipment, sewing machines, and miscellaneous appliances.

(15) Housewares includes flatware, dishes, cups glasses, serving pieces, nonelectric cookware, and tableware.

(16) Lawn and Garden includes lawn and garden supplies, equipment and care service, indoor plants, fresh flowers, and repair/rental of lawn and garden equipment.

(17) Housekeeping Supplies includes soaps and laundry detergents, cleaning products, toilet tissue, paper towels, napkins, paper/plastic/foil products, stationery, giftwrap supplies, postage, and delivery services.

(18) Personal Care Products includes hair care products, nonelectric articles for hair, wigs, hairpieces, oral hygiene products, shaving needs, perfume, cosmetics, skincare, bath products, nail products, deodorant, feminine hygiene products, adult diapers, other miscellaneous care products and personal care appliances.

(19) School Books and Supplies includes school books and supplies for college, elementary school, high school, vocational/technical school, preschool and other schools.