



Recreation Expenditures

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

Prepared by Charlotte Hollkamp

Latitude: 38.23219
Longitude: -85.74940

Demographic Summary		2019	2024
Population		23,993	24,628
Households		12,135	12,487
Families		3,972	4,035
Median Age		35.7	37.1
Median Household Income		\$28,729	\$32,834
	Spending Potential Index	Average Amount Spent	Total
Tv/Video/Audio	58	\$705.91	\$8,566,242
Cable & Satellite Television Services	57	\$497.84	\$6,041,297
Televisions & Video	62	\$151.10	\$1,833,652
Audio	56	\$54.60	\$662,610
Rental of TV/VCR/Radio/Sound Equipment	110	\$0.87	\$10,581
Repair of TV/Radio/Sound Equipment	63	\$1.49	\$18,102
Entertainment/Recreation Fees and Admissions	50	\$355.87	\$4,318,474
Tickets to Theatre/Operas/Concerts	53	\$39.67	\$481,376
Tickets to Movies	58	\$31.95	\$387,660
Tickets to Parks or Museums	54	\$17.36	\$210,646
Admission to Sporting Events, excl.Trips	50	\$31.79	\$385,767
Fees for Participant Sports, excl.Trips	49	\$52.15	\$632,809
Fees for Recreational Lessons	46	\$66.42	\$806,020
Membership Fees for Social/Recreation/Civic Clubs	49	\$115.97	\$1,407,352
Dating Services	80	\$0.56	\$6,845
Toys/Games/Crafts/Hobbies	58	\$68.67	\$833,346
Toys/Games/Arts/Crafts/Tricycles	59	\$59.92	\$727,188
Playground Equipment	42	\$1.76	\$21,410
Play Arcade Pinball/Video Games	40	\$1.66	\$20,093
Online Entertainment and Games	67	\$2.97	\$36,010
Stamp & Coin Collecting	55	\$2.36	\$28,645
Recreational Vehicles and Fees	36	\$57.95	\$703,179
Docking and Landing Fees for Boats and Planes	44	\$4.19	\$50,806
Camp Fees	30	\$20.34	\$246,820
Payments on Boats/Trailers/Campers/RVs	39	\$23.05	\$279,752
Rental of Boats/Trailers/Campers/RVs	42	\$10.37	\$125,800
Sports, Recreation and Exercise Equipment	49	\$101.89	\$1,236,463
Exercise Equipment and Gear, Game Tables	50	\$32.31	\$392,044
Bicycles	54	\$16.01	\$194,254
Camping Equipment	52	\$10.38	\$125,950
Hunting and Fishing Equipment	47	\$32.80	\$397,971
Winter Sports Equipment	52	\$2.82	\$34,278
Water Sports Equipment	41	\$3.11	\$37,741
Other Sports Equipment	50	\$3.29	\$39,974
Rental/Repair of Sports/Recreation/Exercise Equipment	46	\$1.17	\$14,252
Photographic Equipment and Supplies	57	\$29.87	\$362,521
Film	65	\$0.51	\$6,237
Film Processing	54	\$4.23	\$51,377
Photographic Equipment	52	\$10.55	\$127,987
Photographer Fees/Other Supplies & Equip Rental/Repair	63	\$14.58	\$176,920
Reading	53	\$56.07	\$680,399
Magazine/Newspaper Subscriptions	49	\$18.33	\$222,458
Magazine/Newspaper Single Copies	53	\$3.51	\$42,647
Books	53	\$19.91	\$241,567
Digital Book Readers	56	\$14.32	\$173,727

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.

April 15, 2020



Recreation Expenditures

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

Prepared by Charlotte Hollkamp

Latitude: 38.23219
Longitude: -85.74940

Demographic Summary		2019	2024
Population		122,263	125,019
Households		53,863	55,379
Families		23,116	23,320
Median Age		36.2	37.2
Median Household Income		\$36,350	\$41,482
	Spending Potential Index	Average Amount Spent	Total
Tv/Video/Audio	71	\$863.15	\$46,491,972
Cable & Satellite Television Services	70	\$614.82	\$33,116,257
Televisions & Video	74	\$179.78	\$9,683,462
Audio	67	\$65.79	\$3,543,449
Rental of TV/VCR/Radio/Sound Equipment	128	\$1.01	\$54,230
Repair of TV/Radio/Sound Equipment	75	\$1.76	\$94,573
Entertainment/Recreation Fees and Admissions	62	\$440.97	\$23,752,114
Tickets to Theatre/Operas/Concerts	63	\$47.70	\$2,569,467
Tickets to Movies	69	\$37.54	\$2,021,778
Tickets to Parks or Museums	65	\$21.12	\$1,137,521
Admission to Sporting Events, excl.Trips	64	\$40.27	\$2,168,946
Fees for Participant Sports, excl.Trips	62	\$66.29	\$3,570,784
Fees for Recreational Lessons	58	\$83.30	\$4,486,876
Membership Fees for Social/Recreation/Civic Clubs	61	\$144.10	\$7,761,405
Dating Services	94	\$0.66	\$35,336
Toys/Games/Crafts/Hobbies	70	\$82.85	\$4,462,680
Toys/Games/Arts/Crafts/Tricycles	71	\$72.07	\$3,881,678
Playground Equipment	56	\$2.35	\$126,712
Play Arcade Pinball/Video Games	53	\$2.17	\$117,074
Online Entertainment and Games	76	\$3.40	\$182,870
Stamp & Coin Collecting	67	\$2.87	\$154,346
Recreational Vehicles and Fees	48	\$76.80	\$4,136,538
Docking and Landing Fees for Boats and Planes	58	\$5.50	\$295,983
Camp Fees	41	\$27.70	\$1,491,986
Payments on Boats/Trailers/Campers/RVs	52	\$30.58	\$1,646,888
Rental of Boats/Trailers/Campers/RVs	53	\$13.03	\$701,681
Sports, Recreation and Exercise Equipment	62	\$128.76	\$6,935,444
Exercise Equipment and Gear, Game Tables	64	\$41.76	\$2,249,372
Bicycles	64	\$19.16	\$1,031,809
Camping Equipment	67	\$13.23	\$712,768
Hunting and Fishing Equipment	59	\$41.67	\$2,244,541
Winter Sports Equipment	59	\$3.22	\$173,631
Water Sports Equipment	54	\$4.07	\$219,397
Other Sports Equipment	61	\$4.08	\$219,699
Rental/Repair of Sports/Recreation/Exercise Equipment	62	\$1.56	\$84,227
Photographic Equipment and Supplies	69	\$35.76	\$1,926,353
Film	72	\$0.57	\$30,808
Film Processing	66	\$5.16	\$278,099
Photographic Equipment	62	\$12.56	\$676,632
Photographer Fees/Other Supplies & Equip Rental/Repair	76	\$17.47	\$940,815
Reading	65	\$68.87	\$3,709,502
Magazine/Newspaper Subscriptions	62	\$23.12	\$1,245,321
Magazine/Newspaper Single Copies	64	\$4.28	\$230,308
Books	64	\$24.10	\$1,298,275
Digital Book Readers	69	\$17.37	\$935,598

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.
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Source: Esri forecasts for 2019 and 2024; Consumer Spending data are derived from the 2016 and 2017 Consumer Expenditure Surveys, Bureau of Labor Statistics.

April 15, 2020



Recreation Expenditures

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

Prepared by Charlotte Hollkamp

Latitude: 38.23219
Longitude: -85.74940

Demographic Summary		2019	2024
Population		270,530	274,622
Households		117,349	119,423
Families		58,813	59,004
Median Age		37.7	38.5
Median Household Income		\$39,919	\$45,584
	Spending Potential Index	Average Amount Spent	Total
Tv/Video/Audio	75	\$916.22	\$107,517,762
Cable & Satellite Television Services	75	\$656.72	\$77,065,127
Televisions & Video	77	\$187.34	\$21,984,305
Audio	71	\$69.35	\$8,137,643
Rental of TV/VCR/Radio/Sound Equipment	123	\$0.97	\$113,992
Repair of TV/Radio/Sound Equipment	78	\$1.85	\$216,695
Entertainment/Recreation Fees and Admissions	66	\$472.19	\$55,410,631
Tickets to Theatre/Operas/Concerts	67	\$50.51	\$5,927,818
Tickets to Movies	71	\$38.84	\$4,557,635
Tickets to Parks or Museums	69	\$22.38	\$2,625,862
Admission to Sporting Events, excl.Trips	69	\$43.85	\$5,145,884
Fees for Participant Sports, excl.Trips	67	\$71.75	\$8,419,387
Fees for Recreational Lessons	63	\$89.80	\$10,537,526
Membership Fees for Social/Recreation/Civic Clubs	65	\$154.40	\$18,119,270
Dating Services	94	\$0.66	\$77,249
Toys/Games/Crafts/Hobbies	74	\$87.31	\$10,245,573
Toys/Games/Arts/Crafts/Tricycles	75	\$75.73	\$8,887,120
Playground Equipment	63	\$2.64	\$309,674
Play Arcade Pinball/Video Games	57	\$2.35	\$275,748
Online Entertainment and Games	78	\$3.47	\$406,863
Stamp & Coin Collecting	73	\$3.12	\$366,167
Recreational Vehicles and Fees	55	\$88.03	\$10,330,787
Docking and Landing Fees for Boats and Planes	65	\$6.20	\$727,681
Camp Fees	48	\$32.26	\$3,785,420
Payments on Boats/Trailers/Campers/RVs	60	\$35.24	\$4,135,688
Rental of Boats/Trailers/Campers/RVs	58	\$14.33	\$1,681,998
Sports, Recreation and Exercise Equipment	67	\$139.40	\$16,358,000
Exercise Equipment and Gear, Game Tables	70	\$45.94	\$5,391,583
Bicycles	68	\$20.18	\$2,367,758
Camping Equipment	71	\$14.15	\$1,660,807
Hunting and Fishing Equipment	64	\$45.20	\$5,303,978
Winter Sports Equipment	61	\$3.33	\$390,939
Water Sports Equipment	59	\$4.41	\$517,806
Other Sports Equipment	67	\$4.45	\$522,623
Rental/Repair of Sports/Recreation/Exercise Equipment	68	\$1.73	\$202,505
Photographic Equipment and Supplies	72	\$37.39	\$4,388,126
Film	73	\$0.58	\$68,402
Film Processing	70	\$5.51	\$646,654
Photographic Equipment	65	\$13.20	\$1,549,533
Photographer Fees/Other Supplies & Equip Rental/Repair	78	\$18.10	\$2,123,537
Reading	69	\$73.77	\$8,656,585
Magazine/Newspaper Subscriptions	68	\$25.48	\$2,989,709
Magazine/Newspaper Single Copies	69	\$4.59	\$538,725
Books	68	\$25.45	\$2,986,288
Digital Book Readers	72	\$18.25	\$2,141,864

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