



# House and Home Expenditures

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

Prepared by Charlotte Hollkamp  
Latitude: 38.23219  
Longitude: -85.74940

2019 Housing Summary		2019 Demographic Summary	
Housing Units	14,356	Population	23,993
2019-2024 Percent Change	2.85%	Households	12,135
Percent Occupied	84.5%	Families	3,972
Percent Owner Households	28.3%	Median Age	35.7
Median Home Value	\$147,136	Median Household Income	\$28,729
	Spending Potential Index	Average Amount Spent	Total
<b>Owned Dwellings</b>	40	\$5,088.73	\$61,751,723
Mortgage Interest	39	\$1,472.62	\$17,870,249
Mortgage Principal	39	\$744.17	\$9,030,555
Property Taxes	41	\$1,068.84	\$12,970,352
Homeowners Insurance	43	\$234.98	\$2,851,433
Ground Rent	48	\$34.75	\$421,700
Maintenance and Remodeling Services	39	\$834.84	\$10,130,779
Maintenance and Remodeling Materials	41	\$198.87	\$2,413,273
Property Management and Security	49	\$51.90	\$629,815
<b>Rented Dwellings</b>	98	\$5,056.26	\$61,357,658
Rent	99	\$4,971.99	\$60,335,082
Renters' Insurance	99	\$28.71	\$348,404
Maintenance and Repair Services	67	\$36.53	\$443,314
Maintenance and Repair Materials	71	\$19.02	\$230,858
<b>Other Lodging</b>	42	\$241.01	\$2,924,710
Owned Vacation Homes	41	\$211.84	\$2,570,736
Principal Paid on Home Loans	42	\$31.05	\$376,754
Closing Costs	54	\$10.37	\$125,813
Interest Paid on Home Loans	42	\$43.52	\$528,132
Property Taxes	43	\$60.03	\$728,492
Homeowners Insurance	40	\$8.49	\$103,041
Maintenance and Remodeling	36	\$49.38	\$599,283
Property Management and Security	40	\$9.00	\$109,221
Housing While Attending School	46	\$29.17	\$353,974
<b>Household Operations</b>	51	\$1,053.20	\$12,780,563
Child Care	50	\$253.62	\$3,077,659
Care for Elderly or Handicapped	58	\$41.77	\$506,854
Appliance Rental and Repair	51	\$10.39	\$126,040
Computer Information Services	60	\$350.75	\$4,256,383
Home Security System Services	44	\$18.11	\$219,724
Non-Apparel Household Laundry/Dry Cleaning	52	\$14.57	\$176,866
Housekeeping Services	41	\$76.60	\$929,483
Lawn and Garden	43	\$200.42	\$2,432,136
Moving/Storage/Freight Express	66	\$43.90	\$532,728
Installation of Computers	54	\$0.33	\$4,000
PC Repair (Personal Use)	61	\$3.97	\$48,169
Reupholstering/Furniture Repair	40	\$3.92	\$47,548
Termite/Pest Control	40	\$14.60	\$177,129
Water Softening Services	47	\$2.99	\$36,267
Internet Services Away from Home	62	\$5.17	\$62,737
Other Home Services (1)	43	\$12.10	\$146,840

**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
<b>Utilities, Fuels, Public Services</b>	56	\$2,737.40	\$33,218,298
Bottled Gas	41	\$18.50	\$224,469
Electricity	57	\$1,030.92	\$12,510,215
Fuel Oil	39	\$23.20	\$281,499
Natural Gas	59	\$280.13	\$3,399,331
Phone Services	58	\$1,015.26	\$12,320,169
Water and Other Public Services	50	\$366.68	\$4,449,676
Coal/Wood/Other Fuel	39	\$2.71	\$32,939
<b>Housekeeping Supplies</b>	55	\$412.43	\$5,004,823
Laundry and Cleaning Supplies	57	\$118.69	\$1,440,290
Postage and Stationery	53	\$95.39	\$1,157,529
Other HH Products (2)	55	\$198.35	\$2,407,004
<b>Household Textiles</b>	57	\$57.18	\$693,885
Bathroom Linens	63	\$9.96	\$120,865
Bedroom Linens	59	\$31.19	\$378,462
Kitchen, Dining Room and other Linens	46	\$5.15	\$62,513
Curtains and Draperies	54	\$8.13	\$98,665
Slipcovers, Decorative Pillows	53	\$2.75	\$33,380
<b>Furniture</b>	56	\$342.07	\$4,151,069
Mattresses and Box Springs	60	\$72.27	\$877,029
Other Bedroom Furniture	58	\$61.26	\$743,435
Sofas	57	\$99.25	\$1,204,432
Living Room Chairs	52	\$26.93	\$326,738
Living Room Tables	60	\$9.66	\$117,282
Kitchen, Dining Room Furniture	53	\$23.97	\$290,879
Infant Furniture	61	\$8.43	\$102,253
Outdoor Furniture	41	\$16.18	\$196,361
Wall Units, Cabinets, Other Furniture (3)	53	\$24.12	\$292,660
<b>Major Appliances</b>	49	\$175.10	\$2,124,875
Dishwashers and Disposals	43	\$14.21	\$172,481
Refrigerators and Freezers	45	\$51.00	\$618,943
Clothes Washers & Dryers	53	\$49.36	\$598,992
Cooking Stoves and Ovens	45	\$23.86	\$289,527
Microwave Ovens	63	\$10.16	\$123,255
Window Air Conditioners	58	\$4.40	\$53,407
Electric Floor Cleaning Equipment	58	\$15.12	\$183,445
Sewing Machines and Miscellaneous Appliances	58	\$6.99	\$84,825

**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
<b>Other Household Furnishings and Equipment</b>			
Rugs	52	\$16.93	\$205,499
Housewares	53	\$56.39	\$684,248
Small Appliances	61	\$29.42	\$357,000
Sewing/Needlework/Quilt Materials/Items	51	\$6.65	\$80,743
Window Coverings	44	\$10.41	\$126,292
Lamps/Lighting Fixtures/Ceiling Fans	49	\$21.64	\$262,649
Infant Equipment	60	\$13.91	\$168,849
Rental of Furniture	99	\$6.91	\$83,885
Laundry and Cleaning Equipment	60	\$18.20	\$220,895
Closet and Storage Items	45	\$11.22	\$136,168
Luggage	54	\$7.56	\$91,680
Clocks and Other Household Decoratives	45	\$87.33	\$1,059,753
Telephones and Accessories	52	\$39.31	\$477,050
Grills and Outdoor Equipment	47	\$16.18	\$196,322
Power Tools	46	\$29.03	\$352,220
Hand Tools	61	\$5.68	\$68,932
Office Furniture/Equipment for Home Use	51	\$8.21	\$99,596
Computers and Hardware for Home Use	60	\$98.82	\$1,199,188
Portable Memory	54	\$2.40	\$29,117
Computer Software	64	\$6.50	\$78,851
Computer Accessories	55	\$10.44	\$126,736
Other Household Appliances	49	\$8.21	\$99,569
Misc Equipment incl Ladders/Sheds/Etc	54	\$48.17	\$584,549

(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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# House and Home Expenditures

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2019 Housing Summary		2019 Demographic Summary		
Housing Units	63,255	Population	122,263	
2019-2024 Percent Change	2.76%	Households	53,863	
Percent Occupied	85.2%	Families	23,116	
Percent Owner Households	40.2%	Median Age	36.2	
Median Home Value	\$152,650	Median Household Income	\$36,350	
		Spending Potential Index	Average Amount Spent	Total
Owned Dwellings		54	\$6,898.96	\$371,598,471
Mortgage Interest		53	\$2,013.14	\$108,433,599
Mortgage Principal		53	\$1,021.71	\$55,032,140
Property Taxes		55	\$1,423.75	\$76,687,555
Homeowners Insurance		58	\$321.40	\$17,311,481
Ground Rent		59	\$42.50	\$2,289,376
Maintenance and Remodeling Services		53	\$1,136.63	\$61,222,411
Maintenance and Remodeling Materials		55	\$269.53	\$14,517,587
Property Management and Security		61	\$63.81	\$3,436,848
Rented Dwellings		103	\$5,270.07	\$283,861,836
Rent		103	\$5,172.61	\$278,612,140
Renters' Insurance		106	\$30.98	\$1,668,501
Maintenance and Repair Services		81	\$44.19	\$2,380,268
Maintenance and Repair Materials		84	\$22.30	\$1,200,926
Other Lodging		54	\$313.23	\$16,871,426
Owned Vacation Homes		54	\$276.26	\$14,880,097
Principal Paid on Home Loans		55	\$40.20	\$2,165,096
Closing Costs		66	\$12.71	\$684,366
Interest Paid on Home Loans		56	\$57.59	\$3,101,915
Property Taxes		56	\$77.63	\$4,181,401
Homeowners Insurance		54	\$11.39	\$613,703
Maintenance and Remodeling		47	\$65.09	\$3,505,826
Property Management and Security		51	\$11.66	\$627,789
Housing While Attending School		59	\$36.97	\$1,991,330
Household Operations		64	\$1,322.89	\$71,254,753
Child Care		63	\$318.88	\$17,175,852
Care for Elderly or Handicapped		74	\$53.74	\$2,894,747
Appliance Rental and Repair		65	\$13.23	\$712,598
Computer Information Services		72	\$420.47	\$22,647,912
Home Security System Services		60	\$24.74	\$1,332,423
Non-Apparel Household Laundry/Dry Cleaning		63	\$17.73	\$954,798
Housekeeping Services		55	\$101.27	\$5,454,677
Lawn and Garden		57	\$265.66	\$14,308,978
Moving/Storage/Freight Express		77	\$51.20	\$2,757,590
Installation of Computers		66	\$0.40	\$21,342
PC Repair (Personal Use)		72	\$4.68	\$251,845
Reupholstering/Furniture Repair		53	\$5.17	\$278,638
Termite/Pest Control		56	\$20.07	\$1,081,027
Water Softening Services		61	\$3.88	\$209,021
Internet Services Away from Home		73	\$6.07	\$327,201
Other Home Services (1)		55	\$15.71	\$846,104

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<b>Utilities, Fuels, Public Services</b>	69	\$3,374.65	\$181,768,806
Bottled Gas	54	\$24.36	\$1,312,370
Electricity	71	\$1,275.09	\$68,680,030
Fuel Oil	46	\$27.78	\$1,496,426
Natural Gas	72	\$342.36	\$18,440,447
Phone Services	70	\$1,232.78	\$66,401,305
Water and Other Public Services	64	\$468.98	\$25,260,706
Coal/Wood/Other Fuel	48	\$3.30	\$177,521
<b>Housekeeping Supplies</b>	68	\$507.79	\$27,350,901
Laundry and Cleaning Supplies	70	\$145.59	\$7,841,884
Postage and Stationery	66	\$118.03	\$6,357,242
Other HH Products (2)	68	\$244.17	\$13,151,775
<b>Household Textiles</b>	69	\$69.53	\$3,744,979
Bathroom Linens	75	\$11.89	\$640,490
Bedroom Linens	71	\$37.55	\$2,022,515
Kitchen, Dining Room and other Linens	59	\$6.51	\$350,451
Curtains and Draperies	68	\$10.21	\$549,780
Slipcovers, Decorative Pillows	65	\$3.37	\$181,744
<b>Furniture</b>	68	\$418.60	\$22,547,122
Mattresses and Box Springs	72	\$87.04	\$4,687,977
Other Bedroom Furniture	70	\$74.90	\$4,034,173
Sofas	69	\$120.59	\$6,495,554
Living Room Chairs	65	\$34.00	\$1,831,389
Living Room Tables	73	\$11.69	\$629,674
Kitchen, Dining Room Furniture	64	\$29.24	\$1,575,087
Infant Furniture	73	\$10.06	\$541,762
Outdoor Furniture	55	\$21.40	\$1,152,880
Wall Units, Cabinets, Other Furniture (3)	65	\$29.68	\$1,598,625
<b>Major Appliances</b>	63	\$223.70	\$12,049,360
Dishwashers and Disposals	57	\$18.91	\$1,018,501
Refrigerators and Freezers	59	\$66.91	\$3,604,202
Clothes Washers & Dryers	67	\$62.59	\$3,371,293
Cooking Stoves and Ovens	60	\$31.29	\$1,685,180
Microwave Ovens	75	\$12.12	\$652,996
Window Air Conditioners	68	\$5.19	\$279,486
Electric Floor Cleaning Equipment	69	\$18.21	\$980,688
Sewing Machines and Miscellaneous Appliances	70	\$8.48	\$457,013

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	Spending Potential Index	Average Amount Spent	Total
<b>Other Household Furnishings and Equipment</b>			
Rugs	65	\$21.22	\$1,143,100
Housewares	65	\$69.48	\$3,742,315
Small Appliances	71	\$34.68	\$1,868,153
Sewing/Needlework/Quilt Materials/Items	63	\$8.18	\$440,421
Window Coverings	56	\$13.37	\$720,323
Lamps/Lighting Fixtures/Ceiling Fans	62	\$27.70	\$1,492,082
Infant Equipment	71	\$16.39	\$882,787
Rental of Furniture	113	\$7.87	\$423,737
Laundry and Cleaning Equipment	72	\$21.64	\$1,165,341
Closet and Storage Items	58	\$14.61	\$787,113
Luggage	66	\$9.20	\$495,454
Clocks and Other Household Decoratives	58	\$112.02	\$6,033,837
Telephones and Accessories	63	\$47.62	\$2,565,101
Grills and Outdoor Equipment	60	\$20.79	\$1,119,821
Power Tools	59	\$37.19	\$2,003,393
Hand Tools	72	\$6.70	\$360,892
Office Furniture/Equipment for Home Use	62	\$10.01	\$539,188
Computers and Hardware for Home Use	70	\$116.52	\$6,276,073
Portable Memory	65	\$2.91	\$156,820
Computer Software	75	\$7.63	\$410,866
Computer Accessories	67	\$12.73	\$685,415
Other Household Appliances	63	\$10.55	\$568,348
Misc Equipment incl Ladders/Sheds/Etc	67	\$60.20	\$3,242,691

(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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# House and Home Expenditures

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2019 Housing Summary		2019 Demographic Summary		
Housing Units	134,563	Population	270,530	
2019-2024 Percent Change	1.84%	Households	117,349	
Percent Occupied	87.2%	Families	58,813	
Percent Owner Households	49.0%	Median Age	37.7	
Median Home Value	\$139,089	Median Household Income	\$39,919	
		Spending Potential Index	Average Amount Spent	Total
Owned Dwellings		61	\$7,838.50	\$919,839,783
Mortgage Interest		60	\$2,278.27	\$267,352,330
Mortgage Principal		61	\$1,166.25	\$136,858,154
Property Taxes		62	\$1,621.49	\$190,279,714
Homeowners Insurance		67	\$366.43	\$43,000,053
Ground Rent		64	\$46.72	\$5,482,155
Maintenance and Remodeling Services		60	\$1,289.73	\$151,348,722
Maintenance and Remodeling Materials		63	\$309.40	\$36,308,010
Property Management and Security		64	\$67.21	\$7,886,567
Rented Dwellings		96	\$4,934.66	\$579,077,409
Rent		96	\$4,836.26	\$567,529,738
Renters' Insurance		102	\$29.79	\$3,495,892
Maintenance and Repair Services		84	\$45.75	\$5,368,898
Maintenance and Repair Materials		86	\$22.86	\$2,682,881
Other Lodging		61	\$350.92	\$41,179,804
Owned Vacation Homes		60	\$309.96	\$36,373,063
Principal Paid on Home Loans		61	\$44.33	\$5,201,929
Closing Costs		69	\$13.39	\$1,571,391
Interest Paid on Home Loans		62	\$63.66	\$7,470,909
Property Taxes		63	\$86.68	\$10,171,270
Homeowners Insurance		62	\$12.99	\$1,524,226
Maintenance and Remodeling		55	\$75.78	\$8,892,140
Property Management and Security		58	\$13.13	\$1,541,197
Housing While Attending School		65	\$40.96	\$4,806,741
Household Operations		69	\$1,425.10	\$167,233,812
Child Care		67	\$340.04	\$39,903,543
Care for Elderly or Handicapped		80	\$58.15	\$6,823,386
Appliance Rental and Repair		71	\$14.43	\$1,693,712
Computer Information Services		76	\$441.66	\$51,827,868
Home Security System Services		67	\$27.65	\$3,244,134
Non-Apparel Household Laundry/Dry Cleaning		66	\$18.60	\$2,182,741
Housekeeping Services		60	\$111.92	\$13,133,273
Lawn and Garden		64	\$299.16	\$35,105,574
Moving/Storage/Freight Express		78	\$51.95	\$6,096,383
Installation of Computers		69	\$0.42	\$49,330
PC Repair (Personal Use)		75	\$4.87	\$571,244
Reupholstering/Furniture Repair		60	\$5.83	\$684,544
Termite/Pest Control		62	\$22.48	\$2,638,275
Water Softening Services		67	\$4.25	\$499,246
Internet Services Away from Home		75	\$6.23	\$731,511
Other Home Services (1)		61	\$17.46	\$2,049,049

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<b>Utilities, Fuels, Public Services</b>	74	\$3,606.83	\$423,258,305
Bottled Gas	63	\$28.43	\$3,336,744
Electricity	76	\$1,360.55	\$159,658,677
Fuel Oil	52	\$31.26	\$3,667,786
Natural Gas	78	\$367.55	\$43,131,070
Phone Services	74	\$1,304.83	\$153,120,724
Water and Other Public Services	70	\$510.43	\$59,898,349
Coal/Wood/Other Fuel	55	\$3.79	\$444,955
<b>Housekeeping Supplies</b>	72	\$541.88	\$63,589,584
Laundry and Cleaning Supplies	74	\$154.62	\$18,144,761
Postage and Stationery	70	\$126.52	\$14,846,470
Other HH Products (2)	72	\$260.75	\$30,598,353
<b>Household Textiles</b>	73	\$73.57	\$8,633,124
Bathroom Linens	78	\$12.41	\$1,456,331
Bedroom Linens	74	\$39.46	\$4,630,938
Kitchen, Dining Room and other Linens	64	\$7.09	\$832,380
Curtains and Draperies	74	\$11.02	\$1,292,876
Slipcovers, Decorative Pillows	69	\$3.58	\$420,599
<b>Furniture</b>	72	\$444.24	\$52,130,984
Mattresses and Box Springs	76	\$91.58	\$10,747,184
Other Bedroom Furniture	74	\$79.02	\$9,273,318
Sofas	73	\$127.31	\$14,939,560
Living Room Chairs	71	\$37.05	\$4,347,767
Living Room Tables	77	\$12.31	\$1,444,993
Kitchen, Dining Room Furniture	68	\$31.01	\$3,638,791
Infant Furniture	76	\$10.45	\$1,226,662
Outdoor Furniture	62	\$24.03	\$2,819,411
Wall Units, Cabinets, Other Furniture (3)	69	\$31.47	\$3,693,299
<b>Major Appliances</b>	69	\$244.81	\$28,727,912
Dishwashers and Disposals	64	\$21.29	\$2,498,004
Refrigerators and Freezers	66	\$74.47	\$8,738,397
Clothes Washers & Dryers	72	\$67.66	\$7,940,372
Cooking Stoves and Ovens	67	\$34.96	\$4,102,900
Microwave Ovens	79	\$12.73	\$1,494,195
Window Air Conditioners	71	\$5.42	\$635,708
Electric Floor Cleaning Equipment	73	\$19.12	\$2,244,186
Sewing Machines and Miscellaneous Appliances	76	\$9.15	\$1,074,150

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	Spending Potential Index	Average Amount Spent	Total
<b>Other Household Furnishings and Equipment</b>			
Rugs	71	\$22.94	\$2,691,794
Housewares	70	\$74.59	\$8,752,510
Small Appliances	74	\$36.12	\$4,238,734
Sewing/Needlework/Quilt Materials/Items	69	\$8.91	\$1,045,619
Window Coverings	62	\$14.76	\$1,732,320
Lamps/Lighting Fixtures/Ceiling Fans	68	\$30.14	\$3,536,875
Infant Equipment	73	\$16.80	\$1,971,412
Rental of Furniture	111	\$7.75	\$909,607
Laundry and Cleaning Equipment	75	\$22.61	\$2,653,369
Closet and Storage Items	64	\$16.16	\$1,896,327
Luggage	69	\$9.71	\$1,139,631
Clocks and Other Household Decoratives	63	\$122.15	\$14,333,640
Telephones and Accessories	67	\$50.32	\$5,904,917
Grills and Outdoor Equipment	67	\$22.98	\$2,696,975
Power Tools	65	\$41.19	\$4,833,406
Hand Tools	76	\$7.07	\$829,644
Office Furniture/Equipment for Home Use	66	\$10.63	\$1,247,728
Computers and Hardware for Home Use	73	\$120.97	\$14,195,972
Portable Memory	69	\$3.07	\$359,882
Computer Software	77	\$7.85	\$920,636
Computer Accessories	71	\$13.54	\$1,589,253
Other Household Appliances	69	\$11.53	\$1,352,754
Misc Equipment incl Ladders/Sheds/Etc	72	\$64.63	\$7,583,765

(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.

April 15, 2020