



## House and Home Expenditures

Anchorage Plaza- Phase Three  
12910 Factory Ln, Louisville, Kentucky, 40245  
Ring: 1 mile radius

Prepared by Charlotte Hollkamp  
Latitude: 38.28821  
Longitude: -85.51154

2017 Housing Summary		2017 Demographic Summary	
Housing Units	1,753	Population	3,946
2017-2022 Percent Change	3.82%	Households	1,673
Percent Occupied	95.4%	Families	1,075
Percent Owner Households	54.6%	Median Age	34.2
Median Home Value	\$336,760	Median Household Income	\$103,100
	Spending Potential Index	Average Amount Spent	Total
<b>Owned Dwellings</b>	164	\$18,103.13	\$30,286,543
Mortgage Interest	183	\$6,618.28	\$11,072,388
Mortgage Principal	172	\$3,334.20	\$5,578,118
Property Taxes	142	\$3,523.66	\$5,895,078
Homeowners Insurance	146	\$715.04	\$1,196,270
Ground Rent	143	\$119.74	\$200,322
Maintenance and Remodeling Services	157	\$3,045.35	\$5,094,863
Maintenance and Remodeling Materials	147	\$596.18	\$997,411
Property Management and Security	158	\$150.68	\$252,093
<b>Rented Dwellings</b>	144	\$6,749.83	\$11,292,470
Rent	144	\$6,617.83	\$11,071,637
Renters' Insurance	143	\$36.45	\$60,975
Maintenance and Repair Services	147	\$67.64	\$113,155
Maintenance and Repair Materials	146	\$27.92	\$46,702
<b>Other Lodging</b>	158	\$797.46	\$1,334,146
Owned Vacation Homes	157	\$682.30	\$1,141,483
Mortgage Payment	173	\$298.31	\$499,066
Property Taxes	137	\$177.86	\$297,564
Homeowners Insurance	141	\$24.48	\$40,950
Maintenance and Remodeling	169	\$146.79	\$245,585
Property Management and Security	131	\$34.86	\$58,318
Housing While Attending School	164	\$115.16	\$192,663
<b>Household Operations</b>	163	\$3,022.26	\$5,056,233
Child Care	187	\$896.15	\$1,499,262
Care for Elderly or Handicapped	129	\$52.66	\$88,098
Appliance Rental and Repair	151	30	50,181
Computer Information Services	150	\$745.50	\$1,247,225
Home Security System Services	177	\$66.10	\$110,581
Non-Apparel Household Laundry/Dry Cleaning	164	\$44.22	\$73,987
Housekeeping Services	169	\$311.84	\$521,713
Lawn and Garden	151	\$631.41	\$1,056,353
Moving/Storage/Freight Express	171	\$109.44	\$183,087
Installation of Computers	173	\$0.69	\$1,150
PC Repair (Personal Use)	157	\$9.10	\$15,222
Reupholstering/Furniture Repair	134	\$8.53	\$14,268
Termite/Pest Control	175	\$55.19	\$92,330
Water Softening Services	164	\$13.61	\$22,770
Internet Services Away from Home	168	\$10.32	\$17,264
Other Home Services (1)	154	\$37.50	\$62,743

**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 2017 and 2022; Consumer Spending data are derived from the 2014 and 2015 Consumer Expenditure Surveys, Bureau of Labor Statistics.

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	Spending Potential Index	Average Amount Spent	Total
<b>Utilities, Fuels, Public Services</b>	146	\$7,360.73	\$12,314,494
Bottled Gas	94	\$60.82	\$101,748
Electricity	146	\$2,772.35	\$4,638,149
Fuel Oil	60	\$56.35	\$94,275
Natural Gas	135	\$752.34	\$1,258,669
Phone Services	150	\$2,585.37	\$4,325,321
Water and Other Public Services	163	\$1,124.38	\$1,881,082
Coal/Wood/Other Fuel	78	\$9.12	\$15,250
<b>Housekeeping Supplies</b>	153	\$1,088.57	\$1,821,170
Laundry and Cleaning Supplies	152	\$293.40	\$490,865
Postage and Stationery	153	\$256.68	\$429,433
Other HH Products (2)	153	\$538.48	\$900,871
<b>Household Textiles</b>	160	\$152.78	\$255,604
Bathroom Linens	161	\$22.09	\$36,957
Bedroom Linens	159	\$77.04	\$128,888
Kitchen, Dining Room and other Linens	177	\$19.40	\$32,464
Curtains and Draperies	151	\$25.26	\$42,265
Slipcovers, Decorative Pillows	161	\$8.98	\$15,029
<b>Furniture</b>	166	\$952.99	\$1,594,345
Mattresses and Box Springs	165	\$176.40	\$295,113
Other Bedroom Furniture	173	\$174.90	\$292,609
Sofas	165	\$265.74	\$444,582
Living Room Chairs	153	\$76.87	\$128,611
Living Room Tables	173	\$25.24	\$42,229
Kitchen, Dining Room Furniture	169	\$80.48	\$134,639
Infant Furniture	178	\$19.39	\$32,434
Outdoor Furniture	161	\$51.68	\$86,469
Wall Units, Cabinets, Other Furniture (3)	172	\$82.28	\$137,659
<b>Major Appliances</b>	158	\$508.12	\$850,080
Dishwashers and Disposals	163	\$46.18	\$77,252
Refrigerators and Freezers	163	\$157.15	\$262,904
Clothes Washers & Dryers	156	\$136.82	\$228,903
Cooking Stoves and Ovens	163	\$72.10	\$120,619
Microwave Ovens	151	\$24.93	\$41,702
Window Air Conditioners	118	\$8.95	\$14,969
Electric Floor Cleaning Equipment	160	\$37.37	\$62,526
Sewing Machines and Miscellaneous Appliances	148	\$24.63	\$41,204

**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	147	\$34.09	\$57,029
Housewares	158	\$149.70	\$250,453
Small Appliances	152	\$73.26	\$122,571
Sewing/Needlework/Quilt Materials/Items	144	\$18.73	\$31,335
Window Coverings	178	\$35.95	\$60,148
Lamps/Lighting Fixtures/Ceiling Fans	144	\$54.90	\$91,846
Infant Equipment	162	\$44.04	\$73,677
Rental of Furniture	140	\$8.71	\$14,573
Laundry and Cleaning Equipment	159	\$41.75	\$69,849
Closet and Storage Items	161	\$33.19	\$55,519
Luggage	169	\$20.01	\$33,485
Clocks and Other Household Decoratives	168	\$268.09	\$448,509
Telephones and Accessories	172	\$118.90	\$198,920
Grills and Outdoor Equipment	159	\$45.60	\$76,284
Power Tools	143	\$60.26	\$100,823
Hand Tools	168	\$14.54	\$24,322
Office Furniture/Equipment for Home Use	168	\$24.02	\$40,184
Computers and Hardware for Home Use	166	\$286.26	\$478,920
Portable Memory	169	\$9.00	\$15,054
Computer Software	167	\$19.24	\$32,183
Computer Accessories	161	\$29.07	\$48,627
Other Household Appliances	151	\$25.52	\$42,690
Misc Equipment incl Ladders/Sheds/Etc	163	\$127.36	\$213,078

(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 and Other Furniture** includes modular wall units, shelves or cabinets, and other living room, family or recreation room furniture including desks.

**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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# House and Home Expenditures

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Ring: 3 mile radius

Prepared by Charlotte Hollkamp  
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2017 Housing Summary		2017 Demographic Summary	
Housing Units	17,888	Population	44,658
2017-2022 Percent Change	3.74%	Households	17,016
Percent Occupied	95.1%	Families	12,153
Percent Owner Households	73.7%	Median Age	38.9
Median Home Value	\$262,260	Median Household Income	\$84,387
	Spending Potential Index	Average Amount Spent	Total
<b>Owned Dwellings</b>	161	\$17,850.99	\$303,752,442
Mortgage Interest	168	\$6,105.63	\$103,893,334
Mortgage Principal	165	\$3,192.12	\$54,317,195
Property Taxes	155	\$3,832.85	\$65,219,792
Homeowners Insurance	149	\$731.02	\$12,439,026
Ground Rent	135	\$113.76	\$1,935,810
Maintenance and Remodeling Services	160	\$3,115.59	\$53,014,910
Maintenance and Remodeling Materials	151	\$612.91	\$10,429,302
Property Management and Security	155	\$147.10	\$2,503,073
<b>Rented Dwellings</b>	113	\$5,286.98	\$89,963,227
Rent	113	\$5,168.62	\$87,949,322
Renters' Insurance	117	\$29.83	\$507,508
Maintenance and Repair Services	140	\$64.20	\$1,092,368
Maintenance and Repair Materials	127	\$24.33	\$414,029
<b>Other Lodging</b>	164	\$825.98	\$14,054,820
Owned Vacation Homes	164	\$712.30	\$12,120,476
Mortgage Payment	173	\$298.93	\$5,086,671
Property Taxes	153	\$198.61	\$3,379,554
Homeowners Insurance	155	\$26.84	\$456,697
Maintenance and Remodeling	169	\$147.41	\$2,508,399
Property Management and Security	152	\$40.50	\$689,156
Housing While Attending School	162	\$113.68	\$1,934,344
<b>Household Operations</b>	153	\$2,829.26	\$48,142,678
Child Care	161	\$769.19	\$13,088,533
Care for Elderly or Handicapped	145	\$59.21	\$1,007,549
Appliance Rental and Repair	148	29	501,223
Computer Information Services	140	\$697.59	\$11,870,149
Home Security System Services	168	\$62.61	\$1,065,370
Non-Apparel Household Laundry/Dry Cleaning	151	\$40.76	\$693,587
Housekeeping Services	168	\$310.42	\$5,282,070
Lawn and Garden	151	\$634.87	\$10,802,991
Moving/Storage/Freight Express	148	\$94.66	\$1,610,817
Installation of Computers	160	\$0.64	\$10,828
PC Repair (Personal Use)	146	\$8.50	\$144,580
Reupholstering/Furniture Repair	153	\$9.75	\$165,972
Termite/Pest Control	164	\$51.56	\$877,336
Water Softening Services	151	\$12.52	\$213,016
Internet Services Away from Home	144	\$8.81	\$149,841
Other Home Services (1)	159	\$38.72	\$658,817

**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>	140	\$7,042.39	\$119,833,385
Bottled Gas	110	\$71.57	\$1,217,791
Electricity	137	\$2,601.31	\$44,263,806
Fuel Oil	117	\$109.52	\$1,863,650
Natural Gas	140	\$784.33	\$13,346,095
Phone Services	141	\$2,418.47	\$41,152,742
Water and Other Public Services	151	\$1,045.13	\$17,783,953
Coal/Wood/Other Fuel	104	\$12.07	\$205,348
<b>Housekeeping Supplies</b>	144	\$1,022.68	\$17,401,910
Laundry and Cleaning Supplies	141	\$271.34	\$4,617,136
Postage and Stationery	147	\$246.47	\$4,193,863
Other HH Products (2)	143	\$504.87	\$8,590,911
<b>Household Textiles</b>	150	\$143.34	\$2,439,073
Bathroom Linens	147	\$20.10	\$341,980
Bedroom Linens	147	\$71.32	\$1,213,645
Kitchen, Dining Room and other Linens	166	\$18.21	\$309,905
Curtains and Draperies	151	\$25.32	\$430,803
Slipcovers, Decorative Pillows	151	\$8.39	\$142,740
<b>Furniture</b>	152	\$871.50	\$14,829,465
Mattresses and Box Springs	151	\$161.39	\$2,746,248
Other Bedroom Furniture	150	\$151.68	\$2,580,928
Sofas	151	\$242.83	\$4,132,005
Living Room Chairs	147	\$73.75	\$1,254,855
Living Room Tables	153	\$22.28	\$379,066
Kitchen, Dining Room Furniture	158	\$75.52	\$1,285,114
Infant Furniture	153	\$16.69	\$283,986
Outdoor Furniture	163	\$52.38	\$891,262
Wall Units, Cabinets, Other Furniture (3)	156	\$74.99	\$1,276,001
<b>Major Appliances</b>	151	\$482.90	\$8,217,077
Dishwashers and Disposals	159	\$44.89	\$763,910
Refrigerators and Freezers	153	\$146.71	\$2,496,476
Clothes Washers & Dryers	147	\$129.05	\$2,195,965
Cooking Stoves and Ovens	154	\$68.42	\$1,164,257
Microwave Ovens	145	\$24.04	\$408,996
Window Air Conditioners	127	\$9.59	\$163,145
Electric Floor Cleaning Equipment	149	\$34.82	\$592,547
Sewing Machines and Miscellaneous Appliances	153	\$25.37	\$431,780

**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	153	\$35.46	\$603,430
Housewares	148	\$140.54	\$2,391,457
Small Appliances	143	\$69.11	\$1,175,935
Sewing/Needlework/Quilt Materials/Items	144	\$18.70	\$318,235
Window Coverings	169	\$34.17	\$581,365
Lamps/Lighting Fixtures/Ceiling Fans	141	\$54.08	\$920,290
Infant Equipment	143	\$38.77	\$659,741
Rental of Furniture	113	\$7.01	\$119,249
Laundry and Cleaning Equipment	145	\$38.19	\$649,865
Closet and Storage Items	150	\$31.04	\$528,230
Luggage	160	\$19.01	\$323,501
Clocks and Other Household Decoratives	158	\$251.77	\$4,284,070
Telephones and Accessories	150	\$103.78	\$1,765,853
Grills and Outdoor Equipment	154	\$43.99	\$748,465
Power Tools	138	\$58.04	\$987,686
Hand Tools	151	\$13.01	\$221,348
Office Furniture/Equipment for Home Use	156	\$22.29	\$379,244
Computers and Hardware for Home Use	152	\$262.53	\$4,467,283
Portable Memory	149	\$7.94	\$135,138
Computer Software	152	\$17.56	\$298,881
Computer Accessories	152	\$27.42	\$466,650
Other Household Appliances	147	\$24.91	\$423,824
Misc Equipment incl Ladders/Sheds/Etc	153	\$119.69	\$2,036,607

(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 and Other Furniture** includes modular wall units, shelves or cabinets, and other living room, family or recreation room furniture including desks.

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2017 Housing Summary		2017 Demographic Summary	
Housing Units	48,432	Population	117,205
2017-2022 Percent Change	4.19%	Households	46,231
Percent Occupied	95.5%	Families	31,735
Percent Owner Households	73.6%	Median Age	40.9
Median Home Value	\$255,359	Median Household Income	\$82,507
	Spending Potential Index	Average Amount Spent	Total
<b>Owned Dwellings</b>	152	\$16,835.28	\$778,311,769
Mortgage Interest	155	\$5,612.24	\$259,459,665
Mortgage Principal	153	\$2,971.55	\$137,377,769
Property Taxes	151	\$3,749.19	\$173,328,946
Homeowners Insurance	143	\$701.72	\$32,441,401
Ground Rent	128	\$107.51	\$4,970,427
Maintenance and Remodeling Services	153	\$2,972.88	\$137,439,359
Maintenance and Remodeling Materials	143	\$578.15	\$26,728,315
Property Management and Security	149	\$142.02	\$6,565,886
<b>Rented Dwellings</b>	111	\$5,175.04	\$239,247,489
Rent	110	\$5,059.59	\$233,909,744
Renters' Insurance	116	\$29.37	\$1,357,761
Maintenance and Repair Services	136	\$62.58	\$2,893,174
Maintenance and Repair Materials	123	\$23.51	\$1,086,809
<b>Other Lodging</b>	156	\$786.19	\$36,346,432
Owned Vacation Homes	157	\$680.02	\$31,437,822
Mortgage Payment	163	\$280.97	\$12,989,431
Property Taxes	151	\$195.98	\$9,060,321
Homeowners Insurance	151	\$26.20	\$1,211,414
Maintenance and Remodeling	157	\$136.71	\$6,320,322
Property Management and Security	151	\$40.15	\$1,856,334
Housing While Attending School	151	\$106.18	\$4,908,609
<b>Household Operations</b>	144	\$2,665.89	\$123,246,845
Child Care	146	\$699.86	\$32,355,087
Care for Elderly or Handicapped	147	\$60.16	\$2,781,203
Appliance Rental and Repair	142	28	1,306,315
Computer Information Services	134	\$669.02	\$30,929,633
Home Security System Services	156	\$58.13	\$2,687,458
Non-Apparel Household Laundry/Dry Cleaning	143	\$38.50	\$1,779,913
Housekeeping Services	158	\$291.89	\$13,494,459
Lawn and Garden	145	\$607.84	\$28,101,240
Moving/Storage/Freight Express	139	\$89.21	\$4,124,045
Installation of Computers	155	\$0.62	\$28,455
PC Repair (Personal Use)	140	\$8.13	\$375,717
Reupholstering/Furniture Repair	152	\$9.66	\$446,462
Termite/Pest Control	151	\$47.59	\$2,200,255
Water Softening Services	139	\$11.59	\$535,934
Internet Services Away from Home	132	\$8.12	\$375,587
Other Home Services (1)	154	\$37.31	\$1,725,082

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	Spending Potential Index	Average Amount Spent	Total
<b>Utilities, Fuels, Public Services</b>	134	\$6,745.88	\$311,868,860
Bottled Gas	111	\$72.27	\$3,340,998
Electricity	130	\$2,473.16	\$114,336,460
Fuel Oil	130	\$122.11	\$5,645,327
Natural Gas	140	\$780.22	\$36,070,325
Phone Services	134	\$2,306.42	\$106,628,012
Water and Other Public Services	142	\$979.18	\$45,268,459
Coal/Wood/Other Fuel	108	\$12.53	\$579,279
<b>Housekeeping Supplies</b>	137	\$974.77	\$45,064,574
Laundry and Cleaning Supplies	134	\$257.88	\$11,922,261
Postage and Stationery	141	\$236.61	\$10,938,649
Other HH Products (2)	136	\$480.28	\$22,203,664
<b>Household Textiles</b>	143	\$136.29	\$6,300,749
Bathroom Linens	139	\$19.09	\$882,770
Bedroom Linens	140	\$67.81	\$3,134,801
Kitchen, Dining Room and other Linens	156	\$17.09	\$789,982
Curtains and Draperies	145	\$24.35	\$1,125,590
Slipcovers, Decorative Pillows	143	\$7.95	\$367,606
<b>Furniture</b>	143	\$819.15	\$37,869,903
Mattresses and Box Springs	142	\$152.13	\$7,033,282
Other Bedroom Furniture	139	\$140.74	\$6,506,662
Sofas	142	\$228.42	\$10,560,259
Living Room Chairs	140	\$70.50	\$3,259,209
Living Room Tables	143	\$20.88	\$965,513
Kitchen, Dining Room Furniture	149	\$70.94	\$3,279,589
Infant Furniture	143	\$15.61	\$721,458
Outdoor Furniture	155	\$49.94	\$2,308,981
Wall Units, Cabinets, Other Furniture (3)	146	\$69.97	\$3,234,950
<b>Major Appliances</b>	142	\$455.15	\$21,042,199
Dishwashers and Disposals	150	\$42.36	\$1,958,480
Refrigerators and Freezers	142	\$137.00	\$6,333,739
Clothes Washers & Dryers	139	\$121.89	\$5,634,928
Cooking Stoves and Ovens	145	\$64.00	\$2,958,866
Microwave Ovens	140	\$23.22	\$1,073,693
Window Air Conditioners	126	\$9.54	\$441,216
Electric Floor Cleaning Equipment	141	\$33.08	\$1,529,167
Sewing Machines and Miscellaneous Appliances	145	\$24.06	\$1,112,109

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	Spending Potential Index	Average Amount Spent	Total
<b>Other Household Furnishings and Equipment</b>			
Rugs	149	\$34.55	\$1,597,436
Housewares	141	\$133.62	\$6,177,442
Small Appliances	137	\$66.41	\$3,070,281
Sewing/Needlework/Quilt Materials/Items	139	\$18.12	\$837,905
Window Coverings	158	\$31.93	\$1,476,302
Lamps/Lighting Fixtures/Ceiling Fans	137	\$52.45	\$2,424,947
Infant Equipment	134	\$36.46	\$1,685,424
Rental of Furniture	110	\$6.85	\$316,555
Laundry and Cleaning Equipment	138	\$36.18	\$1,672,419
Closet and Storage Items	142	\$29.30	\$1,354,740
Luggage	151	\$17.93	\$828,958
Clocks and Other Household Decoratives	148	\$236.42	\$10,929,871
Telephones and Accessories	140	\$97.02	\$4,485,480
Grills and Outdoor Equipment	145	\$41.60	\$1,923,068
Power Tools	131	\$55.13	\$2,548,606
Hand Tools	141	\$12.14	\$561,204
Office Furniture/Equipment for Home Use	148	\$21.09	\$975,053
Computers and Hardware for Home Use	144	\$248.15	\$11,472,084
Portable Memory	141	\$7.48	\$345,938
Computer Software	144	\$16.60	\$767,236
Computer Accessories	145	\$26.14	\$1,208,396
Other Household Appliances	139	\$23.54	\$1,088,336
Misc Equipment incl Ladders/Sheds/Etc	145	\$113.08	\$5,228,000

(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 and Other Furniture** includes modular wall units, shelves or cabinets, and other living room, family or recreation room furniture including desks.

**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 2017 and 2022; Consumer Spending data are derived from the 2014 and 2015 Consumer Expenditure Surveys, Bureau of Labor Statistics.

January 23, 2018