



Recreation 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

Demographic Summary		2017	2022
Population		3,946	4,124
Households		1,673	1,740
Families		1,075	1,109
Median Age		34.2	34.7
Median Household Income		\$103,100	\$110,746
	Spending Potential Index	Average Amount Spent	Total
Tv/Video/Audio	149	\$1,911.56	\$3,198,034
Cable & Satellite Television Services	144	\$1,366.57	\$2,286,271
Televisions & Video	165	\$393.65	\$658,569
Audio	163	\$145.37	\$243,206
Rental of TV/VCR/Radio/Sound Equipment	134	\$1.84	\$3,070
Repair of TV/Radio/Sound Equipment	156	\$4.14	\$6,918
Entertainment/Recreation Fees and Admissions	173	\$1,100.66	\$1,841,411
Tickets to Theatre/Operas/Concerts	156	\$92.91	\$155,439
Tickets to Movies/Museums/Parks	177	\$136.63	\$228,587
Admission to Sporting Events, excl.Trips	167	\$93.32	\$156,131
Fees for Participant Sports, excl.Trips	176	\$174.45	\$291,852
Fees for Recreational Lessons	192	\$255.65	\$427,708
Membership Fees for Social/Recreation/Civic Clubs	165	\$346.37	\$579,469
Dating Services	164	\$1.33	\$2,227
Toys/Games/Crafts/Hobbies	163	\$197.51	\$330,429
Toys/Games/Arts/Crafts/Tricycles	164	\$173.62	\$290,461
Playground Equipment	146	\$6.70	\$11,212
Play Arcade Pinball/Video Games	212	\$5.29	\$8,850
Online Entertainment and Games	175	\$7.78	\$13,022
Stamp & Coin Collecting	102	\$4.11	\$6,884
Recreational Vehicles and Fees	168	\$171.68	\$287,228
Docking and Landing Fees for Boats and Planes	171	\$18.19	\$30,426
Camp Fees	177	\$57.23	\$95,754
Payments on Boats/Trailers/Campers/RVs	157	\$65.22	\$109,105
Rental of RVs or Boats	177	\$31.05	\$51,943
Sports, Recreation and Exercise Equipment	171	\$293.13	\$490,403
Exercise Equipment and Gear, Game Tables	162	\$96.81	\$161,963
Bicycles	190	\$53.54	\$89,577
Camping Equipment	176	\$28.90	\$48,349
Hunting and Fishing Equipment	172	\$73.08	\$122,264
Winter Sports Equipment	174	\$10.37	\$17,355
Water Sports Equipment	185	\$10.45	\$17,490
Other Sports Equipment	158	\$16.65	\$27,853
Rental/Repair of Sports/Recreation/Exercise Equipment	152	\$3.32	\$5,553
Photographic Equipment and Supplies	177	\$98.06	\$164,047
Film	157	\$1.52	\$2,551
Film Processing	159	\$12.33	\$20,626
Photographic Equipment	183	\$42.65	\$71,347
Photographer Fees/Other Supplies & Equip Rental/Repair	177	\$41.56	\$69,522
Reading	149	\$185.99	\$311,156
Magazine/Newspaper Subscriptions	130	\$54.17	\$90,634
Magazine/Newspaper Single Copies	121	\$11.30	\$18,901
Books	162	\$65.35	\$109,327
Digital Book Readers	164	\$55.17	\$92,294

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



Recreation Expenditures

Anchorage Plaza- Phase Three
12910 Factory Ln, Louisville, Kentucky, 40245
Ring: 3 mile radius

Prepared by Charlotte Hollkamp

Latitude: 38.28821
Longitude: -85.51154

Demographic Summary		2017	2022
Population		44,658	46,512
Households		17,016	17,682
Families		12,153	12,573
Median Age		38.9	39.4
Median Household Income		\$84,387	\$91,737
	Spending Potential Index	Average Amount Spent	Total
Tv/Video/Audio	140	\$1,795.37	\$30,550,092
Cable & Satellite Television Services	137	\$1,303.64	\$22,182,667
Televisions & Video	147	\$350.26	\$5,960,002
Audio	153	\$136.12	\$2,316,232
Rental of TV/VCR/Radio/Sound Equipment	105	\$1.44	\$24,585
Repair of TV/Radio/Sound Equipment	147	\$3.91	\$66,608
Entertainment/Recreation Fees and Admissions	163	\$1,038.53	\$17,671,683
Tickets to Theatre/Operas/Concerts	157	\$93.52	\$1,591,384
Tickets to Movies/Museums/Parks	157	\$120.96	\$2,058,272
Admission to Sporting Events, excl.Trips	159	\$88.84	\$1,511,784
Fees for Participant Sports, excl.Trips	164	\$162.70	\$2,768,461
Fees for Recreational Lessons	173	\$230.05	\$3,914,519
Membership Fees for Social/Recreation/Civic Clubs	162	\$341.32	\$5,807,874
Dating Services	141	\$1.14	\$19,390
Toys/Games/Crafts/Hobbies	147	\$178.74	\$3,041,458
Toys/Games/Arts/Crafts/Tricycles	148	\$156.49	\$2,662,841
Playground Equipment	135	\$6.21	\$105,631
Play Arcade Pinball/Video Games	176	\$4.39	\$74,629
Online Entertainment and Games	153	\$6.78	\$115,299
Stamp & Coin Collecting	121	\$4.88	\$83,057
Recreational Vehicles and Fees	160	\$162.69	\$2,768,399
Docking and Landing Fees for Boats and Planes	175	\$18.61	\$316,707
Camp Fees	168	\$54.15	\$921,340
Payments on Boats/Trailers/Campers/RVs	147	\$60.96	\$1,037,229
Rental of RVs or Boats	165	\$28.98	\$493,124
Sports, Recreation and Exercise Equipment	156	\$266.66	\$4,537,554
Exercise Equipment and Gear, Game Tables	153	\$91.12	\$1,550,539
Bicycles	162	\$45.79	\$779,135
Camping Equipment	159	\$26.22	\$446,121
Hunting and Fishing Equipment	153	\$65.15	\$1,108,632
Winter Sports Equipment	168	\$10.05	\$170,996
Water Sports Equipment	170	\$9.58	\$162,930
Other Sports Equipment	145	\$15.32	\$260,659
Rental/Repair of Sports/Recreation/Exercise Equipment	158	\$3.44	\$58,543
Photographic Equipment and Supplies	157	\$87.24	\$1,484,456
Film	143	\$1.39	\$23,650
Film Processing	153	\$11.81	\$200,963
Photographic Equipment	160	\$37.26	\$634,013
Photographer Fees/Other Supplies & Equip Rental/Repair	157	\$36.78	\$625,829
Reading	146	\$183.24	\$3,117,986
Magazine/Newspaper Subscriptions	143	\$59.91	\$1,019,438
Magazine/Newspaper Single Copies	133	\$12.43	\$211,483
Books	153	\$61.64	\$1,048,854
Digital Book Readers	146	\$49.26	\$838,211

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



Recreation Expenditures

Anchorage Plaza- Phase Three
12910 Factory Ln, Louisville, Kentucky, 40245
Ring: 5 mile radius

Prepared by Charlotte Hollkamp

Latitude: 38.28821
Longitude: -85.51154

Demographic Summary		2017	2022
Population		117,205	122,602
Households		46,231	48,242
Families		31,735	33,006
Median Age		40.9	41.6
Median Household Income		\$82,507	\$89,735
	Spending Potential Index	Average Amount Spent	Total
Tv/Video/Audio	134	\$1,717.89	\$79,419,747
Cable & Satellite Television Services	132	\$1,255.50	\$58,042,830
Televisions & Video	138	\$329.41	\$15,229,168
Audio	144	\$127.84	\$5,910,018
Rental of TV/VCR/Radio/Sound Equipment	104	\$1.43	\$65,955
Repair of TV/Radio/Sound Equipment	140	\$3.72	\$171,776
Entertainment/Recreation Fees and Admissions	153	\$975.22	\$45,085,189
Tickets to Theatre/Operas/Concerts	151	\$90.00	\$4,160,637
Tickets to Movies/Museums/Parks	146	\$112.27	\$5,190,289
Admission to Sporting Events, excl.Trips	152	\$84.79	\$3,919,969
Fees for Participant Sports, excl.Trips	154	\$153.09	\$7,077,355
Fees for Recreational Lessons	158	\$210.06	\$9,711,423
Membership Fees for Social/Recreation/Civic Clubs	154	\$323.92	\$14,975,216
Dating Services	135	\$1.09	\$50,300
Toys/Games/Crafts/Hobbies	139	\$168.46	\$7,788,097
Toys/Games/Arts/Crafts/Tricycles	139	\$147.25	\$6,807,336
Playground Equipment	127	\$5.84	\$269,885
Play Arcade Pinball/Video Games	158	\$3.96	\$183,095
Online Entertainment and Games	141	\$6.27	\$289,712
Stamp & Coin Collecting	128	\$5.15	\$238,070
Recreational Vehicles and Fees	149	\$151.80	\$7,018,092
Docking and Landing Fees for Boats and Planes	165	\$17.60	\$813,442
Camp Fees	156	\$50.23	\$2,322,062
Payments on Boats/Trailers/Campers/RVs	137	\$56.87	\$2,628,983
Rental of RVs or Boats	154	\$27.12	\$1,253,605
Sports, Recreation and Exercise Equipment	145	\$248.77	\$11,500,943
Exercise Equipment and Gear, Game Tables	144	\$85.58	\$3,956,402
Bicycles	148	\$41.74	\$1,929,791
Camping Equipment	149	\$24.51	\$1,133,305
Hunting and Fishing Equipment	144	\$61.08	\$2,823,663
Winter Sports Equipment	158	\$9.41	\$435,145
Water Sports Equipment	156	\$8.79	\$406,552
Other Sports Equipment	136	\$14.39	\$665,417
Rental/Repair of Sports/Recreation/Exercise Equipment	150	\$3.26	\$150,668
Photographic Equipment and Supplies	146	\$81.14	\$3,751,273
Film	136	\$1.32	\$61,226
Film Processing	144	\$11.18	\$516,986
Photographic Equipment	148	\$34.46	\$1,593,203
Photographer Fees/Other Supplies & Equip Rental/Repair	146	\$34.17	\$1,579,859
Reading	142	\$177.18	\$8,191,007
Magazine/Newspaper Subscriptions	143	\$59.83	\$2,766,197
Magazine/Newspaper Single Copies	135	\$12.59	\$582,021
Books	145	\$58.30	\$2,695,395
Digital Book Readers	138	\$46.45	\$2,147,395

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