



# Retail Goods and Services 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

Top Tapestry Segments	Percent	Demographic Summary	2017	2022
Boomburbs (1C)	55.8%	Population	3,946	4,124
Bright Young Professionals (8C)	34.9%	Households	1,673	1,740
In Style (5B)	4.9%	Families	1,075	1,109
Top Tier (1A)	4.4%	Median Age	34.2	34.7
Professional Pride (1B)	0.0%	Median Household Income	\$103,100	\$110,746
		Spending Potential Index	Average Amount Spent	Total
<b>Apparel and Services</b>		166	\$3,576.63	\$5,983,704
Men's		160	\$678.24	\$1,134,701
Women's		159	\$1,178.23	\$1,971,185
Children's		177	\$592.18	\$990,718
Footwear		168	\$776.14	\$1,298,488
Watches & Jewelry		164	\$195.12	\$326,434
Apparel Products and Services (1)		192	\$156.71	\$262,177
<b>Computer</b>				
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
<b>Entertainment &amp; Recreation</b>		158	\$4,921.39	\$8,233,480
Fees and Admissions		173	\$1,100.66	\$1,841,411
Membership Fees for Clubs (2)		165	\$346.37	\$579,469
Fees for Participant Sports, excl. Trips		176	\$174.45	\$291,852
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 Recreational Lessons		192	\$255.65	\$427,708
Dating Services		164	\$1.33	\$2,227
TV/Video/Audio		149	\$1,911.56	\$3,198,034
Cable and Satellite Television Services		144	\$1,366.57	\$2,286,271
Televisions		161	\$192.52	\$322,079
Satellite Dishes		200	\$2.90	\$4,859
VCRs, Video Cameras, and DVD Players		161	\$10.49	\$17,547
Miscellaneous Video Equipment		179	\$17.21	\$28,784
Video Cassettes and DVDs		162	\$24.65	\$41,247
Video Game Hardware/Accessories		164	\$47.86	\$80,077
Video Game Software		173	\$26.84	\$44,909
Streaming/Downloaded Video		171	\$43.64	\$73,013
Rental of Video Cassettes and DVDs		169	\$25.76	\$43,094
Installation of Televisions		199	\$1.77	\$2,958
Audio (3)		163	\$145.37	\$243,206
Rental and Repair of TV/Radio/Sound Equipment		148	\$5.97	\$9,988
Pets		153	\$909.31	\$1,521,274
Toys/Games/Crafts/Hobbies (4)		163	\$197.51	\$330,429
Recreational Vehicles and Fees (5)		168	\$171.68	\$287,228
Sports/Recreation/Exercise Equipment (6)		171	\$293.13	\$490,403
Photo Equipment and Supplies (7)		177	\$98.06	\$164,047
Reading (8)		149	\$185.99	\$311,156
Catered Affairs (9)		176	\$53.50	\$89,498
<b>Food</b>		157	\$13,179.47	\$22,049,247
Food at Home		153	\$7,707.75	\$12,895,062
Bakery and Cereal Products		151	\$999.53	\$1,672,218
Meats, Poultry, Fish, and Eggs		151	\$1,728.95	\$2,892,536
Dairy Products		150	\$798.12	\$1,335,256
Fruits and Vegetables		154	\$1,502.74	\$2,514,089
Snacks and Other Food at Home (10)		156	\$2,678.40	\$4,480,963
Food Away from Home		164	\$5,471.72	\$9,154,185
Alcoholic Beverages		161	\$895.26	\$1,497,763

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	Spending Potential Index	Average Amount Spent	Total
<b>Financial</b>			
Value of Stocks/Bonds/Mutual Funds	150	\$9,272.40	\$15,512,726
Value of Retirement Plans	149	\$36,242.94	\$60,634,432
Value of Other Financial Assets	142	\$1,850.85	\$3,096,474
Vehicle Loan Amount excluding Interest	159	\$4,328.04	\$7,240,812
Value of Credit Card Debt	156	\$908.37	\$1,519,709
<b>Health</b>			
Nonprescription Drugs	146	\$186.26	\$311,605
Prescription Drugs	138	\$534.94	\$894,959
Eyeglasses and Contact Lenses	150	\$141.70	\$237,063
<b>Home</b>			
Mortgage Payment and Basics (11)	166	\$14,310.92	\$23,942,176
Maintenance and Remodeling Services	157	\$3,045.35	\$5,094,863
Maintenance and Remodeling Materials (12)	147	\$596.18	\$997,411
Utilities, Fuel, and Public Services	146	\$7,360.73	\$12,314,494
<b>Household Furnishings and Equipment</b>			
Household Textiles (13)	160	\$152.78	\$255,604
Furniture	166	\$952.99	\$1,594,345
Rugs	147	\$34.09	\$57,029
Major Appliances (14)	158	\$508.12	\$850,080
Housewares (15)	158	\$149.70	\$250,453
Small Appliances	152	\$73.26	\$122,571
Luggage	169	\$20.01	\$33,485
Telephones and Accessories	172	\$118.90	\$198,920
<b>Household Operations</b>			
Child Care	187	\$896.15	\$1,499,262
Lawn and Garden (16)	151	\$631.41	\$1,056,353
Moving/Storage/Freight Express	171	\$109.44	\$183,087
Housekeeping Supplies (17)	153	\$1,088.57	\$1,821,170
<b>Insurance</b>			
Owners and Renters Insurance	145	\$751.49	\$1,257,245
Vehicle Insurance	152	\$1,792.76	\$2,999,281
Life/Other Insurance	151	\$645.47	\$1,079,878
Health Insurance	148	\$5,419.93	\$9,067,549
Personal Care Products (18)	159	\$748.74	\$1,252,638
School Books and Supplies (19)	168	\$260.59	\$435,965
Smoking Products	128	\$533.53	\$892,594
<b>Transportation</b>			
Payments on Vehicles excluding Leases	163	\$3,658.26	\$6,120,274
Gasoline and Motor Oil	153	\$4,249.90	\$7,110,078
Vehicle Maintenance and Repairs	154	\$1,648.88	\$2,758,576
<b>Travel</b>			
Airline Fares	167	\$852.96	\$1,426,998
Lodging on Trips	161	\$845.02	\$1,413,726
Auto/Truck Rental on Trips	170	\$44.88	\$75,081
Food and Drink on Trips	161	\$794.99	\$1,330,010

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- (1) Apparel Products and Services** includes material for making clothes, sewing patterns and notions, 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, sound components and systems, digital audio players, records, CDs, audio tapes, streaming/downloaded audio, tape recorders, radios, 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, and online entertainment and games.
- (5) Recreational Vehicles & Fees** includes docking and landing fees for boats and planes, purchase and rental of RVs or boats, 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, fat, oil, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips, 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.
- (12) Maintenance and Remodeling Materials** includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, materials for hard surface flooring, 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, decorative pillows, and materials for slipcovers and curtains.
- (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 plastic dinnerware, china, flatware, glassware, 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, and personal care appliances.
- (19) School Books and Supplies** includes school books and supplies for College, Elementary school, High school, Vocational/Technical School, Preschool/Other Schools, and Other School Supplies.

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## Retail Goods and Services Expenditures

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Top Tapestry Segments	Percent	Demographic Summary	2017	2022
Home Improvement (4B)	14.3%	Population	44,658	46,512
In Style (5B)	13.8%	Households	17,016	17,682
Top Tier (1A)	13.6%	Families	12,153	12,573
Boomburbs (1C)	13.3%	Median Age	38.9	39.4
Bright Young Professionals (8C)	11.4%	Median Household Income	\$84,387	\$91,737
		Spending Potential Index	Average Amount Spent	Total
<b>Apparel and Services</b>		151	\$3,255.20	\$55,390,502
Men's		149	\$630.13	\$10,722,322
Women's		149	\$1,104.01	\$18,785,829
Children's		150	\$501.26	\$8,529,453
Footwear		151	\$697.13	\$11,862,329
Watches & Jewelry		157	\$186.65	\$3,176,113
Apparel Products and Services (1)		166	\$136.02	\$2,314,456
<b>Computer</b>				
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
<b>Entertainment &amp; Recreation</b>		149	\$4,633.47	\$78,843,147
Fees and Admissions		163	\$1,038.53	\$17,671,683
Membership Fees for Clubs (2)		162	\$341.32	\$5,807,874
Fees for Participant Sports, excl. Trips		164	\$162.70	\$2,768,461
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 Recreational Lessons		173	\$230.05	\$3,914,519
Dating Services		141	\$1.14	\$19,390
TV/Video/Audio		140	\$1,795.37	\$30,550,092
Cable and Satellite Television Services		137	\$1,303.64	\$22,182,667
Televisions		148	\$176.19	\$2,998,025
Satellite Dishes		170	\$2.47	\$42,079
VCRs, Video Cameras, and DVD Players		145	\$9.48	\$161,245
Miscellaneous Video Equipment		158	\$15.12	\$257,331
Video Cassettes and DVDs		142	\$21.66	\$368,498
Video Game Hardware/Accessories		142	\$41.36	\$703,805
Video Game Software		143	\$22.15	\$376,937
Streaming/Downloaded Video		148	\$37.94	\$645,647
Rental of Video Cassettes and DVDs		146	\$22.21	\$377,921
Installation of Televisions		189	\$1.68	\$28,514
Audio (3)		153	\$136.12	\$2,316,232
Rental and Repair of TV/Radio/Sound Equipment		133	\$5.36	\$91,193
Pets		146	\$869.16	\$14,789,550
Toys/Games/Crafts/Hobbies (4)		147	\$178.74	\$3,041,458
Recreational Vehicles and Fees (5)		160	\$162.69	\$2,768,399
Sports/Recreation/Exercise Equipment (6)		156	\$266.66	\$4,537,554
Photo Equipment and Supplies (7)		157	\$87.24	\$1,484,456
Reading (8)		146	\$183.24	\$3,117,986
Catered Affairs (9)		170	\$51.83	\$881,968
<b>Food</b>		144	\$12,091.24	\$205,744,510
Food at Home		142	\$7,127.34	\$121,278,794
Bakery and Cereal Products		141	\$932.61	\$15,869,226
Meats, Poultry, Fish, and Eggs		140	\$1,598.20	\$27,195,042
Dairy Products		140	\$746.88	\$12,708,894
Fruits and Vegetables		143	\$1,393.79	\$23,716,757
Snacks and Other Food at Home (10)		143	\$2,455.86	\$41,788,875
Food Away from Home		149	\$4,963.90	\$84,465,716
Alcoholic Beverages		151	\$838.08	\$14,260,690

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<b>Financial</b>			
Value of Stocks/Bonds/Mutual Funds	163	\$10,091.67	\$171,719,937
Value of Retirement Plans	159	\$38,641.52	\$657,524,044
Value of Other Financial Assets	148	\$1,920.38	\$32,677,120
Vehicle Loan Amount excluding Interest	143	\$3,897.78	\$66,324,565
Value of Credit Card Debt	148	\$865.24	\$14,722,897
<b>Health</b>			
Nonprescription Drugs	141	\$179.64	\$3,056,797
Prescription Drugs	138	\$535.25	\$9,107,891
Eyeglasses and Contact Lenses	146	\$137.69	\$2,342,933
<b>Home</b>			
Mortgage Payment and Basics (11)	162	\$13,975.39	\$237,805,157
Maintenance and Remodeling Services	160	\$3,115.59	\$53,014,910
Maintenance and Remodeling Materials (12)	151	\$612.91	\$10,429,302
Utilities, Fuel, and Public Services	140	\$7,042.39	\$119,833,385
<b>Household Furnishings and Equipment</b>			
Household Textiles (13)	150	\$143.34	\$2,439,073
Furniture	152	\$871.50	\$14,829,465
Rugs	153	\$35.46	\$603,430
Major Appliances (14)	151	\$482.90	\$8,217,077
Housewares (15)	148	\$140.54	\$2,391,457
Small Appliances	143	\$69.11	\$1,175,935
Luggage	160	\$19.01	\$323,501
Telephones and Accessories	150	\$103.78	\$1,765,853
<b>Household Operations</b>			
Child Care	161	\$769.19	\$13,088,533
Lawn and Garden (16)	151	\$634.87	\$10,802,991
Moving/Storage/Freight Express	148	\$94.66	\$1,610,817
Housekeeping Supplies (17)	144	\$1,022.68	\$17,401,910
<b>Insurance</b>			
Owners and Renters Insurance	147	\$760.84	\$12,946,534
Vehicle Insurance	143	\$1,684.98	\$28,671,612
Life/Other Insurance	154	\$658.60	\$11,206,731
Health Insurance	145	\$5,285.11	\$89,931,429
Personal Care Products (18)	147	\$690.16	\$11,743,771
School Books and Supplies (19)	151	\$233.81	\$3,978,452
Smoking Products	120	\$501.69	\$8,536,699
<b>Transportation</b>			
Payments on Vehicles excluding Leases	147	\$3,301.51	\$56,178,414
Gasoline and Motor Oil	141	\$3,912.43	\$66,573,882
Vehicle Maintenance and Repairs	145	\$1,557.83	\$26,508,066
<b>Travel</b>			
Airline Fares	160	\$815.08	\$13,869,350
Lodging on Trips	157	\$824.61	\$14,031,561
Auto/Truck Rental on Trips	161	\$42.45	\$722,246
Food and Drink on Trips	155	\$767.30	\$13,056,398

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Exurbanites (1E)	12.3%	Households	46,231	48,242
Bright Young Professionals (8C)	7.3%	Families	31,735	33,006
Professional Pride (1B)	6.8%	Median Age	40.9	41.6
Boomburbs (1C)	6.4%	Median Household Income	\$82,507	\$89,735
		Spending Potential Index	Average Amount Spent	Total
<b>Apparel and Services</b>		142	\$3,060.02	\$141,467,785
Men's		141	\$597.93	\$27,643,045
Women's		142	\$1,048.61	\$48,478,212
Children's		137	\$459.43	\$21,239,815
Footwear		141	\$652.19	\$30,151,531
Watches & Jewelry		149	\$177.28	\$8,195,716
Apparel Products and Services (1)		152	\$124.58	\$5,759,466
<b>Computer</b>				
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
<b>Entertainment &amp; Recreation</b>		141	\$4,395.44	\$203,205,670
Fees and Admissions		153	\$975.22	\$45,085,189
Membership Fees for Clubs (2)		154	\$323.92	\$14,975,216
Fees for Participant Sports, excl. Trips		154	\$153.09	\$7,077,355
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 Recreational Lessons		158	\$210.06	\$9,711,423
Dating Services		135	\$1.09	\$50,300
TV/Video/Audio		134	\$1,717.89	\$79,419,747
Cable and Satellite Television Services		132	\$1,255.50	\$58,042,830
Televisions		140	\$166.87	\$7,714,742
Satellite Dishes		153	\$2.22	\$102,432
VCRs, Video Cameras, and DVD Players		137	\$8.94	\$413,214
Miscellaneous Video Equipment		146	\$14.04	\$649,097
Video Cassettes and DVDs		133	\$20.35	\$940,911
Video Game Hardware/Accessories		133	\$38.76	\$1,792,107
Video Game Software		133	\$20.59	\$951,823
Streaming/Downloaded Video		139	\$35.47	\$1,640,020
Rental of Video Cassettes and DVDs		135	\$20.62	\$953,142
Installation of Televisions		174	\$1.55	\$71,681
Audio (3)		144	\$127.84	\$5,910,018
Rental and Repair of TV/Radio/Sound Equipment		128	\$5.14	\$237,731
Pets		139	\$826.76	\$38,221,773
Toys/Games/Crafts/Hobbies (4)		139	\$168.46	\$7,788,097
Recreational Vehicles and Fees (5)		149	\$151.80	\$7,018,092
Sports/Recreation/Exercise Equipment (6)		145	\$248.77	\$11,500,943
Photo Equipment and Supplies (7)		146	\$81.14	\$3,751,273
Reading (8)		142	\$177.18	\$8,191,007
Catered Affairs (9)		159	\$48.23	\$2,229,549
<b>Food</b>		137	\$11,456.56	\$529,648,360
Food at Home		135	\$6,783.09	\$313,589,039
Bakery and Cereal Products		134	\$890.73	\$41,179,435
Meats, Poultry, Fish, and Eggs		133	\$1,520.41	\$70,290,130
Dairy Products		134	\$714.28	\$33,021,672
Fruits and Vegetables		136	\$1,326.97	\$61,347,222
Snacks and Other Food at Home (10)		135	\$2,330.70	\$107,750,579
Food Away from Home		140	\$4,673.47	\$216,059,321
Alcoholic Beverages		144	\$800.04	\$36,986,796

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**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



## Retail Goods and Services 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

	Spending Potential Index	Average Amount Spent	Total
<b>Financial</b>			
Value of Stocks/Bonds/Mutual Funds	159	\$9,822.50	\$454,103,785
Value of Retirement Plans	154	\$37,500.23	\$1,733,673,192
Value of Other Financial Assets	144	\$1,874.53	\$86,661,356
Vehicle Loan Amount excluding Interest	134	\$3,644.65	\$168,495,829
Value of Credit Card Debt	142	\$826.59	\$38,214,185
<b>Health</b>			
Nonprescription Drugs	136	\$172.95	\$7,995,499
Prescription Drugs	134	\$520.40	\$24,058,440
Eyeglasses and Contact Lenses	140	\$132.28	\$6,115,369
<b>Home</b>			
Mortgage Payment and Basics (11)	153	\$13,142.23	\$607,578,209
Maintenance and Remodeling Services	153	\$2,972.88	\$137,439,359
Maintenance and Remodeling Materials (12)	143	\$578.15	\$26,728,315
Utilities, Fuel, and Public Services	134	\$6,745.88	\$311,868,860
<b>Household Furnishings and Equipment</b>			
Household Textiles (13)	143	\$136.29	\$6,300,749
Furniture	143	\$819.15	\$37,869,903
Rugs	149	\$34.55	\$1,597,436
Major Appliances (14)	142	\$455.15	\$21,042,199
Housewares (15)	141	\$133.62	\$6,177,442
Small Appliances	137	\$66.41	\$3,070,281
Luggage	151	\$17.93	\$828,958
Telephones and Accessories	140	\$97.02	\$4,485,480
<b>Household Operations</b>			
Child Care	146	\$699.86	\$32,355,087
Lawn and Garden (16)	145	\$607.84	\$28,101,240
Moving/Storage/Freight Express	139	\$89.21	\$4,124,045
Housekeeping Supplies (17)	137	\$974.77	\$45,064,574
<b>Insurance</b>			
Owners and Renters Insurance	141	\$731.09	\$33,799,163
Vehicle Insurance	136	\$1,604.44	\$74,175,005
Life/Other Insurance	148	\$631.52	\$29,195,795
Health Insurance	139	\$5,071.53	\$234,462,024
Personal Care Products (18)	139	\$654.79	\$30,271,724
School Books and Supplies (19)	141	\$218.38	\$10,095,939
Smoking Products	118	\$490.48	\$22,675,333
<b>Transportation</b>			
Payments on Vehicles excluding Leases	137	\$3,083.22	\$142,540,337
Gasoline and Motor Oil	133	\$3,697.41	\$170,934,824
Vehicle Maintenance and Repairs	138	\$1,482.78	\$68,550,419
<b>Travel</b>			
Airline Fares	151	\$771.08	\$35,647,729
Lodging on Trips	150	\$784.65	\$36,275,189
Auto/Truck Rental on Trips	151	\$39.84	\$1,841,733
Food and Drink on Trips	148	\$729.56	\$33,728,354

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

Prepared by Charlotte Hollkamp  
Latitude: 38.28821  
Longitude: -85.51154

- (1) Apparel Products and Services** includes material for making clothes, sewing patterns and notions, 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, sound components and systems, digital audio players, records, CDs, audio tapes, streaming/downloaded audio, tape recorders, radios, 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, and online entertainment and games.
- (5) Recreational Vehicles & Fees** includes docking and landing fees for boats and planes, purchase and rental of RVs or boats, 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, fat, oil, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips, 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.
- (12) Maintenance and Remodeling Materials** includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, materials for hard surface flooring, 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, decorative pillows, and materials for slipcovers and curtains.
- (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 plastic dinnerware, china, flatware, glassware, 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, and personal care appliances.
- (19) School Books and Supplies** includes school books and supplies for College, Elementary school, High school, Vocational/Technical School, Preschool/Other Schools, and Other School Supplies.

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