



House and Home Expenditures

Shoppes at Forest Green
10023 Forest Green Blvd, Louisville, Kentucky, 40223
Ring: 1 mile radius

Prepared by Charlotte Hollkamp
Latitude: 38.26339
Longitude: -85.57101

2018 Housing Summary		2018 Demographic Summary	
Housing Units	3,882	Population	9,603
2018-2023 Percent Change	4.89%	Households	3,782
Percent Occupied	97.4%	Families	2,637
Percent Owner Households	74.1%	Median Age	43.5
Median Home Value	\$266,650	Median Household Income	\$85,675
	Spending Potential Index	Average Amount Spent	Total
Owned Dwellings	160	\$18,001.53	\$68,081,800
Mortgage Interest	158	\$5,677.27	\$21,471,432
Mortgage Principal	159	\$3,035.63	\$11,480,769
Property Taxes	163	\$4,118.69	\$15,576,904
Homeowners Insurance	152	\$819.45	\$3,099,148
Ground Rent	132	\$96.60	\$365,346
Maintenance and Remodeling Services	163	\$3,332.21	\$12,602,433
Maintenance and Remodeling Materials	155	\$761.11	\$2,878,510
Property Management and Security	155	\$160.57	\$607,257
Rented Dwellings	103	\$5,108.44	\$19,320,122
Rent	103	\$4,970.96	\$18,800,176
Renters' Insurance	113	\$32.36	\$122,388
Maintenance and Repair Services	143	\$78.14	\$295,542
Maintenance and Repair Materials	122	\$26.97	\$102,016
Other Lodging	165	\$942.01	\$3,562,663
Owned Vacation Homes	165	\$837.14	\$3,166,080
Mortgage Payment	163	\$269.00	\$1,017,367
Property Taxes	165	\$232.08	\$877,731
Homeowners Insurance	144	\$32.26	\$122,015
Maintenance and Remodeling	170	\$257.65	\$974,443
Property Management and Security	167	\$46.15	\$174,524
Housing While Attending School	163	\$104.86	\$396,583
Household Operations	147	\$2,932.35	\$11,090,158
Child Care	142	\$732.05	\$2,768,624
Care for Elderly or Handicapped	160	\$102.47	\$387,555
Appliance Rental and Repair	153	33	124,571
Computer Information Services	137	\$747.81	\$2,828,234
Home Security System Services	159	\$62.65	\$236,946
Non-Apparel Household Laundry/Dry Cleaning	143	\$39.15	\$148,047
Housekeeping Services	164	\$320.00	\$1,210,233
Lawn and Garden	154	\$662.04	\$2,503,846
Moving/Storage/Freight Express	141	\$91.51	\$346,101
Installation of Computers	132	\$0.66	\$2,484
PC Repair (Personal Use)	148	\$8.82	\$33,345
Reupholstering/Furniture Repair	163	\$12.93	\$48,903
Termite/Pest Control	155	\$53.49	\$202,284
Water Softening Services	142	\$11.21	\$42,385
Internet Services Away from Home	134	\$12.48	\$47,191
Other Home Services (1)	166	\$42.15	\$159,408

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
Utilities, Fuels, Public Services	139	\$6,876.34	\$26,006,335
Bottled Gas	125	\$62.56	\$236,595
Electricity	134	\$2,471.29	\$9,346,420
Fuel Oil	153	\$102.77	\$388,678
Natural Gas	149	\$753.10	\$2,848,225
Phone Services	138	\$2,438.57	\$9,222,679
Water and Other Public Services	146	\$1,038.50	\$3,927,602
Coal/Wood/Other Fuel	118	\$9.55	\$36,137
Housekeeping Supplies	140	\$1,006.68	\$3,807,278
Laundry and Cleaning Supplies	137	\$270.09	\$1,021,463
Postage and Stationery	146	\$247.55	\$936,246
Other HH Products (2)	139	\$489.05	\$1,849,569
Household Textiles	146	\$143.85	\$544,051
Bathroom Linens	138	\$20.23	\$76,506
Bedroom Linens	143	\$72.77	\$275,222
Kitchen, Dining Room and other Linens	163	\$19.47	\$73,646
Curtains and Draperies	149	\$23.95	\$90,577
Slipcovers, Decorative Pillows	145	\$7.43	\$28,100
Furniture	146	\$893.45	\$3,379,044
Mattresses and Box Springs	145	\$176.44	\$667,307
Other Bedroom Furniture	139	\$146.56	\$554,296
Sofas	147	\$250.93	\$949,033
Living Room Chairs	147	\$82.90	\$313,514
Living Room Tables	144	\$20.90	\$79,040
Kitchen, Dining Room Furniture	148	\$73.04	\$276,248
Infant Furniture	138	\$16.46	\$62,252
Outdoor Furniture	166	\$55.14	\$208,554
Wall Units, Cabinets, Other Furniture (3)	147	\$71.07	\$268,801
Major Appliances	145	\$506.47	\$1,915,458
Dishwashers and Disposals	155	\$49.89	\$188,676
Refrigerators and Freezers	148	\$160.55	\$607,206
Clothes Washers & Dryers	141	\$133.19	\$503,707
Cooking Stoves and Ovens	151	\$78.34	\$296,275
Microwave Ovens	140	\$22.19	\$83,934
Window Air Conditioners	125	\$9.62	\$36,383
Electric Floor Cleaning Equipment	142	\$36.67	\$138,691
Sewing Machines and Miscellaneous Appliances	132	\$16.02	\$60,585

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
Other Household Furnishings and Equipment			
Rugs	152	\$37.37	\$141,351
Housewares	147	\$152.39	\$576,324
Small Appliances	140	\$68.59	\$259,397
Sewing/Needlework/Quilt Materials/Items	151	\$19.34	\$73,125
Window Coverings	163	\$35.58	\$134,550
Lamps/Lighting Fixtures/Ceiling Fans	155	\$63.75	\$241,099
Infant Equipment	127	\$40.63	\$153,663
Rental of Furniture	110	\$7.72	\$29,190
Laundry and Cleaning Equipment	139	\$39.09	\$147,841
Closet and Storage Items	150	\$36.81	\$139,218
Luggage	152	\$20.82	\$78,742
Clocks and Other Household Decoratives	161	\$312.88	\$1,183,305
Telephones and Accessories	143	\$100.61	\$380,507
Grills and Outdoor Equipment	156	\$43.56	\$164,754
Power Tools	139	\$72.91	\$275,763
Hand Tools	140	\$11.59	\$43,846
Office Furniture/Equipment for Home Use	153	\$22.62	\$85,537
Computers and Hardware for Home Use	145	\$247.18	\$934,833
Portable Memory	146	\$7.93	\$29,974
Computer Software	144	\$15.14	\$57,273
Computer Accessories	149	\$28.05	\$106,075
Other Household Appliances	145	\$26.01	\$98,364
Misc Equipment incl Ladders/Sheds/Etc	150	\$121.85	\$460,842

(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.

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2018 Housing Summary		2018 Demographic Summary	
Housing Units	33,811	Population	73,160
2018-2023 Percent Change	3.52%	Households	32,204
Percent Occupied	95.2%	Families	18,944
Percent Owner Households	61.6%	Median Age	42.9
Median Home Value	\$242,410	Median Household Income	\$72,820
	Spending Potential Index	Average Amount Spent	Total
Owned Dwellings	121	\$13,666.76	\$440,124,276
Mortgage Interest	121	\$4,323.14	\$139,222,387
Mortgage Principal	120	\$2,296.74	\$73,964,126
Property Taxes	123	\$3,104.76	\$99,985,614
Homeowners Insurance	118	\$634.72	\$20,440,492
Ground Rent	110	\$80.72	\$2,599,537
Maintenance and Remodeling Services	123	\$2,513.99	\$80,960,639
Maintenance and Remodeling Materials	118	\$577.68	\$18,603,558
Property Management and Security	130	\$135.01	\$4,347,922
Rented Dwellings	128	\$6,336.79	\$204,069,900
Rent	128	\$6,203.00	\$199,761,410
Renters' Insurance	132	\$37.69	\$1,213,769
Maintenance and Repair Services	126	\$69.11	\$2,225,471
Maintenance and Repair Materials	122	\$26.99	\$869,250
Other Lodging	127	\$725.58	\$23,366,501
Owned Vacation Homes	127	\$644.37	\$20,751,223
Mortgage Payment	128	\$210.52	\$6,779,746
Property Taxes	127	\$178.98	\$5,763,842
Homeowners Insurance	113	\$25.31	\$815,082
Maintenance and Remodeling	128	\$194.05	\$6,249,199
Property Management and Security	128	\$35.50	\$1,143,354
Housing While Attending School	126	\$81.21	\$2,615,278
Household Operations	122	\$2,435.49	\$78,432,571
Child Care	120	\$615.55	\$19,823,298
Care for Elderly or Handicapped	135	\$86.60	\$2,788,719
Appliance Rental and Repair	123	27	854,867
Computer Information Services	121	\$657.51	\$21,174,565
Home Security System Services	124	\$48.91	\$1,575,026
Non-Apparel Household Laundry/Dry Cleaning	124	\$33.93	\$1,092,544
Housekeeping Services	127	\$248.18	\$7,992,400
Lawn and Garden	121	\$520.51	\$16,762,611
Moving/Storage/Freight Express	131	\$84.47	\$2,720,223
Installation of Computers	124	\$0.62	\$20,009
PC Repair (Personal Use)	126	\$7.46	\$240,303
Reupholstering/Furniture Repair	125	\$9.96	\$320,874
Termite/Pest Control	122	\$41.93	\$1,350,397
Water Softening Services	119	\$9.36	\$301,443
Internet Services Away from Home	125	\$11.62	\$374,260
Other Home Services (1)	127	\$32.33	\$1,041,034

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
Utilities, Fuels, Public Services	119	\$5,880.64	\$189,380,168
Bottled Gas	98	\$49.43	\$1,591,924
Electricity	117	\$2,156.09	\$69,434,619
Fuel Oil	115	\$77.24	\$2,487,377
Natural Gas	122	\$614.90	\$19,802,165
Phone Services	120	\$2,121.62	\$68,324,534
Water and Other Public Services	120	\$853.80	\$27,495,697
Coal/Wood/Other Fuel	93	\$7.57	\$243,854
Housekeeping Supplies	120	\$858.43	\$27,644,839
Laundry and Cleaning Supplies	119	\$235.20	\$7,574,487
Postage and Stationery	122	\$206.37	\$6,646,100
Other HH Products (2)	119	\$416.85	\$13,424,252
Household Textiles	124	\$122.19	\$3,935,152
Bathroom Linens	123	\$18.09	\$582,702
Bedroom Linens	124	\$62.98	\$2,028,355
Kitchen, Dining Room and other Linens	126	\$15.05	\$484,633
Curtains and Draperies	123	\$19.77	\$636,543
Slipcovers, Decorative Pillows	123	\$6.30	\$202,920
Furniture	124	\$758.79	\$24,436,071
Mattresses and Box Springs	123	\$149.41	\$4,811,598
Other Bedroom Furniture	123	\$130.10	\$4,189,741
Sofas	125	\$213.87	\$6,887,589
Living Room Chairs	123	\$69.03	\$2,223,164
Living Room Tables	125	\$18.07	\$582,005
Kitchen, Dining Room Furniture	124	\$61.23	\$1,972,000
Infant Furniture	125	\$14.99	\$482,840
Outdoor Furniture	127	\$42.06	\$1,354,540
Wall Units, Cabinets, Other Furniture (3)	124	\$60.01	\$1,932,593
Major Appliances	118	\$412.39	\$13,280,474
Dishwashers and Disposals	120	\$38.55	\$1,241,374
Refrigerators and Freezers	118	\$128.26	\$4,130,451
Clothes Washers & Dryers	118	\$111.80	\$3,600,490
Cooking Stoves and Ovens	118	\$61.44	\$1,978,453
Microwave Ovens	121	\$19.25	\$620,030
Window Air Conditioners	113	\$8.69	\$279,922
Electric Floor Cleaning Equipment	121	\$31.21	\$1,005,077
Sewing Machines and Miscellaneous Appliances	109	\$13.19	\$424,676

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
Other Household Furnishings and Equipment			
Rugs	124	\$30.61	\$985,615
Housewares	123	\$127.19	\$4,096,142
Small Appliances	122	\$59.72	\$1,923,242
Sewing/Needlework/Quilt Materials/Items	121	\$15.45	\$497,706
Window Coverings	125	\$27.32	\$879,858
Lamps/Lighting Fixtures/Ceiling Fans	123	\$50.56	\$1,628,163
Infant Equipment	118	\$37.81	\$1,217,473
Rental of Furniture	129	\$9.06	\$291,758
Laundry and Cleaning Equipment	122	\$34.25	\$1,103,090
Closet and Storage Items	123	\$30.21	\$972,869
Luggage	126	\$17.34	\$558,424
Clocks and Other Household Decoratives	127	\$245.72	\$7,913,309
Telephones and Accessories	122	\$85.67	\$2,758,977
Grills and Outdoor Equipment	125	\$34.94	\$1,125,053
Power Tools	114	\$59.51	\$1,916,600
Hand Tools	122	\$10.09	\$324,942
Office Furniture/Equipment for Home Use	127	\$18.77	\$604,476
Computers and Hardware for Home Use	126	\$214.60	\$6,910,977
Portable Memory	125	\$6.82	\$219,609
Computer Software	128	\$13.49	\$434,490
Computer Accessories	126	\$23.70	\$763,225
Other Household Appliances	116	\$20.85	\$671,425
Misc Equipment incl Ladders/Sheds/Etc	123	\$99.74	\$3,212,035

(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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2018 Housing Summary		2018 Demographic Summary	
Housing Units	85,643	Population	188,613
2018-2023 Percent Change	3.44%	Households	81,115
Percent Occupied	94.7%	Families	49,394
Percent Owner Households	64.9%	Median Age	41.9
Median Home Value	\$240,472	Median Household Income	\$75,828
	Spending Potential Index	Average Amount Spent	Total
Owned Dwellings	127	\$14,367.22	\$1,165,397,106
Mortgage Interest	128	\$4,578.51	\$371,385,724
Mortgage Principal	127	\$2,425.00	\$196,703,837
Property Taxes	128	\$3,238.68	\$262,705,873
Homeowners Insurance	123	\$662.69	\$53,754,239
Ground Rent	112	\$81.68	\$6,625,612
Maintenance and Remodeling Services	129	\$2,634.63	\$213,708,147
Maintenance and Remodeling Materials	124	\$608.46	\$49,355,624
Property Management and Security	132	\$137.56	\$11,158,050
Rented Dwellings	122	\$6,035.56	\$489,574,453
Rent	122	\$5,902.63	\$478,791,743
Renters' Insurance	127	\$36.17	\$2,934,306
Maintenance and Repair Services	128	\$70.02	\$5,679,763
Maintenance and Repair Materials	121	\$26.74	\$2,168,641
Other Lodging	132	\$753.48	\$61,118,426
Owned Vacation Homes	132	\$668.51	\$54,225,953
Mortgage Payment	133	\$219.33	\$17,791,350
Property Taxes	131	\$184.22	\$14,943,353
Homeowners Insurance	116	\$26.06	\$2,113,944
Maintenance and Remodeling	133	\$202.30	\$16,409,193
Property Management and Security	132	\$36.59	\$2,968,113
Housing While Attending School	132	\$84.97	\$6,892,472
Household Operations	126	\$2,512.83	\$203,828,461
Child Care	125	\$645.60	\$52,368,070
Care for Elderly or Handicapped	134	\$85.82	\$6,960,893
Appliance Rental and Repair	127	27	2,216,920
Computer Information Services	123	\$667.32	\$54,129,366
Home Security System Services	130	\$51.23	\$4,155,313
Non-Apparel Household Laundry/Dry Cleaning	127	\$34.71	\$2,815,731
Housekeeping Services	133	\$258.67	\$20,982,076
Lawn and Garden	126	\$540.00	\$43,802,371
Moving/Storage/Freight Express	132	\$85.20	\$6,910,596
Installation of Computers	122	\$0.61	\$49,876
PC Repair (Personal Use)	128	\$7.60	\$616,507
Reupholstering/Furniture Repair	130	\$10.31	\$836,593
Termite/Pest Control	126	\$43.52	\$3,529,982
Water Softening Services	123	\$9.71	\$787,396
Internet Services Away from Home	127	\$11.76	\$953,564
Other Home Services (1)	131	\$33.45	\$2,713,207

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	Spending Potential Index	Average Amount Spent	Total
Utilities, Fuels, Public Services	121	\$6,008.67	\$487,393,222
Bottled Gas	102	\$51.20	\$4,152,918
Electricity	119	\$2,198.66	\$178,344,198
Fuel Oil	116	\$78.38	\$6,357,462
Natural Gas	125	\$630.79	\$51,166,631
Phone Services	122	\$2,162.40	\$175,403,166
Water and Other Public Services	124	\$879.48	\$71,339,378
Coal/Wood/Other Fuel	96	\$7.76	\$629,470
Housekeeping Supplies	122	\$878.67	\$71,273,232
Laundry and Cleaning Supplies	122	\$240.27	\$19,489,887
Postage and Stationery	125	\$211.48	\$17,154,356
Other HH Products (2)	122	\$426.91	\$34,628,990
Household Textiles	126	\$124.82	\$10,124,557
Bathroom Linens	125	\$18.35	\$1,488,801
Bedroom Linens	126	\$64.23	\$5,210,259
Kitchen, Dining Room and other Linens	130	\$15.52	\$1,259,132
Curtains and Draperies	126	\$20.26	\$1,643,635
Slipcovers, Decorative Pillows	126	\$6.44	\$522,730
Furniture	127	\$778.38	\$63,137,921
Mattresses and Box Springs	126	\$153.35	\$12,438,827
Other Bedroom Furniture	126	\$132.88	\$10,778,399
Sofas	128	\$218.97	\$17,761,516
Living Room Chairs	126	\$70.67	\$5,732,236
Living Room Tables	128	\$18.47	\$1,497,994
Kitchen, Dining Room Furniture	128	\$63.07	\$5,116,038
Infant Furniture	127	\$15.24	\$1,236,467
Outdoor Furniture	133	\$44.00	\$3,569,319
Wall Units, Cabinets, Other Furniture (3)	128	\$61.73	\$5,007,126
Major Appliances	122	\$426.76	\$34,616,889
Dishwashers and Disposals	126	\$40.41	\$3,277,625
Refrigerators and Freezers	123	\$133.58	\$10,835,712
Clothes Washers & Dryers	122	\$115.19	\$9,343,880
Cooking Stoves and Ovens	124	\$64.11	\$5,200,487
Microwave Ovens	123	\$19.60	\$1,589,964
Window Air Conditioners	113	\$8.69	\$705,020
Electric Floor Cleaning Equipment	123	\$31.80	\$2,579,390
Sewing Machines and Miscellaneous Appliances	110	\$13.37	\$1,084,811

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	Spending Potential Index	Average Amount Spent	Total
Other Household Furnishings and Equipment			
Rugs	127	\$31.32	\$2,540,677
Housewares	126	\$130.25	\$10,565,548
Small Appliances	124	\$60.64	\$4,919,019
Sewing/Needlework/Quilt Materials/Items	124	\$15.85	\$1,285,399
Window Coverings	131	\$28.54	\$2,315,317
Lamps/Lighting Fixtures/Ceiling Fans	128	\$52.66	\$4,271,416
Infant Equipment	120	\$38.43	\$3,117,410
Rental of Furniture	124	\$8.70	\$705,444
Laundry and Cleaning Equipment	124	\$34.80	\$2,822,757
Closet and Storage Items	127	\$31.29	\$2,538,062
Luggage	130	\$17.90	\$1,451,833
Clocks and Other Household Decoratives	131	\$253.75	\$20,582,554
Telephones and Accessories	125	\$88.18	\$7,153,018
Grills and Outdoor Equipment	130	\$36.31	\$2,945,516
Power Tools	118	\$61.86	\$5,017,745
Hand Tools	124	\$10.31	\$836,251
Office Furniture/Equipment for Home Use	131	\$19.35	\$1,569,320
Computers and Hardware for Home Use	128	\$218.68	\$17,738,439
Portable Memory	128	\$6.97	\$565,391
Computer Software	130	\$13.67	\$1,108,445
Computer Accessories	129	\$24.21	\$1,964,151
Other Household Appliances	120	\$21.54	\$1,747,339
Misc Equipment incl Ladders/Sheds/Etc	126	\$102.66	\$8,326,894

(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 2018 and 2023; Consumer Spending data are derived from the 2015 and 2016 Consumer Expenditure Surveys, Bureau of Labor Statistics.

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