



## Executive Summary

Shoppes at Forest Green  
10023 Forest Green Blvd, Louisville, Kentucky, 40223  
Rings: 1, 3, 5 mile radii

Prepared by Charlotte Hollkamp  
Latitude: 38.26339  
Longitude: -85.57101

	1 mile	3 miles	5 miles
<b>Population</b>			
2000 Population	8,983	66,175	158,366
2010 Population	8,606	69,844	176,146
2019 Population	9,526	73,725	189,101
2024 Population	9,928	76,292	196,232
2000-2010 Annual Rate	-0.43%	0.54%	1.07%
2010-2019 Annual Rate	1.10%	0.59%	0.77%
2019-2024 Annual Rate	0.83%	0.69%	0.74%
2019 Male Population	47.6%	47.8%	48.0%
2019 Female Population	52.4%	52.2%	52.0%
2019 Median Age	43.6	43.1	42.1

In the identified area, the current year population is 189,101. In 2010, the Census count in the area was 176,146. The rate of change since 2010 was 0.77% annually. The five-year projection for the population in the area is 196,232 representing a change of 0.74% annually from 2019 to 2024. Currently, the population is 48.0% male and 52.0% female.

### Median Age

The median age in this area is 43.6, compared to U.S. median age of 38.5.

### Race and Ethnicity

2019 White Alone	85.4%	79.6%	79.5%
2019 Black Alone	7.4%	9.6%	10.0%
2019 American Indian/Alaska Native Alone	0.3%	0.2%	0.2%
2019 Asian Alone	2.9%	5.7%	5.7%
2019 Pacific Islander Alone	0.0%	0.0%	0.0%
2019 Other Race	2.0%	2.3%	2.1%
2019 Two or More Races	2.0%	2.6%	2.5%
2019 Hispanic Origin (Any Race)	4.7%	5.8%	5.5%

Persons of Hispanic origin represent 5.5% of the population in the identified area compared to 18.6% of the U.S. population. Persons of Hispanic Origin may be of any race. The Diversity Index, which measures the probability that two people from the same area will be from different race/ethnic groups, is 42.1 in the identified area, compared to 64.8 for the U.S. as a whole.

### Households

2019 Wealth Index	182	141	145
2000 Households	3,283	28,017	66,428
2010 Households	3,404	30,853	76,136
2019 Total Households	3,760	32,554	81,527
2024 Total Households	3,916	33,664	84,571
2000-2010 Annual Rate	0.36%	0.97%	1.37%
2010-2019 Annual Rate	1.08%	0.58%	0.74%
2019-2024 Annual Rate	0.82%	0.67%	0.74%
2019 Average Household Size	2.48	2.22	2.29

The household count in this area has changed from 76,136 in 2010 to 81,527 in the current year, a change of 0.74% annually. The five-year projection of households is 84,571, a change of 0.74% annually from the current year total. Average household size is currently 2.29, compared to 2.28 in the year 2010. The number of families in the current year is 49,564 in the specified area.

**Data Note:** Income is expressed in current dollars. Housing Affordability Index and Percent of Income for Mortgage calculations are only available for areas with 50 or more owner-occupied housing units.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024. Esri converted Census 2000 data into 2010 geography.

December 31, 2019



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<b>Mortgage Income</b>			
2019 Percent of Income for Mortgage	14.3%	16.5%	15.8%
<b>Median Household Income</b>			
2019 Median Household Income	\$94,715	\$78,327	\$81,837
2024 Median Household Income	\$106,702	\$90,268	\$94,808
2019-2024 Annual Rate	2.41%	2.88%	2.99%
<b>Average Household Income</b>			
2019 Average Household Income	\$124,250	\$106,542	\$111,066
2024 Average Household Income	\$140,636	\$121,564	\$126,632
2019-2024 Annual Rate	2.51%	2.67%	2.66%
<b>Per Capita Income</b>			
2019 Per Capita Income	\$49,120	\$46,974	\$47,859
2024 Per Capita Income	\$55,507	\$53,542	\$54,540
2019-2024 Annual Rate	2.47%	2.65%	2.65%
<b>Households by Income</b>			

Current median household income is \$81,837 in the area, compared to \$60,548 for all U.S. households. Median household income is projected to be \$94,808 in five years, compared to \$69,180 for all U.S. households

Current average household income is \$111,066 in this area, compared to \$87,398 for all U.S. households. Average household income is projected to be \$126,632 in five years, compared to \$99,638 for all U.S. households

Current per capita income is \$47,859 in the area, compared to the U.S. per capita income of \$33,028. The per capita income is projected to be \$54,540 in five years, compared to \$36,530 for all U.S. households

<b>Housing</b>			
2019 Housing Affordability Index	165	143	149
2000 Total Housing Units	3,411	29,960	70,642
2000 Owner Occupied Housing Units	2,689	19,232	47,198
2000 Renter Occupied Housing Units	594	8,785	19,230
2000 Vacant Housing Units	128	1,943	4,214
2010 Total Housing Units	3,537	32,633	81,185
2010 Owner Occupied Housing Units	2,733	20,197	52,168
2010 Renter Occupied Housing Units	671	10,656	23,968
2010 Vacant Housing Units	133	1,780	5,049
2019 Total Housing Units	3,855	34,309	86,405
2019 Owner Occupied Housing Units	2,827	20,564	54,124
2019 Renter Occupied Housing Units	933	11,990	27,402
2019 Vacant Housing Units	95	1,755	4,878
2024 Total Housing Units	4,000	35,424	89,423
2024 Owner Occupied Housing Units	2,969	21,412	56,345
2024 Renter Occupied Housing Units	947	12,253	28,227
2024 Vacant Housing Units	84	1,760	4,852

Currently, 62.6% of the 86,405 housing units in the area are owner occupied; 31.7%, renter occupied; and 5.6% are vacant. Currently, in the U.S., 56.4% of the housing units in the area are owner occupied; 32.4% are renter occupied; and 11.2% are vacant. In 2010, there were 81,185 housing units in the area - 64.3% owner occupied, 29.5% renter occupied, and 6.2% vacant. The annual rate of change in housing units since 2010 is 2.81%. Median home value in the area is \$264,481, compared to a median home value of \$234,154 for the U.S. In five years, median value is projected to change by 1.49% annually to \$284,814.

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