



Executive Summary

Epic Plaza
12910 Factory Ln, Louisville, Kentucky, 40245
Rings: 1, 3, 5 mile radii

Prepared by Charlotte Hollkamp
Latitude: 38.28821
Longitude: -85.51154

	1 mile	3 miles	5 miles
Population			
2000 Population	1,335	31,309	84,257
2010 Population	3,697	42,318	109,072
2019 Population	4,267	46,130	122,354
2024 Population	4,503	48,276	129,557
2000-2010 Annual Rate	10.72%	3.06%	2.61%
2010-2019 Annual Rate	1.56%	0.94%	1.25%
2019-2024 Annual Rate	1.08%	0.91%	1.15%
2019 Male Population	48.6%	48.4%	48.0%
2019 Female Population	51.4%	51.6%	52.0%
2019 Median Age	34.6	39.1	41.2

In the identified area, the current year population is 122,354. In 2010, the Census count in the area was 109,072. The rate of change since 2010 was 1.25% annually. The five-year projection for the population in the area is 129,557 representing a change of 1.15% 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 34.6, compared to U.S. median age of 38.5.

Race and Ethnicity

2019 White Alone	80.1%	75.8%	79.8%
2019 Black Alone	9.2%	12.6%	9.4%
2019 American Indian/Alaska Native Alone	0.3%	0.2%	0.2%
2019 Asian Alone	6.7%	6.9%	6.4%
2019 Pacific Islander Alone	0.1%	0.1%	0.1%
2019 Other Race	0.9%	1.6%	1.7%
2019 Two or More Races	2.6%	2.8%	2.4%
2019 Hispanic Origin (Any Race)	5.1%	4.7%	4.7%

Persons of Hispanic origin represent 4.7% 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 40.9 in the identified area, compared to 64.8 for the U.S. as a whole.

Households

2019 Wealth Index	141	172	169
2000 Households	489	11,581	32,527
2010 Households	1,576	16,162	43,219
2019 Total Households	1,857	17,743	48,433
2024 Total Households	1,984	18,632	51,318
2000-2010 Annual Rate	12.42%	3.39%	2.88%
2010-2019 Annual Rate	1.79%	1.01%	1.24%
2019-2024 Annual Rate	1.33%	0.98%	1.16%
2019 Average Household Size	2.29	2.58	2.50

The household count in this area has changed from 43,219 in 2010 to 48,433 in the current year, a change of 1.24% annually. The five-year projection of households is 51,318, a change of 1.16% annually from the current year total. Average household size is currently 2.50, compared to 2.49 in the year 2010. The number of families in the current year is 33,147 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.

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Mortgage Income			
2019 Percent of Income for Mortgage	15.0%	14.5%	14.6%
Median Household Income			
2019 Median Household Income	\$109,381	\$97,046	\$95,819
2024 Median Household Income	\$121,727	\$107,576	\$107,133
2019-2024 Annual Rate	2.16%	2.08%	2.26%
Average Household Income			
2019 Average Household Income	\$132,076	\$129,754	\$125,452
2024 Average Household Income	\$150,714	\$145,758	\$142,127
2019-2024 Annual Rate	2.68%	2.35%	2.53%
Per Capita Income			
2019 Per Capita Income	\$54,498	\$49,844	\$49,828
2024 Per Capita Income	\$63,050	\$56,153	\$56,482
2019-2024 Annual Rate	2.96%	2.41%	2.54%
Households by Income			

Current median household income is \$95,819 in the area, compared to \$60,548 for all U.S. households. Median household income is projected to be \$107,133 in five years, compared to \$69,180 for all U.S. households

Current average household income is \$125,452 in this area, compared to \$87,398 for all U.S. households. Average household income is projected to be \$142,127 in five years, compared to \$99,638 for all U.S. households

Current per capita income is \$49,828 in the area, compared to the U.S. per capita income of \$33,028. The per capita income is projected to be \$56,482 in five years, compared to \$36,530 for all U.S. households

Housing			
2019 Housing Affordability Index	158	163	162
2000 Total Housing Units	536	12,165	34,324
2000 Owner Occupied Housing Units	451	9,427	25,546
2000 Renter Occupied Housing Units	38	2,154	6,981
2000 Vacant Housing Units	47	584	1,797
2010 Total Housing Units	1,686	17,193	45,865
2010 Owner Occupied Housing Units	896	12,364	32,801
2010 Renter Occupied Housing Units	680	3,798	10,418
2010 Vacant Housing Units	110	1,031	2,646
2019 Total Housing Units	1,912	18,683	51,019
2019 Owner Occupied Housing Units	953	13,123	35,307
2019 Renter Occupied Housing Units	903	4,620	13,126
2019 Vacant Housing Units	55	940	2,586
2024 Total Housing Units	2,040	19,583	53,894
2024 Owner Occupied Housing Units	1,003	13,806	37,310
2024 Renter Occupied Housing Units	980	4,827	14,008
2024 Vacant Housing Units	56	951	2,576

Currently, 69.2% of the 51,019 housing units in the area are owner occupied; 25.7%, renter occupied; and 5.1% 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 45,865 housing units in the area - 71.5% owner occupied, 22.7% renter occupied, and 5.8% vacant. The annual rate of change in housing units since 2010 is 4.85%. Median home value in the area is \$285,231, compared to a median home value of \$234,154 for the U.S. In five years, median value is projected to change by 1.64% annually to \$309,357.

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.

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