



## Market Profile

Anchorage Plaza  
12907 Factory Ln, Louisville, Kentucky, 40245  
Rings: 1, 3, 5 mile radii

Prepared by Charlotte Hollkamp  
Latitude: 38.28861  
Longitude: -85.51168

	1 mile	3 miles	5 miles
<b>Population Summary</b>			
2000 Total Population	1,421	31,310	84,348
2010 Total Population	4,066	42,312	109,242
2018 Total Population	4,694	45,494	120,918
2018 Group Quarters	6	347	1,433
2023 Total Population	5,038	47,929	127,894
2018-2023 Annual Rate	1.42%	1.05%	1.13%
2018 Total Daytime Population	13,023	53,157	133,065
Workers	10,989	31,582	76,206
Residents	2,034	21,575	56,859
<b>Household Summary</b>			
2000 Households	517	11,565	32,533
2000 Average Household Size	2.74	2.68	2.56
2010 Households	1,692	16,143	43,252
2010 Average Household Size	2.40	2.60	2.50
2018 Households	1,984	17,388	47,703
2018 Average Household Size	2.36	2.60	2.50
2023 Households	2,138	18,360	50,390
2023 Average Household Size	2.35	2.59	2.51
2018-2023 Annual Rate	1.51%	1.09%	1.10%
2010 Families	1,133	11,666	29,977
2010 Average Family Size	2.97	3.09	3.03
2018 Families	1,282	12,354	32,665
2018 Average Family Size	2.99	3.12	3.07
2023 Families	1,366	12,969	34,387
2023 Average Family Size	3.00	3.13	3.08
2018-2023 Annual Rate	1.28%	0.98%	1.03%
<b>Housing Unit Summary</b>			
2000 Housing Units	566	12,147	34,319
Owner Occupied Housing Units	84.1%	77.5%	74.5%
Renter Occupied Housing Units	7.2%	17.7%	20.3%
Vacant Housing Units	8.7%	4.8%	5.2%
2010 Housing Units	1,801	17,173	45,892
Owner Occupied Housing Units	55.3%	71.9%	71.6%
Renter Occupied Housing Units	38.6%	22.1%	22.6%
Vacant Housing Units	6.1%	6.0%	5.8%
2018 Housing Units	2,033	18,097	49,731
Owner Occupied Housing Units	51.1%	70.2%	68.9%
Renter Occupied Housing Units	46.5%	25.9%	27.0%
Vacant Housing Units	2.4%	3.9%	4.1%
2023 Housing Units	2,190	19,075	52,433
Owner Occupied Housing Units	50.7%	70.6%	69.5%
Renter Occupied Housing Units	46.9%	25.6%	26.6%
Vacant Housing Units	2.4%	3.7%	3.9%
<b>Median Household Income</b>			
2018	\$102,049	\$88,522	\$87,458
2023	\$106,993	\$96,254	\$95,475
<b>Median Home Value</b>			
2018	\$333,757	\$269,859	\$266,211
2023	\$353,125	\$295,324	\$289,465
<b>Per Capita Income</b>			
2018	\$50,498	\$47,387	\$47,255
2023	\$54,082	\$50,321	\$50,452
<b>Median Age</b>			
2010	33.5	37.3	39.4
2018	34.3	38.9	41.0
2023	35.4	39.6	41.8

**Data Note:** Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households. Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by the total population.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.

September 17, 2018



## Market Profile

Anchorage Plaza  
12907 Factory Ln, Louisville, Kentucky, 40245  
Rings: 1, 3, 5 mile radii

Prepared by Charlotte Hollkamp

Latitude: 38.28861  
Longitude: -85.51168

	1 mile	3 miles	5 miles
<b>2018 Households by Income</b>			
Household Income Base	1,984	17,388	47,703
<\$15,000	2.9%	4.8%	4.4%
\$15,000 - \$24,999	2.9%	4.8%	4.9%
\$25,000 - \$34,999	8.5%	6.5%	6.6%
\$35,000 - \$49,999	8.3%	9.4%	9.9%
\$50,000 - \$74,999	14.1%	16.4%	16.4%
\$75,000 - \$99,999	11.8%	13.3%	13.7%
\$100,000 - \$149,999	22.5%	20.1%	20.5%
\$150,000 - \$199,999	14.8%	10.0%	10.2%
\$200,000+	14.1%	14.6%	13.3%
Average Household Income	\$125,000	\$123,756	\$118,861
<b>2023 Households by Income</b>			
Household Income Base	2,138	18,360	50,390
<\$15,000	2.2%	3.7%	3.3%
\$15,000 - \$24,999	2.2%	3.9%	3.8%
\$25,000 - \$34,999	7.2%	5.8%	5.7%
\$35,000 - \$49,999	7.3%	8.4%	8.8%
\$50,000 - \$74,999	13.7%	16.0%	16.1%
\$75,000 - \$99,999	12.1%	13.9%	14.4%
\$100,000 - \$149,999	25.1%	22.8%	23.3%
\$150,000 - \$199,999	16.6%	11.5%	11.7%
\$200,000+	13.7%	14.1%	13.0%
Average Household Income	\$133,162	\$131,165	\$127,138
<b>2018 Owner Occupied Housing Units by Value</b>			
Total	1,039	12,707	34,271
<\$50,000	0.3%	0.8%	0.7%
\$50,000 - \$99,999	0.1%	1.2%	1.2%
\$100,000 - \$149,999	1.2%	9.0%	10.2%
\$150,000 - \$199,999	3.0%	18.2%	15.7%
\$200,000 - \$249,999	8.5%	15.6%	16.9%
\$250,000 - \$299,999	25.5%	12.8%	16.2%
\$300,000 - \$399,999	34.1%	16.5%	18.9%
\$400,000 - \$499,999	12.9%	9.0%	9.4%
\$500,000 - \$749,999	9.6%	10.4%	7.3%
\$750,000 - \$999,999	2.9%	3.6%	1.9%
\$1,000,000 - \$1,499,999	1.3%	2.0%	1.2%
\$1,500,000 - \$1,999,999	0.2%	0.3%	0.1%
\$2,000,000 +	0.6%	0.5%	0.3%
Average Home Value	\$390,712	\$350,695	\$318,806
<b>2023 Owner Occupied Housing Units by Value</b>			
Total	1,111	13,470	36,419
<\$50,000	0.0%	0.2%	0.2%
\$50,000 - \$99,999	0.1%	0.7%	0.6%
\$100,000 - \$149,999	0.5%	5.1%	6.0%
\$150,000 - \$199,999	1.7%	15.4%	13.0%
\$200,000 - \$249,999	5.9%	16.1%	16.3%
\$250,000 - \$299,999	22.8%	13.9%	17.6%
\$300,000 - \$399,999	36.0%	18.2%	21.7%
\$400,000 - \$499,999	15.7%	11.0%	11.6%
\$500,000 - \$749,999	11.7%	12.1%	8.6%
\$750,000 - \$999,999	3.5%	4.1%	2.2%
\$1,000,000 - \$1,499,999	1.4%	2.3%	1.6%
\$1,500,000 - \$1,999,999	0.3%	0.3%	0.2%
\$2,000,000 +	0.6%	0.6%	0.4%
Average Home Value	\$415,527	\$382,120	\$349,706

**Data Note:** Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest dividends, net rents, pensions, SSI and welfare payments, child support, and alimony.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.

September 17, 2018



## Market Profile

Anchorage Plaza  
12907 Factory Ln, Louisville, Kentucky, 40245  
Rings: 1, 3, 5 mile radii

Prepared by Charlotte Hollkamp

Latitude: 38.28861  
Longitude: -85.51168

	1 mile	3 miles	5 miles
<b>2010 Population by Age</b>			
Total	4,068	42,313	109,239
0 - 4	8.4%	7.1%	6.5%
5 - 9	9.5%	8.1%	7.3%
10 - 14	7.9%	8.0%	7.3%
15 - 24	10.4%	10.7%	10.5%
25 - 34	16.3%	12.6%	12.2%
35 - 44	20.0%	15.7%	14.7%
45 - 54	13.1%	15.8%	15.5%
55 - 64	8.2%	12.1%	13.0%
65 - 74	3.8%	6.0%	7.1%
75 - 84	1.8%	2.8%	4.1%
85 +	0.5%	1.1%	1.8%
18 +	70.8%	72.2%	74.6%
<b>2018 Population by Age</b>			
Total	4,693	45,495	120,919
0 - 4	7.9%	6.3%	5.8%
5 - 9	9.3%	7.5%	6.8%
10 - 14	7.5%	7.6%	7.1%
15 - 24	8.6%	11.1%	10.9%
25 - 34	18.1%	11.9%	11.3%
35 - 44	19.0%	14.5%	13.6%
45 - 54	12.2%	14.1%	13.9%
55 - 64	9.0%	13.0%	13.7%
65 - 74	5.8%	9.1%	10.2%
75 - 84	2.1%	3.7%	4.7%
85 +	0.7%	1.4%	2.1%
18 +	72.2%	74.5%	76.3%
<b>2023 Population by Age</b>			
Total	5,038	47,930	127,894
0 - 4	7.8%	6.2%	5.7%
5 - 9	9.1%	7.1%	6.5%
10 - 14	7.6%	7.3%	6.9%
15 - 24	8.0%	10.7%	10.4%
25 - 34	16.5%	12.1%	11.4%
35 - 44	20.6%	14.6%	13.6%
45 - 54	11.9%	13.0%	13.1%
55 - 64	8.7%	12.4%	13.1%
65 - 74	6.5%	10.0%	11.0%
75 - 84	2.5%	5.0%	6.0%
85 +	0.8%	1.6%	2.2%
18 +	72.3%	75.3%	77.0%
<b>2010 Population by Sex</b>			
Males	1,982	20,489	52,207
Females	2,084	21,823	57,035
<b>2018 Population by Sex</b>			
Males	2,290	22,032	57,956
Females	2,404	23,462	62,962
<b>2023 Population by Sex</b>			
Males	2,458	23,278	61,552
Females	2,580	24,652	66,341

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.

September 17, 2018



## Market Profile

Anchorage Plaza  
12907 Factory Ln, Louisville, Kentucky, 40245  
Rings: 1, 3, 5 mile radii

Prepared by Charlotte Hollkamp  
Latitude: 38.28861  
Longitude: -85.51168

	1 mile	3 miles	5 miles
<b>2010 Population by Race/Ethnicity</b>			
Total	4,065	42,312	109,241
White Alone	84.6%	80.3%	83.9%
Black Alone	7.4%	11.1%	8.3%
American Indian Alone	0.3%	0.2%	0.2%
Asian Alone	5.0%	4.8%	4.3%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	0.7%	1.3%	1.4%
Two or More Races	1.9%	2.2%	1.9%
Hispanic Origin	3.3%	3.6%	3.6%
Diversity Index	32.3	38.7	33.7
<b>2018 Population by Race/Ethnicity</b>			
Total	4,693	45,493	120,917
White Alone	80.6%	76.7%	80.7%
Black Alone	8.9%	12.3%	9.1%
American Indian Alone	0.3%	0.2%	0.2%
Asian Alone	6.8%	6.5%	6.0%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	0.8%	1.5%	1.7%
Two or More Races	2.5%	2.7%	2.3%
Hispanic Origin	4.6%	4.5%	4.5%
Diversity Index	39.7	44.5	39.4
<b>2023 Population by Race/Ethnicity</b>			
Total	5,039	47,930	127,895
White Alone	77.6%	74.0%	78.1%
Black Alone	9.7%	13.0%	9.7%
American Indian Alone	0.2%	0.2%	0.2%
Asian Alone	8.3%	7.9%	7.3%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	1.0%	1.7%	1.9%
Two or More Races	3.0%	3.1%	2.7%
Hispanic Origin	5.8%	5.3%	5.3%
Diversity Index	44.9	48.6	43.7
<b>2010 Population by Relationship and Household Type</b>			
Total	4,066	42,312	109,242
In Households	99.9%	99.2%	98.8%
In Family Households	83.5%	86.5%	84.3%
Householder	26.4%	27.6%	27.5%
Spouse	22.2%	22.3%	22.5%
Child	32.8%	33.0%	30.8%
Other relative	1.3%	2.2%	2.2%
Nonrelative	0.8%	1.3%	1.3%
In Nonfamily Households	16.3%	12.7%	14.5%
In Group Quarters	0.1%	0.8%	1.2%
Institutionalized Population	0.1%	0.8%	1.2%
Noninstitutionalized Population	0.0%	0.0%	0.0%

**Data Note:** Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.

September 17, 2018



## Market Profile

Anchorage Plaza  
12907 Factory Ln, Louisville, Kentucky, 40245  
Rings: 1, 3, 5 mile radii

Prepared by Charlotte Hollkamp  
Latitude: 38.28861  
Longitude: -85.51168

	1 mile	3 miles	5 miles
<b>2018 Population 25+ by Educational Attainment</b>			
Total	3,133	30,720	83,993
Less than 9th Grade	1.1%	1.2%	1.1%
9th - 12th Grade, No Diploma	1.7%	2.3%	2.3%
High School Graduate	11.2%	13.6%	12.3%
GED/Alternative Credential	1.4%	2.3%	2.3%
Some College, No Degree	16.8%	19.6%	19.6%
Associate Degree	6.3%	7.9%	8.1%
Bachelor's Degree	36.3%	31.1%	32.4%
Graduate/Professional Degree	25.2%	21.9%	22.0%
<b>2018 Population 15+ by Marital Status</b>			
Total	3,536	35,773	97,132
Never Married	28.6%	28.0%	26.9%
Married	59.4%	56.9%	57.3%
Widowed	3.2%	4.8%	5.4%
Divorced	8.8%	10.3%	10.5%
<b>2018 Civilian Population 16+ in Labor Force</b>			
Civilian Employed	97.8%	97.4%	97.5%
Civilian Unemployed (Unemployment Rate)	2.2%	2.6%	2.5%
<b>2018 Employed Population 16+ by Industry</b>			
Total	2,703	24,348	64,621
Agriculture/Mining	0.1%	0.2%	0.2%
Construction	2.6%	4.3%	4.2%
Manufacturing	13.6%	11.6%	10.8%
Wholesale Trade	4.1%	3.1%	3.2%
Retail Trade	7.7%	9.3%	9.4%
Transportation/Utilities	4.7%	6.3%	5.7%
Information	2.0%	2.1%	2.0%
Finance/Insurance/Real Estate	12.8%	11.5%	11.5%
Services	50.9%	49.5%	50.8%
Public Administration	1.4%	2.1%	2.2%
<b>2018 Employed Population 16+ by Occupation</b>			
Total	2,701	24,350	64,622
White Collar	79.5%	73.7%	75.8%
Management/Business/Financial	31.4%	23.4%	23.9%
Professional	27.5%	27.5%	27.7%
Sales	10.7%	12.1%	12.8%
Administrative Support	10.0%	10.8%	11.4%
Services	11.2%	12.9%	12.4%
Blue Collar	9.2%	13.4%	11.8%
Farming/Forestry/Fishing	0.0%	0.1%	0.1%
Construction/Extraction	1.7%	2.9%	2.6%
Installation/Maintenance/Repair	0.5%	1.5%	1.6%
Production	2.9%	3.8%	2.8%
Transportation/Material Moving	4.1%	5.0%	4.6%
<b>2010 Population By Urban/ Rural Status</b>			
Total Population	4,066	42,312	109,242
Population Inside Urbanized Area	100.0%	99.7%	97.7%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	0.0%	0.3%	2.3%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.

September 17, 2018



## Market Profile

Anchorage Plaza  
12907 Factory Ln, Louisville, Kentucky, 40245  
Rings: 1, 3, 5 mile radii

Prepared by Charlotte Hollkamp  
Latitude: 38.28861  
Longitude: -85.51168

	1 mile	3 miles	5 miles
<b>2010 Households by Type</b>			
Total	1,693	16,143	43,253
Households with 1 Person	26.6%	22.9%	25.7%
Households with 2+ People	73.4%	77.1%	74.3%
Family Households	66.9%	72.3%	69.3%
Husband-wife Families	56.3%	58.5%	56.7%
With Related Children	33.1%	29.4%	26.2%
Other Family (No Spouse Present)	10.6%	13.8%	12.6%
Other Family with Male Householder	3.3%	3.4%	3.4%
With Related Children	2.1%	2.2%	2.1%
Other Family with Female Householder	7.3%	10.4%	9.2%
With Related Children	4.9%	7.1%	6.0%
Nonfamily Households	6.5%	4.8%	4.9%
All Households with Children	40.1%	38.9%	34.5%
Multigenerational Households	1.1%	2.4%	2.2%
Unmarried Partner Households	5.3%	4.9%	4.8%
Male-female	4.7%	4.3%	4.1%
Same-sex	0.6%	0.6%	0.7%
<b>2010 Households by Size</b>			
Total	1,691	16,143	43,252
1 Person Household	26.6%	22.9%	25.7%
2 Person Household	31.6%	33.8%	34.9%
3 Person Household	16.1%	17.1%	16.2%
4 Person Household	17.3%	16.8%	14.8%
5 Person Household	6.2%	6.7%	5.9%
6 Person Household	1.5%	2.1%	1.8%
7 + Person Household	0.7%	0.7%	0.7%
<b>2010 Households by Tenure and Mortgage Status</b>			
Total	1,692	16,143	43,252
Owner Occupied	58.9%	76.5%	76.0%
Owned with a Mortgage/Loan	50.7%	61.9%	58.4%
Owned Free and Clear	8.2%	14.6%	17.5%
Renter Occupied	41.1%	23.5%	24.0%
<b>2010 Housing Units By Urban/ Rural Status</b>			
Total Housing Units	1,801	17,173	45,892
Housing Units Inside Urbanized Area	100.0%	99.7%	97.9%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	0.0%	0.3%	2.1%

**Data Note:** Households with children include any households with people under age 18, related or not. Multigenerational households are families with 3 or more parent-child relationships. Unmarried partner households are usually classified as nonfamily households unless there is another member of the household related to the householder. Multigenerational and unmarried partner households are reported only to the tract level. Esri estimated block group data, which is used to estimate polygons or non-standard geography.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.

September 17, 2018



## Market Profile

Anchorage Plaza  
12907 Factory Ln, Louisville, Kentucky, 40245  
Rings: 1, 3, 5 mile radii

Prepared by Charlotte Hollkamp  
Latitude: 38.28861  
Longitude: -85.51168

	1 mile	3 miles	5 miles
<b>Top 3 Tapestry Segments</b>			
	1. Boomburbs (1C)	Home Improvement (4B)	Exurbanites (1E)
	2. Bright Young Professionals	In Style (5B)	In Style (5B)
	3. In Style (5B)	Top Tier (1A)	Bright Young Professionals
<b>2018 Consumer Spending</b>			
Apparel & Services: Total \$	\$6,712,245	\$55,703,559	\$145,140,698
Average Spent	\$3,383.19	\$3,203.56	\$3,042.59
Spending Potential Index	156	147	140
Education: Total \$	\$4,251,832	\$38,255,100	\$101,514,883
Average Spent	\$2,143.06	\$2,200.09	\$2,128.06
Spending Potential Index	148	152	147
Entertainment/Recreation: Total \$	\$9,392,970	\$81,451,539	\$215,040,556
Average Spent	\$4,734.36	\$4,684.35	\$4,507.90
Spending Potential Index	147	145	140
Food at Home: Total \$	\$14,418,122	\$122,255,593	\$322,729,885
Average Spent	\$7,267.20	\$7,031.03	\$6,765.40
Spending Potential Index	145	140	135
Food Away from Home: Total \$	\$10,781,836	\$89,552,679	\$234,031,046
Average Spent	\$5,434.39	\$5,150.26	\$4,906.00
Spending Potential Index	155	147	140
Health Care: Total \$	\$15,746,969	\$141,442,492	\$378,083,123
Average Spent	\$7,936.98	\$8,134.49	\$7,925.77
Spending Potential Index	139	142	138
HH Furnishings & Equipment: Total \$	\$6,298,001	\$53,996,633	\$141,784,467
Average Spent	\$3,174.40	\$3,105.40	\$2,972.23
Spending Potential Index	152	149	142
Personal Care Products & Services: Total \$	\$2,529,705	\$21,423,652	\$56,289,627
Average Spent	\$1,275.05	\$1,232.09	\$1,180.00
Spending Potential Index	154	149	143
Shelter: Total \$	\$49,164,662	\$421,588,183	\$1,113,900,161
Average Spent	\$24,780.58	\$24,245.93	\$23,350.74
Spending Potential Index	148	144	139
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$6,970,116	\$63,828,940	\$170,145,112
Average Spent	\$3,513.16	\$3,670.86	\$3,566.76
Spending Potential Index	141	148	143
Travel: Total \$	\$6,568,297	\$57,852,369	\$152,324,622
Average Spent	\$3,310.63	\$3,327.14	\$3,193.19
Spending Potential Index	154	154	148
Vehicle Maintenance & Repairs: Total \$	\$3,115,608	\$26,811,402	\$70,752,284
Average Spent	\$1,570.37	\$1,541.95	\$1,483.18
Spending Potential Index	146	143	138

**Data Note:** Consumer spending shows the amount spent on a variety of goods and services by households that reside in the area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue. Total and Average Amount Spent Per Household represent annual figures. The Spending Potential Index represents the amount spent in the area relative to a national average of 100.

**Source:** Consumer Spending data are derived from the 2015 and 2016 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.

September 17, 2018