



Market Profile

Anchorage Plaza
12903 Factory Ln, Louisville, Kentucky, 40245
Rings: 1, 3, 5 mile radii

Prepared by Charlotte Hollkamp
Latitude: 38.28833
Longitude: -85.51225

	1 mile	3 miles	5 miles
Population Summary			
2000 Total Population	1,335	31,167	84,705
2010 Total Population	3,697	42,074	109,547
2019 Total Population	4,267	45,839	122,833
2019 Group Quarters	7	374	1,502
2024 Total Population	4,503	47,952	130,039
2019-2024 Annual Rate	1.08%	0.91%	1.15%
2019 Total Daytime Population	12,077	53,647	137,556
Workers	10,237	31,922	80,200
Residents	1,840	21,725	57,356
Household Summary			
2000 Households	489	11,515	32,747
2000 Average Household Size	2.72	2.68	2.56
2010 Households	1,576	16,056	43,465
2010 Average Household Size	2.34	2.60	2.49
2019 Households	1,857	17,617	48,681
2019 Average Household Size	2.29	2.58	2.49
2024 Households	1,984	18,493	51,568
2024 Average Household Size	2.27	2.57	2.49
2019-2024 Annual Rate	1.33%	0.98%	1.16%
2010 Families	1,035	11,576	30,079
2010 Average Family Size	2.92	3.09	3.02
2019 Families	1,177	12,466	33,293
2019 Average Family Size	2.90	3.10	3.04
2024 Families	1,240	13,011	35,137
2024 Average Family Size	2.88	3.09	3.05
2019-2024 Annual Rate	1.05%	0.86%	1.08%
Housing Unit Summary			
2000 Housing Units	536	12,082	34,576
Owner Occupied Housing Units	84.1%	77.6%	74.3%
Renter Occupied Housing Units	7.1%	17.7%	20.4%
Vacant Housing Units	8.8%	4.7%	5.3%
2010 Housing Units	1,686	17,041	46,120
Owner Occupied Housing Units	53.1%	72.0%	71.4%
Renter Occupied Housing Units	40.3%	22.2%	22.8%
Vacant Housing Units	6.5%	5.8%	5.8%
2019 Housing Units	1,912	18,505	51,274
Owner Occupied Housing Units	49.8%	70.3%	69.1%
Renter Occupied Housing Units	47.2%	24.9%	25.8%
Vacant Housing Units	2.9%	4.8%	5.1%
2024 Housing Units	2,040	19,388	54,150
Owner Occupied Housing Units	49.2%	70.6%	69.2%
Renter Occupied Housing Units	48.0%	24.8%	26.1%
Vacant Housing Units	2.7%	4.6%	4.8%
Median Household Income			
2019	\$109,381	\$96,598	\$95,830
2024	\$121,727	\$107,308	\$107,125
Median Home Value			
2019	\$334,956	\$285,316	\$285,259
2024	\$349,868	\$308,367	\$309,348
Per Capita Income			
2019	\$54,498	\$49,752	\$49,854
2024	\$63,050	\$56,078	\$56,510
Median Age			
2010	33.5	37.3	39.4
2019	34.6	39.1	41.2
2024	35.9	39.9	42.1

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 2019 and 2024 Esri converted Census 2000 data into 2010 geography.

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2019 Households by Income			
Household Income Base	1,857	17,617	48,681
<\$15,000	3.1%	4.1%	3.6%
\$15,000 - \$24,999	2.2%	3.8%	3.7%
\$25,000 - \$34,999	5.2%	5.3%	5.8%
\$35,000 - \$49,999	9.8%	9.3%	9.5%
\$50,000 - \$74,999	10.9%	15.7%	16.0%
\$75,000 - \$99,999	11.4%	13.3%	13.1%
\$100,000 - \$149,999	26.8%	22.8%	22.5%
\$150,000 - \$199,999	15.4%	10.5%	11.4%
\$200,000+	15.2%	15.3%	14.3%
Average Household Income	\$132,076	\$129,308	\$125,449
2024 Households by Income			
Household Income Base	1,984	18,493	51,568
<\$15,000	2.5%	3.4%	2.8%
\$15,000 - \$24,999	1.7%	3.1%	3.0%
\$25,000 - \$34,999	4.2%	4.5%	4.9%
\$35,000 - \$49,999	8.2%	8.1%	8.3%
\$50,000 - \$74,999	8.9%	13.5%	13.9%
\$75,000 - \$99,999	9.7%	12.1%	12.0%
\$100,000 - \$149,999	26.9%	24.3%	23.9%
\$150,000 - \$199,999	19.7%	13.5%	14.5%
\$200,000+	18.2%	17.5%	16.7%
Average Household Income	\$150,714	\$145,325	\$142,125
2019 Owner Occupied Housing Units by Value			
Total	953	13,013	35,440
<\$50,000	0.1%	0.5%	0.5%
\$50,000 - \$99,999	0.0%	0.9%	0.8%
\$100,000 - \$149,999	3.0%	8.1%	7.8%
\$150,000 - \$199,999	4.2%	15.6%	12.9%
\$200,000 - \$249,999	7.9%	15.1%	16.3%
\$250,000 - \$299,999	22.5%	14.0%	16.5%
\$300,000 - \$399,999	35.6%	18.6%	22.0%
\$400,000 - \$499,999	14.0%	11.1%	11.4%
\$500,000 - \$749,999	7.9%	8.5%	7.0%
\$750,000 - \$999,999	3.4%	5.3%	3.3%
\$1,000,000 - \$1,499,999	1.0%	1.4%	0.8%
\$1,500,000 - \$1,999,999	0.2%	0.4%	0.2%
\$2,000,000 +	0.5%	0.6%	0.4%
Average Home Value	\$384,293	\$363,216	\$339,224
2024 Owner Occupied Housing Units by Value			
Total	1,003	13,683	37,446
<\$50,000	0.0%	0.1%	0.1%
\$50,000 - \$99,999	0.0%	0.4%	0.3%
\$100,000 - \$149,999	1.7%	4.5%	4.3%
\$150,000 - \$199,999	3.2%	13.0%	10.3%
\$200,000 - \$249,999	6.1%	15.2%	15.2%
\$250,000 - \$299,999	20.1%	15.2%	17.5%
\$300,000 - \$399,999	37.8%	19.7%	24.6%
\$400,000 - \$499,999	16.4%	13.1%	13.6%
\$500,000 - \$749,999	9.1%	9.8%	8.3%
\$750,000 - \$999,999	3.6%	5.8%	3.9%
\$1,000,000 - \$1,499,999	1.2%	1.9%	1.0%
\$1,500,000 - \$1,999,999	0.2%	0.5%	0.3%
\$2,000,000 +	0.6%	0.8%	0.6%
Average Home Value	\$403,019	\$395,239	\$370,323

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 2019 and 2024 Esri converted Census 2000 data into 2010 geography.

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2010 Population by Age			
Total	3,698	42,073	109,547
0 - 4	8.1%	7.1%	6.5%
5 - 9	9.2%	8.1%	7.2%
10 - 14	7.8%	8.0%	7.3%
15 - 24	10.7%	10.7%	10.5%
25 - 34	16.7%	12.6%	12.2%
35 - 44	19.7%	15.7%	14.7%
45 - 54	13.2%	15.8%	15.4%
55 - 64	8.4%	12.1%	13.0%
65 - 74	3.9%	6.0%	7.2%
75 - 84	1.9%	2.8%	4.2%
85 +	0.5%	1.1%	1.8%
18 +	71.6%	72.3%	74.6%
2019 Population by Age			
Total	4,266	45,838	122,835
0 - 4	7.5%	6.2%	5.8%
5 - 9	8.9%	7.3%	6.6%
10 - 14	7.4%	7.5%	7.1%
15 - 24	8.3%	11.0%	10.8%
25 - 34	18.7%	11.9%	11.2%
35 - 44	18.8%	14.4%	13.6%
45 - 54	12.2%	13.7%	13.5%
55 - 64	9.0%	13.0%	13.6%
65 - 74	6.1%	9.4%	10.5%
75 - 84	2.3%	4.0%	5.0%
85 +	0.7%	1.5%	2.2%
18 +	72.9%	74.9%	76.5%
2024 Population by Age			
Total	4,502	47,951	130,039
0 - 4	7.5%	6.2%	5.7%
5 - 9	8.8%	7.0%	6.4%
10 - 14	7.6%	7.1%	6.8%
15 - 24	8.2%	10.6%	10.5%
25 - 34	16.1%	12.2%	11.3%
35 - 44	20.8%	14.3%	13.3%
45 - 54	12.1%	12.9%	13.0%
55 - 64	8.8%	12.3%	12.9%
65 - 74	6.6%	10.1%	11.2%
75 - 84	2.8%	5.5%	6.6%
85 +	0.8%	1.7%	2.4%
18 +	72.9%	75.7%	77.2%
2010 Population by Sex			
Males	1,799	20,361	52,353
Females	1,898	21,713	57,194
2019 Population by Sex			
Males	2,074	22,169	58,921
Females	2,192	23,670	63,912
2024 Population by Sex			
Males	2,183	23,222	62,530
Females	2,320	24,730	67,510

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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2010 Population by Race/Ethnicity			
Total	3,698	42,075	109,546
White Alone	84.9%	80.1%	83.8%
Black Alone	7.4%	11.3%	8.3%
American Indian Alone	0.3%	0.2%	0.2%
Asian Alone	4.6%	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	3.4%	3.6%	3.6%
Diversity Index	31.9	38.9	33.8
2019 Population by Race/Ethnicity			
Total	4,267	45,838	122,833
White Alone	80.1%	75.6%	79.8%
Black Alone	9.2%	12.7%	9.4%
American Indian Alone	0.3%	0.2%	0.2%
Asian Alone	6.7%	7.0%	6.4%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	0.9%	1.6%	1.7%
Two or More Races	2.6%	2.8%	2.4%
Hispanic Origin	5.1%	4.7%	4.7%
Diversity Index	40.9	46.0	40.9
2024 Population by Race/Ethnicity			
Total	4,503	47,952	130,040
White Alone	77.2%	72.9%	77.3%
Black Alone	10.1%	13.4%	9.9%
American Indian Alone	0.3%	0.2%	0.2%
Asian Alone	8.1%	8.4%	7.8%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	1.0%	1.7%	1.9%
Two or More Races	3.2%	3.2%	2.8%
Hispanic Origin	6.4%	5.6%	5.6%
Diversity Index	46.1	50.2	45.1
2010 Population by Relationship and Household Type			
Total	3,697	42,074	109,547
In Households	99.8%	99.2%	98.8%
In Family Households	82.5%	86.4%	84.2%
Householder	26.3%	27.6%	27.5%
Spouse	21.9%	22.3%	22.5%
Child	32.1%	33.0%	30.7%
Other relative	1.3%	2.2%	2.2%
Nonrelative	0.8%	1.3%	1.3%
In Nonfamily Households	17.3%	12.8%	14.5%
In Group Quarters	0.2%	0.8%	1.2%
Institutionalized Population	0.2%	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 2019 and 2024 Esri converted Census 2000 data into 2010 geography.

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2019 Population 25+ by Educational Attainment			
Total	2,894	31,155	85,644
Less than 9th Grade	0.7%	1.3%	1.3%
9th - 12th Grade, No Diploma	1.6%	2.3%	2.2%
High School Graduate	11.5%	14.7%	12.9%
GED/Alternative Credential	1.0%	2.3%	2.2%
Some College, No Degree	15.5%	18.8%	19.2%
Associate Degree	5.0%	6.7%	6.9%
Bachelor's Degree	39.0%	30.6%	32.1%
Graduate/Professional Degree	25.6%	23.2%	23.2%
2019 Population 15+ by Marital Status			
Total	3,247	36,189	98,934
Never Married	24.5%	26.1%	25.1%
Married	62.6%	58.3%	59.2%
Widowed	2.8%	5.0%	5.4%
Divorced	10.1%	10.6%	10.3%
2019 Civilian Population 16+ in Labor Force			
Civilian Employed	97.0%	97.6%	97.7%
Civilian Unemployed (Unemployment Rate)	3.0%	2.4%	2.3%
2019 Employed Population 16+ by Industry			
Total	2,470	24,540	65,989
Agriculture/Mining	0.1%	0.3%	0.2%
Construction	4.2%	4.6%	4.4%
Manufacturing	14.9%	12.0%	10.5%
Wholesale Trade	2.4%	3.6%	4.0%
Retail Trade	10.6%	10.8%	10.4%
Transportation/Utilities	6.3%	6.4%	5.7%
Information	0.9%	1.8%	1.9%
Finance/Insurance/Real Estate	13.6%	10.9%	10.9%
Services	45.5%	47.1%	49.3%
Public Administration	1.5%	2.7%	2.7%
2019 Employed Population 16+ by Occupation			
Total	2,469	24,539	65,991
White Collar	77.3%	75.0%	76.7%
Management/Business/Financial	25.6%	22.0%	21.8%
Professional	28.9%	27.0%	28.1%
Sales	13.8%	13.2%	14.2%
Administrative Support	9.0%	12.8%	12.6%
Services	9.1%	10.2%	10.6%
Blue Collar	13.6%	14.8%	12.8%
Farming/Forestry/Fishing	0.0%	0.3%	0.2%
Construction/Extraction	1.5%	3.1%	2.6%
Installation/Maintenance/Repair	2.6%	1.7%	1.7%
Production	5.2%	5.4%	4.0%
Transportation/Material Moving	4.4%	4.3%	4.3%
2010 Population By Urban/ Rural Status			
Total Population	3,697	42,074	109,547
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 2019 and 2024 Esri converted Census 2000 data into 2010 geography.

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2010 Households by Type			
Total	1,576	16,056	43,465
Households with 1 Person	27.6%	23.1%	25.8%
Households with 2+ People	72.4%	76.9%	74.2%
Family Households	65.7%	72.1%	69.2%
Husband-wife Families	54.9%	58.3%	56.6%
With Related Children	31.8%	29.2%	26.1%
Other Family (No Spouse Present)	10.8%	13.8%	12.6%
Other Family with Male Householder	3.4%	3.4%	3.4%
With Related Children	2.0%	2.2%	2.1%
Other Family with Female Householder	7.4%	10.4%	9.2%
With Related Children	5.0%	7.1%	6.0%
Nonfamily Households	6.7%	4.9%	5.0%
All Households with Children	38.9%	38.8%	34.3%
Multigenerational Households	1.1%	2.4%	2.2%
Unmarried Partner Households	5.5%	4.9%	4.8%
Male-female	4.8%	4.3%	4.1%
Same-sex	0.6%	0.6%	0.7%
2010 Households by Size			
Total	1,576	16,057	43,465
1 Person Household	27.6%	23.0%	25.8%
2 Person Household	32.0%	33.8%	34.9%
3 Person Household	15.8%	17.1%	16.1%
4 Person Household	16.6%	16.7%	14.8%
5 Person Household	5.9%	6.6%	5.9%
6 Person Household	1.5%	2.0%	1.8%
7 + Person Household	0.6%	0.7%	0.7%
2010 Households by Tenure and Mortgage Status			
Total	1,576	16,056	43,465
Owner Occupied	56.9%	76.4%	75.8%
Owned with a Mortgage/Loan	48.8%	61.8%	58.2%
Owned Free and Clear	8.1%	14.6%	17.6%
Renter Occupied	43.1%	23.6%	24.2%
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	1,686	17,041	46,120
Housing Units Inside Urbanized Area	100.0%	99.7%	97.8%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	0.0%	0.3%	2.2%

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.

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Top 3 Tapestry Segments			
1.	Boomburbs (1C)	In Style (5B)	Exurbanites (1E)
2.	Bright Young Professionals (8C)	Home Improvement (4B)	In Style (5B)
3.	In Style (5B)	Top Tier (1A)	Bright Young Professionals
2019 Consumer Spending			
Apparel & Services: Total \$	\$6,195,335	\$55,069,004	\$145,963,311
Average Spent	\$3,336.21	\$3,125.90	\$2,998.36
Spending Potential Index	156	146	140
Education: Total \$	\$4,366,015	\$42,152,389	\$113,877,687
Average Spent	\$2,351.11	\$2,392.71	\$2,339.26
Spending Potential Index	148	150	147
Entertainment/Recreation: Total \$	\$9,007,843	\$84,047,839	\$225,718,061
Average Spent	\$4,850.75	\$4,770.84	\$4,636.68
Spending Potential Index	148	146	142
Food at Home: Total \$	\$14,137,097	\$128,593,567	\$344,735,886
Average Spent	\$7,612.87	\$7,299.40	\$7,081.53
Spending Potential Index	147	141	137
Food Away from Home: Total \$	\$10,659,511	\$94,848,835	\$251,771,357
Average Spent	\$5,740.18	\$5,383.94	\$5,171.86
Spending Potential Index	156	147	141
Health Care: Total \$	\$15,686,971	\$150,082,511	\$407,201,513
Average Spent	\$8,447.48	\$8,519.19	\$8,364.69
Spending Potential Index	142	144	141
HH Furnishings & Equipment: Total \$	\$6,164,561	\$56,399,823	\$150,249,757
Average Spent	\$3,319.63	\$3,201.44	\$3,086.41
Spending Potential Index	156	150	145
Personal Care Products & Services: Total \$	\$2,612,133	\$23,596,856	\$62,787,477
Average Spent	\$1,406.64	\$1,339.44	\$1,289.77
Spending Potential Index	159	151	145
Shelter: Total \$	\$51,248,361	\$472,458,194	\$1,269,448,270
Average Spent	\$27,597.39	\$26,818.31	\$26,076.87
Spending Potential Index	149	145	141
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$6,787,715	\$65,741,059	\$177,539,878
Average Spent	\$3,655.20	\$3,731.68	\$3,647.01
Spending Potential Index	147	150	147
Travel: Total \$	\$6,403,086	\$60,613,586	\$162,811,645
Average Spent	\$3,448.08	\$3,440.63	\$3,344.46
Spending Potential Index	154	153	149
Vehicle Maintenance & Repairs: Total \$	\$3,189,157	\$29,618,724	\$79,823,602
Average Spent	\$1,717.37	\$1,681.26	\$1,639.73
Spending Potential Index	150	147	143

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 2016 and 2017 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

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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