Market Profile

1253 S Preston St, Louisville, Kentucky, 40203
Rings: 1, 3, 5 mile radii

Prepared by Charlotte Hollkamp
Latitude: 38.23219
Longitude: -85.74940

	1 mile	3 miles	5 miles
Population Summary			
2000 Total Population	24,411	122,587	276,324
2010 Total Population	22,881	117,869	265,039
2019 Total Population	23,993	122,263	270,530
2019 Group Quarters	1,634	10,507	12,785
2024 Total Population	24,628	125,019	274,622
2019-2024 Annual Rate	0.52%	0.45%	0.30%
2019 Total Daytime Population	27,024	224,435	382,115
Workers	15,091	161,547	241,890
Residents	11,933	62,888	140,225
Household Summary			
2000 Households	12,161	54,819	120,059
2000 Average Household Size	1.90	2.12	2.23
2010 Households	11,632	52,292	115,366
2010 Average Household Size	1.84	2.08	2.20
2019 Households	12,135	53,863	117,349
2019 Average Household Size	1.84	2.07	2.20
2024 Households	12,487	55,379	119,423
2024 Average Household Size	1.84	2.07	2.19
2019-2024 Annual Rate	0.57%	0.56%	0.35%
2010 Families	3,939	23,448	59,943
2010 Average Family Size	2.88	2.98	2.98
2019 Families	3,972	23,116	58,813
2019 Average Family Size	2.91	3.01	3.01
2024 Families	4,035	23,320	59,004
2024 Average Family Size	2.92	3.02	3.02
2019-2024 Annual Rate	0.32%	0.18%	0.06%
Housing Unit Summary			
2000 Housing Units	13,782	60,641	130,519
Owner Occupied Housing Units	26.4%	39.9%	48.6%
Renter Occupied Housing Units	61.8%	50.5%	43.4%
Vacant Housing Units	11.8%	9.6%	8.0%
2010 Housing Units	13,750	60,688	130,999
Owner Occupied Housing Units	24.9%	35.7%	43.7%
Renter Occupied Housing Units	59.7%	50.4%	44.4%
Vacant Housing Units	15.4%	13.8%	11.9%
2019 Housing Units	14,356	63,255	134,563
Owner Occupied Housing Units	23.9%	34.2%	42.7%
Renter Occupied Housing Units	60.6%	50.9%	44.5%
Vacant Housing Units	15.5%	14.8%	12.8%
2024 Housing Units	14,765	64,998	137,035
Owner Occupied Housing Units	24.5%	34.4%	43.2%
Renter Occupied Housing Units	60.1%	50.8%	44.0%
Vacant Housing Units	15.4%	14.8%	12.9%
Median Household Income			
2019	$28,729	$36,350	$39,919
2024	$32,834	$41,482	$45,584
Median Home Value			
2019	$147,136	$152,650	$139,089
2024	$169,482	$178,948	$164,525
Per Capita Income			
2019	$23,233	$25,385	$26,514
2024	$27,228	$30,174	$31,079
Median Age			
2010	33.7	34.4	36.0
2019	35.7	36.2	37.7
2024	37.1	37.2	38.5

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	12,135	53,863	117,349
<$15,000	29.3%	23.9%	19.6%
$15,000 - $24,999	15.2%	13.3%	12.5%
$25,000 - $34,999	12.5%	11.0%	11.5%
$35,000 - $49,999	14.2%	14.3%	15.6%
$50,000 - $74,999	11.5%	14.6%	15.9%
$75,000 - $99,999	7.7%	8.3%	9.1%
$100,000 - $149,999	6.2%	8.2%	8.9%
$150,000 - $199,999	1.3%	3.0%	3.4%
$200,000+	2.2%	3.4%	3.5%
Average Household Income	$46,199	$56,935	$60,814
2024 Households by Income			
Household Income Base	12,487	55,379	119,423
<$15,000	24.9%	20.2%	16.4%
$15,000 - $24,999	15.0%	12.1%	11.1%
$25,000 - $34,999	12.2%	10.4%	10.7%
$35,000 - $49,999	14.4%	14.2%	15.4%
$50,000 - $74,999	12.1%	15.1%	16.3%
$75,000 - $99,999	8.8%	9.2%	10.1%
$100,000 - $149,999	8.4%	10.3%	11.1%
$150,000 - $199,999	1.8%	4.2%	4.7%
$200,000+	2.3%	4.3%	4.3%
Average Household Income	$53,991	$67,464	$71,172
2019 Owner Occupied Housing Units by Value			
Total	3,438	21,642	57,469
<$50,000	3.8%	8.9%	8.3%
$50,000 - $99,999	16.3%	23.0%	26.1%
$100,000 - $149,999	31.7%	17.3%	19.9%
$150,000 - $199,999	18.7%	14.8%	12.0%
$200,000 - $249,999	8.6%	8.8%	7.5%
$250,000 - $299,999	7.0%	7.6%	6.3%
$300,000 - $399,999	5.5%	8.3%	8.1%
$400,000 - $499,999	1.9%	4.8%	4.5%
$500,000 - $749,999	3.9%	4.4%	4.3%
$750,000 - $999,999	1.9%	1.2%	1.7%
$1,000,000 - $1,499,999	0.7%	0.5%	0.6%
$1,500,000 - $1,999,999	0.0%	0.2%	0.2%
$2,000,000 +	0.0%	0.1%	0.2%
Average Home Value	$201,512	$210,070	$209,192
2024 Owner Occupied Housing Units by Value			
Total	3,612	22,309	59,109
<$50,000	2.2%	6.4%	6.0%
$50,000 - $99,999	10.8%	19.3%	21.1%
$100,000 - $149,999	29.1%	15.3%	19.1%
$150,000 - $199,999	20.3%	15.7%	13.3%
$200,000 - $249,999	10.2%	9.5%	8.2%
$250,000 - $299,999	8.4%	9.0%	7.6%
$300,000 - $399,999	8.0%	10.0%	9.6%
$400,000 - $499,999	2.8%	6.5%	6.0%
$500,000 - $749,999	4.5%	5.5%	5.6%
$750,000 - $999,999	3.0%	1.7%	2.2%
$1,000,000 - $1,499,999	0.7%	0.6%	0.8%
$1,500,000 - $1,999,999	0.0%	0.3%	0.4%
$2,000,000 +	0.0%	0.2%	0.3%
Average Home Value	$230,073	$241,169	$240,559

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	1 mile	3 miles	5 miles
2010 Population by Age			
Total	22,881	117,866	265,041
0 - 4	6.4%	6.5%	6.7%
5 - 9	4.6%	5.5%	6.0%
10 - 14	4.2%	5.1%	5.9%
15 - 24	18.7%	17.1%	14.9%
25 - 34	18.1%	16.7%	15.3%
35 - 44	12.2%	12.1%	12.3%
45 - 54	13.5%	14.6%	15.0%
55 - 64	10.7%	11.6%	12.0%
65 - 74	4.9%	5.3%	6.0%
75 - 84	3.8%	3.6%	4.1%
85 +	2.8%	1.8%	1.9%
18 +	82.4%	79.7%	77.9%
2019 Population by Age			
Total	23,992	122,264	270,529
0 - 4	5.8%	5.9%	6.0%
5 - 9	5.1%	5.3%	5.8%
10 - 14	4.4%	5.0%	5.6%
15 - 24	16.0%	15.3%	13.6%
25 - 34	17.6%	16.8%	15.4%
35 - 44	13.0%	12.9%	12.5%
45 - 54	11.5%	11.9%	12.1%
55 - 64	12.0%	12.9%	13.5%
65 - 74	7.7%	8.3%	9.1%
75 - 84	4.0%	3.8%	4.3%
85 +	2.8%	2.0%	2.1%
18 +	82.5%	81.0%	79.4%
2024 Population by Age			
Total	24,629	125,019	274,623
0 - 4	5.9%	5.9%	6.1%
5 - 9	5.0%	5.2%	5.6%
10 - 14	4.5%	4.9%	5.5%
15 - 24	16.0%	15.2%	13.4%
25 - 34	15.6%	15.8%	14.7%
35 - 44	13.7%	13.4%	13.0%
45 - 54	11.4%	11.7%	11.8%
55 - 64	11.1%	11.7%	12.2%
65 - 74	9.3%	9.6%	10.4%
75 - 84	5.0%	4.7%	5.3%
85 +	2.6%	1.9%	2.0%
18 +	82.2%	81.2%	79.6%
2010 Population by Sex			
Males	11,662	58,692	128,884
Females	11,219	59,177	136,155
2019 Population by Sex			
Males	12,194	61,187	132,218
Females	11,799	61,076	138,312
2024 Population by Sex			
Males	12,462	62,544	134,423
Females	12,166	62,475	140,198

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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Rings: 1, 3, 5 mile radii

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Latitude: 38.23219
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	1 mile	3 miles	5 miles
2010 Population by Race/Ethnicity			
Total	22,881	117,869	265,037
White Alone	60.1%	57.1%	58.3%
Black Alone	34.6%	37.7%	35.6%
American Indian Alone	0.4%	0.3%	0.3%
Asian Alone	1.2%	1.2%	1.7%
Pacific Islander Alone	0.0%	0.1%	0.1%
Some Other Race Alone	0.6%	1.0%	1.5%
Two or More Races	3.1%	2.5%	2.6%
Hispanic Origin	2.2%	2.6%	3.7%
Diversity Index	54.0	55.6	56.7
2019 Population by Race/Ethnicity			
Total	23,993	122,264	270,530
White Alone	55.6%	54.1%	55.0%
Black Alone	37.7%	39.3%	37.3%
American Indian Alone	0.3%	0.3%	0.3%
Asian Alone	1.7%	1.8%	2.3%
Pacific Islander Alone	0.0%	0.1%	0.1%
Some Other Race Alone	0.7%	1.2%	1.7%
Two or More Races	3.9%	3.2%	3.3%
Hispanic Origin	3.0%	3.4%	4.7%
Diversity Index	57.4	58.2	59.7
2024 Population by Race/Ethnicity			
Total	24,628	125,019	274,622
White Alone	53.1%	52.4%	53.2%
Black Alone	39.2%	40.0%	38.0%
American Indian Alone	0.3%	0.3%	0.3%
Asian Alone	2.1%	2.2%	2.7%
Pacific Islander Alone	0.0%	0.1%	0.1%
Some Other Race Alone	0.7%	1.4%	1.9%
Two or More Races	4.5%	3.7%	3.7%
Hispanic Origin	3.6%	4.1%	5.4%
Diversity Index	59.4	59.9	61.5
2010 Population by Relationship and Household Type			
Total	22,881	117,869	265,039
In Households	93.7%	92.4%	95.8%
In Family Households	51.8%	61.7%	70.1%
Householder	16.9%	19.9%	22.6%
Spouse	7.8%	9.6%	11.9%
Child	21.6%	26.2%	29.0%
Other relative	3.4%	3.5%	3.9%
Nonrelative	2.2%	2.4%	2.7%
In Nonfamily Households	41.9%	30.7%	25.7%
In Group Quarters	6.3%	7.6%	4.2%
Institutionalized Population	1.7%	3.4%	2.0%
Noninstitutionalized Population	4.5%	4.3%	2.2%

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	16,464	83,732	186,566
Less than 9th Grade	4.0%	3.7%	3.5%
9th - 12th Grade, No Diploma	8.9%	9.7%	9.1%
High School Graduate	18.6%	20.3%	22.3%
GED/Alternative Credential	5.8%	6.3%	6.1%
Some College, No Degree	28.0%	25.0%	24.4%
Associate Degree	6.4%	5.7%	6.4%
Bachelor's Degree	14.6%	16.0%	15.6%
Graduate/Professional Degree	13.6%	13.2%	12.5%
2019 Population 15+ by Marital Status			
Total	20,312	102,498	223,375
Never Married	55.2%	51.9%	45.7%
Married	22.7%	27.8%	32.9%
Widowed	5.9%	5.5%	6.2%
Divorced	16.2%	14.8%	15.3%
2019 Civilian Population 16+ in Labor Force			
Civilian Employed	94.5%	93.1%	93.5%
Civilian Unemployed (Unemployment Rate)	5.5%	6.9%	6.5%
2019 Employed Population 16+ by Industry			
Total	12,268	58,002	130,111
Agriculture/Mining	0.8%	0.6%	0.4%
Construction	4.7%	4.2%	4.4%
Manufacturing	9.3%	9.9%	11.1%
Wholesale Trade	1.7%	2.4%	2.4%
Retail Trade	10.3%	10.0%	10.2%
Transportation/Utilities	6.5%	7.2%	7.7%
Information	2.5%	1.8%	1.7%
Finance/Insurance/Real Estate	5.2%	6.3%	6.9%
Services	56.1%	54.6%	51.8%
Public Administration	3.1%	3.0%	3.5%
2019 Employed Population 16+ by Occupation			
Total	12,267	58,003	130,109
White Collar	55.2%	58.0%	56.4%
Management/Business/Financial	11.3%	11.7%	11.5%
Professional	23.0%	23.6%	21.2%
Sales	8.8%	9.6%	9.5%
Administrative Support	12.1%	13.2%	14.2%
Services	25.3%	22.1%	21.2%
Blue Collar	19.5%	19.9%	22.3%
Farming/Forestry/Fishing	0.1%	0.5%	0.3%
Construction/Extraction	3.4%	2.8%	3.1%
Installation/Maintenance/Repair	1.5%	1.9%	2.1%
Production	6.4%	6.9%	8.1%
Transportation/Material Moving	8.1%	7.9%	8.8%
2010 Population By Urban/ Rural Status			
Total Population	22,881	117,869	265,039
Population Inside Urbanized Area	100.0%	100.0%	100.0%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	0.0%	0.0%	0.0%

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2010 Households by Type			
Total	11,632	52,292	115,365
Households with 1 Person	52.0%	44.0%	39.1%
Households with 2+ People	48.0%	56.0%	60.9%
Family Households	33.9%	44.8%	52.0%
Husband-wife Families	15.5%	21.7%	27.4%
With Related Children	5.6%	8.1%	10.6%
Other Family (No Spouse Present)	18.3%	23.1%	24.6%
Other Family with Male Householder	3.7%	4.7%	5.2%
With Related Children	1.6%	2.3%	2.7%
Other Family with Female Householder	14.6%	18.4%	19.4%
With Related Children	10.2%	12.5%	12.9%
Nonfamily Households	14.1%	11.1%	8.9%
All Households with Children	17.6%	23.3%	26.6%
Multigenerational Households	2.3%	3.4%	3.8%
Unmarried Partner Households	8.3%	8.7%	8.3%
Male-female	6.8%	7.4%	7.2%
Same-sex	1.5%	1.3%	1.1%
2010 Households by Size			
Total	11,632	52,291	115,365
1 Person Household	52.0%	44.0%	39.1%
2 Person Household	27.3%	29.2%	30.2%
3 Person Household	10.3%	12.8%	14.3%
4 Person Household	5.7%	7.9%	9.2%
5 Person Household	2.5%	3.4%	4.2%
6 Person Household	1.2%	1.5%	1.7%
7 + Person Household	1.0%	1.2%	1.2%
2010 Households by Tenure and Mortgage Status			
Total	11,632	52,292	115,366
Owner Occupied	29.4%	41.5%	49.6%
Owned with a Mortgage/Loan	21.9%	29.3%	34.5%
Owned Free and Clear	7.5%	12.2%	15.1%
Renter Occupied	70.6%	58.5%	50.4%
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	13,750	60,688	130,999
Housing Units Inside Urbanized Area	100.0%	100.0%	100.0%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	0.0%	0.0%	0.0%

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

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Top 3 Tapestry Segments			
1.	Set to Impress (11D)	Emerald City (8B)	Modest Income Homes (12D)
2.	Social Security Set (9F)	Set to Impress (11D)	Emerald City (8B)
3.	City Commons (11E)	Modest Income Homes (12D)	Traditional Living (12B)
2019 Consumer Spending			
Apparel & Services: Total $	$14,689,979	$78,810,746	$180,679,629
Average Spent	$1,210.55	$1,463.17	$1,539.68
Spending Potential Index	57	68	72
Education: Total $	$10,455,717	$54,866,142	$126,698,875
Average Spent	$861.62	$1,018.62	$1,079.68
Spending Potential Index	54	64	68
Entertainment/Recreation: Total $	$20,861,972	$114,625,950	$267,869,824
Average Spent	$1,719.16	$2,128.10	$2,282.68
Spending Potential Index	53	65	70
Food at Home: Total $	$35,506,245	$191,389,575	$441,308,433
Average Spent	$2,925.94	$3,553.27	$3,760.65
Spending Potential Index	57	69	73
Food Away from Home: Total $	$24,979,838	$134,249,159	$308,676,984
Average Spent	$2,058.50	$2,492.42	$2,630.42
Spending Potential Index	56	68	72
Health Care: Total $	$37,983,185	$211,225,234	$498,172,035
Average Spent	$3,130.05	$3,921.53	$4,245.22
Spending Potential Index	53	66	72
HH Furnishings & Equipment: Total $	$13,759,621	$75,464,733	$175,908,790
Average Spent	$1,133.88	$1,401.05	$1,499.02
Spending Potential Index	53	66	70
Personal Care Products & Services: Total $	$5,877,981	$32,040,401	$74,276,811
Average Spent	$484.38	$594.85	$632.96
Spending Potential Index	55	67	71
Shelter: Total $	$126,034,092	$672,331,733	$1,540,096,996
Average Spent	$10,386.00	$12,482.26	$13,124.07
Spending Potential Index	56	67	71
Support Payments/Cash Contributions/Gifts in Kind: Total $	$15,736,351	$86,808,252	$203,096,638
Average Spent	$1,296.77	$1,611.65	$1,730.71
Spending Potential Index	52	65	70
Travel: Total $	$13,287,472	$73,717,633	$173,261,321
Average Spent	$1,094.97	$1,368.61	$1,476.46
Spending Potential Index	49	61	66
Vehicle Maintenance & Repairs: Total $	$8,107,855	$43,206,594	$99,279,722
Average Spent	$668.14	$802.16	$846.02
Spending Potential Index	58	70	74

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