



Market Profile

2614 Chamberlain Ln, Louisville, Kentucky, 40245
Rings: 1, 3, 5 mile radii

Prepared by Charlotte Hollkamp

Latitude: 38.28911
Longitude: -85.51468

	1 mile	3 miles	5 miles
Population Summary			
2000 Total Population	1,247	32,088	86,758
2010 Total Population	3,304	43,596	111,913
2020 Total Population	3,556	47,637	126,116
2020 Group Quarters	7	397	1,442
2025 Total Population	3,805	50,876	135,193
2020-2025 Annual Rate	1.36%	1.32%	1.40%
2020 Total Daytime Population	7,366	53,528	140,854
Workers	5,546	28,163	74,816
Residents	1,820	25,365	66,038
Household Summary			
2000 Households	462	11,940	33,582
2000 Average Household Size	2.69	2.66	2.56
2010 Households	1,356	16,728	44,468
2010 Average Household Size	2.43	2.58	2.49
2020 Households	1,458	18,421	50,040
2020 Average Household Size	2.43	2.56	2.49
2025 Households	1,597	19,829	53,686
2025 Average Household Size	2.38	2.55	2.49
2020-2025 Annual Rate	1.84%	1.48%	1.42%
2010 Families	951	11,998	30,683
2010 Average Family Size	2.95	3.08	3.02
2020 Families	1,011	12,953	34,145
2020 Average Family Size	2.97	3.08	3.04
2025 Families	1,086	13,844	36,515
2025 Average Family Size	2.93	3.07	3.04
2020-2025 Annual Rate	1.44%	1.34%	1.35%
Housing Unit Summary			
2000 Housing Units	508	12,545	35,451
Owner Occupied Housing Units	84.1%	77.3%	73.9%
Renter Occupied Housing Units	6.9%	17.8%	20.8%
Vacant Housing Units	9.1%	4.8%	5.3%
2010 Housing Units	1,439	17,769	47,182
Owner Occupied Housing Units	60.5%	71.8%	71.1%
Renter Occupied Housing Units	33.8%	22.3%	23.1%
Vacant Housing Units	5.8%	5.9%	5.8%
2020 Housing Units	1,497	19,165	52,808
Owner Occupied Housing Units	61.3%	70.8%	69.1%
Renter Occupied Housing Units	36.1%	25.3%	25.6%
Vacant Housing Units	2.6%	3.9%	5.2%
2025 Housing Units	1,634	20,542	56,357
Owner Occupied Housing Units	56.9%	67.8%	66.9%
Renter Occupied Housing Units	40.8%	28.7%	28.3%
Vacant Housing Units	2.3%	3.5%	4.7%
Median Household Income			
2020	\$114,936	\$95,444	\$95,169
2025	\$125,067	\$103,452	\$103,637
Median Home Value			
2020	\$346,639	\$282,790	\$284,909
2025	\$368,267	\$310,794	\$315,412
Per Capita Income			
2020	\$55,006	\$50,937	\$50,888
2025	\$63,172	\$56,342	\$56,391
Median Age			
2010	34.0	37.3	39.4
2020	35.0	39.3	41.4
2025	36.0	40.2	42.3

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 2020 and 2025 Esri converted Census 2000 data into 2010 geography.

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2020 Households by Income			
Household Income Base	1,458	18,421	50,040
<\$15,000	3.6%	4.5%	4.0%
\$15,000 - \$24,999	2.8%	4.4%	4.2%
\$25,000 - \$34,999	4.3%	5.1%	5.6%
\$35,000 - \$49,999	7.6%	9.3%	9.0%
\$50,000 - \$74,999	10.5%	16.0%	16.8%
\$75,000 - \$99,999	11.1%	12.5%	12.3%
\$100,000 - \$149,999	25.0%	21.2%	21.1%
\$150,000 - \$199,999	15.2%	10.2%	11.4%
\$200,000+	19.9%	16.7%	15.6%
Average Household Income	\$144,308	\$131,986	\$127,981
2025 Households by Income			
Household Income Base	1,597	19,829	53,686
<\$15,000	3.5%	4.3%	3.7%
\$15,000 - \$24,999	2.6%	3.9%	3.7%
\$25,000 - \$34,999	3.7%	4.6%	5.1%
\$35,000 - \$49,999	6.6%	8.3%	8.1%
\$50,000 - \$74,999	9.2%	14.6%	15.4%
\$75,000 - \$99,999	10.0%	11.9%	11.6%
\$100,000 - \$149,999	23.8%	22.0%	21.7%
\$150,000 - \$199,999	16.8%	11.7%	13.0%
\$200,000+	23.9%	18.6%	17.7%
Average Household Income	\$161,943	\$145,062	\$141,718
2020 Owner Occupied Housing Units by Value			
Total	917	13,574	36,497
<\$50,000	0.3%	0.6%	0.6%
\$50,000 - \$99,999	0.0%	1.0%	0.9%
\$100,000 - \$149,999	1.1%	8.0%	7.7%
\$150,000 - \$199,999	1.4%	16.1%	13.5%
\$200,000 - \$249,999	7.7%	16.5%	17.1%
\$250,000 - \$299,999	21.2%	12.0%	14.6%
\$300,000 - \$399,999	38.9%	19.0%	22.2%
\$400,000 - \$499,999	14.5%	11.5%	11.5%
\$500,000 - \$749,999	10.1%	9.3%	7.9%
\$750,000 - \$999,999	2.4%	3.2%	2.2%
\$1,000,000 - \$1,499,999	1.2%	1.6%	0.9%
\$1,500,000 - \$1,999,999	0.2%	0.5%	0.3%
\$2,000,000 +	0.7%	0.8%	0.6%
Average Home Value	\$399,836	\$359,887	\$340,837
2025 Owner Occupied Housing Units by Value			
Total	930	13,935	37,718
<\$50,000	0.1%	0.2%	0.3%
\$50,000 - \$99,999	0.0%	0.5%	0.4%
\$100,000 - \$149,999	0.4%	5.1%	4.6%
\$150,000 - \$199,999	0.8%	13.7%	11.0%
\$200,000 - \$249,999	4.9%	16.8%	15.9%
\$250,000 - \$299,999	16.2%	11.6%	14.1%
\$300,000 - \$399,999	40.3%	19.3%	24.5%
\$400,000 - \$499,999	18.6%	14.2%	14.5%
\$500,000 - \$749,999	13.9%	11.9%	10.3%
\$750,000 - \$999,999	2.5%	3.5%	2.4%
\$1,000,000 - \$1,499,999	1.3%	1.8%	1.0%
\$1,500,000 - \$1,999,999	0.2%	0.6%	0.4%
\$2,000,000 +	0.8%	0.8%	0.7%
Average Home Value	\$427,661	\$387,859	\$370,774

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 2020 and 2025 Esri converted Census 2000 data into 2010 geography.

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2010 Population by Age			
Total	3,302	43,597	111,915
0 - 4	8.5%	7.1%	6.5%
5 - 9	10.0%	8.0%	7.2%
10 - 14	8.2%	7.9%	7.3%
15 - 24	9.8%	10.7%	10.5%
25 - 34	15.1%	12.8%	12.3%
35 - 44	20.1%	15.7%	14.6%
45 - 54	13.3%	15.7%	15.4%
55 - 64	8.5%	12.0%	13.1%
65 - 74	4.1%	6.0%	7.2%
75 - 84	1.8%	2.9%	4.2%
85 +	0.5%	1.2%	1.8%
18 +	69.7%	72.4%	74.7%
2020 Population by Age			
Total	3,560	47,637	126,116
0 - 4	7.9%	6.2%	5.7%
5 - 9	9.8%	7.2%	6.6%
10 - 14	8.0%	7.5%	7.0%
15 - 24	8.0%	11.0%	10.9%
25 - 34	16.2%	11.9%	11.2%
35 - 44	19.3%	14.4%	13.5%
45 - 54	12.1%	13.6%	13.4%
55 - 64	9.2%	12.9%	13.6%
65 - 74	6.5%	9.5%	10.6%
75 - 84	2.3%	4.2%	5.2%
85 +	0.8%	1.6%	2.3%
18 +	70.8%	75.1%	76.7%
2025 Population by Age			
Total	3,806	50,877	135,194
0 - 4	7.9%	6.0%	5.6%
5 - 9	9.4%	6.9%	6.3%
10 - 14	7.9%	7.0%	6.7%
15 - 24	8.1%	10.7%	10.5%
25 - 34	14.5%	12.3%	11.4%
35 - 44	20.8%	14.1%	13.3%
45 - 54	11.6%	12.8%	12.8%
55 - 64	8.9%	12.3%	12.8%
65 - 74	7.0%	10.2%	11.3%
75 - 84	3.0%	5.8%	6.9%
85 +	0.9%	1.9%	2.5%
18 +	71.4%	76.1%	77.5%
2010 Population by Sex			
Males	1,617	21,093	53,527
Females	1,687	22,503	58,386
2020 Population by Sex			
Males	1,739	23,039	60,547
Females	1,817	24,598	65,569
2025 Population by Sex			
Males	1,860	24,636	65,052
Females	1,945	26,240	70,141

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.

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2010 Population by Race/Ethnicity			
Total	3,304	43,596	111,913
White Alone	84.7%	80.1%	83.8%
Black Alone	7.1%	11.2%	8.3%
American Indian Alone	0.3%	0.2%	0.2%
Asian Alone	5.4%	4.9%	4.4%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	0.6%	1.3%	1.4%
Two or More Races	1.8%	2.2%	1.9%
Hispanic Origin	3.1%	3.6%	3.6%
Diversity Index	31.8	39.0	33.9
2020 Population by Race/Ethnicity			
Total	3,556	47,637	126,116
White Alone	78.9%	74.8%	79.0%
Black Alone	9.1%	12.9%	9.6%
American Indian Alone	0.2%	0.2%	0.2%
Asian Alone	8.3%	7.4%	6.7%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	0.9%	1.7%	1.9%
Two or More Races	2.5%	2.9%	2.5%
Hispanic Origin	4.7%	5.1%	5.1%
Diversity Index	42.0	47.4	42.4
2025 Population by Race/Ethnicity			
Total	3,804	50,877	135,193
White Alone	75.6%	71.9%	76.2%
Black Alone	10.1%	13.8%	10.3%
American Indian Alone	0.2%	0.2%	0.2%
Asian Alone	9.8%	8.7%	8.2%
Pacific Islander Alone	0.2%	0.1%	0.1%
Some Other Race Alone	1.1%	1.9%	2.1%
Two or More Races	3.1%	3.4%	3.0%
Hispanic Origin	6.2%	6.1%	6.2%
Diversity Index	47.7	51.9	47.1
2010 Population by Relationship and Household Type			
Total	3,304	43,596	111,913
In Households	99.8%	99.2%	98.9%
In Family Households	85.7%	86.1%	84.2%
Householder	26.8%	27.5%	27.5%
Spouse	22.9%	22.2%	22.5%
Child	34.0%	32.9%	30.6%
Other relative	1.2%	2.2%	2.2%
Nonrelative	0.8%	1.3%	1.3%
In Nonfamily Households	14.1%	13.0%	14.7%
In Group Quarters	0.2%	0.8%	1.1%
Institutionalized Population	0.2%	0.8%	1.1%
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 2020 and 2025 Esri converted Census 2000 data into 2010 geography.

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2020 Population 25+ by Educational Attainment			
Total	2,356	32,470	88,066
Less than 9th Grade	0.9%	1.4%	1.3%
9th - 12th Grade, No Diploma	1.3%	2.2%	2.0%
High School Graduate	9.2%	13.1%	11.7%
GED/Alternative Credential	1.4%	2.1%	1.9%
Some College, No Degree	15.1%	18.5%	18.4%
Associate Degree	5.3%	7.7%	7.6%
Bachelor's Degree	40.5%	31.4%	32.9%
Graduate/Professional Degree	26.3%	23.5%	24.1%
2020 Population 15+ by Marital Status			
Total	2,640	37,724	101,761
Never Married	24.4%	26.9%	26.1%
Married	63.8%	58.5%	58.9%
Widowed	2.6%	4.8%	5.3%
Divorced	9.3%	9.8%	9.7%
2020 Civilian Population 16+ in Labor Force			
Civilian Population 16+	2,045	26,380	70,171
Population 16+ Employed	85.4%	85.0%	85.2%
Population 16+ Unemployment rate	14.6%	15.0%	14.8%
Population 16-24 Employed	6.2%	9.2%	9.7%
Population 16-24 Unemployment rate	20.4%	22.3%	22.8%
Population 25-54 Employed	76.2%	65.8%	62.6%
Population 25-54 Unemployment rate	14.6%	14.3%	14.1%
Population 55-64 Employed	12.5%	17.0%	18.9%
Population 55-64 Unemployment rate	11.7%	13.8%	13.4%
Population 65+ Employed	5.0%	8.0%	8.8%
Population 65+ Unemployment rate	13.0%	13.5%	13.2%
2020 Employed Population 16+ by Industry			
Total	1,747	22,431	59,767
Agriculture/Mining	0.3%	0.3%	0.3%
Construction	4.8%	5.0%	4.8%
Manufacturing	14.6%	12.6%	10.8%
Wholesale Trade	2.6%	3.5%	3.8%
Retail Trade	8.4%	8.9%	8.6%
Transportation/Utilities	6.5%	6.4%	5.6%
Information	1.4%	2.0%	2.1%
Finance/Insurance/Real Estate	13.5%	11.2%	11.4%
Services	45.9%	47.2%	49.7%
Public Administration	1.8%	2.9%	3.0%
2020 Employed Population 16+ by Occupation			
Total	1,746	22,433	59,766
White Collar	80.0%	76.0%	78.0%
Management/Business/Financial	27.2%	22.9%	22.7%
Professional	30.6%	28.8%	30.3%
Sales	12.8%	11.4%	12.3%
Administrative Support	9.3%	12.8%	12.7%
Services	7.2%	8.6%	8.9%
Blue Collar	12.8%	15.4%	13.1%
Farming/Forestry/Fishing	0.0%	0.4%	0.2%
Construction/Extraction	1.9%	3.5%	2.9%
Installation/Maintenance/Repair	1.9%	1.5%	1.6%
Production	5.0%	5.5%	4.0%
Transportation/Material Moving	3.8%	4.5%	4.4%

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2010 Households by Type			
Total	1,356	16,728	44,468
Households with 1 Person	24.1%	23.4%	26.0%
Households with 2+ People	75.9%	76.6%	74.0%
Family Households	70.1%	71.7%	69.0%
Husband-wife Families	59.9%	57.9%	56.5%
With Related Children	35.7%	29.0%	25.9%
Other Family (No Spouse Present)	10.3%	13.8%	12.5%
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	6.9%	10.4%	9.2%
With Related Children	4.7%	7.0%	5.9%
Nonfamily Households	5.8%	4.9%	5.0%
All Households with Children	42.6%	38.5%	34.2%
Multigenerational Households	1.2%	2.4%	2.1%
Unmarried Partner Households	4.9%	4.9%	4.8%
Male-female	4.4%	4.3%	4.1%
Same-sex	0.6%	0.6%	0.7%
2010 Households by Size			
Total	1,355	16,728	44,469
1 Person Household	24.1%	23.4%	26.0%
2 Person Household	31.2%	33.8%	35.0%
3 Person Household	16.8%	17.0%	16.1%
4 Person Household	18.6%	16.6%	14.7%
5 Person Household	6.9%	6.6%	5.8%
6 Person Household	1.7%	2.0%	1.8%
7 + Person Household	0.7%	0.7%	0.6%
2010 Households by Tenure and Mortgage Status			
Total	1,356	16,728	44,468
Owner Occupied	64.2%	76.3%	75.5%
Owned with a Mortgage/Loan	54.9%	61.6%	57.9%
Owned Free and Clear	9.4%	14.7%	17.6%
Renter Occupied	35.8%	23.7%	24.5%
2020 Affordability, Mortgage and Wealth			
Housing Affordability Index	184	186	183
Percent of Income for Mortgage	12.6%	12.4%	12.5%
Wealth Index	160	170	169
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	1,439	17,769	47,182
Housing Units Inside Urbanized Area	100.0%	99.7%	98.1%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	0.0%	0.3%	1.9%
2010 Population By Urban/ Rural Status			
Total Population	3,304	43,596	111,913
Population Inside Urbanized Area	100.0%	99.7%	97.9%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	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.

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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)	Professional Pride (1B)
2020 Consumer Spending			
Apparel & Services: Total \$	\$5,136,068	\$57,456,439	\$149,990,199
Average Spent	\$3,522.68	\$3,119.07	\$2,997.41
Spending Potential Index	164	145	140
Education: Total \$	\$4,105,414	\$48,904,213	\$130,497,340
Average Spent	\$2,815.78	\$2,654.81	\$2,607.86
Spending Potential Index	157	148	146
Entertainment/Recreation: Total \$	\$7,428,595	\$86,493,798	\$228,132,028
Average Spent	\$5,095.06	\$4,695.39	\$4,558.99
Spending Potential Index	157	145	140
Food at Home: Total \$	\$11,962,117	\$138,154,177	\$363,687,756
Average Spent	\$8,204.47	\$7,499.82	\$7,267.94
Spending Potential Index	154	140	136
Food Away from Home: Total \$	\$8,931,763	\$100,093,323	\$261,560,694
Average Spent	\$6,126.04	\$5,433.65	\$5,227.03
Spending Potential Index	163	144	139
Health Care: Total \$	\$12,725,046	\$151,507,755	\$401,714,635
Average Spent	\$8,727.74	\$8,224.73	\$8,027.87
Spending Potential Index	152	143	140
HH Furnishings & Equipment: Total \$	\$5,218,953	\$59,810,642	\$156,872,292
Average Spent	\$3,579.53	\$3,246.87	\$3,134.94
Spending Potential Index	164	149	143
Personal Care Products & Services: Total \$	\$2,221,890	\$25,070,869	\$65,579,521
Average Spent	\$1,523.93	\$1,360.99	\$1,310.54
Spending Potential Index	166	148	143
Shelter: Total \$	\$44,610,821	\$514,918,278	\$1,356,669,373
Average Spent	\$30,597.27	\$27,952.79	\$27,111.70
Spending Potential Index	158	144	140
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$5,658,442	\$65,556,016	\$172,112,648
Average Spent	\$3,880.96	\$3,558.77	\$3,439.50
Spending Potential Index	166	152	147
Travel: Total \$	\$5,709,546	\$67,008,483	\$177,304,370
Average Spent	\$3,916.01	\$3,637.61	\$3,543.25
Spending Potential Index	162	151	147
Vehicle Maintenance & Repairs: Total \$	\$2,623,112	\$30,979,990	\$81,828,183
Average Spent	\$1,799.12	\$1,681.78	\$1,635.26
Spending Potential Index	155	145	141

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 2017 and 2018 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.

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