



Market Profile

4208 Bishop Lane, Louisville, KY, 40218
Oriental Garden
Rings: 1, 3, 5 mile radii

Prepared by Charlotte Hollkamp
Latitude: 38.20047
Longitude: -85.68667

	1 mile	3 miles	5 miles
Population Summary			
2000 Total Population	9,246	93,355	251,387
2010 Total Population	9,514	92,212	252,164
2020 Total Population	9,538	93,293	260,415
2020 Group Quarters	167	2,819	9,576
2025 Total Population	9,518	93,455	263,750
2020-2025 Annual Rate	-0.04%	0.03%	0.25%
2020 Total Daytime Population	15,635	96,774	296,486
Workers	10,347	47,009	156,529
Residents	5,288	49,765	139,957
Household Summary			
2000 Households	4,513	40,882	112,936
2000 Average Household Size	2.03	2.23	2.16
2010 Households	4,493	40,366	113,418
2010 Average Household Size	2.09	2.23	2.15
2020 Households	4,466	40,511	116,354
2020 Average Household Size	2.10	2.23	2.16
2025 Households	4,450	40,515	117,855
2025 Average Household Size	2.10	2.24	2.16
2020-2025 Annual Rate	-0.07%	0.00%	0.26%
2010 Families	2,292	22,328	58,705
2010 Average Family Size	2.85	2.92	2.91
2020 Families	2,203	21,784	58,242
2020 Average Family Size	2.89	2.95	2.94
2025 Families	2,170	21,585	58,322
2025 Average Family Size	2.91	2.97	2.95
2020-2025 Annual Rate	-0.30%	-0.18%	0.03%
Housing Unit Summary			
2000 Housing Units	4,881	43,021	120,658
Owner Occupied Housing Units	55.8%	59.8%	52.5%
Renter Occupied Housing Units	36.6%	35.2%	41.1%
Vacant Housing Units	7.5%	5.0%	6.4%
2010 Housing Units	4,912	43,454	124,109
Owner Occupied Housing Units	52.2%	55.9%	50.0%
Renter Occupied Housing Units	39.3%	37.0%	41.4%
Vacant Housing Units	8.5%	7.1%	8.6%
2020 Housing Units	4,929	43,844	127,787
Owner Occupied Housing Units	52.4%	56.4%	49.7%
Renter Occupied Housing Units	38.2%	36.0%	41.3%
Vacant Housing Units	9.4%	7.6%	8.9%
2025 Housing Units	4,935	44,002	129,612
Owner Occupied Housing Units	52.2%	56.3%	49.4%
Renter Occupied Housing Units	37.9%	35.7%	41.5%
Vacant Housing Units	9.8%	7.9%	9.1%
Median Household Income			
2020	\$44,253	\$52,560	\$51,049
2025	\$46,790	\$55,061	\$53,686
Median Home Value			
2020	\$187,935	\$184,538	\$187,086
2025	\$218,386	\$206,112	\$210,664
Per Capita Income			
2020	\$30,846	\$34,437	\$33,581
2025	\$33,318	\$37,175	\$36,418
Median Age			
2010	40.5	37.5	37.2
2020	42.0	39.4	39.2
2025	43.2	40.6	40.2

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	4,466	40,511	116,354
<\$15,000	16.6%	12.1%	13.7%
\$15,000 - \$24,999	13.4%	10.8%	10.9%
\$25,000 - \$34,999	9.7%	10.4%	10.4%
\$35,000 - \$49,999	15.1%	14.2%	14.0%
\$50,000 - \$74,999	15.6%	17.5%	17.5%
\$75,000 - \$99,999	9.2%	11.3%	10.9%
\$100,000 - \$149,999	12.2%	11.8%	11.9%
\$150,000 - \$199,999	5.3%	5.6%	5.4%
\$200,000+	3.0%	6.3%	5.3%
Average Household Income	\$65,246	\$78,774	\$74,939
2025 Households by Income			
Household Income Base	4,450	40,515	117,855
<\$15,000	15.4%	11.2%	12.6%
\$15,000 - \$24,999	12.7%	10.0%	10.3%
\$25,000 - \$34,999	9.4%	10.1%	10.0%
\$35,000 - \$49,999	15.0%	13.9%	13.6%
\$50,000 - \$74,999	15.8%	17.5%	17.5%
\$75,000 - \$99,999	9.5%	11.5%	11.2%
\$100,000 - \$149,999	13.1%	12.7%	13.0%
\$150,000 - \$199,999	6.0%	6.5%	6.4%
\$200,000+	3.2%	6.6%	5.5%
Average Household Income	\$70,594	\$85,180	\$81,273
2020 Owner Occupied Housing Units by Value			
Total	2,579	24,742	63,544
<\$50,000	4.3%	2.4%	2.3%
\$50,000 - \$99,999	12.0%	13.9%	11.9%
\$100,000 - \$149,999	21.1%	20.3%	20.0%
\$150,000 - \$199,999	16.7%	19.3%	21.3%
\$200,000 - \$249,999	9.0%	10.6%	13.3%
\$250,000 - \$299,999	11.4%	8.5%	9.3%
\$300,000 - \$399,999	13.5%	11.1%	10.7%
\$400,000 - \$499,999	8.4%	5.8%	4.4%
\$500,000 - \$749,999	2.8%	6.3%	4.9%
\$750,000 - \$999,999	1.0%	0.8%	1.1%
\$1,000,000 - \$1,499,999	0.0%	0.4%	0.5%
\$1,500,000 - \$1,999,999	0.0%	0.4%	0.2%
\$2,000,000 +	0.0%	0.1%	0.1%
Average Home Value	\$228,101	\$243,148	\$237,677
2025 Owner Occupied Housing Units by Value			
Total	2,574	24,786	64,066
<\$50,000	2.4%	1.7%	1.5%
\$50,000 - \$99,999	7.7%	10.7%	8.8%
\$100,000 - \$149,999	18.8%	17.1%	16.4%
\$150,000 - \$199,999	18.4%	19.1%	20.4%
\$200,000 - \$249,999	7.3%	11.3%	14.2%
\$250,000 - \$299,999	11.7%	9.0%	10.2%
\$300,000 - \$399,999	16.0%	12.5%	13.4%
\$400,000 - \$499,999	12.2%	7.8%	6.0%
\$500,000 - \$749,999	4.2%	8.7%	6.9%
\$750,000 - \$999,999	1.2%	1.0%	1.3%
\$1,000,000 - \$1,499,999	0.0%	0.4%	0.6%
\$1,500,000 - \$1,999,999	0.0%	0.6%	0.3%
\$2,000,000 +	0.0%	0.1%	0.2%
Average Home Value	\$258,961	\$272,546	\$267,658

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	9,514	92,214	252,163
0 - 4	6.1%	6.4%	6.2%
5 - 9	5.4%	5.7%	5.4%
10 - 14	5.9%	5.7%	5.3%
15 - 24	13.1%	13.8%	14.1%
25 - 34	13.4%	15.4%	16.1%
35 - 44	11.2%	12.1%	12.6%
45 - 54	15.5%	14.7%	14.4%
55 - 64	13.6%	12.5%	12.2%
65 - 74	7.0%	6.4%	6.5%
75 - 84	6.1%	4.9%	4.8%
85 +	2.5%	2.5%	2.4%
18 +	79.1%	78.7%	79.9%
2020 Population by Age			
Total	9,539	93,293	260,415
0 - 4	5.4%	5.7%	5.5%
5 - 9	5.2%	5.6%	5.3%
10 - 14	5.9%	5.7%	5.4%
15 - 24	11.7%	12.4%	12.7%
25 - 34	13.2%	14.3%	15.1%
35 - 44	11.7%	13.2%	13.5%
45 - 54	11.0%	11.5%	11.9%
55 - 64	14.8%	13.5%	13.1%
65 - 74	12.1%	10.3%	9.9%
75 - 84	5.6%	4.9%	4.9%
85 +	3.5%	2.8%	2.7%
18 +	80.4%	79.8%	80.9%
2025 Population by Age			
Total	9,519	93,455	263,751
0 - 4	5.4%	5.6%	5.4%
5 - 9	5.2%	5.5%	5.2%
10 - 14	5.4%	5.5%	5.2%
15 - 24	11.5%	12.3%	12.7%
25 - 34	12.3%	13.5%	14.3%
35 - 44	12.5%	13.4%	13.6%
45 - 54	10.0%	11.5%	11.9%
55 - 64	13.0%	12.0%	11.9%
65 - 74	13.4%	11.4%	10.9%
75 - 84	7.6%	6.3%	6.2%
85 +	3.6%	2.8%	2.7%
18 +	80.7%	80.0%	81.1%
2010 Population by Sex			
Males	4,530	44,340	122,976
Females	4,984	47,872	129,188
2020 Population by Sex			
Males	4,557	45,164	127,790
Females	4,981	48,129	132,625
2025 Population by Sex			
Males	4,532	45,294	129,558
Females	4,986	48,161	134,192

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2010 Population by Race/Ethnicity			
Total	9,515	92,211	252,164
White Alone	65.1%	71.3%	73.1%
Black Alone	26.5%	21.6%	19.5%
American Indian Alone	0.3%	0.2%	0.3%
Asian Alone	1.7%	1.6%	2.4%
Pacific Islander Alone	0.0%	0.1%	0.1%
Some Other Race Alone	3.3%	2.6%	2.2%
Two or More Races	3.0%	2.6%	2.5%
Hispanic Origin	7.2%	6.3%	5.6%
Diversity Index	57.1	51.0	48.8
2020 Population by Race/Ethnicity			
Total	9,539	93,293	260,413
White Alone	59.7%	67.3%	68.3%
Black Alone	29.2%	23.3%	21.8%
American Indian Alone	0.3%	0.2%	0.2%
Asian Alone	2.5%	2.3%	3.4%
Pacific Islander Alone	0.0%	0.1%	0.1%
Some Other Race Alone	4.4%	3.4%	2.9%
Two or More Races	3.8%	3.4%	3.4%
Hispanic Origin	10.0%	8.7%	7.8%
Diversity Index	63.7	57.3	55.9
2025 Population by Race/Ethnicity			
Total	9,520	93,455	263,750
White Alone	57.2%	65.4%	65.9%
Black Alone	30.1%	23.8%	22.7%
American Indian Alone	0.2%	0.2%	0.2%
Asian Alone	3.0%	2.8%	3.9%
Pacific Islander Alone	0.0%	0.1%	0.1%
Some Other Race Alone	5.0%	3.8%	3.3%
Two or More Races	4.3%	3.9%	3.9%
Hispanic Origin	11.8%	10.3%	9.3%
Diversity Index	66.8	60.4	59.5
2010 Population by Relationship and Household Type			
Total	9,514	92,212	252,164
In Households	98.5%	97.4%	96.8%
In Family Households	70.9%	73.1%	69.9%
Householder	24.3%	24.3%	23.3%
Spouse	15.2%	15.4%	15.0%
Child	25.6%	27.6%	26.1%
Other relative	3.5%	3.3%	3.3%
Nonrelative	2.3%	2.4%	2.3%
In Nonfamily Households	27.6%	24.3%	26.9%
In Group Quarters	1.5%	2.6%	3.2%
Institutionalized Population	1.0%	1.4%	1.4%
Noninstitutionalized Population	0.5%	1.2%	1.8%

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	6,844	65,822	185,324
Less than 9th Grade	2.6%	2.9%	3.0%
9th - 12th Grade, No Diploma	3.3%	4.5%	5.0%
High School Graduate	24.4%	20.2%	18.8%
GED/Alternative Credential	3.4%	3.8%	4.3%
Some College, No Degree	20.3%	20.6%	21.6%
Associate Degree	10.0%	8.2%	8.1%
Bachelor's Degree	23.2%	22.7%	22.2%
Graduate/Professional Degree	12.6%	17.1%	17.1%
2020 Population 15+ by Marital Status			
Total	7,964	77,435	218,301
Never Married	33.5%	36.7%	39.6%
Married	46.5%	43.8%	40.8%
Widowed	5.9%	6.1%	5.7%
Divorced	14.1%	13.3%	13.9%
2020 Civilian Population 16+ in Labor Force			
Civilian Population 16+	5,310	53,090	148,080
Population 16+ Employed	80.8%	82.6%	81.6%
Population 16+ Unemployment rate	19.2%	17.4%	18.4%
Population 16-24 Employed	10.9%	11.9%	12.8%
Population 16-24 Unemployment rate	27.0%	28.6%	27.5%
Population 25-54 Employed	60.3%	62.2%	63.8%
Population 25-54 Unemployment rate	19.0%	16.4%	17.5%
Population 55-64 Employed	19.0%	16.9%	15.8%
Population 55-64 Unemployment rate	17.6%	14.4%	15.7%
Population 65+ Employed	9.9%	9.0%	7.6%
Population 65+ Unemployment rate	14.3%	12.7%	13.8%
2020 Employed Population 16+ by Industry			
Total	4,288	43,830	120,836
Agriculture/Mining	0.0%	0.5%	0.5%
Construction	2.1%	4.1%	5.4%
Manufacturing	12.4%	10.7%	10.7%
Wholesale Trade	2.2%	2.4%	2.6%
Retail Trade	10.8%	8.4%	8.9%
Transportation/Utilities	8.1%	8.3%	7.8%
Information	1.4%	2.4%	2.3%
Finance/Insurance/Real Estate	14.6%	9.4%	8.5%
Services	44.2%	49.5%	49.8%
Public Administration	4.0%	4.3%	3.6%
2020 Employed Population 16+ by Occupation			
Total	4,290	43,827	120,837
White Collar	67.2%	65.8%	64.7%
Management/Business/Financial	19.1%	15.1%	14.7%
Professional	18.7%	27.2%	26.3%
Sales	9.8%	9.4%	9.0%
Administrative Support	19.5%	14.1%	14.7%
Services	15.0%	13.4%	14.0%
Blue Collar	17.9%	20.8%	21.3%
Farming/Forestry/Fishing	0.0%	0.5%	0.4%
Construction/Extraction	2.1%	3.1%	4.1%
Installation/Maintenance/Repair	0.4%	1.7%	2.0%
Production	11.4%	7.2%	7.1%
Transportation/Material Moving	3.9%	8.2%	7.7%

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2010 Households by Type			
Total	4,493	40,366	113,418
Households with 1 Person	41.4%	36.2%	39.0%
Households with 2+ People	58.6%	63.8%	61.0%
Family Households	51.0%	55.3%	51.8%
Husband-wife Families	31.9%	35.1%	33.4%
With Related Children	11.7%	13.7%	13.0%
Other Family (No Spouse Present)	19.1%	20.2%	18.4%
Other Family with Male Householder	4.9%	4.9%	4.6%
With Related Children	2.8%	2.6%	2.4%
Other Family with Female Householder	14.2%	15.2%	13.7%
With Related Children	9.0%	10.0%	8.9%
Nonfamily Households	7.6%	8.5%	9.2%
All Households with Children	23.7%	26.7%	24.7%
Multigenerational Households	2.5%	3.1%	2.8%
Unmarried Partner Households	6.7%	7.7%	7.6%
Male-female	5.9%	6.5%	6.4%
Same-sex	0.8%	1.2%	1.1%
2010 Households by Size			
Total	4,494	40,365	113,418
1 Person Household	41.4%	36.2%	39.0%
2 Person Household	32.1%	32.5%	31.9%
3 Person Household	13.2%	15.0%	13.9%
4 Person Household	7.8%	9.8%	9.2%
5 Person Household	3.9%	4.1%	3.8%
6 Person Household	1.1%	1.5%	1.4%
7 + Person Household	0.6%	0.9%	0.8%
2010 Households by Tenure and Mortgage Status			
Total	4,493	40,366	113,418
Owner Occupied	57.1%	60.2%	54.7%
Owned with a Mortgage/Loan	36.0%	41.5%	38.3%
Owned Free and Clear	21.1%	18.6%	16.4%
Renter Occupied	42.9%	39.8%	45.3%
2020 Affordability, Mortgage and Wealth			
Housing Affordability Index	126	155	149
Percent of Income for Mortgage	17.7%	14.7%	15.3%
Wealth Index	75	85	77
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	4,912	43,454	124,109
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%
2010 Population By Urban/ Rural Status			
Total Population	9,514	92,212	252,164
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%

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.	Golden Years (9B)	Rustbelt Traditions (5D)	Emerald City (8B)
2.	Old and Newcomers (8F)	Old and Newcomers (8F)	In Style (5B)
3.	Metro Fusion (11C)	Emerald City (8B)	Set to Impress (11D)
2020 Consumer Spending			
Apparel & Services: Total \$	\$7,054,123	\$77,771,435	\$213,855,387
Average Spent	\$1,579.52	\$1,919.76	\$1,837.97
Spending Potential Index	74	89	86
Education: Total \$	\$5,659,104	\$61,673,777	\$170,832,217
Average Spent	\$1,267.15	\$1,522.40	\$1,468.21
Spending Potential Index	71	85	82
Entertainment/Recreation: Total \$	\$10,601,039	\$115,574,090	\$315,343,382
Average Spent	\$2,373.72	\$2,852.91	\$2,710.21
Spending Potential Index	73	88	83
Food at Home: Total \$	\$17,800,790	\$191,863,185	\$526,280,929
Average Spent	\$3,985.85	\$4,736.08	\$4,523.10
Spending Potential Index	75	89	85
Food Away from Home: Total \$	\$12,370,148	\$135,441,118	\$372,245,972
Average Spent	\$2,769.85	\$3,343.32	\$3,199.25
Spending Potential Index	73	89	85
Health Care: Total \$	\$18,949,830	\$207,258,246	\$562,334,054
Average Spent	\$4,243.13	\$5,116.10	\$4,832.96
Spending Potential Index	74	89	84
HH Furnishings & Equipment: Total \$	\$7,089,727	\$78,758,642	\$214,689,256
Average Spent	\$1,587.49	\$1,944.13	\$1,845.14
Spending Potential Index	73	89	84
Personal Care Products & Services: Total \$	\$3,038,608	\$33,596,214	\$91,971,509
Average Spent	\$680.39	\$829.31	\$790.45
Spending Potential Index	74	90	86
Shelter: Total \$	\$63,622,014	\$689,979,122	\$1,899,295,402
Average Spent	\$14,245.86	\$17,031.90	\$16,323.42
Spending Potential Index	74	88	84
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$7,736,014	\$84,589,285	\$228,069,954
Average Spent	\$1,732.20	\$2,088.06	\$1,960.14
Spending Potential Index	74	89	84
Travel: Total \$	\$7,655,771	\$83,838,332	\$227,470,358
Average Spent	\$1,714.23	\$2,069.52	\$1,954.99
Spending Potential Index	71	86	81
Vehicle Maintenance & Repairs: Total \$	\$4,030,569	\$43,634,827	\$119,380,768
Average Spent	\$902.50	\$1,077.11	\$1,026.01
Spending Potential Index	78	93	89

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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