



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
2021 Total Population	3,670	47,792	126,494
2021 Group Quarters	8	405	1,468
2026 Total Population	3,878	50,580	133,792
2021-2026 Annual Rate	1.11%	1.14%	1.13%
2021 Total Daytime Population	8,036	54,657	144,363
Workers	6,292	31,100	82,974
Residents	1,744	23,557	61,389
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
2021 Households	1,519	18,577	50,328
2021 Average Household Size	2.41	2.55	2.48
2026 Households	1,614	19,736	53,236
2026 Average Household Size	2.40	2.54	2.49
2021-2026 Annual Rate	1.22%	1.22%	1.13%
2010 Families	951	11,998	30,683
2010 Average Family Size	2.95	3.08	3.02
2021 Families	1,040	12,974	34,156
2021 Average Family Size	2.96	3.07	3.04
2026 Families	1,088	13,680	35,966
2026 Average Family Size	2.97	3.08	3.05
2021-2026 Annual Rate	0.91%	1.07%	1.04%
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%
2021 Housing Units	1,586	19,667	53,482
Owner Occupied Housing Units	57.9%	68.5%	67.8%
Renter Occupied Housing Units	37.9%	25.9%	26.3%
Vacant Housing Units	4.2%	5.5%	5.9%
2026 Housing Units	1,683	20,804	56,297
Owner Occupied Housing Units	57.0%	67.9%	67.5%
Renter Occupied Housing Units	38.9%	27.0%	27.1%
Vacant Housing Units	4.1%	5.1%	5.4%
Median Household Income			
2021	\$100,051	\$88,564	\$89,489
2026	\$106,333	\$97,236	\$100,048
Median Home Value			
2021	\$350,517	\$293,980	\$297,229
2026	\$364,653	\$319,930	\$326,111
Per Capita Income			
2021	\$49,690	\$48,370	\$48,311
2026	\$55,791	\$53,387	\$53,618
Median Age			
2010	34.0	37.3	39.4
2021	35.2	39.5	41.6
2026	36.1	40.3	42.4

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 2021 and 2026 Esri converted Census 2000 data into 2010 geography.

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2021 Households by Income			
Household Income Base	1,519	18,577	50,328
<\$15,000	5.1%	4.9%	4.0%
\$15,000 - \$24,999	4.7%	5.3%	4.8%
\$25,000 - \$34,999	3.5%	4.5%	5.2%
\$35,000 - \$49,999	7.7%	8.9%	9.0%
\$50,000 - \$74,999	12.3%	17.7%	18.1%
\$75,000 - \$99,999	16.7%	14.2%	13.8%
\$100,000 - \$149,999	20.3%	19.6%	20.2%
\$150,000 - \$199,999	13.6%	10.2%	11.3%
\$200,000+	16.2%	14.7%	13.6%
Average Household Income	\$128,929	\$124,901	\$121,091
2026 Households by Income			
Household Income Base	1,614	19,736	53,236
<\$15,000	4.2%	4.0%	3.2%
\$15,000 - \$24,999	3.7%	4.3%	3.8%
\$25,000 - \$34,999	2.8%	3.9%	4.4%
\$35,000 - \$49,999	6.4%	8.0%	8.0%
\$50,000 - \$74,999	12.2%	16.8%	17.0%
\$75,000 - \$99,999	17.1%	14.1%	13.6%
\$100,000 - \$149,999	19.7%	20.7%	21.5%
\$150,000 - \$199,999	15.1%	12.0%	13.5%
\$200,000+	18.8%	16.1%	15.0%
Average Household Income	\$143,912	\$137,390	\$134,400
2021 Owner Occupied Housing Units by Value			
Total	919	13,480	36,280
<\$50,000	0.2%	0.4%	0.4%
\$50,000 - \$99,999	0.0%	0.6%	0.6%
\$100,000 - \$149,999	0.7%	5.8%	5.8%
\$150,000 - \$199,999	1.0%	13.4%	11.0%
\$200,000 - \$249,999	6.2%	17.5%	16.7%
\$250,000 - \$299,999	20.7%	13.9%	16.5%
\$300,000 - \$399,999	42.1%	21.0%	24.7%
\$400,000 - \$499,999	14.7%	12.2%	12.9%
\$500,000 - \$749,999	9.6%	9.3%	7.7%
\$750,000 - \$999,999	2.6%	3.2%	2.2%
\$1,000,000 - \$1,499,999	1.4%	1.5%	0.8%
\$1,500,000 - \$1,999,999	0.3%	0.5%	0.3%
\$2,000,000 +	0.5%	0.6%	0.5%
Average Home Value	\$405,223	\$365,138	\$347,643
2026 Owner Occupied Housing Units by Value			
Total	960	14,121	38,006
<\$50,000	0.0%	0.1%	0.1%
\$50,000 - \$99,999	0.0%	0.2%	0.2%
\$100,000 - \$149,999	0.2%	3.0%	2.7%
\$150,000 - \$199,999	0.4%	10.1%	8.0%
\$200,000 - \$249,999	3.6%	17.6%	15.0%
\$250,000 - \$299,999	15.7%	14.3%	16.3%
\$300,000 - \$399,999	46.6%	23.4%	29.3%
\$400,000 - \$499,999	17.7%	14.6%	15.6%
\$500,000 - \$749,999	11.0%	10.4%	8.8%
\$750,000 - \$999,999	2.7%	3.6%	2.4%
\$1,000,000 - \$1,499,999	1.4%	1.6%	0.8%
\$1,500,000 - \$1,999,999	0.3%	0.5%	0.3%
\$2,000,000 +	0.5%	0.6%	0.5%
Average Home Value	\$421,050	\$387,524	\$370,778

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 2021 and 2026 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%
2021 Population by Age			
Total	3,669	47,792	126,495
0 - 4	7.8%	6.1%	5.6%
5 - 9	9.6%	7.1%	6.5%
10 - 14	7.8%	7.4%	7.0%
15 - 24	8.0%	10.9%	10.7%
25 - 34	16.2%	11.9%	11.1%
35 - 44	19.4%	14.5%	13.7%
45 - 54	11.6%	13.4%	13.1%
55 - 64	9.2%	12.9%	13.6%
65 - 74	6.8%	9.8%	11.0%
75 - 84	2.5%	4.4%	5.4%
85 +	0.9%	1.6%	2.3%
18 +	71.4%	75.3%	76.9%
2026 Population by Age			
Total	3,876	50,580	133,791
0 - 4	7.8%	6.0%	5.6%
5 - 9	9.4%	6.8%	6.3%
10 - 14	7.8%	7.0%	6.7%
15 - 24	8.0%	10.6%	10.4%
25 - 34	14.4%	12.2%	11.2%
35 - 44	21.0%	14.3%	13.4%
45 - 54	11.5%	12.9%	12.8%
55 - 64	8.7%	12.1%	12.7%
65 - 74	7.2%	10.2%	11.3%
75 - 84	3.1%	6.0%	7.1%
85 +	1.0%	1.9%	2.5%
18 +	71.6%	76.2%	77.5%
2010 Population by Sex			
Males	1,617	21,093	53,527
Females	1,687	22,503	58,386
2021 Population by Sex			
Males	1,798	23,133	60,755
Females	1,872	24,659	65,739
2026 Population by Sex			
Males	1,901	24,521	64,416
Females	1,977	26,059	69,376

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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
2021 Population by Race/Ethnicity			
Total	3,670	47,793	126,496
White Alone	78.4%	74.6%	78.8%
Black Alone	9.4%	13.0%	9.7%
American Indian Alone	0.2%	0.2%	0.2%
Asian Alone	8.2%	7.3%	6.7%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	0.9%	1.8%	1.9%
Two or More Races	2.7%	3.0%	2.6%
Hispanic Origin	5.1%	5.3%	5.3%
Diversity Index	43.1	47.9	42.8
2026 Population by Race/Ethnicity			
Total	3,878	50,579	133,792
White Alone	75.2%	71.8%	76.1%
Black Alone	10.3%	13.9%	10.4%
American Indian Alone	0.2%	0.2%	0.2%
Asian Alone	9.7%	8.5%	8.0%
Pacific Islander Alone	0.2%	0.1%	0.1%
Some Other Race Alone	1.1%	2.0%	2.2%
Two or More Races	3.2%	3.5%	3.0%
Hispanic Origin	6.5%	6.3%	6.4%
Diversity Index	48.5	52.3	47.5
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 2021 and 2026 Esri converted Census 2000 data into 2010 geography.

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2021 Population 25+ by Educational Attainment			
Total	2,448	32,740	88,816
Less than 9th Grade	0.7%	1.3%	1.2%
9th - 12th Grade, No Diploma	1.3%	2.2%	2.1%
High School Graduate	8.4%	13.3%	12.5%
GED/Alternative Credential	0.7%	2.0%	1.9%
Some College, No Degree	17.1%	18.9%	18.0%
Associate Degree	5.9%	7.5%	7.4%
Bachelor's Degree	41.9%	32.2%	33.3%
Graduate/Professional Degree	23.8%	22.7%	23.6%
2021 Population 15+ by Marital Status			
Total	2,742	37,942	102,318
Never Married	26.5%	28.2%	26.7%
Married	60.0%	56.7%	57.6%
Widowed	3.3%	5.0%	5.4%
Divorced	10.2%	10.1%	10.2%
2021 Civilian Population 16+ in Labor Force			
Civilian Population 16+	2,009	25,259	66,968
Population 16+ Employed	96.5%	96.7%	96.9%
Population 16+ Unemployment rate	3.5%	3.3%	3.1%
Population 16-24 Employed	6.0%	9.7%	10.0%
Population 16-24 Unemployment rate	4.1%	5.2%	6.1%
Population 25-54 Employed	75.9%	65.7%	62.8%
Population 25-54 Unemployment rate	3.7%	3.1%	2.7%
Population 55-64 Employed	12.7%	17.2%	18.8%
Population 55-64 Unemployment rate	3.5%	3.0%	3.0%
Population 65+ Employed	5.3%	7.4%	8.3%
Population 65+ Unemployment rate	1.9%	3.3%	3.1%
2021 Employed Population 16+ by Industry			
Total	1,938	24,419	64,863
Agriculture/Mining	0.3%	0.3%	0.2%
Construction	4.5%	4.6%	4.4%
Manufacturing	13.8%	12.0%	10.2%
Wholesale Trade	2.7%	3.7%	4.0%
Retail Trade	10.3%	10.9%	10.6%
Transportation/Utilities	7.0%	6.8%	6.0%
Information	1.2%	1.5%	1.6%
Finance/Insurance/Real Estate	13.3%	11.1%	11.2%
Services	45.3%	46.4%	48.9%
Public Administration	1.7%	2.7%	2.8%
2021 Employed Population 16+ by Occupation			
Total	1,938	24,420	64,863
White Collar	81.6%	77.6%	79.4%
Management/Business/Financial	31.5%	27.0%	26.7%
Professional	30.9%	29.5%	30.8%
Sales	12.2%	11.3%	12.2%
Administrative Support	7.0%	9.9%	9.8%
Services	6.5%	7.7%	7.9%
Blue Collar	11.9%	14.6%	12.7%
Farming/Forestry/Fishing	0.0%	0.2%	0.1%
Construction/Extraction	1.6%	3.1%	2.5%
Installation/Maintenance/Repair	1.8%	1.4%	1.5%
Production	4.1%	4.7%	3.4%
Transportation/Material Moving	4.4%	5.3%	5.2%

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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%
2021 Affordability, Mortgage and Wealth			
Housing Affordability Index	158	165	165
Percent of Income for Mortgage	14.7%	13.9%	13.9%
Wealth Index	141	156	152
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)	Bright Young Professionals (8C)	In Style (5B)
3.	In Style (5B)	Home Improvement (4B)	Professional Pride (1B)
2021 Consumer Spending			
Apparel & Services: Total \$	\$4,456,639	\$52,083,371	\$136,444,673
Average Spent	\$2,933.93	\$2,803.65	\$2,711.11
Spending Potential Index	138	132	128
Education: Total \$	\$3,529,550	\$43,742,379	\$116,783,489
Average Spent	\$2,323.60	\$2,354.65	\$2,320.45
Spending Potential Index	135	136	134
Entertainment/Recreation: Total \$	\$6,663,330	\$79,701,439	\$210,013,674
Average Spent	\$4,386.66	\$4,290.33	\$4,172.90
Spending Potential Index	136	133	129
Food at Home: Total \$	\$10,910,370	\$130,140,164	\$342,185,526
Average Spent	\$7,182.60	\$7,005.45	\$6,799.11
Spending Potential Index	132	129	125
Food Away from Home: Total \$	\$8,054,034	\$93,135,273	\$242,965,596
Average Spent	\$5,302.19	\$5,013.47	\$4,827.64
Spending Potential Index	140	132	127
Health Care: Total \$	\$12,372,822	\$151,789,425	\$402,062,983
Average Spent	\$8,145.37	\$8,170.83	\$7,988.85
Spending Potential Index	131	131	128
HH Furnishings & Equipment: Total \$	\$4,807,842	\$57,170,348	\$149,898,696
Average Spent	\$3,165.14	\$3,077.48	\$2,978.44
Spending Potential Index	140	136	132
Personal Care Products & Services: Total \$	\$1,884,982	\$22,367,663	\$58,738,892
Average Spent	\$1,240.94	\$1,204.05	\$1,167.12
Spending Potential Index	138	134	130
Shelter: Total \$	\$42,234,264	\$499,511,993	\$1,311,761,647
Average Spent	\$27,803.99	\$26,888.73	\$26,064.25
Spending Potential Index	138	133	129
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$5,345,253	\$62,939,237	\$163,924,790
Average Spent	\$3,518.93	\$3,388.02	\$3,257.13
Spending Potential Index	147	142	136
Travel: Total \$	\$5,520,047	\$65,945,272	\$173,487,518
Average Spent	\$3,634.00	\$3,549.83	\$3,447.14
Spending Potential Index	144	140	136
Vehicle Maintenance & Repairs: Total \$	\$2,294,511	\$27,119,894	\$70,979,726
Average Spent	\$1,510.54	\$1,459.86	\$1,410.34
Spending Potential Index	136	132	127

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 2018 and 2019 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.

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