



# Market Profile

Epic Plaza  
 12910 Factory Ln, Louisville, Kentucky, 40245  
 Rings: 1, 3, 5 mile radii

Prepared by Charlotte Hollkamp

Latitude: 38.28821  
 Longitude: -85.51154

	1 mile	3 miles	5 miles
<b>Population Summary</b>			
2000 Total Population	1,335	31,309	84,257
2010 Total Population	3,697	42,318	109,072
2021 Total Population	4,484	46,445	123,261
2021 Group Quarters	8	370	1,513
2026 Total Population	4,811	49,205	130,418
2021-2026 Annual Rate	1.42%	1.16%	1.14%
2021 Total Daytime Population	10,462	54,387	141,724
Workers	8,437	31,497	81,805
Residents	2,025	22,890	59,919
<b>Household Summary</b>			
2000 Households	489	11,581	32,527
2000 Average Household Size	2.72	2.68	2.56
2010 Households	1,576	16,162	43,219
2010 Average Household Size	2.34	2.60	2.49
2021 Households	1,979	17,979	48,936
2021 Average Household Size	2.26	2.56	2.49
2026 Households	2,139	19,125	51,784
2026 Average Household Size	2.25	2.55	2.49
2021-2026 Annual Rate	1.57%	1.24%	1.14%
2010 Families	1,035	11,679	29,929
2010 Average Family Size	2.92	3.09	3.02
2021 Families	1,228	12,650	33,312
2021 Average Family Size	2.88	3.08	3.04
2026 Families	1,304	13,353	35,090
2026 Average Family Size	2.89	3.08	3.05
2021-2026 Annual Rate	1.21%	1.09%	1.05%
<b>Housing Unit Summary</b>			
2000 Housing Units	536	12,165	34,324
Owner Occupied Housing Units	84.1%	77.5%	74.4%
Renter Occupied Housing Units	7.1%	17.7%	20.3%
Vacant Housing Units	8.8%	4.8%	5.2%
2010 Housing Units	1,686	17,193	45,865
Owner Occupied Housing Units	53.1%	71.9%	71.5%
Renter Occupied Housing Units	40.3%	22.1%	22.7%
Vacant Housing Units	6.5%	6.0%	5.8%
2021 Housing Units	2,118	19,026	52,025
Owner Occupied Housing Units	44.9%	68.9%	68.0%
Renter Occupied Housing Units	48.5%	25.6%	26.1%
Vacant Housing Units	6.6%	5.5%	5.9%
2026 Housing Units	2,287	20,151	54,784
Owner Occupied Housing Units	43.9%	68.2%	67.7%
Renter Occupied Housing Units	49.6%	26.7%	26.9%
Vacant Housing Units	6.5%	5.1%	5.5%
<b>Median Household Income</b>			
2021	\$92,174	\$89,232	\$89,717
2026	\$99,181	\$97,901	\$100,229
<b>Median Home Value</b>			
2021	\$350,743	\$298,098	\$296,888
2026	\$364,737	\$324,419	\$325,488
<b>Per Capita Income</b>			
2021	\$49,991	\$48,593	\$48,272
2026	\$56,469	\$53,590	\$53,556
<b>Median Age</b>			
2010	33.5	37.4	39.4
2021	34.8	39.5	41.6
2026	36.2	40.2	42.5

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



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<b>2021 Households by Income</b>			
Household Income Base	1,979	17,979	48,936
<\$15,000	6.3%	5.0%	3.9%
\$15,000 - \$24,999	5.7%	5.4%	4.8%
\$25,000 - \$34,999	4.2%	4.3%	5.2%
\$35,000 - \$49,999	8.0%	8.7%	9.0%
\$50,000 - \$74,999	12.8%	17.6%	18.2%
\$75,000 - \$99,999	17.3%	14.2%	13.8%
\$100,000 - \$149,999	19.8%	19.6%	20.3%
\$150,000 - \$199,999	12.1%	10.3%	11.4%
\$200,000+	13.8%	15.0%	13.6%
Average Household Income	\$119,150	\$125,952	\$121,315
<b>2026 Households by Income</b>			
Household Income Base	2,139	19,125	51,784
<\$15,000	5.0%	4.2%	3.1%
\$15,000 - \$24,999	4.5%	4.4%	3.8%
\$25,000 - \$34,999	3.4%	3.8%	4.4%
\$35,000 - \$49,999	6.8%	7.8%	8.0%
\$50,000 - \$74,999	12.7%	16.7%	17.1%
\$75,000 - \$99,999	18.1%	14.1%	13.5%
\$100,000 - \$149,999	20.1%	20.6%	21.5%
\$150,000 - \$199,999	13.7%	12.1%	13.6%
\$200,000+	15.9%	16.3%	15.0%
Average Household Income	\$133,297	\$138,399	\$134,584
<b>2021 Owner Occupied Housing Units by Value</b>			
Total	952	13,111	35,376
<\$50,000	0.3%	0.4%	0.4%
\$50,000 - \$99,999	0.0%	0.6%	0.6%
\$100,000 - \$149,999	1.1%	5.7%	5.9%
\$150,000 - \$199,999	1.2%	13.2%	11.1%
\$200,000 - \$249,999	6.1%	17.1%	16.6%
\$250,000 - \$299,999	19.9%	13.5%	16.5%
\$300,000 - \$399,999	42.4%	21.4%	24.8%
\$400,000 - \$499,999	14.9%	12.4%	13.1%
\$500,000 - \$749,999	9.7%	9.6%	7.4%
\$750,000 - \$999,999	2.3%	3.3%	2.2%
\$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%	0.7%	0.5%
Average Home Value	\$402,390	\$369,597	\$346,270
<b>2026 Owner Occupied Housing Units by Value</b>			
Total	1,004	13,735	37,065
<\$50,000	0.0%	0.1%	0.1%
\$50,000 - \$99,999	0.0%	0.2%	0.2%
\$100,000 - \$149,999	0.3%	3.0%	2.7%
\$150,000 - \$199,999	0.6%	9.9%	8.1%
\$200,000 - \$249,999	3.5%	17.2%	15.0%
\$250,000 - \$299,999	15.0%	13.8%	16.4%
\$300,000 - \$399,999	47.3%	23.8%	29.3%
\$400,000 - \$499,999	17.8%	14.8%	15.8%
\$500,000 - \$749,999	11.1%	10.7%	8.4%
\$750,000 - \$999,999	2.4%	3.8%	2.4%
\$1,000,000 - \$1,499,999	1.3%	1.6%	0.8%
\$1,500,000 - \$1,999,999	0.3%	0.6%	0.3%
\$2,000,000 +	0.5%	0.7%	0.5%
Average Home Value	\$418,657	\$391,925	\$369,273

**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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<b>2010 Population by Age</b>			
Total	3,698	42,320	109,073
0 - 4	8.1%	7.1%	6.5%
5 - 9	9.2%	8.1%	7.3%
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%	7.1%
75 - 84	1.9%	2.8%	4.2%
85 +	0.5%	1.1%	1.8%
18 +	71.6%	72.2%	74.6%
<b>2021 Population by Age</b>			
Total	4,482	46,444	123,262
0 - 4	7.3%	6.1%	5.6%
5 - 9	8.7%	7.1%	6.5%
10 - 14	7.3%	7.4%	7.0%
15 - 24	8.2%	10.9%	10.7%
25 - 34	18.9%	11.9%	11.1%
35 - 44	18.8%	14.4%	13.6%
45 - 54	11.8%	13.3%	13.2%
55 - 64	8.9%	12.9%	13.6%
65 - 74	6.7%	9.9%	11.0%
75 - 84	2.5%	4.4%	5.4%
85 +	0.8%	1.5%	2.3%
18 +	73.5%	75.2%	76.9%
<b>2026 Population by Age</b>			
Total	4,811	49,206	130,419
0 - 4	7.3%	6.0%	5.6%
5 - 9	8.5%	6.9%	6.3%
10 - 14	7.5%	7.0%	6.7%
15 - 24	8.5%	10.6%	10.4%
25 - 34	15.5%	12.2%	11.2%
35 - 44	21.0%	14.3%	13.4%
45 - 54	11.9%	12.8%	12.9%
55 - 64	8.7%	12.1%	12.6%
65 - 74	7.0%	10.3%	11.3%
75 - 84	3.2%	6.0%	7.1%
85 +	1.0%	1.8%	2.5%
18 +	73.5%	76.1%	77.5%
<b>2010 Population by Sex</b>			
Males	1,799	20,486	52,125
Females	1,898	21,832	56,947
<b>2021 Population by Sex</b>			
Males	2,177	22,477	59,154
Females	2,307	23,968	64,107
<b>2026 Population by Sex</b>			
Males	2,333	23,847	62,745
Females	2,479	25,358	67,673

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<b>2010 Population by Race/Ethnicity</b>			
Total	3,698	42,317	109,072
White Alone	84.9%	80.3%	83.8%
Black Alone	7.4%	11.1%	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	38.6	33.8
<b>2021 Population by Race/Ethnicity</b>			
Total	4,484	46,445	123,260
White Alone	78.7%	74.9%	79.0%
Black Alone	10.0%	12.9%	9.7%
American Indian Alone	0.3%	0.2%	0.2%
Asian Alone	6.8%	7.2%	6.6%
Pacific Islander Alone	0.2%	0.1%	0.1%
Some Other Race Alone	1.0%	1.7%	1.9%
Two or More Races	3.0%	3.0%	2.6%
Hispanic Origin	6.0%	5.3%	5.3%
Diversity Index	43.7	47.5	42.6
<b>2026 Population by Race/Ethnicity</b>			
Total	4,812	49,206	130,418
White Alone	75.7%	72.1%	76.3%
Black Alone	11.0%	13.9%	10.4%
American Indian Alone	0.3%	0.2%	0.2%
Asian Alone	8.0%	8.3%	7.9%
Pacific Islander Alone	0.2%	0.1%	0.1%
Some Other Race Alone	1.3%	1.9%	2.2%
Two or More Races	3.6%	3.5%	3.0%
Hispanic Origin	7.8%	6.3%	6.4%
Diversity Index	49.3	51.9	47.2
<b>2010 Population by Relationship and Household Type</b>			
Total	3,697	42,318	109,072
In Households	99.8%	99.2%	98.8%
In Family Households	82.5%	86.5%	84.3%
Householder	26.3%	27.6%	27.5%
Spouse	21.9%	22.3%	22.5%
Child	32.1%	33.1%	30.7%
Other relative	1.3%	2.2%	2.2%
Nonrelative	0.8%	1.3%	1.3%
In Nonfamily Households	17.3%	12.7%	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.

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<b>2021 Population 25+ by Educational Attainment</b>			
Total	3,070	31,780	86,472
Less than 9th Grade	0.9%	1.2%	1.2%
9th - 12th Grade, No Diploma	1.6%	2.2%	2.1%
High School Graduate	7.9%	13.3%	12.6%
GED/Alternative Credential	0.6%	2.0%	1.9%
Some College, No Degree	19.2%	18.9%	18.2%
Associate Degree	6.8%	7.5%	7.4%
Bachelor's Degree	39.8%	32.3%	33.1%
Graduate/Professional Degree	23.1%	22.7%	23.4%
<b>2021 Population 15+ by Marital Status</b>			
Total	3,437	36,843	99,655
Never Married	29.5%	28.2%	26.7%
Married	55.8%	56.7%	57.7%
Widowed	3.9%	4.9%	5.4%
Divorced	10.8%	10.1%	10.2%
<b>2021 Civilian Population 16+ in Labor Force</b>			
Civilian Population 16+	2,585	24,551	65,123
Population 16+ Employed	95.7%	96.7%	96.9%
Population 16+ Unemployment rate	4.3%	3.3%	3.1%
Population 16-24 Employed	6.3%	9.7%	10.0%
Population 16-24 Unemployment rate	3.7%	5.3%	6.0%
Population 25-54 Employed	76.8%	65.6%	62.9%
Population 25-54 Unemployment rate	4.5%	3.1%	2.7%
Population 55-64 Employed	11.7%	17.2%	18.8%
Population 55-64 Unemployment rate	4.6%	3.0%	3.0%
Population 65+ Employed	5.1%	7.5%	8.3%
Population 65+ Unemployment rate	1.6%	3.3%	3.1%
<b>2021 Employed Population 16+ by Industry</b>			
Total	2,474	23,734	63,085
Agriculture/Mining	0.1%	0.3%	0.2%
Construction	4.2%	4.5%	4.4%
Manufacturing	14.6%	11.9%	10.3%
Wholesale Trade	2.3%	3.6%	4.1%
Retail Trade	10.7%	10.9%	10.6%
Transportation/Utilities	6.5%	6.8%	6.0%
Information	0.6%	1.5%	1.6%
Finance/Insurance/Real Estate	14.0%	11.3%	11.2%
Services	45.4%	46.5%	48.8%
Public Administration	1.5%	2.8%	2.8%
<b>2021 Employed Population 16+ by Occupation</b>			
Total	2,475	23,734	63,086
White Collar	80.3%	77.9%	79.3%
Management/Business/Financial	30.8%	27.2%	26.8%
Professional	31.4%	29.5%	30.6%
Sales	11.3%	11.4%	12.2%
Administrative Support	6.8%	9.9%	9.8%
Services	6.5%	7.6%	7.9%
Blue Collar	13.2%	14.5%	12.8%
Farming/Forestry/Fishing	0.0%	0.2%	0.1%
Construction/Extraction	1.4%	3.0%	2.6%
Installation/Maintenance/Repair	2.2%	1.4%	1.4%
Production	4.3%	4.6%	3.4%
Transportation/Material Moving	5.3%	5.2%	5.2%

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September 28, 2021



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<b>2010 Households by Type</b>			
Total	1,576	16,162	43,220
Households with 1 Person	27.6%	22.9%	25.8%
Households with 2+ People	72.4%	77.1%	74.2%
Family Households	65.7%	72.3%	69.2%
Husband-wife Families	54.9%	58.4%	56.7%
With Related Children	31.8%	29.3%	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%	4.8%	5.0%
All Households with Children	38.9%	38.9%	34.4%
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%
<b>2010 Households by Size</b>			
Total	1,576	16,163	43,218
1 Person Household	27.6%	22.9%	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%	16.8%	14.8%
5 Person Household	5.9%	6.7%	5.9%
6 Person Household	1.5%	2.1%	1.8%
7 + Person Household	0.6%	0.7%	0.7%
<b>2010 Households by Tenure and Mortgage Status</b>			
Total	1,576	16,162	43,219
Owner Occupied	56.9%	76.5%	75.9%
Owned with a Mortgage/Loan	48.8%	61.8%	58.3%
Owned Free and Clear	8.1%	14.7%	17.6%
Renter Occupied	43.1%	23.5%	24.1%
<b>2021 Affordability, Mortgage and Wealth</b>			
Housing Affordability Index	145	164	165
Percent of Income for Mortgage	16.0%	14.0%	13.9%
Wealth Index	121	158	152
<b>2010 Housing Units By Urban/ Rural Status</b>			
Total Housing Units	1,686	17,193	45,865
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%
<b>2010 Population By Urban/ Rural Status</b>			
Total Population	3,697	42,318	109,072
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%

**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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<b>Top 3 Tapestry Segments</b>			
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 (8C)
<b>2021 Consumer Spending</b>			
Apparel & Services: Total \$	\$5,441,080	\$50,815,793	\$132,861,841
Average Spent	\$2,749.41	\$2,826.40	\$2,715.01
Spending Potential Index	130	133	128
Education: Total \$	\$4,250,336	\$42,750,756	\$113,617,446
Average Spent	\$2,147.72	\$2,377.82	\$2,321.76
Spending Potential Index	124	138	135
Entertainment/Recreation: Total \$	\$8,062,411	\$77,775,945	\$204,635,897
Average Spent	\$4,073.98	\$4,325.93	\$4,181.70
Spending Potential Index	126	134	129
Food at Home: Total \$	\$13,389,587	\$126,888,156	\$333,332,021
Average Spent	\$6,765.83	\$7,057.58	\$6,811.59
Spending Potential Index	124	130	125
Food Away from Home: Total \$	\$9,819,852	\$90,829,604	\$236,599,466
Average Spent	\$4,962.03	\$5,051.98	\$4,834.88
Spending Potential Index	131	133	127
Health Care: Total \$	\$15,058,576	\$147,984,074	\$392,036,276
Average Spent	\$7,609.18	\$8,230.94	\$8,011.20
Spending Potential Index	122	132	128
HH Furnishings & Equipment: Total \$	\$5,802,869	\$55,809,793	\$146,067,461
Average Spent	\$2,932.22	\$3,104.17	\$2,984.87
Spending Potential Index	130	138	132
Personal Care Products & Services: Total \$	\$2,292,828	\$21,811,606	\$57,221,695
Average Spent	\$1,158.58	\$1,213.17	\$1,169.32
Spending Potential Index	129	135	130
Shelter: Total \$	\$51,288,263	\$486,856,529	\$1,277,254,012
Average Spent	\$25,916.25	\$27,079.18	\$26,100.50
Spending Potential Index	129	134	129
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$6,366,687	\$61,414,315	\$159,839,281
Average Spent	\$3,217.12	\$3,415.89	\$3,266.29
Spending Potential Index	135	143	137
Travel: Total \$	\$6,588,450	\$64,354,352	\$169,053,508
Average Spent	\$3,329.18	\$3,579.42	\$3,454.58
Spending Potential Index	132	142	137
Vehicle Maintenance & Repairs: Total \$	\$2,814,601	\$26,443,618	\$69,171,427
Average Spent	\$1,422.23	\$1,470.81	\$1,413.51
Spending Potential Index	128	133	128

**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.