



Market Profile

Anchorage Plaza
12903 Factory Ln, Louisville, Kentucky, 40245
Rings: 1, 3, 5 mile radii

Prepared by Charlotte Hollkamp

Latitude: 38.28833
Longitude: -85.51225

	1 mile	3 miles	5 miles
Population Summary			
2000 Total Population	1,335	31,167	84,705
2010 Total Population	3,697	42,074	109,547
2021 Total Population	4,484	46,142	123,725
2021 Group Quarters	8	369	1,513
2026 Total Population	4,811	48,867	130,941
2021-2026 Annual Rate	1.42%	1.15%	1.14%
2021 Total Daytime Population	10,462	53,987	142,220
Workers	8,437	31,269	82,080
Residents	2,025	22,718	60,140
Household Summary			
2000 Households	489	11,515	32,747
2000 Average Household Size	2.72	2.68	2.56
2010 Households	1,576	16,056	43,465
2010 Average Household Size	2.34	2.60	2.49
2021 Households	1,979	17,847	49,176
2021 Average Household Size	2.26	2.56	2.49
2026 Households	2,139	18,979	52,057
2026 Average Household Size	2.25	2.56	2.49
2021-2026 Annual Rate	1.57%	1.24%	1.15%
2010 Families	1,035	11,576	30,079
2010 Average Family Size	2.92	3.09	3.02
2021 Families	1,228	12,525	33,453
2021 Average Family Size	2.88	3.08	3.03
2026 Families	1,304	13,216	35,251
2026 Average Family Size	2.89	3.09	3.05
2021-2026 Annual Rate	1.21%	1.08%	1.05%
Housing Unit Summary			
2000 Housing Units	536	12,082	34,576
Owner Occupied Housing Units	84.1%	77.6%	74.3%
Renter Occupied Housing Units	7.1%	17.7%	20.4%
Vacant Housing Units	8.8%	4.7%	5.3%
2010 Housing Units	1,686	17,041	46,120
Owner Occupied Housing Units	53.1%	72.0%	71.4%
Renter Occupied Housing Units	40.3%	22.2%	22.8%
Vacant Housing Units	6.5%	5.8%	5.8%
2021 Housing Units	2,118	18,841	52,280
Owner Occupied Housing Units	44.9%	69.0%	67.9%
Renter Occupied Housing Units	48.5%	25.7%	26.1%
Vacant Housing Units	6.6%	5.3%	5.9%
2026 Housing Units	2,287	19,947	55,071
Owner Occupied Housing Units	43.9%	68.2%	67.5%
Renter Occupied Housing Units	49.6%	26.9%	27.0%
Vacant Housing Units	6.5%	4.9%	5.5%
Median Household Income			
2021	\$92,174	\$88,805	\$89,733
2026	\$99,181	\$97,396	\$100,254
Median Home Value			
2021	\$350,743	\$296,370	\$296,945
2026	\$364,737	\$322,664	\$325,547
Per Capita Income			
2021	\$49,991	\$48,461	\$48,298
2026	\$56,469	\$53,456	\$53,587
Median Age			
2010	33.5	37.3	39.4
2021	34.8	39.5	41.7
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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2021 Households by Income			
Household Income Base	1,979	17,847	49,176
<\$15,000	6.3%	5.0%	3.9%
\$15,000 - \$24,999	5.7%	5.3%	4.8%
\$25,000 - \$34,999	4.2%	4.4%	5.2%
\$35,000 - \$49,999	8.0%	8.7%	9.0%
\$50,000 - \$74,999	12.8%	17.7%	18.2%
\$75,000 - \$99,999	17.3%	14.2%	13.8%
\$100,000 - \$149,999	19.8%	19.5%	20.3%
\$150,000 - \$199,999	12.1%	10.3%	11.3%
\$200,000+	13.8%	14.8%	13.6%
Average Household Income	\$119,150	\$125,398	\$121,313
2026 Households by Income			
Household Income Base	2,139	18,979	52,057
<\$15,000	5.0%	4.2%	3.1%
\$15,000 - \$24,999	4.5%	4.4%	3.8%
\$25,000 - \$34,999	3.4%	3.9%	4.4%
\$35,000 - \$49,999	6.8%	7.9%	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%	21.6%
\$150,000 - \$199,999	13.7%	12.1%	13.6%
\$200,000+	15.9%	16.1%	15.0%
Average Household Income	\$133,297	\$137,814	\$134,584
2021 Owner Occupied Housing Units by Value			
Total	952	12,997	35,506
<\$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%	5.8%
\$150,000 - \$199,999	1.2%	13.4%	11.1%
\$200,000 - \$249,999	6.1%	17.2%	16.7%
\$250,000 - \$299,999	19.9%	13.6%	16.5%
\$300,000 - \$399,999	42.4%	21.3%	24.8%
\$400,000 - \$499,999	14.9%	12.2%	13.1%
\$500,000 - \$749,999	9.7%	9.4%	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	\$368,531	\$346,244
2026 Owner Occupied Housing Units by Value			
Total	1,004	13,608	37,196
<\$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%	10.0%	8.1%
\$200,000 - \$249,999	3.5%	17.3%	15.0%
\$250,000 - \$299,999	15.0%	14.0%	16.4%
\$300,000 - \$399,999	47.3%	23.8%	29.4%
\$400,000 - \$499,999	17.8%	14.5%	15.8%
\$500,000 - \$749,999	11.1%	10.5%	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	\$390,997	\$369,256

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	3,698	42,073	109,547
0 - 4	8.1%	7.1%	6.5%
5 - 9	9.2%	8.1%	7.2%
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%	7.2%
75 - 84	1.9%	2.8%	4.2%
85 +	0.5%	1.1%	1.8%
18 +	71.6%	72.3%	74.6%
2021 Population by Age			
Total	4,482	46,142	123,723
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%	12.0%	11.1%
35 - 44	18.8%	14.5%	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%
2026 Population by Age			
Total	4,811	48,868	130,942
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%
2010 Population by Sex			
Males	1,799	20,361	52,353
Females	1,898	21,713	57,194
2021 Population by Sex			
Males	2,177	22,322	59,378
Females	2,307	23,820	64,346
2026 Population by Sex			
Males	2,333	23,672	62,999
Females	2,479	25,195	67,942

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2010 Population by Race/Ethnicity			
Total	3,698	42,075	109,546
White Alone	84.9%	80.1%	83.8%
Black Alone	7.4%	11.3%	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	38.9	33.8
2021 Population by Race/Ethnicity			
Total	4,484	46,142	123,725
White Alone	78.7%	74.7%	78.9%
Black Alone	10.0%	13.1%	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	47.8	42.7
2026 Population by Race/Ethnicity			
Total	4,812	48,867	130,940
White Alone	75.7%	71.8%	76.3%
Black Alone	11.0%	14.0%	10.3%
American Indian Alone	0.3%	0.2%	0.2%
Asian Alone	8.0%	8.4%	7.9%
Pacific Islander Alone	0.2%	0.1%	0.1%
Some Other Race Alone	1.3%	2.0%	2.2%
Two or More Races	3.6%	3.5%	3.0%
Hispanic Origin	7.8%	6.4%	6.4%
Diversity Index	49.3	52.2	47.3
2010 Population by Relationship and Household Type			
Total	3,697	42,074	109,547
In Households	99.8%	99.2%	98.8%
In Family Households	82.5%	86.4%	84.2%
Householder	26.3%	27.6%	27.5%
Spouse	21.9%	22.3%	22.5%
Child	32.1%	33.0%	30.7%
Other relative	1.3%	2.2%	2.2%
Nonrelative	0.8%	1.3%	1.3%
In Nonfamily Households	17.3%	12.8%	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.

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	3,070	31,582	86,814
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%	19.0%	18.2%
Associate Degree	6.8%	7.5%	7.4%
Bachelor's Degree	39.8%	32.2%	33.1%
Graduate/Professional Degree	23.1%	22.6%	23.4%
2021 Population 15+ by Marital Status			
Total	3,437	36,602	100,045
Never Married	29.5%	28.2%	26.7%
Married	55.8%	56.6%	57.7%
Widowed	3.9%	5.0%	5.4%
Divorced	10.8%	10.2%	10.2%
2021 Civilian Population 16+ in Labor Force			
Civilian Population 16+	2,585	24,422	65,373
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%	62.8%
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%	3.2%	3.1%
2021 Employed Population 16+ by Industry			
Total	2,474	23,607	63,332
Agriculture/Mining	0.1%	0.3%	0.2%
Construction	4.2%	4.6%	4.4%
Manufacturing	14.6%	11.9%	10.3%
Wholesale Trade	2.3%	3.7%	4.1%
Retail Trade	10.7%	10.9%	10.6%
Transportation/Utilities	6.5%	6.7%	6.0%
Information	0.6%	1.5%	1.6%
Finance/Insurance/Real Estate	14.0%	11.3%	11.3%
Services	45.4%	46.4%	48.8%
Public Administration	1.5%	2.8%	2.8%
2021 Employed Population 16+ by Occupation			
Total	2,475	23,606	63,332
White Collar	80.3%	77.8%	79.3%
Management/Business/Financial	30.8%	27.1%	26.8%
Professional	31.4%	29.4%	30.6%
Sales	11.3%	11.3%	12.2%
Administrative Support	6.8%	9.9%	9.8%
Services	6.5%	7.6%	7.9%
Blue Collar	13.2%	14.6%	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%	5.3%	5.2%

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2010 Households by Type			
Total	1,576	16,056	43,465
Households with 1 Person	27.6%	23.1%	25.8%
Households with 2+ People	72.4%	76.9%	74.2%
Family Households	65.7%	72.1%	69.2%
Husband-wife Families	54.9%	58.3%	56.6%
With Related Children	31.8%	29.2%	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%	4.9%	5.0%
All Households with Children	38.9%	38.8%	34.3%
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%
2010 Households by Size			
Total	1,576	16,057	43,465
1 Person Household	27.6%	23.0%	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%	16.7%	14.8%
5 Person Household	5.9%	6.6%	5.9%
6 Person Household	1.5%	2.0%	1.8%
7 + Person Household	0.6%	0.7%	0.7%
2010 Households by Tenure and Mortgage Status			
Total	1,576	16,056	43,465
Owner Occupied	56.9%	76.4%	75.8%
Owned with a Mortgage/Loan	48.8%	61.8%	58.2%
Owned Free and Clear	8.1%	14.6%	17.6%
Renter Occupied	43.1%	23.6%	24.2%
2021 Affordability, Mortgage and Wealth			
Housing Affordability Index	145	165	165
Percent of Income for Mortgage	16.0%	14.0%	13.9%
Wealth Index	121	157	152
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	1,686	17,041	46,120
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%
2010 Population By Urban/ Rural Status			
Total Population	3,697	42,074	109,547
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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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)	Bright Young Professionals (8C)
2021 Consumer Spending			
Apparel & Services: Total \$	\$5,441,080	\$50,239,859	\$133,517,153
Average Spent	\$2,749.41	\$2,815.03	\$2,715.09
Spending Potential Index	130	133	128
Education: Total \$	\$4,250,336	\$42,222,603	\$114,208,666
Average Spent	\$2,147.72	\$2,365.81	\$2,322.45
Spending Potential Index	124	137	135
Entertainment/Recreation: Total \$	\$8,062,411	\$76,848,240	\$205,626,126
Average Spent	\$4,073.98	\$4,305.95	\$4,181.43
Spending Potential Index	126	133	129
Food at Home: Total \$	\$13,389,587	\$125,448,696	\$334,987,351
Average Spent	\$6,765.83	\$7,029.12	\$6,812.01
Spending Potential Index	124	129	125
Food Away from Home: Total \$	\$9,819,852	\$89,823,659	\$237,761,003
Average Spent	\$4,962.03	\$5,032.98	\$4,834.90
Spending Potential Index	131	133	127
Health Care: Total \$	\$15,058,576	\$146,219,557	\$393,931,061
Average Spent	\$7,609.18	\$8,192.95	\$8,010.64
Spending Potential Index	122	131	128
HH Furnishings & Equipment: Total \$	\$5,802,869	\$55,151,170	\$146,765,363
Average Spent	\$2,932.22	\$3,090.22	\$2,984.49
Spending Potential Index	130	137	132
Personal Care Products & Services: Total \$	\$2,292,828	\$21,563,465	\$57,505,143
Average Spent	\$1,158.58	\$1,208.24	\$1,169.37
Spending Potential Index	129	135	130
Shelter: Total \$	\$51,288,263	\$481,490,158	\$1,283,713,430
Average Spent	\$25,916.25	\$26,978.77	\$26,104.47
Spending Potential Index	129	134	130
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$6,366,687	\$60,689,499	\$160,578,355
Average Spent	\$3,217.12	\$3,400.54	\$3,265.38
Spending Potential Index	135	142	137
Travel: Total \$	\$6,588,450	\$63,593,961	\$169,869,669
Average Spent	\$3,329.18	\$3,563.29	\$3,454.32
Spending Potential Index	132	141	137
Vehicle Maintenance & Repairs: Total \$	\$2,814,601	\$26,142,997	\$69,499,469
Average Spent	\$1,422.23	\$1,464.84	\$1,413.28
Spending Potential Index	128	132	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.

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