



Market Profile

Anchorage Landmark
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			
2010 Total Population	3,589	43,300	111,366
2020 Total Population	4,269	47,672	127,179
2020 Group Quarters	45	281	1,295
2022 Total Population	4,456	49,302	131,887
2022 Group Quarters	45	283	1,297
2027 Total Population	4,547	50,397	135,282
2022-2027 Annual Rate	0.41%	0.44%	0.51%
2022 Total Daytime Population	10,942	58,475	149,300
Workers	8,833	34,613	86,038
Residents	2,109	23,862	63,262
Household Summary			
2010 Households	1,325	16,527	44,407
2010 Average Household Size	2.71	2.60	2.47
2020 Total Households	1,684	18,570	51,574
2020 Average Household Size	2.51	2.55	2.44
2022 Households	1,777	19,349	53,535
2022 Average Household Size	2.48	2.53	2.44
2027 Households	1,807	19,803	54,941
2027 Average Household Size	2.49	2.53	2.44
2022-2027 Annual Rate	0.34%	0.46%	0.52%
2010 Families	920	11,968	30,580
2010 Average Family Size	3.31	3.08	3.01
2022 Families	1,191	13,592	36,204
2022 Average Family Size	3.07	3.04	2.98
2027 Families	1,202	13,826	36,944
2027 Average Family Size	3.10	3.05	2.99
2022-2027 Annual Rate	0.18%	0.34%	0.41%
Housing Unit Summary			
2000 Housing Units	542	12,459	35,564
Owner Occupied Housing Units	83.8%	77.3%	73.4%
Renter Occupied Housing Units	7.2%	18.2%	21.2%
Vacant Housing Units	9.0%	4.5%	5.4%
2010 Housing Units	1,413	17,490	47,133
Owner Occupied Housing Units	58.7%	73.0%	70.8%
Renter Occupied Housing Units	34.7%	21.5%	23.4%
Vacant Housing Units	6.2%	5.5%	5.8%
2020 Housing Units	1,810	19,718	55,075
Vacant Housing Units	7.0%	5.8%	6.4%
2022 Housing Units	1,915	20,638	58,061
Owner Occupied Housing Units	59.4%	67.4%	67.6%
Renter Occupied Housing Units	33.4%	26.3%	24.6%
Vacant Housing Units	7.2%	6.2%	7.8%
2027 Housing Units	1,978	21,365	60,268
Owner Occupied Housing Units	59.6%	66.5%	66.9%
Renter Occupied Housing Units	31.8%	26.2%	24.3%
Vacant Housing Units	8.6%	7.3%	8.8%
Median Household Income			
2022	\$107,740	\$93,187	\$95,804
2027	\$114,266	\$103,864	\$107,825
Median Home Value			
2022	\$351,996	\$314,902	\$323,305
2027	\$363,711	\$340,540	\$347,123
Per Capita Income			
2022	\$59,970	\$52,983	\$53,919
2027	\$70,938	\$60,418	\$61,690
Median Age			
2010	34.3	37.4	39.3
2022	35.3	39.6	41.5
2027	36.1	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: Esri forecasts for 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

September 09, 2022



Market Profile

Anchorage Landmark
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
2022 Households by Income			
Household Income Base	1,777	19,349	53,535
<\$15,000	3.9%	4.4%	3.4%
\$15,000 - \$24,999	3.8%	4.6%	4.0%
\$25,000 - \$34,999	2.8%	4.1%	4.6%
\$35,000 - \$49,999	7.0%	8.3%	8.2%
\$50,000 - \$74,999	11.8%	17.5%	17.8%
\$75,000 - \$99,999	16.1%	14.3%	13.7%
\$100,000 - \$149,999	20.8%	20.1%	21.0%
\$150,000 - \$199,999	15.4%	11.3%	12.5%
\$200,000+	18.3%	15.4%	14.7%
Average Household Income	\$143,864	\$135,525	\$132,741
2027 Households by Income			
Household Income Base	1,807	19,803	54,941
<\$15,000	2.2%	2.7%	2.1%
\$15,000 - \$24,999	2.0%	3.1%	2.6%
\$25,000 - \$34,999	1.5%	3.3%	3.4%
\$35,000 - \$49,999	4.4%	7.6%	7.1%
\$50,000 - \$74,999	14.4%	17.1%	16.5%
\$75,000 - \$99,999	19.5%	13.9%	13.4%
\$100,000 - \$149,999	16.0%	20.0%	21.9%
\$150,000 - \$199,999	13.7%	14.0%	16.0%
\$200,000+	26.2%	18.4%	17.1%
Average Household Income	\$170,825	\$154,395	\$151,739
2022 Owner Occupied Housing Units by Value			
Total	1,138	13,913	39,251
<\$50,000	0.4%	0.4%	0.3%
\$50,000 - \$99,999	0.0%	0.4%	0.3%
\$100,000 - \$149,999	0.9%	3.7%	3.0%
\$150,000 - \$199,999	0.5%	9.9%	7.6%
\$200,000 - \$249,999	4.7%	16.8%	14.8%
\$250,000 - \$299,999	19.4%	15.2%	17.1%
\$300,000 - \$399,999	46.2%	24.2%	29.4%
\$400,000 - \$499,999	16.3%	14.1%	15.6%
\$500,000 - \$749,999	9.1%	10.4%	8.5%
\$750,000 - \$999,999	1.8%	3.2%	2.2%
\$1,000,000 - \$1,499,999	0.4%	1.0%	0.5%
\$1,500,000 - \$1,999,999	0.1%	0.6%	0.3%
\$2,000,000 +	0.1%	0.3%	0.2%
Average Home Value	\$382,784	\$370,501	\$361,490
2027 Owner Occupied Housing Units by Value			
Total	1,178	14,215	40,307
<\$50,000	0.1%	0.1%	0.1%
\$50,000 - \$99,999	0.0%	0.1%	0.0%
\$100,000 - \$149,999	0.3%	1.3%	0.9%
\$150,000 - \$199,999	0.2%	5.8%	4.0%
\$200,000 - \$249,999	2.7%	15.7%	12.2%
\$250,000 - \$299,999	13.8%	15.8%	16.5%
\$300,000 - \$399,999	51.7%	27.5%	34.5%
\$400,000 - \$499,999	19.3%	17.3%	19.3%
\$500,000 - \$749,999	9.7%	11.2%	9.0%
\$750,000 - \$999,999	1.8%	3.5%	2.4%
\$1,000,000 - \$1,499,999	0.3%	0.9%	0.5%
\$1,500,000 - \$1,999,999	0.1%	0.6%	0.4%
\$2,000,000 +	0.1%	0.2%	0.2%
Average Home Value	\$396,180	\$390,951	\$382,431

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: Esri forecasts for 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

September 09, 2022



Market Profile

Anchorage Landmark
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
2010 Population by Age			
Total	3,594	43,298	111,366
0 - 4	8.5%	7.1%	6.5%
5 - 9	10.1%	8.0%	7.2%
10 - 14	8.5%	8.0%	7.2%
15 - 24	8.4%	10.7%	10.5%
25 - 34	15.7%	12.6%	12.4%
35 - 44	20.2%	15.6%	14.6%
45 - 54	13.8%	15.8%	15.4%
55 - 64	8.4%	12.1%	13.1%
65 - 74	4.1%	6.0%	7.2%
75 - 84	1.8%	2.9%	4.2%
85 +	0.4%	1.2%	1.8%
18 +	69.9%	72.4%	74.8%
2022 Population by Age			
Total	4,455	49,301	131,886
0 - 4	8.1%	6.1%	5.6%
5 - 9	9.9%	7.1%	6.5%
10 - 14	8.0%	7.4%	6.9%
15 - 24	7.7%	10.8%	10.7%
25 - 34	15.6%	11.9%	11.3%
35 - 44	19.7%	14.6%	13.6%
45 - 54	11.5%	13.2%	13.1%
55 - 64	9.0%	12.9%	13.4%
65 - 74	6.6%	9.9%	11.0%
75 - 84	2.7%	4.5%	5.6%
85 +	1.2%	1.6%	2.2%
18 +	70.8%	75.5%	77.1%
2027 Population by Age			
Total	4,547	50,398	135,282
0 - 4	8.1%	6.1%	5.6%
5 - 9	9.7%	6.9%	6.3%
10 - 14	8.0%	7.1%	6.6%
15 - 24	7.6%	10.5%	10.3%
25 - 34	14.0%	12.1%	11.4%
35 - 44	21.3%	14.5%	13.5%
45 - 54	11.4%	12.9%	12.9%
55 - 64	8.5%	11.9%	12.4%
65 - 74	6.9%	10.2%	11.3%
75 - 84	3.2%	6.0%	7.2%
85 +	1.3%	1.8%	2.4%
18 +	70.9%	76.1%	77.8%
2010 Population by Sex			
Males	1,756	20,978	53,160
Females	1,833	22,321	58,207
2022 Population by Sex			
Males	2,183	23,853	63,902
Females	2,274	25,449	67,985
2027 Population by Sex			
Males	2,233	24,435	65,667
Females	2,314	25,961	69,615

Source: Esri forecasts for 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

September 09, 2022



Market Profile

Anchorage Landmark
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
2010 Population by Race/Ethnicity			
Total	3,588	43,299	111,365
White Alone	83.0%	80.1%	83.6%
Black Alone	7.9%	11.4%	8.3%
American Indian Alone	0.2%	0.2%	0.2%
Asian Alone	6.4%	4.7%	4.4%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	0.8%	1.3%	1.4%
Two or More Races	1.7%	2.2%	1.9%
Hispanic Origin	3.2%	3.6%	3.6%
Diversity Index	34.4	38.8	34.0
2020 Population by Race/Ethnicity			
Total	4,269	47,672	127,179
White Alone	74.4%	72.9%	76.7%
Black Alone	9.7%	11.6%	8.9%
American Indian Alone	0.2%	0.2%	0.2%
Asian Alone	7.0%	6.0%	5.9%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	1.7%	2.1%	1.9%
Two or More Races	7.0%	7.2%	6.4%
Hispanic Origin	5.1%	5.3%	4.8%
Diversity Index	48.3	50.2	45.1
2022 Population by Race/Ethnicity			
Total	4,456	49,301	131,888
White Alone	73.5%	72.2%	76.0%
Black Alone	10.0%	11.8%	8.9%
American Indian Alone	0.2%	0.2%	0.2%
Asian Alone	7.3%	6.2%	6.1%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	1.8%	2.1%	1.9%
Two or More Races	7.3%	7.5%	6.7%
Hispanic Origin	5.2%	5.3%	4.8%
Diversity Index	49.5	50.9	46.0
2027 Population by Race/Ethnicity			
Total	4,546	50,398	135,282
White Alone	71.3%	70.6%	74.3%
Black Alone	10.2%	11.8%	9.0%
American Indian Alone	0.2%	0.2%	0.2%
Asian Alone	8.0%	6.6%	6.6%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	2.0%	2.3%	2.1%
Two or More Races	8.3%	8.5%	7.7%
Hispanic Origin	5.5%	5.5%	5.0%
Diversity Index	52.3	53.1	48.3
2010 Population by Relationship and Household Type			
Total	3,589	43,300	111,366
In Households	99.9%	99.2%	98.7%
In Family Households	85.5%	86.5%	83.9%
Householder	27.1%	27.6%	27.5%
Spouse	22.7%	22.3%	22.5%
Child	33.5%	33.0%	30.5%
Other relative	1.3%	2.2%	2.2%
Nonrelative	0.8%	1.4%	1.3%
In Nonfamily Households	14.3%	12.7%	14.8%
In Group Quarters	0.1%	0.8%	1.3%
Institutionalized Population	0.1%	0.8%	1.3%
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: Esri forecasts for 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

September 09, 2022



Market Profile

Anchorage Landmark
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
2022 Population 25+ by Educational Attainment			
Total	2,951	33,838	92,641
Less than 9th Grade	0.7%	1.2%	1.1%
9th - 12th Grade, No Diploma	1.2%	2.1%	2.0%
High School Graduate	8.5%	13.6%	12.7%
GED/Alternative Credential	0.7%	2.1%	2.0%
Some College, No Degree	15.1%	17.2%	16.4%
Associate Degree	5.9%	8.2%	8.1%
Bachelor's Degree	43.8%	32.8%	34.0%
Graduate/Professional Degree	24.1%	22.9%	23.9%
2022 Population 15+ by Marital Status			
Total	3,297	39,150	106,784
Never Married	25.4%	28.1%	26.3%
Married	61.8%	57.2%	58.6%
Widowed	3.2%	5.1%	5.5%
Divorced	9.6%	9.6%	9.6%
2022 Civilian Population 16+ in Labor Force			
Civilian Population 16+	2,446	26,553	71,112
Population 16+ Employed	97.3%	97.3%	97.4%
Population 16+ Unemployment rate	2.7%	2.7%	2.6%
Population 16-24 Employed	6.6%	10.6%	10.9%
Population 16-24 Unemployment rate	4.2%	5.4%	6.4%
Population 25-54 Employed	75.3%	64.9%	62.4%
Population 25-54 Unemployment rate	2.8%	2.4%	2.0%
Population 55-64 Employed	12.6%	17.1%	18.4%
Population 55-64 Unemployment rate	2.3%	2.0%	2.1%
Population 65+ Employed	5.5%	7.4%	8.2%
Population 65+ Unemployment rate	0.8%	2.8%	2.6%
2022 Employed Population 16+ by Industry			
Total	2,379	25,830	69,269
Agriculture/Mining	0.3%	0.2%	0.2%
Construction	4.5%	4.7%	4.5%
Manufacturing	13.4%	11.7%	10.2%
Wholesale Trade	2.9%	3.8%	4.0%
Retail Trade	10.7%	11.1%	10.9%
Transportation/Utilities	7.6%	7.2%	6.4%
Information	1.3%	1.5%	1.6%
Finance/Insurance/Real Estate	12.3%	10.4%	10.4%
Services	45.4%	46.8%	49.3%
Public Administration	1.7%	2.5%	2.6%
2022 Employed Population 16+ by Occupation			
Total	2,377	25,831	69,269
White Collar	80.6%	76.2%	77.8%
Management/Business/Financial	31.1%	26.4%	26.1%
Professional	30.2%	28.8%	29.9%
Sales	12.5%	11.2%	12.1%
Administrative Support	6.9%	9.8%	9.8%
Services	7.1%	8.5%	8.6%
Blue Collar	12.2%	15.2%	13.5%
Farming/Forestry/Fishing	0.0%	0.2%	0.1%
Construction/Extraction	1.6%	3.1%	2.6%
Installation/Maintenance/Repair	1.8%	1.5%	1.6%
Production	4.4%	4.9%	3.7%
Transportation/Material Moving	4.3%	5.6%	5.5%

Source: Esri forecasts for 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

September 09, 2022



Market Profile

Anchorage Landmark
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
2010 Households by Type			
Total	1,327	16,527	44,408
Households with 1 Person	25.0%	22.7%	26.1%
Households with 2+ People	75.0%	77.3%	73.9%
Family Households	69.3%	72.4%	68.9%
Husband-wife Families	58.7%	58.5%	56.3%
With Related Children	35.1%	29.3%	25.8%
Other Family (No Spouse Present)	10.7%	13.9%	12.5%
Other Family with Male Householder	3.8%	3.5%	3.4%
With Related Children	2.3%	2.2%	2.0%
Other Family with Female Householder	6.9%	10.4%	9.2%
With Related Children	4.8%	7.1%	6.0%
Nonfamily Households	5.7%	4.8%	5.0%
All Households with Children	42.4%	38.8%	34.1%
Multigenerational Households	1.2%	2.4%	2.1%
Unmarried Partner Households	4.6%	5.0%	4.8%
Male-female	4.1%	4.4%	4.1%
Same-sex	0.5%	0.6%	0.7%
2010 Households by Size			
Total	1,326	16,527	44,408
1 Person Household	25.2%	22.8%	26.1%
2 Person Household	30.4%	33.9%	35.0%
3 Person Household	17.2%	17.3%	16.1%
4 Person Household	18.9%	16.7%	14.6%
5 Person Household	6.3%	6.7%	5.8%
6 Person Household	1.5%	2.0%	1.8%
7 + Person Household	0.6%	0.7%	0.6%
2010 Households by Tenure and Mortgage Status			
Total	1,321	16,528	44,405
Owner Occupied	62.8%	77.2%	75.1%
Owned with a Mortgage/Loan	54.7%	62.5%	57.7%
Owned Free and Clear	8.4%	14.7%	17.5%
Renter Occupied	37.2%	22.8%	24.9%
2022 Affordability, Mortgage and Wealth			
Housing Affordability Index	140	135	135
Percent of Income for Mortgage	17.2%	17.8%	17.8%
Wealth Index	136	145	145
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	1,413	17,490	47,133
Housing Units Inside Urbanized Area	100.0%	99.7%	98.3%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	0.0%	0.3%	1.7%
2010 Population By Urban/ Rural Status			
Total Population	3,589	43,300	111,366
Population Inside Urbanized Area	100.0%	99.7%	98.3%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	0.0%	0.3%	1.7%

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.

Source: Esri forecasts for 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

September 09, 2022



Market Profile

Anchorage Landmark
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
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)	Top Tier (1A)	Professional Pride (1B)
2022 Consumer Spending			
Apparel & Services: Total \$	\$5,807,820	\$58,951,298	\$159,173,181
Average Spent	\$3,268.33	\$3,046.74	\$2,973.25
Spending Potential Index	136	126	123
Education: Total \$	\$4,567,644	\$49,355,456	\$135,946,509
Average Spent	\$2,570.42	\$2,550.80	\$2,539.39
Spending Potential Index	131	130	129
Entertainment/Recreation: Total \$	\$8,695,008	\$90,161,111	\$244,985,970
Average Spent	\$4,893.08	\$4,659.73	\$4,576.18
Spending Potential Index	133	127	125
Food at Home: Total \$	\$14,180,191	\$147,365,698	\$399,221,452
Average Spent	\$7,979.85	\$7,616.19	\$7,457.20
Spending Potential Index	129	123	120
Food Away from Home: Total \$	\$10,519,590	\$105,428,840	\$283,380,696
Average Spent	\$5,919.86	\$5,448.80	\$5,293.37
Spending Potential Index	137	126	123
Health Care: Total \$	\$16,097,864	\$171,622,577	\$469,259,971
Average Spent	\$9,059.01	\$8,869.84	\$8,765.48
Spending Potential Index	128	125	124
HH Furnishings & Equipment: Total \$	\$6,284,028	\$64,576,311	\$174,823,225
Average Spent	\$3,536.31	\$3,337.45	\$3,265.59
Spending Potential Index	138	130	127
Personal Care Products & Services: Total \$	\$2,457,818	\$25,299,171	\$68,519,534
Average Spent	\$1,383.13	\$1,307.52	\$1,279.90
Spending Potential Index	136	128	126
Shelter: Total \$	\$55,059,085	\$565,015,856	\$1,528,707,810
Average Spent	\$30,984.29	\$29,201.29	\$28,555.30
Spending Potential Index	135	128	125
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$7,028,073	\$70,965,314	\$190,961,515
Average Spent	\$3,955.02	\$3,667.65	\$3,567.04
Spending Potential Index	146	135	131
Travel: Total \$	\$7,230,900	\$74,428,695	\$202,206,206
Average Spent	\$4,069.16	\$3,846.64	\$3,777.08
Spending Potential Index	142	134	131
Vehicle Maintenance & Repairs: Total \$	\$2,987,209	\$30,683,915	\$82,784,901
Average Spent	\$1,681.04	\$1,585.81	\$1,546.37
Spending Potential Index	134	126	123

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: Esri forecasts for 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

September 09, 2022