



## Market Profile

Watterson Plaza  
4210 Bishop Ln, Louisville, Kentucky, 40218  
Rings: 1, 3, 5 mile radii

Prepared by Charlotte Hollkamp  
Latitude: 38.20031  
Longitude: -85.68672

	1 mile	3 miles	5 miles
<b>Population Summary</b>			
2010 Total Population	9,392	92,550	253,213
2020 Total Population	9,777	94,974	265,934
2020 Group Quarters	78	2,409	10,862
2022 Total Population	9,737	95,134	268,311
2022 Group Quarters	78	2,409	10,862
2027 Total Population	9,687	95,049	269,697
2022-2027 Annual Rate	-0.10%	-0.02%	0.10%
2022 Total Daytime Population	18,924	111,065	330,097
Workers	14,143	65,355	199,979
Residents	4,781	45,710	130,118
<b>Household Summary</b>			
2010 Households	4,496	40,586	113,749
2010 Average Household Size	2.06	2.22	2.15
2020 Total Households	4,522	40,786	118,885
2020 Average Household Size	2.14	2.27	2.15
2022 Households	4,511	40,804	120,044
2022 Average Household Size	2.14	2.27	2.14
2027 Households	4,483	40,745	120,814
2027 Average Household Size	2.14	2.27	2.14
2022-2027 Annual Rate	-0.12%	-0.03%	0.13%
2010 Families	2,293	22,398	58,835
2010 Average Family Size	2.81	2.92	2.91
2022 Families	2,184	21,566	59,143
2022 Average Family Size	2.97	3.02	2.94
2027 Families	2,145	21,306	58,846
2027 Average Family Size	2.99	3.03	2.95
2022-2027 Annual Rate	-0.36%	-0.24%	-0.10%
<b>Housing Unit Summary</b>			
2000 Housing Units	4,843	43,142	121,050
Owner Occupied Housing Units	54.9%	59.8%	52.5%
Renter Occupied Housing Units	38.1%	35.2%	41.2%
Vacant Housing Units	7.0%	5.0%	6.4%
2010 Housing Units	4,884	43,675	124,289
Owner Occupied Housing Units	51.0%	56.1%	50.0%
Renter Occupied Housing Units	41.0%	36.8%	41.6%
Vacant Housing Units	7.9%	7.1%	8.5%
2020 Housing Units	4,865	43,657	129,904
Vacant Housing Units	7.1%	6.6%	8.5%
2022 Housing Units	4,894	43,953	132,007
Owner Occupied Housing Units	50.8%	56.6%	48.9%
Renter Occupied Housing Units	41.4%	36.3%	42.1%
Vacant Housing Units	7.8%	7.2%	9.1%
2027 Housing Units	4,949	44,651	135,054
Owner Occupied Housing Units	50.9%	56.5%	48.9%
Renter Occupied Housing Units	39.6%	34.8%	40.6%
Vacant Housing Units	9.4%	8.7%	10.5%
<b>Median Household Income</b>			
2022	\$52,886	\$58,801	\$56,506
2027	\$66,726	\$70,161	\$67,100
<b>Median Home Value</b>			
2022	\$246,279	\$232,120	\$233,464
2027	\$285,273	\$278,467	\$275,748
<b>Per Capita Income</b>			
2022	\$36,263	\$37,385	\$36,730
2027	\$43,780	\$43,860	\$43,357
<b>Median Age</b>			
2010	40.1	37.8	37.1
2022	42.1	39.9	39.1
2027	42.9	41.0	40.0

**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.

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<b>2022 Households by Income</b>			
Household Income Base	4,511	40,804	120,040
<\$15,000	11.5%	8.6%	10.3%
\$15,000 - \$24,999	10.3%	9.2%	9.6%
\$25,000 - \$34,999	8.0%	9.0%	9.7%
\$35,000 - \$49,999	17.3%	14.4%	13.7%
\$50,000 - \$74,999	17.5%	19.8%	19.3%
\$75,000 - \$99,999	13.1%	13.8%	13.1%
\$100,000 - \$149,999	10.6%	12.8%	13.2%
\$150,000 - \$199,999	7.3%	6.4%	6.1%
\$200,000+	4.4%	6.1%	5.0%
Average Household Income	\$78,492	\$86,770	\$81,794
<b>2027 Households by Income</b>			
Household Income Base	4,483	40,745	120,810
<\$15,000	7.5%	5.8%	7.5%
\$15,000 - \$24,999	9.1%	7.2%	7.5%
\$25,000 - \$34,999	9.1%	8.5%	8.4%
\$35,000 - \$49,999	12.2%	12.3%	12.2%
\$50,000 - \$74,999	16.2%	19.0%	19.0%
\$75,000 - \$99,999	15.2%	15.4%	14.1%
\$100,000 - \$149,999	14.1%	15.7%	16.5%
\$150,000 - \$199,999	11.1%	9.0%	8.9%
\$200,000+	5.4%	7.2%	5.9%
Average Household Income	\$94,856	\$101,875	\$96,465
<b>2022 Owner Occupied Housing Units by Value</b>			
Total	2,484	24,860	64,516
<\$50,000	3.3%	2.8%	2.3%
\$50,000 - \$99,999	7.1%	9.4%	7.7%
\$100,000 - \$149,999	13.7%	12.4%	11.6%
\$150,000 - \$199,999	17.9%	17.2%	17.8%
\$200,000 - \$249,999	8.7%	12.6%	16.0%
\$250,000 - \$299,999	16.3%	12.0%	13.6%
\$300,000 - \$399,999	20.6%	16.5%	16.5%
\$400,000 - \$499,999	7.6%	7.5%	6.0%
\$500,000 - \$749,999	3.7%	6.5%	5.6%
\$750,000 - \$999,999	0.8%	1.3%	1.5%
\$1,000,000 - \$1,499,999	0.2%	0.4%	0.5%
\$1,500,000 - \$1,999,999	0.2%	1.2%	0.8%
\$2,000,000 +	0.0%	0.1%	0.1%
Average Home Value	\$260,729	\$286,212	\$281,701
<b>2027 Owner Occupied Housing Units by Value</b>			
Total	2,521	25,218	66,034
<\$50,000	1.0%	1.3%	1.1%
\$50,000 - \$99,999	1.5%	3.8%	3.0%
\$100,000 - \$149,999	6.7%	7.2%	6.4%
\$150,000 - \$199,999	17.1%	14.7%	14.2%
\$200,000 - \$249,999	7.9%	14.8%	16.9%
\$250,000 - \$299,999	22.5%	14.2%	16.3%
\$300,000 - \$399,999	26.7%	21.0%	22.4%
\$400,000 - \$499,999	10.4%	10.0%	8.4%
\$500,000 - \$749,999	4.6%	8.5%	7.2%
\$750,000 - \$999,999	1.0%	1.6%	1.9%
\$1,000,000 - \$1,499,999	0.2%	0.6%	0.6%
\$1,500,000 - \$1,999,999	0.4%	2.1%	1.4%
\$2,000,000 +	0.1%	0.1%	0.2%
Average Home Value	\$308,452	\$342,852	\$331,856

**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.

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<b>2010 Population by Age</b>			
Total	9,392	92,552	253,212
0 - 4	6.2%	6.3%	6.1%
5 - 9	5.5%	5.7%	5.4%
10 - 14	5.9%	5.7%	5.3%
15 - 24	13.2%	13.6%	14.2%
25 - 34	13.6%	15.3%	16.2%
35 - 44	11.2%	12.1%	12.6%
45 - 54	15.5%	14.7%	14.3%
55 - 64	13.5%	12.5%	12.2%
65 - 74	6.9%	6.5%	6.5%
75 - 84	6.0%	5.0%	4.8%
85 +	2.5%	2.5%	2.3%
18 +	79.0%	78.8%	79.9%
<b>2022 Population by Age</b>			
Total	9,737	95,134	268,311
0 - 4	5.5%	5.6%	5.3%
5 - 9	5.2%	5.5%	5.2%
10 - 14	5.5%	5.5%	5.2%
15 - 24	11.5%	12.1%	13.4%
25 - 34	13.3%	14.3%	15.0%
35 - 44	12.0%	13.4%	13.4%
45 - 54	10.7%	11.3%	11.4%
55 - 64	14.5%	13.4%	12.9%
65 - 74	12.4%	10.6%	10.1%
75 - 84	6.0%	5.4%	5.3%
85 +	3.3%	2.8%	2.7%
18 +	80.6%	80.3%	81.3%
<b>2027 Population by Age</b>			
Total	9,685	95,047	269,697
0 - 4	5.6%	5.6%	5.3%
5 - 9	5.3%	5.5%	5.2%
10 - 14	5.2%	5.4%	5.1%
15 - 24	11.5%	12.1%	13.6%
25 - 34	12.2%	13.4%	13.8%
35 - 44	12.9%	13.5%	13.6%
45 - 54	10.1%	11.6%	11.7%
55 - 64	12.5%	11.8%	11.6%
65 - 74	13.5%	11.5%	10.8%
75 - 84	7.8%	6.8%	6.5%
85 +	3.4%	2.8%	2.7%
18 +	80.8%	80.4%	81.4%
<b>2010 Population by Sex</b>			
Males	4,481	44,441	123,480
Females	4,911	48,109	129,733
<b>2022 Population by Sex</b>			
Males	4,636	46,042	131,315
Females	5,101	49,092	136,997
<b>2027 Population by Sex</b>			
Males	4,606	46,056	132,135
Females	5,081	48,993	137,562

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

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<b>2010 Population by Race/Ethnicity</b>			
Total	9,393	92,549	253,213
White Alone	64.2%	71.4%	73.2%
Black Alone	27.4%	21.6%	19.3%
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	3.4%	2.6%	2.2%
Two or More Races	3.0%	2.6%	2.5%
Hispanic Origin	7.3%	6.5%	5.6%
Diversity Index	57.7	51.0	48.6
<b>2020 Population by Race/Ethnicity</b>			
Total	9,777	94,974	265,934
White Alone	53.9%	61.8%	64.3%
Black Alone	26.2%	20.5%	19.4%
American Indian Alone	0.5%	0.4%	0.4%
Asian Alone	4.1%	3.4%	3.8%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	5.5%	5.3%	4.2%
Two or More Races	9.7%	8.5%	7.8%
Hispanic Origin	12.7%	11.4%	9.1%
Diversity Index	70.9	65.2	61.6
<b>2022 Population by Race/Ethnicity</b>			
Total	9,736	95,134	268,310
White Alone	53.2%	61.1%	63.6%
Black Alone	26.3%	20.6%	19.5%
American Indian Alone	0.5%	0.4%	0.4%
Asian Alone	4.2%	3.4%	3.9%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	5.6%	5.5%	4.3%
Two or More Races	10.1%	8.9%	8.2%
Hispanic Origin	12.8%	11.5%	9.3%
Diversity Index	71.4	65.9	62.4
<b>2027 Population by Race/Ethnicity</b>			
Total	9,687	95,048	269,696
White Alone	51.5%	59.5%	61.8%
Black Alone	26.2%	20.5%	19.6%
American Indian Alone	0.5%	0.4%	0.4%
Asian Alone	4.4%	3.6%	4.1%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	6.1%	6.0%	4.8%
Two or More Races	11.2%	10.0%	9.2%
Hispanic Origin	13.5%	12.1%	9.8%
Diversity Index	73.0	67.7	64.3
<b>2010 Population by Relationship and Household Type</b>			
Total	9,392	92,550	253,213
In Households	98.5%	97.3%	96.6%
In Family Households	70.9%	73.0%	69.8%
Householder	24.3%	24.3%	23.2%
Spouse	15.0%	15.4%	15.0%
Child	25.8%	27.6%	26.0%
Other relative	3.6%	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%	2.7%	3.4%
Institutionalized Population	1.0%	1.5%	1.4%
Noninstitutionalized Population	0.5%	1.1%	1.9%

**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>2022 Population 25+ by Educational Attainment</b>			
Total	7,039	67,774	190,022
Less than 9th Grade	1.8%	2.1%	2.4%
9th - 12th Grade, No Diploma	3.3%	4.0%	4.5%
High School Graduate	26.7%	21.5%	20.6%
GED/Alternative Credential	3.5%	3.9%	4.3%
Some College, No Degree	19.6%	18.8%	19.2%
Associate Degree	12.0%	8.6%	8.5%
Bachelor's Degree	21.4%	24.1%	23.9%
Graduate/Professional Degree	11.8%	16.9%	16.6%
<b>2022 Population 15+ by Marital Status</b>			
Total	8,163	79,282	226,085
Never Married	34.5%	36.5%	39.8%
Married	44.4%	44.2%	40.8%
Widowed	7.0%	6.1%	5.8%
Divorced	14.1%	13.2%	13.6%
<b>2022 Civilian Population 16+ in Labor Force</b>			
Civilian Population 16+	5,279	52,382	146,495
Population 16+ Employed	95.5%	95.9%	95.7%
Population 16+ Unemployment rate	4.5%	4.1%	4.3%
Population 16-24 Employed	12.2%	12.9%	14.6%
Population 16-24 Unemployment rate	7.6%	11.4%	9.0%
Population 25-54 Employed	60.6%	62.4%	63.0%
Population 25-54 Unemployment rate	4.9%	3.2%	3.4%
Population 55-64 Employed	18.4%	16.5%	15.2%
Population 55-64 Unemployment rate	2.7%	2.6%	3.4%
Population 65+ Employed	8.8%	8.2%	7.1%
Population 65+ Unemployment rate	0.2%	2.0%	3.4%
<b>2022 Employed Population 16+ by Industry</b>			
Total	5,043	50,219	140,262
Agriculture/Mining	0.0%	0.4%	0.4%
Construction	2.0%	3.7%	4.9%
Manufacturing	11.4%	9.8%	9.7%
Wholesale Trade	2.2%	2.5%	2.8%
Retail Trade	13.4%	10.5%	10.9%
Transportation/Utilities	8.8%	9.2%	8.7%
Information	1.0%	1.8%	1.7%
Finance/Insurance/Real Estate	12.6%	8.5%	7.7%
Services	45.0%	49.6%	50.0%
Public Administration	3.6%	3.9%	3.2%
<b>2022 Employed Population 16+ by Occupation</b>			
Total	5,044	50,219	140,262
White Collar	65.4%	64.4%	63.4%
Management/Business/Financial	21.7%	17.5%	17.1%
Professional	18.2%	26.6%	25.7%
Sales	9.8%	9.4%	9.1%
Administrative Support	15.6%	11.0%	11.4%
Services	16.5%	13.9%	14.5%
Blue Collar	18.1%	21.7%	22.1%
Farming/Forestry/Fishing	0.0%	0.3%	0.2%
Construction/Extraction	2.0%	2.8%	3.7%
Installation/Maintenance/Repair	0.4%	1.7%	2.0%
Production	10.8%	6.7%	6.5%
Transportation/Material Moving	4.9%	10.3%	9.7%

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<b>2010 Households by Type</b>			
Total	4,497	40,584	113,748
Households with 1 Person	41.3%	36.4%	39.0%
Households with 2+ People	58.7%	63.6%	61.0%
Family Households	51.0%	55.2%	51.7%
Husband-wife Families	31.4%	35.1%	33.4%
With Related Children	11.7%	13.7%	13.0%
Other Family (No Spouse Present)	19.5%	20.0%	18.4%
Other Family with Male Householder	4.9%	5.0%	4.6%
With Related Children	2.8%	2.6%	2.4%
Other Family with Female Householder	14.6%	15.1%	13.7%
With Related Children	9.3%	9.9%	8.9%
Nonfamily Households	7.7%	8.4%	9.2%
All Households with Children	24.1%	26.6%	24.7%
Multigenerational Households	2.5%	3.0%	2.8%
Unmarried Partner Households	6.8%	7.6%	7.6%
Male-female	6.0%	6.5%	6.4%
Same-sex	0.8%	1.2%	1.1%
<b>2010 Households by Size</b>			
Total	4,496	40,587	113,750
1 Person Household	41.3%	36.4%	39.0%
2 Person Household	31.9%	32.4%	31.8%
3 Person Household	13.3%	14.9%	13.9%
4 Person Household	7.9%	9.8%	9.2%
5 Person Household	3.8%	4.1%	3.8%
6 Person Household	1.1%	1.5%	1.4%
7 + Person Household	0.6%	0.9%	0.8%
<b>2010 Households by Tenure and Mortgage Status</b>			
Total	4,496	40,586	113,749
Owner Occupied	55.4%	60.4%	54.6%
Owned with a Mortgage/Loan	35.1%	41.6%	38.2%
Owned Free and Clear	20.4%	18.8%	16.4%
Renter Occupied	44.6%	39.6%	45.4%
<b>2022 Affordability, Mortgage and Wealth</b>			
Housing Affordability Index	94	113	110
Percent of Income for Mortgage	24.5%	20.8%	21.8%
Wealth Index	69	76	68
<b>2010 Housing Units By Urban/ Rural Status</b>			
Total Housing Units	4,884	43,675	124,289
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%
<b>2010 Population By Urban/ Rural Status</b>			
Total Population	9,392	92,550	253,213
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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<b>Top 3 Tapestry Segments</b>			
1.	Old and Newcomers (8F)	Rustbelt Traditions (5D)	Emerald City (8B)
2.	Golden Years (9B)	Old and Newcomers (8F)	In Style (5B)
3.	Metro Fusion (11C)	In Style (5B)	Set to Impress (11D)
<b>2022 Consumer Spending</b>			
Apparel & Services: Total \$	\$8,326,341	\$83,130,304	\$232,753,736
Average Spent	\$1,845.79	\$2,037.31	\$1,938.90
Spending Potential Index	77	85	80
Education: Total \$	\$6,568,112	\$64,254,982	\$181,771,258
Average Spent	\$1,456.02	\$1,574.72	\$1,514.21
Spending Potential Index	74	80	77
Entertainment/Recreation: Total \$	\$12,525,654	\$124,964,150	\$345,460,302
Average Spent	\$2,776.69	\$3,062.55	\$2,877.78
Spending Potential Index	76	83	78
Food at Home: Total \$	\$21,557,824	\$211,604,036	\$590,161,875
Average Spent	\$4,778.95	\$5,185.87	\$4,916.21
Spending Potential Index	77	84	79
Food Away from Home: Total \$	\$14,814,269	\$147,065,543	\$411,376,833
Average Spent	\$3,284.03	\$3,604.19	\$3,426.88
Spending Potential Index	76	84	79
Health Care: Total \$	\$24,497,070	\$244,258,703	\$671,780,883
Average Spent	\$5,430.52	\$5,986.15	\$5,596.12
Spending Potential Index	77	84	79
HH Furnishings & Equipment: Total \$	\$8,673,835	\$87,052,031	\$240,656,655
Average Spent	\$1,922.82	\$2,133.42	\$2,004.74
Spending Potential Index	75	83	78
Personal Care Products & Services: Total \$	\$3,536,272	\$35,272,074	\$98,095,011
Average Spent	\$783.92	\$864.43	\$817.16
Spending Potential Index	77	85	80
Shelter: Total \$	\$78,332,476	\$776,547,952	\$2,170,484,607
Average Spent	\$17,364.77	\$19,031.17	\$18,080.74
Spending Potential Index	76	83	79
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$9,260,105	\$91,824,414	\$250,665,046
Average Spent	\$2,052.78	\$2,250.38	\$2,088.11
Spending Potential Index	76	83	77
Travel: Total \$	\$9,480,986	\$95,692,291	\$262,612,051
Average Spent	\$2,101.75	\$2,345.17	\$2,187.63
Spending Potential Index	73	82	76
Vehicle Maintenance & Repairs: Total \$	\$4,411,559	\$43,986,923	\$122,048,335
Average Spent	\$977.96	\$1,078.01	\$1,016.70
Spending Potential Index	78	86	81

**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.

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