



Market Profile

Theatre Building
629 S 4th St, Louisville, Kentucky, 40202
Rings: 1, 3, 5 mile radii

Prepared by Charlotte Hollkamp
Latitude: 38.24781
Longitude: -85.75786

	1 mile	3 miles	5 miles
Population Summary			
2010 Total Population	17,635	115,110	255,297
2020 Total Population	15,839	115,210	256,322
2020 Group Quarters	3,382	10,541	13,512
2023 Total Population	15,890	115,455	255,471
2023 Group Quarters	3,401	10,542	13,509
2028 Total Population	16,088	116,429	255,417
2023-2028 Annual Rate	0.25%	0.17%	0.00%
2023 Total Daytime Population	105,898	215,278	350,805
Workers	96,822	155,345	219,838
Residents	9,076	59,933	130,967
Household Summary			
2010 Households	8,300	50,263	110,625
2010 Average Household Size	1.68	2.12	2.20
2020 Total Households	7,852	51,884	112,706
2020 Average Household Size	1.59	2.02	2.15
2023 Households	7,989	52,573	113,301
2023 Average Household Size	1.56	2.00	2.14
2028 Households	8,161	53,515	114,164
2028 Average Household Size	1.55	1.98	2.12
2023-2028 Annual Rate	0.43%	0.36%	0.15%
2010 Families	2,549	22,831	57,562
2010 Average Family Size	2.90	3.04	2.98
2023 Families	2,048	21,818	54,729
2023 Average Family Size	2.86	2.97	3.00
2028 Families	2,081	21,991	54,664
2028 Average Family Size	2.85	2.96	2.98
2023-2028 Annual Rate	0.32%	0.16%	-0.02%
Housing Unit Summary			
2000 Housing Units	9,112	58,829	125,265
Owner Occupied Housing Units	7.5%	37.7%	48.4%
Renter Occupied Housing Units	82.2%	51.6%	43.4%
Vacant Housing Units	10.3%	10.7%	8.2%
2010 Housing Units	9,590	59,395	126,012
Owner Occupied Housing Units	7.3%	32.8%	43.7%
Renter Occupied Housing Units	79.3%	51.8%	44.1%
Vacant Housing Units	13.5%	15.4%	12.2%
2020 Housing Units	9,635	61,438	128,464
Owner Occupied Housing Units	8.1%	29.4%	40.7%
Renter Occupied Housing Units	73.4%	55.0%	47.0%
Vacant Housing Units	19.2%	15.5%	12.4%
2023 Housing Units	10,001	62,678	129,714
Owner Occupied Housing Units	8.7%	31.5%	42.7%
Renter Occupied Housing Units	71.1%	52.4%	44.6%
Vacant Housing Units	20.1%	16.1%	12.7%
2028 Housing Units	10,148	63,673	131,160
Owner Occupied Housing Units	9.3%	31.9%	43.0%
Renter Occupied Housing Units	71.2%	52.1%	44.0%
Vacant Housing Units	19.6%	16.0%	13.0%

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.

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2023 Households by Income			
Household Income Base	7,989	52,573	113,293
<\$15,000	36.4%	22.0%	17.4%
\$15,000 - \$24,999	15.1%	12.0%	10.6%
\$25,000 - \$34,999	14.4%	12.3%	12.1%
\$35,000 - \$49,999	8.5%	13.1%	14.0%
\$50,000 - \$74,999	8.4%	15.1%	16.0%
\$75,000 - \$99,999	5.6%	9.5%	10.6%
\$100,000 - \$149,999	7.3%	9.9%	10.6%
\$150,000 - \$199,999	2.1%	3.5%	4.2%
\$200,000+	2.2%	2.6%	4.5%
Average Household Income	\$45,834	\$60,314	\$71,124
2028 Households by Income			
Household Income Base	8,161	53,515	114,156
<\$15,000	34.2%	20.0%	15.7%
\$15,000 - \$24,999	14.5%	10.9%	9.4%
\$25,000 - \$34,999	13.7%	11.4%	11.0%
\$35,000 - \$49,999	8.7%	12.5%	13.1%
\$50,000 - \$74,999	8.7%	15.0%	15.9%
\$75,000 - \$99,999	6.3%	10.3%	11.4%
\$100,000 - \$149,999	8.9%	12.0%	12.7%
\$150,000 - \$199,999	2.7%	4.9%	5.6%
\$200,000+	2.2%	3.0%	5.2%
Average Household Income	\$51,225	\$69,167	\$81,243
2023 Owner Occupied Housing Units by Value			
Total	864	19,719	55,423
<\$50,000	5.1%	14.7%	9.6%
\$50,000 - \$99,999	10.2%	16.1%	14.0%
\$100,000 - \$149,999	8.8%	9.3%	12.4%
\$150,000 - \$199,999	18.2%	14.1%	13.9%
\$200,000 - \$249,999	12.8%	12.1%	10.9%
\$250,000 - \$299,999	9.5%	9.7%	8.7%
\$300,000 - \$399,999	10.3%	9.0%	12.8%
\$400,000 - \$499,999	16.6%	6.9%	7.7%
\$500,000 - \$749,999	5.0%	6.1%	7.3%
\$750,000 - \$999,999	0.2%	1.4%	1.5%
\$1,000,000 - \$1,499,999	0.8%	0.2%	0.3%
\$1,500,000 - \$1,999,999	0.9%	0.2%	0.4%
\$2,000,000 +	1.6%	0.2%	0.5%
Average Home Value	\$313,166	\$229,141	\$261,898
2028 Owner Occupied Housing Units by Value			
Total	928	20,297	56,412
<\$50,000	1.9%	12.5%	6.9%
\$50,000 - \$99,999	3.9%	10.3%	8.3%
\$100,000 - \$149,999	7.9%	7.9%	9.3%
\$150,000 - \$199,999	14.4%	12.4%	13.0%
\$200,000 - \$249,999	12.4%	12.0%	11.9%
\$250,000 - \$299,999	12.5%	11.3%	10.9%
\$300,000 - \$399,999	15.3%	13.1%	16.1%
\$400,000 - \$499,999	21.2%	9.2%	10.3%
\$500,000 - \$749,999	7.5%	8.9%	10.0%
\$750,000 - \$999,999	0.5%	1.9%	1.9%
\$1,000,000 - \$1,499,999	1.3%	0.2%	0.4%
\$1,500,000 - \$1,999,999	0.4%	0.2%	0.4%
\$2,000,000 +	0.6%	0.1%	0.5%
Average Home Value	\$339,952	\$268,700	\$304,794

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.

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Median Household Income			
2023	\$23,574	\$38,249	\$44,558
2028	\$25,734	\$43,095	\$50,822
Median Home Value			
2023	\$230,180	\$184,898	\$200,401
2028	\$287,931	\$228,585	\$252,746
Per Capita Income			
2023	\$23,844	\$28,059	\$31,779
2028	\$26,773	\$32,402	\$36,548
Median Age			
2010	34.5	34.1	36.2
2020	38.7	34.7	36.9
2023	39.2	36.2	38.6
2028	40.1	37.1	39.4
2020 Population by Age			
Total	15,839	115,210	256,322
0 - 4	5.0%	5.1%	5.6%
5 - 9	4.3%	5.1%	5.6%
10 - 14	3.7%	5.0%	5.7%
15 - 24	12.1%	17.1%	14.6%
25 - 34	19.4%	18.2%	16.1%
35 - 44	13.8%	13.0%	12.9%
45 - 54	12.0%	10.9%	11.3%
55 - 64	15.3%	12.8%	13.4%
65 - 74	9.6%	8.3%	9.6%
75 - 84	3.1%	3.0%	3.8%
85 +	1.7%	1.4%	1.6%
18 +	85.2%	81.9%	80.0%
2023 Population by Age			
Total	15,890	115,455	255,472
0 - 4	6.1%	5.5%	5.5%
5 - 9	4.9%	5.2%	5.5%
10 - 14	3.7%	4.9%	5.4%
15 - 24	12.6%	16.6%	14.1%
25 - 34	17.3%	16.2%	14.8%
35 - 44	12.5%	12.8%	12.8%
45 - 54	11.8%	11.1%	11.3%
55 - 64	13.9%	12.7%	13.3%
65 - 74	9.1%	8.8%	10.3%
75 - 84	4.9%	4.3%	4.9%
85 +	3.2%	1.9%	2.1%
18 +	83.1%	81.5%	80.5%
2028 Population by Age			
Total	16,088	116,429	255,421
0 - 4	6.2%	5.7%	5.6%
5 - 9	4.6%	5.0%	5.3%
10 - 14	3.7%	4.8%	5.3%
15 - 24	12.8%	16.6%	14.1%
25 - 34	15.9%	15.0%	13.7%
35 - 44	13.0%	13.1%	13.1%
45 - 54	11.9%	11.4%	11.7%
55 - 64	13.0%	11.3%	11.6%
65 - 74	9.7%	9.7%	11.0%
75 - 84	5.9%	5.3%	6.2%
85 +	3.2%	2.1%	2.3%
18 +	83.2%	81.7%	80.7%
2020 Population by Sex			

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Males	8,748	57,601	125,434
Females	7,091	57,609	130,888
2023 Population by Sex			
Males	8,405	57,613	124,991
Females	7,485	57,842	130,480
2028 Population by Sex			
Males	8,456	57,866	124,742
Females	7,633	58,563	130,675
2010 Population by Race/Ethnicity			
Total	17,635	115,109	255,297
White Alone	32.9%	51.1%	59.8%
Black Alone	62.0%	44.1%	34.8%
American Indian Alone	0.4%	0.3%	0.3%
Asian Alone	1.5%	1.1%	1.2%
Pacific Islander Alone	0.2%	0.1%	0.1%
Some Other Race Alone	0.6%	0.7%	1.3%
Two or More Races	2.4%	2.6%	2.5%
Hispanic Origin	2.3%	2.1%	3.1%
Diversity Index	52.9	56.3	54.9
2020 Population by Race/Ethnicity			
Total	15,839	115,210	256,322
White Alone	39.0%	51.4%	56.5%
Black Alone	51.0%	38.9%	32.6%
American Indian Alone	0.4%	0.4%	0.4%
Asian Alone	2.8%	1.7%	1.7%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	1.9%	1.7%	2.4%
Two or More Races	4.8%	5.8%	6.3%
Hispanic Origin	4.2%	3.7%	4.9%
Diversity Index	61.8	61.0	61.0
2023 Population by Race/Ethnicity			
Total	15,890	115,455	255,472
White Alone	37.5%	50.5%	55.3%
Black Alone	52.1%	39.4%	33.1%
American Indian Alone	0.5%	0.4%	0.4%
Asian Alone	2.8%	1.8%	1.7%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	2.1%	1.8%	2.6%
Two or More Races	5.0%	6.1%	6.7%
Hispanic Origin	4.6%	4.0%	5.4%
Diversity Index	62.0	61.8	62.1
2028 Population by Race/Ethnicity			
Total	16,089	116,429	255,418
White Alone	35.0%	48.5%	53.2%
Black Alone	53.5%	40.1%	33.8%
American Indian Alone	0.5%	0.4%	0.4%
Asian Alone	3.1%	2.0%	1.9%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	2.3%	2.0%	3.0%
Two or More Races	5.6%	7.0%	7.6%
Hispanic Origin	5.1%	4.5%	6.1%
Diversity Index	62.7	63.3	64.2

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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2020 Population by Relationship and Household Type			
Total	15,839	115,210	256,322
In Households	78.6%	90.9%	94.7%
Householder	49.0%	45.3%	44.1%
Opposite-Sex Spouse	4.1%	8.0%	11.2%
Same-Sex Spouse	0.3%	0.4%	0.3%
Opposite-Sex Unmarried Partner	2.1%	3.6%	3.4%
Same-Sex Unmarried Partner	0.4%	0.5%	0.3%
Biological Child	15.7%	20.2%	22.7%
Adopted Child	0.1%	0.4%	0.5%
Stepchild	0.3%	0.7%	0.9%
Grandchild	1.3%	2.8%	2.9%
Brother or Sister	0.7%	1.3%	1.3%
Parent	0.4%	0.8%	0.8%
Parent-in-law	0.0%	0.1%	0.1%
Son-in-law or Daughter-in-law	0.1%	0.2%	0.2%
Other Relatives	0.7%	1.2%	1.3%
Foster Child	0.0%	0.1%	0.1%
Other Nonrelatives	3.2%	5.5%	4.4%
In Group Quarters	21.4%	9.1%	5.3%
Institutionalized	11.4%	3.0%	1.9%
Noninstitutionalized	10.0%	6.2%	3.3%
2023 Population 25+ by Educational Attainment			
Total	11,548	78,207	177,585
Less than 9th Grade	3.4%	2.7%	2.5%
9th - 12th Grade, No Diploma	9.4%	8.0%	8.1%
High School Graduate	24.9%	23.6%	23.6%
GED/Alternative Credential	10.2%	7.1%	6.9%
Some College, No Degree	22.1%	20.3%	19.1%
Associate Degree	7.7%	7.9%	8.4%
Bachelor's Degree	12.0%	17.9%	18.7%
Graduate/Professional Degree	10.3%	12.5%	12.9%
2023 Population 15+ by Marital Status			
Total	13,545	97,426	213,692
Never Married	59.7%	53.3%	45.7%
Married	19.5%	28.1%	34.0%
Widowed	6.7%	5.8%	6.4%
Divorced	14.1%	12.8%	13.9%
2023 Civilian Population 16+ in Labor Force			
Civilian Population 16+	6,265	58,806	132,362
Population 16+ Employed	88.1%	93.0%	94.2%
Population 16+ Unemployment rate	11.9%	7.0%	5.8%
Population 16-24 Employed	15.9%	19.7%	16.4%
Population 16-24 Unemployment rate	24.1%	12.8%	12.1%
Population 25-54 Employed	65.6%	61.2%	61.0%
Population 25-54 Unemployment rate	6.4%	4.7%	4.2%
Population 55-64 Employed	13.6%	13.8%	15.4%
Population 55-64 Unemployment rate	14.4%	6.5%	4.8%
Population 65+ Employed	4.9%	5.3%	7.2%
Population 65+ Unemployment rate	25.2%	11.2%	5.9%

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2023 Employed Population 16+ by Industry			
Total	5,520	54,685	124,693
Agriculture/Mining	0.0%	0.1%	0.3%
Construction	3.2%	3.9%	4.5%
Manufacturing	11.8%	10.4%	11.6%
Wholesale Trade	3.3%	1.4%	1.5%
Retail Trade	10.7%	11.6%	10.9%
Transportation/Utilities	3.5%	7.5%	8.9%
Information	0.9%	1.6%	1.8%
Finance/Insurance/Real Estate	6.4%	6.2%	6.7%
Services	57.8%	54.5%	50.7%
Public Administration	2.4%	2.7%	3.1%
2023 Employed Population 16+ by Occupation			
Total	5,519	54,685	124,691
White Collar	58.6%	58.1%	56.6%
Management/Business/Financial	13.2%	12.7%	13.9%
Professional	24.7%	26.1%	24.1%
Sales	9.6%	7.7%	7.4%
Administrative Support	11.0%	11.6%	11.3%
Services	20.3%	19.2%	18.0%
Blue Collar	21.1%	22.6%	25.4%
Farming/Forestry/Fishing	0.0%	0.1%	0.1%
Construction/Extraction	2.6%	2.6%	3.2%
Installation/Maintenance/Repair	0.8%	1.8%	2.1%
Production	9.9%	8.1%	8.6%
Transportation/Material Moving	7.8%	10.1%	11.4%
2020 Households by Type			
Total	7,852	51,884	112,706
Married Couple Households	9.0%	18.5%	26.2%
With Own Children <18	2.0%	5.2%	8.3%
Without Own Children <18	7.0%	13.3%	17.9%
Cohabiting Couple Households	5.2%	8.9%	8.5%
With Own Children <18	1.0%	1.8%	2.2%
Without Own Children <18	4.2%	7.1%	6.3%
Male Householder, No Spouse/Partner	39.9%	31.7%	27.1%
Living Alone	35.6%	24.6%	20.4%
65 Years and over	9.0%	5.0%	4.8%
With Own Children <18	1.0%	1.3%	1.5%
Without Own Children <18, With Relatives	1.2%	2.8%	2.8%
No Relatives Present	2.1%	2.9%	2.4%
Female Householder, No Spouse/Partner	46.0%	40.9%	38.2%
Living Alone	30.0%	22.6%	20.9%
65 Years and over	10.6%	6.9%	7.7%
With Own Children <18	10.1%	8.4%	7.7%
Without Own Children <18, With Relatives	4.5%	7.6%	7.8%
No Relatives Present	1.3%	2.2%	1.8%
2020 Households by Size			
Total	7,852	51,884	112,706
1 Person Household	65.6%	47.2%	41.2%
2 Person Household	19.5%	28.5%	30.6%
3 Person Household	7.8%	11.8%	13.2%
4 Person Household	3.9%	6.8%	8.4%
5 Person Household	1.9%	3.2%	3.8%
6 Person Household	0.8%	1.4%	1.6%
7 + Person Household	0.4%	1.1%	1.1%

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2020 Households by Tenure and Mortgage Status			
Total	7,852	51,884	112,706
Owner Occupied	9.9%	34.9%	46.4%
Owned with a Mortgage/Loan	6.8%	23.0%	30.8%
Owned Free and Clear	3.1%	11.8%	15.6%
Renter Occupied	90.1%	65.1%	53.6%
2023 Affordability, Mortgage and Wealth			
Housing Affordability Index	42	84	90
Percent of Income for Mortgage	58.7%	29.1%	27.0%
Wealth Index	24	37	56
2020 Housing Units By Urban/ Rural Status			
Total	9,635	61,438	128,464
Urban Housing Units	100.0%	100.0%	100.0%
Rural Housing Units	0.0%	0.0%	0.0%
2020 Population By Urban/ Rural Status			
Total	15,839	115,210	256,322
Urban Population	100.0%	100.0%	99.9%
Rural Population	0.0%	0.0%	0.1%

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.	Social Security Set (9F)	Modest Income Homes (12D)	Modest Income Homes (12D)
2.	City Commons (11E)	Set to Impress (11D)	Traditional Living (12B)
3.	Set to Impress (11D)	City Commons (11E)	Emerald City (8B)
2023 Consumer Spending			
Apparel & Services: Total \$	\$8,519,656	\$70,687,525	\$175,057,243
Average Spent	\$1,066.42	\$1,344.56	\$1,545.06
Spending Potential Index	49	61	70
Education: Total \$	\$6,186,780	\$51,099,594	\$128,517,950
Average Spent	\$774.41	\$971.97	\$1,134.31
Spending Potential Index	43	54	63
Entertainment/Recreation: Total \$	\$12,591,771	\$111,421,330	\$285,312,494
Average Spent	\$1,576.14	\$2,119.36	\$2,518.18
Spending Potential Index	42	56	67
Food at Home: Total \$	\$25,861,761	\$213,728,474	\$533,319,596
Average Spent	\$3,237.17	\$4,065.37	\$4,707.10
Spending Potential Index	48	60	69
Food Away from Home: Total \$	\$13,667,811	\$115,709,576	\$288,274,111
Average Spent	\$1,710.83	\$2,200.93	\$2,544.32
Spending Potential Index	46	59	68
Health Care: Total \$	\$25,039,689	\$223,050,082	\$573,943,494
Average Spent	\$3,134.27	\$4,242.67	\$5,065.65
Spending Potential Index	43	58	69
HH Furnishings & Equipment: Total \$	\$10,053,408	\$88,319,279	\$224,110,887
Average Spent	\$1,258.41	\$1,679.94	\$1,978.01
Spending Potential Index	43	57	67
Personal Care Products & Services: Total \$	\$3,522,413	\$29,638,143	\$74,337,254
Average Spent	\$440.91	\$563.75	\$656.10
Spending Potential Index	46	59	69
Shelter: Total \$	\$91,929,729	\$756,782,857	\$1,892,504,125
Average Spent	\$11,507.04	\$14,394.90	\$16,703.33
Spending Potential Index	46	58	67
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$9,404,791	\$86,842,656	\$227,563,182
Average Spent	\$1,177.22	\$1,651.85	\$2,008.48
Spending Potential Index	38	53	64
Travel: Total \$	\$7,133,695	\$64,001,397	\$164,725,721
Average Spent	\$892.94	\$1,217.38	\$1,453.88
Spending Potential Index	40	54	65
Vehicle Maintenance & Repairs: Total \$	\$4,712,442	\$41,224,547	\$103,808,886
Average Spent	\$589.87	\$784.14	\$916.22
Spending Potential Index	45	60	70

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 2019 and 2020 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: Esri forecasts for 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

November 22, 2023