



Market Profile

1253 S Preston St, Louisville, Kentucky, 40203
Rings: 1, 3, 5 mile radii

Prepared by Charlotte Hollkamp
Latitude: 38.23219
Longitude: -85.74940

	1 mile	3 miles	5 miles
Population Summary			
2010 Total Population	22,469	117,773	264,953
2020 Total Population	22,331	118,998	265,757
2020 Group Quarters	1,824	11,193	13,255
2023 Total Population	22,373	118,599	264,548
2023 Group Quarters	1,770	11,202	13,257
2028 Total Population	22,816	119,119	264,570
2023-2028 Annual Rate	0.39%	0.09%	0.00%
2023 Total Daytime Population	24,611	214,037	369,839
Workers	14,111	155,805	234,251
Residents	10,500	58,232	135,588
Household Summary			
2010 Households	11,543	52,218	115,351
2010 Average Household Size	1.83	2.08	2.20
2020 Total Households	11,971	53,983	116,550
2020 Average Household Size	1.71	2.00	2.17
2023 Households	12,225	54,536	116,840
2023 Average Household Size	1.69	1.97	2.15
2028 Households	12,558	55,268	117,675
2028 Average Household Size	1.68	1.95	2.14
2023-2028 Annual Rate	0.54%	0.27%	0.14%
2010 Families	3,902	23,401	60,014
2010 Average Family Size	2.87	2.98	2.98
2023 Families	3,839	22,324	56,279
2023 Average Family Size	2.69	2.93	3.03
2028 Families	3,913	22,380	56,164
2028 Average Family Size	2.68	2.92	3.02
2023-2028 Annual Rate	0.38%	0.05%	-0.04%
Housing Unit Summary			
2000 Housing Units	13,715	60,628	130,468
Owner Occupied Housing Units	26.0%	39.9%	48.5%
Renter Occupied Housing Units	62.2%	50.4%	43.4%
Vacant Housing Units	11.8%	9.7%	8.0%
2010 Housing Units	13,618	60,689	131,001
Owner Occupied Housing Units	24.3%	35.7%	43.6%
Renter Occupied Housing Units	60.5%	50.3%	44.4%
Vacant Housing Units	15.2%	14.0%	11.9%
2020 Housing Units	13,901	63,260	132,702
Owner Occupied Housing Units	24.6%	32.3%	40.6%
Renter Occupied Housing Units	61.5%	53.0%	47.2%
Vacant Housing Units	13.9%	14.6%	12.2%
2023 Housing Units	14,306	64,191	133,681
Owner Occupied Housing Units	26.2%	34.3%	42.5%
Renter Occupied Housing Units	59.3%	50.7%	44.9%
Vacant Housing Units	14.5%	15.0%	12.6%
2028 Housing Units	14,569	65,108	135,154
Owner Occupied Housing Units	27.3%	34.7%	42.7%
Renter Occupied Housing Units	58.9%	50.2%	44.4%
Vacant Housing Units	13.8%	15.1%	12.9%

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

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2023 Households by Income			
Household Income Base	12,225	54,536	116,833
<\$15,000	22.0%	19.9%	17.1%
\$15,000 - \$24,999	11.9%	11.2%	10.9%
\$25,000 - \$34,999	14.4%	12.0%	12.1%
\$35,000 - \$49,999	13.3%	13.0%	14.1%
\$50,000 - \$74,999	12.4%	14.8%	16.1%
\$75,000 - \$99,999	9.3%	10.3%	10.6%
\$100,000 - \$149,999	11.4%	11.0%	10.3%
\$150,000 - \$199,999	2.9%	4.3%	4.2%
\$200,000+	2.4%	3.5%	4.6%
Average Household Income	\$59,112	\$66,309	\$71,367
2028 Households by Income			
Household Income Base	12,558	55,268	117,668
<\$15,000	19.6%	18.1%	15.5%
\$15,000 - \$24,999	10.9%	10.1%	9.6%
\$25,000 - \$34,999	13.5%	11.0%	11.0%
\$35,000 - \$49,999	12.8%	12.3%	13.3%
\$50,000 - \$74,999	12.2%	14.6%	15.9%
\$75,000 - \$99,999	10.0%	11.0%	11.4%
\$100,000 - \$149,999	14.0%	13.1%	12.3%
\$150,000 - \$199,999	4.1%	5.8%	5.6%
\$200,000+	2.8%	4.0%	5.4%
Average Household Income	\$68,041	\$75,785	\$81,431
2023 Owner Occupied Housing Units by Value			
Total	3,744	21,990	56,766
<\$50,000	3.3%	9.3%	9.1%
\$50,000 - \$99,999	6.6%	13.9%	13.9%
\$100,000 - \$149,999	10.0%	8.2%	12.9%
\$150,000 - \$199,999	21.8%	14.1%	13.0%
\$200,000 - \$249,999	17.3%	12.9%	10.5%
\$250,000 - \$299,999	16.2%	11.0%	10.1%
\$300,000 - \$399,999	7.2%	13.3%	12.7%
\$400,000 - \$499,999	6.3%	8.3%	7.4%
\$500,000 - \$749,999	8.1%	6.3%	7.6%
\$750,000 - \$999,999	2.5%	1.6%	1.5%
\$1,000,000 - \$1,499,999	0.3%	0.1%	0.3%
\$1,500,000 - \$1,999,999	0.1%	0.5%	0.5%
\$2,000,000 +	0.3%	0.3%	0.5%
Average Home Value	\$278,492	\$261,509	\$265,652
2028 Owner Occupied Housing Units by Value			
Total	3,981	22,570	57,654
<\$50,000	1.1%	7.3%	6.4%
\$50,000 - \$99,999	2.9%	8.4%	7.9%
\$100,000 - \$149,999	7.3%	7.3%	9.1%
\$150,000 - \$199,999	17.0%	11.8%	12.1%
\$200,000 - \$249,999	17.1%	12.4%	11.5%
\$250,000 - \$299,999	18.1%	12.7%	13.0%
\$300,000 - \$399,999	12.9%	16.9%	16.2%
\$400,000 - \$499,999	9.3%	10.6%	10.0%
\$500,000 - \$749,999	10.9%	9.3%	10.4%
\$750,000 - \$999,999	2.8%	2.2%	2.1%
\$1,000,000 - \$1,499,999	0.5%	0.2%	0.4%
\$1,500,000 - \$1,999,999	0.1%	0.6%	0.5%
\$2,000,000 +	0.1%	0.2%	0.5%
Average Home Value	\$318,835	\$302,364	\$310,282

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	\$36,462	\$41,782	\$44,511
2028	\$40,870	\$47,634	\$50,586
Median Home Value			
2023	\$224,074	\$217,071	\$205,179
2028	\$262,899	\$261,173	\$261,331
Per Capita Income			
2023	\$31,870	\$30,913	\$31,681
2028	\$36,904	\$35,578	\$36,367
Median Age			
2010	33.5	34.4	36.0
2020	34.0	34.6	36.7
2023	35.8	36.5	38.3
2028	37.4	37.4	39.1
2020 Population by Age			
Total	22,331	118,998	265,757
0 - 4	4.6%	4.9%	5.7%
5 - 9	4.1%	4.9%	5.6%
10 - 14	3.6%	4.7%	5.7%
15 - 24	17.0%	17.7%	14.6%
25 - 34	22.9%	18.5%	16.0%
35 - 44	13.9%	13.0%	13.0%
45 - 54	10.2%	10.6%	11.4%
55 - 64	11.6%	12.6%	13.3%
65 - 74	7.7%	8.5%	9.4%
75 - 84	2.9%	3.1%	3.7%
85 +	1.5%	1.4%	1.6%
18 +	85.9%	82.9%	79.7%
2023 Population by Age			
Total	22,374	118,599	264,547
0 - 4	5.3%	5.2%	5.6%
5 - 9	4.8%	5.0%	5.5%
10 - 14	4.3%	4.6%	5.4%
15 - 24	17.1%	16.9%	14.2%
25 - 34	17.4%	16.3%	14.8%
35 - 44	13.1%	12.9%	12.8%
45 - 54	10.6%	10.9%	11.3%
55 - 64	11.9%	12.8%	13.2%
65 - 74	8.5%	9.1%	10.2%
75 - 84	4.5%	4.4%	4.9%
85 +	2.6%	2.0%	2.1%
18 +	83.4%	82.4%	80.3%
2028 Population by Age			
Total	22,817	119,119	264,569
0 - 4	5.4%	5.4%	5.7%
5 - 9	4.5%	4.8%	5.4%
10 - 14	4.3%	4.5%	5.4%
15 - 24	17.3%	17.0%	14.2%
25 - 34	14.8%	14.8%	13.8%
35 - 44	14.1%	13.3%	13.1%
45 - 54	10.9%	11.3%	11.7%
55 - 64	11.0%	11.2%	11.6%
65 - 74	9.4%	9.9%	10.9%
75 - 84	5.6%	5.5%	6.1%
85 +	2.7%	2.2%	2.3%
18 +	83.3%	82.5%	80.4%
2020 Population by Sex			

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

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Males	11,332	59,572	130,058
Females	10,999	59,426	135,699
2023 Population by Sex			
Males	11,396	59,261	129,401
Females	10,977	59,338	135,147
2028 Population by Sex			
Males	11,527	59,259	129,144
Females	11,289	59,860	135,426
2010 Population by Race/Ethnicity			
Total	22,468	117,772	264,952
White Alone	59.7%	57.1%	58.2%
Black Alone	34.8%	37.7%	35.7%
American Indian Alone	0.4%	0.3%	0.3%
Asian Alone	1.4%	1.2%	1.7%
Pacific Islander Alone	0.0%	0.1%	0.1%
Some Other Race Alone	0.6%	1.0%	1.5%
Two or More Races	3.1%	2.5%	2.6%
Hispanic Origin	2.2%	2.6%	3.7%
Diversity Index	54.2	55.5	56.6
2020 Population by Race/Ethnicity			
Total	22,331	118,998	265,757
White Alone	59.7%	56.3%	53.9%
Black Alone	29.8%	33.3%	33.8%
American Indian Alone	0.6%	0.4%	0.4%
Asian Alone	1.8%	1.9%	2.3%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	1.7%	2.2%	2.9%
Two or More Races	6.4%	5.9%	6.7%
Hispanic Origin	4.0%	4.4%	6.0%
Diversity Index	58.5	60.4	63.6
2023 Population by Race/Ethnicity			
Total	22,374	118,598	264,548
White Alone	58.3%	55.1%	52.6%
Black Alone	30.6%	33.9%	34.4%
American Indian Alone	0.6%	0.4%	0.4%
Asian Alone	1.8%	1.9%	2.4%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	1.8%	2.4%	3.1%
Two or More Races	6.7%	6.3%	7.0%
Hispanic Origin	4.4%	4.8%	6.6%
Diversity Index	59.8	61.6	64.8
2028 Population by Race/Ethnicity			
Total	22,817	119,118	264,569
White Alone	55.7%	52.8%	50.3%
Black Alone	31.8%	34.7%	35.1%
American Indian Alone	0.6%	0.4%	0.4%
Asian Alone	2.0%	2.2%	2.6%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	2.0%	2.7%	3.6%
Two or More Races	7.7%	7.1%	7.9%
Hispanic Origin	5.0%	5.5%	7.4%
Diversity Index	62.1	63.7	66.8

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	22,331	118,998	265,757
In Households	91.8%	90.6%	95.0%
Householder	51.7%	45.4%	43.8%
Opposite-Sex Spouse	7.7%	9.1%	11.2%
Same-Sex Spouse	0.6%	0.4%	0.3%
Opposite-Sex Unmarried Partner	4.3%	3.5%	3.4%
Same-Sex Unmarried Partner	0.8%	0.5%	0.3%
Biological Child	15.2%	19.3%	23.2%
Adopted Child	0.4%	0.4%	0.5%
Stepchild	0.5%	0.6%	0.9%
Grandchild	1.5%	2.4%	2.9%
Brother or Sister	1.0%	1.2%	1.4%
Parent	0.4%	0.7%	0.9%
Parent-in-law	0.1%	0.1%	0.1%
Son-in-law or Daughter-in-law	0.1%	0.2%	0.2%
Other Relatives	0.7%	1.1%	1.4%
Foster Child	0.1%	0.1%	0.1%
Other Nonrelatives	6.6%	5.6%	4.4%
In Group Quaters	8.2%	9.4%	5.0%
Institutionalized	1.0%	2.8%	1.7%
Noninstitutionalized	7.2%	6.7%	3.2%
2023 Population 25+ by Educational Attainment			
Total	15,341	81,001	183,194
Less than 9th Grade	3.2%	2.5%	2.8%
9th - 12th Grade, No Diploma	4.9%	6.8%	8.0%
High School Graduate	19.9%	21.5%	23.4%
GED/Alternative Credential	4.8%	6.8%	6.6%
Some College, No Degree	20.3%	19.8%	19.3%
Associate Degree	8.3%	7.3%	8.3%
Bachelor's Degree	22.5%	20.1%	18.7%
Graduate/Professional Degree	16.2%	15.2%	13.0%
2023 Population 15+ by Marital Status			
Total	19,172	100,995	220,702
Never Married	52.9%	53.0%	46.2%
Married	28.2%	29.0%	33.8%
Widowed	5.4%	5.6%	6.3%
Divorced	13.6%	12.4%	13.6%
2023 Civilian Population 16+ in Labor Force			
Civilian Population 16+	12,667	63,699	137,268
Population 16+ Employed	95.1%	93.8%	94.3%
Population 16+ Unemployment rate	4.9%	6.2%	5.7%
Population 16-24 Employed	21.5%	19.4%	16.3%
Population 16-24 Unemployment rate	8.6%	11.3%	12.0%
Population 25-54 Employed	63.2%	60.8%	61.5%
Population 25-54 Unemployment rate	3.1%	4.1%	4.0%
Population 55-64 Employed	11.8%	13.9%	15.3%
Population 55-64 Unemployment rate	5.4%	6.1%	4.7%
Population 65+ Employed	3.5%	5.9%	6.8%
Population 65+ Unemployment rate	9.8%	9.5%	6.5%

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2023 Employed Population 16+ by Industry			
Total	12,050	59,759	129,459
Agriculture/Mining	0.1%	0.3%	0.2%
Construction	4.6%	4.1%	4.4%
Manufacturing	10.0%	10.1%	11.7%
Wholesale Trade	2.0%	1.4%	1.5%
Retail Trade	13.9%	10.7%	11.0%
Transportation/Utilities	5.0%	8.0%	9.1%
Information	2.7%	1.7%	1.7%
Finance/Insurance/Real Estate	5.9%	6.7%	6.6%
Services	53.4%	54.6%	50.8%
Public Administration	2.5%	2.4%	2.9%
2023 Employed Population 16+ by Occupation			
Total	12,049	59,756	129,459
White Collar	63.7%	60.3%	56.0%
Management/Business/Financial	13.8%	14.0%	13.6%
Professional	28.7%	27.3%	23.9%
Sales	9.1%	8.0%	7.6%
Administrative Support	12.0%	11.0%	10.9%
Services	15.5%	18.0%	18.0%
Blue Collar	20.8%	21.7%	26.0%
Farming/Forestry/Fishing	0.0%	0.1%	0.1%
Construction/Extraction	2.8%	2.6%	3.2%
Installation/Maintenance/Repair	2.4%	1.7%	1.9%
Production	7.8%	7.3%	9.3%
Transportation/Material Moving	7.8%	9.9%	11.5%
2020 Households by Type			
Total	11,971	53,983	116,550
Married Couple Households	15.8%	20.8%	26.2%
With Own Children <18	4.3%	6.2%	8.6%
Without Own Children <18	11.5%	14.6%	17.6%
Cohabiting Couple Households	9.8%	8.8%	8.4%
With Own Children <18	1.3%	1.7%	2.2%
Without Own Children <18	8.6%	7.1%	6.2%
Male Householder, No Spouse/Partner	35.7%	31.4%	27.1%
Living Alone	28.9%	24.3%	20.2%
65 Years and over	5.8%	5.0%	4.7%
With Own Children <18	1.1%	1.3%	1.5%
Without Own Children <18, With Relatives	2.1%	2.6%	2.9%
No Relatives Present	3.7%	3.1%	2.5%
Female Householder, No Spouse/Partner	38.7%	39.0%	38.2%
Living Alone	24.6%	22.6%	20.6%
65 Years and over	7.1%	7.0%	7.5%
With Own Children <18	6.4%	7.3%	7.9%
Without Own Children <18, With Relatives	4.6%	6.8%	7.9%
No Relatives Present	3.1%	2.3%	1.8%
2020 Households by Size			
Total	11,971	53,983	116,550
1 Person Household	53.4%	46.9%	40.8%
2 Person Household	29.1%	29.5%	30.4%
3 Person Household	9.5%	11.6%	13.5%
4 Person Household	4.5%	6.9%	8.6%
5 Person Household	2.1%	3.0%	3.9%
6 Person Household	0.9%	1.2%	1.6%
7 + Person Household	0.6%	0.9%	1.1%

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2020 Households by Tenure and Mortgage Status			
Total	11,971	53,983	116,550
Owner Occupied	28.6%	37.8%	46.3%
Owned with a Mortgage/Loan	21.6%	25.4%	30.8%
Owned Free and Clear	7.0%	12.4%	15.5%
Renter Occupied	71.4%	62.2%	53.7%
2023 Affordability, Mortgage and Wealth			
Housing Affordability Index	67	78	88
Percent of Income for Mortgage	36.9%	31.2%	27.7%
Wealth Index	35	44	56
2020 Housing Units By Urban/ Rural Status			
Total	13,901	63,260	132,702
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	22,331	118,998	265,757
Urban Population	100.0%	100.0%	100.0%
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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Top 3 Tapestry Segments			
1.	Set to Impress (11D)	Emerald City (8B)	Modest Income Homes (12D)
2.	Social Security Set (9F)	Set to Impress (11D)	Emerald City (8B)
3.	City Commons (11E)	City Commons (11E)	Hometown Heritage (8G)
2023 Consumer Spending			
Apparel & Services: Total \$	\$16,399,814	\$80,046,641	\$181,027,402
Average Spent	\$1,341.50	\$1,467.78	\$1,549.36
Spending Potential Index	61	67	70
Education: Total \$	\$12,339,701	\$58,779,868	\$133,455,778
Average Spent	\$1,009.38	\$1,077.82	\$1,142.21
Spending Potential Index	56	60	64
Entertainment/Recreation: Total \$	\$25,245,559	\$126,874,183	\$294,526,189
Average Spent	\$2,065.08	\$2,326.43	\$2,520.77
Spending Potential Index	55	62	67
Food at Home: Total \$	\$49,038,937	\$241,415,561	\$551,446,200
Average Spent	\$4,011.36	\$4,426.72	\$4,719.67
Spending Potential Index	59	65	69
Food Away from Home: Total \$	\$26,817,127	\$131,515,499	\$298,782,360
Average Spent	\$2,193.63	\$2,411.54	\$2,557.19
Spending Potential Index	59	65	69
Health Care: Total \$	\$49,648,028	\$252,289,056	\$590,965,807
Average Spent	\$4,061.19	\$4,626.10	\$5,057.91
Spending Potential Index	55	63	69
HH Furnishings & Equipment: Total \$	\$20,114,196	\$100,671,201	\$231,857,294
Average Spent	\$1,645.33	\$1,845.96	\$1,984.40
Spending Potential Index	56	62	67
Personal Care Products & Services: Total \$	\$6,851,120	\$33,790,020	\$77,016,067
Average Spent	\$560.42	\$619.59	\$659.16
Spending Potential Index	59	65	69
Shelter: Total \$	\$175,960,228	\$862,685,341	\$1,962,075,244
Average Spent	\$14,393.47	\$15,818.64	\$16,792.84
Spending Potential Index	58	64	68
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$19,402,779	\$100,047,221	\$235,654,847
Average Spent	\$1,587.14	\$1,834.52	\$2,016.90
Spending Potential Index	51	59	64
Travel: Total \$	\$14,513,854	\$73,498,815	\$170,622,172
Average Spent	\$1,187.23	\$1,347.71	\$1,460.31
Spending Potential Index	53	60	65
Vehicle Maintenance & Repairs: Total \$	\$9,460,340	\$46,732,689	\$107,315,206
Average Spent	\$773.85	\$856.91	\$918.48
Spending Potential Index	59	65	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