



Market Profile

Anchorage Plaza- Phase Three
12910 Factory Ln, Louisville, Kentucky, 40245
Rings: 1, 3, 5 mile radii

Prepared by Charlotte Hollkamp

Latitude: 38.28821
Longitude: -85.51154

	1 mile	3 miles	5 miles
Population Summary			
2000 Total Population	1,335	31,309	84,257
2010 Total Population	3,697	42,318	109,072
2017 Total Population	3,946	44,658	117,205
2017 Group Quarters	7	349	1,427
2022 Total Population	4,124	46,512	122,602
2017-2022 Annual Rate	0.89%	0.82%	0.90%
2017 Total Daytime Population	12,326	52,150	129,883
Workers	10,631	30,898	74,557
Residents	1,695	21,252	55,326
Household Summary			
2000 Households	489	11,581	32,527
2000 Average Household Size	2.72	2.68	2.56
2010 Households	1,576	16,162	43,219
2010 Average Household Size	2.34	2.60	2.49
2017 Households	1,673	17,016	46,231
2017 Average Household Size	2.35	2.60	2.50
2022 Households	1,740	17,682	48,242
2022 Average Household Size	2.37	2.61	2.51
2017-2022 Annual Rate	0.79%	0.77%	0.86%
2010 Families	1,035	11,679	29,929
2010 Average Family Size	2.92	3.09	3.02
2017 Families	1,075	12,153	31,735
2017 Average Family Size	2.96	3.11	3.05
2022 Families	1,109	12,573	33,006
2022 Average Family Size	2.98	3.12	3.06
2017-2022 Annual Rate	0.62%	0.68%	0.79%
Housing Unit Summary			
2000 Housing Units	536	12,165	34,324
Owner Occupied Housing Units	84.1%	77.5%	74.4%
Renter Occupied Housing Units	7.1%	17.7%	20.3%
Vacant Housing Units	8.8%	4.8%	5.2%
2010 Housing Units	1,686	17,193	45,865
Owner Occupied Housing Units	53.1%	71.9%	71.5%
Renter Occupied Housing Units	40.3%	22.1%	22.7%
Vacant Housing Units	6.5%	6.0%	5.8%
2017 Housing Units	1,753	17,888	48,432
Owner Occupied Housing Units	52.1%	70.1%	70.2%
Renter Occupied Housing Units	43.4%	25.0%	25.2%
Vacant Housing Units	4.6%	4.9%	4.5%
2022 Housing Units	1,820	18,557	50,461
Owner Occupied Housing Units	52.3%	70.2%	70.4%
Renter Occupied Housing Units	43.3%	25.1%	25.2%
Vacant Housing Units	4.4%	4.7%	4.4%
Median Household Income			
2017	\$103,100	\$84,387	\$82,507
2022	\$110,746	\$91,737	\$89,735
Median Home Value			
2017	\$336,760	\$262,260	\$255,359
2022	\$365,196	\$294,738	\$281,412
Per Capita Income			
2017	\$51,402	\$46,277	\$45,737
2022	\$57,892	\$51,109	\$50,676
Median Age			
2010	33.5	37.4	39.4
2017	34.2	38.9	40.9
2022	34.7	39.4	41.6

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 2017 and 2022 Esri converted Census 2000 data into 2010 geography.

January 23, 2018



Market Profile

Anchorage Plaza- Phase Three
12910 Factory Ln, Louisville, Kentucky, 40245
Rings: 1, 3, 5 mile radii

Prepared by Charlotte Hollkamp
Latitude: 38.28821
Longitude: -85.51154

	1 mile	3 miles	5 miles
2017 Households by Income			
Household Income Base	1,673	17,016	46,231
<\$15,000	1.9%	5.0%	4.7%
\$15,000 - \$24,999	2.5%	5.3%	5.4%
\$25,000 - \$34,999	6.6%	6.3%	6.8%
\$35,000 - \$49,999	9.7%	10.0%	10.9%
\$50,000 - \$74,999	15.2%	17.4%	17.3%
\$75,000 - \$99,999	12.0%	13.6%	13.7%
\$100,000 - \$149,999	22.4%	18.7%	19.0%
\$150,000 - \$199,999	15.1%	9.5%	9.7%
\$200,000+	14.7%	14.3%	12.7%
Average Household Income	\$128,566	\$121,317	\$115,032
2022 Households by Income			
Household Income Base	1,740	17,682	48,242
<\$15,000	1.8%	4.8%	4.4%
\$15,000 - \$24,999	2.1%	4.6%	4.7%
\$25,000 - \$34,999	5.3%	5.3%	5.7%
\$35,000 - \$49,999	8.0%	8.6%	9.4%
\$50,000 - \$74,999	13.7%	16.3%	16.3%
\$75,000 - \$99,999	12.2%	14.4%	14.6%
\$100,000 - \$149,999	23.2%	20.2%	20.6%
\$150,000 - \$199,999	16.3%	10.2%	10.4%
\$200,000+	17.5%	15.7%	14.0%
Average Household Income	\$145,735	\$134,283	\$127,852
2017 Owner Occupied Housing Units by Value			
Total	913	12,545	34,014
<\$50,000	0.4%	1.0%	0.9%
\$50,000 - \$99,999	0.2%	2.0%	1.9%
\$100,000 - \$149,999	1.5%	10.1%	11.2%
\$150,000 - \$199,999	3.5%	19.3%	16.9%
\$200,000 - \$249,999	10.5%	15.0%	17.7%
\$250,000 - \$299,999	22.2%	10.8%	13.9%
\$300,000 - \$399,999	31.4%	16.0%	17.0%
\$400,000 - \$499,999	13.7%	9.6%	9.6%
\$500,000 - \$749,999	9.6%	9.1%	6.8%
\$750,000 - \$999,999	3.9%	4.2%	2.4%
\$1,000,000 +	2.8%	3.0%	1.8%
Average Home Value	\$395,099	\$341,460	\$311,469
2022 Owner Occupied Housing Units by Value			
Total	952	13,033	35,547
<\$50,000	0.2%	0.6%	0.5%
\$50,000 - \$99,999	0.1%	1.5%	1.4%
\$100,000 - \$149,999	0.8%	8.4%	9.5%
\$150,000 - \$199,999	2.2%	17.3%	14.8%
\$200,000 - \$249,999	7.6%	13.6%	15.6%
\$250,000 - \$299,999	18.1%	9.7%	13.0%
\$300,000 - \$399,999	32.1%	15.9%	17.8%
\$400,000 - \$499,999	16.8%	11.0%	11.4%
\$500,000 - \$749,999	12.9%	11.4%	9.2%
\$750,000 - \$999,999	5.0%	6.0%	3.7%
\$1,000,000 +	4.0%	4.6%	3.1%
Average Home Value	\$435,095	\$386,369	\$351,645

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 2017 and 2022 Esri converted Census 2000 data into 2010 geography.

January 23, 2018



Market Profile

Anchorage Plaza- Phase Three
12910 Factory Ln, Louisville, Kentucky, 40245
Rings: 1, 3, 5 mile radii

Prepared by Charlotte Hollkamp

Latitude: 38.28821
Longitude: -85.51154

	1 mile	3 miles	5 miles
2010 Population by Age			
Total	3,698	42,320	109,073
0 - 4	8.1%	7.1%	6.5%
5 - 9	9.2%	8.1%	7.3%
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%	7.1%
75 - 84	1.9%	2.8%	4.2%
85 +	0.5%	1.1%	1.8%
18 +	71.6%	72.2%	74.6%
2017 Population by Age			
Total	3,947	44,658	117,201
0 - 4	7.3%	6.3%	5.9%
5 - 9	8.0%	7.4%	6.8%
10 - 14	7.9%	7.7%	7.2%
15 - 24	11.9%	11.7%	11.2%
25 - 34	16.2%	11.4%	11.1%
35 - 44	16.3%	14.0%	13.5%
45 - 54	14.8%	14.9%	14.2%
55 - 64	9.3%	12.9%	13.5%
65 - 74	5.5%	8.8%	10.0%
75 - 84	2.2%	3.5%	4.5%
85 +	0.6%	1.3%	2.1%
18 +	72.8%	74.3%	76.1%
2022 Population by Age			
Total	4,124	46,513	122,602
0 - 4	7.3%	6.2%	5.8%
5 - 9	8.2%	7.0%	6.4%
10 - 14	7.3%	7.3%	7.0%
15 - 24	10.5%	11.3%	10.8%
25 - 34	17.4%	12.1%	11.3%
35 - 44	16.7%	13.9%	13.4%
45 - 54	13.5%	13.6%	13.3%
55 - 64	9.6%	12.8%	13.2%
65 - 74	6.3%	9.8%	10.9%
75 - 84	2.5%	4.6%	5.7%
85 +	0.7%	1.4%	2.2%
18 +	73.2%	75.2%	76.8%
2010 Population by Sex			
Males	1,799	20,486	52,125
Females	1,898	21,832	56,947
2017 Population by Sex			
Males	1,904	21,593	56,165
Females	2,042	23,064	61,040
2022 Population by Sex			
Males	1,961	22,505	58,918
Females	2,162	24,007	63,684

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.

January 23, 2018



Market Profile

Anchorage Plaza- Phase Three
12910 Factory Ln, Louisville, Kentucky, 40245
Rings: 1, 3, 5 mile radii

Prepared by Charlotte Hollkamp
Latitude: 38.28821
Longitude: -85.51154

	1 mile	3 miles	5 miles
2010 Population by Race/Ethnicity			
Total	3,698	42,317	109,072
White Alone	84.9%	80.3%	83.8%
Black Alone	7.4%	11.1%	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	38.6	33.8
2017 Population by Race/Ethnicity			
Total	3,946	44,658	117,204
White Alone	82.0%	77.4%	81.2%
Black Alone	8.4%	12.0%	8.9%
American Indian Alone	0.3%	0.2%	0.2%
Asian Alone	6.1%	6.2%	5.6%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	0.8%	1.5%	1.7%
Two or More Races	2.3%	2.7%	2.3%
Hispanic Origin	4.1%	4.3%	4.3%
Diversity Index	37.0	43.4	38.5
2022 Population by Race/Ethnicity			
Total	4,123	46,512	122,601
White Alone	79.7%	75.1%	79.1%
Black Alone	8.9%	12.5%	9.4%
American Indian Alone	0.2%	0.2%	0.2%
Asian Alone	7.3%	7.4%	6.8%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	0.9%	1.7%	1.9%
Two or More Races	2.7%	3.1%	2.7%
Hispanic Origin	4.9%	5.1%	5.1%
Diversity Index	41.2	47.1	42.3
2010 Population by Relationship and Household Type			
Total	3,697	42,318	109,072
In Households	99.8%	99.2%	98.8%
In Family Households	82.5%	86.5%	84.3%
Householder	26.3%	27.6%	27.5%
Spouse	21.9%	22.3%	22.5%
Child	32.1%	33.1%	30.7%
Other relative	1.3%	2.2%	2.2%
Nonrelative	0.8%	1.3%	1.3%
In Nonfamily Households	17.3%	12.7%	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 2017 and 2022 Esri converted Census 2000 data into 2010 geography.

January 23, 2018



Market Profile

Anchorage Plaza- Phase Three
12910 Factory Ln, Louisville, Kentucky, 40245
Rings: 1, 3, 5 mile radii

Prepared by Charlotte Hollkamp
Latitude: 38.28821
Longitude: -85.51154

	1 mile	3 miles	5 miles
2017 Population 25+ by Educational Attainment			
Total	2,563	29,868	80,887
Less than 9th Grade	1.4%	1.4%	1.3%
9th - 12th Grade, No Diploma	1.1%	2.1%	2.1%
High School Graduate	13.3%	14.5%	13.0%
GED/Alternative Credential	2.1%	2.4%	2.3%
Some College, No Degree	14.4%	18.1%	18.3%
Associate Degree	5.4%	7.5%	7.7%
Bachelor's Degree	35.5%	29.9%	31.9%
Graduate/Professional Degree	26.8%	24.0%	23.3%
2017 Population 15+ by Marital Status			
Total	3,032	35,108	93,989
Never Married	24.1%	26.0%	24.8%
Married	63.9%	59.1%	58.9%
Widowed	2.8%	4.4%	5.0%
Divorced	9.2%	10.5%	11.2%
2017 Civilian Population 16+ in Labor Force			
Civilian Employed	97.6%	97.2%	97.3%
Civilian Unemployed (Unemployment Rate)	2.4%	2.8%	2.7%
2017 Employed Population 16+ by Industry			
Total	2,286	23,832	62,433
Agriculture/Mining	0.2%	0.3%	0.3%
Construction	2.6%	4.2%	4.1%
Manufacturing	13.2%	11.3%	10.5%
Wholesale Trade	4.0%	2.9%	3.1%
Retail Trade	8.1%	9.4%	9.5%
Transportation/Utilities	4.5%	6.3%	5.7%
Information	1.6%	1.8%	1.7%
Finance/Insurance/Real Estate	11.9%	11.1%	11.0%
Services	52.4%	50.4%	51.7%
Public Administration	1.4%	2.3%	2.4%
2017 Employed Population 16+ by Occupation			
Total	2,286	23,833	62,433
White Collar	79.4%	73.6%	75.5%
Management/Business/Financial	30.8%	23.3%	23.7%
Professional	27.4%	27.4%	27.7%
Sales	11.5%	12.2%	12.8%
Administrative Support	9.7%	10.7%	11.3%
Services	11.4%	13.3%	12.8%
Blue Collar	9.3%	13.1%	11.7%
Farming/Forestry/Fishing	0.0%	0.2%	0.1%
Construction/Extraction	1.7%	2.7%	2.4%
Installation/Maintenance/Repair	0.4%	1.5%	1.6%
Production	3.1%	3.8%	2.9%
Transportation/Material Moving	4.1%	5.0%	4.7%
2010 Population By Urban/ Rural Status			
Total Population	3,697	42,318	109,072
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%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.

January 23, 2018



Market Profile

Anchorage Plaza- Phase Three
12910 Factory Ln, Louisville, Kentucky, 40245
Rings: 1, 3, 5 mile radii

Prepared by Charlotte Hollkamp
Latitude: 38.28821
Longitude: -85.51154

	1 mile	3 miles	5 miles
2010 Households by Type			
Total	1,576	16,162	43,220
Households with 1 Person	27.6%	22.9%	25.8%
Households with 2+ People	72.4%	77.1%	74.2%
Family Households	65.7%	72.3%	69.2%
Husband-wife Families	54.9%	58.4%	56.7%
With Related Children	31.8%	29.3%	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%	4.8%	5.0%
All Households with Children	38.9%	38.9%	34.4%
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	16,163	43,218
1 Person Household	27.6%	22.9%	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%	16.8%	14.8%
5 Person Household	5.9%	6.7%	5.9%
6 Person Household	1.5%	2.1%	1.8%
7 + Person Household	0.6%	0.7%	0.7%
2010 Households by Tenure and Mortgage Status			
Total	1,576	16,162	43,219
Owner Occupied	56.9%	76.5%	75.9%
Owned with a Mortgage/Loan	48.8%	61.8%	58.3%
Owned Free and Clear	8.1%	14.7%	17.6%
Renter Occupied	43.1%	23.5%	24.1%
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	1,686	17,193	45,865
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%

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: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.

January 23, 2018



Market Profile

Anchorage Plaza- Phase Three
12910 Factory Ln, Louisville, Kentucky, 40245
Rings: 1, 3, 5 mile radii

Prepared by Charlotte Hollkamp
Latitude: 38.28821
Longitude: -85.51154

	1 mile	3 miles	5 miles
Top 3 Tapestry Segments			
1.	Boomburbs (1C)	Home Improvement (4B)	In Style (5B)
2.	Bright Young Professionals	In Style (5B)	Exurbanites (1E)
3.	In Style (5B)	Top Tier (1A)	Bright Young Professionals
2017 Consumer Spending			
Apparel & Services: Total \$	\$5,983,704	\$55,390,502	\$141,467,785
Average Spent	\$3,576.63	\$3,255.20	\$3,060.02
Spending Potential Index	166	151	142
Education: Total \$	\$3,811,180	\$38,238,228	\$99,402,127
Average Spent	\$2,278.05	\$2,247.19	\$2,150.12
Spending Potential Index	157	154	148
Entertainment/Recreation: Total \$	\$8,233,480	\$78,843,147	\$203,205,670
Average Spent	\$4,921.39	\$4,633.47	\$4,395.44
Spending Potential Index	158	149	141
Food at Home: Total \$	\$12,895,062	\$121,278,794	\$313,589,039
Average Spent	\$7,707.75	\$7,127.34	\$6,783.09
Spending Potential Index	153	142	135
Food Away from Home: Total \$	\$9,154,185	\$84,465,716	\$216,059,321
Average Spent	\$5,471.72	\$4,963.90	\$4,673.47
Spending Potential Index	164	149	140
Health Care: Total \$	\$13,852,990	\$137,477,434	\$358,680,025
Average Spent	\$8,280.33	\$8,079.30	\$7,758.43
Spending Potential Index	148	144	139
HH Furnishings & Equipment: Total \$	\$5,280,109	\$49,971,962	\$128,188,530
Average Spent	\$3,156.07	\$2,936.76	\$2,772.78
Spending Potential Index	162	151	143
Personal Care Products & Services: Total \$	\$2,143,737	\$20,330,650	\$52,475,155
Average Spent	\$1,281.37	\$1,194.80	\$1,135.06
Spending Potential Index	161	150	143
Shelter: Total \$	\$42,913,160	\$407,770,489	\$1,053,905,689
Average Spent	\$25,650.42	\$23,963.95	\$22,796.52
Spending Potential Index	158	148	140
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$6,161,658	\$60,698,914	\$157,227,292
Average Spent	\$3,683.00	\$3,567.17	\$3,400.91
Spending Potential Index	157	152	145
Travel: Total \$	\$5,669,054	\$55,491,922	\$142,992,003
Average Spent	\$3,388.56	\$3,261.16	\$3,092.99
Spending Potential Index	164	157	149
Vehicle Maintenance & Repairs: Total \$	\$2,758,576	\$26,508,066	\$68,550,419
Average Spent	\$1,648.88	\$1,557.83	\$1,482.78
Spending Potential Index	154	145	138

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 2013 and 2014 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.

January 23, 2018