



Executive Summary

Shoppes at Forest Green
10023 Forest Green Blvd, Louisville, Kentucky, 40223
Rings: 1, 3, 5 mile radii

Prepared by Charlotte Hollkamp
Latitude: 38.26339
Longitude: -85.57101

	1 mile	3 miles	5 miles
Population			
2000 Population	8,983	65,920	158,704
2010 Population	8,606	69,441	176,882
2018 Population	9,603	73,160	188,613
2023 Population	10,094	75,759	195,754
2000-2010 Annual Rate	-0.43%	0.52%	1.09%
2010-2018 Annual Rate	1.34%	0.63%	0.78%
2018-2023 Annual Rate	1.00%	0.70%	0.75%
2018 Male Population	47.7%	47.7%	47.9%
2018 Female Population	52.3%	52.3%	52.1%
2018 Median Age	43.5	42.9	41.9

In the identified area, the current year population is 188,613. In 2010, the Census count in the area was 176,882. The rate of change since 2010 was 0.78% annually. The five-year projection for the population in the area is 195,754 representing a change of 0.75% annually from 2018 to 2023. Currently, the population is 47.9% male and 52.1% female.

Median Age

The median age in this area is 43.5, compared to U.S. median age of 38.3.

Race and Ethnicity

2018 White Alone	86.1%	80.4%	80.3%
2018 Black Alone	7.1%	9.3%	9.7%
2018 American Indian/Alaska Native Alone	0.2%	0.2%	0.2%
2018 Asian Alone	2.7%	5.4%	5.4%
2018 Pacific Islander Alone	0.0%	0.0%	0.1%
2018 Other Race	1.9%	2.2%	2.0%
2018 Two or More Races	1.9%	2.5%	2.4%
2018 Hispanic Origin (Any Race)	4.4%	5.5%	5.1%

Persons of Hispanic origin represent 5.1% of the population in the identified area compared to 18.3% of the U.S. population. Persons of Hispanic Origin may be of any race. The Diversity Index, which measures the probability that two people from the same area will be from different race/ethnic groups, is 40.6 in the identified area, compared to 64.3 for the U.S. as a whole.

Households

2000 Households	3,283	27,921	66,551
2010 Households	3,404	30,680	76,405
2018 Total Households	3,782	32,204	81,115
2023 Total Households	3,969	33,323	84,033
2000-2010 Annual Rate	0.36%	0.95%	1.39%
2010-2018 Annual Rate	1.28%	0.59%	0.73%
2018-2023 Annual Rate	0.97%	0.69%	0.71%
2018 Average Household Size	2.49	2.23	2.30

The household count in this area has changed from 76,405 in 2010 to 81,115 in the current year, a change of 0.73% annually. The five-year projection of households is 84,033, a change of 0.71% annually from the current year total. Average household size is currently 2.30, compared to 2.29 in the year 2010. The number of families in the current year is 49,394 in the specified area.

Data Note: Income is expressed in current dollars

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023. Esri converted Census 2000 data into 2010 geography.

July 11, 2018



Executive Summary

Shoppes at Forest Green
10023 Forest Green Blvd, Louisville, Kentucky, 40223
Rings: 1, 3, 5 mile radii

Prepared by Charlotte Hollkamp
Latitude: 38.26339
Longitude: -85.57101

	1 mile	3 miles	5 miles
Median Household Income			
2018 Median Household Income	\$85,675	\$72,820	\$75,828
2023 Median Household Income	\$91,938	\$81,003	\$83,533
2018-2023 Annual Rate	1.42%	2.15%	1.95%
Average Household Income			
2018 Average Household Income	\$122,723	\$102,666	\$105,579
2023 Average Household Income	\$130,075	\$111,812	\$114,623
2018-2023 Annual Rate	1.17%	1.72%	1.66%
Per Capita Income			
2018 Per Capita Income	\$48,806	\$45,453	\$45,602
2023 Per Capita Income	\$51,598	\$49,417	\$49,387
2018-2023 Annual Rate	1.12%	1.69%	1.61%

Current median household income is \$75,828 in the area, compared to \$58,100 for all U.S. households. Median household income is projected to be \$83,533 in five years, compared to \$65,727 for all U.S. households

Current average household income is \$105,579 in this area, compared to \$83,694 for all U.S. households. Average household income is projected to be \$114,623 in five years, compared to \$96,109 for all U.S. households

Current per capita income is \$45,602 in the area, compared to the U.S. per capita income of \$31,950. The per capita income is projected to be \$49,387 in five years, compared to \$36,530 for all U.S. households

Housing			
2000 Total Housing Units	3,411	29,856	70,765
2000 Owner Occupied Housing Units	2,689	19,143	47,317
2000 Renter Occupied Housing Units	594	8,778	19,234
2000 Vacant Housing Units	128	1,935	4,214
2010 Total Housing Units	3,537	32,431	81,466
2010 Owner Occupied Housing Units	2,733	20,091	52,424
2010 Renter Occupied Housing Units	671	10,589	23,981
2010 Vacant Housing Units	133	1,751	5,061
2018 Total Housing Units	3,882	33,811	85,643
2018 Owner Occupied Housing Units	2,803	19,851	52,667
2018 Renter Occupied Housing Units	979	12,352	28,448
2018 Vacant Housing Units	100	1,607	4,528
2023 Total Housing Units	4,072	35,002	88,585
2023 Owner Occupied Housing Units	2,982	20,742	55,196
2023 Renter Occupied Housing Units	988	12,581	28,838
2023 Vacant Housing Units	103	1,679	4,552

Currently, 61.5% of the 85,643 housing units in the area are owner occupied; 33.2%, renter occupied; and 5.3% are vacant. Currently, in the U.S., 56.0% of the housing units in the area are owner occupied; 32.8% are renter occupied; and 11.2% are vacant. In 2010, there were 81,466 housing units in the area - 64.4% owner occupied, 29.4% renter occupied, and 6.2% vacant. The annual rate of change in housing units since 2010 is 2.25%. Median home value in the area is \$240,472, compared to a median home value of \$218,492 for the U.S. In five years, median value is projected to change by 1.91% annually to \$264,330.

Data Note: Income is expressed in current dollars

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023. Esri converted Census 2000 data into 2010 geography.

July 11, 2018