



Site Map

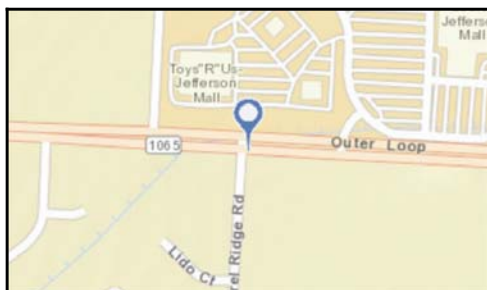
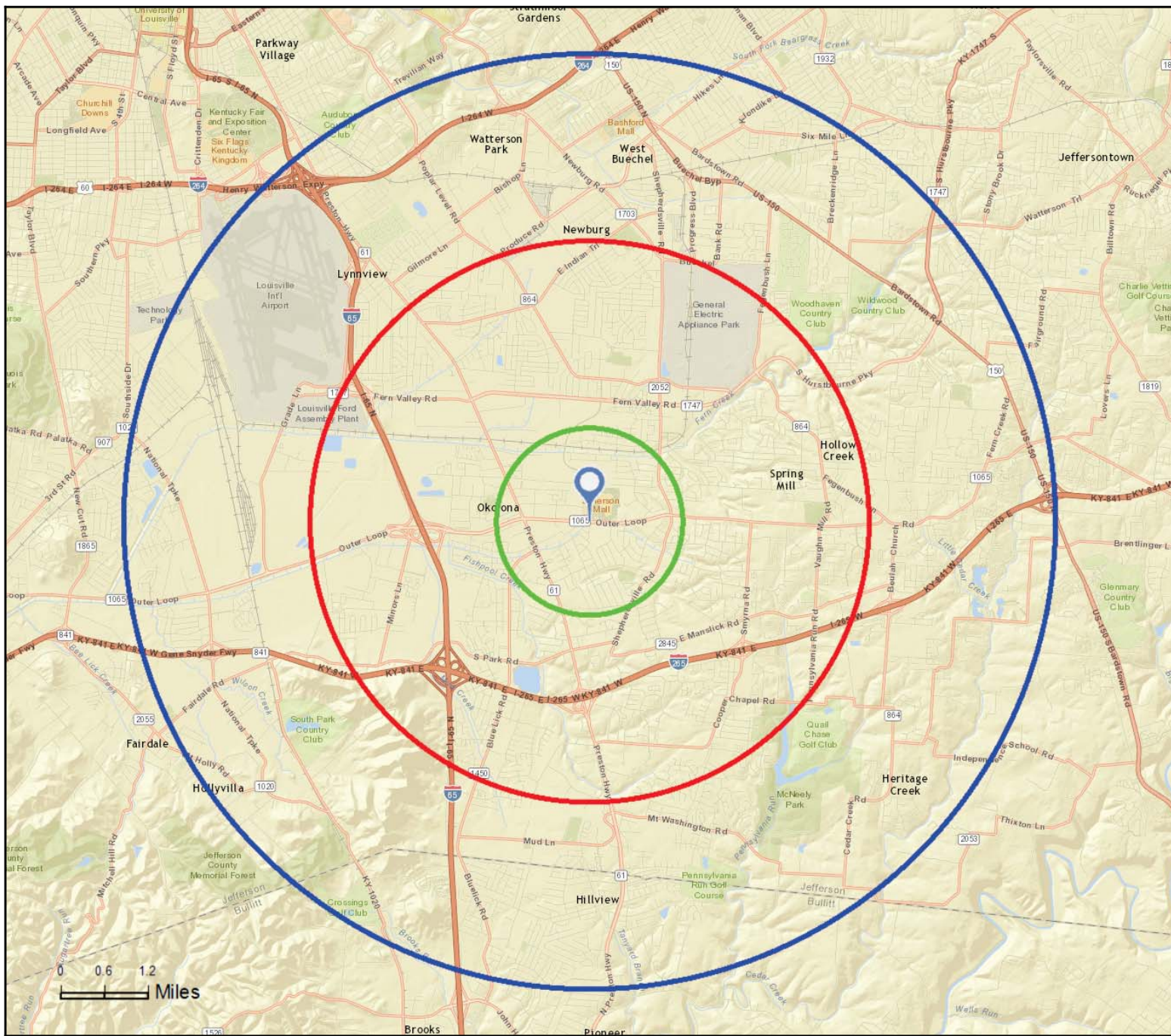
4800 Outer Loop, Louisville, Kentucky, 40219

Rings: 1, 3, 5 mile radii

Prepared by Esri

Latitude: 38.13783

Longitude: -85.67360





Market Profile

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	1 mile	3 miles	5 miles
Population Summary			
2000 Total Population	8,606	67,415	148,933
2010 Total Population	8,822	72,763	164,828
2015 Total Population	8,843	73,836	167,843
2015 Group Quarters	142	429	863
2020 Total Population	8,985	75,615	172,375
2015-2020 Annual Rate	0.32%	0.48%	0.53%
Household Summary			
2000 Households	3,731	25,957	59,303
2000 Average Household Size	2.27	2.57	2.49
2010 Households	3,748	28,474	66,453
2010 Average Household Size	2.32	2.54	2.47
2015 Households	3,766	29,032	67,956
2015 Average Household Size	2.31	2.53	2.46
2020 Households	3,829	29,784	69,883
2020 Average Household Size	2.31	2.52	2.45
2015-2020 Annual Rate	0.33%	0.51%	0.56%
2010 Families	2,385	19,105	43,255
2010 Average Family Size	2.84	3.06	3.02
2015 Families	2,372	19,292	43,849
2015 Average Family Size	2.83	3.05	3.01
2020 Families	2,396	19,677	44,858
2020 Average Family Size	2.83	3.05	3.01
2015-2020 Annual Rate	0.20%	0.40%	0.46%
Housing Unit Summary			
2000 Housing Units	3,867	27,106	62,245
Owner Occupied Housing Units	61.7%	63.5%	64.3%
Renter Occupied Housing Units	34.7%	32.2%	30.9%
Vacant Housing Units	3.5%	4.2%	4.7%
2010 Housing Units	4,060	30,605	71,213
Owner Occupied Housing Units	60.1%	59.1%	61.0%
Renter Occupied Housing Units	32.2%	33.9%	32.3%
Vacant Housing Units	7.7%	7.0%	6.7%
2015 Housing Units	4,067	31,104	72,723
Owner Occupied Housing Units	56.8%	55.2%	57.4%
Renter Occupied Housing Units	35.8%	38.1%	36.0%
Vacant Housing Units	7.4%	6.7%	6.6%
2020 Housing Units	4,101	31,763	74,524
Owner Occupied Housing Units	57.2%	55.3%	57.5%
Renter Occupied Housing Units	36.2%	38.4%	36.3%
Vacant Housing Units	6.6%	6.2%	6.2%
Median Household Income			
2015	\$41,931	\$43,508	\$45,989
2020	\$46,416	\$48,084	\$51,056
Median Home Value			
2015	\$162,203	\$153,275	\$157,306
2020	\$178,222	\$177,485	\$185,288
Per Capita Income			
2015	\$21,298	\$21,621	\$23,696
2020	\$23,899	\$24,274	\$26,620
Median Age			
2010	39.8	35.9	36.0
2015	40.8	37.0	37.2
2020	41.0	37.4	37.8

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 2015 and 2020. Esri converted Census 2000 data into 2010 geography.



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2015 Households by Income			
Household Income Base	3,766	29,032	67,956
<\$15,000	12.1%	14.5%	12.5%
\$15,000 - \$24,999	11.1%	10.9%	11.1%
\$25,000 - \$34,999	15.6%	12.5%	12.5%
\$35,000 - \$49,999	20.1%	18.5%	17.5%
\$50,000 - \$74,999	20.0%	19.9%	20.0%
\$75,000 - \$99,999	12.3%	12.6%	13.0%
\$100,000 - \$149,999	7.6%	8.1%	9.5%
\$150,000 - \$199,999	0.7%	1.6%	2.2%
\$200,000+	0.5%	1.3%	1.7%
Average Household Income	\$51,297	\$54,603	\$58,488
2020 Households by Income			
Household Income Base	3,829	29,784	69,883
<\$15,000	11.2%	13.6%	11.6%
\$15,000 - \$24,999	8.0%	8.2%	8.3%
\$25,000 - \$34,999	14.5%	12.1%	12.0%
\$35,000 - \$49,999	19.8%	17.9%	16.8%
\$50,000 - \$74,999	20.5%	19.6%	19.4%
\$75,000 - \$99,999	15.8%	14.9%	15.2%
\$100,000 - \$149,999	8.5%	10.0%	11.6%
\$150,000 - \$199,999	1.0%	2.3%	3.1%
\$200,000+	0.6%	1.5%	1.9%
Average Household Income	\$57,518	\$61,209	\$65,630
2015 Owner Occupied Housing Units by Value			
Total	2,310	17,169	41,739
<\$50,000	1.3%	2.2%	3.8%
\$50,000 - \$99,999	4.5%	10.9%	9.9%
\$100,000 - \$149,999	32.3%	34.6%	31.8%
\$150,000 - \$199,999	49.1%	35.1%	30.6%
\$200,000 - \$249,999	10.3%	10.9%	13.3%
\$250,000 - \$299,999	1.4%	3.7%	6.0%
\$300,000 - \$399,999	0.5%	2.0%	3.2%
\$400,000 - \$499,999	0.2%	0.3%	0.7%
\$500,000 - \$749,999	0.2%	0.2%	0.5%
\$750,000 - \$999,999	0.1%	0.0%	0.1%
\$1,000,000 +	0.3%	0.1%	0.1%
Average Home Value	\$164,760	\$159,721	\$167,734
2020 Owner Occupied Housing Units by Value			
Total	2,345	17,571	42,862
<\$50,000	0.9%	1.9%	2.9%
\$50,000 - \$99,999	2.8%	8.2%	6.6%
\$100,000 - \$149,999	14.6%	18.2%	16.9%
\$150,000 - \$199,999	56.2%	39.6%	33.4%
\$200,000 - \$249,999	19.9%	19.4%	21.8%
\$250,000 - \$299,999	3.0%	7.3%	10.6%
\$300,000 - \$399,999	1.0%	3.5%	4.9%
\$400,000 - \$499,999	0.3%	0.6%	1.2%
\$500,000 - \$749,999	0.7%	0.9%	1.3%
\$750,000 - \$999,999	0.5%	0.3%	0.3%
\$1,000,000 +	0.1%	0.1%	0.1%
Average Home Value	\$187,164	\$187,043	\$197,907

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 2015 and 2020. Esri converted Census 2000 data into 2010 geography.



Market Profile

4800 Outer Loop, Louisville, Kentucky, 40219
Rings: 1, 3, 5 mile radii

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	1 mile	3 miles	5 miles
2010 Population by Age			
Total	8,822	72,760	164,829
0 - 4	6.2%	7.4%	7.2%
5 - 9	5.9%	7.0%	6.8%
10 - 14	5.7%	6.9%	6.8%
15 - 24	12.2%	13.3%	13.2%
25 - 34	13.6%	14.2%	14.7%
35 - 44	13.4%	13.8%	13.8%
45 - 54	14.2%	14.0%	14.3%
55 - 64	11.6%	10.9%	11.1%
65 - 74	8.7%	7.0%	6.7%
75 - 84	6.3%	4.2%	4.1%
85 +	2.1%	1.4%	1.4%
18 +	79.2%	74.6%	75.2%
2015 Population by Age			
Total	8,840	73,838	167,842
0 - 4	5.9%	7.0%	6.8%
5 - 9	6.0%	6.9%	6.8%
10 - 14	5.8%	6.6%	6.5%
15 - 24	10.5%	13.0%	12.6%
25 - 34	14.6%	14.0%	14.5%
35 - 44	12.8%	13.5%	13.7%
45 - 54	13.5%	13.2%	13.3%
55 - 64	12.8%	12.0%	12.2%
65 - 74	9.1%	7.9%	7.9%
75 - 84	6.5%	4.4%	4.2%
85 +	2.5%	1.7%	1.7%
18 +	79.2%	75.8%	76.3%
2020 Population by Age			
Total	8,987	75,614	172,375
0 - 4	5.9%	7.0%	6.7%
5 - 9	5.9%	6.7%	6.5%
10 - 14	6.1%	6.7%	6.7%
15 - 24	10.5%	12.2%	11.8%
25 - 34	13.4%	14.2%	14.2%
35 - 44	13.2%	13.4%	13.8%
45 - 54	12.8%	12.2%	12.3%
55 - 64	13.0%	12.3%	12.5%
65 - 74	9.9%	8.8%	9.0%
75 - 84	6.5%	4.8%	4.6%
85 +	2.8%	1.8%	1.8%
18 +	78.7%	75.9%	76.4%
2010 Population by Sex			
Males	4,387	35,283	79,933
Females	4,435	37,480	84,895
2015 Population by Sex			
Males	4,399	35,853	81,744
Females	4,444	37,982	86,099
2020 Population by Sex			
Males	4,471	36,774	84,220
Females	4,513	38,841	88,155

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020. Esri converted Census 2000 data into 2010 geography.



Market Profile

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Rings: 1, 3, 5 mile radii

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2010 Population by Race/Ethnicity			
Total	8,821	72,763	164,828
White Alone	79.3%	67.9%	73.3%
Black Alone	10.7%	23.5%	18.8%
American Indian Alone	0.3%	0.3%	0.3%
Asian Alone	1.1%	1.6%	1.7%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	6.5%	3.9%	3.2%
Two or More Races	2.0%	2.7%	2.6%
Hispanic Origin	12.7%	9.3%	7.6%
Diversity Index	50.2	57.0	50.7
2015 Population by Race/Ethnicity			
Total	8,842	73,835	167,843
White Alone	77.5%	66.0%	71.4%
Black Alone	11.4%	24.5%	19.8%
American Indian Alone	0.3%	0.3%	0.2%
Asian Alone	1.2%	1.8%	1.9%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	7.3%	4.4%	3.6%
Two or More Races	2.3%	3.0%	2.9%
Hispanic Origin	14.3%	10.4%	8.6%
Diversity Index	53.7	59.7	53.7
2020 Population by Race/Ethnicity			
Total	8,984	75,616	172,376
White Alone	75.7%	64.1%	69.5%
Black Alone	12.1%	25.3%	20.7%
American Indian Alone	0.3%	0.2%	0.2%
Asian Alone	1.4%	2.1%	2.2%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	7.9%	4.8%	4.0%
Two or More Races	2.6%	3.4%	3.3%
Hispanic Origin	16.2%	11.9%	9.9%
Diversity Index	57.2	62.4	56.8
2010 Population by Relationship and Household Type			
Total	8,822	72,763	164,828
In Households	98.4%	99.4%	99.5%
In Family Households	79.7%	83.5%	82.2%
Householder	26.2%	26.4%	26.2%
Spouse	17.5%	16.4%	17.1%
Child	28.4%	33.5%	32.2%
Other relative	4.5%	4.2%	3.8%
Nonrelative	3.0%	3.1%	2.9%
In Nonfamily Households	18.7%	15.9%	17.3%
In Group Quarters	1.6%	0.6%	0.5%
Institutionalized Population	0.7%	0.5%	0.4%
Noninstitutionalized Population	0.9%	0.1%	0.1%

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 2015 and 2020. Esri converted Census 2000 data into 2010 geography.



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2015 Population 25+ by Educational Attainment			
Total	6,352	49,141	113,180
Less than 9th Grade	5.7%	4.7%	3.9%
9th - 12th Grade, No Diploma	9.8%	9.9%	8.9%
High School Graduate	28.9%	28.5%	26.3%
GED/Alternative Credential	10.2%	7.6%	6.9%
Some College, No Degree	23.2%	22.8%	24.4%
Associate Degree	6.5%	8.9%	9.1%
Bachelor's Degree	9.9%	11.7%	13.3%
Graduate/Professional Degree	5.8%	5.9%	7.1%
2015 Population 15+ by Marital Status			
Total	7,285	58,745	134,251
Never Married	33.0%	34.2%	32.8%
Married	46.0%	46.0%	46.6%
Widowed	6.5%	6.0%	6.1%
Divorced	14.6%	13.8%	14.5%
2015 Civilian Population 16+ in Labor Force			
Civilian Employed	94.8%	92.0%	93.4%
Civilian Unemployed	5.1%	8.0%	6.6%
2015 Employed Population 16+ by Industry			
Total	4,152	33,356	79,651
Agriculture/Mining	0.1%	0.2%	0.2%
Construction	8.7%	6.5%	5.5%
Manufacturing	17.0%	14.8%	13.9%
Wholesale Trade	3.4%	3.5%	3.7%
Retail Trade	11.9%	10.5%	10.9%
Transportation/Utilities	10.8%	10.0%	9.6%
Information	1.0%	1.8%	1.7%
Finance/Insurance/Real Estate	4.8%	6.8%	6.7%
Services	39.7%	43.2%	45.0%
Public Administration	2.6%	2.8%	2.8%
2015 Employed Population 16+ by Occupation			
Total	4,152	33,355	79,651
White Collar	50.1%	50.9%	53.6%
Management/Business/Financial	9.2%	10.4%	10.6%
Professional	12.6%	14.5%	16.5%
Sales	11.1%	9.7%	10.0%
Administrative Support	17.2%	16.2%	16.5%
Services	15.6%	17.6%	17.1%
Blue Collar	34.2%	31.6%	29.3%
Farming/Forestry/Fishing	0.0%	0.1%	0.0%
Construction/Extraction	7.3%	6.2%	5.5%
Installation/Maintenance/Repair	6.3%	5.0%	4.8%
Production	11.1%	10.3%	9.6%
Transportation/Material Moving	9.6%	10.0%	9.3%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020. Esri converted Census 2000 data into 2010 geography.

December 22, 2015



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2010 Households by Type			
Total	3,749	28,473	66,453
Households with 1 Person	29.8%	27.0%	28.6%
Households with 2+ People	70.2%	73.0%	71.4%
Family Households	63.6%	67.1%	65.1%
Husband-wife Families	42.4%	41.8%	42.3%
With Related Children	15.8%	18.0%	18.4%
Other Family (No Spouse Present)	21.2%	25.3%	22.8%
Other Family with Male Householder	6.5%	6.2%	6.0%
With Related Children	3.3%	3.6%	3.4%
Other Family with Female Householder	14.8%	19.1%	16.8%
With Related Children	9.0%	13.0%	11.4%
Nonfamily Households	6.6%	5.9%	6.3%
All Households with Children	28.8%	35.3%	33.8%
Multigenerational Households	4.4%	5.1%	4.4%
Unmarried Partner Households	7.1%	8.0%	7.9%
Male-female	6.2%	7.3%	7.2%
Same-sex	0.9%	0.8%	0.7%
2010 Households by Size			
Total	3,749	28,474	66,452
1 Person Household	29.8%	27.0%	28.6%
2 Person Household	34.3%	31.8%	32.0%
3 Person Household	16.1%	18.0%	17.6%
4 Person Household	11.8%	13.4%	12.8%
5 Person Household	5.1%	6.0%	5.7%
6 Person Household	2.0%	2.3%	2.1%
7 + Person Household	0.9%	1.4%	1.2%
2010 Households by Tenure and Mortgage Status			
Total	3,748	28,474	66,453
Owner Occupied	65.2%	63.5%	65.3%
Owned with a Mortgage/Loan	42.6%	46.6%	48.1%
Owned Free and Clear	22.5%	16.9%	17.2%
Renter Occupied	34.8%	36.5%	34.7%

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.	Midlife Constants (5E)	Rustbelt Traditions (5D)	Rustbelt Traditions (5D)
2.	Rustbelt Traditions (5D)	Front Porches (8E)	Comfortable Empty Nesters
3.	NeWest Residents (13C)	Midlife Constants (5E)	Metro Fusion (11C)
2015 Consumer Spending			
Apparel & Services: Total \$	\$5,990,496	\$49,450,713	\$123,876,457
Average Spent	\$1,590.68	\$1,703.32	\$1,822.89
Spending Potential Index	69	74	79
Computers & Accessories: Total \$	\$665,175	\$5,523,015	\$13,878,913
Average Spent	\$176.63	\$190.24	\$204.23
Spending Potential Index	68	73	78
Education: Total \$	\$3,723,033	\$31,089,925	\$77,936,913
Average Spent	\$988.59	\$1,070.88	\$1,146.87
Spending Potential Index	65	70	75
Entertainment/Recreation: Total \$	\$8,526,972	\$69,887,387	\$175,374,291
Average Spent	\$2,264.20	\$2,407.25	\$2,580.70
Spending Potential Index	68	73	78
Food at Home: Total \$	\$13,886,708	\$113,100,434	\$282,140,784
Average Spent	\$3,687.39	\$3,895.72	\$4,151.82
Spending Potential Index	71	75	79
Food Away from Home: Total \$	\$8,503,620	\$69,954,560	\$175,838,168
Average Spent	\$2,258.00	\$2,409.57	\$2,587.53
Spending Potential Index	69	73	79
Health Care: Total \$	\$12,724,282	\$101,990,569	\$255,196,098
Average Spent	\$3,378.73	\$3,513.04	\$3,755.31
Spending Potential Index	71	74	79
HH Furnishings & Equipment: Total \$	\$4,790,623	\$39,339,788	\$98,856,905
Average Spent	\$1,272.07	\$1,355.05	\$1,454.72
Spending Potential Index	69	74	79
Investments: Total \$	\$5,772,869	\$45,199,284	\$117,743,485
Average Spent	\$1,532.89	\$1,556.88	\$1,732.64
Spending Potential Index	56	57	63
Retail Goods: Total \$	\$67,115,795	\$546,417,956	\$1,368,743,135
Average Spent	\$17,821.51	\$18,821.23	\$20,141.61
Spending Potential Index	70	74	79
Shelter: Total \$	\$41,907,287	\$348,831,905	\$872,627,224
Average Spent	\$11,127.80	\$12,015.43	\$12,841.06
Spending Potential Index	68	73	78
TV/Video/Audio: Total \$	\$3,464,832	\$28,671,468	\$71,403,799
Average Spent	\$920.03	\$987.58	\$1,050.74
Spending Potential Index	70	75	80
Travel: Total \$	\$4,856,072	\$39,760,976	\$100,635,282
Average Spent	\$1,289.45	\$1,369.56	\$1,480.89
Spending Potential Index	66	70	76
Vehicle Maintenance & Repairs: Total \$	\$2,912,928	\$23,882,885	\$59,896,782
Average Spent	\$773.48	\$822.64	\$881.41
Spending Potential Index	69	74	79

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 2011 and 2012 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020. Esri converted Census 2000 data into 2010 geography.



Demographic and Income Profile

4800 Outer Loop, Louisville, Kentucky, 40219
 Ring: 1 mile radius

Prepared by Esri
 Latitude: 38.13783
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Summary	Census 2010	2015	2020
Population	8,822	8,843	8,985
Households	3,748	3,766	3,829
Families	2,385	2,372	2,396
Average Household Size	2.32	2.31	2.31
Owner Occupied Housing Units	2,442	2,310	2,345
Renter Occupied Housing Units	1,306	1,456	1,483
Median Age	39.8	40.8	41.0
Trends: 2015 - 2020 Annual Rate	Area	State	National
Population	0.32%	0.52%	0.75%
Households	0.33%	0.55%	0.77%
Families	0.20%	0.46%	0.69%
Owner HHs	0.30%	0.53%	0.70%
Median Household Income	2.05%	2.71%	2.66%

Households by Income	2015		2020	
	Number	Percent	Number	Percent
<\$15,000	456	12.1%	429	11.2%
\$15,000 - \$24,999	417	11.1%	307	8.0%
\$25,000 - \$34,999	589	15.6%	557	14.5%
\$35,000 - \$49,999	757	20.1%	757	19.8%
\$50,000 - \$74,999	753	20.0%	786	20.5%
\$75,000 - \$99,999	462	12.3%	604	15.8%
\$100,000 - \$149,999	286	7.6%	324	8.5%
\$150,000 - \$199,999	28	0.7%	40	1.0%
\$200,000+	18	0.5%	23	0.6%
Median Household Income	\$41,931		\$46,416	
Average Household Income	\$51,297		\$57,518	
Per Capita Income	\$21,298		\$23,899	

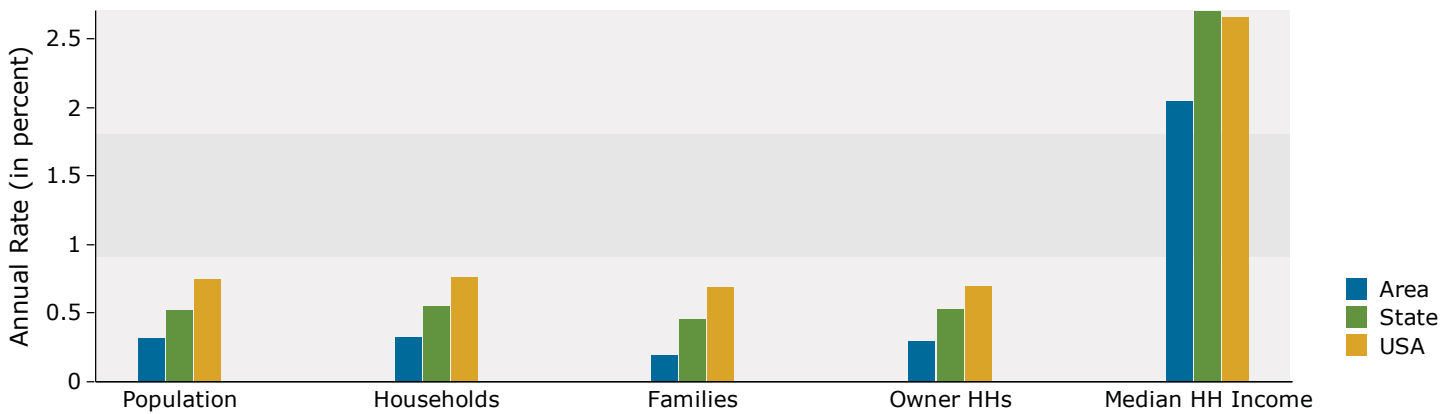
Population by Age	Census 2010		2015		2020	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	547	6.2%	519	5.9%	527	5.9%
5 - 9	523	5.9%	529	6.0%	532	5.9%
10 - 14	499	5.7%	511	5.8%	545	6.1%
15 - 19	475	5.4%	466	5.3%	498	5.5%
20 - 24	603	6.8%	466	5.3%	450	5.0%
25 - 34	1,203	13.6%	1,287	14.6%	1,208	13.4%
35 - 44	1,178	13.4%	1,135	12.8%	1,187	13.2%
45 - 54	1,256	14.2%	1,197	13.5%	1,147	12.8%
55 - 64	1,026	11.6%	1,131	12.8%	1,166	13.0%
65 - 74	771	8.7%	806	9.1%	894	9.9%
75 - 84	558	6.3%	571	6.5%	585	6.5%
85+	182	2.1%	222	2.5%	248	2.8%

Race and Ethnicity	Census 2010		2015		2020	
	Number	Percent	Number	Percent	Number	Percent
White Alone	6,996	79.3%	6,853	77.5%	6,802	75.7%
Black Alone	943	10.7%	1,008	11.4%	1,084	12.1%
American Indian Alone	29	0.3%	25	0.3%	23	0.3%
Asian Alone	95	1.1%	108	1.2%	127	1.4%
Pacific Islander Alone	5	0.1%	5	0.1%	5	0.1%
Some Other Race Alone	577	6.5%	643	7.3%	709	7.9%
Two or More Races	176	2.0%	200	2.3%	234	2.6%
Hispanic Origin (Any Race)	1,124	12.7%	1,266	14.3%	1,459	16.2%

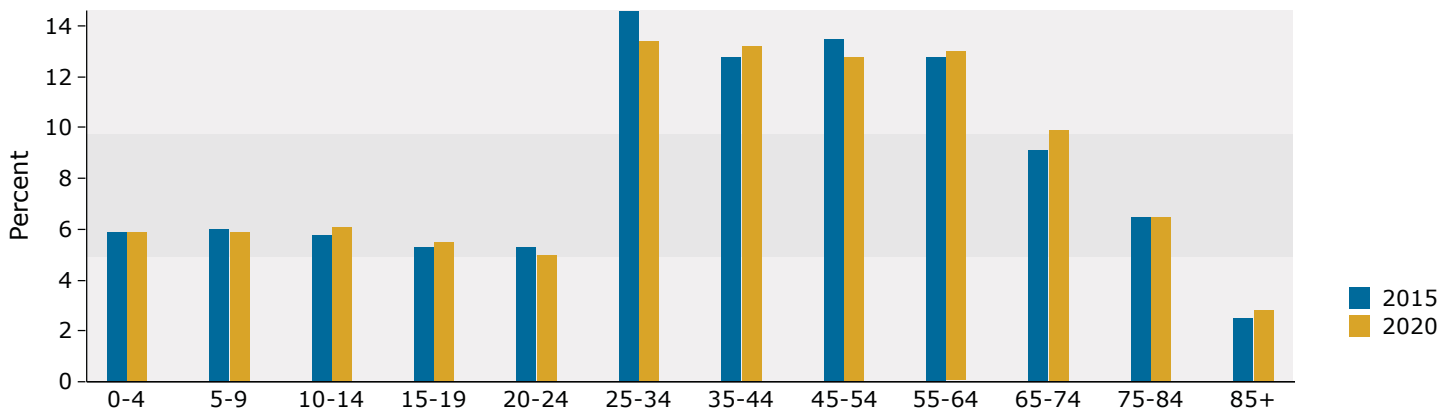
Data Note: Income is expressed in current dollars.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020.

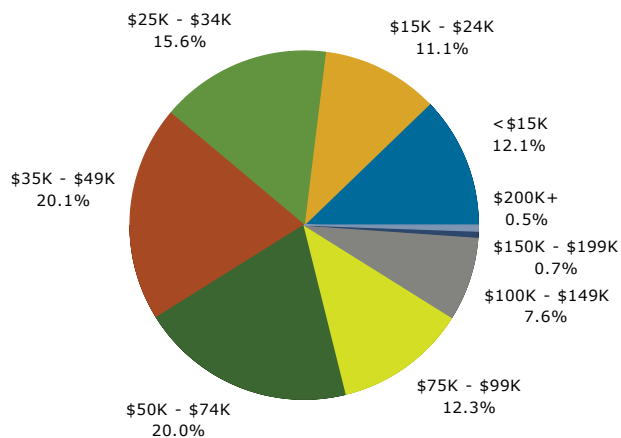
Trends 2015-2020



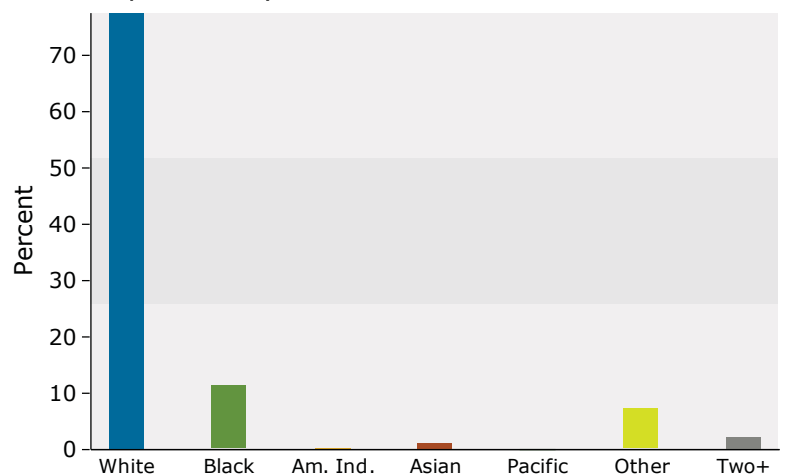
Population by Age



2015 Household Income



2015 Population by Race



2015 Percent Hispanic Origin: 14.3%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020.



Demographic and Income Profile

4800 Outer Loop, Louisville, Kentucky, 40219
 Ring: 3 mile radius

Prepared by Esri
 Latitude: 38.13783
 Longitude: -85.67360

Summary	Census 2010	2015	2020
Population	72,763	73,836	75,615
Households	28,474	29,032	29,784
Families	19,105	19,292	19,677
Average Household Size	2.54	2.53	2.52
Owner Occupied Housing Units	18,092	17,171	17,573
Renter Occupied Housing Units	10,382	11,861	12,211
Median Age	35.9	37.0	37.4
Trends: 2015 - 2020 Annual Rate	Area	State	National
Population	0.48%	0.52%	0.75%
Households	0.51%	0.55%	0.77%
Families	0.40%	0.46%	0.69%
Owner HHs	0.46%	0.53%	0.70%
Median Household Income	2.02%	2.71%	2.66%

Households by Income	2015		2020	
	Number	Percent	Number	Percent
<\$15,000	4,209	14.5%	4,040	13.6%
\$15,000 - \$24,999	3,162	10.9%	2,431	8.2%
\$25,000 - \$34,999	3,638	12.5%	3,590	12.1%
\$35,000 - \$49,999	5,383	18.5%	5,337	17.9%
\$50,000 - \$74,999	5,770	19.9%	5,834	19.6%
\$75,000 - \$99,999	3,663	12.6%	4,436	14.9%
\$100,000 - \$149,999	2,365	8.1%	2,981	10.0%
\$150,000 - \$199,999	472	1.6%	687	2.3%
\$200,000+	371	1.3%	448	1.5%
Median Household Income	\$43,508		\$48,084	
Average Household Income	\$54,603		\$61,209	
Per Capita Income	\$21,621		\$24,274	

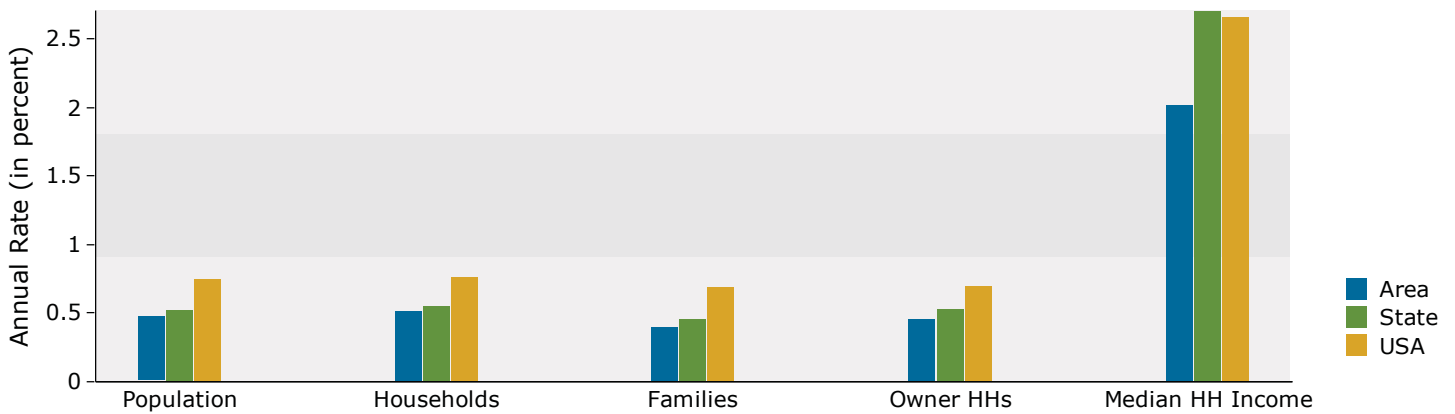
Population by Age	Census 2010		2015		2020	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	5,360	7.4%	5,147	7.0%	5,264	7.0%
5 - 9	5,077	7.0%	5,065	6.9%	5,034	6.7%
10 - 14	5,045	6.9%	4,879	6.6%	5,084	6.7%
15 - 19	4,950	6.8%	4,657	6.3%	4,625	6.1%
20 - 24	4,757	6.5%	4,947	6.7%	4,575	6.1%
25 - 34	10,299	14.2%	10,302	14.0%	10,733	14.2%
35 - 44	10,009	13.8%	9,941	13.5%	10,138	13.4%
45 - 54	10,176	14.0%	9,732	13.2%	9,247	12.2%
55 - 64	7,904	10.9%	8,826	12.0%	9,298	12.3%
65 - 74	5,102	7.0%	5,836	7.9%	6,665	8.8%
75 - 84	3,058	4.2%	3,282	4.4%	3,598	4.8%
85+	1,027	1.4%	1,224	1.7%	1,353	1.8%

Race and Ethnicity	Census 2010		2015		2020	
	Number	Percent	Number	Percent	Number	Percent
White Alone	49,426	67.9%	48,709	66.0%	48,482	64.1%
Black Alone	17,079	23.5%	18,075	24.5%	19,114	25.3%
American Indian Alone	223	0.3%	194	0.3%	183	0.2%
Asian Alone	1,181	1.6%	1,339	1.8%	1,556	2.1%
Pacific Islander Alone	48	0.1%	48	0.1%	50	0.1%
Some Other Race Alone	2,863	3.9%	3,241	4.4%	3,634	4.8%
Two or More Races	1,943	2.7%	2,229	3.0%	2,597	3.4%
Hispanic Origin (Any Race)	6,759	9.3%	7,707	10.4%	9,012	11.9%

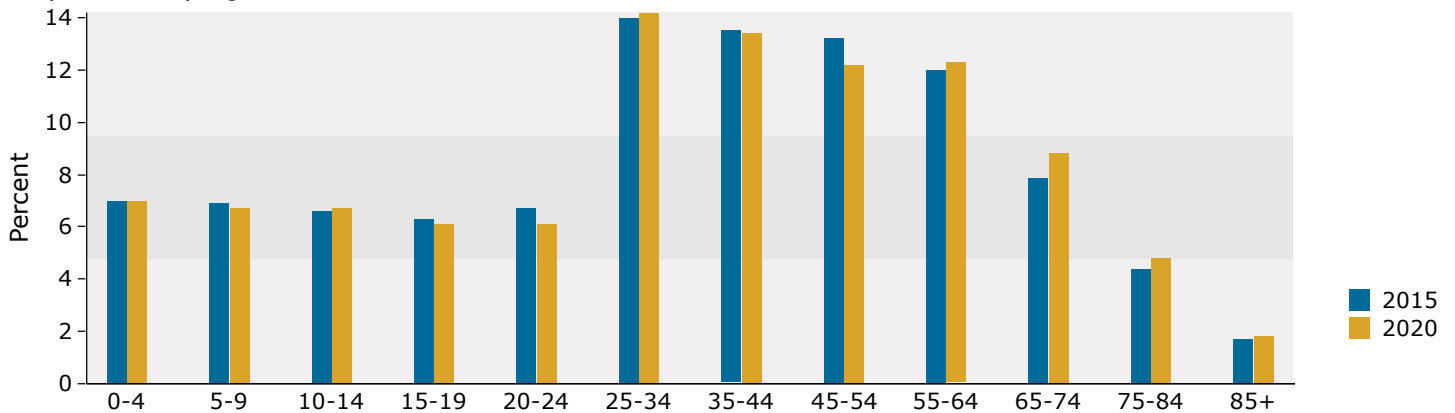
Data Note: Income is expressed in current dollars.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020.

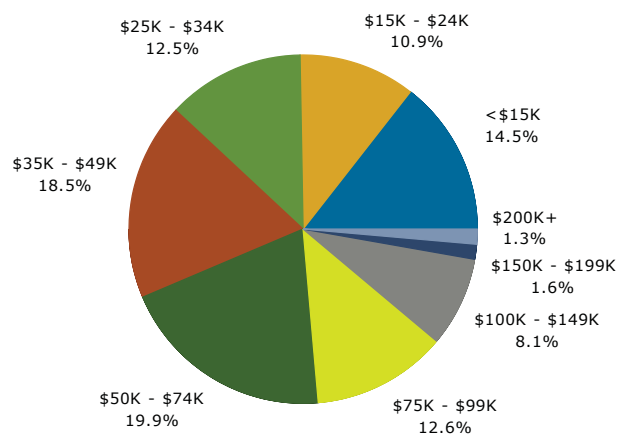
Trends 2015-2020



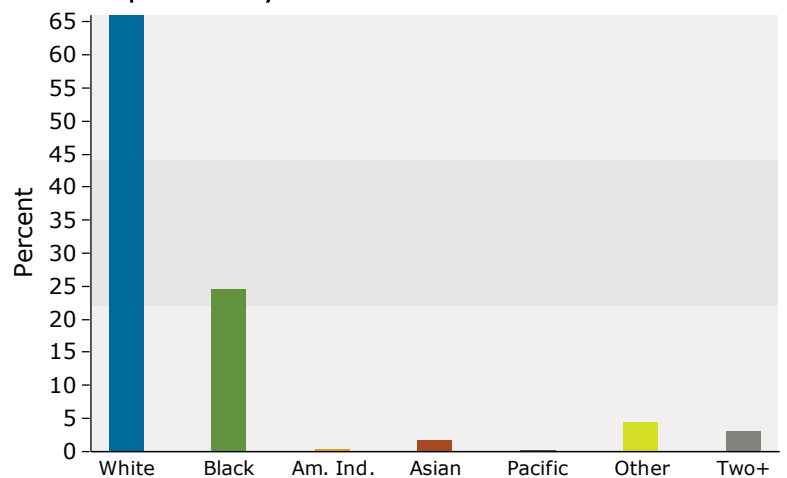
Population by Age



2015 Household Income



2015 Population by Race



2015 Percent Hispanic Origin: 10.4%



Demographic and Income Profile

4800 Outer Loop, Louisville, Kentucky, 40219
 Ring: 5 mile radius

Prepared by Esri
 Latitude: 38.13783
 Longitude: -85.67360

Summary	Census 2010	2015	2020
Population	164,828	167,843	172,375
Households	66,453	67,956	69,883
Families	43,255	43,849	44,858
Average Household Size	2.47	2.46	2.45
Owner Occupied Housing Units	43,427	41,744	42,867
Renter Occupied Housing Units	23,026	26,213	27,016
Median Age	36.0	37.2	37.8
Trends: 2015 - 2020 Annual Rate	Area	State	National
Population	0.53%	0.52%	0.75%
Households	0.56%	0.55%	0.77%
Families	0.46%	0.46%	0.69%
Owner HHs	0.53%	0.53%	0.70%
Median Household Income	2.11%	2.71%	2.66%

Households by Income	2015		2020	
	Number	Percent	Number	Percent
<\$15,000	8,500	12.5%	8,140	11.6%
\$15,000 - \$24,999	7,546	11.1%	5,802	8.3%
\$25,000 - \$34,999	8,501	12.5%	8,357	12.0%
\$35,000 - \$49,999	11,887	17.5%	11,772	16.8%
\$50,000 - \$74,999	13,593	20.0%	13,589	19.4%
\$75,000 - \$99,999	8,859	13.0%	10,627	15.2%
\$100,000 - \$149,999	6,425	9.5%	8,072	11.6%
\$150,000 - \$199,999	1,504	2.2%	2,168	3.1%
\$200,000+	1,142	1.7%	1,355	1.9%
Median Household Income	\$45,989		\$51,056	
Average Household Income	\$58,488		\$65,630	
Per Capita Income	\$23,696		\$26,620	

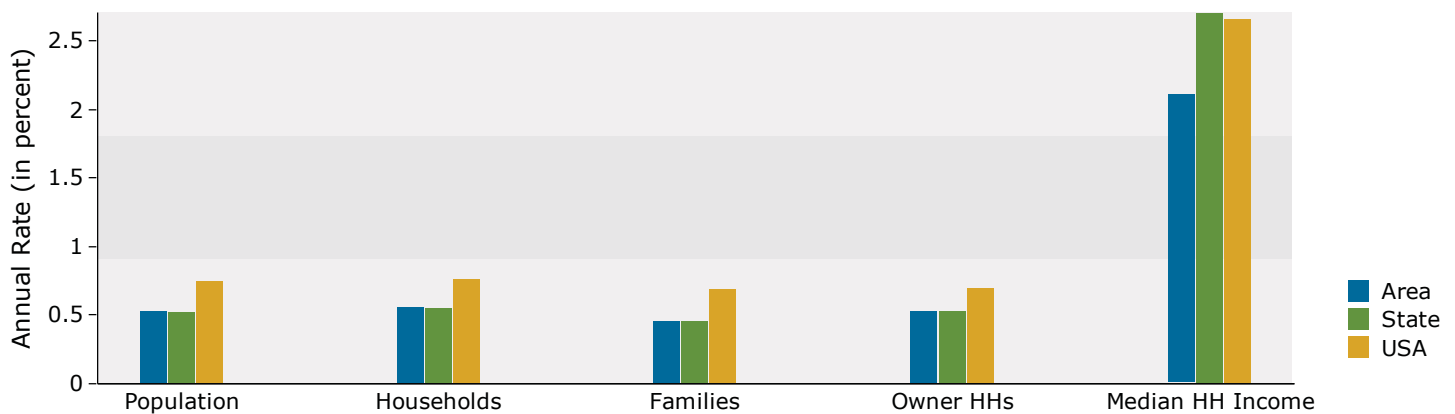
Population by Age	Census 2010		2015		2020	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	11,881	7.2%	11,345	6.8%	11,548	6.7%
5 - 9	11,187	6.8%	11,381	6.8%	11,246	6.5%
10 - 14	11,143	6.8%	10,866	6.5%	11,584	6.7%
15 - 19	10,796	6.5%	10,217	6.1%	10,279	6.0%
20 - 24	10,914	6.6%	10,853	6.5%	10,089	5.9%
25 - 34	24,229	14.7%	24,286	14.5%	24,398	14.2%
35 - 44	22,675	13.8%	22,951	13.7%	23,866	13.8%
45 - 54	23,642	14.3%	22,395	13.3%	21,247	12.3%
55 - 64	18,235	11.1%	20,429	12.2%	21,617	12.5%
65 - 74	11,037	6.7%	13,329	7.9%	15,556	9.0%
75 - 84	6,746	4.1%	6,978	4.2%	7,876	4.6%
85+	2,344	1.4%	2,812	1.7%	3,069	1.8%

Race and Ethnicity	Census 2010		2015		2020	
	Number	Percent	Number	Percent	Number	Percent
White Alone	120,876	73.3%	119,808	71.4%	119,721	69.5%
Black Alone	31,066	18.8%	33,315	19.8%	35,682	20.7%
American Indian Alone	447	0.3%	396	0.2%	374	0.2%
Asian Alone	2,771	1.7%	3,217	1.9%	3,796	2.2%
Pacific Islander Alone	127	0.1%	122	0.1%	125	0.1%
Some Other Race Alone	5,332	3.2%	6,102	3.6%	6,922	4.0%
Two or More Races	4,209	2.6%	4,883	2.9%	5,756	3.3%
Hispanic Origin (Any Race)	12,492	7.6%	14,420	8.6%	17,066	9.9%

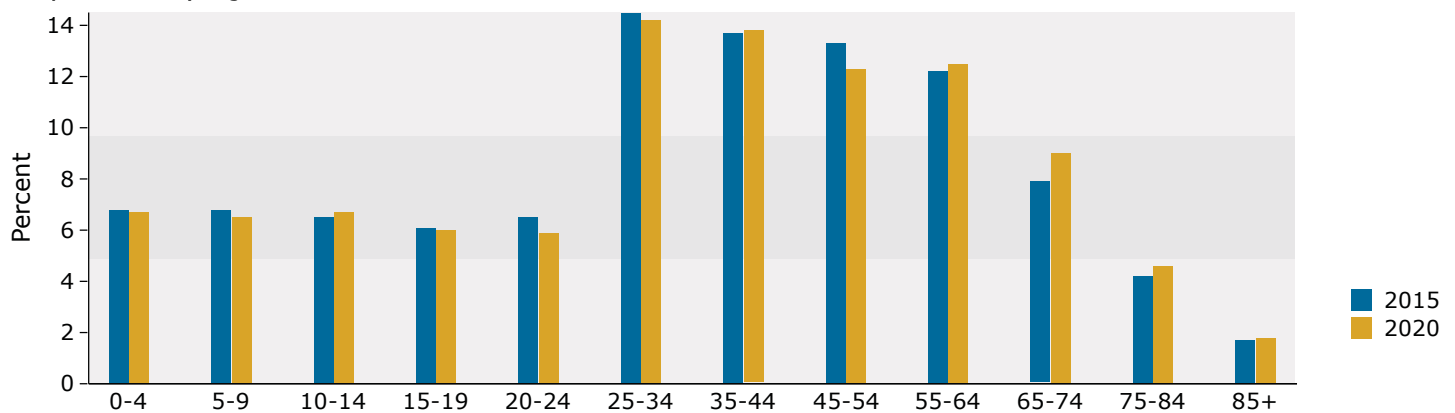
Data Note: Income is expressed in current dollars.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020.

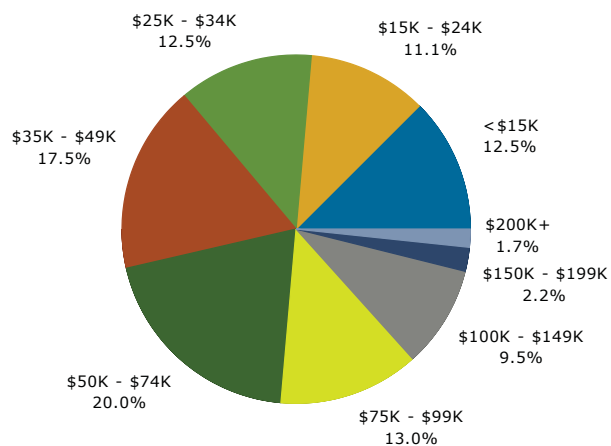
Trends 2015-2020



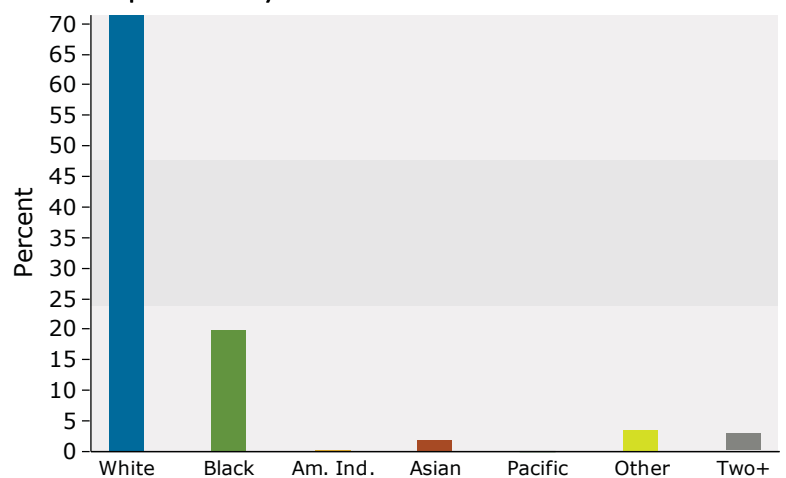
Population by Age



2015 Household Income



2015 Population by Race



2015 Percent Hispanic Origin: 8.6%



2010 Census Profile

4800 Outer Loop, Louisville, Kentucky, 40219
Ring: 1 mile radius

Prepared by Esri
Latitude: 38.13783
Longitude: -85.67360

	2000	2010	2000-2010 Annual Rate
Population	8,606	8,822	0.25%
Households	3,731	3,748	0.05%
Housing Units	3,867	4,060	0.49%

Population by Race	Number	Percent
Total	8,821	100.0%
Population Reporting One Race	8,645	98.0%
White	6,996	79.3%
Black	943	10.7%
American Indian	29	0.3%
Asian	95	1.1%
Pacific Islander	5	0.1%
Some Other Race	577	6.5%
Population Reporting Two or More Races	176	2.0%

Total Hispanic Population	1,124	12.7%
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Population by Sex	Number	Percent
Male	4,387	49.7%
Female	4,435	50.3%

Population by Age	Number	Percent
Total	8,822	100.0%
Age 0 - 4	547	6.2%
Age 5 - 9	523	5.9%
Age 10 - 14	499	5.7%
Age 15 - 19	475	5.4%
Age 20 - 24	603	6.8%
Age 25 - 29	633	7.2%
Age 30 - 34	570	6.5%
Age 35 - 39	589	6.7%
Age 40 - 44	589	6.7%
Age 45 - 49	626	7.1%
Age 50 - 54	630	7.1%
Age 55 - 59	569	6.5%
Age 60 - 64	457	5.2%
Age 65 - 69	412	4.7%
Age 70 - 74	359	4.1%
Age 75 - 79	324	3.7%
Age 80 - 84	234	2.7%
Age 85+	182	2.1%
Age 18+	6,983	79.2%
Age 65+	1,511	17.1%

Median Age by Sex and Race/Hispanic Origin	Median Age
Total Population	39.8
Male	38.7
Female	41.0
White Alone	43.9
Black Alone	28.7
American Indian Alone	32.5
Asian Alone	38.5
Pacific Islander Alone	30.0
Some Other Race Alone	26.6
Two or More Races	19.8
Hispanic Population	27.5

Data Note: Hispanic population can be of any race. Census 2010 medians are computed from reported data distributions.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri converted Census 2000 data into 2010 geography.



2010 Census Profile

4800 Outer Loop, Louisville, Kentucky, 40219
Ring: 1 mile radius

Prepared by Esri
Latitude: 38.13783
Longitude: -85.67360

Households by Type		
Total	3,749	100.0%
Households with 1 Person	1,117	29.8%
Households with 2+ People	2,632	70.2%
Family Households	2,385	63.6%
Husband-wife Families	1,590	42.4%
With Own Children	537	14.3%
Other Family (No Spouse Present)	795	21.2%
With Own Children	384	10.2%
Nonfamily Households	247	6.6%
All Households with Children	1,079	28.8%
Multigenerational Households	164	4.4%
Unmarried Partner Households	266	7.1%
Male-female	233	6.2%
Same-sex	33	0.9%
Average Household Size	2.32	

Family Households by Size		
Total	2,386	100.0%
2 People	1,087	45.6%
3 People	579	24.3%
4 People	427	17.9%
5 People	184	7.7%
6 People	74	3.1%
7+ People	35	1.5%
Average Family Size	2.84	

Nonfamily Households by Size		
Total	1,363	100.0%
1 Person	1,117	82.0%
2 People	198	14.5%
3 People	24	1.8%
4 People	14	1.0%
5 People	9	0.7%
6 People	1	0.1%
7+ People	0	0.0%
Average Nonfamily Size	1.21	

Population by Relationship and Household Type		
Total	8,822	100.0%
In Households	8,680	98.4%
In Family Households	7,028	79.7%
Householder	2,315	26.2%
Spouse	1,542	17.5%
Child	2,506	28.4%
Other relative	400	4.5%
Nonrelative	266	3.0%
In Nonfamily Households	1,651	18.7%
In Group Quarters	142	1.6%
Institutionalized Population	61	0.7%
Noninstitutionalized Population	81	0.9%

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. Average family size excludes nonrelatives.

Source: U.S. Census Bureau, Census 2010 Summary File 1.



2010 Census Profile

4800 Outer Loop, Louisville, Kentucky, 40219
Ring: 1 mile radius

Prepared by Esri
Latitude: 38.13783
Longitude: -85.67360

Family Households by Age of Householder		
Total	2,385	100.0%
Householder Age 15 - 44	962	40.3%
Householder Age 45 - 54	458	19.2%
Householder Age 55 - 64	355	14.9%
Householder Age 65 - 74	318	13.3%
Householder Age 75+	292	12.2%

Nonfamily Households by Age of Householder		
Total	1,363	100.0%
Householder Age 15 - 44	457	33.5%
Householder Age 45 - 54	272	20.0%
Householder Age 55 - 64	253	18.6%
Householder Age 65 - 74	176	12.9%
Householder Age 75+	205	15.0%

Households by Race of Householder		
Total	3,747	100.0%
Householder is White Alone	3,107	82.9%
Householder is Black Alone	383	10.2%
Householder is American Indian Alone	9	0.2%
Householder is Asian Alone	35	0.9%
Householder is Pacific Islander Alone	2	0.1%
Householder is Some Other Race Alone	156	4.2%
Householder is Two or More Races	55	1.5%
Households with Hispanic Householder	319	8.5%

Husband-wife Families by Race of Householder		
Total	1,590	100.0%
Householder is White Alone	1,439	90.5%
Householder is Black Alone	68	4.3%
Householder is American Indian Alone	3	0.2%
Householder is Asian Alone	16	1.0%
Householder is Pacific Islander Alone	0	0.0%
Householder is Some Other Race Alone	48	3.0%
Householder is Two or More Races	16	1.0%
Husband-wife Families with Hispanic Householder	133	8.4%

Other Families (No Spouse) by Race of Householder		
Total	794	100.0%
Householder is White Alone	561	70.7%
Householder is Black Alone	146	18.4%
Householder is American Indian Alone	2	0.3%
Householder is Asian Alone	6	0.8%
Householder is Pacific Islander Alone	0	0.0%
Householder is Some Other Race Alone	65	8.2%
Householder is Two or More Races	14	1.8%
Other Families with Hispanic Householder	98	12.3%

Nonfamily Households by Race of Householder		
Total	1,363	100.0%
Householder is White Alone	1,107	81.2%
Householder is Black Alone	169	12.4%
Householder is American Indian Alone	5	0.4%
Householder is Asian Alone	13	1.0%
Householder is Pacific Islander Alone	1	0.1%
Householder is Some Other Race Alone	43	3.2%
Householder is Two or More Races	25	1.8%
Nonfamily Households with Hispanic Householder	88	6.5%

Source: U.S. Census Bureau, Census 2010 Summary File 1.



2010 Census Profile

4800 Outer Loop, Louisville, Kentucky, 40219
Ring: 1 mile radius

Prepared by Esri
Latitude: 38.13783
Longitude: -85.67360

Total Housing Units by Occupancy

Total	4,065	100.0%
Occupied Housing Units	3,748	92.2%
Vacant Housing Units		
For Rent	165	4.1%
Rented, not Occupied	3	0.1%
For Sale Only	36	0.9%
Sold, not Occupied	4	0.1%
For Seasonal/Recreational/Occasional Use	9	0.2%
For Migrant Workers	0	0.0%
Other Vacant	100	2.5%
Total Vacancy Rate	7.7%	

Households by Tenure and Mortgage Status

Total	3,748	100.0%
Owner Occupied	2,442	65.2%
Owned with a Mortgage/Loan	1,597	42.6%
Owned Free and Clear	845	22.5%
Average Household Size	2.34	
Renter Occupied	1,306	34.8%
Average Household Size	2.26	

Owner-occupied Housing Units by Race of Householder

Total	2,441	100.0%
Householder is White Alone	2,284	93.6%
Householder is Black Alone	97	4.0%
Householder is American Indian Alone	3	0.1%
Householder is Asian Alone	15	0.6%
Householder is Pacific Islander Alone	0	0.0%
Householder is Some Other Race Alone	24	1.0%
Householder is Two or More Races	18	0.7%
Owner-occupied Housing Units with Hispanic Householder	99	4.1%

Renter-occupied Housing Units by Race of Householder

Total	1,306	100.0%
Householder is White Alone	823	63.0%
Householder is Black Alone	286	21.9%
Householder is American Indian Alone	6	0.5%
Householder is Asian Alone	20	1.5%
Householder is Pacific Islander Alone	1	0.1%
Householder is Some Other Race Alone	133	10.2%
Householder is Two or More Races	37	2.8%
Renter-occupied Housing Units with Hispanic Householder	220	16.8%

Average Household Size by Race/Hispanic Origin of Householder

Householder is White Alone	2.26
Householder is Black Alone	2.30
Householder is American Indian Alone	2.44
Householder is Asian Alone	2.37
Householder is Pacific Islander Alone	1.50
Householder is Some Other Race Alone	3.48
Householder is Two or More Races	2.35
Householder is Hispanic	3.37

Source: U.S. Census Bureau, Census 2010 Summary File 1.



2010 Census Profile

4800 Outer Loop, Louisville, Kentucky, 40219
Ring: 3 mile radius

Prepared by Esri
Latitude: 38.13783
Longitude: -85.67360

	2000	2010	2000-2010 Annual Rate
Population	67,415	72,763	0.77%
Households	25,957	28,474	0.93%
Housing Units	27,106	30,605	1.22%

Population by Race	Number	Percent
Total	72,763	100.0%
Population Reporting One Race	70,820	97.3%
White	49,426	67.9%
Black	17,079	23.5%
American Indian	223	0.3%
Asian	1,181	1.6%
Pacific Islander	48	0.1%
Some Other Race	2,863	3.9%
Population Reporting Two or More Races	1,943	2.7%

Total Hispanic Population	6,759	9.3%
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Population by Sex	Number	Percent
Male	35,283	48.5%
Female	37,480	51.5%

Population by Age	Number	Percent
Total	72,760	100.0%
Age 0 - 4	5,360	7.4%
Age 5 - 9	5,077	7.0%
Age 10 - 14	5,045	6.9%
Age 15 - 19	4,950	6.8%
Age 20 - 24	4,757	6.5%
Age 25 - 29	5,163	7.1%
Age 30 - 34	5,136	7.1%
Age 35 - 39	5,151	7.1%
Age 40 - 44	4,858	6.7%
Age 45 - 49	5,264	7.2%
Age 50 - 54	4,912	6.8%
Age 55 - 59	4,356	6.0%
Age 60 - 64	3,548	4.9%
Age 65 - 69	2,831	3.9%
Age 70 - 74	2,271	3.1%
Age 75 - 79	1,796	2.5%
Age 80 - 84	1,262	1.7%
Age 85+	1,027	1.4%
Age 18+	54,249	74.6%
Age 65+	9,187	12.6%

Median Age by Sex and Race/Hispanic Origin	Median Age
Total Population	35.9
Male	34.4
Female	37.3
White Alone	39.9
Black Alone	30.1
American Indian Alone	35.2
Asian Alone	33.0
Pacific Islander Alone	32.0
Some Other Race Alone	25.3
Two or More Races	15.7
Hispanic Population	26.6

Data Note: Hispanic population can be of any race. Census 2010 medians are computed from reported data distributions.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri converted Census 2000 data into 2010 geography.



2010 Census Profile

4800 Outer Loop, Louisville, Kentucky, 40219
Ring: 3 mile radius

Prepared by Esri
Latitude: 38.13783
Longitude: -85.67360

Households by Type		
Total	28,473	100.0%
Households with 1 Person	7,701	27.0%
Households with 2+ People	20,772	73.0%
Family Households	19,105	67.1%
Husband-wife Families	11,890	41.8%
With Own Children	4,617	16.2%
Other Family (No Spouse Present)	7,215	25.3%
With Own Children	3,972	14.0%
Nonfamily Households	1,667	5.9%
All Households with Children	10,051	35.3%
Multigenerational Households	1,446	5.1%
Unmarried Partner Households	2,287	8.0%
Male-female	2,069	7.3%
Same-sex	218	0.8%
Average Household Size	2.54	

Family Households by Size		
Total	19,106	100.0%
2 People	7,703	40.3%
3 People	4,954	25.9%
4 People	3,723	19.5%
5 People	1,695	8.9%
6 People	634	3.3%
7+ People	397	2.1%
Average Family Size	3.06	

Nonfamily Households by Size		
Total	9,368	100.0%
1 Person	7,701	82.2%
2 People	1,362	14.5%
3 People	185	2.0%
4 People	84	0.9%
5 People	23	0.2%
6 People	9	0.1%
7+ People	4	0.0%
Average Nonfamily Size	1.24	

Population by Relationship and Household Type		
Total	72,763	100.0%
In Households	72,334	99.4%
In Family Households	60,741	83.5%
Householder	19,182	26.4%
Spouse	11,943	16.4%
Child	24,347	33.5%
Other relative	3,020	4.2%
Nonrelative	2,247	3.1%
In Nonfamily Households	11,593	15.9%
In Group Quarters	429	0.6%
Institutionalized Population	347	0.5%
Noninstitutionalized Population	82	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. Average family size excludes nonrelatives.

Source: U.S. Census Bureau, Census 2010 Summary File 1.



2010 Census Profile

4800 Outer Loop, Louisville, Kentucky, 40219
Ring: 3 mile radius

Prepared by Esri
Latitude: 38.13783
Longitude: -85.67360

Family Households by Age of Householder		
Total		19,106 100.0%
Householder Age 15 - 44	8,580	44.9%
Householder Age 45 - 54	4,003	21.0%
Householder Age 55 - 64	3,024	15.8%
Householder Age 65 - 74	2,067	10.8%
Householder Age 75+	1,432	7.5%

Nonfamily Households by Age of Householder		
Total	9,368	100.0%
Householder Age 15 - 44	3,261	34.8%
Householder Age 45 - 54	1,834	19.6%
Householder Age 55 - 64	1,774	18.9%
Householder Age 65 - 74	1,205	12.9%
Householder Age 75+	1,294	13.8%

Households by Race of Householder		
Total	28,474	100.0%
Householder is White Alone	20,341	71.4%
Householder is Black Alone	6,540	23.0%
Householder is American Indian Alone	82	0.3%
Householder is Asian Alone	334	1.2%
Householder is Pacific Islander Alone	15	0.1%
Householder is Some Other Race Alone	738	2.6%
Householder is Two or More Races	424	1.5%
Households with Hispanic Householder	1,863	6.5%

Husband-wife Families by Race of Householder		
Total	11,890	100.0%
Householder is White Alone	9,474	79.7%
Householder is Black Alone	1,720	14.5%
Householder is American Indian Alone	36	0.3%
Householder is Asian Alone	200	1.7%
Householder is Pacific Islander Alone	7	0.1%
Householder is Some Other Race Alone	316	2.7%
Householder is Two or More Races	137	1.2%
Husband-wife Families with Hispanic Householder	888	7.5%

Other Families (No Spouse) by Race of Householder		
Total	7,215	100.0%
Householder is White Alone	4,066	56.4%
Householder is Black Alone	2,652	36.8%
Householder is American Indian Alone	21	0.3%
Householder is Asian Alone	59	0.8%
Householder is Pacific Islander Alone	4	0.1%
Householder is Some Other Race Alone	261	3.6%
Householder is Two or More Races	152	2.1%
Other Families with Hispanic Householder	570	7.9%

Nonfamily Households by Race of Householder		
Total	9,368	100.0%
Householder is White Alone	6,801	72.6%
Householder is Black Alone	2,167	23.1%
Householder is American Indian Alone	26	0.3%
Householder is Asian Alone	75	0.8%
Householder is Pacific Islander Alone	4	0.0%
Householder is Some Other Race Alone	160	1.7%
Householder is Two or More Races	135	1.4%
Nonfamily Households with Hispanic Householder	404	4.3%

Source: U.S. Census Bureau, Census 2010 Summary File 1.



2010 Census Profile

4800 Outer Loop, Louisville, Kentucky, 40219
Ring: 3 mile radius

Prepared by Esri
Latitude: 38.13783
Longitude: -85.67360

Total Housing Units by Occupancy

Total	30,637	100.0%
Occupied Housing Units	28,474	92.9%
Vacant Housing Units		
For Rent	1,197	3.9%
Rented, not Occupied	26	0.1%
For Sale Only	356	1.2%
Sold, not Occupied	63	0.2%
For Seasonal/Recreational/Occasional Use	54	0.2%
For Migrant Workers	2	0.0%
Other Vacant	465	1.5%
Total Vacancy Rate	7.0%	

Households by Tenure and Mortgage Status

Total	28,474	100.0%
Owner Occupied	18,092	63.5%
Owned with a Mortgage/Loan	13,273	46.6%
Owned Free and Clear	4,819	16.9%
Average Household Size	2.57	
Renter Occupied	10,382	36.5%
Average Household Size	2.49	

Owner-occupied Housing Units by Race of Householder

Total	18,092	100.0%
Householder is White Alone	14,588	80.6%
Householder is Black Alone	2,884	15.9%
Householder is American Indian Alone	39	0.2%
Householder is Asian Alone	187	1.0%
Householder is Pacific Islander Alone	8	0.0%
Householder is Some Other Race Alone	202	1.1%
Householder is Two or More Races	184	1.0%
Owner-occupied Housing Units with Hispanic Householder	700	3.9%

Renter-occupied Housing Units by Race of Householder

Total	10,381	100.0%
Householder is White Alone	5,753	55.4%
Householder is Black Alone	3,656	35.2%
Householder is American Indian Alone	43	0.4%
Householder is Asian Alone	147	1.4%
Householder is Pacific Islander Alone	7	0.1%
Householder is Some Other Race Alone	535	5.2%
Householder is Two or More Races	240	2.3%
Renter-occupied Housing Units with Hispanic Householder	1,162	11.2%

Average Household Size by Race/Hispanic Origin of Householder

Householder is White Alone	2.45
Householder is Black Alone	2.62
Householder is American Indian Alone	2.93
Householder is Asian Alone	3.36
Householder is Pacific Islander Alone	2.60
Householder is Some Other Race Alone	3.63
Householder is Two or More Races	2.79
Householder is Hispanic	3.46

Source: U.S. Census Bureau, Census 2010 Summary File 1.



2010 Census Profile

4800 Outer Loop, Louisville, Kentucky, 40219
Ring: 5 mile radius

Prepared by Esri
Latitude: 38.13783
Longitude: -85.67360

	2000	2010	2000-2010 Annual Rate
Population	148,933	164,828	1.02%
Households	59,303	66,453	1.15%
Housing Units	62,245	71,213	1.36%

Population by Race	Number	Percent
Total	164,828	100.0%
Population Reporting One Race	160,619	97.4%
White	120,876	73.3%
Black	31,066	18.8%
American Indian	447	0.3%
Asian	2,771	1.7%
Pacific Islander	127	0.1%
Some Other Race	5,332	3.2%
Population Reporting Two or More Races	4,209	2.6%

Total Hispanic Population	12,492	7.6%
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Population by Sex	Number	Percent
Male	79,933	48.5%
Female	84,895	51.5%

Population by Age	Number	Percent
Total	164,829	100.0%
Age 0 - 4	11,881	7.2%
Age 5 - 9	11,187	6.8%
Age 10 - 14	11,143	6.8%
Age 15 - 19	10,796	6.6%
Age 20 - 24	10,914	6.6%
Age 25 - 29	12,323	7.5%
Age 30 - 34	11,906	7.2%
Age 35 - 39	11,681	7.1%
Age 40 - 44	10,994	6.7%
Age 45 - 49	12,169	7.4%
Age 50 - 54	11,473	7.0%
Age 55 - 59	9,942	6.0%
Age 60 - 64	8,293	5.0%
Age 65 - 69	6,217	3.8%
Age 70 - 74	4,820	2.9%
Age 75 - 79	3,843	2.3%
Age 80 - 84	2,903	1.8%
Age 85+	2,344	1.4%
Age 18+	124,003	75.2%
Age 65+	20,127	12.2%

Median Age by Sex and Race/Hispanic Origin	Median Age
Total Population	36.0
Male	34.6
Female	37.3
White Alone	39.1
Black Alone	30.8
American Indian Alone	34.1
Asian Alone	32.6
Pacific Islander Alone	30.3
Some Other Race Alone	24.8
Two or More Races	15.3
Hispanic Population	26.1

Data Note: Hispanic population can be of any race. Census 2010 medians are computed from reported data distributions.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri converted Census 2000 data into 2010 geography.



2010 Census Profile

4800 Outer Loop, Louisville, Kentucky, 40219
Ring: 5 mile radius

Prepared by Esri
Latitude: 38.13783
Longitude: -85.67360

Households by Type		
Total	66,453	100.0%
Households with 1 Person	19,012	28.6%
Households with 2+ People	47,441	71.4%
Family Households	43,255	65.1%
Husband-wife Families	28,115	42.3%
With Own Children	11,113	16.7%
Other Family (No Spouse Present)	15,141	22.8%
With Own Children	8,375	12.6%
Nonfamily Households	4,186	6.3%
All Households with Children	22,488	33.8%
Multigenerational Households	2,942	4.4%
Unmarried Partner Households	5,249	7.9%
Male-female	4,753	7.2%
Same-sex	496	0.7%
Average Household Size	2.47	

Family Households by Size		
Total	43,254	100.0%
2 People	17,816	41.2%
3 People	11,194	25.9%
4 People	8,367	19.3%
5 People	3,744	8.7%
6 People	1,366	3.2%
7+ People	767	1.8%
Average Family Size	3.02	

Nonfamily Households by Size		
Total	23,198	100.0%
1 Person	19,012	82.0%
2 People	3,466	14.9%
3 People	480	2.1%
4 People	170	0.7%
5 People	46	0.2%
6 People	14	0.1%
7+ People	10	0.0%
Average Nonfamily Size	1.23	

Population by Relationship and Household Type		
Total	164,828	100.0%
In Households	163,965	99.5%
In Family Households	135,511	82.2%
Householder	43,258	26.2%
Spouse	28,111	17.1%
Child	53,058	32.2%
Other relative	6,324	3.8%
Nonrelative	4,760	2.9%
In Nonfamily Households	28,454	17.3%
In Group Quarters	863	0.5%
Institutionalized Population	674	0.4%
Noninstitutionalized Population	189	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. Average family size excludes nonrelatives.

Source: U.S. Census Bureau, Census 2010 Summary File 1.



2010 Census Profile

4800 Outer Loop, Louisville, Kentucky, 40219
Ring: 5 mile radius

Prepared by Esri
Latitude: 38.13783
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Family Households by Age of Householder		
Total		43,255 100.0%
Householder Age	15 - 44	19,595 45.3%
Householder Age	45 - 54	9,353 21.6%
Householder Age	55 - 64	6,955 16.1%
Householder Age	65 - 74	4,301 9.9%
Householder Age	75+	3,051 7.1%

Nonfamily Households by Age of Householder		
Total		23,198 100.0%
Householder Age	15 - 44	8,374 36.1%
Householder Age	45 - 54	4,369 18.8%
Householder Age	55 - 64	4,325 18.6%
Householder Age	65 - 74	2,857 12.3%
Householder Age	75+	3,273 14.1%

Households by Race of Householder		
Total		66,455 100.0%
Householder is	White Alone	50,748 76.4%
Householder is	Black Alone	12,374 18.6%
Householder is	American Indian Alone	171 0.3%
Householder is	Asian Alone	826 1.2%
Householder is	Pacific Islander Alone	36 0.1%
Householder is	Some Other Race Alone	1,376 2.1%
Householder is	Two or More Races	924 1.4%
Households with	Hispanic Householder	3,426 5.2%

Husband-wife Families by Race of Householder		
Total		28,115 100.0%
Householder is	White Alone	23,364 83.1%
Householder is	Black Alone	3,282 11.7%
Householder is	American Indian Alone	72 0.3%
Householder is	Asian Alone	473 1.7%
Householder is	Pacific Islander Alone	21 0.1%
Householder is	Some Other Race Alone	593 2.1%
Householder is	Two or More Races	310 1.1%
Husband-wife Families with	Hispanic Householder	1,630 5.8%

Other Families (No Spouse) by Race of Householder		
Total		15,140 100.0%
Householder is	White Alone	9,544 63.0%
Householder is	Black Alone	4,613 30.5%
Householder is	American Indian Alone	44 0.3%
Householder is	Asian Alone	145 1.0%
Householder is	Pacific Islander Alone	7 0.0%
Householder is	Some Other Race Alone	488 3.2%
Householder is	Two or More Races	299 2.0%
Other Families with	Hispanic Householder	1,046 6.9%

Nonfamily Households by Race of Householder		
Total		23,198 100.0%
Householder is	White Alone	17,839 76.9%
Householder is	Black Alone	4,479 19.3%
Householder is	American Indian Alone	55 0.2%
Householder is	Asian Alone	208 0.9%
Householder is	Pacific Islander Alone	8 0.0%
Householder is	Some Other Race Alone	294 1.3%
Householder is	Two or More Races	315 1.4%
Nonfamily Households with	Hispanic Householder	750 3.2%

Source: U.S. Census Bureau, Census 2010 Summary File 1.



2010 Census Profile

4800 Outer Loop, Louisville, Kentucky, 40219
Ring: 5 mile radius

Prepared by Esri
Latitude: 38.13783
Longitude: -85.67360

Total Housing Units by Occupancy

Total	71,192	100.0%
Occupied Housing Units	66,453	93.3%
Vacant Housing Units		
For Rent	2,373	3.3%
Rented, not Occupied	80	0.1%
For Sale Only	991	1.4%
Sold, not Occupied	178	0.3%
For Seasonal/Recreational/Occasional Use	189	0.3%
For Migrant Workers	6	0.0%
Other Vacant	922	1.3%
Total Vacancy Rate	6.7%	

Households by Tenure and Mortgage Status

Total	66,453	100.0%
Owner Occupied	43,427	65.4%
Owned with a Mortgage/Loan	31,975	48.1%
Owned Free and Clear	11,453	17.2%
Average Household Size	2.50	
Renter Occupied	23,026	34.7%
Average Household Size	2.40	

Owner-occupied Housing Units by Race of Householder

Total	43,427	100.0%
Householder is White Alone	36,823	84.8%
Householder is Black Alone	5,169	11.9%
Householder is American Indian Alone	81	0.2%
Householder is Asian Alone	503	1.2%
Householder is Pacific Islander Alone	20	0.0%
Householder is Some Other Race Alone	410	0.9%
Householder is Two or More Races	421	1.0%
Owner-occupied Housing Units with Hispanic Householder	1,315	3.0%

Renter-occupied Housing Units by Race of Householder

Total	23,026	100.0%
Householder is White Alone	13,925	60.5%
Householder is Black Alone	7,205	31.3%
Householder is American Indian Alone	90	0.4%
Householder is Asian Alone	323	1.4%
Householder is Pacific Islander Alone	16	0.1%
Householder is Some Other Race Alone	965	4.2%
Householder is Two or More Races	502	2.2%
Renter-occupied Housing Units with Hispanic Householder	2,111	9.2%

Average Household Size by Race/Hispanic Origin of Householder

Householder is White Alone	2.41
Householder is Black Alone	2.51
Householder is American Indian Alone	2.76
Householder is Asian Alone	3.15
Householder is Pacific Islander Alone	3.06
Householder is Some Other Race Alone	3.65
Householder is Two or More Races	2.73
Householder is Hispanic	3.42

Source: U.S. Census Bureau, Census 2010 Summary File 1.



Executive Summary

4800 Outer Loop, Louisville, Kentucky, 40219
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 38.13783
Longitude: -85.67360

	1 mile	3 miles	5 miles
Population			
2000 Population	8,606	67,415	148,933
2010 Population	8,822	72,763	164,828
2015 Population	8,843	73,836	167,843
2020 Population	8,985	75,615	172,375
2000-2010 Annual Rate	0.25%	0.77%	1.02%
2010-2015 Annual Rate	0.05%	0.28%	0.35%
2015-2020 Annual Rate	0.32%	0.48%	0.53%
2015 Male Population	49.7%	48.6%	48.7%
2015 Female Population	50.3%	51.4%	51.3%
2015 Median Age	40.8	37.0	37.2

In the identified area, the current year population is 167,843. In 2010, the Census count in the area was 164,828. The rate of change since 2010 was 0.35% annually. The five-year projection for the population in the area is 172,375 representing a change of 0.53% annually from 2015 to 2020. Currently, the population is 48.7% male and 51.3% female.

Median Age

The median age in this area is 40.8, compared to U.S. median age of 37.9.

Race and Ethnicity

2015 White Alone	77.5%	66.0%	71.4%
2015 Black Alone	11.4%	24.5%	19.8%
2015 American Indian/Alaska Native Alone	0.3%	0.3%	0.2%
2015 Asian Alone	1.2%	1.8%	1.9%
2015 Pacific Islander Alone	0.1%	0.1%	0.1%
2015 Other Race	7.3%	4.4%	3.6%
2015 Two or More Races	2.3%	3.0%	2.9%
2015 Hispanic Origin (Any Race)	14.3%	10.4%	8.6%

Persons of Hispanic origin represent 8.6% of the population in the identified area compared to 17.6% 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 53.7 in the identified area, compared to 63.0 for the U.S. as a whole.

Households

2000 Households	3,731	25,957	59,303
2010 Households	3,748	28,474	66,453
2015 Total Households	3,766	29,032	67,956
2020 Total Households	3,829	29,784	69,883
2000-2010 Annual Rate	0.05%	0.93%	1.14%
2010-2015 Annual Rate	0.09%	0.37%	0.43%
2015-2020 Annual Rate	0.33%	0.51%	0.56%
2015 Average Household Size	2.31	2.53	2.46

The household count in this area has changed from 66,453 in 2010 to 67,956 in the current year, a change of 0.43% annually. The five-year projection of households is 69,883, a change of 0.56% annually from the current year total. Average household size is currently 2.46, compared to 2.47 in the year 2010. The number of families in the current year is 43,849 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 2015 and 2020. Esri converted Census 2000 data into 2010 geography.



Executive Summary

4800 Outer Loop, Louisville, Kentucky, 40219
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 38.13783
Longitude: -85.67360

	1 mile	3 miles	5 miles
Median Household Income			
2015 Median Household Income	\$41,931	\$43,508	\$45,989
2020 Median Household Income	\$46,416	\$48,084	\$51,056
2015-2020 Annual Rate	2.05%	2.02%	2.11%
Average Household Income			
2015 Average Household Income	\$51,297	\$54,603	\$58,488
2020 Average Household Income	\$57,518	\$61,209	\$65,630
2015-2020 Annual Rate	2.32%	2.31%	2.33%
Per Capita Income			
2015 Per Capita Income	\$21,298	\$21,621	\$23,696
2020 Per Capita Income	\$23,899	\$24,274	\$26,620
2015-2020 Annual Rate	2.33%	2.34%	2.35%

Current median household income is \$45,989 in the area, compared to \$53,217 for all U.S. households. Median household income is projected to be \$51,056 in five years, compared to \$60,683 for all U.S. households

Current average household income is \$58,488 in this area, compared to \$74,699 for all U.S. households. Average household income is projected to be \$65,630 in five years, compared to \$84,910 for all U.S. households

Current per capita income is \$23,696 in the area, compared to the U.S. per capita income of \$28,597. The per capita income is projected to be \$26,620 in five years, compared to \$32,501 for all U.S. households

Housing			
2000 Total Housing Units	3,867	27,106	62,245
2000 Owner Occupied Housing Units	2,387	17,223	40,042
2000 Renter Occupied Housing Units	1,343	8,734	19,260
2000 Vacant Housing Units	137	1,149	2,943
2010 Total Housing Units	4,060	30,605	71,213
2010 Owner Occupied Housing Units	2,442	18,092	43,427
2010 Renter Occupied Housing Units	1,306	10,382	23,026
2010 Vacant Housing Units	312	2,131	4,760
2015 Total Housing Units	4,067	31,104	72,723
2015 Owner Occupied Housing Units	2,310	17,171	41,744
2015 Renter Occupied Housing Units	1,456	11,861	26,213
2015 Vacant Housing Units	301	2,072	4,767
2020 Total Housing Units	4,101	31,763	74,524
2020 Owner Occupied Housing Units	2,345	17,573	42,867
2020 Renter Occupied Housing Units	1,483	12,211	27,016
2020 Vacant Housing Units	272	1,979	4,641

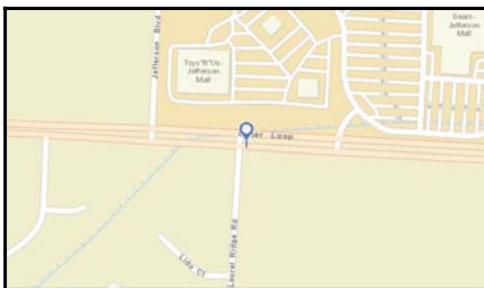
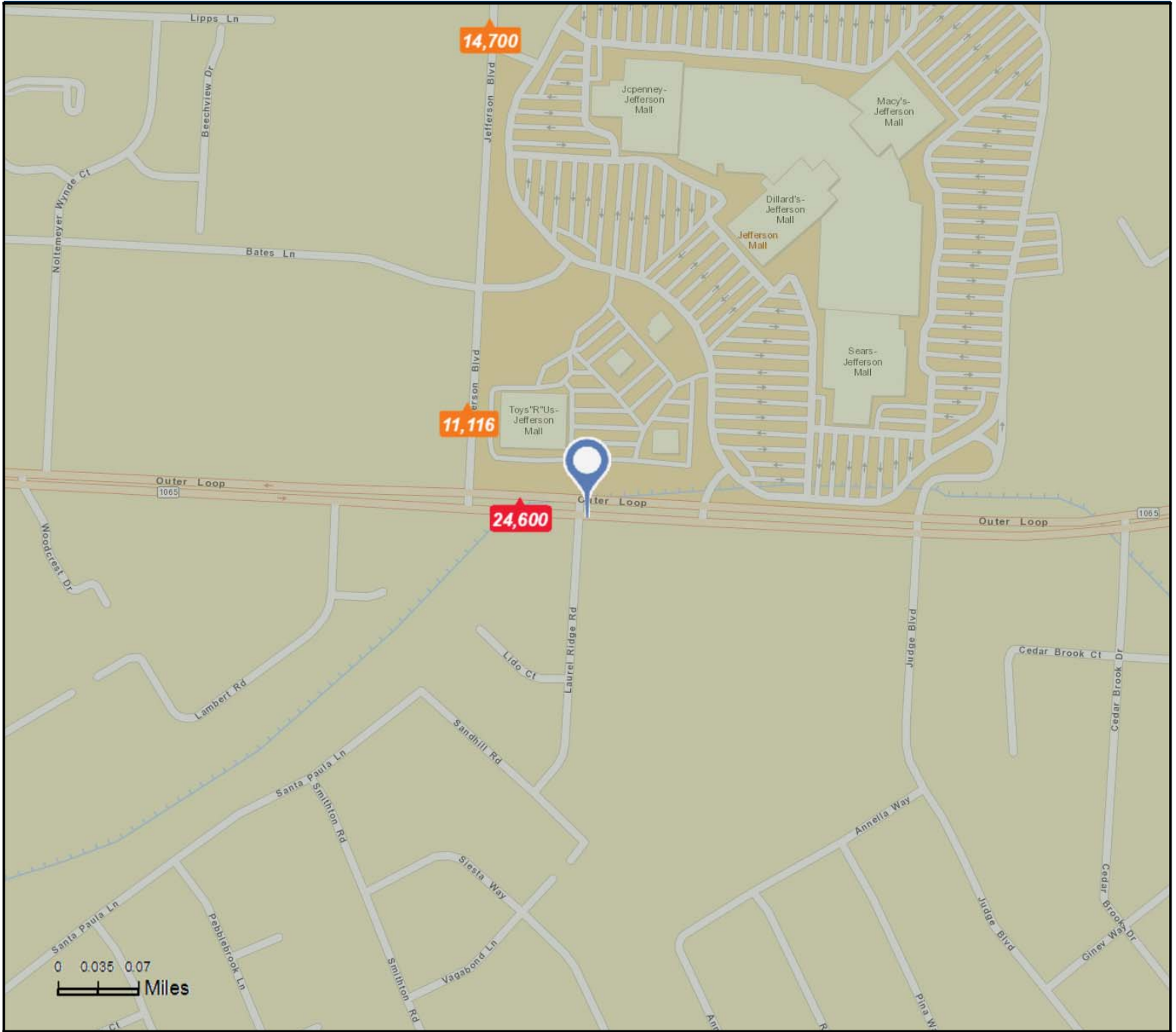
Currently, 57.4% of the 72,723 housing units in the area are owner occupied; 36.0%, renter occupied; and 6.6% are vacant. Currently, in the U.S., 55.7% of the housing units in the area are owner occupied; 32.8% are renter occupied; and 11.6% are vacant. In 2010, there were 71,213 housing units in the area - 61.0% owner occupied, 32.3% renter occupied, and 6.7% vacant. The annual rate of change in housing units since 2010 is 0.94%. Median home value in the area is \$157,306, compared to a median home value of \$200,006 for the U.S. In five years, median value is projected to change by 3.33% annually to \$185,288.

Data Note: Income is expressed in current dollars

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020. Esri converted Census 2000 data into 2010 geography.

4800 Outer Loop, Louisville, Kentucky, 40219
 Rings: 1, 3, 5 mile radii

Prepared by Esri
 Latitude: 38.13783
 Longitude: -85.67360



- Average Daily Traffic Volume**
- ▲ Up to 6,000 vehicles per day
 - ▲ 6,001 - 15,000
 - ▲ 15,001 - 30,000
 - ▲ 30,001 - 50,000
 - ▲ 50,001 - 100,000
 - ▲ More than 100,000 per day



Source: ©2015 Market Planning Solutions, Inc.