






Ceridian Building
 10301 Linn Station Rd, Louisville, KY 40223-3843, 10301 Linn Station Road, Louisville, KY

Latitude: 38.225349
 Longitude: -85.566277

Ring: 1, 3, 5 Miles

	1 mile radius	3 miles radius	5 miles radius
 2000 Total Population	6,831	65,270	168,144
2000 Group Quarters	1	962	2,569
2010 Total Population	6,741	68,245	179,358
2015 Total Population	6,780	70,051	185,781
2010 - 2015 Annual Rate	0.12%	0.52%	0.71%
 2000 Households	2,899	27,115	70,874
2000 Average Household Size	2.36	2.37	2.34
2010 Households	2,897	28,918	76,486
2010 Average Household Size	2.33	2.33	2.31
2015 Households	2,923	29,869	79,464
2015 Average Household Size	2.32	2.31	2.31
2010 - 2015 Annual Rate	0.18%	0.65%	0.77%
2000 Families	1,847	17,960	45,800
2000 Average Family Size	2.97	2.94	2.92
2010 Families	1,736	18,151	47,224
2010 Average Family Size	3.02	2.96	2.95
2015 Families	1,716	18,417	48,383
2015 Average Family Size	3.03	2.96	2.96
2010 - 2015 Annual Rate	-0.23%	0.29%	0.49%
 2000 Housing Units	3,111	29,059	75,030
Owner Occupied Housing Units	60.6%	64.7%	65.0%
Renter Occupied Housing Units	32.6%	28.5%	29.4%
Vacant Housing Units	6.8%	6.7%	5.6%
2010 Housing Units	3,210	31,794	83,145
Owner Occupied Housing Units	57.5%	61.8%	62.5%
Renter Occupied Housing Units	32.8%	29.1%	29.5%
Vacant Housing Units	9.8%	9.0%	8.0%
2015 Housing Units	3,275	33,176	87,199
Owner Occupied Housing Units	56.8%	61.4%	62.2%
Renter Occupied Housing Units	32.4%	28.6%	29.0%
Vacant Housing Units	10.7%	10.0%	8.9%
Median Household Income			
2000	\$58,834	\$55,920	\$51,549
2010	\$68,206	\$68,929	\$65,789
2015	\$76,473	\$77,237	\$75,476
Median Home Value			
2000	\$156,372	\$143,439	\$134,441
2010	\$190,533	\$176,694	\$167,249
2015	\$217,024	\$197,830	\$187,921
Per Capita Income			
2000	\$31,132	\$29,709	\$27,746
2010	\$36,558	\$35,964	\$34,347
2015	\$38,976	\$38,718	\$37,097
Median Age			
2000	39.2	38.7	38.0
2010	41.9	41.6	40.4
2015	42.1	42.1	40.9

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 total population. Detail may not sum to totals due to rounding.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.



Ceridian Building
 10301 Linn Station Rd, Louisville, KY 40223-3843, 10301 Linn Station Road, Louisville, KY

Latitude: 38.225349
 Longitude: -85.566277

Ring: 1, 3, 5 Miles

	1 mile radius	3 miles radius	5 miles radius
2000 Households by Income			
Household Income Base	2,902	27,136	70,978
< \$15,000	4.9%	7.8%	8.9%
\$15,000 - \$24,999	9.5%	9.0%	10.6%
\$25,000 - \$34,999	12.1%	10.9%	12.0%
\$35,000 - \$49,999	16.7%	16.2%	16.8%
\$50,000 - \$74,999	22.7%	22.2%	21.7%
\$75,000 - \$99,999	12.4%	14.8%	13.7%
\$100,000 - \$149,999	14.9%	12.0%	10.7%
\$150,000 - \$199,999	3.7%	3.7%	2.9%
\$200,000+	3.0%	3.5%	2.7%
Average Household Income	\$70,870	\$70,681	\$65,161
2010 Households by Income			
Household Income Base	2,897	28,918	76,484
< \$15,000	3.9%	5.5%	6.1%
\$15,000 - \$24,999	6.4%	6.0%	6.9%
\$25,000 - \$34,999	8.9%	7.3%	8.6%
\$35,000 - \$49,999	14.0%	13.0%	13.4%
\$50,000 - \$74,999	21.9%	22.7%	22.0%
\$75,000 - \$99,999	17.9%	18.7%	18.5%
\$100,000 - \$149,999	20.1%	18.5%	17.0%
\$150,000 - \$199,999	2.8%	3.7%	3.5%
\$200,000+	4.1%	4.7%	4.0%
Average Household Income	\$82,677	\$84,376	\$80,135
2015 Households by Income			
Household Income Base	2,923	29,872	79,464
< \$15,000	3.3%	4.5%	5.1%
\$15,000 - \$24,999	5.1%	4.8%	5.5%
\$25,000 - \$34,999	7.7%	6.2%	7.4%
\$35,000 - \$49,999	11.9%	10.7%	11.2%
\$50,000 - \$74,999	20.2%	20.8%	20.1%
\$75,000 - \$99,999	21.7%	22.3%	22.2%
\$100,000 - \$149,999	23.0%	21.7%	20.3%
\$150,000 - \$199,999	3.0%	4.0%	3.9%
\$200,000+	4.1%	4.9%	4.2%
Average Household Income	\$87,748	\$90,257	\$86,277
2000 Owner Occupied HUs by Value			
Total	1,871	18,903	48,875
<\$50,000	0.1%	0.4%	1.0%
\$50,000 - 99,999	11.4%	16.0%	20.4%
\$100,000 - 149,999	34.3%	39.0%	40.7%
\$150,000 - 199,999	32.0%	24.3%	20.6%
\$200,000 - \$299,999	20.1%	15.1%	12.6%
\$300,000 - 499,999	1.2%	4.0%	3.4%
\$500,000 - 999,999	0.8%	1.2%	1.0%
\$1,000,000+	0.1%	0.2%	0.2%
Average Home Value	\$166,502	\$165,878	\$157,022
2000 Specified Renter Occupied HUs by Contract Rent			
Total	1,004	8,206	21,935
With Cash Rent	98.2%	97.0%	96.9%
No Cash Rent	1.8%	3.0%	3.1%
Median Rent	\$613	\$587	\$549
Average Rent	\$633	\$637	\$583

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. Specified Renter Occupied Housing Units exclude houses on 10+ acres. Average Rent excludes units paying no cash rent.


Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.



Ceridian Building
 10301 Linn Station Rd, Louisville, KY 40223-3843, 10301 Linn Station Road, Louisville, KY

Latitude: 38.225349
 Longitude: -85.566277

Ring: 1, 3, 5 Miles

	1 mile radius	3 miles radius	5 miles radius
2000 Population by Age			
 Total	6,832	65,271	168,143
Age 0 - 4	5.6%	6.1%	6.5%
Age 5 - 9	5.9%	6.6%	6.6%
Age 10 - 14	5.8%	6.4%	6.2%
Age 15 - 19	6.1%	5.8%	5.8%
Age 20 - 24	5.7%	5.5%	5.6%
Age 25 - 34	14.5%	13.6%	14.4%
Age 35 - 44	15.0%	16.3%	16.4%
Age 45 - 54	17.3%	15.7%	14.9%
Age 55 - 64	11.7%	9.9%	9.1%
Age 65 - 74	7.2%	7.3%	7.4%
Age 75 - 84	4.2%	4.9%	5.2%
Age 85+	0.9%	1.8%	1.9%
Age 18+	78.7%	76.9%	77.0%
2010 Population by Age			
Total	6,739	68,243	179,355
Age 0 - 4	5.4%	5.8%	6.2%
Age 5 - 9	5.5%	5.9%	6.2%
Age 10 - 14	6.1%	6.2%	6.4%
Age 15 - 19	5.7%	6.1%	6.1%
Age 20 - 24	5.1%	5.0%	5.2%
Age 25 - 34	12.6%	12.0%	12.4%
Age 35 - 44	14.4%	13.6%	14.0%
Age 45 - 54	14.6%	15.8%	15.5%
Age 55 - 64	14.7%	13.8%	12.9%
Age 65 - 74	9.2%	8.0%	7.3%
Age 75 - 84	4.9%	5.3%	5.2%
Age 85+	1.8%	2.5%	2.6%
Age 18+	79.4%	78.2%	77.4%
2015 Population by Age			
Total	6,783	70,050	185,782
Age 0 - 4	5.4%	5.7%	6.1%
Age 5 - 9	5.7%	5.9%	6.1%
Age 10 - 14	6.0%	6.2%	6.4%
Age 15 - 19	5.8%	5.9%	6.0%
Age 20 - 24	5.4%	5.3%	5.5%
Age 25 - 34	12.2%	11.7%	12.2%
Age 35 - 44	13.4%	13.2%	13.3%
Age 45 - 54	15.3%	14.6%	14.4%
Age 55 - 64	12.6%	13.7%	13.3%
Age 65 - 74	11.5%	10.1%	9.2%
Age 75 - 84	4.8%	5.0%	4.8%
Age 85+	1.9%	2.6%	2.6%
Age 18+	79.4%	78.6%	77.6%
2000 Population by Sex			
Males	48.1%	47.9%	47.7%
Females	51.9%	52.1%	52.3%
2010 Population by Sex			
Males	48.1%	47.9%	47.9%
Females	51.9%	52.1%	52.1%
2015 Population by Sex			
Males	48.2%	47.9%	48.1%
Females	51.8%	52.1%	51.9%

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.



Ceridian Building
10301 Linn Station Rd, Louisville, KY 40223-3843, 10301 Linn Station Road, Louisville, KY

Latitude: 38.225349
Longitude: -85.566277

Ring: 1, 3, 5 Miles

Table with 4 columns: Category, 1 mile radius, 3 miles radius, 5 miles radius. Rows include 2000 and 2010 Population by Race/Ethnicity, 2015 Population by Race/Ethnicity, and 2000 Population 3+ by School Enrollment.

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. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.



Ceridian Building
 10301 Linn Station Rd, Louisville, KY 40223-3843, 10301 Linn Station Road, Louisville, KY

Latitude: 38.225349
 Longitude: -85.566277

Ring: 1, 3, 5 Miles

	1 mile radius	3 miles radius	5 miles radius
2010 Population 15+ by Marital Status			
 Total	5,591	56,029	145,635
Never Married	25.0%	24.0%	25.3%
Married	54.0%	55.9%	54.6%
Widowed	5.7%	6.8%	7.1%
Divorced	15.3%	13.3%	13.0%
2000 Population 16+ by Employment Status			
 Total	5,485	51,914	133,711
In Labor Force	71.4%	69.2%	69.0%
Civilian Employed	69.6%	67.5%	67.1%
Civilian Unemployed	1.5%	1.6%	1.8%
In Armed Forces	0.3%	0.1%	0.1%
Not in Labor Force	28.6%	30.8%	31.0%
2010 Civilian Population 16+ in Labor Force			
Civilian Employed	92.1%	91.8%	91.5%
Civilian Unemployed	7.9%	8.2%	8.5%
2015 Civilian Population 16+ in Labor Force			
Civilian Employed	93.6%	93.3%	93.1%
Civilian Unemployed	6.4%	6.7%	6.9%
2000 Females 16+ by Employment Status and Age of Children			
Total	2,830	27,542	71,433
Own Children < 6 Only	8.2%	7.8%	8.1%
Employed/in Armed Forces	6.0%	5.4%	5.5%
Unemployed	0.0%	0.2%	0.2%
Not in Labor Force	2.1%	2.3%	2.5%
Own Children < 6 and 6-17 Only	6.2%	5.4%	5.3%
Employed/in Armed Forces	2.5%	3.7%	3.5%
Unemployed	0.0%	0.0%	0.1%
Not in Labor Force	3.7%	1.7%	1.7%
Own Children 6-17 Only	13.4%	16.1%	16.1%
Employed/in Armed Forces	10.1%	12.8%	12.6%
Unemployed	0.1%	0.3%	0.3%
Not in Labor Force	3.1%	3.0%	3.2%
No Own Children < 18	72.2%	70.6%	70.6%
Employed/in Armed Forces	43.6%	38.8%	38.9%
Unemployed	1.0%	0.8%	1.0%
Not in Labor Force	27.6%	30.9%	30.7%
2010 Employed Population 16+ by Industry			
 Total	3,480	33,442	86,545
Agriculture/Mining	0.5%	0.3%	0.3%
Construction	2.8%	3.8%	4.3%
Manufacturing	7.0%	7.1%	7.3%
Wholesale Trade	3.4%	3.8%	3.9%
Retail Trade	10.7%	12.0%	11.7%
Transportation/Utilities	5.9%	5.3%	5.6%
Information	2.9%	2.0%	2.0%
Finance/Insurance/Real Estate	9.8%	11.6%	10.9%
Services	53.5%	49.9%	50.3%
Public Administration	3.5%	4.1%	3.8%


Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.



Ceridian Building
 10301 Linn Station Rd, Louisville, KY 40223-3843, 10301 Linn Station Road, Louisville, KY

Latitude: 38.225349
 Longitude: -85.566277

Ring: 1, 3, 5 Miles

	1 mile radius	3 miles radius	5 miles radius
2010 Employed Population 16+ by Occupation			
Total	3,478	33,439	86,544
White Collar	81.0%	76.7%	74.4%
Management/Business/Financial	24.6%	21.4%	19.5%
Professional	29.8%	27.7%	27.1%
Sales	13.6%	13.5%	13.3%
Administrative Support	13.0%	14.1%	14.4%
Services	8.9%	11.7%	12.7%
Blue Collar	10.1%	11.6%	12.9%
Farming/Forestry/Fishing	0.1%	0.1%	0.1%
Construction/Extraction	1.6%	2.6%	3.0%
Installation/Maintenance/Repair	1.8%	2.3%	2.4%
Production	2.0%	2.8%	3.3%
Transportation/Material Moving	4.7%	3.8%	4.2%
2000 Workers 16+ by Means of Transportation to Work			
 Total	3,784	34,595	88,728
Drove Alone - Car, Truck, or Van	87.5%	86.4%	85.9%
Carpooled - Car, Truck, or Van	6.8%	8.0%	8.4%
Public Transportation	0.7%	0.7%	1.1%
Walked	1.2%	1.0%	1.1%
Other Means	0.3%	0.5%	0.6%
Worked at Home	3.5%	3.4%	3.0%
2000 Workers 16+ by Travel Time to Work			
Total	3,785	34,593	88,728
Did Not Work at Home	96.5%	96.6%	97.0%
Less than 5 minutes	2.4%	2.4%	2.2%
5 to 9 minutes	11.5%	10.3%	9.0%
10 to 19 minutes	35.1%	32.9%	33.4%
20 to 24 minutes	18.3%	19.4%	21.2%
25 to 34 minutes	22.0%	22.6%	22.3%
35 to 44 minutes	3.1%	3.6%	3.3%
45 to 59 minutes	2.1%	2.3%	2.5%
60 to 89 minutes	1.1%	1.6%	1.7%
90 or more minutes	1.0%	1.5%	1.5%
Worked at Home	3.5%	3.4%	3.0%
Average Travel Time to Work (in min)	19.7	21.4	21.8
2000 Households by Vehicles Available			
Total	2,875	27,159	70,925
None	2.5%	4.3%	4.8%
1	36.7%	33.8%	36.0%
2	46.9%	46.7%	44.6%
3	11.1%	11.8%	11.5%
4	2.5%	2.7%	2.5%
5+	0.3%	0.6%	0.6%
Average Number of Vehicles Available	1.8	1.8	1.7

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.



Ceridian Building
10301 Linn Station Rd, Louisville, KY 40223-3843, 10301 Linn Station Road, Louisville, KY

Latitude: 38.225349
Longitude: -85.566277

Ring: 1, 3, 5 Miles

Table with 4 columns: Category, 1 mile radius, 3 miles radius, 5 miles radius. Rows include 2000 Households by Type, 2000 Households by Size, 2000 Households by Year Householder Moved In, 2000 Housing Units by Units in Structure, and 2000 Housing Units by Year Structure Built.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing.



Ceridian Building
 10301 Linn Station Rd, Louisville, KY 40223-3843, 10301 Linn Station Road, Louisville, KY

Latitude: 38.225349
 Longitude: -85.566277

Ring: 1, 3, 5 Miles

	1 mile radius	3 miles radius	5 miles radius
Top 3 Tapestry Segments			
1.	In Style	In Style	Cozy and Comfortable
2.	Suburban Splendor	Exurbanites	Exurbanites
3.	Young and Restless	Cozy and Comfortable	Old and Newcomers



2010 Consumer Spending shows the amount spent on a variety of goods and services by households that reside in the market area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue.

Apparel & Services: Total \$	\$5,838,338	\$58,483,975	\$147,753,298
Average Spent	\$2,015.30	\$2,022.41	\$1,931.77
Spending Potential Index	84	84	81
Computers & Accessories: Total \$	\$764,432	\$7,727,916	\$19,450,664
Average Spent	\$263.87	\$267.24	\$254.30
Spending Potential Index	120	121	116
Education: Total \$	\$4,514,964	\$44,470,055	\$112,397,408
Average Spent	\$1,558.50	\$1,537.80	\$1,469.52
Spending Potential Index	128	126	120
Entertainment/Recreation: Total \$	\$11,271,814	\$115,213,932	\$288,564,022
Average Spent	\$3,890.86	\$3,984.16	\$3,772.77
Spending Potential Index	121	124	117
Food at Home: Total \$	\$14,830,650	\$152,247,669	\$385,744,112
Average Spent	\$5,119.31	\$5,264.81	\$5,043.33
Spending Potential Index	114	118	113
Food Away from Home: Total \$	\$11,076,902	\$112,042,524	\$283,541,226
Average Spent	\$3,823.58	\$3,874.49	\$3,707.10
Spending Potential Index	119	120	115
Health Care: Total \$	\$12,048,999	\$129,141,422	\$325,182,020
Average Spent	\$4,159.13	\$4,465.78	\$4,251.52
Spending Potential Index	112	120	114
HH Furnishings & Equipment: Total \$	\$6,302,076	\$64,121,522	\$160,179,494
Average Spent	\$2,175.38	\$2,217.36	\$2,094.23
Spending Potential Index	106	108	102
Investments: Total \$	\$5,941,035	\$61,987,110	\$150,252,482
Average Spent	\$2,050.75	\$2,143.55	\$1,964.44
Spending Potential Index	118	123	113
Retail Goods: Total \$	\$80,620,943	\$826,670,994	\$2,078,430,592
Average Spent	\$27,829.11	\$28,586.73	\$27,174.00
Spending Potential Index	112	115	109
Shelter: Total \$	\$55,869,680	\$564,065,805	\$1,413,699,961
Average Spent	\$19,285.36	\$19,505.70	\$18,483.12
Spending Potential Index	122	124	117
TV/Video/Audio: Total \$	\$4,170,804	\$42,559,958	\$107,908,581
Average Spent	\$1,439.70	\$1,471.75	\$1,410.83
Spending Potential Index	116	119	114
Travel: Total \$	\$6,823,839	\$69,516,397	\$171,634,972
Average Spent	\$2,355.48	\$2,403.91	\$2,244.01
Spending Potential Index	124	127	119
Vehicle Maintenance & Repairs: Total \$	\$3,209,671	\$32,897,886	\$82,613,904
Average Spent	\$1,107.93	\$1,137.63	\$1,080.12
Spending Potential Index	118	121	115

Data Note: 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 2005 and 2006 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.