



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	84,509
2010 Total Population	3,697	42,318	109,408
2018 Total Population	4,280	45,553	121,103
2018 Group Quarters	7	347	1,433
2023 Total Population	4,600	48,000	128,090
2018-2023 Annual Rate	1.45%	1.05%	1.13%
2018 Total Daytime Population	12,738	53,730	134,246
Workers	10,901	32,098	77,281
Residents	1,837	21,632	56,965
Household Summary			
2000 Households	489	11,581	32,607
2000 Average Household Size	2.72	2.68	2.56
2010 Households	1,576	16,162	43,329
2010 Average Household Size	2.34	2.60	2.49
2018 Households	1,858	17,438	47,790
2018 Average Household Size	2.30	2.59	2.50
2023 Households	2,005	18,416	50,483
2023 Average Household Size	2.29	2.59	2.51
2018-2023 Annual Rate	1.53%	1.10%	1.10%
2010 Families	1,035	11,679	30,033
2010 Average Family Size	2.92	3.09	3.03
2018 Families	1,177	12,388	32,727
2018 Average Family Size	2.93	3.12	3.07
2023 Families	1,256	13,006	34,453
2023 Average Family Size	2.94	3.12	3.08
2018-2023 Annual Rate	1.31%	0.98%	1.03%
Housing Unit Summary			
2000 Housing Units	536	12,165	34,408
Owner Occupied Housing Units	84.1%	77.5%	74.5%
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	45,978
Owner Occupied Housing Units	53.1%	71.9%	71.6%
Renter Occupied Housing Units	40.3%	22.1%	22.7%
Vacant Housing Units	6.5%	6.0%	5.8%
2018 Housing Units	1,909	18,146	49,830
Owner Occupied Housing Units	48.8%	70.2%	68.9%
Renter Occupied Housing Units	48.5%	25.9%	27.0%
Vacant Housing Units	2.7%	3.9%	4.1%
2023 Housing Units	2,060	19,130	52,538
Owner Occupied Housing Units	48.4%	70.6%	69.4%
Renter Occupied Housing Units	48.9%	25.7%	26.7%
Vacant Housing Units	2.7%	3.7%	3.9%
Median Household Income			
2018	\$100,529	\$88,482	\$87,476
2023	\$105,676	\$96,236	\$95,495
Median Home Value			
2018	\$338,525	\$270,199	\$266,434
2023	\$359,012	\$295,836	\$289,685
Per Capita Income			
2018	\$50,724	\$47,393	\$47,275
2023	\$54,404	\$50,329	\$50,470
Median Age			
2010	33.5	37.4	39.4
2018	34.3	38.9	41.0
2023	35.5	39.7	41.8

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 2018 and 2023 Esri converted Census 2000 data into 2010 geography.

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2018 Households by Income			
Household Income Base	1,858	17,438	47,790
<\$15,000	3.1%	4.8%	4.4%
\$15,000 - \$24,999	2.9%	4.9%	4.9%
\$25,000 - \$34,999	8.8%	6.5%	6.6%
\$35,000 - \$49,999	8.8%	9.4%	9.9%
\$50,000 - \$74,999	14.3%	16.4%	16.4%
\$75,000 - \$99,999	11.8%	13.2%	13.7%
\$100,000 - \$149,999	22.1%	20.1%	20.5%
\$150,000 - \$199,999	14.6%	10.0%	10.2%
\$200,000+	13.6%	14.7%	13.3%
Average Household Income	\$123,290	\$123,702	\$118,900
2023 Households by Income			
Household Income Base	2,005	18,416	50,483
<\$15,000	2.2%	3.8%	3.3%
\$15,000 - \$24,999	2.2%	3.9%	3.8%
\$25,000 - \$34,999	7.5%	5.8%	5.7%
\$35,000 - \$49,999	7.7%	8.4%	8.8%
\$50,000 - \$74,999	13.9%	16.0%	16.1%
\$75,000 - \$99,999	12.1%	13.8%	14.4%
\$100,000 - \$149,999	24.7%	22.8%	23.3%
\$150,000 - \$199,999	16.5%	11.4%	11.7%
\$200,000+	13.1%	14.1%	13.0%
Average Household Income	\$131,460	\$131,122	\$127,167
2018 Owner Occupied Housing Units by Value			
Total	932	12,737	34,319
<\$50,000	0.3%	0.8%	0.7%
\$50,000 - \$99,999	0.1%	1.2%	1.2%
\$100,000 - \$149,999	1.2%	9.0%	10.2%
\$150,000 - \$199,999	2.9%	18.1%	15.7%
\$200,000 - \$249,999	8.8%	15.6%	16.9%
\$250,000 - \$299,999	24.0%	12.8%	16.1%
\$300,000 - \$399,999	32.7%	16.5%	19.0%
\$400,000 - \$499,999	13.3%	9.0%	9.4%
\$500,000 - \$749,999	10.4%	10.5%	7.3%
\$750,000 - \$999,999	3.4%	3.6%	1.9%
\$1,000,000 - \$1,499,999	1.6%	2.0%	1.2%
\$1,500,000 - \$1,999,999	0.3%	0.3%	0.1%
\$2,000,000 +	0.8%	0.5%	0.4%
Average Home Value	\$405,183	\$350,958	\$319,163
2023 Owner Occupied Housing Units by Value			
Total	998	13,506	36,473
<\$50,000	0.0%	0.3%	0.2%
\$50,000 - \$99,999	0.0%	0.7%	0.6%
\$100,000 - \$149,999	0.5%	5.0%	6.0%
\$150,000 - \$199,999	1.6%	15.3%	13.0%
\$200,000 - \$249,999	6.1%	16.0%	16.3%
\$250,000 - \$299,999	21.4%	13.9%	17.6%
\$300,000 - \$399,999	34.5%	18.2%	21.7%
\$400,000 - \$499,999	16.1%	11.1%	11.6%
\$500,000 - \$749,999	12.6%	12.2%	8.7%
\$750,000 - \$999,999	4.1%	4.1%	2.2%
\$1,000,000 - \$1,499,999	1.8%	2.3%	1.6%
\$1,500,000 - \$1,999,999	0.4%	0.3%	0.2%
\$2,000,000 +	0.8%	0.6%	0.5%
Average Home Value	\$431,839	\$382,586	\$350,181

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 2018 and 2023 Esri converted Census 2000 data into 2010 geography.

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2010 Population by Age			
Total	3,698	42,320	109,405
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%	4.1%
85 +	0.5%	1.1%	1.8%
18 +	71.6%	72.2%	74.6%
2018 Population by Age			
Total	4,281	45,553	121,104
0 - 4	7.7%	6.3%	5.8%
5 - 9	8.9%	7.5%	6.8%
10 - 14	7.4%	7.6%	7.1%
15 - 24	8.9%	11.1%	10.9%
25 - 34	18.5%	11.9%	11.3%
35 - 44	18.6%	14.4%	13.6%
45 - 54	12.3%	14.1%	13.9%
55 - 64	9.1%	13.0%	13.7%
65 - 74	5.8%	9.1%	10.2%
75 - 84	2.2%	3.7%	4.7%
85 +	0.7%	1.4%	2.1%
18 +	72.8%	74.5%	76.4%
2023 Population by Age			
Total	4,600	48,000	128,089
0 - 4	7.6%	6.2%	5.7%
5 - 9	8.8%	7.1%	6.4%
10 - 14	7.5%	7.3%	6.9%
15 - 24	8.2%	10.7%	10.4%
25 - 34	16.7%	12.1%	11.4%
35 - 44	20.3%	14.5%	13.6%
45 - 54	12.1%	13.0%	13.1%
55 - 64	8.8%	12.4%	13.1%
65 - 74	6.5%	10.0%	11.1%
75 - 84	2.6%	5.0%	6.0%
85 +	0.8%	1.6%	2.2%
18 +	72.9%	75.3%	77.0%
2010 Population by Sex			
Males	1,799	20,486	52,292
Females	1,898	21,832	57,116
2018 Population by Sex			
Males	2,084	22,053	58,050
Females	2,196	23,500	63,053
2023 Population by Sex			
Males	2,239	23,305	61,652
Females	2,362	24,695	66,438

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

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2010 Population by Race/Ethnicity			
Total	3,698	42,317	109,408
White Alone	84.9%	80.3%	83.9%
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	33.7
2018 Population by Race/Ethnicity			
Total	4,280	45,552	121,103
White Alone	81.0%	76.7%	80.6%
Black Alone	8.9%	12.3%	9.1%
American Indian Alone	0.3%	0.2%	0.2%
Asian Alone	6.3%	6.5%	6.0%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	0.9%	1.5%	1.7%
Two or More Races	2.5%	2.7%	2.3%
Hispanic Origin	4.7%	4.5%	4.4%
Diversity Index	39.2	44.5	39.4
2023 Population by Race/Ethnicity			
Total	4,601	47,999	128,090
White Alone	78.1%	74.0%	78.1%
Black Alone	9.8%	13.0%	9.7%
American Indian Alone	0.2%	0.2%	0.2%
Asian Alone	7.7%	7.9%	7.4%
Pacific Islander Alone	0.2%	0.1%	0.1%
Some Other Race Alone	1.0%	1.7%	1.9%
Two or More Races	3.0%	3.1%	2.7%
Hispanic Origin	5.9%	5.3%	5.3%
Diversity Index	44.4	48.6	43.8
2010 Population by Relationship and Household Type			
Total	3,697	42,318	109,408
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%	22.6%
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 2018 and 2023 Esri converted Census 2000 data into 2010 geography.

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2018 Population 25+ by Educational Attainment			
Total	2,875	30,757	84,138
Less than 9th Grade	1.1%	1.2%	1.1%
9th - 12th Grade, No Diploma	1.8%	2.3%	2.2%
High School Graduate	11.4%	13.7%	12.3%
GED/Alternative Credential	1.5%	2.3%	2.3%
Some College, No Degree	17.4%	19.7%	19.5%
Associate Degree	6.4%	7.9%	8.1%
Bachelor's Degree	35.7%	31.1%	32.4%
Graduate/Professional Degree	24.8%	21.9%	22.0%
2018 Population 15+ by Marital Status			
Total	3,254	35,816	97,290
Never Married	29.4%	28.0%	26.8%
Married	58.2%	56.9%	57.3%
Widowed	3.3%	4.8%	5.4%
Divorced	9.1%	10.3%	10.4%
2018 Civilian Population 16+ in Labor Force			
Civilian Employed	97.7%	97.4%	97.5%
Civilian Unemployed (Unemployment Rate)	2.3%	2.6%	2.5%
2018 Employed Population 16+ by Industry			
Total	2,481	24,350	64,700
Agriculture/Mining	0.2%	0.2%	0.2%
Construction	2.5%	4.3%	4.2%
Manufacturing	13.9%	11.6%	10.8%
Wholesale Trade	4.1%	3.1%	3.2%
Retail Trade	8.0%	9.2%	9.4%
Transportation/Utilities	4.3%	6.3%	5.7%
Information	1.7%	2.1%	2.0%
Finance/Insurance/Real Estate	12.3%	11.5%	11.5%
Services	51.8%	49.5%	50.8%
Public Administration	1.2%	2.1%	2.2%
2018 Employed Population 16+ by Occupation			
Total	2,479	24,349	64,701
White Collar	79.3%	73.8%	75.8%
Management/Business/Financial	31.2%	23.4%	23.9%
Professional	27.4%	27.5%	27.7%
Sales	10.7%	12.1%	12.8%
Administrative Support	10.0%	10.9%	11.4%
Services	11.2%	12.9%	12.4%
Blue Collar	9.4%	13.3%	11.8%
Farming/Forestry/Fishing	0.0%	0.1%	0.1%
Construction/Extraction	1.7%	2.9%	2.6%
Installation/Maintenance/Repair	0.5%	1.5%	1.6%
Production	3.0%	3.8%	2.8%
Transportation/Material Moving	4.2%	5.0%	4.6%
2010 Population By Urban/ Rural Status			
Total Population	3,697	42,318	109,408
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 2018 and 2023 Esri converted Census 2000 data into 2010 geography.

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2010 Households by Type			
Total	1,576	16,162	43,329
Households with 1 Person	27.6%	22.9%	25.7%
Households with 2+ People	72.4%	77.1%	74.3%
Family Households	65.7%	72.3%	69.3%
Husband-wife Families	54.9%	58.4%	56.8%
With Related Children	31.8%	29.3%	26.2%
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%	4.9%
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	43,329
1 Person Household	27.6%	22.9%	25.7%
2 Person Household	32.0%	33.8%	34.9%
3 Person Household	15.8%	17.1%	16.2%
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	43,329
Owner Occupied	56.9%	76.5%	76.0%
Owned with a Mortgage/Loan	48.8%	61.8%	58.4%
Owned Free and Clear	8.1%	14.7%	17.6%
Renter Occupied	43.1%	23.5%	24.0%
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	1,686	17,193	45,978
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.

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Top 3 Tapestry Segments			
1.	Boomburbs (1C)	In Style (5B)	Exurbanites (1E)
2.	Bright Young Professionals	Home Improvement (4B)	In Style (5B)
3.	In Style (5B)	Top Tier (1A)	Bright Young Professionals
2018 Consumer Spending			
Apparel & Services: Total \$	\$6,201,366	\$55,829,885	\$145,432,325
Average Spent	\$3,337.66	\$3,201.62	\$3,043.15
Spending Potential Index	153	147	140
Education: Total \$	\$3,939,720	\$38,353,999	\$101,734,721
Average Spent	\$2,120.41	\$2,199.45	\$2,128.79
Spending Potential Index	147	152	147
Entertainment/Recreation: Total \$	\$8,688,049	\$81,656,782	\$215,491,759
Average Spent	\$4,676.02	\$4,682.69	\$4,509.14
Spending Potential Index	145	145	140
Food at Home: Total \$	\$13,363,603	\$122,545,033	\$323,390,914
Average Spent	\$7,192.47	\$7,027.47	\$6,766.92
Spending Potential Index	143	140	135
Food Away from Home: Total \$	\$9,970,827	\$89,756,756	\$234,501,622
Average Spent	\$5,366.43	\$5,147.19	\$4,906.92
Spending Potential Index	153	147	140
Health Care: Total \$	\$14,585,933	\$141,826,307	\$378,900,544
Average Spent	\$7,850.34	\$8,133.18	\$7,928.45
Spending Potential Index	137	142	138
HH Furnishings & Equipment: Total \$	\$5,820,709	\$54,128,935	\$142,077,490
Average Spent	\$3,132.78	\$3,104.08	\$2,972.95
Spending Potential Index	150	149	142
Personal Care Products & Services: Total \$	\$2,338,163	\$21,474,947	\$56,406,758
Average Spent	\$1,258.43	\$1,231.50	\$1,180.30
Spending Potential Index	152	149	143
Shelter: Total \$	\$45,564,036	\$422,593,895	\$1,116,294,149
Average Spent	\$24,523.16	\$24,234.08	\$23,358.32
Spending Potential Index	146	144	139
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$6,453,584	\$64,001,034	\$170,541,212
Average Spent	\$3,473.40	\$3,670.20	\$3,568.55
Spending Potential Index	140	148	144
Travel: Total \$	\$6,060,202	\$58,001,838	\$152,658,447
Average Spent	\$3,261.68	\$3,326.17	\$3,194.36
Spending Potential Index	151	154	148
Vehicle Maintenance & Repairs: Total \$	\$2,885,821	\$26,876,601	\$70,898,273
Average Spent	\$1,553.19	\$1,541.27	\$1,483.54
Spending Potential Index	144	143	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 2015 and 2016 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

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