



# Housing Profile

Epic Plaza  
12910 Factory Ln, Louisville, Kentucky, 40245  
Ring: 1 mile radius

Prepared by Charlotte Hollkamp  
Latitude: 38.28821  
Longitude: -85.51154

| Population            |       | Households                   |           |
|-----------------------|-------|------------------------------|-----------|
| 2010 Total Population | 3,697 | 2019 Median Household Income | \$109,381 |
| 2019 Total Population | 4,267 | 2024 Median Household Income | \$121,727 |
| 2024 Total Population | 4,503 | 2019-2024 Annual Rate        | 2.16%     |
| 2019-2024 Annual Rate | 1.08% |                              |           |

| Housing Units by Occupancy Status and Tenure | Census 2010 |         | 2019   |         | 2024   |         |
|--|-------------|---------|--------|---------|--------|---------|
|  | Number      | Percent | Number | Percent | Number | Percent |
| Total Housing Units                          | 1,686       | 100.0%  | 1,912  | 100.0%  | 2,040  | 100.0%  |
| Occupied                                     | 1,576       | 93.5%   | 1,856  | 97.1%   | 1,983  | 97.2%   |
| Owner  | 896         | 53.1%   | 953    | 49.8%   | 1,003  | 49.2%   |
| Renter                                       | 680         | 40.3%   | 903    | 47.2%   | 980    | 48.0%   |
| Vacant                                       | 110         | 6.5%    | 55     | 2.9%    | 56     | 2.7%    |

| Owner Occupied Housing Units by Value | 2019   |         | 2024   |         |
|---------------------------------------|--------|---------|--------|---------|
|                                       | Number | Percent | Number | Percent |
| Total                                 | 955    | 100.0%  | 1,002  | 100.0%  |
| <\$50,000                             | 1      | 0.1%    | 0      | 0.0%    |
| \$50,000-\$99,999                     | 0      | 0.0%    | 0      | 0.0%    |
| \$100,000-\$149,999                   | 29     | 3.0%    | 17     | 1.7%    |
| \$150,000-\$199,999                   | 40     | 4.2%    | 32     | 3.2%    |
| \$200,000-\$249,999                   | 75     | 7.9%    | 61     | 6.1%    |
| \$250,000-\$299,999                   | 214    | 22.4%   | 202    | 20.2%   |
| \$300,000-\$399,999                   | 339    | 35.5%   | 379    | 37.8%   |
| \$400,000-\$499,999                   | 133    | 13.9%   | 164    | 16.4%   |
| \$500,000-\$749,999                   | 75     | 7.9%    | 91     | 9.1%    |
| \$750,000-\$999,999                   | 32     | 3.4%    | 36     | 3.6%    |
| \$1,000,000-\$1,499,999               | 10     | 1.0%    | 12     | 1.2%    |
| \$1,500,000-\$1,999,999               | 2      | 0.2%    | 2      | 0.2%    |
| \$2,000,000+                          | 5      | 0.5%    | 6      | 0.6%    |

|               |           |           |
|---------------|-----------|-----------|
| Median Value  | \$334,956 | \$349,868 |
| Average Value | \$384,293 | \$403,019 |

| Census 2010 Housing Units | Number | Percent |
|---------------------------|--------|---------|
| Total                     | 1,686  | 100.0%  |
| In Urbanized Areas        | 1,686  | 100.0%  |
| In Urban Clusters         | 0      | 0.0%    |
| Rural Housing Units       | 0      | 0.0%    |

**Data Note:** Persons of Hispanic Origin may be of any race.  
**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024.

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| Census 2010 Owner Occupied Housing Units by Mortgage Status |  | Number | Percent |
|---|--|--------|---------|
| Total   |  | 896    | 100.0%  |
| Owned with a Mortgage/Loan                                  |  | 769    | 85.8%   |
| Owned Free and Clear  |  | 127    | 14.2%   |

| Census 2010 Vacant Housing Units by Status |  | Number | Percent |
|--|--|--------|---------|
| Total                                      |  | 105    | 100.0%  |
| For Rent                                   |  | 70     | 66.7%   |
| Rented- Not Occupied                       |  | 5      | 4.8%    |
| For Sale Only                              |  | 7      | 6.7%    |
| Sold - Not Occupied                        |  | 3      | 2.9%    |
| Seasonal/Recreational/Occasional Use       |  | 11     | 10.5%   |
| For Migrant Workers                        |  | 0      | 0.0%    |
| Other Vacant                               |  | 9      | 8.6%    |

| Census 2010 Occupied Housing Units by Age of Householder and Home Ownership |                | Owner Occupied Units |               |
|---|----------------|----------------------|---------------|
|   | Occupied Units | Number               | % of Occupied |
| Total   | 1,576          | 896                  | 56.9%         |
| 15-24   | 104            | 6                    | 5.8%          |
| 25-34   | 349            | 113                  | 32.4%         |
| 35-44   | 452            | 295                  | 65.3%         |
| 45-54   | 326            | 224                  | 68.7%         |
| 55-64   | 199            | 142                  | 71.4%         |
| 65-74   | 93             | 75                   | 80.6%         |
| 75-84   | 42             | 32                   | 76.2%         |
| 85+   | 11             | 9                    | 81.8%         |

| Census 2010 Occupied Housing Units by Race/Ethnicity of Householder and Home Ownership |                | Owner Occupied Units |               |
|--|----------------|----------------------|---------------|
|  | Occupied Units | Number               | % of Occupied |
| Total  | 1,575          | 895                  | 56.8%         |
| White Alone  | 1,361          | 793                  | 58.3%         |
| Black/African American Alone   | 128            | 53                   | 41.4%         |
| American Indian/Alaska Native  | 4              | 1                    | 25.0%         |
| Asian Alone  | 55             | 39                   | 70.9%         |
| Pacific Islander Alone   | 0              | 0                    | 0.0%          |
| Other Race Alone   | 9              | 4                    | 44.4%         |
| Two or More Races  | 18             | 5                    | 27.8%         |
| Hispanic Origin  | 47             | 20                   | 42.6%         |

| Census 2010 Occupied Housing Units by Size and Home Ownership |                | Owner Occupied Units |               |
|---|----------------|----------------------|---------------|
|   | Occupied Units | Number               | % of Occupied |
| Total   | 1,576          | 895                  | 56.8%         |
| 1-Person  | 435            | 129                  | 29.7%         |
| 2-Person  | 504            | 263                  | 52.2%         |
| 3-Person  | 249            | 173                  | 69.5%         |
| 4-Person  | 262            | 217                  | 82.8%         |
| 5-Person  | 93             | 83                   | 89.2%         |
| 6-Person  | 23             | 21                   | 91.3%         |
| 7+ Person   | 10             | 9                    | 90.0%         |

| 2019 Housing Affordability     |       |
|--------------------------------|-------|
| Housing Affordability Index    | 158   |
| Percent of Income for Mortgage | 15.0% |

**Data Note:** Persons of Hispanic Origin may be of any race.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024.

December 31, 2019



# Housing Profile

Epic Plaza  
12910 Factory Ln, Louisville, Kentucky, 40245  
Ring: 3 mile radius

Prepared by Charlotte Hollkamp  
Latitude: 38.28821  
Longitude: -85.51154

| Population            |        | Households                   |           |
|-----------------------|--------|------------------------------|-----------|
| 2010 Total Population | 42,318 | 2019 Median Household Income | \$97,046  |
| 2019 Total Population | 46,130 | 2024 Median Household Income | \$107,576 |
| 2024 Total Population | 48,276 | 2019-2024 Annual Rate        | 2.08%     |
| 2019-2024 Annual Rate | 0.91%  |                              |           |

| Housing Units by Occupancy Status and Tenure | Census 2010 |         | 2019   |         | 2024   |         |
|--|-------------|---------|--------|---------|--------|---------|
|  | Number      | Percent | Number | Percent | Number | Percent |
| Total Housing Units                          | 17,193      | 100.0%  | 18,683 | 100.0%  | 19,583 | 100.0%  |
| Occupied                                     | 16,162      | 94.0%   | 17,743 | 95.0%   | 18,633 | 95.1%   |
| Owner  | 12,364      | 71.9%   | 13,123 | 70.2%   | 13,806 | 70.5%   |
| Renter                                       | 3,798       | 22.1%   | 4,620  | 24.7%   | 4,827  | 24.6%   |
| Vacant                                       | 1,031       | 6.0%    | 940    | 5.0%    | 951    | 4.9%    |

| Owner Occupied Housing Units by Value | 2019      |         | 2024      |         |
|---------------------------------------|-----------|---------|-----------|---------|
|                                       | Number    | Percent | Number    | Percent |
| Total                                 | 13,123    | 100.0%  | 13,806    | 100.0%  |
| <\$50,000                             | 63        | 0.5%    | 16        | 0.1%    |
| \$50,000-\$99,999                     | 116       | 0.9%    | 48        | 0.3%    |
| \$100,000-\$149,999                   | 1,050     | 8.0%    | 613       | 4.4%    |
| \$150,000-\$199,999                   | 2,026     | 15.4%   | 1,770     | 12.8%   |
| \$200,000-\$249,999                   | 1,952     | 14.9%   | 2,077     | 15.0%   |
| \$250,000-\$299,999                   | 1,834     | 14.0%   | 2,092     | 15.2%   |
| \$300,000-\$399,999                   | 2,452     | 18.7%   | 2,723     | 19.7%   |
| \$400,000-\$499,999                   | 1,481     | 11.3%   | 1,838     | 13.3%   |
| \$500,000-\$749,999                   | 1,141     | 8.7%    | 1,386     | 10.0%   |
| \$750,000-\$999,999                   | 690       | 5.3%    | 805       | 5.8%    |
| \$1,000,000-\$1,499,999               | 188       | 1.4%    | 260       | 1.9%    |
| \$1,500,000-\$1,999,999               | 51        | 0.4%    | 75        | 0.5%    |
| \$2,000,000+                          | 79        | 0.6%    | 103       | 0.7%    |
| Median Value                          | \$286,927 |         | \$310,540 |         |
| Average Value                         | \$364,486 |         | \$396,333 |         |

| Census 2010 Housing Units | Number | Percent |
|---------------------------|--------|---------|
| Total                     | 17,193 | 100.0%  |
| In Urbanized Areas        | 17,144 | 99.7%   |
| In Urban Clusters         | 0      | 0.0%    |
| Rural Housing Units       | 49     | 0.3%    |

**Data Note:** Persons of Hispanic Origin may be of any race.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024.

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Latitude: 38.28821  
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| Census 2010 Owner Occupied Housing Units by Mortgage Status |  | Number | Percent |
|---|--|--------|---------|
| Total   |  | 12,364 | 100.0%  |
| Owned with a Mortgage/Loan                                  |  | 9,991  | 80.8%   |
| Owned Free and Clear  |  | 2,373  | 19.2%   |

| Census 2010 Vacant Housing Units by Status |  | Number | Percent |
|--|--|--------|---------|
| Total                                      |  | 1,046  | 100.0%  |
| For Rent                                   |  | 388    | 37.1%   |
| Rented- Not Occupied                       |  | 20     | 1.9%    |
| For Sale Only                              |  | 264    | 25.2%   |
| Sold - Not Occupied                        |  | 59     | 5.6%    |
| Seasonal/Recreational/Occasional Use       |  | 96     | 9.2%    |
| For Migrant Workers                        |  | 0      | 0.0%    |
| Other Vacant                               |  | 219    | 20.9%   |

| Census 2010 Occupied Housing Units by Age of Householder and Home Ownership |                |                      |               |
|---|----------------|----------------------|---------------|
|   | Occupied Units | Owner Occupied Units |               |
|   |                | Number               | % of Occupied |
| Total   | 16,162         | 12,364               | 76.5%         |
| 15-24   | 487            | 97                   | 19.9%         |
| 25-34   | 2,559          | 1,415                | 55.3%         |
| 35-44   | 3,578          | 2,795                | 78.1%         |
| 45-54   | 3,845          | 3,184                | 82.8%         |
| 55-64   | 3,015          | 2,578                | 85.5%         |
| 65-74   | 1,607          | 1,416                | 88.1%         |
| 75-84   | 797            | 668                  | 83.8%         |
| 85+   | 274            | 211                  | 77.0%         |

| Census 2010 Occupied Housing Units by Race/Ethnicity of Householder and Home Ownership |                |                      |               |
|--|----------------|----------------------|---------------|
|  | Occupied Units | Owner Occupied Units |               |
|  |                | Number               | % of Occupied |
| Total  | 16,162         | 12,363               | 76.5%         |
| White Alone  | 13,379         | 10,584               | 79.1%         |
| Black/African American Alone   | 1,834          | 1,123                | 61.2%         |
| American Indian/Alaska Native  | 25             | 12                   | 48.0%         |
| Asian Alone  | 596            | 497                  | 83.4%         |
| Pacific Islander Alone   | 8              | 5                    | 62.5%         |
| Other Race Alone   | 145            | 44                   | 30.3%         |
| Two or More Races  | 175            | 98                   | 56.0%         |
| Hispanic Origin  | 431            | 190                  | 44.1%         |

| Census 2010 Occupied Housing Units by Size and Home Ownership |                |                      |               |
|---|----------------|----------------------|---------------|
|   | Occupied Units | Owner Occupied Units |               |
|   |                | Number               | % of Occupied |
| Total   | 16,162         | 12,364               | 76.5%         |
| 1-Person  | 3,705          | 2,190                | 59.1%         |
| 2-Person  | 5,456          | 4,360                | 79.9%         |
| 3-Person  | 2,768          | 2,211                | 79.9%         |
| 4-Person  | 2,708          | 2,332                | 86.1%         |
| 5-Person  | 1,079          | 914                  | 84.7%         |
| 6-Person  | 333            | 275                  | 82.6%         |
| 7+ Person   | 113            | 82                   | 72.6%         |

| 2019 Housing Affordability     |       |
|--------------------------------|-------|
| Housing Affordability Index    | 163   |
| Percent of Income for Mortgage | 14.5% |

**Data Note:** Persons of Hispanic Origin may be of any race.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024.

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# Housing Profile

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Ring: 5 mile radius

Prepared by Charlotte Hollkamp  
Latitude: 38.28821  
Longitude: -85.51154

| Population            |         | Households                   |           |
|-----------------------|---------|------------------------------|-----------|
| 2010 Total Population | 109,072 | 2019 Median Household Income | \$95,819  |
| 2019 Total Population | 122,354 | 2024 Median Household Income | \$107,133 |
| 2024 Total Population | 129,557 | 2019-2024 Annual Rate        | 2.26%     |
| 2019-2024 Annual Rate | 1.15%   |                              |           |

| Housing Units by Occupancy Status and Tenure | Census 2010 |         | 2019   |         | 2024   |         |
|--|-------------|---------|--------|---------|--------|---------|
|  | Number      | Percent | Number | Percent | Number | Percent |
| Total Housing Units                          | 45,865      | 100.0%  | 51,019 | 100.0%  | 53,894 | 100.0%  |
| Occupied                                     | 43,219      | 94.2%   | 48,433 | 94.9%   | 51,318 | 95.2%   |
| Owner  | 32,801      | 71.5%   | 35,307 | 69.2%   | 37,310 | 69.2%   |
| Renter                                       | 10,418      | 22.7%   | 13,126 | 25.7%   | 14,008 | 26.0%   |
| Vacant                                       | 2,646       | 5.8%    | 2,586  | 5.1%    | 2,576  | 4.8%    |

| Owner Occupied Housing Units by Value | 2019   |         | 2024   |         |
|---------------------------------------|--------|---------|--------|---------|
|                                       | Number | Percent | Number | Percent |
| Total                                 | 35,308 | 100.0%  | 37,309 | 100.0%  |
| <\$50,000                             | 192    | 0.5%    | 53     | 0.1%    |
| \$50,000-\$99,999                     | 271    | 0.8%    | 107    | 0.3%    |
| \$100,000-\$149,999                   | 2,767  | 7.8%    | 1,625  | 4.4%    |
| \$150,000-\$199,999                   | 4,569  | 12.9%   | 3,841  | 10.3%   |
| \$200,000-\$249,999                   | 5,752  | 16.3%   | 5,671  | 15.2%   |
| \$250,000-\$299,999                   | 5,823  | 16.5%   | 6,501  | 17.4%   |
| \$300,000-\$399,999                   | 7,773  | 22.0%   | 9,154  | 24.5%   |
| \$400,000-\$499,999                   | 4,013  | 11.4%   | 5,089  | 13.6%   |
| \$500,000-\$749,999                   | 2,470  | 7.0%    | 3,086  | 8.3%    |
| \$750,000-\$999,999                   | 1,179  | 3.3%    | 1,466  | 3.9%    |
| \$1,000,000-\$1,499,999               | 275    | 0.8%    | 391    | 1.0%    |
| \$1,500,000-\$1,999,999               | 73     | 0.2%    | 112    | 0.3%    |
| \$2,000,000+                          | 151    | 0.4%    | 213    | 0.6%    |

|               |           |           |
|---------------|-----------|-----------|
| Median Value  | \$285,231 | \$309,357 |
| Average Value | \$339,275 | \$370,362 |

| Census 2010 Housing Units | Number | Percent |
|---------------------------|--------|---------|
| Total                     | 45,865 | 100.0%  |
| In Urbanized Areas        | 44,870 | 97.8%   |
| In Urban Clusters         | 0      | 0.0%    |
| Rural Housing Units       | 995    | 2.2%    |

**Data Note:** Persons of Hispanic Origin may be of any race.  
**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024.

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Ring: 5 mile radius

Prepared by Charlotte Hollkamp  
Latitude: 38.28821  
Longitude: -85.51154

| Census 2010 Owner Occupied Housing Units by Mortgage Status |  | Number | Percent |
|---|--|--------|---------|
| Total   |  | 32,802 | 100.0%  |
| Owned with a Mortgage/Loan                                  |  | 25,206 | 76.8%   |
| Owned Free and Clear  |  | 7,596  | 23.2%   |

| Census 2010 Vacant Housing Units by Status |  | Number | Percent |
|--|--|--------|---------|
| Total                                      |  | 2,644  | 100.0%  |
| For Rent                                   |  | 839    | 31.7%   |
| Rented- Not Occupied                       |  | 52     | 2.0%    |
| For Sale Only                              |  | 769    | 29.1%   |
| Sold - Not Occupied                        |  | 149    | 5.6%    |
| Seasonal/Recreational/Occasional Use       |  | 306    | 11.6%   |
| For Migrant Workers                        |  | 0      | 0.0%    |
| Other Vacant                               |  | 529    | 20.0%   |

| Census 2010 Occupied Housing Units by Age of Householder and Home Ownership |                |                      |               |
|---|----------------|----------------------|---------------|
|   | Occupied Units | Owner Occupied Units |               |
|   |                | Number               | % of Occupied |
| Total   | 43,219         | 32,801               | 75.9%         |
| 15-24   | 1,215          | 264                  | 21.7%         |
| 25-34   | 6,320          | 3,429                | 54.3%         |
| 35-44   | 8,523          | 6,497                | 76.2%         |
| 45-54   | 9,581          | 7,839                | 81.8%         |
| 55-64   | 8,350          | 7,221                | 86.5%         |
| 65-74   | 4,889          | 4,321                | 88.4%         |
| 75-84   | 3,043          | 2,496                | 82.0%         |
| 85+   | 1,298          | 734                  | 56.5%         |

| Census 2010 Occupied Housing Units by Race/Ethnicity of Householder and Home Ownership |                |                      |               |
|--|----------------|----------------------|---------------|
|  | Occupied Units | Owner Occupied Units |               |
|  |                | Number               | % of Occupied |
| Total  | 43,219         | 32,801               | 75.9%         |
| White Alone  | 37,382         | 29,436               | 78.7%         |
| Black/African American Alone   | 3,510          | 1,967                | 56.0%         |
| American Indian/Alaska Native  | 80             | 44                   | 55.0%         |
| Asian Alone  | 1,434          | 1,020                | 71.1%         |
| Pacific Islander Alone   | 18             | 11                   | 61.1%         |
| Other Race Alone   | 374            | 99                   | 26.5%         |
| Two or More Races  | 421            | 224                  | 53.2%         |
| Hispanic Origin  | 1,063          | 444                  | 41.8%         |

| Census 2010 Occupied Housing Units by Size and Home Ownership |                |                      |               |
|---|----------------|----------------------|---------------|
|   | Occupied Units | Owner Occupied Units |               |
|   |                | Number               | % of Occupied |
| Total   | 43,218         | 32,802               | 75.9%         |
| 1-Person  | 11,149         | 6,904                | 61.9%         |
| 2-Person  | 15,096         | 12,119               | 80.3%         |
| 3-Person  | 6,978          | 5,413                | 77.6%         |
| 4-Person  | 6,395          | 5,451                | 85.2%         |
| 5-Person  | 2,542          | 2,115                | 83.2%         |
| 6-Person  | 774            | 610                  | 78.8%         |
| 7+ Person   | 284            | 190                  | 66.9%         |

| 2019 Housing Affordability     |       |
|--------------------------------|-------|
| Housing Affordability Index    | 162   |
| Percent of Income for Mortgage | 14.6% |

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