



Market Profile

Anchorage Plaza
 12903 Factory Ln, Louisville, Kentucky, 40245
 Rings: 1, 3, 5 mile radii

Prepared by Charlotte Hollkamp
 Latitude: 38.28833
 Longitude: -85.51225

	1 mile	3 miles	5 miles
Population Summary			
2010 Total Population	4,095	41,954	110,534
2020 Total Population	4,930	46,322	126,600
2020 Group Quarters	35	271	1,381
2022 Total Population	5,297	47,938	131,297
2022 Group Quarters	35	274	1,383
2027 Total Population	5,375	48,943	134,724
2022-2027 Annual Rate	0.29%	0.42%	0.52%
2022 Total Daytime Population	13,439	57,853	148,596
Workers	11,053	34,659	85,516
Residents	2,386	23,194	63,080
Household Summary			
2010 Households	1,602	16,023	43,959
2010 Average Household Size	2.55	2.60	2.48
2020 Total Households	2,056	18,047	51,208
2020 Average Household Size	2.38	2.55	2.45
2022 Households	2,253	18,818	53,181
2022 Average Household Size	2.34	2.53	2.44
2027 Households	2,281	19,237	54,599
2027 Average Household Size	2.34	2.53	2.44
2022-2027 Annual Rate	0.25%	0.44%	0.53%
2010 Families	1,040	11,620	30,398
2010 Average Family Size	3.22	3.08	3.01
2022 Families	1,387	13,232	36,122
2022 Average Family Size	3.00	3.04	2.98
2027 Families	1,392	13,444	36,873
2027 Average Family Size	3.03	3.04	2.99
2022-2027 Annual Rate	0.07%	0.32%	0.41%
Housing Unit Summary			
2000 Housing Units	575	12,019	34,967
Owner Occupied Housing Units	83.1%	78.0%	73.8%
Renter Occupied Housing Units	7.3%	18.1%	20.8%
Vacant Housing Units	9.6%	4.0%	5.4%
2010 Housing Units	1,723	16,889	46,634
Owner Occupied Housing Units	51.3%	73.1%	71.2%
Renter Occupied Housing Units	41.4%	21.8%	23.1%
Vacant Housing Units	7.0%	5.1%	5.7%
2020 Housing Units	2,214	19,049	54,650
Vacant Housing Units	7.1%	5.3%	6.3%
2022 Housing Units	2,444	20,022	57,645
Owner Occupied Housing Units	47.1%	67.6%	68.0%
Renter Occupied Housing Units	45.2%	26.4%	24.3%
Vacant Housing Units	7.8%	6.0%	7.7%
2027 Housing Units	2,512	20,706	59,856
Owner Occupied Housing Units	47.3%	66.8%	67.2%
Renter Occupied Housing Units	43.5%	26.1%	24.0%
Vacant Housing Units	9.2%	7.1%	8.8%
Median Household Income			
2022	\$100,375	\$93,236	\$96,615
2027	\$105,941	\$103,988	\$108,416
Median Home Value			
2022	\$351,156	\$316,435	\$324,516
2027	\$364,039	\$341,562	\$348,151
Per Capita Income			
2022	\$58,868	\$53,025	\$54,034
2027	\$70,278	\$60,482	\$61,819
Median Age			
2010	33.7	37.4	39.3
2022	34.9	39.5	41.5
2027	36.1	40.1	42.3

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: Esri forecasts for 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.



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2022 Households by Income			
Household Income Base	2,253	18,818	53,181
<\$15,000	4.9%	4.5%	3.4%
\$15,000 - \$24,999	4.7%	4.6%	4.0%
\$25,000 - \$34,999	3.5%	4.0%	4.5%
\$35,000 - \$49,999	7.3%	8.2%	8.2%
\$50,000 - \$74,999	12.4%	17.5%	17.7%
\$75,000 - \$99,999	17.0%	14.3%	13.7%
\$100,000 - \$149,999	20.6%	20.1%	21.1%
\$150,000 - \$199,999	13.8%	11.3%	12.6%
\$200,000+	15.8%	15.5%	14.8%
Average Household Income	\$133,860	\$135,880	\$133,451
2027 Households by Income			
Household Income Base	2,281	19,237	54,599
<\$15,000	2.7%	2.8%	2.1%
\$15,000 - \$24,999	2.4%	3.1%	2.6%
\$25,000 - \$34,999	1.7%	3.3%	3.4%
\$35,000 - \$49,999	4.3%	7.6%	7.0%
\$50,000 - \$74,999	15.0%	17.0%	16.4%
\$75,000 - \$99,999	21.0%	13.9%	13.3%
\$100,000 - \$149,999	17.5%	19.9%	21.9%
\$150,000 - \$199,999	12.9%	14.0%	16.1%
\$200,000+	22.6%	18.5%	17.3%
Average Household Income	\$160,228	\$154,829	\$152,535
2022 Owner Occupied Housing Units by Value			
Total	1,150	13,536	39,181
<\$50,000	0.9%	0.4%	0.3%
\$50,000 - \$99,999	0.0%	0.4%	0.3%
\$100,000 - \$149,999	1.7%	3.7%	3.0%
\$150,000 - \$199,999	0.8%	9.9%	7.5%
\$200,000 - \$249,999	4.6%	16.8%	14.7%
\$250,000 - \$299,999	18.8%	14.8%	17.0%
\$300,000 - \$399,999	45.1%	24.4%	29.4%
\$400,000 - \$499,999	16.3%	14.1%	15.9%
\$500,000 - \$749,999	9.3%	10.3%	8.6%
\$750,000 - \$999,999	1.6%	3.3%	2.2%
\$1,000,000 - \$1,499,999	0.4%	1.0%	0.5%
\$1,500,000 - \$1,999,999	0.1%	0.6%	0.3%
\$2,000,000 +	0.1%	0.3%	0.3%
Average Home Value	\$379,054	\$371,921	\$362,696
2027 Owner Occupied Housing Units by Value			
Total	1,188	13,835	40,241
<\$50,000	0.2%	0.1%	0.1%
\$50,000 - \$99,999	0.0%	0.1%	0.0%
\$100,000 - \$149,999	0.5%	1.4%	0.9%
\$150,000 - \$199,999	0.3%	5.9%	4.0%
\$200,000 - \$249,999	2.7%	15.8%	12.1%
\$250,000 - \$299,999	13.5%	15.4%	16.4%
\$300,000 - \$399,999	51.3%	27.6%	34.4%
\$400,000 - \$499,999	19.5%	17.4%	19.6%
\$500,000 - \$749,999	9.9%	11.2%	9.2%
\$750,000 - \$999,999	1.6%	3.6%	2.4%
\$1,000,000 - \$1,499,999	0.3%	0.9%	0.4%
\$1,500,000 - \$1,999,999	0.1%	0.6%	0.4%
\$2,000,000 +	0.1%	0.2%	0.2%
Average Home Value	\$395,307	\$392,028	\$383,591

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: Esri forecasts for 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.



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2010 Population by Age			
Total	4,095	41,955	110,536
0 - 4	8.2%	7.1%	6.5%
5 - 9	9.4%	8.1%	7.2%
10 - 14	8.0%	8.0%	7.2%
15 - 24	9.6%	10.7%	10.4%
25 - 34	17.1%	12.6%	12.3%
35 - 44	20.0%	15.6%	14.7%
45 - 54	13.5%	15.8%	15.4%
55 - 64	8.2%	12.2%	13.1%
65 - 74	3.8%	6.0%	7.2%
75 - 84	1.7%	2.9%	4.1%
85 +	0.4%	1.2%	1.8%
18 +	71.5%	72.3%	74.7%
2022 Population by Age			
Total	5,298	47,937	131,298
0 - 4	7.7%	6.1%	5.6%
5 - 9	9.2%	7.2%	6.5%
10 - 14	7.5%	7.4%	7.0%
15 - 24	8.1%	10.8%	10.7%
25 - 34	17.8%	12.0%	11.3%
35 - 44	19.2%	14.6%	13.6%
45 - 54	11.7%	13.2%	13.2%
55 - 64	8.8%	12.8%	13.4%
65 - 74	6.5%	9.9%	11.0%
75 - 84	2.6%	4.5%	5.5%
85 +	1.0%	1.6%	2.1%
18 +	72.4%	75.4%	77.0%
2027 Population by Age			
Total	5,376	48,945	134,723
0 - 4	7.7%	6.1%	5.6%
5 - 9	9.1%	6.9%	6.3%
10 - 14	7.7%	7.1%	6.7%
15 - 24	8.1%	10.5%	10.3%
25 - 34	14.9%	12.1%	11.4%
35 - 44	21.3%	14.6%	13.5%
45 - 54	11.7%	12.8%	12.9%
55 - 64	8.5%	11.9%	12.5%
65 - 74	6.8%	10.2%	11.3%
75 - 84	3.1%	6.0%	7.2%
85 +	1.1%	1.8%	2.4%
18 +	72.4%	76.0%	77.7%
2010 Population by Sex			
Males	1,993	20,321	52,701
Females	2,102	21,633	57,833
2022 Population by Sex			
Males	2,579	23,185	63,656
Females	2,718	24,753	67,641
2027 Population by Sex			
Males	2,619	23,718	65,435
Females	2,756	25,225	69,288

Source: Esri forecasts for 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.



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2010 Population by Race/Ethnicity			
Total	4,095	41,954	110,535
White Alone	83.5%	80.1%	83.7%
Black Alone	8.0%	11.3%	8.3%
American Indian Alone	0.3%	0.2%	0.2%
Asian Alone	5.5%	4.7%	4.5%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	0.8%	1.3%	1.4%
Two or More Races	1.8%	2.2%	1.9%
Hispanic Origin	3.5%	3.7%	3.6%
Diversity Index	34.1	38.8	33.9
2020 Population by Race/Ethnicity			
Total	4,930	46,322	126,600
White Alone	74.8%	72.9%	76.7%
Black Alone	10.2%	11.6%	8.8%
American Indian Alone	0.2%	0.2%	0.2%
Asian Alone	6.0%	6.0%	6.0%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	1.9%	2.1%	1.8%
Two or More Races	6.9%	7.2%	6.4%
Hispanic Origin	5.4%	5.3%	4.8%
Diversity Index	48.1	50.1	45.1
2022 Population by Race/Ethnicity			
Total	5,297	47,937	131,297
White Alone	73.8%	72.3%	76.1%
Black Alone	10.6%	11.7%	8.9%
American Indian Alone	0.2%	0.2%	0.2%
Asian Alone	6.1%	6.2%	6.2%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	2.0%	2.1%	1.9%
Two or More Races	7.3%	7.5%	6.7%
Hispanic Origin	5.6%	5.3%	4.8%
Diversity Index	49.4	51.0	45.9
2027 Population by Race/Ethnicity			
Total	5,374	48,944	134,724
White Alone	71.8%	70.6%	74.4%
Black Alone	10.8%	11.8%	8.9%
American Indian Alone	0.1%	0.2%	0.2%
Asian Alone	6.7%	6.6%	6.7%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	2.2%	2.3%	2.1%
Two or More Races	8.3%	8.6%	7.6%
Hispanic Origin	5.8%	5.5%	5.0%
Diversity Index	52.0	53.1	48.2
2010 Population by Relationship and Household Type			
Total	4,095	41,954	110,534
In Households	99.9%	99.2%	98.6%
In Family Households	82.7%	86.6%	84.0%
Householder	26.5%	27.6%	27.5%
Spouse	21.9%	22.3%	22.5%
Child	32.0%	33.1%	30.5%
Other relative	1.3%	2.3%	2.2%
Nonrelative	0.9%	1.4%	1.3%
In Nonfamily Households	17.2%	12.6%	14.6%
In Group Quarters	0.1%	0.8%	1.4%
Institutionalized Population	0.1%	0.8%	1.4%
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.

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2022 Population 25+ by Educational Attainment			
Total	3,577	32,878	92,148
Less than 9th Grade	0.8%	1.2%	1.1%
9th - 12th Grade, No Diploma	1.4%	2.2%	2.0%
High School Graduate	8.2%	13.6%	12.7%
GED/Alternative Credential	0.6%	2.0%	2.0%
Some College, No Degree	16.8%	17.3%	16.4%
Associate Degree	6.8%	8.2%	8.1%
Bachelor's Degree	41.9%	32.7%	33.9%
Graduate/Professional Degree	23.5%	22.7%	23.8%
2022 Population 15+ by Marital Status			
Total	4,001	38,039	106,235
Never Married	28.2%	28.1%	26.2%
Married	58.0%	57.1%	58.8%
Widowed	3.7%	5.1%	5.4%
Divorced	10.1%	9.7%	9.6%
2022 Civilian Population 16+ in Labor Force			
Civilian Population 16+	3,048	25,828	70,675
Population 16+ Employed	96.7%	97.3%	97.4%
Population 16+ Unemployment rate	3.3%	2.7%	2.6%
Population 16-24 Employed	7.1%	10.6%	10.9%
Population 16-24 Unemployment rate	3.2%	5.4%	6.3%
Population 25-54 Employed	75.8%	64.9%	62.4%
Population 25-54 Unemployment rate	3.5%	2.5%	2.0%
Population 55-64 Employed	11.9%	17.1%	18.4%
Population 55-64 Unemployment rate	3.0%	2.0%	2.1%
Population 65+ Employed	5.3%	7.5%	8.2%
Population 65+ Unemployment rate	0.6%	2.7%	2.6%
2022 Employed Population 16+ by Industry			
Total	2,948	25,125	68,856
Agriculture/Mining	0.2%	0.3%	0.2%
Construction	4.2%	4.6%	4.5%
Manufacturing	14.1%	11.7%	10.2%
Wholesale Trade	2.5%	3.7%	4.0%
Retail Trade	11.0%	11.1%	10.8%
Transportation/Utilities	7.2%	7.1%	6.4%
Information	0.9%	1.5%	1.6%
Finance/Insurance/Real Estate	12.9%	10.5%	10.4%
Services	45.6%	46.8%	49.3%
Public Administration	1.5%	2.6%	2.7%
2022 Employed Population 16+ by Occupation			
Total	2,948	25,125	68,857
White Collar	79.4%	76.3%	77.9%
Management/Business/Financial	30.5%	26.6%	26.2%
Professional	30.6%	28.6%	29.9%
Sales	11.6%	11.2%	12.1%
Administrative Support	6.8%	9.9%	9.8%
Services	7.2%	8.5%	8.6%
Blue Collar	13.3%	15.2%	13.5%
Farming/Forestry/Fishing	0.0%	0.2%	0.1%
Construction/Extraction	1.4%	3.1%	2.6%
Installation/Maintenance/Repair	2.2%	1.5%	1.5%
Production	4.6%	4.9%	3.7%
Transportation/Material Moving	5.1%	5.5%	5.5%

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December 12, 2022



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2010 Households by Type			
Total	1,604	16,022	43,960
Households with 1 Person	28.4%	22.7%	25.9%
Households with 2+ People	71.6%	77.3%	74.1%
Family Households	64.8%	72.5%	69.1%
Husband-wife Families	53.7%	58.5%	56.6%
With Related Children	31.2%	29.3%	26.0%
Other Family (No Spouse Present)	11.2%	14.0%	12.5%
Other Family with Male Householder	3.7%	3.5%	3.3%
With Related Children	2.2%	2.2%	2.0%
Other Family with Female Householder	7.5%	10.5%	9.2%
With Related Children	5.1%	7.1%	6.0%
Nonfamily Households	6.7%	4.8%	5.0%
All Households with Children	38.6%	38.9%	34.3%
Multigenerational Households	1.1%	2.4%	2.2%
Unmarried Partner Households	5.3%	4.9%	4.8%
Male-female	4.7%	4.3%	4.1%
Same-sex	0.6%	0.6%	0.7%
2010 Households by Size			
Total	1,601	16,023	43,959
1 Person Household	28.6%	22.7%	25.9%
2 Person Household	31.4%	33.9%	35.0%
3 Person Household	16.0%	17.2%	16.1%
4 Person Household	16.6%	16.7%	14.7%
5 Person Household	5.4%	6.7%	5.8%
6 Person Household	1.3%	2.1%	1.8%
7 + Person Household	0.6%	0.7%	0.7%
2010 Households by Tenure and Mortgage Status			
Total	1,598	16,023	43,958
Owner Occupied	55.3%	77.1%	75.5%
Owned with a Mortgage/Loan	48.4%	62.3%	58.1%
Owned Free and Clear	7.2%	14.7%	17.4%
Renter Occupied	44.7%	22.9%	24.5%
2022 Affordability, Mortgage and Wealth			
Housing Affordability Index	131	134	135
Percent of Income for Mortgage	18.4%	17.9%	17.7%
Wealth Index	117	146	147
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	1,723	16,889	46,634
Housing Units Inside Urbanized Area	100.0%	99.7%	98.1%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	0.0%	0.3%	1.9%
2010 Population By Urban/ Rural Status			
Total Population	4,095	41,954	110,534
Population Inside Urbanized Area	100.0%	99.7%	98.1%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	0.0%	0.3%	1.9%

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.

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Top 3 Tapestry Segments			
1.	Boomburbs (1C)	In Style (5B)	Exurbanites (1E)
2.	Bright Young Professionals (8C)	Bright Young Professionals (8C)	In Style (5B)
3.	In Style (5B)	Top Tier (1A)	Workday Drive (4A)
2022 Consumer Spending			
Apparel & Services: Total \$	\$6,936,868	\$57,437,686	\$158,904,106
Average Spent	\$3,078.95	\$3,052.27	\$2,987.99
Spending Potential Index	128	127	124
Education: Total \$	\$5,394,104	\$48,134,237	\$135,797,493
Average Spent	\$2,394.19	\$2,557.88	\$2,553.50
Spending Potential Index	122	130	130
Entertainment/Recreation: Total \$	\$10,295,361	\$87,927,510	\$244,660,559
Average Spent	\$4,569.62	\$4,672.52	\$4,600.53
Spending Potential Index	124	127	125
Food at Home: Total \$	\$17,028,664	\$143,636,597	\$398,534,745
Average Spent	\$7,558.22	\$7,632.94	\$7,493.93
Spending Potential Index	122	123	121
Food Away from Home: Total \$	\$12,542,937	\$102,728,575	\$282,859,211
Average Spent	\$5,567.22	\$5,459.06	\$5,318.80
Spending Potential Index	129	127	123
Health Care: Total \$	\$19,176,235	\$167,278,288	\$468,700,796
Average Spent	\$8,511.42	\$8,889.27	\$8,813.31
Spending Potential Index	120	125	124
HH Furnishings & Equipment: Total \$	\$7,421,045	\$62,950,241	\$174,630,476
Average Spent	\$3,293.85	\$3,345.21	\$3,283.70
Spending Potential Index	129	131	128
Personal Care Products & Services: Total \$	\$2,925,071	\$24,647,579	\$68,413,105
Average Spent	\$1,298.30	\$1,309.79	\$1,286.42
Spending Potential Index	127	128	126
Shelter: Total \$	\$65,430,725	\$550,355,667	\$1,525,823,677
Average Spent	\$29,041.60	\$29,246.24	\$28,691.14
Spending Potential Index	127	128	125
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$8,188,270	\$69,186,701	\$190,743,170
Average Spent	\$3,634.39	\$3,676.62	\$3,586.68
Spending Potential Index	134	135	132
Travel: Total \$	\$8,447,387	\$72,544,182	\$202,010,916
Average Spent	\$3,749.40	\$3,855.04	\$3,798.55
Spending Potential Index	131	134	132
Vehicle Maintenance & Repairs: Total \$	\$3,584,292	\$29,902,804	\$82,650,623
Average Spent	\$1,590.90	\$1,589.05	\$1,554.14
Spending Potential Index	126	126	123

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 2018 and 2019 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: Esri forecasts for 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.