



Market Profile

4208 Bishop Lane, Louisville, KY, 40218
Oriental Garden
Rings: 1, 3, 5 mile radii

Prepared by Charlotte Hollkamp

Latitude: 38.20047
Longitude: -85.68667

	1 mile	3 miles	5 miles
Population Summary			
2000 Total Population	9,246	93,355	251,387
2010 Total Population	9,514	92,212	252,164
2019 Total Population	9,597	93,687	260,724
2019 Group Quarters	166	2,815	9,586
2024 Total Population	9,668	94,616	266,936
2019-2024 Annual Rate	0.15%	0.20%	0.47%
2019 Total Daytime Population	21,656	104,371	323,842
Workers	17,029	60,479	201,836
Residents	4,627	43,892	122,006
Household Summary			
2000 Households	4,513	40,882	112,936
2000 Average Household Size	2.03	2.23	2.16
2010 Households	4,493	40,366	113,418
2010 Average Household Size	2.09	2.23	2.15
2019 Households	4,502	40,762	116,614
2019 Average Household Size	2.09	2.23	2.15
2024 Households	4,526	41,120	119,439
2024 Average Household Size	2.10	2.23	2.15
2019-2024 Annual Rate	0.11%	0.18%	0.48%
2010 Families	2,292	22,328	58,705
2010 Average Family Size	2.85	2.92	2.91
2019 Families	2,222	21,925	58,480
2019 Average Family Size	2.89	2.95	2.94
2024 Families	2,211	21,929	59,268
2024 Average Family Size	2.91	2.96	2.95
2019-2024 Annual Rate	-0.10%	0.00%	0.27%
Housing Unit Summary			
2000 Housing Units	4,881	43,021	120,658
Owner Occupied Housing Units	55.8%	59.8%	52.5%
Renter Occupied Housing Units	36.6%	35.2%	41.1%
Vacant Housing Units	7.5%	5.0%	6.4%
2010 Housing Units	4,912	43,454	124,109
Owner Occupied Housing Units	52.2%	55.9%	50.0%
Renter Occupied Housing Units	39.3%	37.0%	41.4%
Vacant Housing Units	8.5%	7.1%	8.6%
2019 Housing Units	4,942	43,955	127,886
Owner Occupied Housing Units	52.0%	55.7%	49.1%
Renter Occupied Housing Units	39.1%	37.1%	42.1%
Vacant Housing Units	8.9%	7.3%	8.8%
2024 Housing Units	4,972	44,355	130,863
Owner Occupied Housing Units	52.8%	56.5%	49.5%
Renter Occupied Housing Units	38.2%	36.2%	41.8%
Vacant Housing Units	9.0%	7.3%	8.7%
Median Household Income			
2019	\$45,816	\$52,057	\$50,538
2024	\$52,315	\$59,456	\$57,615
Median Home Value			
2019	\$192,866	\$186,618	\$189,487
2024	\$226,523	\$211,450	\$215,525
Per Capita Income			
2019	\$31,141	\$33,893	\$33,147
2024	\$35,620	\$39,590	\$38,676
Median Age			
2010	40.5	37.5	37.2
2019	41.8	39.2	39.0
2024	42.9	40.4	39.9

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 the total population.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.

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2019 Households by Income			
Household Income Base	4,502	40,762	116,614
<\$15,000	15.7%	11.8%	13.3%
\$15,000 - \$24,999	12.3%	9.9%	10.1%
\$25,000 - \$34,999	10.1%	10.8%	10.6%
\$35,000 - \$49,999	15.3%	15.5%	15.4%
\$50,000 - \$74,999	15.6%	16.7%	16.6%
\$75,000 - \$99,999	9.8%	11.7%	11.4%
\$100,000 - \$149,999	14.2%	12.6%	12.6%
\$150,000 - \$199,999	4.5%	5.2%	5.1%
\$200,000+	2.6%	5.8%	4.9%
Average Household Income	\$65,702	\$77,414	\$73,914
2024 Households by Income			
Household Income Base	4,526	41,120	119,439
<\$15,000	12.5%	9.4%	10.8%
\$15,000 - \$24,999	10.9%	8.3%	8.7%
\$25,000 - \$34,999	9.7%	9.9%	9.6%
\$35,000 - \$49,999	14.9%	14.9%	14.6%
\$50,000 - \$74,999	15.3%	16.1%	16.1%
\$75,000 - \$99,999	10.6%	12.2%	12.1%
\$100,000 - \$149,999	17.2%	14.9%	15.1%
\$150,000 - \$199,999	5.9%	7.0%	6.9%
\$200,000+	3.0%	7.3%	6.0%
Average Household Income	\$75,336	\$90,535	\$86,241
2019 Owner Occupied Housing Units by Value			
Total	2,565	24,460	62,805
<\$50,000	3.1%	1.9%	1.9%
\$50,000 - \$99,999	12.4%	13.6%	11.7%
\$100,000 - \$149,999	20.7%	21.8%	21.0%
\$150,000 - \$199,999	16.0%	17.3%	19.4%
\$200,000 - \$249,999	9.1%	10.1%	12.8%
\$250,000 - \$299,999	10.1%	9.6%	10.3%
\$300,000 - \$399,999	12.1%	11.0%	10.9%
\$400,000 - \$499,999	11.2%	6.5%	4.8%
\$500,000 - \$749,999	2.7%	5.7%	4.6%
\$750,000 - \$999,999	2.0%	1.3%	1.7%
\$1,000,000 - \$1,499,999	0.4%	0.5%	0.5%
\$1,500,000 - \$1,999,999	0.0%	0.6%	0.3%
\$2,000,000 +	0.0%	0.1%	0.1%
Average Home Value	\$245,078	\$250,154	\$243,689
2024 Owner Occupied Housing Units by Value			
Total	2,621	25,052	64,741
<\$50,000	1.3%	0.9%	0.9%
\$50,000 - \$99,999	7.5%	9.7%	8.1%
\$100,000 - \$149,999	18.8%	18.9%	17.7%
\$150,000 - \$199,999	18.5%	18.2%	19.0%
\$200,000 - \$249,999	7.5%	10.2%	13.5%
\$250,000 - \$299,999	9.9%	10.4%	12.2%
\$300,000 - \$399,999	14.2%	12.6%	13.1%
\$400,000 - \$499,999	14.3%	8.2%	6.1%
\$500,000 - \$749,999	4.7%	7.5%	5.8%
\$750,000 - \$999,999	2.8%	1.8%	2.2%
\$1,000,000 - \$1,499,999	0.6%	0.7%	0.7%
\$1,500,000 - \$1,999,999	0.0%	0.9%	0.4%
\$2,000,000 +	0.0%	0.1%	0.2%
Average Home Value	\$281,143	\$284,022	\$274,729

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 2019 and 2024 Esri converted Census 2000 data into 2010 geography.

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2010 Population by Age			
Total	9,514	92,214	252,163
0 - 4	6.1%	6.4%	6.2%
5 - 9	5.4%	5.7%	5.4%
10 - 14	5.9%	5.7%	5.3%
15 - 24	13.1%	13.8%	14.1%
25 - 34	13.4%	15.4%	16.1%
35 - 44	11.2%	12.1%	12.6%
45 - 54	15.5%	14.7%	14.4%
55 - 64	13.6%	12.5%	12.2%
65 - 74	7.0%	6.4%	6.5%
75 - 84	6.1%	4.9%	4.8%
85 +	2.5%	2.5%	2.4%
18 +	79.1%	78.7%	79.9%
2019 Population by Age			
Total	9,597	93,687	260,725
0 - 4	5.4%	5.7%	5.5%
5 - 9	5.3%	5.6%	5.4%
10 - 14	5.8%	5.7%	5.3%
15 - 24	11.7%	12.5%	12.7%
25 - 34	13.5%	14.6%	15.4%
35 - 44	11.5%	13.0%	13.2%
45 - 54	11.3%	11.7%	12.0%
55 - 64	14.8%	13.6%	13.2%
65 - 74	11.5%	9.9%	9.7%
75 - 84	5.6%	4.9%	4.9%
85 +	3.5%	2.8%	2.7%
18 +	80.3%	79.8%	80.8%
2024 Population by Age			
Total	9,668	94,616	266,934
0 - 4	5.5%	5.7%	5.5%
5 - 9	5.3%	5.6%	5.3%
10 - 14	5.6%	5.6%	5.2%
15 - 24	11.4%	12.3%	12.7%
25 - 34	12.5%	13.8%	14.5%
35 - 44	12.3%	13.3%	13.6%
45 - 54	10.1%	11.4%	11.8%
55 - 64	13.2%	12.2%	12.1%
65 - 74	13.2%	11.3%	10.7%
75 - 84	7.3%	6.1%	6.0%
85 +	3.6%	2.7%	2.6%
18 +	80.6%	79.9%	80.9%
2010 Population by Sex			
Males	4,530	44,340	122,976
Females	4,984	47,872	129,188
2019 Population by Sex			
Males	4,589	45,312	127,850
Females	5,008	48,375	132,874
2024 Population by Sex			
Males	4,612	45,834	131,067
Females	5,056	48,782	135,869

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.

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2010 Population by Race/Ethnicity			
Total	9,515	92,211	252,164
White Alone	65.1%	71.3%	73.1%
Black Alone	26.5%	21.6%	19.5%
American Indian Alone	0.3%	0.2%	0.3%
Asian Alone	1.7%	1.6%	2.4%
Pacific Islander Alone	0.0%	0.1%	0.1%
Some Other Race Alone	3.3%	2.6%	2.2%
Two or More Races	3.0%	2.6%	2.5%
Hispanic Origin	7.2%	6.3%	5.6%
Diversity Index	57.1	51.0	48.8
2019 Population by Race/Ethnicity			
Total	9,598	93,687	260,724
White Alone	60.4%	67.9%	69.0%
Black Alone	29.0%	23.1%	21.5%
American Indian Alone	0.3%	0.2%	0.2%
Asian Alone	2.4%	2.2%	3.3%
Pacific Islander Alone	0.0%	0.1%	0.1%
Some Other Race Alone	4.1%	3.2%	2.7%
Two or More Races	3.8%	3.3%	3.2%
Hispanic Origin	9.2%	8.1%	7.3%
Diversity Index	62.6	56.1	54.7
2024 Population by Race/Ethnicity			
Total	9,668	94,619	266,934
White Alone	58.2%	66.2%	66.6%
Black Alone	29.9%	23.6%	22.4%
American Indian Alone	0.2%	0.2%	0.2%
Asian Alone	2.9%	2.7%	3.9%
Pacific Islander Alone	0.0%	0.1%	0.1%
Some Other Race Alone	4.5%	3.5%	3.0%
Two or More Races	4.3%	3.8%	3.8%
Hispanic Origin	10.7%	9.4%	8.5%
Diversity Index	65.4	59.0	58.1
2010 Population by Relationship and Household Type			
Total	9,514	92,212	252,164
In Households	98.5%	97.4%	96.8%
In Family Households	70.9%	73.1%	69.9%
Householder	24.3%	24.3%	23.3%
Spouse	15.2%	15.4%	15.0%
Child	25.6%	27.6%	26.1%
Other relative	3.5%	3.3%	3.3%
Nonrelative	2.3%	2.4%	2.3%
In Nonfamily Households	27.6%	24.3%	26.9%
In Group Quarters	1.5%	2.6%	3.2%
Institutionalized Population	1.0%	1.4%	1.4%
Noninstitutionalized Population	0.5%	1.2%	1.8%

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 2019 and 2024 Esri converted Census 2000 data into 2010 geography.

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2019 Population 25+ by Educational Attainment			
Total	6,881	66,069	185,392
Less than 9th Grade	3.4%	3.1%	3.2%
9th - 12th Grade, No Diploma	4.0%	5.0%	5.4%
High School Graduate	24.8%	20.9%	19.4%
GED/Alternative Credential	2.5%	3.4%	4.2%
Some College, No Degree	20.8%	20.8%	22.5%
Associate Degree	7.8%	7.3%	7.2%
Bachelor's Degree	23.9%	22.4%	21.4%
Graduate/Professional Degree	12.9%	17.1%	16.8%
2019 Population 15+ by Marital Status			
Total	8,005	77,737	218,507
Never Married	36.5%	36.9%	39.6%
Married	42.8%	42.6%	39.7%
Widowed	7.3%	6.5%	6.0%
Divorced	13.4%	14.0%	14.7%
2019 Civilian Population 16+ in Labor Force			
Civilian Employed	96.0%	96.3%	96.2%
Civilian Unemployed (Unemployment Rate)	4.0%	3.7%	3.8%
2019 Employed Population 16+ by Industry			
Total	5,071	50,732	140,806
Agriculture/Mining	0.0%	0.4%	0.4%
Construction	1.9%	3.7%	4.9%
Manufacturing	11.7%	10.1%	10.1%
Wholesale Trade	2.2%	2.4%	2.6%
Retail Trade	12.5%	10.0%	10.5%
Transportation/Utilities	8.0%	8.4%	7.8%
Information	1.2%	2.2%	2.1%
Finance/Insurance/Real Estate	12.9%	8.7%	7.8%
Services	45.9%	49.9%	50.5%
Public Administration	3.5%	4.0%	3.3%
2019 Employed Population 16+ by Occupation			
Total	5,073	50,729	140,805
White Collar	65.4%	64.3%	62.8%
Management/Business/Financial	18.2%	14.4%	13.9%
Professional	17.2%	25.2%	24.1%
Sales	11.2%	10.8%	10.3%
Administrative Support	18.8%	13.9%	14.5%
Services	17.7%	15.8%	16.8%
Blue Collar	16.9%	19.9%	20.4%
Farming/Forestry/Fishing	0.0%	0.4%	0.4%
Construction/Extraction	1.8%	2.7%	3.6%
Installation/Maintenance/Repair	0.4%	1.8%	2.1%
Production	10.9%	7.0%	6.9%
Transportation/Material Moving	3.8%	8.0%	7.5%
2010 Population By Urban/ Rural Status			
Total Population	9,514	92,212	252,164
Population Inside Urbanized Area	100.0%	100.0%	100.0%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	0.0%	0.0%	0.0%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.

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2010 Households by Type			
Total	4,493	40,366	113,418
Households with 1 Person	41.4%	36.2%	39.0%
Households with 2+ People	58.6%	63.8%	61.0%
Family Households	51.0%	55.3%	51.8%
Husband-wife Families	31.9%	35.1%	33.4%
With Related Children	11.7%	13.7%	13.0%
Other Family (No Spouse Present)	19.1%	20.2%	18.4%
Other Family with Male Householder	4.9%	4.9%	4.6%
With Related Children	2.8%	2.6%	2.4%
Other Family with Female Householder	14.2%	15.2%	13.7%
With Related Children	9.0%	10.0%	8.9%
Nonfamily Households	7.6%	8.5%	9.2%
All Households with Children	23.7%	26.7%	24.7%
Multigenerational Households	2.5%	3.1%	2.8%
Unmarried Partner Households	6.7%	7.7%	7.6%
Male-female	5.9%	6.5%	6.4%
Same-sex	0.8%	1.2%	1.1%
2010 Households by Size			
Total	4,494	40,365	113,418
1 Person Household	41.4%	36.2%	39.0%
2 Person Household	32.1%	32.5%	31.9%
3 Person Household	13.2%	15.0%	13.9%
4 Person Household	7.8%	9.8%	9.2%
5 Person Household	3.9%	4.1%	3.8%
6 Person Household	1.1%	1.5%	1.4%
7 + Person Household	0.6%	0.9%	0.8%
2010 Households by Tenure and Mortgage Status			
Total	4,493	40,366	113,418
Owner Occupied	57.1%	60.2%	54.7%
Owned with a Mortgage/Loan	36.0%	41.5%	38.3%
Owned Free and Clear	21.1%	18.6%	16.4%
Renter Occupied	42.9%	39.8%	45.3%
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	4,912	43,454	124,109
Housing Units Inside Urbanized Area	100.0%	100.0%	100.0%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	0.0%	0.0%	0.0%

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.	Golden Years (9B)	Rustbelt Traditions (5D)	Emerald City (8B)
2.	Old and Newcomers (8F)	Emerald City (8B)	In Style (5B)
3.	Metro Fusion (11C)	Old and Newcomers (8F)	Rustbelt Traditions (5D)
2019 Consumer Spending			
Apparel & Services: Total \$	\$7,341,900	\$78,358,715	\$215,518,921
Average Spent	\$1,630.81	\$1,922.35	\$1,848.14
Spending Potential Index	76	90	86
Education: Total \$	\$5,224,631	\$55,751,465	\$154,154,849
Average Spent	\$1,160.51	\$1,367.73	\$1,321.92
Spending Potential Index	73	86	83
Entertainment/Recreation: Total \$	\$11,130,268	\$118,039,635	\$321,986,677
Average Spent	\$2,472.29	\$2,895.83	\$2,761.13
Spending Potential Index	76	89	84
Food at Home: Total \$	\$18,068,949	\$190,436,285	\$522,573,566
Average Spent	\$4,013.54	\$4,671.91	\$4,481.22
Spending Potential Index	78	90	87
Food Away from Home: Total \$	\$12,579,148	\$134,787,673	\$370,215,918
Average Spent	\$2,794.12	\$3,306.70	\$3,174.71
Spending Potential Index	76	90	86
Health Care: Total \$	\$20,514,259	\$218,256,326	\$592,215,613
Average Spent	\$4,556.70	\$5,354.41	\$5,078.43
Spending Potential Index	77	90	86
HH Furnishings & Equipment: Total \$	\$7,226,329	\$78,105,613	\$212,897,046
Average Spent	\$1,605.14	\$1,916.14	\$1,825.66
Spending Potential Index	75	90	86
Personal Care Products & Services: Total \$	\$3,043,997	\$32,895,998	\$89,680,891
Average Spent	\$676.14	\$807.03	\$769.04
Spending Potential Index	76	91	87
Shelter: Total \$	\$63,830,477	\$674,782,332	\$1,856,989,103
Average Spent	\$14,178.25	\$16,554.20	\$15,924.24
Spending Potential Index	77	89	86
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$8,734,064	\$91,327,792	\$247,772,283
Average Spent	\$1,940.04	\$2,240.51	\$2,124.72
Spending Potential Index	78	90	86
Travel: Total \$	\$7,414,469	\$79,238,198	\$215,219,580
Average Spent	\$1,646.93	\$1,943.92	\$1,845.57
Spending Potential Index	73	87	82
Vehicle Maintenance & Repairs: Total \$	\$4,152,181	\$43,738,845	\$119,933,960
Average Spent	\$922.30	\$1,073.03	\$1,028.47
Spending Potential Index	81	94	90

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 2016 and 2017 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.

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