



Market Profile

Watterson Plaza
4210 Bishop Ln, Louisville, Kentucky, 40218
Rings: 1, 3, 5 mile radii

Prepared by Charlotte Hollkamp
Latitude: 38.20031
Longitude: -85.68672

	1 mile	3 miles	5 miles
Population Summary			
2010 Total Population	9,392	92,550	253,213
2020 Total Population	9,777	94,974	265,934
2020 Group Quarters	78	2,409	10,862
2023 Total Population	9,665	93,785	264,584
2023 Group Quarters	78	2,408	10,847
2028 Total Population	9,543	92,383	262,993
2023-2028 Annual Rate	-0.25%	-0.30%	-0.12%
2023 Total Daytime Population	18,074	108,398	334,689
Workers	13,759	64,216	212,002
Residents	4,315	44,182	122,687
Household Summary			
2010 Households	4,496	40,586	113,749
2010 Average Household Size	2.06	2.22	2.15
2020 Total Households	4,522	40,786	118,885
2020 Average Household Size	2.14	2.27	2.15
2023 Households	4,477	40,346	118,849
2023 Average Household Size	2.14	2.26	2.13
2028 Households	4,439	39,952	119,025
2028 Average Household Size	2.13	2.25	2.12
2023-2028 Annual Rate	-0.17%	-0.20%	0.03%
2010 Families	2,293	22,398	58,835
2010 Average Family Size	2.81	2.92	2.91
2023 Families	2,117	20,864	57,200
2023 Average Family Size	3.05	3.08	3.00
2028 Families	2,079	20,489	56,685
2028 Average Family Size	3.05	3.07	2.99
2023-2028 Annual Rate	-0.36%	-0.36%	-0.18%
Housing Unit Summary			
2000 Housing Units	4,843	43,142	121,050
Owner Occupied Housing Units	54.9%	59.8%	52.5%
Renter Occupied Housing Units	38.1%	35.2%	41.2%
Vacant Housing Units	7.0%	5.0%	6.4%
2010 Housing Units	4,884	43,675	124,289
Owner Occupied Housing Units	51.0%	56.1%	50.0%
Renter Occupied Housing Units	41.0%	36.8%	41.6%
Vacant Housing Units	7.9%	7.1%	8.5%
2020 Housing Units	4,865	43,657	129,904
Owner Occupied Housing Units	50.3%	54.9%	47.2%
Renter Occupied Housing Units	42.6%	38.5%	44.3%
Vacant Housing Units	7.7%	6.7%	8.5%
2023 Housing Units	4,851	43,463	130,755
Owner Occupied Housing Units	51.1%	56.7%	48.6%
Renter Occupied Housing Units	41.2%	36.1%	42.3%
Vacant Housing Units	7.7%	7.2%	9.1%
2028 Housing Units	4,856	43,522	131,707
Owner Occupied Housing Units	51.6%	56.8%	48.8%
Renter Occupied Housing Units	39.8%	35.0%	41.6%
Vacant Housing Units	8.6%	8.2%	9.6%

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 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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2023 Households by Income			
Household Income Base	4,477	40,346	118,845
<\$15,000	9.8%	8.9%	10.8%
\$15,000 - \$24,999	10.2%	8.3%	8.4%
\$25,000 - \$34,999	10.3%	10.2%	11.3%
\$35,000 - \$49,999	21.4%	15.1%	14.3%
\$50,000 - \$74,999	14.3%	18.1%	17.1%
\$75,000 - \$99,999	11.5%	13.4%	12.5%
\$100,000 - \$149,999	8.6%	12.5%	13.5%
\$150,000 - \$199,999	6.5%	6.4%	5.7%
\$200,000+	7.4%	7.2%	6.5%
Average Household Income	\$85,010	\$89,973	\$85,672
2028 Households by Income			
Household Income Base	4,439	39,952	119,021
<\$15,000	8.5%	7.6%	9.5%
\$15,000 - \$24,999	8.6%	7.0%	7.2%
\$25,000 - \$34,999	8.7%	8.8%	9.9%
\$35,000 - \$49,999	19.9%	14.0%	13.2%
\$50,000 - \$74,999	14.4%	17.5%	16.5%
\$75,000 - \$99,999	12.3%	14.0%	13.0%
\$100,000 - \$149,999	10.4%	14.2%	15.5%
\$150,000 - \$199,999	8.4%	8.4%	7.5%
\$200,000+	8.6%	8.5%	7.7%
Average Household Income	\$97,840	\$102,837	\$98,104
2023 Owner Occupied Housing Units by Value			
Total	2,477	24,655	63,588
<\$50,000	3.1%	2.5%	2.1%
\$50,000 - \$99,999	3.1%	6.0%	5.0%
\$100,000 - \$149,999	10.9%	11.8%	10.2%
\$150,000 - \$199,999	17.2%	18.9%	17.6%
\$200,000 - \$249,999	11.9%	13.7%	16.5%
\$250,000 - \$299,999	18.0%	11.5%	14.3%
\$300,000 - \$399,999	20.0%	16.9%	16.6%
\$400,000 - \$499,999	8.2%	8.6%	8.0%
\$500,000 - \$749,999	7.3%	7.9%	7.3%
\$750,000 - \$999,999	0.3%	1.4%	1.5%
\$1,000,000 - \$1,499,999	0.0%	0.1%	0.2%
\$1,500,000 - \$1,999,999	0.0%	0.4%	0.5%
\$2,000,000 +	0.0%	0.1%	0.2%
Average Home Value	\$279,067	\$286,745	\$291,850
2028 Owner Occupied Housing Units by Value			
Total	2,504	24,722	64,219
<\$50,000	0.6%	0.9%	0.9%
\$50,000 - \$99,999	0.6%	2.0%	1.9%
\$100,000 - \$149,999	5.1%	7.2%	6.0%
\$150,000 - \$199,999	12.9%	15.5%	14.1%
\$200,000 - \$249,999	12.9%	15.0%	16.0%
\$250,000 - \$299,999	24.1%	14.5%	16.5%
\$300,000 - \$399,999	21.6%	20.3%	21.0%
\$400,000 - \$499,999	10.4%	10.6%	10.2%
\$500,000 - \$749,999	11.4%	11.3%	10.7%
\$750,000 - \$999,999	0.3%	2.2%	2.2%
\$1,000,000 - \$1,499,999	0.0%	0.1%	0.1%
\$1,500,000 - \$1,999,999	0.0%	0.4%	0.4%
\$2,000,000 +	0.0%	0.1%	0.1%
Average Home Value	\$322,125	\$329,340	\$331,588

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.

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Median Household Income			
2023	\$48,351	\$58,129	\$55,695
2028	\$55,651	\$66,019	\$63,226
Median Home Value			
2023	\$260,843	\$239,019	\$245,726
2028	\$287,169	\$282,381	\$284,011
Per Capita Income			
2023	\$39,345	\$39,016	\$38,699
2028	\$45,451	\$44,812	\$44,627
Median Age			
2010	40.1	37.8	37.1
2020	39.0	38.3	37.1
2023	42.3	40.1	39.3
2028	43.2	41.2	40.2
2020 Population by Age			
Total	9,777	94,974	265,934
0 - 4	6.2%	6.0%	5.6%
5 - 9	5.5%	5.6%	5.1%
10 - 14	5.9%	5.7%	5.1%
15 - 24	12.8%	12.4%	14.2%
25 - 34	14.0%	15.6%	17.1%
35 - 44	13.5%	13.4%	13.1%
45 - 54	11.5%	11.5%	11.2%
55 - 64	13.7%	13.2%	12.7%
65 - 74	10.7%	10.3%	9.7%
75 - 84	4.4%	4.4%	4.3%
85 +	1.9%	2.0%	2.0%
18 +	79.0%	79.3%	81.3%
2023 Population by Age			
Total	9,666	93,783	264,584
0 - 4	5.3%	5.4%	5.2%
5 - 9	5.2%	5.5%	5.2%
10 - 14	5.5%	5.6%	5.2%
15 - 24	11.6%	12.3%	13.5%
25 - 34	13.1%	14.0%	14.8%
35 - 44	12.3%	13.5%	13.6%
45 - 54	10.6%	11.1%	11.3%
55 - 64	14.4%	13.2%	12.7%
65 - 74	12.9%	11.1%	10.5%
75 - 84	6.1%	5.5%	5.5%
85 +	3.1%	2.7%	2.5%
18 +	80.7%	80.4%	81.4%
2028 Population by Age			
Total	9,544	92,384	262,992
0 - 4	5.4%	5.5%	5.2%
5 - 9	5.2%	5.4%	5.1%
10 - 14	5.1%	5.4%	5.1%
15 - 24	11.6%	12.3%	13.7%
25 - 34	12.0%	13.3%	13.7%
35 - 44	13.0%	13.5%	13.6%
45 - 54	10.2%	11.6%	11.8%
55 - 64	12.3%	11.6%	11.4%
65 - 74	13.6%	11.7%	10.9%
75 - 84	8.1%	7.1%	6.8%
85 +	3.5%	2.9%	2.8%
18 +	81.1%	80.7%	81.6%
2020 Population by Sex			

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Males	4,775	46,222	130,439
Females	5,002	48,752	135,495
2023 Population by Sex			
Males	4,617	45,559	129,905
Females	5,048	48,226	134,679
2028 Population by Sex			
Males	4,540	44,748	128,822
Females	5,003	47,635	134,171
2010 Population by Race/Ethnicity			
Total	9,393	92,549	253,213
White Alone	64.2%	71.4%	73.2%
Black Alone	27.4%	21.6%	19.3%
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	3.4%	2.6%	2.2%
Two or More Races	3.0%	2.6%	2.5%
Hispanic Origin	7.3%	6.5%	5.6%
Diversity Index	57.7	51.0	48.6
2020 Population by Race/Ethnicity			
Total	9,777	94,974	265,934
White Alone	53.9%	61.8%	64.3%
Black Alone	26.2%	20.5%	19.4%
American Indian Alone	0.5%	0.4%	0.4%
Asian Alone	4.1%	3.4%	3.8%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	5.5%	5.3%	4.2%
Two or More Races	9.7%	8.5%	7.8%
Hispanic Origin	12.7%	11.4%	9.1%
Diversity Index	70.9	65.2	61.6
2023 Population by Race/Ethnicity			
Total	9,665	93,785	264,584
White Alone	52.2%	60.3%	62.7%
Black Alone	26.8%	20.9%	20.0%
American Indian Alone	0.5%	0.4%	0.4%
Asian Alone	4.3%	3.5%	3.9%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	5.9%	5.7%	4.5%
Two or More Races	10.3%	9.1%	8.4%
Hispanic Origin	13.6%	12.3%	10.0%
Diversity Index	72.4	67.0	63.6
2028 Population by Race/Ethnicity			
Total	9,543	92,384	262,993
White Alone	49.5%	57.9%	59.9%
Black Alone	27.2%	21.2%	20.6%
American Indian Alone	0.5%	0.4%	0.4%
Asian Alone	4.7%	3.9%	4.3%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	6.6%	6.4%	5.2%
Two or More Races	11.5%	10.2%	9.5%
Hispanic Origin	15.1%	13.6%	11.2%
Diversity Index	74.8	69.7	66.8

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.

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2020 Population by Relationship and Household Type			
Total	9,777	94,974	265,934
In Households	99.2%	97.5%	95.9%
Householder	45.9%	43.0%	44.7%
Opposite-Sex Spouse	14.4%	15.0%	14.2%
Same-Sex Spouse	0.4%	0.4%	0.3%
Opposite-Sex Unmarried Partner	2.7%	3.2%	3.3%
Same-Sex Unmarried Partner	0.3%	0.3%	0.4%
Biological Child	24.1%	24.0%	21.7%
Adopted Child	0.6%	0.7%	0.6%
Stepchild	0.8%	0.9%	0.8%
Grandchild	1.8%	2.2%	1.9%
Brother or Sister	1.4%	1.2%	1.2%
Parent	1.2%	1.1%	1.0%
Parent-in-law	0.2%	0.2%	0.1%
Son-in-law or Daughter-in-law	0.4%	0.3%	0.2%
Other Relatives	1.4%	1.4%	1.2%
Foster Child	0.1%	0.1%	0.1%
Other Nonrelatives	3.5%	3.6%	4.2%
In Group Quaters	0.8%	2.5%	4.1%
Institutionalized	0.7%	1.3%	1.2%
Noninstitutionalized	0.1%	1.3%	2.9%
2023 Population 25+ by Educational Attainment			
Total	6,998	66,816	187,640
Less than 9th Grade	3.4%	2.5%	2.2%
9th - 12th Grade, No Diploma	5.9%	5.0%	4.9%
High School Graduate	26.1%	20.2%	20.2%
GED/Alternative Credential	5.1%	4.3%	4.5%
Some College, No Degree	16.4%	17.9%	17.7%
Associate Degree	9.0%	8.4%	8.4%
Bachelor's Degree	20.8%	24.3%	24.5%
Graduate/Professional Degree	13.3%	17.4%	17.4%
2023 Population 15+ by Marital Status			
Total	8,116	78,322	223,369
Never Married	40.3%	37.7%	40.1%
Married	39.3%	43.5%	41.4%
Widowed	6.6%	6.3%	5.9%
Divorced	13.9%	12.5%	12.5%
2023 Civilian Population 16+ in Labor Force			
Civilian Population 16+	5,542	52,644	149,876
Population 16+ Employed	98.5%	95.9%	96.1%
Population 16+ Unemployment rate	1.5%	4.1%	3.9%
Population 16-24 Employed	13.7%	13.7%	15.6%
Population 16-24 Unemployment rate	0.9%	9.8%	8.5%
Population 25-54 Employed	58.2%	61.1%	61.5%
Population 25-54 Unemployment rate	1.2%	2.6%	2.4%
Population 55-64 Employed	18.8%	17.5%	15.6%
Population 55-64 Unemployment rate	1.0%	2.9%	3.9%
Population 65+ Employed	9.2%	7.7%	7.3%
Population 65+ Unemployment rate	5.5%	7.9%	5.4%

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2023 Employed Population 16+ by Industry			
Total	5,457	50,465	144,082
Agriculture/Mining	0.0%	0.3%	0.2%
Construction	6.8%	4.5%	4.5%
Manufacturing	13.7%	10.5%	10.6%
Wholesale Trade	0.8%	1.4%	1.5%
Retail Trade	14.4%	11.1%	11.5%
Transportation/Utilities	6.1%	10.5%	9.7%
Information	1.5%	1.9%	1.7%
Finance/Insurance/Real Estate	7.7%	6.6%	6.6%
Services	45.9%	50.3%	50.7%
Public Administration	3.1%	2.8%	2.8%
2023 Employed Population 16+ by Occupation			
Total	5,459	50,464	144,080
White Collar	56.0%	58.9%	61.1%
Management/Business/Financial	17.6%	15.4%	15.1%
Professional	17.8%	26.2%	27.3%
Sales	11.3%	7.7%	8.2%
Administrative Support	9.3%	9.6%	10.5%
Services	14.5%	15.0%	14.7%
Blue Collar	29.5%	26.0%	24.2%
Farming/Forestry/Fishing	0.0%	0.1%	0.1%
Construction/Extraction	6.0%	3.1%	3.0%
Installation/Maintenance/Repair	5.0%	2.5%	2.2%
Production	11.3%	7.9%	7.9%
Transportation/Material Moving	7.3%	12.5%	10.9%
2020 Households by Type			
Total	4,522	40,786	118,885
Married Couple Households	32.3%	35.8%	32.5%
With Own Children <18	11.7%	13.1%	11.5%
Without Own Children <18	20.6%	22.7%	21.0%
Cohabiting Couple Households	6.7%	8.1%	8.1%
With Own Children <18	1.9%	2.3%	2.0%
Without Own Children <18	4.8%	5.8%	6.2%
Male Householder, No Spouse/Partner	25.8%	23.4%	25.7%
Living Alone	18.4%	16.6%	19.1%
65 Years and over	4.7%	4.1%	4.3%
With Own Children <18	1.7%	1.7%	1.5%
Without Own Children <18, With Relatives	3.4%	3.0%	2.6%
No Relatives Present	2.3%	2.2%	2.5%
Female Householder, No Spouse/Partner	35.3%	32.7%	33.7%
Living Alone	20.9%	18.6%	20.5%
65 Years and over	8.6%	8.1%	7.9%
With Own Children <18	6.5%	5.9%	5.4%
Without Own Children <18, With Relatives	6.8%	6.8%	5.9%
No Relatives Present	1.1%	1.4%	1.8%
2020 Households by Size			
Total	4,522	40,786	118,885
1 Person Household	39.3%	35.2%	39.6%
2 Person Household	30.9%	32.9%	32.2%
3 Person Household	13.1%	14.6%	13.2%
4 Person Household	9.3%	10.2%	8.9%
5 Person Household	4.4%	4.3%	3.8%
6 Person Household	1.9%	1.7%	1.5%
7 + Person Household	1.1%	1.1%	0.9%

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2020 Households by Tenure and Mortgage Status			
Total	4,522	40,786	118,885
Owner Occupied	54.1%	58.8%	51.6%
Owned with a Mortgage/Loan	33.7%	39.8%	35.4%
Owned Free and Clear	20.4%	19.0%	16.2%
Renter Occupied	45.9%	41.2%	48.4%
2023 Affordability, Mortgage and Wealth			
Housing Affordability Index	74	98	92
Percent of Income for Mortgage	32.4%	24.7%	26.5%
Wealth Index	81	80	72
2020 Housing Units By Urban/ Rural Status			
Total	4,865	43,657	129,904
Urban Housing Units	100.0%	100.0%	100.0%
Rural Housing Units	0.0%	0.0%	0.0%
2020 Population By Urban/ Rural Status			
Total	9,777	94,974	265,934
Urban Population	100.0%	100.0%	100.0%
Rural Population	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.	Old and Newcomers (8F)	Rustbelt Traditions (5D)	Emerald City (8B)
2.	Golden Years (9B)	Old and Newcomers (8F)	In Style (5B)
3.	Metro Fusion (11C)	In Style (5B)	Set to Impress (11D)
2023 Consumer Spending			
Apparel & Services: Total \$	\$7,989,398	\$76,263,144	\$216,596,027
Average Spent	\$1,784.54	\$1,890.23	\$1,822.45
Spending Potential Index	81	86	83
Education: Total \$	\$6,271,629	\$58,912,361	\$167,867,247
Average Spent	\$1,400.86	\$1,460.18	\$1,412.44
Spending Potential Index	78	81	79
Entertainment/Recreation: Total \$	\$13,494,443	\$128,507,611	\$359,428,698
Average Spent	\$3,014.17	\$3,185.14	\$3,024.25
Spending Potential Index	80	84	80
Food at Home: Total \$	\$24,930,044	\$233,495,550	\$659,336,797
Average Spent	\$5,568.47	\$5,787.33	\$5,547.68
Spending Potential Index	82	85	82
Food Away from Home: Total \$	\$13,455,006	\$128,021,208	\$362,346,427
Average Spent	\$3,005.36	\$3,173.08	\$3,048.80
Spending Potential Index	81	85	82
Health Care: Total \$	\$26,772,423	\$254,452,935	\$707,815,431
Average Spent	\$5,979.99	\$6,306.77	\$5,955.59
Spending Potential Index	81	86	81
HH Furnishings & Equipment: Total \$	\$10,579,666	\$100,930,276	\$282,948,567
Average Spent	\$2,363.12	\$2,501.62	\$2,380.74
Spending Potential Index	80	85	81
Personal Care Products & Services: Total \$	\$3,502,193	\$33,409,725	\$93,972,177
Average Spent	\$782.26	\$828.08	\$790.69
Spending Potential Index	82	87	83
Shelter: Total \$	\$89,484,247	\$848,342,148	\$2,394,282,326
Average Spent	\$19,987.55	\$21,026.67	\$20,145.58
Spending Potential Index	81	85	81
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$11,271,501	\$106,852,596	\$295,112,819
Average Spent	\$2,517.65	\$2,648.41	\$2,483.09
Spending Potential Index	80	85	79
Travel: Total \$	\$7,884,279	\$75,942,573	\$211,754,027
Average Spent	\$1,761.06	\$1,882.28	\$1,781.71
Spending Potential Index	78	84	79
Vehicle Maintenance & Repairs: Total \$	\$4,833,497	\$45,906,265	\$129,117,587
Average Spent	\$1,079.63	\$1,137.81	\$1,086.40
Spending Potential Index	82	87	83

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 2019 and 2020 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: Esri forecasts for 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

April 02, 2024