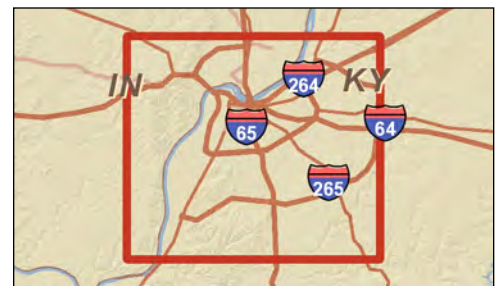
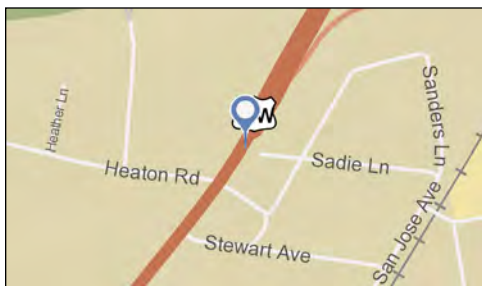
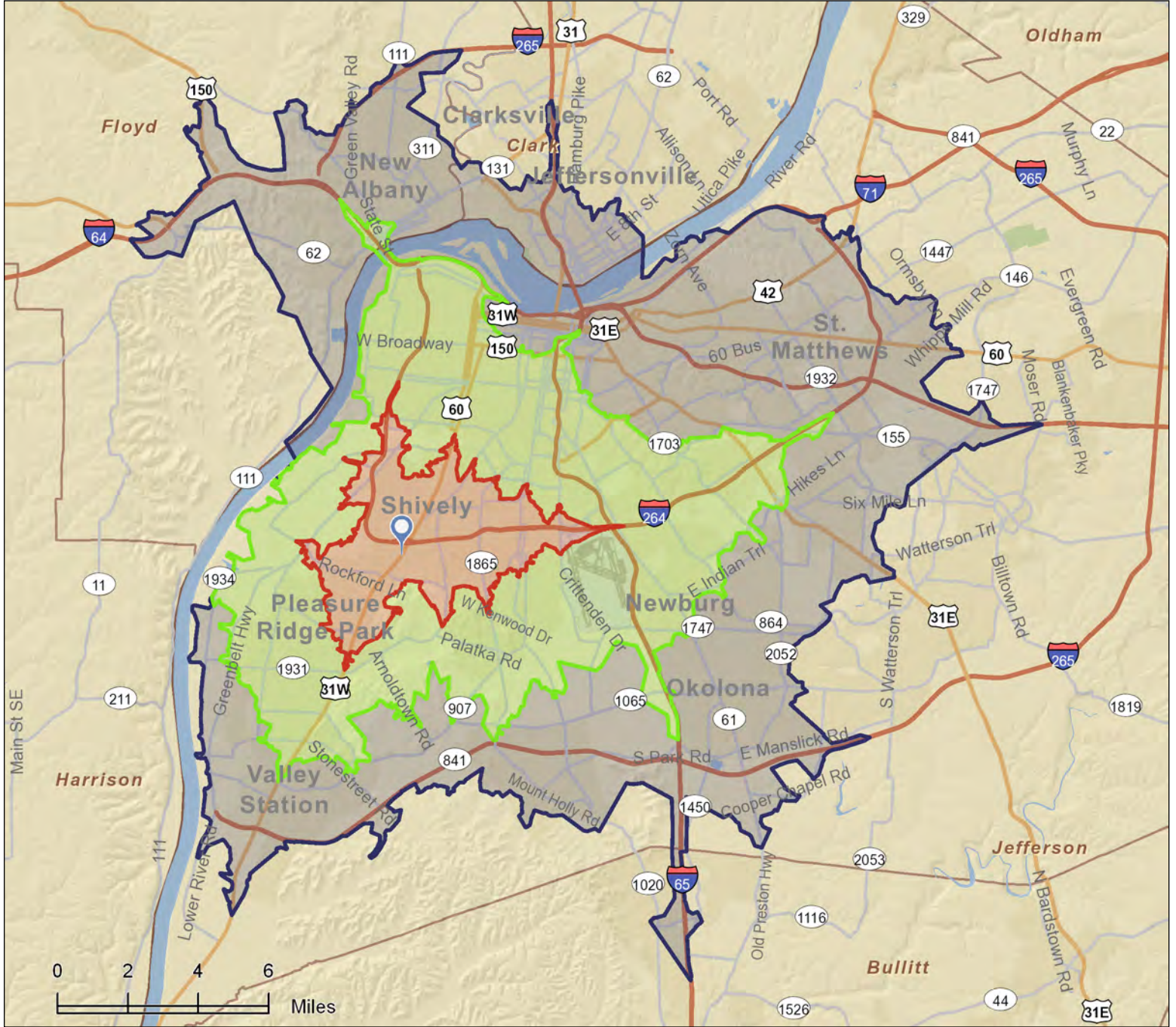




Site Map

4419 Dixie Hwy, Louisville, KY, 40216
Drive Time: 5, 10, 15 Minutes

Prepared by Mark Robbins
Latitude: 38.181342
Longitude: -85.815696





Executive Summary

Prepared by Mark Robbins

4419 Dixie Hwy, Louisville, ...

Latitude: 38.181342

Longitude: -85.815696

Drive Time: 5, 10, 15 Minutes

	5 minutes	10 minutes	15 minutes
2010 Population			
Total Population	58,058	259,643	538,019
Male Population	47.2%	47.7%	47.8%
Female Population	52.8%	52.3%	52.2%
Median Age	39.0	37.9	38.2
2010 Income			
Median HH Income	\$40,343	\$40,134	\$44,471
Per Capita Income	\$21,522	\$21,509	\$24,408
Average HH Income	\$49,087	\$50,166	\$55,824
2010 Households			
Total Households	25,182	110,599	232,515
Average Household Size	2.28	2.31	2.26
2010 Housing			
Owner Occupied Housing Units	53.2%	50.3%	51.7%
Renter Occupied Housing Units	37.4%	38.1%	37.9%
Vacant Housing Units	9.4%	11.6%	10.4%
Population			
1990 Population	60,141	273,565	556,073
2000 Population	59,670	264,503	541,098
2010 Population	58,058	259,643	538,019
2015 Population	57,991	260,291	541,885
1990-2000 Annual Rate	-0.08%	-0.34%	-0.27%
2000-2010 Annual Rate	-0.27%	-0.18%	-0.06%
2010-2015 Annual Rate	-0.02%	0.05%	0.14%

In the identified market area, the current year population is 538,019. In 2000, the Census count in the market area was 541,098. The rate of change since 2000 was -0.06 percent annually. The five-year projection for the population in the market area is 541,885, representing a change of 0.14 percent annually from 2010 to 2015. Currently, the population is 47.8 percent male and 52.2 percent female.

Households			
1990 Households	25,096	110,403	226,292
2000 Households	25,496	110,874	229,729
2010 Households	25,182	110,599	232,515
2015 Households	25,267	111,442	235,463
1990-2000 Annual Rate	0.16%	0.04%	0.15%
2000-2010 Annual Rate	-0.12%	-0.02%	0.12%
2010-2015 Annual Rate	0.07%	0.15%	0.25%

The household count in this market area has changed from 229,729 in 2000 to 232,515 in the current year, a change of 0.12 percent annually. The five-year projection of households is 235,463, a change of 0.25 percent annually from the current year total. Average household size is currently 2.26, compared to 2.30 in the year 2000. The number of families in the current year is 132,103 in the market area.

Housing

Currently, 51.7 percent of the 259,448 housing units in the market area are owner occupied; 37.9 percent, renter occupied; and 10.4 percent are vacant. In 2000, there were 245,906 housing units - 55.6 percent owner occupied, 37.8 percent renter occupied and 6.6 percent vacant. The rate of change in housing units since 2000 is 0.52 percent. Median home value in the market area is \$109,375, compared to a median home value of \$157,913 for the U.S. In five years, median home value is projected to change by 2.44 percent annually to \$123,362. From 2000 to the current year, median home value changed by 2.14 percent annually.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015. Esri converted 1990 Census data into 2000 geography.



Executive Summary

Prepared by Mark Robbins

4419 Dixie Hwy, Louisville, ...

Latitude: 38.181342

Longitude: -85.815696

Drive Time: 5, 10, 15 Minutes

	5 minutes	10 minutes	15 minutes
Median Household Income			
1990 Median HH Income	\$21,165	\$20,846	\$23,742
2000 Median HH Income	\$29,617	\$29,728	\$33,686
2010 Median HH Income	\$40,343	\$40,134	\$44,471
2015 Median HH Income	\$43,892	\$43,921	\$50,987
1990-2000 Annual Rate	3.42%	3.61%	3.56%
2000-2010 Annual Rate	3.06%	2.97%	2.75%
2010-2015 Annual Rate	1.7%	1.82%	2.77%
Per Capita Income			
1990 Per Capita Income	\$10,580	\$10,531	\$12,434
2000 Per Capita Income	\$15,728	\$16,407	\$19,408
2010 Per Capita Income	\$21,522	\$21,509	\$24,408
2015 Per Capita Income	\$23,594	\$23,565	\$26,802
1990-2000 Annual Rate	4.04%	4.53%	4.55%
2000-2010 Annual Rate	3.11%	2.68%	2.26%
2010-2015 Annual Rate	1.86%	1.84%	1.89%
Average Household Income			
1990 Average Household Income	\$25,106	\$25,970	\$30,230
2000 Average Household Income	\$36,396	\$38,788	\$44,946
2010 Average HH Income	\$49,087	\$50,166	\$55,824
2015 Average HH Income	\$53,550	\$54,666	\$60,949
1990-2000 Annual Rate	3.78%	4.09%	4.05%
2000-2010 Annual Rate	2.96%	2.54%	2.14%
2010-2015 Annual Rate	1.76%	1.73%	1.77%

Households by Income

Current median household income is \$44,471 in the market area, compared to \$54,442 for all U.S. households. Median household income is projected to be \$50,987 in five years. In 2000, median household income was \$33,686, compared to \$23,742 in 1990.

Current average household income is \$55,824 in this market area, compared to \$70,173 for all U.S. households. Average household income is projected to be \$60,949 in five years. In 2000, average household income was \$44,946, compared to \$30,230 in 1990.

Current per capita income is \$24,408 in the market area, compared to the U.S. per capita income of \$26,739. The per capita income is projected to be \$26,802 in five years. In 2000, the per capita income was \$19,408, compared to \$12,434 in 1990.

Population by Employment

Total Businesses	1,537	9,279	22,421
Total Employees	19,823	162,575	364,838

Currently, 86.9 percent of the civilian labor force in the identified market area is employed and 13.1 percent are unemployed. In comparison, 89.2 percent of the U.S. civilian labor force is employed, and 10.8 percent are unemployed. In five years the rate of employment in the market area will be 89.3 percent of the civilian labor force, and unemployment will be 10.7 percent. The percentage of the U.S. civilian labor force that will be employed in five years is 91.2 percent, and 8.8 percent will be unemployed. In 2000, 63.2 percent of the population aged 16 years or older in the market area participated in the labor force, and 0.1 percent were in the Armed Forces.

In the current year, the occupational distribution of the employed population is:

- 58.6 percent in white collar jobs (compared to 61.6 percent of U.S. employment)
- 18.7 percent in service jobs (compared to 17.3 percent of U.S. employment)
- 22.8 percent in blue collar jobs (compared to 21.1 percent of U.S. employment)

In 2000, 78.7 percent of the market area population drove alone to work, and 1.8 percent worked at home. The average travel time to work in 2000 was 21.1 minutes in the market area, compared to the U.S. average of 25.5 minutes.

Population by Education

In 2010, the educational attainment of the population aged 25 years or older in the market area was distributed as follows:

- 16.6 percent had not earned a high school diploma (14.8 percent in the U.S.)
- 33.2 percent were high school graduates only (29.6 percent in the U.S.)
- 6.6 percent had completed an Associate degree (7.7 percent in the U.S.)
- 13.0 percent had a Bachelor's degree (17.7 percent in the U.S.)
- 8.7 percent had earned a Master's/Professional/Doctorate Degree (10.4 percent in the U.S.)

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015. Esri converted 1990 Census data into 2000 geography.






Market Profile

Prepared by Mark Robbins

4419 Dixie Hwy, Louisville, ...

Latitude: 38.181342
Longitude: -85.815696

Drive Time: 5, 10, 15 Minutes

	5 minutes	10 minutes	15 minutes
 2000 Total Population	59,670	264,503	541,098
2000 Group Quarters	628	4,356	12,192
2010 Total Population	58,058	259,643	538,019
2015 Total Population	57,991	260,291	541,885
2010 - 2015 Annual Rate	-0.02%	0.05%	0.14%
 2000 Households	25,496	110,874	229,729
2000 Average Household Size	2.32	2.35	2.3
2010 Households	25,182	110,599	232,515
2010 Average Household Size	2.28	2.31	2.26
2015 Households	25,267	111,442	235,463
2015 Average Household Size	2.27	2.3	2.25
2010 - 2015 Annual Rate	0.07%	0.15%	0.25%
2000 Families	15,720	67,848	138,435
2000 Average Family Size	2.93	2.99	2.95
2010 Families	14,567	63,806	132,103
2010 Average Family Size	2.97	3.01	2.97
2015 Families	14,309	63,058	131,222
2015 Average Family Size	2.98	3.02	2.97
2010 - 2015 Annual Rate	-0.36%	-0.24%	-0.13%
 2000 Housing Units	26,923	119,698	245,906
Owner Occupied Housing Units	57.3%	54.4%	55.6%
Renter Occupied Housing Units	37.3%	38.2%	37.8%
Vacant Housing Units	5.4%	7.3%	6.6%
2010 Housing Units	27,804	125,145	259,448
Owner Occupied Housing Units	53.2%	50.3%	51.7%
Renter Occupied Housing Units	37.4%	38.1%	37.9%
Vacant Housing Units	9.4%	11.6%	10.4%
2015 Housing Units	28,337	128,386	266,877
Owner Occupied Housing Units	52.1%	49.1%	50.7%
Renter Occupied Housing Units	37.1%	37.7%	37.5%
Vacant Housing Units	10.8%	13.2%	11.8%
Median Household Income			
2000	\$29,617	\$29,728	\$33,686
2010	\$40,343	\$40,134	\$44,471
2015	\$43,892	\$43,921	\$50,987
Median Home Value			
2000	\$78,041	\$78,632	\$88,002
2010	\$96,283	\$96,814	\$109,375
2015	\$109,789	\$110,553	\$123,362
Per Capita Income			
2000	\$15,728	\$16,407	\$19,408
2010	\$21,522	\$21,509	\$24,408
2015	\$23,594	\$23,565	\$26,802
Median Age			
2000	37.1	36.1	36.4
2010	39.0	37.9	38.2
2015	39.7	38.4	38.8

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 total population. Detail may not sum to totals due to rounding.


Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.



4419 Dixie Hwy, Louisville, ...

Latitude: 38.181342
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Drive Time: 5, 10, 15 Minutes

	5 minutes	10 minutes	15 minutes
2000 Households by Income			
 Household Income Base	25,275	110,850	229,920
< \$15,000	24.4%	25.2%	21.3%
\$15,000 - \$24,999	18.3%	17.4%	15.8%
\$25,000 - \$34,999	15.5%	14.7%	14.6%
\$35,000 - \$49,999	17.9%	16.9%	17.5%
\$50,000 - \$74,999	15.4%	15.2%	16.7%
\$75,000 - \$99,999	5.5%	6.3%	7.5%
\$100,000 - \$149,999	2.3%	2.9%	4.2%
\$150,000 - \$199,999	0.5%	0.7%	1.1%
\$200,000+	0.4%	0.7%	1.4%
Average Household Income	\$36,396	\$38,788	\$44,946
2010 Households by Income			
Household Income Base	25,181	110,598	232,511
< \$15,000	16.5%	18.4%	15.7%
\$15,000 - \$24,999	12.9%	12.6%	11.2%
\$25,000 - \$34,999	13.7%	12.9%	12.3%
\$35,000 - \$49,999	16.0%	14.8%	15.5%
\$50,000 - \$74,999	20.7%	20.5%	20.9%
\$75,000 - \$99,999	12.8%	12.0%	13.3%
\$100,000 - \$149,999	6.0%	6.9%	8.2%
\$150,000 - \$199,999	0.7%	0.9%	1.3%
\$200,000+	0.7%	1.1%	1.7%
Average Household Income	\$49,087	\$50,166	\$55,824
2015 Households by Income			
Household Income Base	25,266	111,440	235,459
< \$15,000	15.0%	16.9%	14.2%
\$15,000 - \$24,999	11.5%	11.2%	9.8%
\$25,000 - \$34,999	12.7%	12.1%	11.3%
\$35,000 - \$49,999	14.6%	13.4%	13.7%
\$50,000 - \$74,999	19.9%	19.7%	20.3%
\$75,000 - \$99,999	16.8%	15.6%	16.8%
\$100,000 - \$149,999	7.9%	8.9%	10.6%
\$150,000 - \$199,999	0.9%	1.0%	1.5%
\$200,000+	0.8%	1.2%	1.9%
Average Household Income	\$53,550	\$54,666	\$60,949
2000 Owner Occupied HUs by Value			
Total	15,425	65,142	136,740
<\$50,000	12.4%	17.6%	12.7%
\$50,000 - 99,999	71.0%	59.0%	50.9%
\$100,000 - 149,999	14.6%	16.1%	22.3%
\$150,000 - 199,999	1.5%	4.2%	7.4%
\$200,000 - \$299,999	0.4%	2.3%	4.1%
\$300,000 - 499,999	0.0%	0.7%	2.0%
\$500,000 - 999,999	0.0%	0.1%	0.6%
\$1,000,000+	0.0%	0.1%	0.2%
Average Home Value	\$80,313	\$87,306	\$106,875
2000 Specified Renter Occupied HUs by Contract Rent			
Total	9,975	45,600	92,988
With Cash Rent	95.6%	96.1%	96.6%
No Cash Rent	4.4%	3.9%	3.4%
Median Rent	\$364	\$377	\$401
Average Rent	\$352	\$373	\$405

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. Specified Renter Occupied Housing Units exclude houses on 10+ acres. Average Rent excludes units paying no cash rent.


Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.



4419 Dixie Hwy, Louisville, ...

Latitude: 38.181342
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Drive Time: 5, 10, 15 Minutes

	5 minutes	10 minutes	15 minutes
2000 Population by Age			
 Total	59,670	264,503	541,098
Age 0 - 4	7.0%	6.8%	6.6%
Age 5 - 9	7.2%	7.1%	6.8%
Age 10 - 14	6.5%	7.0%	6.5%
Age 15 - 19	6.4%	7.1%	6.6%
Age 20 - 24	6.2%	6.9%	7.0%
Age 25 - 34	13.4%	13.4%	14.4%
Age 35 - 44	16.0%	15.9%	15.8%
Age 45 - 54	13.2%	13.1%	13.4%
Age 55 - 64	8.2%	8.2%	8.4%
Age 65 - 74	8.3%	7.7%	7.5%
Age 75 - 84	6.0%	5.2%	5.2%
Age 85+	1.7%	1.6%	1.8%
Age 18+	75.5%	75.1%	76.2%
2010 Population by Age			
Total	58,056	259,640	538,019
Age 0 - 4	6.8%	6.7%	6.5%
Age 5 - 9	6.6%	6.6%	6.3%
Age 10 - 14	6.0%	6.3%	6.0%
Age 15 - 19	6.4%	6.9%	6.4%
Age 20 - 24	6.3%	6.9%	6.8%
Age 25 - 34	12.8%	13.0%	13.7%
Age 35 - 44	12.5%	12.4%	13.0%
Age 45 - 54	15.2%	14.9%	14.6%
Age 55 - 64	12.2%	11.9%	12.0%
Age 65 - 74	7.0%	6.9%	7.0%
Age 75 - 84	5.6%	5.1%	5.2%
Age 85+	2.6%	2.4%	2.5%
Age 18+	76.7%	76.4%	77.4%
2015 Population by Age			
Total	57,989	260,291	541,885
Age 0 - 4	6.7%	6.6%	6.4%
Age 5 - 9	6.4%	6.5%	6.2%
Age 10 - 14	6.2%	6.5%	6.2%
Age 15 - 19	5.8%	6.4%	6.0%
Age 20 - 24	6.5%	6.9%	6.8%
Age 25 - 34	12.9%	12.9%	13.6%
Age 35 - 44	11.9%	12.2%	12.7%
Age 45 - 54	12.9%	12.8%	12.9%
Age 55 - 64	14.1%	13.5%	13.1%
Age 65 - 74	8.9%	8.5%	8.7%
Age 75 - 84	5.1%	4.7%	4.9%
Age 85+	2.6%	2.4%	2.5%
Age 18+	77.3%	76.8%	77.8%
2000 Population by Sex			
Males	46.7%	47.5%	47.5%
Females	53.3%	52.5%	52.5%
2010 Population by Sex			
Males	47.2%	47.7%	47.8%
Females	52.8%	52.3%	52.2%
2015 Population by Sex			
Males	47.4%	47.9%	48.0%
Females	52.6%	52.1%	52.0%



Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.



4419 Dixie Hwy, Louisville, ...

Latitude: 38.181342
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Drive Time: 5, 10, 15 Minutes

	5 minutes	10 minutes	15 minutes
2000 Population by Race/Ethnicity			
 Total	59,670	264,503	541,098
White Alone	76.0%	64.7%	74.0%
Black Alone	20.5%	31.5%	22.4%
American Indian Alone	0.3%	0.2%	0.2%
Asian or Pacific Islander Alone	1.0%	1.3%	1.2%
Some Other Race Alone	0.8%	0.7%	0.7%
Two or More Races	1.4%	1.6%	1.5%
Hispanic Origin	1.7%	1.8%	1.8%
Diversity Index	40.1	50.0	42.3
2010 Population by Race/Ethnicity			
Total	58,058	259,643	538,019
White Alone	71.2%	60.7%	70.2%
Black Alone	23.5%	34.0%	24.5%
American Indian Alone	0.4%	0.3%	0.3%
Asian or Pacific Islander Alone	1.5%	1.7%	1.7%
Some Other Race Alone	1.3%	1.1%	1.2%
Two or More Races	2.0%	2.1%	2.1%
Hispanic Origin	3.4%	3.5%	3.5%
Diversity Index	47.4	54.8	48.4
2015 Population by Race/Ethnicity			
Total	57,991	260,293	541,885
White Alone	69.2%	59.1%	68.6%
Black Alone	24.8%	35.0%	25.4%
American Indian Alone	0.4%	0.3%	0.4%
Asian or Pacific Islander Alone	1.8%	2.0%	2.0%
Some Other Race Alone	1.5%	1.3%	1.3%
Two or More Races	2.3%	2.4%	2.4%
Hispanic Origin	4.1%	4.2%	4.3%
Diversity Index	50.3	56.6	50.8
2000 Population 3+ by School Enrollment			
 Total	56,927	253,548	519,864
Enrolled in Nursery/Preschool	1.6%	1.7%	1.8%
Enrolled in Kindergarten	1.6%	1.4%	1.3%
Enrolled in Grade 1-8	11.8%	12.2%	11.4%
Enrolled in Grade 9-12	5.0%	5.8%	5.5%
Enrolled in College	3.6%	4.6%	4.5%
Enrolled in Grad/Prof School	0.4%	0.9%	1.2%
Not Enrolled in School	75.8%	73.4%	74.3%
2010 Population 25+ by Educational Attainment			
Total	39,379	172,933	365,443
Less than 9th Grade	7.1%	6.0%	4.9%
9th - 12th Grade, No Diploma	14.1%	14.0%	11.7%
High School Graduate	40.6%	37.5%	33.2%
Some College, No Degree	22.3%	21.8%	21.9%
Associate Degree	5.7%	6.2%	6.6%
Bachelor's Degree	6.7%	8.7%	13.0%
Graduate/Professional Degree	3.5%	5.8%	8.7%

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. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.



4419 Dixie Hwy, Louisville, ...

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	5 minutes	10 minutes	15 minutes
2010 Population 15+ by Marital Status			
 Total	46,769	208,643	436,415
Never Married	29.5%	34.0%	32.4%
Married	43.0%	40.5%	43.1%
Widowed	9.2%	8.7%	8.1%
Divorced	18.3%	16.8%	16.4%
2000 Population 16+ by Employment Status			
 Total	46,244	205,680	426,489
In Labor Force	59.8%	60.5%	63.2%
Civilian Employed	55.6%	56.0%	59.2%
Civilian Unemployed	4.1%	4.4%	3.9%
In Armed Forces	0.0%	0.1%	0.1%
Not in Labor Force	40.2%	39.5%	36.8%
2010 Civilian Population 16+ in Labor Force			
Civilian Employed	85.9%	85.1%	86.9%
Civilian Unemployed	14.1%	14.9%	13.1%
2015 Civilian Population 16+ in Labor Force			
Civilian Employed	88.4%	87.8%	89.3%
Civilian Unemployed	11.6%	12.2%	10.7%
2000 Females 16+ by Employment Status and Age of Children			
Total	25,189	110,489	228,022
Own Children < 6 Only	7.9%	7.1%	7.5%
Employed/in Armed Forces	5.3%	4.4%	4.7%
Unemployed	0.8%	0.7%	0.5%
Not in Labor Force	1.8%	2.0%	2.3%
Own Children < 6 and 6-17 Only	5.5%	5.3%	5.0%
Employed/in Armed Forces	3.4%	3.1%	3.1%
Unemployed	0.3%	0.4%	0.3%
Not in Labor Force	1.7%	1.8%	1.7%
Own Children 6-17 Only	16.2%	16.5%	15.9%
Employed/in Armed Forces	11.3%	11.4%	11.5%
Unemployed	0.5%	0.6%	0.6%
Not in Labor Force	4.3%	4.5%	3.9%
No Own Children < 18	70.5%	71.1%	71.6%
Employed/in Armed Forces	30.9%	32.7%	35.1%
Unemployed	2.5%	2.3%	2.1%
Not in Labor Force	37.0%	36.1%	34.4%
2010 Employed Population 16+ by Industry			
 Total	22,907	102,911	227,537
Agriculture/Mining	0.3%	0.3%	0.3%
Construction	7.1%	6.0%	5.6%
Manufacturing	9.9%	9.6%	9.1%
Wholesale Trade	4.4%	3.7%	3.6%
Retail Trade	10.9%	10.6%	11.0%
Transportation/Utilities	8.4%	7.7%	6.8%
Information	1.5%	1.7%	1.8%
Finance/Insurance/Real Estate	8.5%	8.1%	8.4%
Services	44.6%	47.7%	48.8%
Public Administration	4.4%	4.7%	4.5%


Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.



4419 Dixie Hwy, Louisville, ...

Latitude: 38.181342
Longitude: -85.815696

Drive Time: 5, 10, 15 Minutes

	5 minutes	10 minutes	15 minutes
2010 Employed Population 16+ by Occupation			
Total	22,907	102,909	227,537
White Collar	51.3%	53.5%	58.6%
Management/Business/Financial	8.8%	9.9%	11.6%
Professional	14.1%	16.5%	20.0%
Sales	9.7%	9.3%	10.4%
Administrative Support	18.7%	17.7%	16.6%
Services	20.0%	20.9%	18.7%
Blue Collar	28.7%	25.6%	22.8%
Farming/Forestry/Fishing	0.2%	0.2%	0.1%
Construction/Extraction	6.7%	5.6%	5.1%
Installation/Maintenance/Repair	3.8%	3.6%	3.3%
Production	8.2%	7.8%	6.7%
Transportation/Material Moving	9.7%	8.5%	7.5%
2000 Workers 16+ by Means of Transportation to Work			
 Total	25,076	112,225	247,373
Drove Alone - Car, Truck, or Van	78.0%	75.2%	78.7%
Carpooled - Car, Truck, or Van	14.3%	13.6%	12.0%
Public Transportation	3.4%	5.7%	3.9%
Walked	2.3%	3.0%	2.6%
Other Means	0.9%	1.1%	1.0%
Worked at Home	1.2%	1.5%	1.8%
2000 Workers 16+ by Travel Time to Work			
Total	25,075	112,226	247,373
Did Not Work at Home	98.8%	98.5%	98.2%
Less than 5 minutes	2.2%	2.3%	2.5%
5 to 9 minutes	8.8%	9.2%	9.6%
10 to 19 minutes	37.4%	37.4%	38.2%
20 to 24 minutes	21.1%	19.3%	19.5%
25 to 34 minutes	19.5%	20.0%	19.1%
35 to 44 minutes	3.1%	3.4%	3.2%
45 to 59 minutes	3.0%	3.1%	2.8%
60 to 89 minutes	1.9%	2.0%	1.7%
90 or more minutes	1.7%	1.8%	1.6%
Worked at Home	1.2%	1.5%	1.8%
Average Travel Time to Work (in min)	21.6	21.7	21.1
2000 Households by Vehicles Available			
Total	25,409	110,785	229,809
None	14.7%	17.4%	13.9%
1	43.5%	41.8%	40.9%
2	30.7%	29.8%	33.2%
3	8.9%	8.5%	9.2%
4	1.6%	1.7%	2.1%
5+	0.7%	0.7%	0.7%
Average Number of Vehicles Available	1.4	1.4	1.5



Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.



4419 Dixie Hwy, Louisville, ...

Latitude: 38.181342
Longitude: -85.815696

Drive Time: 5, 10, 15 Minutes

	5 minutes	10 minutes	15 minutes
2000 Households by Type			
 Total	25,496	110,875	229,729
Family Households	61.7%	61.2%	60.3%
Married-couple Family	38.3%	36.6%	39.2%
With Related Children	16.0%	15.8%	16.8%
Other Family (No Spouse)	23.3%	24.6%	21.1%
With Related Children	15.9%	16.4%	13.9%
Nonfamily Households	38.3%	38.8%	39.7%
Householder Living Alone	33.2%	32.9%	33.5%
Householder Not Living Alone	5.2%	5.9%	6.3%
Households with Related Children	31.9%	32.2%	30.7%
Households with Persons 65+	27.5%	26.3%	24.8%
2000 Households by Size			
Total	25,496	110,874	229,729
1 Person Household	33.2%	32.9%	33.5%
2 Person Household	32.2%	30.9%	32.0%
3 Person Household	16.5%	16.7%	16.2%
4 Person Household	11.3%	11.7%	11.4%
5 Person Household	4.5%	5.0%	4.6%
6 Person Household	1.5%	1.8%	1.5%
7+ Person Household	0.8%	1.0%	0.8%
2000 Households by Year Householder Moved In			
Total	25,410	110,784	229,809
Moved in 1999 to March 2000	19.0%	20.4%	21.2%
Moved in 1995 to 1998	26.9%	27.1%	27.4%
Moved in 1990 to 1994	14.7%	13.8%	14.4%
Moved in 1980 to 1989	12.6%	13.2%	13.4%
Moved in 1970 to 1979	9.8%	9.9%	9.7%
Moved in 1969 or Earlier	17.1%	15.7%	13.9%
Median Year Householder Moved In	1994	1994	1995
2000 Housing Units by Units in Structure			
 Total	26,846	119,533	246,002
1, Detached	69.6%	66.0%	63.7%
1, Attached	1.0%	1.7%	1.6%
2	2.9%	3.8%	3.5%
3 or 4	7.2%	8.2%	8.1%
5 to 9	4.8%	6.5%	7.8%
10 to 19	7.9%	5.7%	6.3%
20+	5.3%	6.9%	7.4%
Mobile Home	1.3%	1.2%	1.7%
Other	0.1%	0.0%	0.0%
2000 Housing Units by Year Structure Built			
Total	26,835	119,564	246,002
1999 to March 2000	0.4%	1.0%	0.8%
1995 to 1998	1.3%	2.7%	2.9%
1990 to 1994	1.5%	2.2%	3.1%
1980 to 1989	3.4%	4.4%	6.2%
1970 to 1979	11.5%	11.8%	14.5%
1969 or Earlier	82.0%	77.9%	72.4%
Median Year Structure Built	1956	1956	1958

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing.




4419 Dixie Hwy, Louisville, ...

Latitude: 38.181342

Longitude: -85.815696

Drive Time: 5, 10, 15 Minutes

	5 minutes	10 minutes	15 minutes
Top 3 Tapestry Segments			
1.	Home Town	Rustbelt Traditions	Rustbelt Traditions
2.	Rustbelt Retirees	Rustbelt Retirees	Rustbelt Retirees
3.	Rustbelt Traditions	Home Town	Great Expectations

 **2010 Consumer Spending** shows the amount spent on a variety of goods and services by households that reside in the market area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue.

Apparel & Services: Total \$	\$30,288,654	\$136,316,210	\$318,400,390
Average Spent	\$1,202.79	\$1,232.53	\$1,369.38
Spending Potential Index	50	51	57
Computers & Accessories: Total \$	\$3,902,889	\$17,483,327	\$41,223,640
Average Spent	\$154.99	\$158.08	\$177.29
Spending Potential Index	70	72	81
Education: Total \$	\$23,368,723	\$103,819,485	\$242,132,860
Average Spent	\$927.99	\$938.70	\$1,041.36
Spending Potential Index	76	77	85
Entertainment/Recreation: Total \$	\$57,895,375	\$258,697,789	\$606,393,763
Average Spent	\$2,299.08	\$2,339.06	\$2,607.98
Spending Potential Index	71	73	81
Food at Home: Total \$	\$82,995,611	\$370,763,635	\$857,525,709
Average Spent	\$3,295.83	\$3,352.32	\$3,688.04
Spending Potential Index	74	75	82
Food Away from Home: Total \$	\$58,718,294	\$264,290,152	\$615,650,355
Average Spent	\$2,331.76	\$2,389.63	\$2,647.79
Spending Potential Index	72	74	82
Health Care: Total \$	\$71,040,719	\$313,599,398	\$720,764,630
Average Spent	\$2,821.09	\$2,835.46	\$3,099.86
Spending Potential Index	76	76	83
HH Furnishings & Equipment: Total \$	\$31,438,088	\$140,864,072	\$331,422,397
Average Spent	\$1,248.43	\$1,273.65	\$1,425.38
Spending Potential Index	61	62	69
Investments: Total \$	\$28,922,039	\$123,991,990	\$298,058,813
Average Spent	\$1,148.52	\$1,121.10	\$1,281.89
Spending Potential Index	66	64	74
Retail Goods: Total \$	\$429,989,978	\$1,916,053,474	\$4,462,007,426
Average Spent	\$17,075.29	\$17,324.33	\$19,190.19
Spending Potential Index	69	70	77
Shelter: Total \$	\$272,584,677	\$1,238,371,540	\$2,926,218,932
Average Spent	\$10,824.58	\$11,196.95	\$12,585.08
Spending Potential Index	69	71	80
TV/Video/Audio: Total \$	\$23,094,317	\$103,255,453	\$238,998,936
Average Spent	\$917.10	\$933.60	\$1,027.89
Spending Potential Index	74	75	83
Travel: Total \$	\$31,306,566	\$141,682,146	\$338,030,017
Average Spent	\$1,243.21	\$1,281.04	\$1,453.80
Spending Potential Index	66	68	77
Vehicle Maintenance & Repairs: Total \$	\$16,933,790	\$76,005,101	\$177,218,053
Average Spent	\$672.46	\$687.21	\$762.18
Spending Potential Index	71	73	81

Data Note: 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 2005 and 2006 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.



Census 2010 Summary Profile

4419 Dixie Hwy, Louisville, KY, 40216
 Drive Time: 5 minutes

Prepared by Mark Robbins

Latitude: 38.181341801

Longitude: -85.81569614

	2000	2010	2000-2010 Annual Rate
Population	43,768	42,019	-0.41%
Households	18,866	17,596	-0.69%
Housing Units	19,876	19,425	-0.23%

Population by Race	Number	Percent
Total	42,019	100.0%
Population Reporting One Race	40,845	97.2%
White	26,298	62.6%
Black	13,061	31.1%
American Indian	137	0.3%
Asian	606	1.4%
Pacific Islander	30	0.1%
Some Other Race	713	1.7%
Population Reporting Two or More Races	1,174	2.8%
Total Hispanic Population	1,795	4.3%

Population by Sex	Number	Percent
Male	19,900	47.4%
Female	22,119	52.6%

Population by Age	Number	Percent
Total	42,018	100.0%
Age 0 - 4	2,856	6.8%
Age 5 - 9	2,835	6.7%
Age 10 - 14	2,807	6.7%
Age 15 - 19	2,907	6.9%
Age 20 - 24	2,777	6.6%
Age 25 - 29	2,793	6.6%
Age 30 - 34	2,665	6.3%
Age 35 - 39	2,700	6.4%
Age 40 - 44	2,615	6.2%
Age 45 - 49	3,370	8.0%
Age 50 - 54	3,334	7.9%
Age 55 - 59	2,819	6.7%
Age 60 - 64	2,060	4.9%
Age 65 - 69	1,431	3.4%
Age 70 - 74	1,153	2.7%
Age 75 - 79	1,090	2.6%
Age 80 - 84	983	2.3%
Age 85+	824	2.0%
Age 18+	31,773	75.6%
Age 65+	5,481	13.0%

Median Age by Sex and Race/Hispanic Origin	Median Age
Total Population	37.5
Male	35.7
Female	39.1
White Alone	44.1
Black Alone	29.8
American Indian Alone	36.3
Asian Alone	31.4
Pacific Islander Alone	26.3
Some Other Race Alone	24.7
Two or More Races	13.8
Hispanic Population	27.4

Data Note: Hispanic population can be of any race. Census 2010 medians are computed from reported data distributions.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri converted Census 2000 data into 2010 geography.



Census 2010 Summary Profile

4419 Dixie Hwy, Louisville, KY, 40216
Drive Time: 5 minutes

Prepared by Mark Robbins

Latitude: 38.181341801

Longitude: -85.81569614

Households by Type		
Total	17,596	100.0%
Households with 1 Person	5,963	33.9%
Households with 2+ People	11,633	66.1%
Family Households	10,498	59.7%
Husband-wife Families	5,689	32.3%
With Own Children	2,008	11.4%
Other Family (No Spouse Present)	4,809	27.3%
With Own Children	2,601	14.8%
Nonfamily Households	1,135	6.5%
All Households with Children	5,523	31.4%
Multigenerational Households	848	4.8%
Unmarried Partner Households	1,468	8.3%
Male-female	1,346	7.6%
Same-sex	122	0.7%
Average Household Size	2.36	

Family Households by Size		
Total	10,499	100.0%
2 People	4,407	42.0%
3 People	2,673	25.5%
4 People	1,890	18.0%
5 People	888	8.5%
6 People	385	3.7%
7+ People	256	2.4%
Average Family Size	3.02	

Nonfamily Households by Size		
Total	7,097	100.0%
1 Person	5,963	84.0%
2 People	949	13.4%
3 People	131	1.8%
4 People	33	0.5%
5 People	12	0.2%
6 People	7	0.1%
7+ People	2	0.0%
Average Nonfamily Size	1.20	

Population by Relationship and Household Type		
Total	42,019	100.0%
In Households	41,580	99.0%
In Family Households	33,095	78.8%
Householder	10,479	24.9%
Spouse	5,679	13.5%
Child	13,702	32.6%
Other relative	1,833	4.4%
Nonrelative	1,401	3.3%
In Nonfamily Households	8,485	20.2%
In Group Quarters	439	1.0%
Institutionalized Population	433	1.0%
Noninstitutionalized Population	6	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. Average family size excludes nonrelatives.

Source: U.S. Census Bureau, Census 2010 Summary File 1.



Census 2010 Summary Profile

4419 Dixie Hwy, Louisville, KY, 40216
 Drive Time: 5 minutes

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Family Households by Age of Householder		
Total		10,497 100.0%
Householder Age	15 - 44	4,584 43.7%
Householder Age	45 - 54	2,481 23.6%
Householder Age	55 - 64	1,681 16.0%
Householder Age	65 - 74	918 8.7%
Householder Age	75+	833 7.9%
Nonfamily Households by Age of Householder		
Total		7,098 100.0%
Householder Age	15 - 44	1,984 28.0%
Householder Age	45 - 54	1,575 22.2%
Householder Age	55 - 64	1,491 21.0%
Householder Age	65 - 74	831 11.7%
Householder Age	75+	1,217 17.1%
Households by Race of Householder		
Total		17,597 100.0%
Householder is	White Alone	11,761 66.8%
Householder is	Black Alone	5,149 29.3%
Householder is	American Indian Alone	61 0.3%
Householder is	Asian Alone	164 0.9%
Householder is	Pacific Islander Alone	8 0.0%
Householder is	Some Other Race Alone	195 1.1%
Householder is	Two or More Races	259 1.5%
Households with	Hispanic Householder	533 3.0%
Husband-wife Families by Race of Householder		
Total		5,689 100.0%
Householder is	White Alone	4,304 75.7%
Householder is	Black Alone	1,126 19.8%
Householder is	American Indian Alone	17 0.3%
Householder is	Asian Alone	88 1.5%
Householder is	Pacific Islander Alone	5 0.1%
Householder is	Some Other Race Alone	79 1.4%
Householder is	Two or More Races	70 1.2%
Husband-wife Families with	Hispanic Householder	239 4.2%
Other Families (No Spouse) by Race of Householder		
Total		4,809 100.0%
Householder is	White Alone	2,516 52.3%
Householder is	Black Alone	2,082 43.3%
Householder is	American Indian Alone	20 0.4%
Householder is	Asian Alone	45 0.9%
Householder is	Pacific Islander Alone	1 0.0%
Householder is	Some Other Race Alone	60 1.2%
Householder is	Two or More Races	85 1.8%
Other Families with	Hispanic Householder	145 3.0%
Nonfamily Households by Race of Householder		
Total		7,099 100.0%
Householder is	White Alone	4,941 69.6%
Householder is	Black Alone	1,941 27.3%
Householder is	American Indian Alone	24 0.3%
Householder is	Asian Alone	31 0.4%
Householder is	Pacific Islander Alone	2 0.0%
Householder is	Some Other Race Alone	56 0.8%
Householder is	Two or More Races	104 1.5%
Nonfamily Households with	Hispanic Householder	150 2.1%

Source: U.S. Census Bureau, Census 2010 Summary File 1.



Census 2010 Summary Profile

4419 Dixie Hwy, Louisville, KY, 40216
 Drive Time: 5 minutes

Prepared by Mark Robbins
 Latitude: 38.181341801
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Total Housing Units by Occupancy

Total	19,435	100.0%
Occupied Housing Units	17,596	90.5%
Vacant Housing Units		
For Rent	803	4.1%
Rented, not Occupied	28	0.1%
For Sale Only	322	1.7%
Sold, not Occupied	32	0.2%
For Seasonal/Recreational/Occasional Use	25	0.1%
For Migrant Workers	0	0.0%
Other Vacant	629	3.2%
Total Vacancy Rate	9.4%	

Households by Tenure and Mortgage Status

Total	17,596	100.0%
Owner Occupied	9,878	56.1%
Owned with a Mortgage/Loan	6,914	39.3%
Owned Free and Clear	2,964	16.8%
Average Household Size	2.40	
Renter Occupied	7,718	43.9%
Average Household Size	2.32	

Owner-occupied Housing Units by Race of Householder

Total	9,877	100.0%
Householder is White Alone	7,843	79.4%
Householder is Black Alone	1,734	17.6%
Householder is American Indian Alone	24	0.2%
Householder is Asian Alone	89	0.9%
Householder is Pacific Islander Alone	2	0.0%
Householder is Some Other Race Alone	88	0.9%
Householder is Two or More Races	97	1.0%
Owner-occupied Housing Units with Hispanic Householder	264	2.7%

Renter-occupied Housing Units by Race of Householder

Total	7,718	100.0%
Householder is White Alone	3,917	50.8%
Householder is Black Alone	3,415	44.2%
Householder is American Indian Alone	37	0.5%
Householder is Asian Alone	75	1.0%
Householder is Pacific Islander Alone	6	0.1%
Householder is Some Other Race Alone	107	1.4%
Householder is Two or More Races	161	2.1%
Renter-occupied Housing Units with Hispanic Householder	269	3.5%

Average Household Size by Race/Hispanic Origin of Householder

Householder is White Alone	2.25
Householder is Black Alone	2.52
Householder is American Indian Alone	2.59
Householder is Asian Alone	3.51
Householder is Pacific Islander Alone	4.00
Householder is Some Other Race Alone	3.29
Householder is Two or More Races	2.66
Householder is Hispanic	3.12

Source: U.S. Census Bureau, Census 2010 Summary File 1.



Census 2010 Summary Profile

4419 Dixie Hwy, Louisville, KY, 40216
 Drive Time: 10 minutes

Prepared by Mark Robbins

Latitude: 38.181341801

Longitude: -85.81569614

	2000	2010	2000-2010 Annual Rate
Population	208,370	205,009	-0.16%
Households	87,022	85,029	-0.23%
Housing Units	93,663	96,097	0.26%

Population by Race	Number	Percent
Total	205,009	100.0%
Population Reporting One Race	199,767	97.4%
White	116,271	56.7%
Black	75,421	36.8%
American Indian	557	0.3%
Asian	3,764	1.8%
Pacific Islander	129	0.1%
Some Other Race	3,625	1.8%
Population Reporting Two or More Races	5,242	2.6%
Total Hispanic Population	8,873	4.3%

Population by Sex	Number	Percent
Male	98,419	48.0%
Female	106,590	52.0%

Population by Age	Number	Percent
Total	205,011	100.0%
Age 0 - 4	14,112	6.9%
Age 5 - 9	13,364	6.5%
Age 10 - 14	13,565	6.6%
Age 15 - 19	15,157	7.4%
Age 20 - 24	16,484	8.0%
Age 25 - 29	14,328	7.0%
Age 30 - 34	13,237	6.5%
Age 35 - 39	12,675	6.2%
Age 40 - 44	12,295	6.0%
Age 45 - 49	15,457	7.5%
Age 50 - 54	15,791	7.7%
Age 55 - 59	13,233	6.5%
Age 60 - 64	10,110	4.9%
Age 65 - 69	6,958	3.4%
Age 70 - 74	5,795	2.8%
Age 75 - 79	4,976	2.4%
Age 80 - 84	4,077	2.0%
Age 85+	3,395	1.7%
Age 18+	155,664	75.9%
Age 65+	25,201	12.3%

Median Age by Sex and Race/Hispanic Origin	Median Age
Total Population	35.9
Male	34.3
Female	37.4
White Alone	40.9
Black Alone	31.7
American Indian Alone	35.2
Asian Alone	30.0
Pacific Islander Alone	27.4
Some Other Race Alone	25.0
Two or More Races	16.2
Hispanic Population	27.5

Data Note: Hispanic population can be of any race. Census 2010 medians are computed from reported data distributions.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri converted Census 2000 data into 2010 geography.



Census 2010 Summary Profile

4419 Dixie Hwy, Louisville, KY, 40216
 Drive Time: 10 minutes

Prepared by Mark Robbins

Latitude: 38.181341801

Longitude: -85.81569614

Households by Type		
Total	85,029	100.0%
Households with 1 Person	28,140	33.1%
Households with 2+ People	56,889	66.9%
Family Households	50,492	59.4%
Husband-wife Families	26,640	31.3%
With Own Children	9,336	11.0%
Other Family (No Spouse Present)	23,851	28.1%
With Own Children	12,696	14.9%
Nonfamily Households	6,397	7.5%
All Households with Children	26,288	30.9%
Multigenerational Households	4,163	4.9%
Unmarried Partner Households	7,160	8.4%
Male-female	6,535	7.7%
Same-sex	625	0.7%
Average Household Size	2.37	

Family Households by Size		
Total	50,490	100.0%
2 People	20,926	41.4%
3 People	13,108	26.0%
4 People	9,154	18.1%
5 People	4,280	8.5%
6 People	1,783	3.5%
7+ People	1,239	2.5%
Average Family Size	3.02	

Nonfamily Households by Size		
Total	34,537	100.0%
1 Person	28,140	81.5%
2 People	5,265	15.2%
3 People	744	2.2%
4 People	271	0.8%
5 People	70	0.2%
6 People	28	0.1%
7+ People	19	0.1%
Average Nonfamily Size	1.23	

Population by Relationship and Household Type		
Total	205,009	100.0%
In Households	201,550	98.3%
In Family Households	159,041	77.6%
Householder	50,307	24.5%
Spouse	26,517	12.9%
Child	66,689	32.5%
Other relative	9,116	4.4%
Nonrelative	6,412	3.1%
In Nonfamily Households	42,510	20.7%
In Group Quarters	3,459	1.7%
Institutionalized Population	993	0.5%
Noninstitutionalized Population	2,466	1.2%

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. Average family size excludes nonrelatives.

Source: U.S. Census Bureau, Census 2010 Summary File 1.



Census 2010 Summary Profile

4419 Dixie Hwy, Louisville, KY, 40216
Drive Time: 10 minutes

Prepared by Mark Robbins

Latitude: 38.181341801

Longitude: -85.81569614

Family Households by Age of Householder		
Total	50,491	100.0%
Householder Age 15 - 44	21,927	43.4%
Householder Age 45 - 54	11,423	22.6%
Householder Age 55 - 64	8,305	16.4%
Householder Age 65 - 74	4,719	9.3%
Householder Age 75+	4,117	8.2%
Nonfamily Households by Age of Householder		
Total	34,537	100.0%
Householder Age 15 - 44	11,405	33.0%
Householder Age 45 - 54	7,231	20.9%
Householder Age 55 - 64	6,754	19.6%
Householder Age 65 - 74	3,991	11.6%
Householder Age 75+	5,156	14.9%
Households by Race of Householder		
Total	85,030	100.0%
Householder is White Alone	51,213	60.2%
Householder is Black Alone	30,115	35.4%
Householder is American Indian Alone	233	0.3%
Householder is Asian Alone	1,117	1.3%
Householder is Pacific Islander Alone	46	0.1%
Householder is Some Other Race Alone	1,022	1.2%
Householder is Two or More Races	1,284	1.5%
Households with Hispanic Householder	2,687	3.2%
Husband-wife Families by Race of Householder		
Total	26,640	100.0%
Householder is White Alone	19,263	72.3%
Householder is Black Alone	6,100	22.9%
Householder is American Indian Alone	63	0.2%
Householder is Asian Alone	530	2.0%
Householder is Pacific Islander Alone	19	0.1%
Householder is Some Other Race Alone	367	1.4%
Householder is Two or More Races	298	1.1%
Husband-wife Families with Hispanic Householder	1,039	3.9%
Other Families (No Spouse) by Race of Householder		
Total	23,851	100.0%
Householder is White Alone	10,278	43.1%
Householder is Black Alone	12,415	52.1%
Householder is American Indian Alone	72	0.3%
Householder is Asian Alone	273	1.1%
Householder is Pacific Islander Alone	10	0.0%
Householder is Some Other Race Alone	364	1.5%
Householder is Two or More Races	439	1.8%
Other Families with Hispanic Householder	823	3.5%
Nonfamily Households by Race of Householder		
Total	34,537	100.0%
Householder is White Alone	21,672	62.8%
Householder is Black Alone	11,599	33.6%
Householder is American Indian Alone	98	0.3%
Householder is Asian Alone	314	0.9%
Householder is Pacific Islander Alone	17	0.0%
Householder is Some Other Race Alone	291	0.8%
Householder is Two or More Races	546	1.6%
Nonfamily Households with Hispanic Householder	825	2.4%

Source: U.S. Census Bureau, Census 2010 Summary File 1.



Census 2010 Summary Profile

4419 Dixie Hwy, Louisville, KY, 40216
 Drive Time: 10 minutes

Prepared by Mark Robbins

Latitude: 38.181341801

Longitude: -85.81569614

Total Housing Units by Occupancy

Total	96,101	100.0%
Occupied Housing Units	85,029	88.5%
Vacant Housing Units		
For Rent	5,017	5.2%
Rented, not Occupied	171	0.2%
For Sale Only	1,508	1.6%
Sold, not Occupied	236	0.2%
For Seasonal/Recreational/Occasional Use	196	0.2%
For Migrant Workers	0	0.0%
Other Vacant	3,944	4.1%
Total Vacancy Rate	11.5%	

Households by Tenure and Mortgage Status

Total	85,029	100.0%
Owner Occupied	46,661	54.9%
Owned with a Mortgage/Loan	32,107	37.8%
Owned Free and Clear	14,553	17.1%
Average Household Size	2.38	
Renter Occupied	38,368	45.1%
Average Household Size	2.36	

Owner-occupied Housing Units by Race of Householder

Total	46,662	100.0%
Householder is White Alone	33,479	71.7%
Householder is Black Alone	11,810	25.3%
Householder is American Indian Alone	81	0.2%
Householder is Asian Alone	547	1.2%
Householder is Pacific Islander Alone	11	0.0%
Householder is Some Other Race Alone	273	0.6%
Householder is Two or More Races	461	1.0%
Owner-occupied Housing Units with Hispanic Householder	906	1.9%

Renter-occupied Housing Units by Race of Householder

Total	38,369	100.0%
Householder is White Alone	17,734	46.2%
Householder is Black Alone	18,305	47.7%
Householder is American Indian Alone	153	0.4%
Householder is Asian Alone	570	1.5%
Householder is Pacific Islander Alone	35	0.1%
Householder is Some Other Race Alone	749	2.0%
Householder is Two or More Races	823	2.1%
Renter-occupied Housing Units with Hispanic Householder	1,781	4.6%

Average Household Size by Race/Hispanic Origin of Householder

Householder is White Alone	2.26
Householder is Black Alone	2.49
Householder is American Indian Alone	2.61
Householder is Asian Alone	3.21
Householder is Pacific Islander Alone	3.11
Householder is Some Other Race Alone	3.25
Householder is Two or More Races	2.57
Householder is Hispanic	3.05

Source: U.S. Census Bureau, Census 2010 Summary File 1.



Census 2010 Summary Profile

4419 Dixie Hwy, Louisville, KY, 40216
 Drive Time: 15 minutes

Prepared by Mark Robbins

Latitude: 38.181341801

Longitude: -85.81569614

	2000	2010	2000-2010 Annual Rate
Population	449,763	447,118	-0.06%
Households	188,871	187,794	-0.06%
Housing Units	202,638	209,039	0.31%

Population by Race	Number	Percent
Total	447,117	100.0%
Population Reporting One Race	435,927	97.5%
White	289,790	64.8%
Black	128,312	28.7%
American Indian	1,223	0.3%
Asian	7,321	1.6%
Pacific Islander	311	0.1%
Some Other Race	8,970	2.0%
Population Reporting Two or More Races	11,190	2.5%
Total Hispanic Population	21,985	4.9%

Population by Sex	Number	Percent
Male	216,260	48.4%
Female	230,858	51.6%

Population by Age	Number	Percent
Total	447,119	100.0%
Age 0 - 4	30,544	6.8%
Age 5 - 9	28,122	6.3%
Age 10 - 14	27,957	6.3%
Age 15 - 19	30,038	6.7%
Age 20 - 24	34,210	7.7%
Age 25 - 29	34,346	7.7%
Age 30 - 34	30,882	6.9%
Age 35 - 39	28,331	6.3%
Age 40 - 44	27,197	6.1%
Age 45 - 49	32,739	7.3%
Age 50 - 54	33,531	7.5%
Age 55 - 59	29,254	6.5%
Age 60 - 64	22,793	5.1%
Age 65 - 69	15,762	3.5%
Age 70 - 74	12,701	2.8%
Age 75 - 79	10,938	2.4%
Age 80 - 84	9,215	2.1%
Age 85+	8,559	1.9%
Age 18+	343,614	76.9%
Age 65+	57,175	12.8%

Median Age by Sex and Race/Hispanic Origin	Median Age
Total Population	36.3
Male	34.7
Female	37.9
White Alone	40.3
Black Alone	31.5
American Indian Alone	36.7
Asian Alone	30.9
Pacific Islander Alone	26.8
Some Other Race Alone	25.1
Two or More Races	16.4
Hispanic Population	26.7

Data Note: Hispanic population can be of any race. Census 2010 medians are computed from reported data distributions.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri converted Census 2000 data into 2010 geography.



Census 2010 Summary Profile

4419 Dixie Hwy, Louisville, KY, 40216
Drive Time: 15 minutes

Prepared by Mark Robbins

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Households by Type		
Total	187,794	100.0%
Households with 1 Person	65,195	34.7%
Households with 2+ People	122,599	65.3%
Family Households	108,174	57.6%
Husband-wife Families	61,645	32.8%
With Own Children	22,057	11.7%
Other Family (No Spouse Present)	46,529	24.8%
With Own Children	25,296	13.5%
Nonfamily Households	14,425	7.7%
All Households with Children	55,416	29.5%
Multigenerational Households	7,847	4.2%
Unmarried Partner Households	15,455	8.2%
Male-female	13,794	7.3%
Same-sex	1,661	0.9%
Average Household Size	2.32	

Family Households by Size		
Total	108,175	100.0%
2 People	46,208	42.7%
3 People	27,778	25.7%
4 People	19,578	18.1%
5 People	8,823	8.2%
6 People	3,483	3.2%
7+ People	2,305	2.1%
Average Family Size	3.00	

Nonfamily Households by Size		
Total	79,619	100.0%
1 Person	65,195	81.9%
2 People	11,995	15.1%
3 People	1,641	2.1%
4 People	541	0.7%
5 People	160	0.2%
6 People	54	0.1%
7+ People	33	0.0%
Average Nonfamily Size	1.23	

Population by Relationship and Household Type		
Total	447,118	100.0%
In Households	435,088	97.3%
In Family Households	337,298	75.4%
Householder	108,268	24.2%
Spouse	61,692	13.8%
Child	136,976	30.6%
Other relative	17,460	3.9%
Nonrelative	12,902	2.9%
In Nonfamily Households	97,790	21.9%
In Group Quarters	12,030	2.7%
Institutionalized Population	6,695	1.5%
Noninstitutionalized Population	5,335	1.2%

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. Average family size excludes nonrelatives.

Source: U.S. Census Bureau, Census 2010 Summary File 1.



Census 2010 Summary Profile

4419 Dixie Hwy, Louisville, KY, 40216
Drive Time: 15 minutes

Prepared by Mark Robbins

Latitude: 38.181341801

Longitude: -85.81569614

Family Households by Age of Householder		
Total	108,175	100.0%
Householder Age 15 - 44	47,353	43.8%
Householder Age 45 - 54	23,836	22.0%
Householder Age 55 - 64	18,085	16.7%
Householder Age 65 - 74	10,326	9.5%
Householder Age 75+	8,575	7.9%
Nonfamily Households by Age of Householder		
Total	79,620	100.0%
Householder Age 15 - 44	28,527	35.8%
Householder Age 45 - 54	15,248	19.2%
Householder Age 55 - 64	15,266	19.2%
Householder Age 65 - 74	8,942	11.2%
Householder Age 75+	11,637	14.6%
Households by Race of Householder		
Total	187,794	100.0%
Householder is White Alone	128,239	68.3%
Householder is Black Alone	51,390	27.4%
Householder is American Indian Alone	527	0.3%
Householder is Asian Alone	2,343	1.2%
Householder is Pacific Islander Alone	94	0.1%
Householder is Some Other Race Alone	2,433	1.3%
Householder is Two or More Races	2,768	1.5%
Households with Hispanic Householder	6,489	3.5%
Husband-wife Families by Race of Householder		
Total	61,644	100.0%
Householder is White Alone	48,845	79.2%
Householder is Black Alone	9,902	16.1%
Householder is American Indian Alone	152	0.2%
Householder is Asian Alone	1,091	1.8%
Householder is Pacific Islander Alone	42	0.1%
Householder is Some Other Race Alone	935	1.5%
Householder is Two or More Races	677	1.1%
Husband-wife Families with Hispanic Householder	2,644	4.3%
Other Families (No Spouse) by Race of Householder		
Total	46,530	100.0%
Householder is White Alone	23,482	50.5%
Householder is Black Alone	20,704	44.5%
Householder is American Indian Alone	146	0.3%
Householder is Asian Alone	454	1.0%
Householder is Pacific Islander Alone	22	0.0%
Householder is Some Other Race Alone	841	1.8%
Householder is Two or More Races	881	1.9%
Other Families with Hispanic Householder	1,909	4.1%
Nonfamily Households by Race of Householder		
Total	79,620	100.0%
Householder is White Alone	55,912	70.2%
Householder is Black Alone	20,783	26.1%
Householder is American Indian Alone	229	0.3%
Householder is Asian Alone	798	1.0%
Householder is Pacific Islander Alone	31	0.0%
Householder is Some Other Race Alone	657	0.8%
Householder is Two or More Races	1,210	1.5%
Nonfamily Households with Hispanic Householder	1,936	2.4%

Source: U.S. Census Bureau, Census 2010 Summary File 1.



Census 2010 Summary Profile

4419 Dixie Hwy, Louisville, KY, 40216
Drive Time: 15 minutes

Prepared by Mark Robbins

Latitude: 38.181341801

Longitude: -85.81569614

Total Housing Units by Occupancy

Total	209,040	100.0%
Occupied Housing Units	187,794	89.8%
Vacant Housing Units		
For Rent	9,915	4.7%
Rented, not Occupied	348	0.2%
For Sale Only	2,971	1.4%
Sold, not Occupied	583	0.3%
For Seasonal/Recreational/Occasional Use	726	0.3%
For Migrant Workers	13	0.0%
Other Vacant	6,690	3.2%
Total Vacancy Rate	10.2%	

Households by Tenure and Mortgage Status

Total	187,794	100.0%
Owner Occupied	103,481	55.1%
Owned with a Mortgage/Loan	71,888	38.3%
Owned Free and Clear	31,593	16.8%
Average Household Size	2.37	
Renter Occupied	84,313	44.9%
Average Household Size	2.25	

Owner-occupied Housing Units by Race of Householder

Total	103,481	100.0%
Householder is White Alone	82,598	79.8%
Householder is Black Alone	18,030	17.4%
Householder is American Indian Alone	204	0.2%
Householder is Asian Alone	1,043	1.0%
Householder is Pacific Islander Alone	30	0.0%
Householder is Some Other Race Alone	629	0.6%
Householder is Two or More Races	947	0.9%
Owner-occupied Housing Units with Hispanic Householder	2,135	2.1%

Renter-occupied Housing Units by Race of Householder

Total	84,312	100.0%
Householder is White Alone	45,640	54.1%
Householder is Black Alone	33,359	39.6%
Householder is American Indian Alone	323	0.4%
Householder is Asian Alone	1,300	1.5%
Householder is Pacific Islander Alone	65	0.1%
Householder is Some Other Race Alone	1,804	2.1%
Householder is Two or More Races	1,821	2.2%
Renter-occupied Housing Units with Hispanic Householder	4,353	5.2%

Average Household Size by Race/Hispanic Origin of Householder

Householder is White Alone	2.23
Householder is Black Alone	2.43
Householder is American Indian Alone	2.49
Householder is Asian Alone	2.91
Householder is Pacific Islander Alone	3.17
Householder is Some Other Race Alone	3.38
Householder is Two or More Races	2.52
Householder is Hispanic	3.11

Source: U.S. Census Bureau, Census 2010 Summary File 1.



Demographic and Income Profile

4419 Dixie Hwy, Louisville, KY, 40216
 Drive Time: 5 minutes

Prepared by Mark Robbins
 Latitude: 38.181341801
 Longitude: -85.81569614

Summary	2010	2011	2016
Population	42,019	41,629	42,423
Households	17,596	17,453	17,723
Families	10,498	10,422	10,418
Average Household Size	2.36	2.36	2.37
Owner Occupied Housing Units	9,878	9,460	9,711
Renter Occupied Housing Units	7,718	7,993	8,012
Median Age	37.5	37.7	38.2
Trends: 2011 - 2016 Annual Rate	Area	State	National
Population	0.38%	0.52%	0.67%
Households	0.31%	0.57%	0.71%
Families	-0.01%	0.33%	0.57%
Owner HHs	0.53%	0.67%	0.91%
Median Household Income	2.72%	3.29%	2.75%

Households by Income	2011		2016	
	Number	Percent	Number	Percent
<\$15,000	3,551	20.3%	3,485	19.7%
\$15,000 - \$24,999	2,730	15.6%	2,129	12.0%
\$25,000 - \$34,999	2,596	14.9%	2,176	12.3%
\$35,000 - \$49,999	3,246	18.6%	3,021	17.0%
\$50,000 - \$74,999	2,890	16.6%	3,860	21.8%
\$75,000 - \$99,999	1,397	8.0%	1,789	10.1%
\$100,000 - \$149,999	835	4.8%	1,009	5.7%
\$150,000 - \$199,999	130	0.7%	158	0.9%
\$200,000+	80	0.5%	96	0.5%
Median Household Income	\$34,239		\$39,159	
Average Household Income	\$42,850		\$47,684	
Per Capita Income	\$18,178		\$20,135	

Population by Age	2010		2011		2016	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	2,856	6.8%	2,773	6.7%	2,829	6.7%
5 - 9	2,835	6.7%	2,789	6.7%	2,808	6.6%
10 - 14	2,807	6.7%	2,771	6.7%	2,830	6.7%
15 - 19	2,907	6.9%	2,855	6.9%	2,700	6.4%
20 - 24	2,777	6.6%	2,761	6.6%	2,695	6.4%
25 - 34	5,458	13.0%	5,429	13.0%	5,630	13.3%
35 - 44	5,315	12.6%	5,222	12.5%	5,094	12.0%
45 - 54	6,704	16.0%	6,609	15.9%	6,164	14.5%
55 - 64	4,879	11.6%	4,901	11.8%	5,335	12.6%
65 - 74	2,584	6.2%	2,636	6.3%	3,278	7.7%
75 - 84	2,073	4.9%	2,062	5.0%	2,152	5.1%
85+	824	2.0%	822	2.0%	908	2.1%

Race and Ethnicity	2010		2011		2016	
	Number	Percent	Number	Percent	Number	Percent
White Alone	26,298	62.6%	25,994	62.4%	25,569	60.3%
Black Alone	13,061	31.1%	12,960	31.1%	13,568	32.0%
American Indian Alone	137	0.3%	134	0.3%	147	0.3%
Asian Alone	606	1.4%	596	1.4%	671	1.6%
Pacific Islander Alone	30	0.1%	30	0.1%	36	0.1%
Some Other Race Alone	713	1.7%	752	1.8%	1,094	2.6%
Two or More Races	1,174	2.8%	1,164	2.8%	1,337	3.2%
Hispanic Origin (Any Race)	1,795	4.3%	1,888	4.5%	2,572	6.1%

Data Note: Income is expressed in current dollars.

Source: U.S. Census Bureau, Census 2010 Data. Esri forecasts for 2011 and 2016.

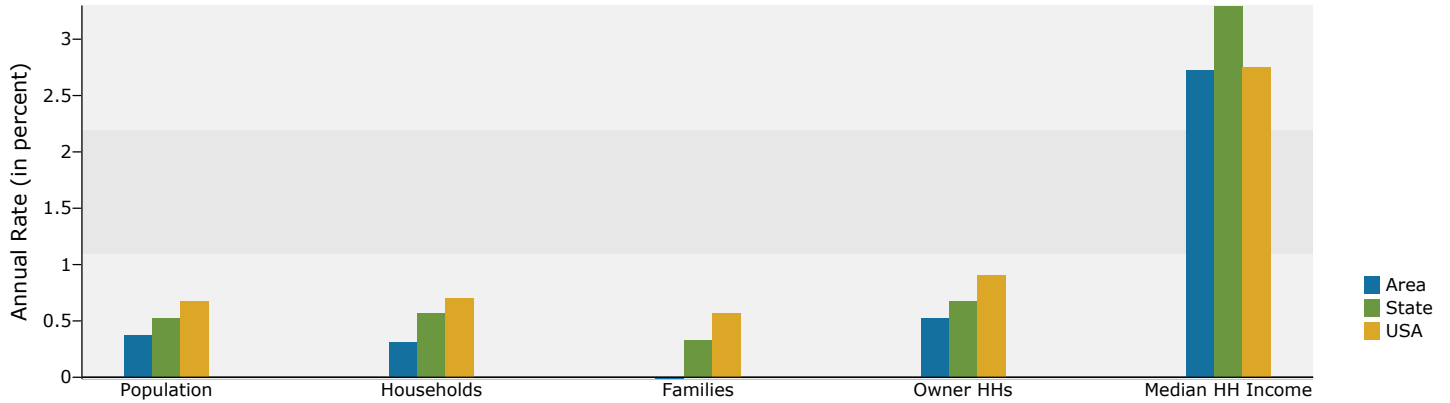


Demographic and Income Profile

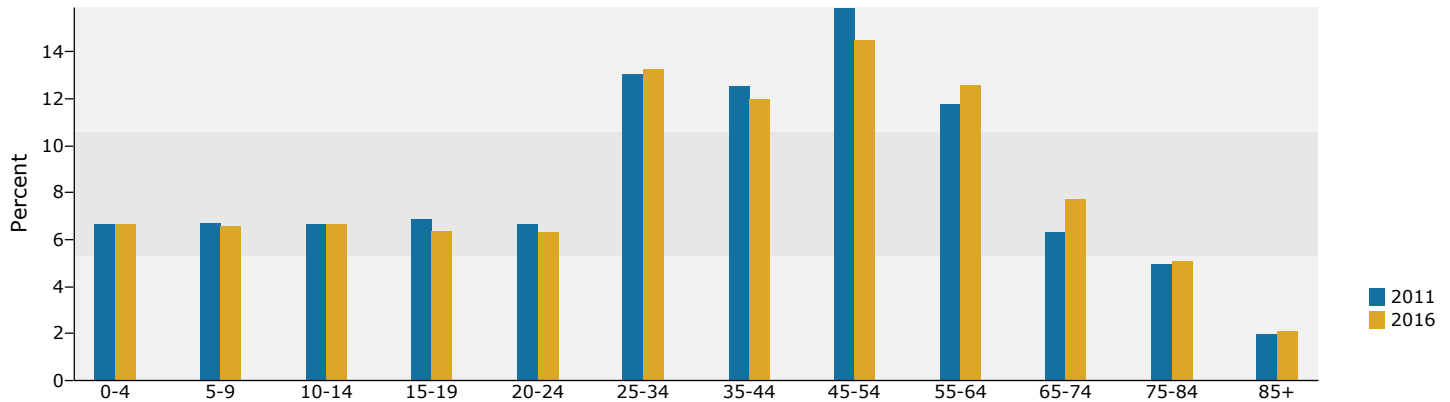
4419 Dixie Hwy, Louisville, KY, 40216
 Drive Time: 5 minutes

Prepared by Mark Robbins
 Latitude: 38.181341801
 Longitude: -85.81569614

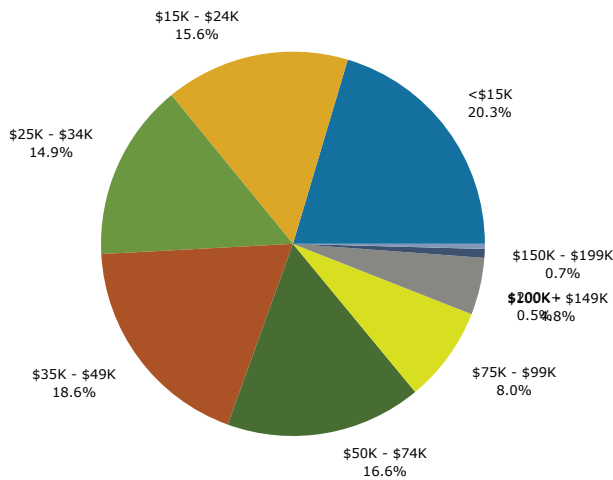
Trends 2011-2016



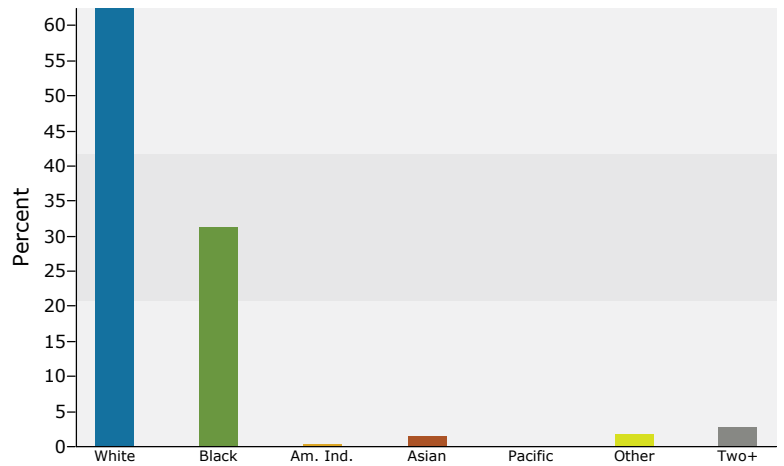
Population by Age



2011 Household Income



2011 Population by Race



2011 Percent Hispanic Origin: 4.5%

Source: U.S. Census Bureau, Census 2010 Data. Esri forecasts for 2011 and 2016.



Demographic and Income Profile

4419 Dixie Hwy, Louisville, KY, 40216
 Drive Time: 10 minutes

Prepared by Mark Robbins
 Latitude: 38.181341801
 Longitude: -85.81569614

Summary	2010	2011	2016
Population	205,009	203,888	206,900
Households	85,029	84,609	85,876
Families	50,492	50,276	50,193
Average Household Size	2.37	2.37	2.37
Owner Occupied Housing Units	46,661	44,720	45,773
Renter Occupied Housing Units	38,368	39,888	40,103
Median Age	35.9	36.0	36.5

Trends: 2011 - 2016 Annual Rate	Area	State	National
Population	0.29%	0.52%	0.67%
Households	0.30%	0.57%	0.71%
Families	-0.03%	0.33%	0.57%
Owner HHs	0.47%	0.67%	0.91%
Median Household Income	3.02%	3.29%	2.75%

Households by Income	2011		2016	
	Number	Percent	Number	Percent
<\$15,000	18,484	21.8%	18,107	21.1%
\$15,000 - \$24,999	13,153	15.5%	10,386	12.1%
\$25,000 - \$34,999	12,163	14.4%	10,317	12.0%
\$35,000 - \$49,999	14,069	16.6%	12,897	15.0%
\$50,000 - \$74,999	13,874	16.4%	18,304	21.3%
\$75,000 - \$99,999	6,716	7.9%	8,601	10.0%
\$100,000 - \$149,999	4,527	5.4%	5,410	6.3%
\$150,000 - \$199,999	803	0.9%	929	1.1%
\$200,000+	819	1.0%	926	1.1%

Median Household Income	\$33,412	\$38,768
Average Household Income	\$44,211	\$49,347
Per Capita Income	\$18,644	\$20,776

Population by Age	2010		2011		2016	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	14,112	6.9%	13,795	6.8%	14,035	6.8%
5 - 9	13,364	6.5%	13,202	6.5%	13,233	6.4%
10 - 14	13,565	6.6%	13,438	6.6%	13,632	6.6%
15 - 19	15,157	7.4%	14,981	7.3%	14,210	6.9%
20 - 24	16,484	8.0%	16,468	8.1%	16,069	7.8%
25 - 34	27,565	13.4%	27,510	13.5%	28,382	13.7%
35 - 44	24,970	12.2%	24,658	12.1%	24,007	11.6%
45 - 54	31,248	15.2%	30,894	15.2%	28,647	13.8%
55 - 64	23,343	11.4%	23,496	11.5%	25,465	12.3%
65 - 74	12,753	6.2%	13,018	6.4%	16,089	7.8%
75 - 84	9,053	4.4%	9,030	4.4%	9,388	4.5%
85+	3,395	1.7%	3,396	1.7%	3,744	1.8%

Race and Ethnicity	2010		2011		2016	
	Number	Percent	Number	Percent	Number	Percent
White Alone	116,271	56.7%	115,466	56.6%	113,671	54.9%
Black Alone	75,421	36.8%	75,064	36.8%	77,179	37.3%
American Indian Alone	557	0.3%	552	0.3%	584	0.3%
Asian Alone	3,764	1.8%	3,694	1.8%	4,051	2.0%
Pacific Islander Alone	129	0.1%	127	0.1%	141	0.1%
Some Other Race Alone	3,625	1.8%	3,767	1.8%	5,328	2.6%
Two or More Races	5,242	2.6%	5,219	2.6%	5,946	2.9%
Hispanic Origin (Any Race)	8,873	4.3%	9,248	4.5%	12,248	5.9%

Data Note: Income is expressed in current dollars.

Source: U.S. Census Bureau, Census 2010 Data. Esri forecasts for 2011 and 2016.

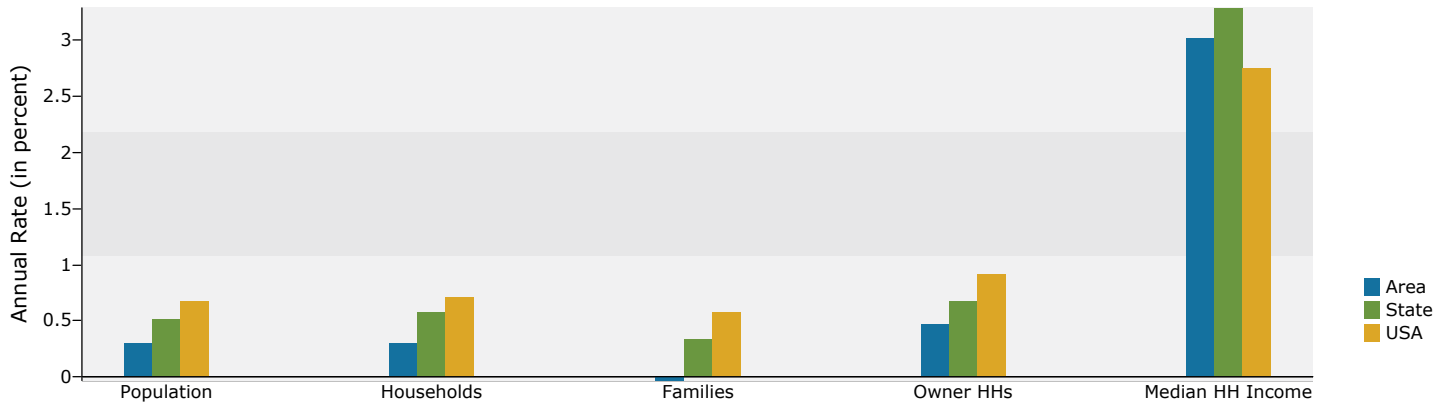


Demographic and Income Profile

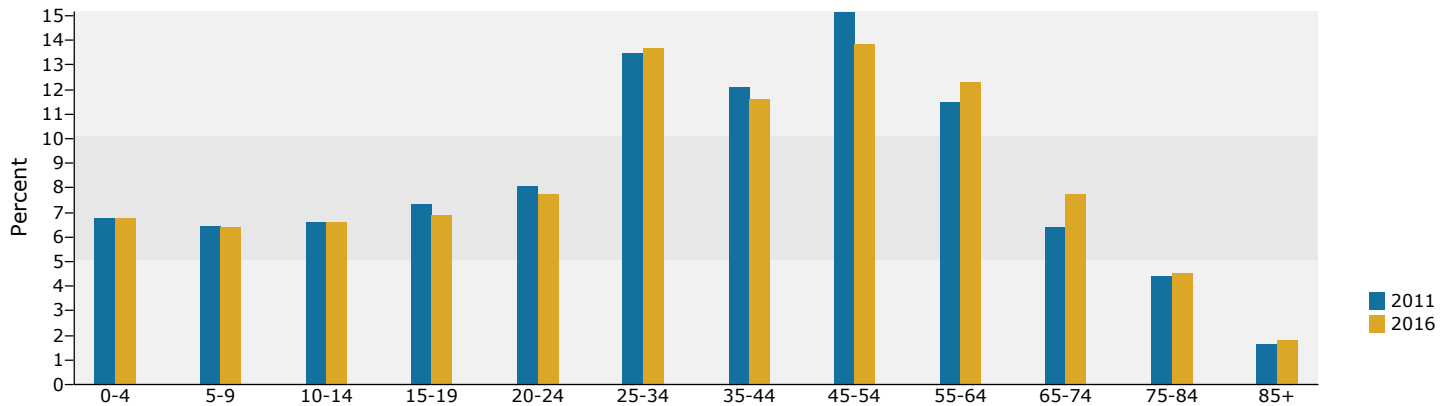
4419 Dixie Hwy, Louisville, KY, 40216
 Drive Time: 10 minutes

Prepared by Mark Robbins
 Latitude: 38.181341801
 Longitude: -85.81569614

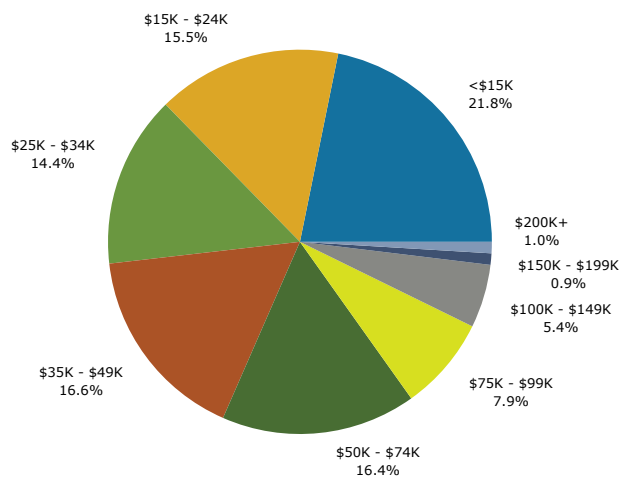
Trends 2011-2016



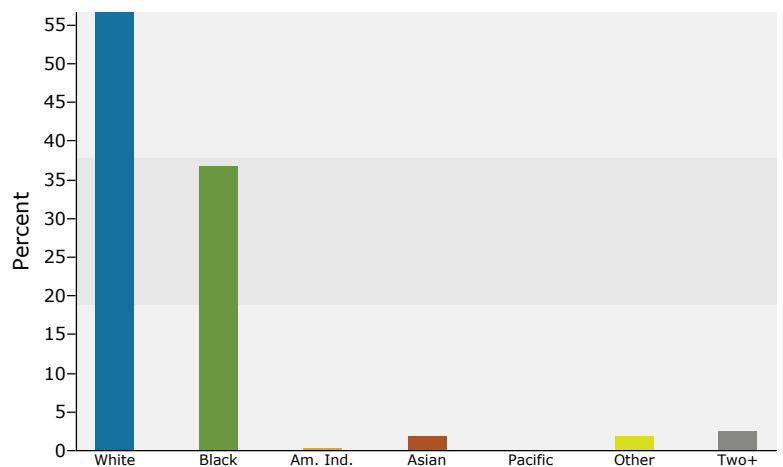
Population by Age



2011 Household Income



2011 Population by Race



2011 Percent Hispanic Origin: 4.5%

Source: U.S. Census Bureau, Census 2010 Data. Esri forecasts for 2011 and 2016.

August 09, 2012



Demographic and Income Profile

4419 Dixie Hwy, Louisville, KY, 40216
 Drive Time: 15 minutes

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Summary	2010	2011	2016
Population	447,118	446,436	454,443
Households	187,794	187,531	191,144
Families	108,174	108,144	108,400
Average Household Size	2.32	2.32	2.31
Owner Occupied Housing Units	103,481	99,882	102,720
Renter Occupied Housing Units	84,313	87,649	88,424
Median Age	36.3	36.4	36.9

Trends: 2011 - 2016 Annual Rate	Area	State	National
Population	0.36%	0.52%	0.67%
Households	0.38%	0.57%	0.71%
Families	0.05%	0.33%	0.57%
Owner HHs	0.56%	0.67%	0.91%
Median Household Income	3.22%	3.29%	2.75%

Households by Income	2011		2016	
	Number	Percent	Number	Percent
<\$15,000	38,477	20.5%	37,537	19.6%
\$15,000 - \$24,999	26,391	14.1%	20,660	10.8%
\$25,000 - \$34,999	25,078	13.4%	20,937	11.0%
\$35,000 - \$49,999	30,887	16.5%	28,094	14.7%
\$50,000 - \$74,999	32,464	17.3%	42,259	22.1%
\$75,000 - \$99,999	16,695	8.9%	21,018	11.0%
\$100,000 - \$149,999	12,455	6.6%	15,010	7.9%
\$150,000 - \$199,999	2,839	1.5%	3,151	1.6%
\$200,000+	2,246	1.2%	2,478	1.3%

Median Household Income	\$36,335	\$42,580
Average Household Income	\$48,067	\$53,528
Per Capita Income	\$20,815	\$23,151

Population by Age	2010		2011		2016	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	30,544	6.8%	30,030	6.7%	30,692	6.8%
5 - 9	28,122	6.3%	27,919	6.3%	28,056	6.2%
10 - 14	27,957	6.3%	27,818	6.2%	28,287	6.2%
15 - 19	30,038	6.7%	29,801	6.7%	28,298	6.2%
20 - 24	34,210	7.7%	34,290	7.7%	33,482	7.4%
25 - 34	65,228	14.6%	65,365	14.6%	67,537	14.9%
35 - 44	55,528	12.4%	55,051	12.3%	53,713	11.8%
45 - 54	66,270	14.8%	65,686	14.7%	61,023	13.4%
55 - 64	52,047	11.6%	52,604	11.8%	57,083	12.6%
65 - 74	28,463	6.4%	29,139	6.5%	35,989	7.9%
75 - 84	20,153	4.5%	20,160	4.5%	20,944	4.6%
85+	8,559	1.9%	8,573	1.9%	9,340	2.1%

Race and Ethnicity	2010		2011		2016	
	Number	Percent	Number	Percent	Number	Percent
White Alone	289,790	64.8%	289,122	64.8%	286,766	63.1%
Black Alone	128,312	28.7%	127,958	28.7%	131,759	29.0%
American Indian Alone	1,223	0.3%	1,220	0.3%	1,322	0.3%
Asian Alone	7,321	1.6%	7,251	1.6%	8,079	1.8%
Pacific Islander Alone	311	0.1%	306	0.1%	351	0.1%
Some Other Race Alone	8,970	2.0%	9,384	2.1%	13,318	2.9%
Two or More Races	11,190	2.5%	11,195	2.5%	12,848	2.8%
Hispanic Origin (Any Race)	21,985	4.9%	23,064	5.2%	30,542	6.7%

Data Note: Income is expressed in current dollars.

Source: U.S. Census Bureau, Census 2010 Data. Esri forecasts for 2011 and 2016.

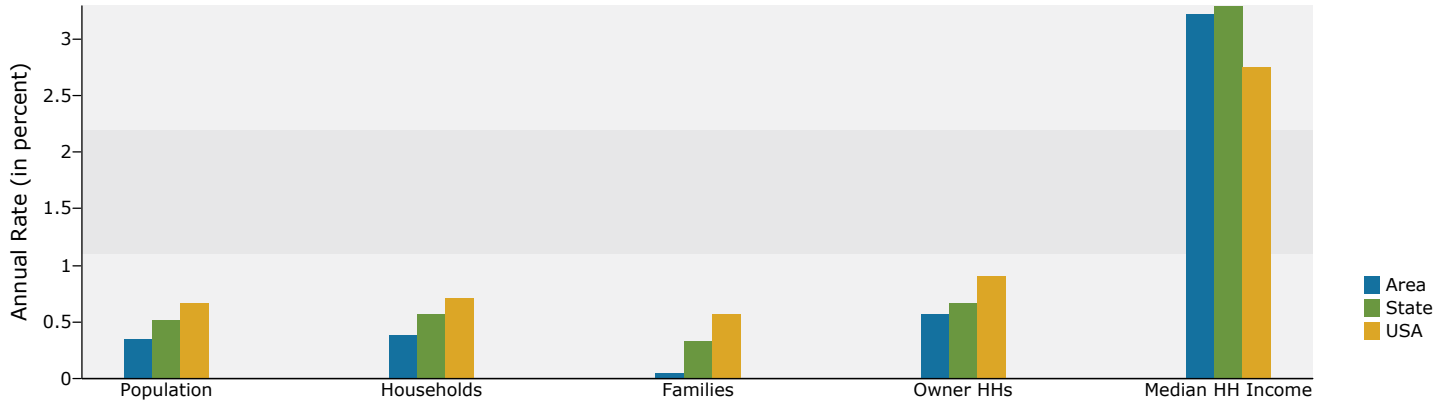


Demographic and Income Profile

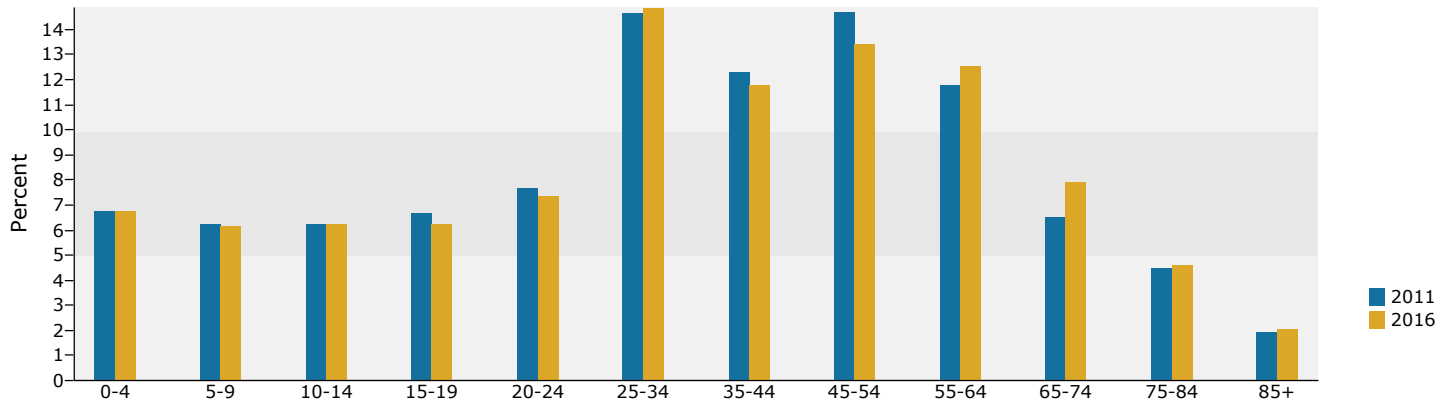
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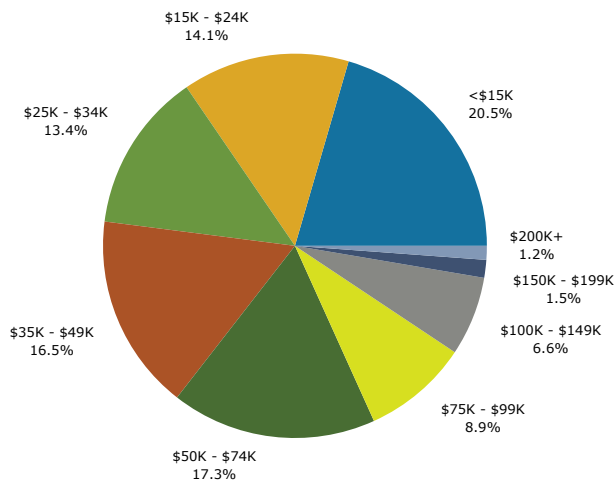
Trends 2011-2016



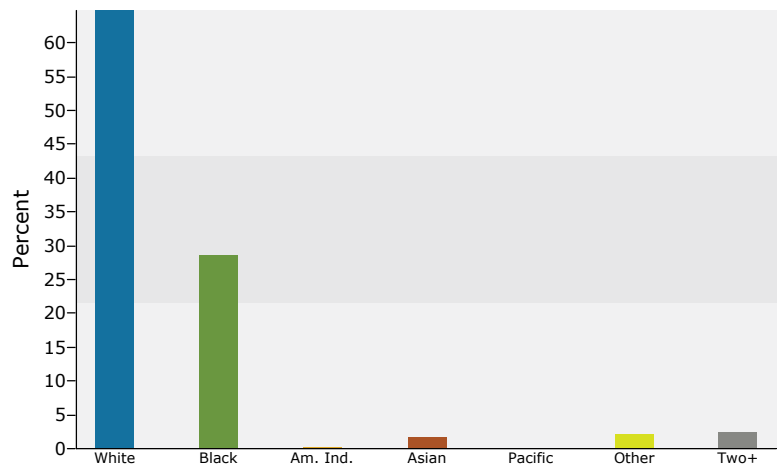
Population by Age



2011 Household Income



2011 Population by Race



2011 Percent Hispanic Origin: 5.2%

Source: U.S. Census Bureau, Census 2010 Data. Esri forecasts for 2011 and 2016.