



# Market Profile

Middletown Pointe  
 13006 Shelbyville Rd, Louisville, Kentucky, 40243  
 Rings: 1, 3, 5 mile radii

Prepared by Esri  
 Latitude: 38.24296  
 Longitude: -85.51341

	1 mile	3 miles	5 miles
<b>Population Summary</b>			
2000 Total Population	3,781	29,317	91,868
2010 Total Population	4,396	35,035	112,656
2019 Total Population	5,612	39,412	125,202
2019 Group Quarters	31	342	1,524
2024 Total Population	6,327	42,217	131,847
2019-2024 Annual Rate	2.43%	1.38%	1.04%
2019 Total Daytime Population	10,611	63,849	168,164
Workers	7,902	45,386	110,359
Residents	2,709	18,463	57,805
<b>Household Summary</b>			
2000 Households	1,621	11,186	36,687
2000 Average Household Size	2.33	2.59	2.47
2010 Households	1,960	14,254	45,939
2010 Average Household Size	2.22	2.44	2.42
2019 Households	2,488	16,135	50,946
2019 Average Household Size	2.24	2.42	2.43
2024 Households	2,804	17,322	53,668
2024 Average Household Size	2.25	2.42	2.43
2019-2024 Annual Rate	2.42%	1.43%	1.05%
2010 Families	1,370	9,796	30,722
2010 Average Family Size	2.68	2.98	2.98
2019 Families	1,682	10,914	33,634
2019 Average Family Size	2.76	2.98	3.00
2024 Families	1,877	11,653	35,295
2024 Average Family Size	2.77	2.99	3.01
2019-2024 Annual Rate	2.22%	1.32%	0.97%
<b>Housing Unit Summary</b>			
2000 Housing Units	1,728	11,687	39,042
Owner Occupied Housing Units	76.4%	77.8%	69.2%
Renter Occupied Housing Units	17.4%	17.9%	24.7%
Vacant Housing Units	6.2%	4.3%	6.0%
2010 Housing Units	2,127	15,157	48,831
Owner Occupied Housing Units	76.4%	74.0%	68.0%
Renter Occupied Housing Units	15.7%	20.1%	26.1%
Vacant Housing Units	7.9%	6.0%	5.9%
2019 Housing Units	2,675	17,052	53,719
Owner Occupied Housing Units	65.8%	67.5%	65.3%
Renter Occupied Housing Units	27.3%	27.1%	29.6%
Vacant Housing Units	7.0%	5.4%	5.2%
2024 Housing Units	2,983	18,206	56,424
Owner Occupied Housing Units	62.7%	66.6%	65.3%
Renter Occupied Housing Units	31.3%	28.6%	29.8%
Vacant Housing Units	6.0%	4.9%	4.9%
<b>Median Household Income</b>			
2019	\$84,830	\$99,388	\$88,350
2024	\$100,021	\$108,008	\$101,810
<b>Median Home Value</b>			
2019	\$276,852	\$306,480	\$277,170
2024	\$312,929	\$330,629	\$297,692
<b>Per Capita Income</b>			
2019	\$44,646	\$53,721	\$47,856
2024	\$51,486	\$59,777	\$54,333
<b>Median Age</b>			
2010	42.6	43.4	39.5
2019	45.8	45.8	41.3
2024	46.3	46.7	42.3

**Data Note:** Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households. Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by the total population.

**Source:** 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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<b>2019 Households by Income</b>			
Household Income Base	2,488	16,135	50,946
<\$15,000	6.0%	4.4%	4.2%
\$15,000 - \$24,999	4.2%	3.4%	3.9%
\$25,000 - \$34,999	7.6%	5.8%	6.4%
\$35,000 - \$49,999	10.3%	9.0%	10.8%
\$50,000 - \$74,999	16.3%	15.2%	16.6%
\$75,000 - \$99,999	11.9%	12.3%	13.5%
\$100,000 - \$149,999	22.7%	22.2%	21.9%
\$150,000 - \$199,999	10.1%	12.8%	10.9%
\$200,000+	10.7%	14.8%	11.9%
Average Household Income	\$112,781	\$130,848	\$117,231
<b>2024 Households by Income</b>			
Household Income Base	2,804	17,322	53,668
<\$15,000	4.7%	3.6%	3.3%
\$15,000 - \$24,999	3.5%	2.8%	3.1%
\$25,000 - \$34,999	6.6%	5.1%	5.4%
\$35,000 - \$49,999	9.3%	8.1%	9.6%
\$50,000 - \$74,999	14.4%	13.5%	14.7%
\$75,000 - \$99,999	11.4%	11.4%	12.6%
\$100,000 - \$149,999	24.9%	23.5%	23.4%
\$150,000 - \$199,999	12.6%	15.6%	14.0%
\$200,000+	12.6%	16.4%	13.9%
Average Household Income	\$127,903	\$145,295	\$133,076
<b>2019 Owner Occupied Housing Units by Value</b>			
Total	1,759	11,517	35,053
<\$50,000	0.6%	0.4%	0.5%
\$50,000 - \$99,999	0.6%	0.7%	1.0%
\$100,000 - \$149,999	7.2%	5.3%	8.5%
\$150,000 - \$199,999	18.5%	9.0%	16.6%
\$200,000 - \$249,999	14.2%	14.4%	14.6%
\$250,000 - \$299,999	16.9%	18.4%	16.2%
\$300,000 - \$399,999	17.2%	27.1%	22.2%
\$400,000 - \$499,999	10.2%	10.4%	9.9%
\$500,000 - \$749,999	9.3%	7.8%	6.3%
\$750,000 - \$999,999	3.2%	4.3%	2.7%
\$1,000,000 - \$1,499,999	1.2%	1.4%	0.8%
\$1,500,000 - \$1,999,999	0.7%	0.3%	0.2%
\$2,000,000 +	0.5%	0.4%	0.5%
Average Home Value	\$349,844	\$366,608	\$328,757
<b>2024 Owner Occupied Housing Units by Value</b>			
Total	1,870	12,122	36,851
<\$50,000	0.2%	0.1%	0.1%
\$50,000 - \$99,999	0.2%	0.3%	0.5%
\$100,000 - \$149,999	3.4%	2.5%	5.4%
\$150,000 - \$199,999	13.5%	6.3%	14.1%
\$200,000 - \$249,999	12.7%	12.5%	13.8%
\$250,000 - \$299,999	17.4%	19.1%	16.9%
\$300,000 - \$399,999	20.3%	30.2%	24.7%
\$400,000 - \$499,999	12.7%	12.3%	11.8%
\$500,000 - \$749,999	12.4%	9.4%	7.5%
\$750,000 - \$999,999	3.9%	4.7%	3.1%
\$1,000,000 - \$1,499,999	1.6%	1.7%	1.1%
\$1,500,000 - \$1,999,999	1.2%	0.4%	0.3%
\$2,000,000 +	0.6%	0.5%	0.7%
Average Home Value	\$398,824	\$396,591	\$357,732

**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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<b>2010 Population by Age</b>			
Total	4,398	35,037	112,654
0 - 4	6.3%	5.5%	6.4%
5 - 9	7.2%	6.8%	6.9%
10 - 14	7.1%	7.2%	6.8%
15 - 24	10.1%	10.4%	10.7%
25 - 34	9.6%	9.5%	13.0%
35 - 44	12.8%	12.9%	14.0%
45 - 54	16.6%	16.4%	15.1%
55 - 64	14.5%	15.2%	13.1%
65 - 74	8.4%	8.6%	7.5%
75 - 84	5.4%	5.1%	4.6%
85 +	1.9%	2.5%	1.9%
18 +	74.8%	75.9%	75.9%
<b>2019 Population by Age</b>			
Total	5,613	39,413	125,203
0 - 4	5.3%	4.9%	5.7%
5 - 9	6.1%	5.8%	6.4%
10 - 14	6.8%	6.6%	6.8%
15 - 24	10.7%	11.0%	10.9%
25 - 34	9.1%	9.7%	11.8%
35 - 44	11.1%	11.0%	13.4%
45 - 54	13.6%	13.6%	13.1%
55 - 64	15.8%	15.3%	13.5%
65 - 74	12.6%	12.7%	10.7%
75 - 84	6.4%	6.5%	5.4%
85 +	2.6%	3.0%	2.5%
18 +	77.9%	78.5%	77.4%
<b>2024 Population by Age</b>			
Total	6,326	42,216	131,847
0 - 4	5.2%	4.8%	5.6%
5 - 9	5.9%	5.6%	6.1%
10 - 14	6.4%	6.2%	6.5%
15 - 24	10.4%	10.3%	10.7%
25 - 34	9.8%	10.0%	11.8%
35 - 44	10.7%	11.0%	13.1%
45 - 54	12.5%	12.8%	12.8%
55 - 64	14.3%	14.1%	12.6%
65 - 74	13.8%	13.6%	11.4%
75 - 84	8.0%	8.3%	6.9%
85 +	2.8%	3.2%	2.6%
18 +	78.6%	79.4%	78.1%
<b>2010 Population by Sex</b>			
Males	2,053	16,577	54,035
Females	2,343	18,458	58,621
<b>2019 Population by Sex</b>			
Males	2,651	18,723	60,224
Females	2,961	20,689	64,977
<b>2024 Population by Sex</b>			
Males	3,021	20,114	63,517
Females	3,306	22,102	68,330

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<b>2010 Population by Race/Ethnicity</b>			
Total	4,397	35,035	112,657
White Alone	83.6%	86.9%	83.5%
Black Alone	10.1%	6.8%	8.7%
American Indian Alone	0.2%	0.2%	0.2%
Asian Alone	3.3%	3.3%	4.1%
Pacific Islander Alone	0.1%	0.0%	0.1%
Some Other Race Alone	0.8%	1.2%	1.6%
Two or More Races	1.9%	1.5%	1.9%
Hispanic Origin	2.8%	3.2%	3.9%
Diversity Index	32.9	28.5	34.6
<b>2019 Population by Race/Ethnicity</b>			
Total	5,614	39,411	125,201
White Alone	79.9%	82.7%	79.3%
Black Alone	11.6%	8.1%	10.1%
American Indian Alone	0.2%	0.2%	0.2%
Asian Alone	4.8%	5.2%	6.0%
Pacific Islander Alone	0.1%	0.0%	0.1%
Some Other Race Alone	1.1%	1.6%	2.0%
Two or More Races	2.4%	2.1%	2.5%
Hispanic Origin	3.8%	4.4%	5.2%
Diversity Index	39.3	36.4	42.2
<b>2024 Population by Race/Ethnicity</b>			
Total	6,327	42,218	131,846
White Alone	77.8%	80.3%	76.7%
Black Alone	12.2%	8.8%	10.7%
American Indian Alone	0.1%	0.2%	0.2%
Asian Alone	5.9%	6.5%	7.2%
Pacific Islander Alone	0.0%	0.0%	0.1%
Some Other Race Alone	1.2%	1.8%	2.2%
Two or More Races	2.7%	2.4%	2.9%
Hispanic Origin	4.6%	5.3%	6.2%
Diversity Index	43.1	41.0	46.6
<b>2010 Population by Relationship and Household Type</b>			
Total	4,396	35,035	112,656
In Households	99.1%	99.1%	98.8%
In Family Households	84.8%	84.5%	82.7%
Householder	27.9%	28.0%	27.3%
Spouse	21.7%	23.4%	22.2%
Child	31.6%	29.8%	29.5%
Other relative	2.5%	2.2%	2.3%
Nonrelative	1.2%	1.1%	1.3%
In Nonfamily Households	14.3%	14.7%	16.2%
In Group Quarters	0.9%	0.9%	1.2%
Institutionalized Population	0.8%	0.8%	1.2%
Noninstitutionalized Population	0.1%	0.0%	0.0%

**Data Note:** Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.

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<b>2019 Population 25+ by Educational Attainment</b>			
Total	3,996	28,274	88,046
Less than 9th Grade	0.9%	0.9%	1.2%
9th - 12th Grade, No Diploma	1.7%	1.8%	2.4%
High School Graduate	15.4%	11.6%	14.1%
GED/Alternative Credential	4.0%	2.0%	2.4%
Some College, No Degree	20.4%	18.3%	19.4%
Associate Degree	10.5%	7.6%	7.1%
Bachelor's Degree	25.2%	33.4%	31.4%
Graduate/Professional Degree	22.0%	24.4%	22.1%
<b>2019 Population 15+ by Marital Status</b>			
Total	4,592	32,602	101,672
Never Married	24.3%	24.3%	25.8%
Married	53.6%	58.7%	57.8%
Widowed	6.9%	6.0%	5.6%
Divorced	15.2%	10.9%	10.8%
<b>2019 Civilian Population 16+ in Labor Force</b>			
Civilian Employed	97.5%	97.6%	97.5%
Civilian Unemployed (Unemployment Rate)	2.5%	2.4%	2.5%
<b>2019 Employed Population 16+ by Industry</b>			
Total	2,953	21,271	67,894
Agriculture/Mining	0.2%	0.2%	0.2%
Construction	4.1%	3.3%	4.9%
Manufacturing	8.9%	9.8%	10.2%
Wholesale Trade	3.6%	4.8%	3.6%
Retail Trade	9.2%	10.4%	10.7%
Transportation/Utilities	4.9%	4.7%	5.6%
Information	1.3%	1.7%	1.9%
Finance/Insurance/Real Estate	10.9%	11.4%	10.9%
Services	54.2%	51.1%	48.9%
Public Administration	2.7%	2.6%	2.9%
<b>2019 Employed Population 16+ by Occupation</b>			
Total	2,954	21,272	67,895
White Collar	76.1%	80.9%	75.5%
Management/Business/Financial	21.8%	23.7%	21.6%
Professional	28.6%	28.8%	27.7%
Sales	11.8%	15.2%	13.8%
Administrative Support	13.9%	13.2%	12.4%
Services	10.8%	8.5%	10.9%
Blue Collar	13.1%	10.6%	13.6%
Farming/Forestry/Fishing	1.0%	0.2%	0.1%
Construction/Extraction	4.2%	2.0%	2.5%
Installation/Maintenance/Repair	1.3%	1.3%	2.0%
Production	2.7%	2.8%	4.1%
Transportation/Material Moving	3.9%	4.2%	5.0%
<b>2010 Population By Urban/ Rural Status</b>			
Total Population	4,396	35,035	112,656
Population Inside Urbanized Area	98.3%	97.5%	97.1%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	1.7%	2.5%	2.9%

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<b>2010 Households by Type</b>			
Total	1,960	14,254	45,939
Households with 1 Person	26.3%	27.1%	27.6%
Households with 2+ People	73.7%	72.9%	72.4%
Family Households	69.9%	68.7%	66.9%
Husband-wife Families	54.9%	57.3%	54.2%
With Related Children	24.1%	24.3%	23.8%
Other Family (No Spouse Present)	15.0%	11.4%	12.6%
Other Family with Male Householder	3.3%	3.0%	3.4%
With Related Children	1.8%	1.8%	2.0%
Other Family with Female Householder	11.7%	8.3%	9.2%
With Related Children	8.0%	5.2%	5.9%
Nonfamily Households	3.8%	4.2%	5.5%
All Households with Children	34.2%	31.5%	32.1%
Multigenerational Households	2.8%	2.0%	2.2%
Unmarried Partner Households	4.2%	4.0%	5.0%
Male-female	3.6%	3.4%	4.3%
Same-sex	0.6%	0.6%	0.7%
<b>2010 Households by Size</b>			
Total	1,961	14,254	45,942
1 Person Household	26.3%	27.1%	27.6%
2 Person Household	34.1%	35.8%	35.2%
3 Person Household	16.7%	15.3%	15.9%
4 Person Household	14.7%	14.0%	13.5%
5 Person Household	5.9%	5.6%	5.5%
6 Person Household	1.7%	1.6%	1.6%
7 + Person Household	0.7%	0.7%	0.7%
<b>2010 Households by Tenure and Mortgage Status</b>			
Total	1,960	14,254	45,939
Owner Occupied	82.9%	78.7%	72.3%
Owned with a Mortgage/Loan	61.1%	57.6%	54.4%
Owned Free and Clear	21.8%	21.1%	17.9%
Renter Occupied	17.1%	21.3%	27.7%
<b>2010 Housing Units By Urban/ Rural Status</b>			
Total Housing Units	2,127	15,157	48,831
Housing Units Inside Urbanized Area	98.1%	97.3%	97.4%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	1.9%	2.7%	2.6%

**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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<b>Top 3 Tapestry Segments</b>			
1.	In Style (5B)	In Style (5B)	Exurbanites (1E)
2.	Comfortable Empty Nesters (5A)	Exurbanites (1E)	In Style (5B)
3.	Exurbanites (1E)	Top Tier (1A)	Bright Young Professionals
<b>2019 Consumer Spending</b>			
Apparel & Services: Total \$	\$6,556,027	\$49,489,518	\$143,694,846
Average Spent	\$2,635.06	\$3,067.22	\$2,820.53
Spending Potential Index	123	143	132
Education: Total \$	\$5,274,549	\$40,539,554	\$110,737,692
Average Spent	\$2,120.00	\$2,512.52	\$2,173.63
Spending Potential Index	133	158	136
Entertainment/Recreation: Total \$	\$10,441,725	\$78,056,645	\$220,977,723
Average Spent	\$4,196.83	\$4,837.72	\$4,337.49
Spending Potential Index	128	148	133
Food at Home: Total \$	\$15,722,941	\$117,589,394	\$340,656,445
Average Spent	\$6,319.51	\$7,287.85	\$6,686.62
Spending Potential Index	122	141	129
Food Away from Home: Total \$	\$11,347,252	\$85,315,569	\$247,744,330
Average Spent	\$4,560.79	\$5,287.61	\$4,862.88
Spending Potential Index	124	144	132
Health Care: Total \$	\$19,227,648	\$141,590,497	\$399,639,671
Average Spent	\$7,728.15	\$8,775.36	\$7,844.38
Spending Potential Index	130	148	132
HH Furnishings & Equipment: Total \$	\$6,902,531	\$51,463,968	\$147,156,959
Average Spent	\$2,774.33	\$3,189.59	\$2,888.49
Spending Potential Index	130	150	135
Personal Care Products & Services: Total \$	\$2,869,611	\$21,440,991	\$61,568,723
Average Spent	\$1,153.38	\$1,328.85	\$1,208.51
Spending Potential Index	130	150	136
Shelter: Total \$	\$57,716,125	\$437,429,373	\$1,249,612,915
Average Spent	\$23,197.80	\$27,110.59	\$24,528.19
Spending Potential Index	125	147	133
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$8,432,509	\$62,831,120	\$173,992,326
Average Spent	\$3,389.27	\$3,894.09	\$3,415.23
Spending Potential Index	137	157	138
Travel: Total \$	\$7,532,446	\$56,831,415	\$157,847,803
Average Spent	\$3,027.51	\$3,522.24	\$3,098.34
Spending Potential Index	135	157	138
Vehicle Maintenance & Repairs: Total \$	\$3,725,620	\$27,796,622	\$79,231,284
Average Spent	\$1,497.44	\$1,722.75	\$1,555.20
Spending Potential Index	131	151	136

**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.