

400 East Main Street

1, 3, 5 mile radii: 400 E MAIN ST, LOUISVILLE, KY 40202

Prepared For:

Public

Prepared By:

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RE/MAX100 Inc.

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Geography: 1, 3, 5 mile radii: 400 E MAIN ST, LOUISVILLE, KY 40202

Latitude: 38.255334 **Longitude:** -85.745829
City: Louisville city **Pop:** 258,073
County: Jefferson County **Pop:** 700,068
Zip: 40202 Louisville **Pop:** 4,819

Executive Demographic Summary Report

Population

The current year population in this selected geography is 263,363. The 2000 Census revealed a population of 264,021, and in 1990 it was 274,886 representing a -3.95% change. It is estimated that the population in this area will be 262,885 in 2009, representing a change of -0.18% from 2004. The current population is 47.62% male and 52.38% female. In 2004, the median age of the population in this area was 37.4, compared to the US median age which was 36.2. The population density in your area is 3,353.2 people per square mile.

Households

There are currently 121,641 households in this selected geography. The Census revealed household counts of 114,038 in 2000, up from 114,135 in 1990, representing a change of -0.09%. It is estimated that the number of households in this area will be 130,400 in 2009, representing a change of 7.20% from the current year. For the current year, the average household size in this area is 2.17 persons.

In 2004, the median number of years in residence in this geography's population is 4.00. The average household size in this geography was 2.09 people and the average family size was 2.85 people. The average number of vehicles per household in this geography was 1.3.

Income

In 2004, the median household income in this selected geography was \$31,860, compared to the US median which was \$45,660. The Census revealed median household incomes of \$30,059 in 2000 and \$20,563 in 1990 representing a change of 46.18%. It is estimated that the median household income in this area will be \$34,465 in 2009, which would represent a change of 8.18% from the current year.

In 2004, the per capita income in this area was \$22,390, compared to the US per capita, which was \$23,504. The 2004 average household income for this area was \$47,642, compared to the US average which was \$60,586.

Race Ethnicity

In 2004, the racial makeup of this selected area was as follows: 64.58% White; 32.25% Black; 0.24% Native American; 0.79% Asian/Pacific Islander; and 0.60% Other. Compare these to the US racial makeup which was: 75.05% White, 12.29% Black, 0.89% Native American, 3.66% Asian/Pacific Islander and 5.53% Other.

People of Hispanic ethnicity are counted independently of race. People of Hispanic origin make up 1.90% of the current year population in this selected area. Compare this to the US makeup of 14.27%. Changes in the population within each race and ethnicity category from the 1990 Census to the 2000 Census are as follows: 15.1% American Indian, Eskimo, Aleut Population; 62.8% Asian, Pacific Islander; 4.9% Black; 123.6% Hispanic Ethnicity; 144.0% Other; White -10.7%.

Housing

The median housing value in this area was \$43,294 in 1990, compare this to the US median of \$78,382 for the same year. The 2000 Census median housing value was \$81,296, which is a 87.8% change from 1990. In 1990, there were 63,916 owner occupied housing units in this area vs. 114,038 in 2000. Also in 1990, there were 50,220 renter occupied housing units in this area vs. 52,116 in 2000. The average rent in 1990 was \$246 vs. \$382 in 2000.

Employment

In 2004, there were 210,341 people over the age of 16 in the labor force in your geography. Of these 92.63% were employed, 7.25% were unemployed, 38.16% were not in the labor force and 0.12% were in the armed forces. In 1990, unemployment in this area was 4.92% and in 2000 it was 4.44%.

In 2004, there were 228,952 employees in this selected area (daytime population) and there were 14,366 establishments.

For this area in 1990, 55.55% of employees were employed in white-collar occupations and 44.45% were employed in blue-collar occupations. In 2000, white collar workers made up 58.15% of the population, and those employed in blue collar occupations made up 41.85%. In 1990, the average time traveled to work was 10 minutes and in 2000 it was 18 minutes.

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Consumer Expenditure Comparison Report

	1 Miles:	3 Miles:	5 Miles:
2004 Consumer Expenditures (Average Household Annual Expenditures):			
Total Households	4,125	55,017	121,641
Median Household Income	\$11,889	\$26,212	\$31,860
Total Average Household Expenditure	\$26,313	\$35,169	\$41,296
Airline Fares	\$178.60	\$241.02	\$284.66
Alcoholic Beverages	\$251.41	\$338.57	\$395.10
Alimony And Child Support	\$100.14	\$118.68	\$135.82
Apparel	\$1,477.99	\$1,937.78	\$2,265.53
Apparel Services And Accessories	\$184.80	\$247.51	\$291.71
Audio Equipment	\$39.90	\$53.18	\$62.75
Babysitting And Elderly Care	\$144.03	\$191.85	\$224.13
Books	\$49.12	\$65.13	\$76.07
Books And Supplies	\$74.57	\$97.48	\$113.25
Boys Apparel	\$80.77	\$104.70	\$122.26
Cellular Phone Service	\$46.93	\$60.25	\$69.64
Cigarettes	\$216.64	\$293.59	\$344.94
Computer Hardware	\$216.39	\$280.78	\$327.22
Computer Information Services	\$22.82	\$28.85	\$33.70
Computer Software	\$27.63	\$36.73	\$43.09
Contributions	\$759.80	\$1,037.51	\$1,226.97
Coolant And Other Fluids	\$6.34	\$8.26	\$9.65
Cosmetics and Perfume	\$56.66	\$75.94	\$89.60
Deodorants and Other Personal Care Products	\$20.26	\$26.40	\$30.72
Education	\$492.19	\$630.14	\$724.61
Electricity	\$853.11	\$1,105.71	\$1,289.85
Entertainment	\$1,374.61	\$1,837.94	\$2,161.49
Fees And Admissions	\$337.13	\$454.38	\$536.37
Finance Charges Excluding Mortgage And Vehicle	\$121.43	\$159.77	\$185.89
Floor Coverings	\$37.96	\$52.40	\$62.54
Food And Beverages	\$4,333.95	\$5,759.35	\$6,752.29
Food At Home	\$2,622.05	\$3,450.44	\$4,033.34
Food Away From Home	\$1,460.49	\$1,970.34	\$2,323.85
Footwear	\$286.68	\$367.72	\$427.72
Fuel Oil And Other Fuels	\$48.00	\$67.45	\$80.17
Funeral And Cemetery	\$67.57	\$89.23	\$103.96
Furniture	\$249.84	\$340.42	\$404.15
Gasoline And Oil	\$901.94	\$1,224.77	\$1,452.92

Gifts	\$803.49	\$1,064.81	\$1,245.19
Girls Apparel	\$93.96	\$123.60	\$145.46
Hair Care	\$39.33	\$50.87	\$59.33
Hard Surface Flooring	\$7.17	\$9.66	\$11.39
Health Care	\$1,709.85	\$2,254.19	\$2,635.84
Health Care Insurance	\$832.88	\$1,086.70	\$1,270.77
Health Care Services	\$525.90	\$688.94	\$800.19
Health Care Supplies And Equipment	\$351.07	\$478.55	\$564.89
Household Services	\$193.68	\$263.34	\$311.33
Household Supplies	\$360.93	\$513.24	\$619.65
Household Textiles	\$60.58	\$83.66	\$98.87
Housewares And Small Appliances	\$559.82	\$744.19	\$873.80
Indoor Plants And Fresh Flowers	\$44.84	\$61.39	\$72.23
Infants Apparel	\$68.09	\$89.09	\$104.10
Jewelry	\$61.22	\$83.96	\$100.01
Legal And Accounting	\$56.45	\$75.35	\$88.46
Magazines	\$30.49	\$40.23	\$46.84
Major Appliances	\$117.49	\$160.47	\$190.57
Mass Transit	\$55.51	\$75.03	\$88.40
Men's Apparel	\$276.79	\$361.70	\$421.45
Mortgage Interest	\$1,519.09	\$2,026.19	\$2,381.27
Natural Gas	\$267.04	\$348.14	\$407.10
New Car Purchased	\$675.69	\$892.74	\$1,044.21
New Truck Purchased	\$496.17	\$666.66	\$781.91
New Vehicle Purchase	\$1,171.86	\$1,559.40	\$1,826.12
Newspapers	\$63.97	\$84.59	\$98.78
Oral Hygeine Products	\$17.70	\$23.35	\$27.25
Other Lodging	\$468.25	\$638.54	\$755.23
Other Miscellaneous Expenses	\$63.46	\$83.06	\$96.58
Other Repairs And Maintenance	\$54.28	\$73.79	\$86.86
Other Tobacco Products	\$24.27	\$32.39	\$37.98
Other Transportation Costs	\$441.76	\$586.26	\$687.11
Other Utilities	\$218.20	\$288.24	\$338.37
Paint And Wallpaper	\$25.40	\$34.11	\$40.04
Personal Care Products	\$102.34	\$135.98	\$159.61
Personal Care Services	\$313.43	\$401.40	\$468.91
Personal Insurance	\$288.64	\$391.63	\$462.06
Pet Supplies And Services	\$144.82	\$194.33	\$228.17
Photographic Equipment And Supplies	\$64.45	\$86.50	\$101.85
Plumbing And Heating	\$31.72	\$44.22	\$52.65
Property Taxes	\$212.01	\$322.21	\$396.94
Public Transportation	\$284.56	\$383.24	\$451.84
Records / Tapes / CD Purchases	\$72.21	\$94.21	\$109.71
Recreational Equipment And Supplies	\$508.01	\$692.99	\$818.80
Rental Costs	\$1,910.23	\$2,650.62	\$3,098.61
Roofing And Siding	\$43.22	\$57.37	\$67.30
Satellite Dishes	\$5.11	\$6.21	\$7.30
Shaving Needs	\$7.73	\$10.30	\$12.04
Shelter	\$4,523.65	\$6,195.10	\$7,285.97
Telephone Service Excl Cell Phones	\$720.20	\$925.17	\$1,076.16
Televisions	\$57.45	\$77.41	\$91.38
Transportation	\$5,413.89	\$7,274.65	\$8,573.21
Tuition	\$417.62	\$532.66	\$611.36
Used Car Purchase	\$736.88	\$1,011.31	\$1,202.53

Used Truck Purchase	\$419.24	\$578.68	\$689.54
Used Vehicle Purchase	\$1,156.11	\$1,589.99	\$1,892.07
VCRs And Related Equipment	\$26.57	\$35.36	\$41.38
Vehicle Insurance	\$628.10	\$827.93	\$972.83
Vehicle Repair	\$616.47	\$810.62	\$946.26
Vehicle Repair And Maintenance	\$622.81	\$818.87	\$955.91
Video And Audio Equipment	\$529.48	\$690.57	\$806.31
Video Game Hardware And Software	\$18.93	\$24.29	\$28.21
Watches	\$13.28	\$17.41	\$20.53
Women's Apparel	\$486.91	\$643.45	\$752.83

	1 Miles:	3 Miles:	5 Miles:
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2009 Consumer Expenditures (Ave HH Exp):

Total Households	4,441	59,095	130,400
Median Household Income	\$12,289	\$28,495	\$34,465
Total Household Expenditure (\$000's)	\$27,670	\$36,672	\$42,897
Airline Fares	\$187.87	\$251.45	\$295.90
Alcoholic Beverages	\$264.39	\$353.09	\$410.63
Alimony And Child Support	\$105.21	\$123.34	\$140.63
Apparel	\$1,553.49	\$2,020.51	\$2,353.68
Apparel Services And Accessories	\$194.39	\$258.51	\$303.51
Audio Equipment	\$42.08	\$55.63	\$65.37
Babysitting And Elderly Care	\$151.76	\$200.16	\$232.96
Books	\$51.67	\$67.95	\$79.09
Books And Supplies	\$78.35	\$101.54	\$117.55
Boys Apparel	\$84.83	\$109.03	\$126.82
Cellular Phone Service	\$49.27	\$62.76	\$72.30
Cigarettes	\$227.77	\$306.06	\$358.20
Computer Hardware	\$228.27	\$293.04	\$340.07
Computer Information Services	\$23.96	\$30.09	\$35.08
Computer Software	\$29.03	\$38.31	\$44.77
Contributions	\$800.44	\$1,083.59	\$1,276.35
Coolant And Other Fluids	\$6.66	\$8.61	\$10.03
Cosmetics and Perfume	\$59.56	\$79.27	\$93.22
Deodorants and Other Personal Care Products	\$21.29	\$27.50	\$31.88
Education	\$516.85	\$656.05	\$752.05
Electricity	\$895.46	\$1,151.50	\$1,338.10
Entertainment	\$1,445.89	\$1,917.58	\$2,246.50
Fees And Admissions	\$354.89	\$474.36	\$557.87
Finance Charges Excluding Mortgage And Vehicle	\$127.67	\$166.61	\$193.15
Floor Coverings	\$39.93	\$54.69	\$65.04
Food And Beverages	\$4,554.56	\$6,002.93	\$7,011.71
Food At Home	\$2,753.57	\$3,593.83	\$4,185.33
Food Away From Home	\$1,536.59	\$2,056.00	\$2,415.74
Footwear	\$301.20	\$383.29	\$444.27
Fuel Oil And Other Fuels	\$50.51	\$70.29	\$83.20

Funeral And Cemetery	\$71.17	\$92.81	\$107.68
Furniture	\$263.10	\$355.77	\$420.81
Gasoline And Oil	\$949.08	\$1,278.83	\$1,510.83
Gifts	\$844.91	\$1,110.39	\$1,293.79
Girls Apparel	\$98.66	\$128.72	\$150.88
Hair Care	\$41.31	\$53.00	\$61.59
Hard Surface Flooring	\$7.52	\$10.05	\$11.80
Health Care	\$1,795.66	\$2,346.49	\$2,733.35
Health Care Insurance	\$874.73	\$1,131.12	\$1,317.44
Health Care Services	\$552.35	\$717.05	\$829.79
Health Care Supplies And Equipment	\$368.58	\$498.32	\$586.11
Household Services	\$204.05	\$274.44	\$323.08
Household Supplies	\$380.66	\$537.43	\$646.11
Household Textiles	\$63.78	\$87.32	\$102.83
Housewares And Small Appliances	\$589.48	\$776.77	\$908.57
Indoor Plants And Fresh Flowers	\$47.04	\$64.02	\$75.11
Infants Apparel	\$71.51	\$92.79	\$108.03
Jewelry	\$64.46	\$87.81	\$104.19
Legal And Accounting	\$59.38	\$78.59	\$91.93
Magazines	\$32.07	\$41.94	\$48.66
Major Appliances	\$123.59	\$167.41	\$198.05
Mass Transit	\$58.40	\$78.25	\$91.86
Men's Apparel	\$290.94	\$377.10	\$437.84
Mortgage Interest	\$1,599.14	\$2,115.36	\$2,476.97
Natural Gas	\$280.27	\$362.48	\$422.34
New Car Purchased	\$711.18	\$930.05	\$1,083.51
New Truck Purchased	\$521.47	\$694.24	\$811.21
New Vehicle Purchase	\$1,232.65	\$1,624.28	\$1,894.72
Newspapers	\$67.24	\$88.16	\$102.57
Oral Hygeine Products	\$18.58	\$24.32	\$28.27
Other Lodging	\$490.01	\$659.63	\$777.23
Other Miscellaneous Expenses	\$66.77	\$86.64	\$100.38
Other Repairs And Maintenance	\$57.08	\$76.89	\$90.16
Other Tobacco Products	\$25.51	\$33.78	\$39.47
Other Transportation Costs	\$464.83	\$610.99	\$713.27
Other Utilities	\$229.01	\$300.26	\$351.30
Paint And Wallpaper	\$26.70	\$35.57	\$41.61
Personal Care Products	\$107.56	\$141.83	\$165.88
Personal Care Services	\$329.17	\$418.56	\$487.26
Personal Insurance	\$303.80	\$408.43	\$480.09
Pet Supplies And Services	\$152.31	\$202.66	\$237.02
Photographic Equipment And Supplies	\$67.74	\$90.21	\$105.82
Plumbing And Heating	\$33.43	\$46.18	\$54.74
Property Taxes	\$222.74	\$337.21	\$412.92
Public Transportation	\$299.21	\$399.68	\$469.54
Records / Tapes / CD Purchases	\$75.88	\$98.18	\$113.94
Recreational Equipment And Supplies	\$534.66	\$723.34	\$851.20
Rental Costs	\$2,012.00	\$2,767.38	\$3,221.65
Roofing And Siding	\$45.60	\$59.82	\$69.87
Satellite Dishes	\$5.36	\$6.48	\$7.58
Shaving Needs	\$8.13	\$10.74	\$12.51
Shelter	\$4,760.03	\$6,461.26	\$7,568.37
Telephone Service Excl Cell Phones	\$756.49	\$964.41	\$1,117.78
Televisions	\$60.38	\$80.78	\$94.99

Transportation	\$5,695.70	\$7,588.78	\$8,908.78
Tuition	\$438.50	\$554.51	\$634.50
Used Car Purchase	\$776.35	\$1,057.12	\$1,252.18
Used Truck Purchase	\$440.94	\$603.85	\$716.75
Used Vehicle Purchase	\$1,217.29	\$1,660.98	\$1,968.93
VCRs And Related Equipment	\$27.97	\$36.89	\$43.01
Vehicle Insurance	\$660.51	\$863.78	\$1,011.15
Vehicle Repair	\$647.83	\$844.64	\$982.28
Vehicle Repair And Maintenance	\$654.49	\$853.24	\$992.30
Video And Audio Equipment	\$556.35	\$719.87	\$837.43
Video Game Hardware And Software	\$19.89	\$25.31	\$29.28
Watches	\$13.97	\$18.19	\$21.38
Women's Apparel	\$511.96	\$671.07	\$782.33

Consumer Expenditure Categories contain overlapping information and will therefore NOT add up to Total Household Expenditure

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City: Louisville city **Pop:** 258,073

County: Jefferson County **Pop:** 700,068

Zip: 40202 Louisville **Pop:** 4,819

Demographic Overview

	1 Miles:	3 Miles:	5 Miles:
Population			
1990 Census	8,538	115,973	274,886
2000 Census	8,537	112,766	264,021
Current Year Estimate	8,547	112,649	263,363
5 Year Projection	8,559	112,632	262,885
Households			
1990 Census	3,784	51,343	114,135
2000 Census	3,852	51,491	114,038
Current Year Estimate	4,125	55,017	121,641
5 Year Projection	4,441	59,095	130,400
2004 Population Households			
Population by Race			
White	30.69%	61.65%	64.58%
Black	64.86%	34.85%	32.25%
Asian or Pacific Islander	1.59%	0.86%	0.79%
American Indian, Eskimo, Aleut	0.38%	0.28%	0.24%
Population by Ethnicity			
Hispanic Origin	2.69%	2.05%	1.90%
Total Housing Units			
Owner-Occupied	10.2%	35.9%	49.9%
Renter-Occupied	77.1%	54.0%	41.8%
Vacant	12.7%	10.1%	8.3%
Average Household Size	1.81	1.94	2.09
Household Income			
Income \$ 0 – \$9,999	44.7%	22.0%	16.6%
Income \$ 10,000 – \$19,999	18.6%	17.7%	15.9%
Income \$ 20,000 – \$29,999	10.2%	15.9%	15.0%
Income \$ 30,000 – \$39,999	7.7%	12.5%	12.1%
Income \$ 40,000 – \$49,999	4.9%	9.1%	9.8%
Income \$ 50,000 – \$59,999	4.3%	6.6%	7.6%
Income \$ 60,000 – \$74,999	4.4%	5.7%	7.3%
Income \$ 75,000 – \$99,999	3.2%	5.4%	7.2%
Income \$100,000 – \$124,999	0.8%	2.4%	3.5%
Income \$125,000 – \$149,999	0.5%	1.0%	1.6%
Income \$150,000 +	0.6%	1.8%	3.4%

Average Household Income	\$22,422	\$36,814	\$47,642
Median Household Income	\$11,889	\$26,212	\$31,860
Per Capita Income	\$12,867	\$18,397	\$22,390

Population by Sex

Female Population	50.2%	51.9%	52.4%
Male Population	49.8%	48.1%	47.6%

Marital Status

Age 15 + Population	6,648	91,721	213,552
Divorced	7.1%	7.9%	8.3%
Never Married	44.6%	39.4%	33.9%
Now Married	16.1%	28.2%	36.6%
Separated	13.3%	8.8%	6.7%
Widowed	18.7%	15.7%	14.5%

Family Status

Lone Female Householder	19.3%	16.1%	14.9%
Lone Male Householder	18.6%	13.3%	11.3%
Lone Parent Female No Children	4.1%	5.1%	5.6%
Lone Parent Female W/Children	21.5%	13.8%	12.7%
Lone Parent Male No Children	0.9%	1.8%	1.8%
Lone Parent Male W/Children	1.4%	2.2%	2.3%
Married Couple Family No Children	5.8%	13.1%	18.2%
Married Couple Family W/Children	4.3%	9.7%	13.5%
Non-Family Female Head W/Children	0.1%	0.1%	0.1%
Non-Family Male Head W/Children	0.2%	0.2%	0.2%

Length of Residence

Stability (% In Res 5+ Yrs)	19.3%	31.4%	38.6%
Turnover (% Yearly)	14.1%	15.8%	14.4%

Population by Age

Age 0 – 4	9.6%	6.7%	6.5%
Age 5 – 13	11.5%	10.7%	11.2%
Age 14 – 17	4.5%	4.4%	4.9%
Age 18 – 19	2.9%	3.2%	2.8%
Age 20 – 24	9.0%	8.8%	7.3%
Age 25 – 34	15.2%	15.7%	13.9%
Age 35 – 44	14.7%	15.0%	14.8%
Age 45 – 54	12.6%	13.8%	14.6%
Age 55 – 64	9.1%	8.5%	9.6%
Age 65 – 74	5.6%	5.9%	6.8%
Age 75 – 84	3.8%	4.7%	5.3%
Age 85 +	1.5%	2.4%	2.3%

Female Population by Age

Age 0 – 4	9.5%	6.3%	6.0%
Age 5 – 13	11.5%	10.2%	10.5%
Age 14 – 17	4.1%	4.2%	4.5%
Age 18 – 19	3.4%	3.2%	2.7%
Age 20 – 24	10.3%	8.6%	7.0%
Age 25 – 34	15.5%	15.3%	13.5%

Age 35 – 44	12.7%	13.9%	14.2%
Age 45 – 54	11.5%	13.3%	14.4%
Age 55 – 64	8.6%	8.7%	9.8%
Age 65 – 74	5.8%	6.6%	7.6%
Age 75 – 84	4.9%	6.1%	6.5%
Age 85 +	2.3%	3.5%	3.2%

2000 Census Occupation Employment

Occupation Employment

Not in Labor Force	3,404	34,705	79,031
In Labor Force	3,052	54,955	129,491
Employed	82.4%	90.8%	92.7%
Unemployed	17.6%	9.1%	7.2%
In Armed Forces	0.0%	0.1%	0.1%

Employment by Industry

Accommodation and food services	13.7%	10.0%	8.2%
Administrative, support waste management service	7.7%	4.4%	3.8%
Agriculture forestry fishing and hunting	0.4%	0.3%	0.3%
Arts entertainment and recreation	2.6%	2.7%	2.8%
Construction	4.6%	5.6%	5.6%
Educational services	9.1%	8.5%	8.3%
Finance and insurance	4.7%	4.9%	5.3%
Health care and social assistance	16.7%	13.0%	13.2%
Information	1.4%	2.9%	2.7%
Management of companies and enterprises	0.0%	0.1%	0.1%
Manufacturing	11.1%	12.0%	12.8%
Mining	0.0%	0.1%	0.1%
Other services (except public administration)	7.2%	5.8%	5.9%
Professional scientific and technical services	3.1%	5.4%	5.4%
Public administration	4.1%	4.9%	4.8%
Real estate and rental and leasing	0.7%	1.7%	1.8%
Retail trade	6.0%	10.4%	10.2%
Transportation and warehousing	2.9%	4.2%	5.0%
Utilities	0.5%	0.6%	0.8%
Wholesale trade	3.5%	2.6%	3.0%

2000 Census Transportation Housing

Means of Transportation to Work

Bicycle	1.5%	0.8%	0.5%
Bus or trolley bus	17.9%	7.7%	5.9%
Carpooled	12.5%	12.3%	12.1%
Drove alone	49.6%	70.5%	74.9%
Ferryboat	0.0%	0.0%	0.0%
Motorcycle	0.0%	0.1%	0.1%
Other means	1.1%	0.6%	0.6%
Railroad	0.0%	0.0%	0.0%

Streetcar or trolley car	0.0%	0.1%	0.1%
Subway or elevated	0.0%	0.0%	0.0%
Taxicab	0.0%	0.1%	0.1%
Walked	16.2%	5.9%	3.8%
Worked at home	1.3%	1.9%	2.0%
Workers Age 16+	2,516	49,959	120,229

Vehicles Available

0 Vehicles Available	2,181	14,220	21,688
1 Vehicle Available	1,249	21,763	48,128
2 Vehicles Available	336	11,992	32,739
3+ Vehicles Available	86	3,516	11,483
Average Vehicles Per Household	0.50	1.00	1.20
Total Vehicles Available	2,273	57,675	151,970
Ave Vehicles Per Hhld	0.59	1.12	1.33

Educational Attainment

School: Grade K – 9	6.9%	7.1%	6.1%
School: 9th to 11th grade no diploma	27.3%	18.6%	16.4%
School: High School Graduate	27.6%	28.4%	28.7%
College: Associates Degree	3.2%	4.4%	4.9%
College: Some College, No Degree	19.1%	20.3%	21.1%
College: Bachelor's Degree	8.1%	11.9%	13.0%
College: Graduate Degree	6.4%	8.3%	9.0%

Owner Occupied Home Value:

\$ 0 – \$24,999	14.8%	6.7%	3.8%
\$ 25,000 – \$34,999	9.6%	6.0%	4.0%
\$ 35,000 – \$49,999	19.3%	12.0%	10.5%
\$ 50,000 – \$79,999	29.2%	31.6%	30.4%
\$ 80,000 – \$99,999	14.7%	17.3%	17.0%
\$100,000 – \$149,999	7.5%	14.4%	16.8%
\$150,000 – \$199,999	3.2%	4.8%	7.6%
\$200,000 – \$299,999	1.2%	4.1%	5.5%
\$300,000 – \$399,999	0.0%	1.6%	2.2%
\$400,000 – \$499,999	0.0%	0.6%	1.0%
\$500,000 – \$749,999	0.0%	0.4%	0.7%
\$750,000 – \$999,999	0.0%	0.2%	0.3%
\$1,000,000 or more	0.5%	0.2%	0.2%
Median Home Value	\$59,465	\$74,860	\$81,296

Monthly Contract Rent:

\$ 0 – \$100	15.0%	6.6%	5.0%
\$ 100 – \$199	30.1%	13.4%	10.5%
\$ 200 – \$299	10.4%	13.3%	12.6%
\$ 300 – \$399	14.1%	24.1%	24.6%
\$ 400 – \$499	9.8%	19.9%	21.3%
\$ 500 – \$599	10.0%	11.3%	13.0%
\$ 600 – \$699	3.7%	5.3%	5.6%
\$ 700 – \$799	3.9%	2.3%	2.1%
\$ 800 – \$899	1.0%	0.7%	0.9%
\$ 900 – \$999	0.4%	0.3%	0.4%

400 East Main Street – Prepared by Mark Helm on March 1, 2005

\$1,000 – \$1,249	0.4%	0.1%	0.2%
\$1,250 – \$1,499	0.1%	0.3%	0.2%
\$1,500 – \$1,999	0.0%	0.2%	0.1%
\$2,000 or more	0.0%	0.1%	0.1%

Average Monthly Contract Rent	\$292	\$364	\$382
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Units In Structure:

1, Attached	2.3%	1.9%	1.9%
1, Detached	15.9%	46.0%	60.6%
2	3.9%	7.5%	5.7%
3 – 4	8.0%	11.8%	9.7%
5 – 9	12.1%	9.7%	7.1%
10 – 19	13.9%	8.1%	5.5%
20 – 49	8.8%	4.9%	3.3%
50 or more	35.1%	9.5%	5.4%
Mobile Home/Trailer	0.1%	0.6%	0.8%
Other	0.1%	0.1%	0.0%

Year Moved In:

1969 or Earlier	3.3%	9.0%	12.5%
1970–1979	3.9%	6.6%	9.1%
1980–1989	9.3%	12.4%	13.6%
1990–1994	16.4%	13.8%	13.8%
1995–1998	36.2%	31.3%	28.9%
1999–March 2000	30.9%	26.9%	22.2%

Year Structure Built:

Before 1939	32.6%	45.7%	35.8%
1940 to 1949	10.9%	12.2%	16.1%
1950 to 1959	7.0%	12.0%	16.4%
1960 to 1969	19.9%	10.8%	12.0%
1970 to 1979	10.4%	9.1%	9.6%
1980 to 1989	11.6%	5.2%	4.6%
1990 to 1994	4.0%	2.2%	2.2%
1995 to 1998	3.2%	2.2%	2.4%
1999 to March 2000	0.3%	0.6%	0.9%

Geography: 1, 3, 5 mile radii: 400 E MAIN ST, LOUISVILLE, KY 40202

Latitude: 38.255334 **Longitude:** -85.745829

City: Louisville city **Pop:** 258,073

County: Jefferson County **Pop:** 700,068

Zip: 40202 Louisville **Pop:** 4,819

Demographic Snapshot Comparison Report

















	1 Miles:	3 Miles:	5 Miles:
Population:			
Total Population	8,547	112,649	263,363
Male Population	49.8%	48.1%	47.6%
Female Population	50.2%	51.9%	52.4%
Median Age	33.1	35.3	37.4
Population Density (per sq. mi.)	2,720.6	3,984.2	3,353.3
Employees	76,185	155,642	228,952
Establishments	3,938	9,183	14,366
Income:			
Median HH Income	\$11,889	\$26,212	\$31,860
Per Capita Income	\$12,867	\$18,397	\$22,390
Average HH Income	\$22,422	\$36,814	\$47,642
Households:			
Total Households	4,125	55,017	121,641
Average Household Size	1.81	1.94	2.09
Household Growth 1990 – 2000	1.8%	0.3%	-0.1%
Housing:			
Owner Occupied Housing Units	10.2%	35.9%	49.9%
Renter Occupied Housing Units	77.1%	54.0%	41.8%
Vacant Housing Units	12.7%	10.1%	8.3%
Race:			
White	30.7%	61.6%	64.6%
Black	64.9%	34.9%	32.3%
American Indian, Eskimo, Aleut	0.4%	0.3%	0.2%
Asian	1.6%	0.9%	0.8%
Hawaiian or Pacific Islander	0.0%	0.0%	0.0%
Other	0.6%	0.6%	0.6%
Multirace	1.9%	1.7%	1.5%
Ethnicity:			
Hispanic	2.7%	2.0%	1.9%
Non-Hispanic	97.3%	98.0%	98.1%

2004 Aggregate Household Net Worth

400 E MAIN ST, LOUISVILLE, KY 40202

Map Legend

(map is displaying Block Groups)

-  Above 3150000000000
-  1975000000000 to 3150000000000
-  1250000000000 to 1975000000000
-  790000000000 to 1250000000000
-  Below 790000000000
-  No Data
-  Subject Site
-  1, 3, 5 mile radii
-  Primary Highways
-  Secondary Highways
-  Major Roads
-  Local Roads
-  Parks
-  Airports
-  Bodies of Water
-  Rivers

March 1, 2005



2004 Employee Density

400 E MAIN ST, LOUISVILLE, KY 40202

Map Legend

(map is displaying Block Groups)

- Above 69
- 43.5 to 69
- 27.5 to 43.5
- 17.25 to 27.5
- Below 17.25
- No Data

- Subject Site
- 1, 3, 5 mile radii
- Primary Highways
- Secondary Highways
- Major Roads
- Local Roads
- Parks
- Airports
- Bodies of Water
- Rivers

March 1, 2005



2004 Median Household Income

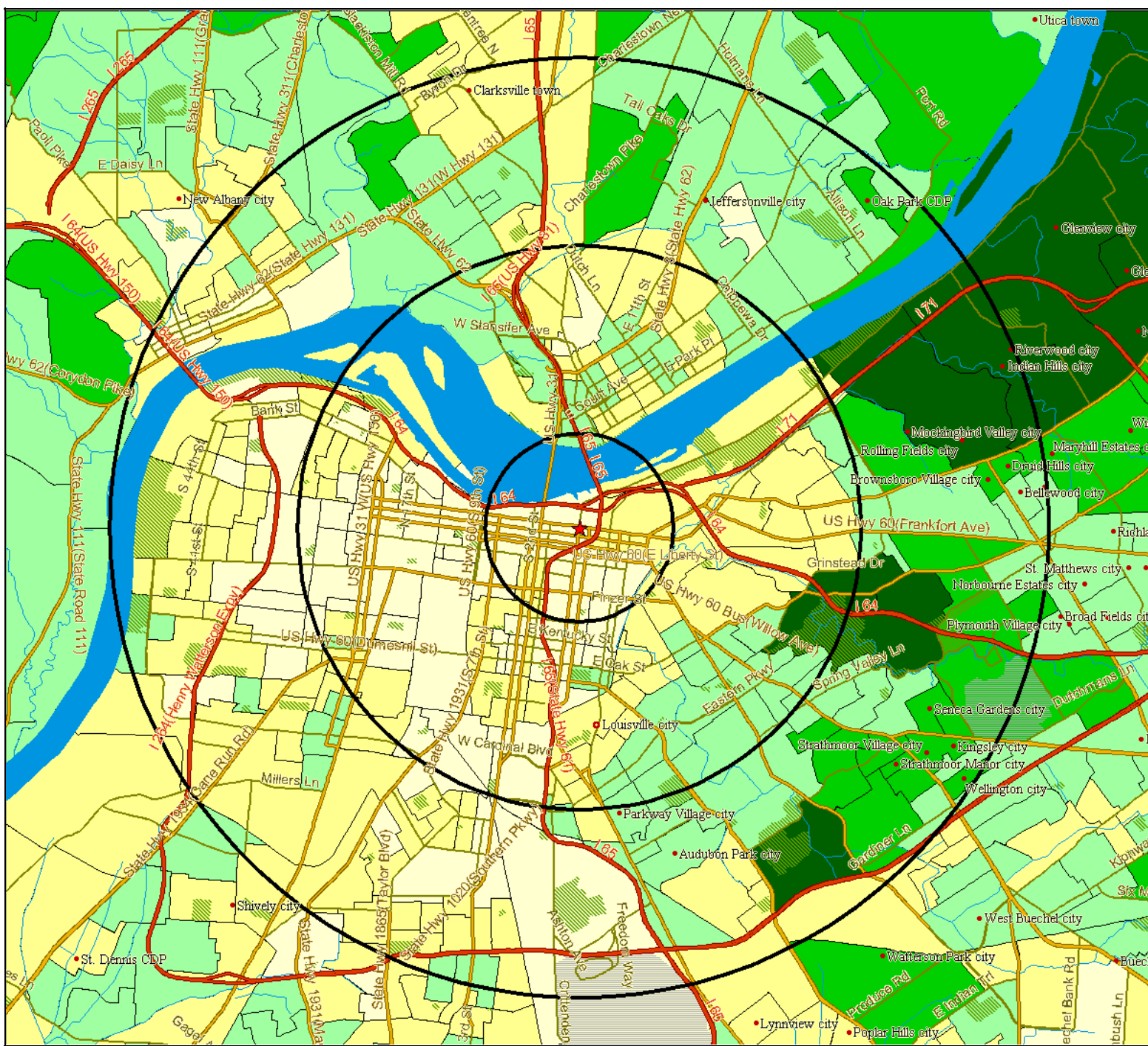
400 E MAIN ST, LOUISVILLE, KY 40202

Map Legend

(map is displaying Block Groups)

- Above 91000
- 58000 to 91000
- 36000 to 58000
- 22750 to 36000
- Below 22750
- No Data
- Subject Site
- 1, 3, 5 mile radii
- Primary Highways
- Secondary Highways
- Major Roads
- Local Roads
- Parks
- Airports
- Bodies of Water
- Rivers

March 1, 2005



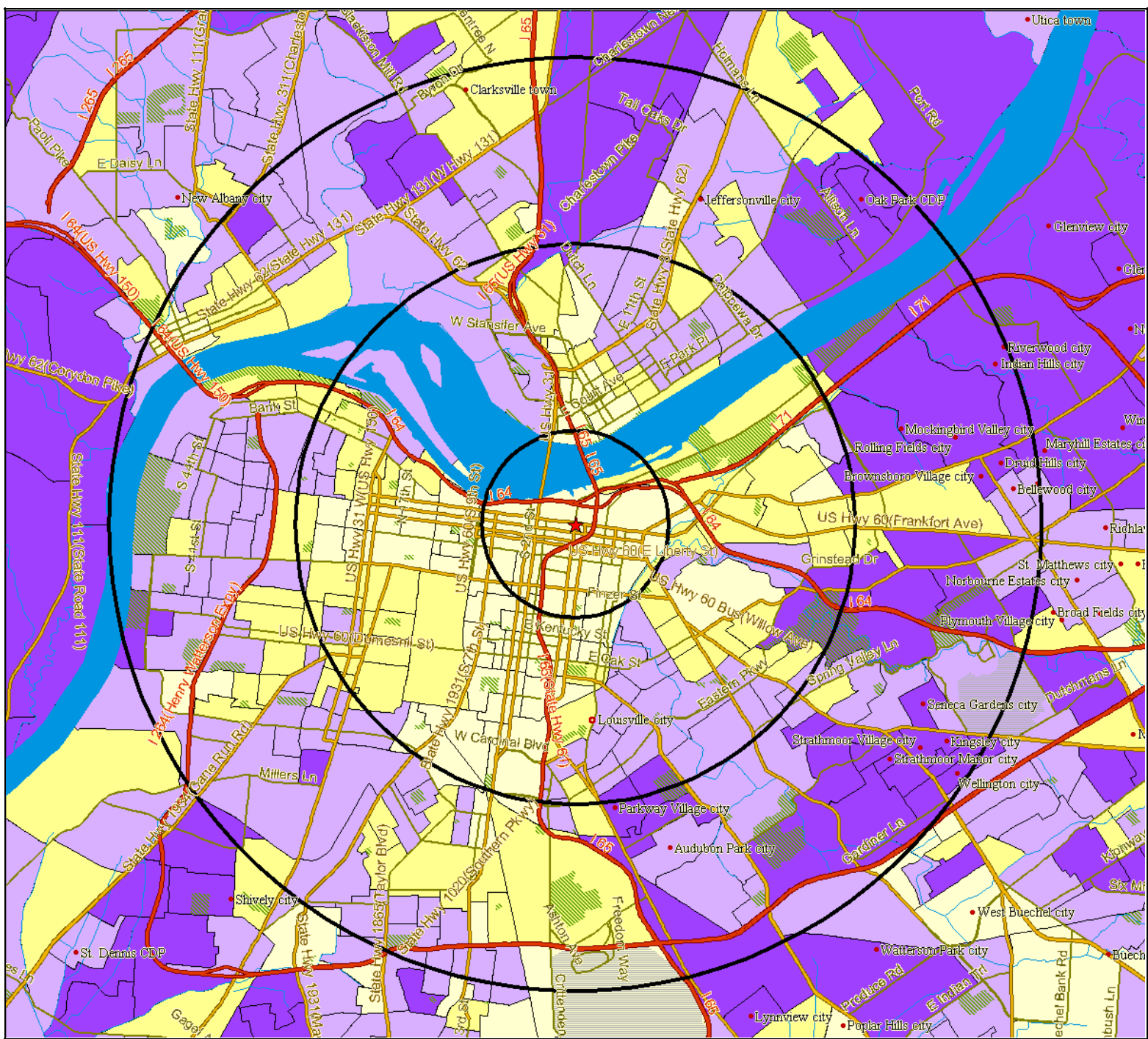
2004 Owner Occupied Units
400 E MAIN ST, LOUISVILLE, KY 40202
Map Legend

(map is displaying Block Groups)

- Above 122.5
- 77 to 122.5
- 48.5 to 77
- 30.5 to 48.5
- Below 30.5
- No Data

- Subject Site
- 1, 3, 5 mile radii
- Primary Highways
- Secondary Highways
- Major Roads
- Local Roads
- Parks
- Airports
- Bodies of Water
- Rivers


March 1, 2005



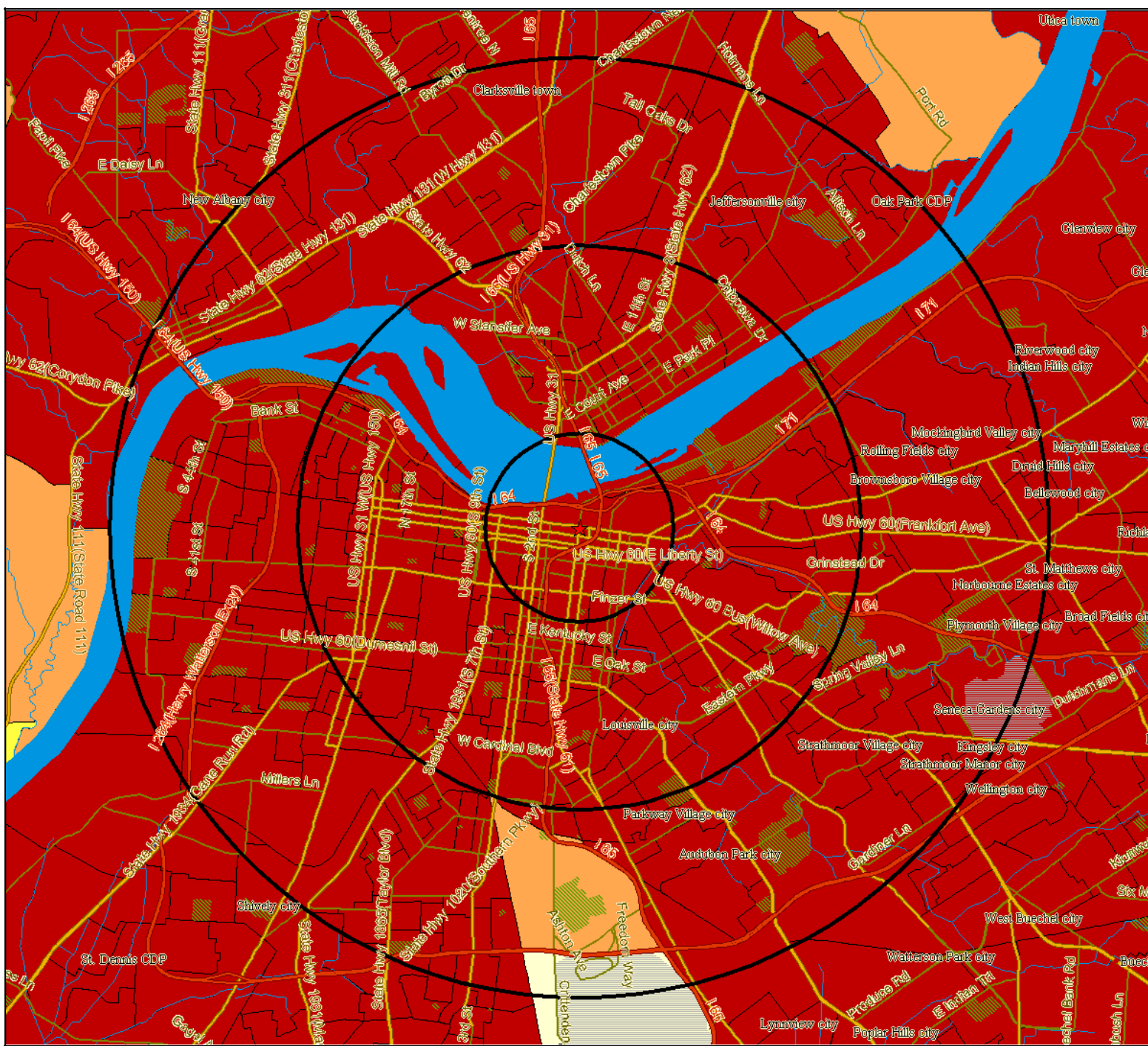
2004 Population Density
400 E MAIN ST, LOUISVILLE, KY 40202
Map Legend

(map is displaying Block Groups)

- Above 162.5
- 102.5 to 162.5
- 65 to 102.5
- 41 to 65
- Below 41
- No Data

-  Subject Site
- 1, 3, 5 mile radii
- Primary Highways
- Secondary Highways
- Major Roads
- Local Roads
- Parks
- Airports
- Bodies of Water
- Rivers

March 1, 2005



2009 Average Household Income

400 E MAIN ST, LOUISVILLE, KY 40202

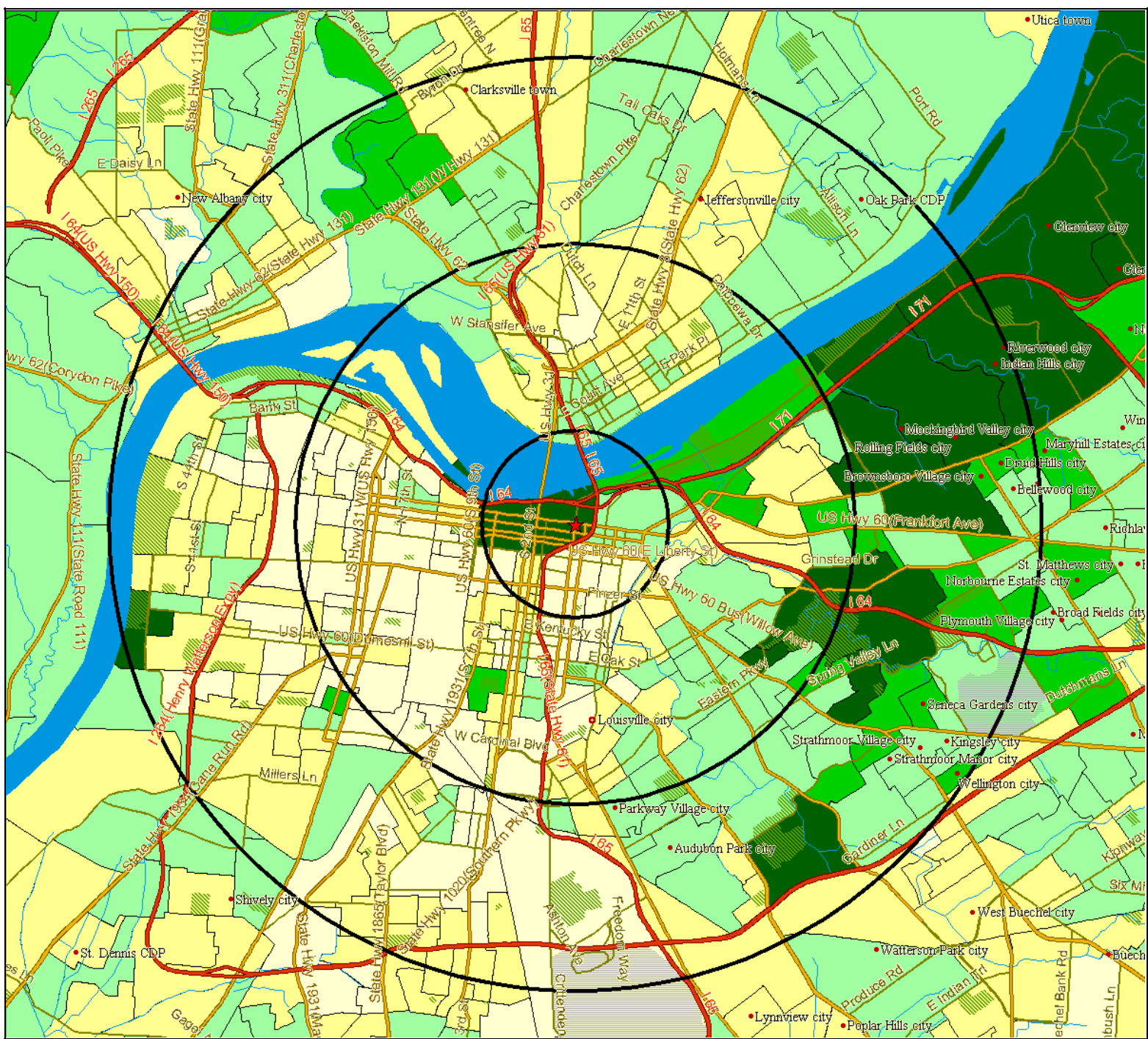
Map Legend

(map is displaying Block Groups)

- Above 123750
- 78000 to 123750
- 49500 to 78000
- 31000 to 49500
- Below 31000
- No Data

- Subject Site
- 1, 3, 5 mile radii
- Primary Highways
- Secondary Highways
- Major Roads
- Local Roads
- Parks
- Airports
- Bodies of Water
- Rivers

March 1, 2005



2009 Median Household Income

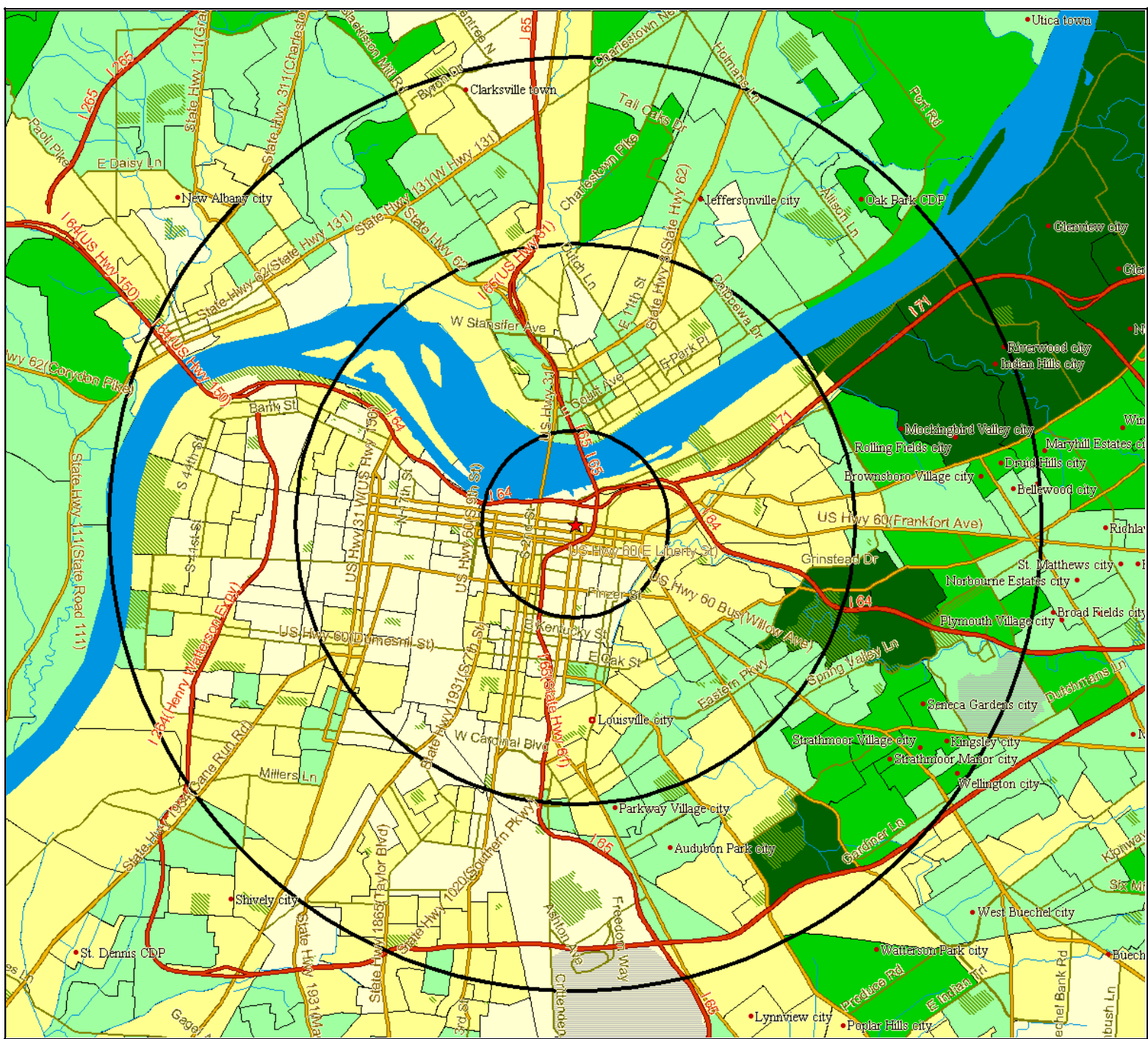
400 E MAIN ST, LOUISVILLE, KY 40202

Map Legend

(map is displaying Block Groups)

- Above 102500
- 65000 to 102500
- 40500 to 65000
- 25500 to 40500
- Below 25500
- No Data
- Subject Site
- 1, 3, 5 mile radii
- Primary Highways
- Secondary Highways
- Major Roads
- Local Roads
- Parks
- Airports
- Bodies of Water
- Rivers

March 1, 2005



2009 Population Density
400 E MAIN ST, LOUISVILLE, KY 40202
Map Legend

(map is displaying Block Groups)

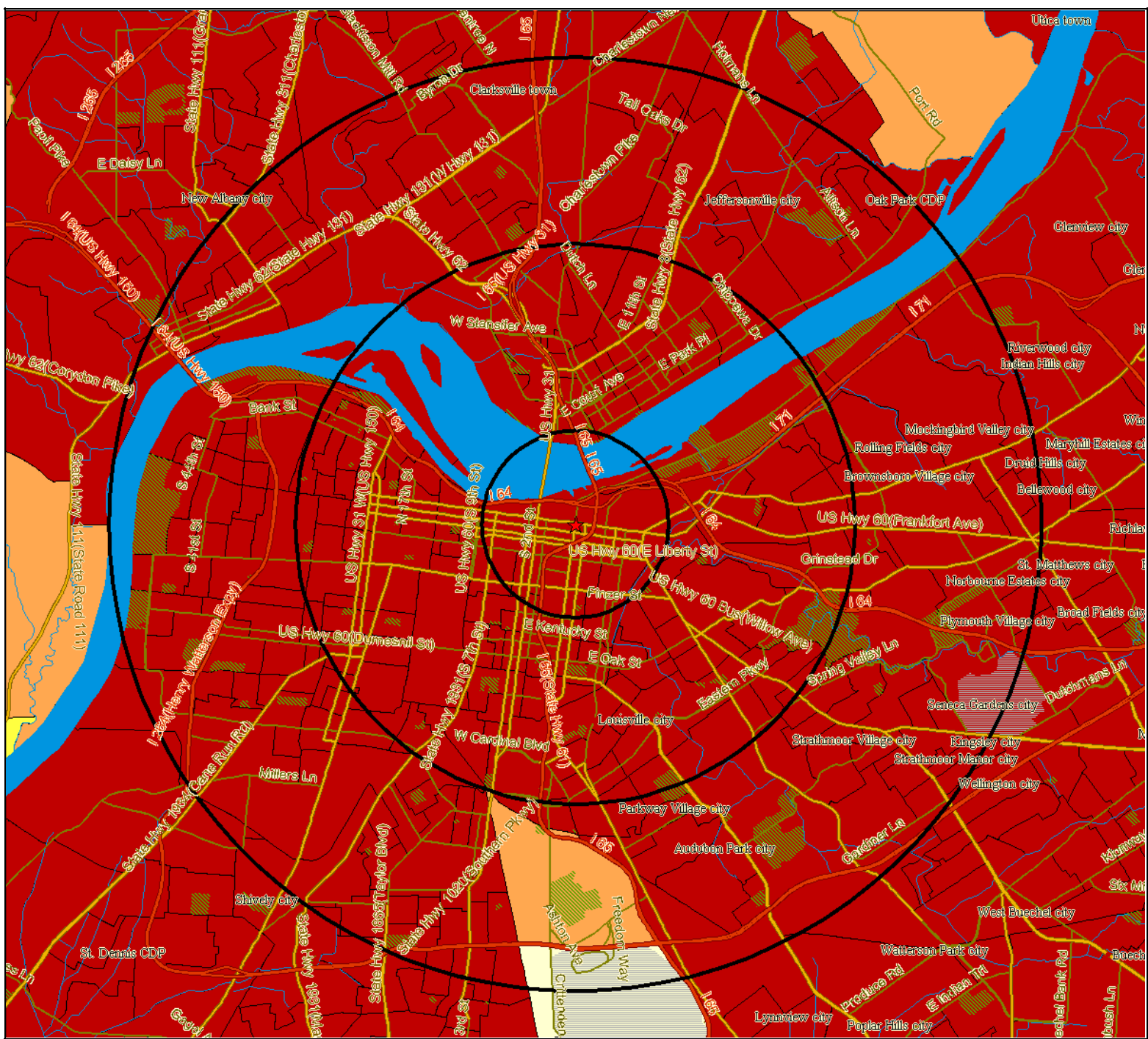
- Above 172.5
- 107.5 to 172.5
- 68 to 107.5
- 43 to 68
- Below 43
- No Data

- ★

 Subject Site
- 1

 1, 3, 5 mile radii
- Primary Highways
- Secondary Highways
- Major Roads
- Local Roads
- Parks
- Airports
- Bodies of Water
- Rivers

March 1, 2005



Addendum Data Methodology

The demographic data used in STDBonline are developed by Experian/Applied Geographic Solutions (AGS) using a variety of source data sets, including, but not limited to information from AGS's household level data file, current year estimates from the Census Bureau and Postal Service, and economic forecasts from private sources. In addition:

* These are the only US Estimates and Projections based on the most extensive household database available, summarized at the block group level. This is the demographic equivalent to an ongoing national census.

* This unique bottom-up approach using household data is complemented by a rigorous, standard demographic cohort-component technique at the county level and above. AGS control totals are based on Census Bureau estimates advanced methodically to the current year and projected out five years. AGS takes the position that 10-year projections introduce unacceptable levels of uncertainty.

* Migration effects, the most difficult to quantify for small area estimates, are taken into account through the Census Bureau's extensive analysis of IRS tax return data (maintaining strict confidentiality of individual records). From this, detailed county-to-county migration trends are established. AGS also takes into account undocumented immigration.

* AGS methods make use of the current census MARS (modified age, race, sex) tabulation that corrects the current census for errors in age reporting (for example, grouping around age 21 and 65) and reallocates Hispanics from the "other race" category to more specific race groups. Any current analysis of opportunities in emerging ethnic markets should take this into account.

* AGS list resources, GDT cartographic expertise, and Compusearch's years of demographic modeling experience represent a unique combination of leadership in the fields required for accurate estimates and projections.

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