



📍 Louisville, Kentucky

Louisville Trade Area Dynamics

Diverse demographics and strategic opportunities for investment

Commercial Trade Area Report



Stephannie Wilson

IN

s.realtorwilson2@gmail.com

Area at a Glance

Louisville, Kentucky · Local Trade Area Metrics

 Total Population

241,939

▼ -1.72%

 Avg. Household Income

\$75,407

 Median Home Value

\$265,560

▲ +2.3%

 Unemployment Rate

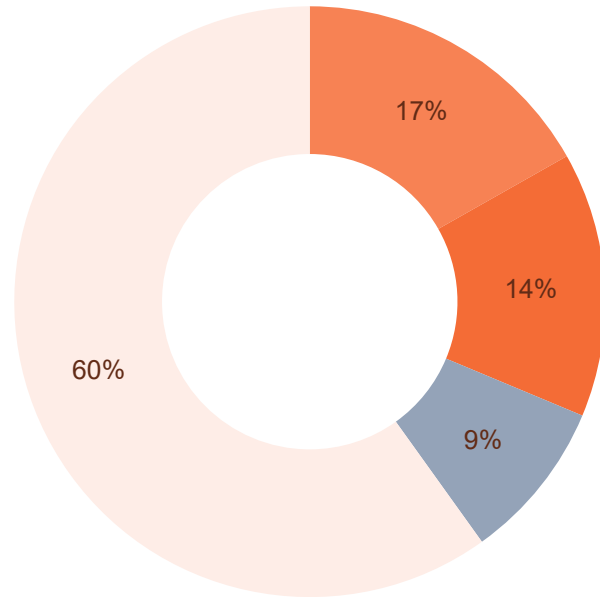
7.2%

 Median Age

37.3

Community Segments

Esri Tapestry Segmentation — Household Distribution



Emerging Hub Modest Income Homes City Greens Other Segments

Emerging Hub

16.8%

16.8% of households · Tech Trailblazers

Modest Income Homes

14.5%

14.5% of households

City Greens

8.8%

8.8% of households

Segments reflect national consumer types, not local demographics

Segment Profile

“Emerging Hub” — National Consumer Type

The 'Emerging Hub' segment, part of the Tech Trailblazers LifeMode Group, represents 16.8% of local households. Nationally, this segment comprises young, high-earning urban professionals who are mobile and tech-savvy. They favor multi-unit and single-family residences and are characterized by a strong labor force participation rate of 74%. Their lifestyle includes online shopping, frequent travel, and a high level of social media engagement.



Emerging Hub

\$58K

Median Net Worth (national)



Household Type

Singles Living Alone, Married Couples w/No ...



Residence Type

Multi-Units, Single Family

All attributes reflect the national Esri Tapestry profile for this consumer segment, not local measurements.

Source: Esri Tapestry Segmentation

Louisville, Kentucky



01 Income & Spending Power

In the Louisville trade area, the average household income stands at \$75,407, with an average disposable income of \$57,148. The projected median household income is \$56,830, reflecting the area's economic resilience despite a local unemployment rate of 7.2%.



Average Household Income

\$75.4K

Metric	Value	Context
Avg. Household Income	\$75,407	Local
Disposable Income	\$57,148	Local
Per Capita Income	\$33,411	7.2% unemployment

02 Population & Density

Louisville's total population is 241,939, with a population density of 3,936.2 per square mile. Despite a slight population decline of -1.72%, the daytime population swells to 327,724, indicating a vibrant commercial and employment hub.



Daytime Population

327.7K

Metric	Value	Context
Total Population	241,939	-1.72% change
Daytime Population	327,724	Density: 5,331.9/sq mi

03 Housing Profile

The median home value in Louisville is \$265,560, experiencing a growth of 2.3% over the past 12 months. This suggests a stable housing market with potential for appreciation, appealing to both investors and developers.

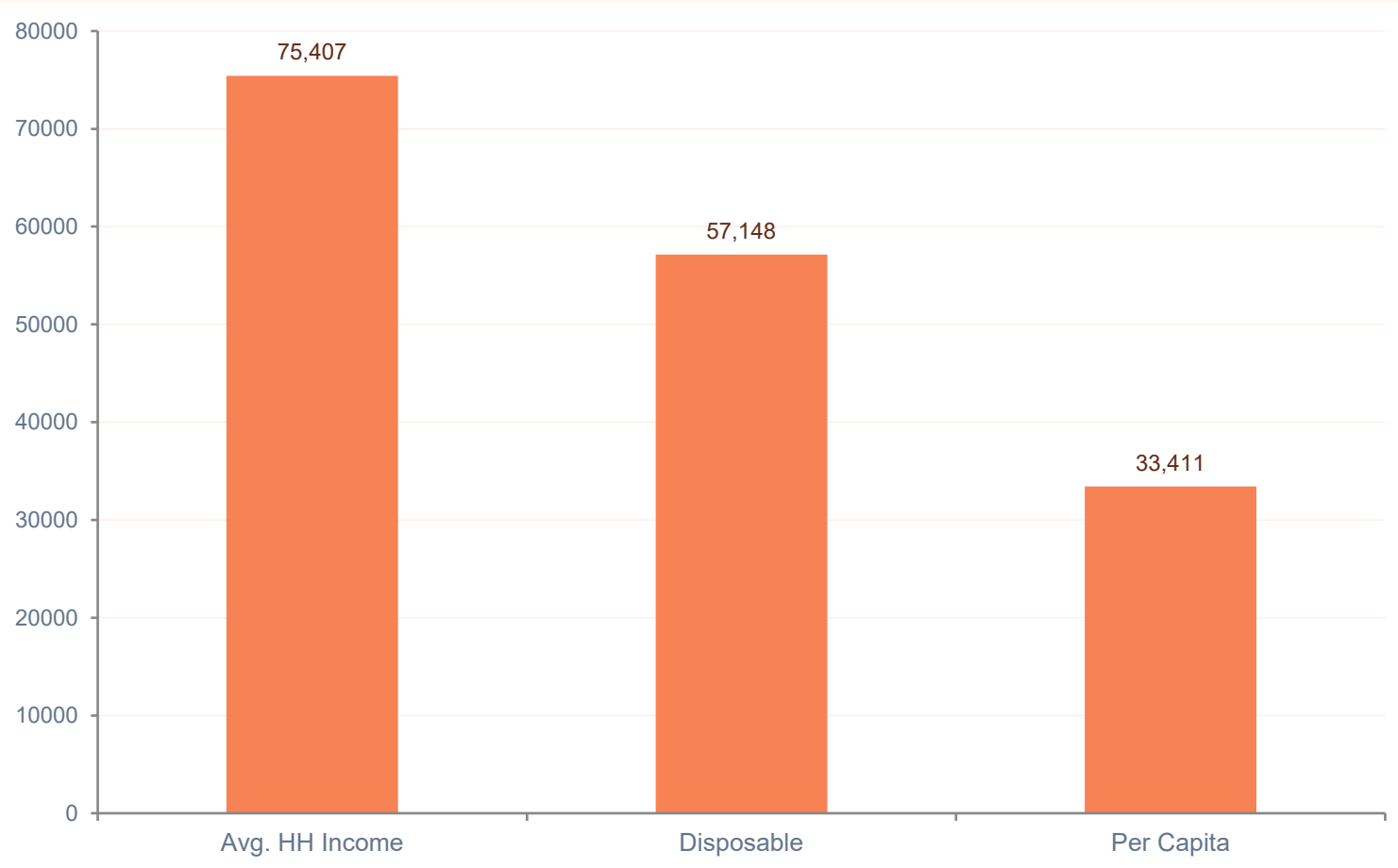


A dark brown callout box with a white house icon at the top left. Below the icon, the text "Median Home Value" is written in a small, light-colored font. The largest text in the box is "\$265.6K" in a bold, white font.

Metric	Value	Context
Median Home Value	\$265,560	+2.3% YoY
Population Density	3,936.2/sq mi	

Income Profile

Local Household Income Metrics



Key Insight

Local average household income of \$75,407 with \$57,148 in disposable income. Projected median household income is \$56,830.

Unemployment: 7.2% (US: 4.3%)



Explore the strategic potential of Louisville's trade area with Stephannie Wilson's expert insights.



Stephannie Wilson

s.realtorwilson2@gmail.com

(502) 643-3062

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