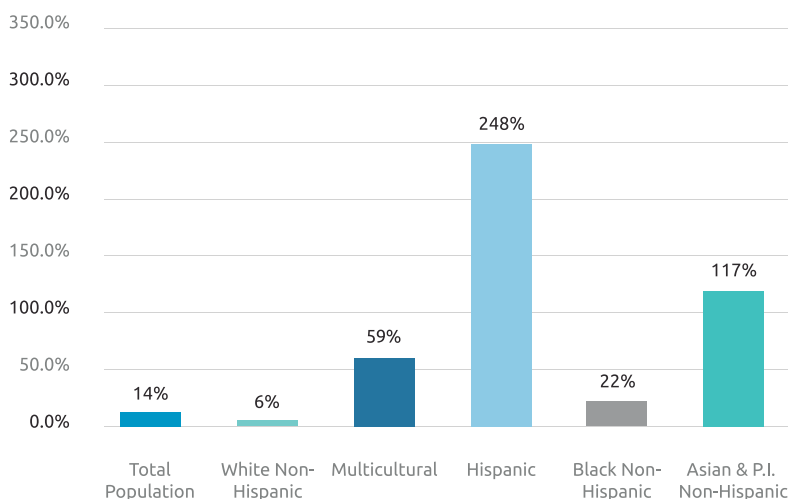# MARKET SNAPSHOT
Louisville, KY DMA

The Louisville Designated Market Area (DMA) is situated along Kentucky's northern state line across the Ohio River from Indiana, and is the largest DMA in the state of Kentucky. It is home to a population of 1,767,862, making it the 52nd most populous DMA in the United States.

Population	2017 Ranking	2017 Population
Total	52	1,767,862
Hispanic	81	91,315
White Non-Hispanic	38	1,402,276
Black Non-Hispanic	57	202,725
Asian Non-Hispanic	66	30,559

Percent Change – 2000 vs. 2017

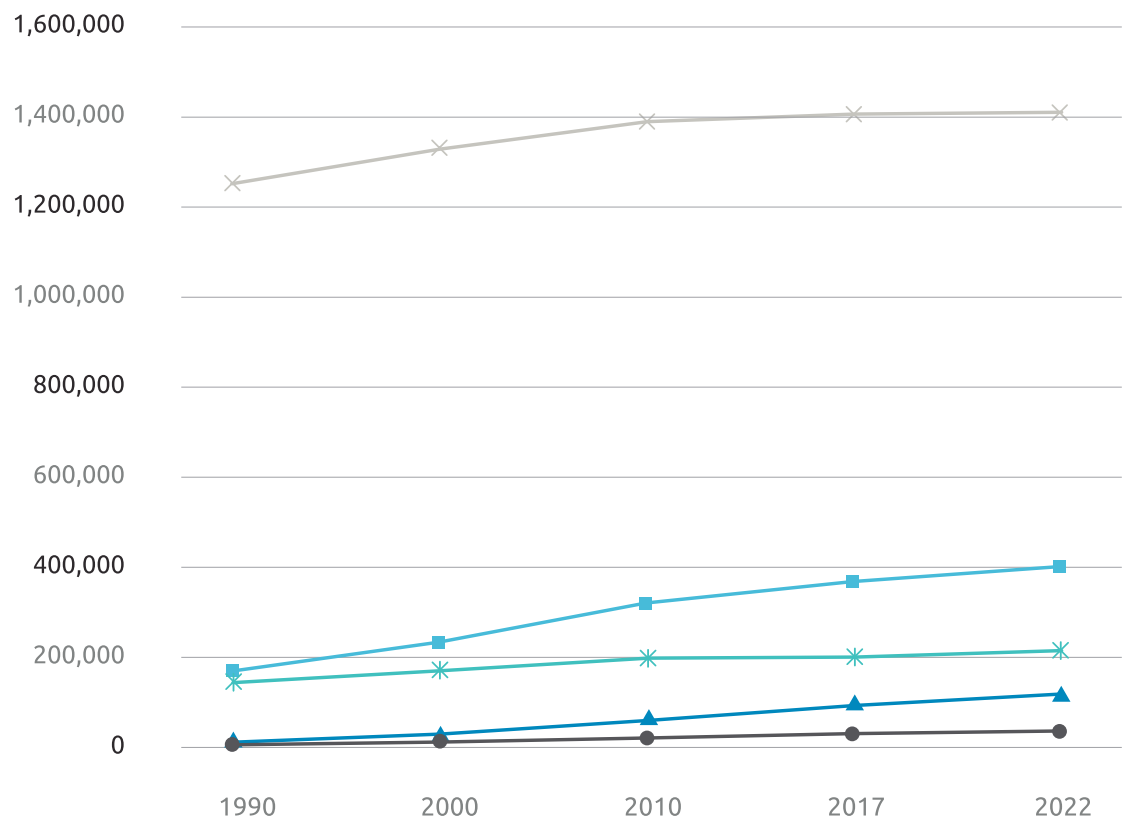|	Total Population	White Non-Hispanic	Multicultural	Hispanic	Black Non-Hispanic	Asian & P.I. Non-Hispanic
	14%	6%	59%	248%	22%	117%

The largest and fastest growing minority group in the Louisville DMA is the Hispanic population, which experienced a nearly 248% growth between 2000 and 2017 and now makes up more than 5.2% of the total population. Today the DMA is home to 91,315 Hispanics.

While White Non-Hispanics make up 79.3% of the total population, this segment is growing at a slower pace and only witnessed 6% growth during the same period.

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A new analysis of Louisville's astonishing economic growth over the past decade shows that young, highly educated migrants are transforming the regional economy and have catapulted the region toward the top tier of American metropolises. A few of the major factors contributing to this astronomical growth are the trendy neighborhoods and slews of independent shops, gourmet restaurants, and local farmer's markets. Within the city limits are more than 100 miles of multi-use trails to connect its vast array of more than 120 parks to all the local businesses. On the city's outskirts lies an unofficial "Bike the Kentucky Bourbon Trail," which has provided an alternative way for visitors to experience the bourbon countryside. It also bridges the inner city with the outer city limits.
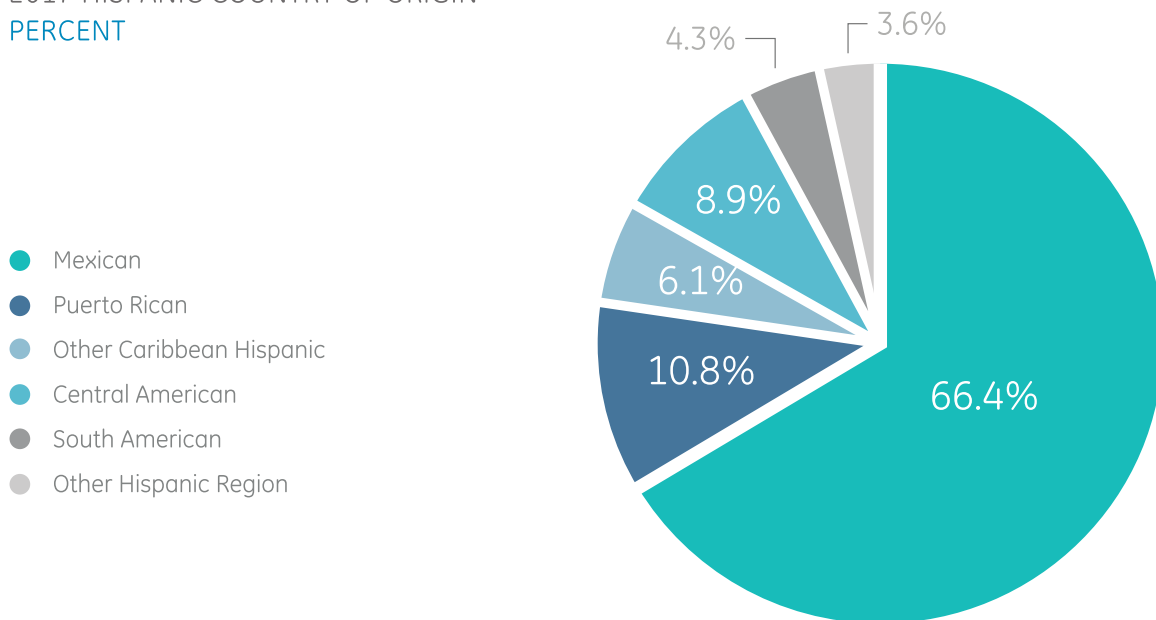
Population by Race/Ethnicity Counts

	1990	2000	2010	2017	2022
White Non Hispanic	1,252,021	1,327,296	1,388,829	1,402,276	1,409,678
Hispanic Population	8,998	26,271	63,524	91,315	111,607
Black Non-Hispanic	144,962	166,101	192,526	202,725	210,258
Asian & P.I. Non-Hispanic	8,393	14,082	23,274	30,559	35,242
Multicultural Population	165,840	229,502	315,115	365,586	401,625

> ## 2017 POPULATION BY RACE/ETHNICITY
> ### PERCENT

2.3%
1.7%
5.2%
11.5%
79.3%

- Hispanic
- White Non-Hispanic
- Black Non-Hispanic
- Asian & P.I. Non-Hispanic
- All Other
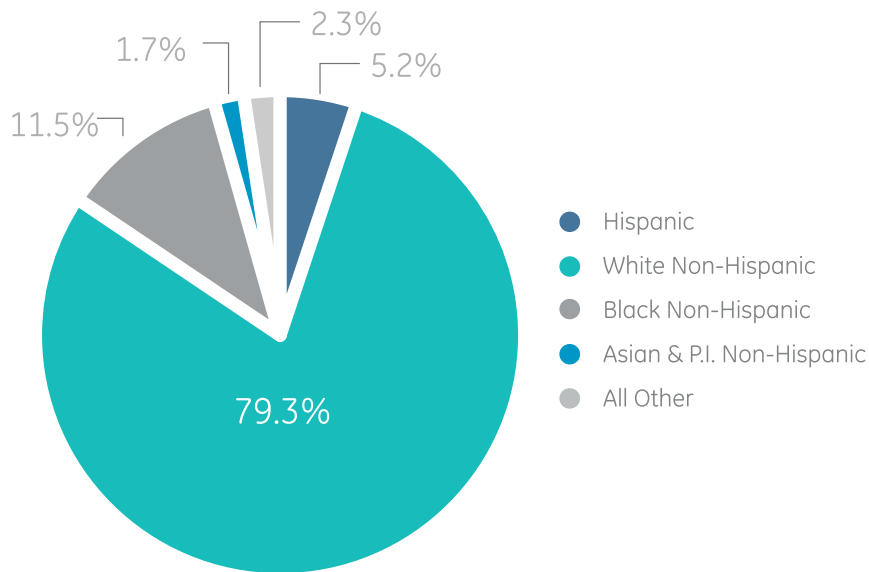
20.7% of the population in the Louisville DMA is multicultural. Black Non-Hispanics account for the largest multicultural segment at 11.5% of the total population, followed by Hispanics at approximately 5.2%.

> ## 2017 HISPANIC COUNTRY OF ORIGIN
> ### PERCENT

4.3%
3.6%
8.9%
6.1%
10.8%
66.4%

- Mexican
- Puerto Rican
- Other Caribbean Hispanic
- Central American
- South American
- Other Hispanic Region

Approximately 66.4% of Hispanics within the Louisville DMA are of Mexican descent. Puerto Ricans account for the 2nd largest single Hispanic group representing 10.8% of the total Hispanic population.

Geoscape's Hispanicity™ is the industry-leading Hispanic segmentation system that provides actionable marketing insights by defining Hispanic households by level of acculturation

Hispanicity ™ Segments

HA1: Americanizado (National Avg. 17.06%)

English Dominant (nearly no Spanish)

Born in US; 3rd+ generation

Few Hispanic cultural practices

HA2: Nueva Latina (National Avg. 29.00%)

English Preferred (some Spanish)

Born in U.S.; 2nd generation

Some Hispanic cultural practices; often retro-acculturate

HA3: AmBi-Cultural (National Avg. 25.65%)

Bi-lingual (equal or nearly)

Immigrant as child or young adult

Many Hispanic cultural practices

HA4: Hispano (National Avg. 15.46%)

Spanish Preferred (some English)

Immigrant as adult, in U.S. 10+ years

Pre-dominant Hispanic cultural practices

HA5: Latinoamerica (National Avg. 12.82%)
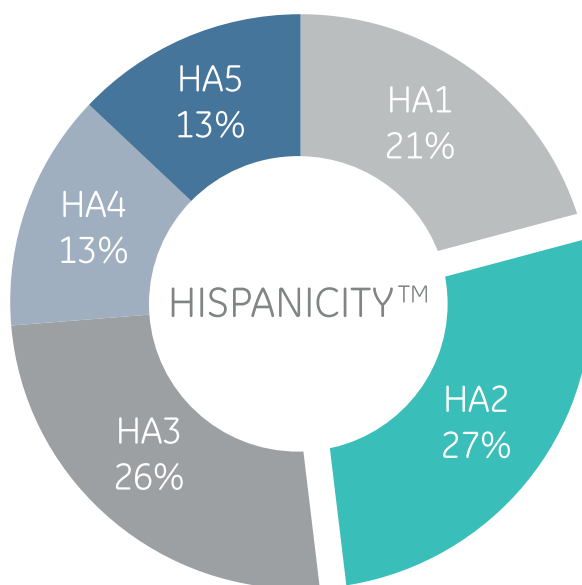
Spanish Dominant (nearly no English)

Recent Immigrant as adult (less than 10 years ago)

Primarily Hispanic cultural practices

Identify with home country more so than U.S.

2017 HISPANICITY™ SEGMENTS PERCENT

HA5 13%
HA1 21%
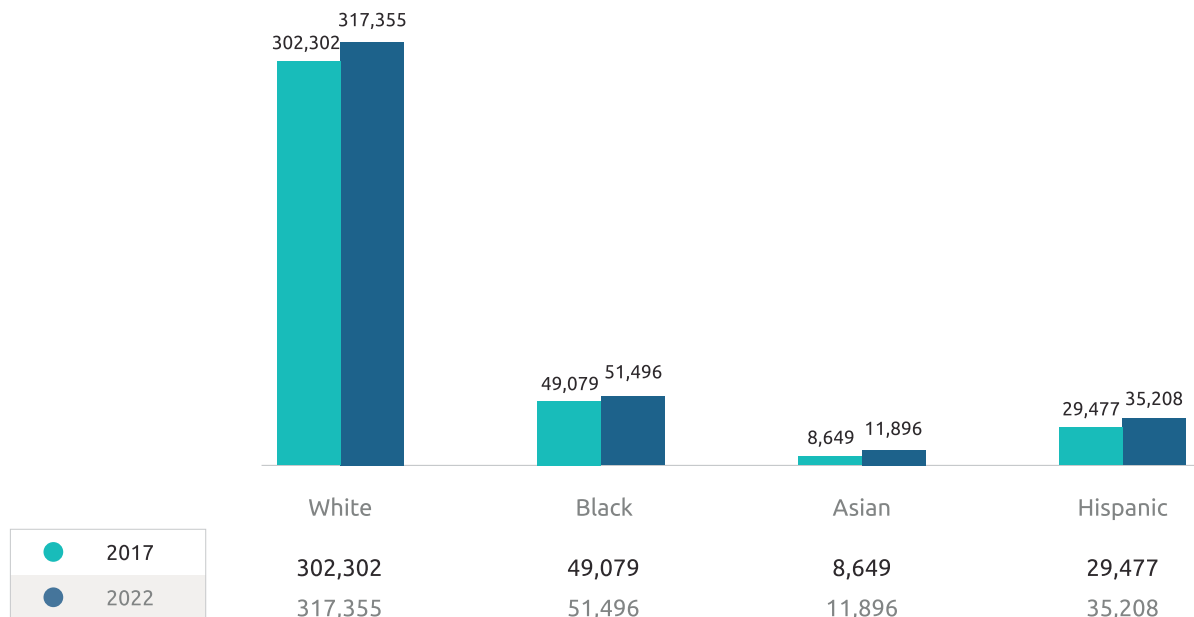HA4 13%
HISPANICITY™
HA2 27%
HA3 26%

Over 70% of the Hispanics within the Louisville DMA have an acculturation profile that is on par with the national average as a whole.
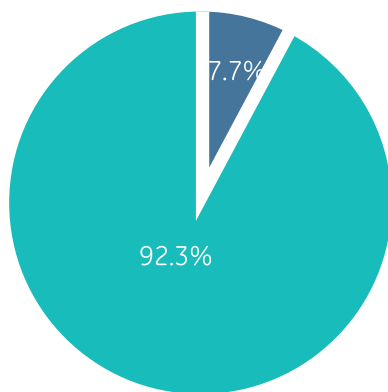
Combining a hipster vibe with sweet southern hospitality, the city of Louisville has been gaining buzz over the last few decades as one of the nation's most popular cities for young millennials. In fact, Louisville is ranked as the number one city in the United States to attract and retain the highest number of college-educated people. It probably has something to do with the region's slow-going, hospitable nature. You can easily find a bevy of business casual, converse-wearing patrons lingering with a lager or ale well into the night! For decades, a thriving indie music scene, food trucks galore, and a monthly flea market have put a blue dot in a red state. Another factor contributing to Louisville's millennial growth is the fact that it's one of the "Top Ten Most Budget-Friendly Metros in the United States." In other words, it is one of the top cities with the lowest rents and lowest costs of living. In fact, the median home price in Louisville is $173K.
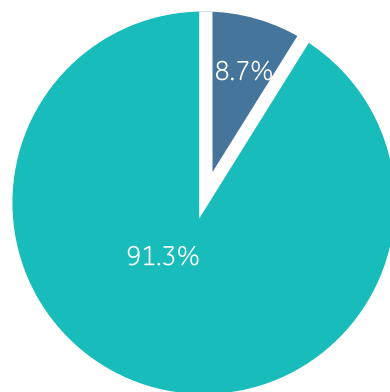
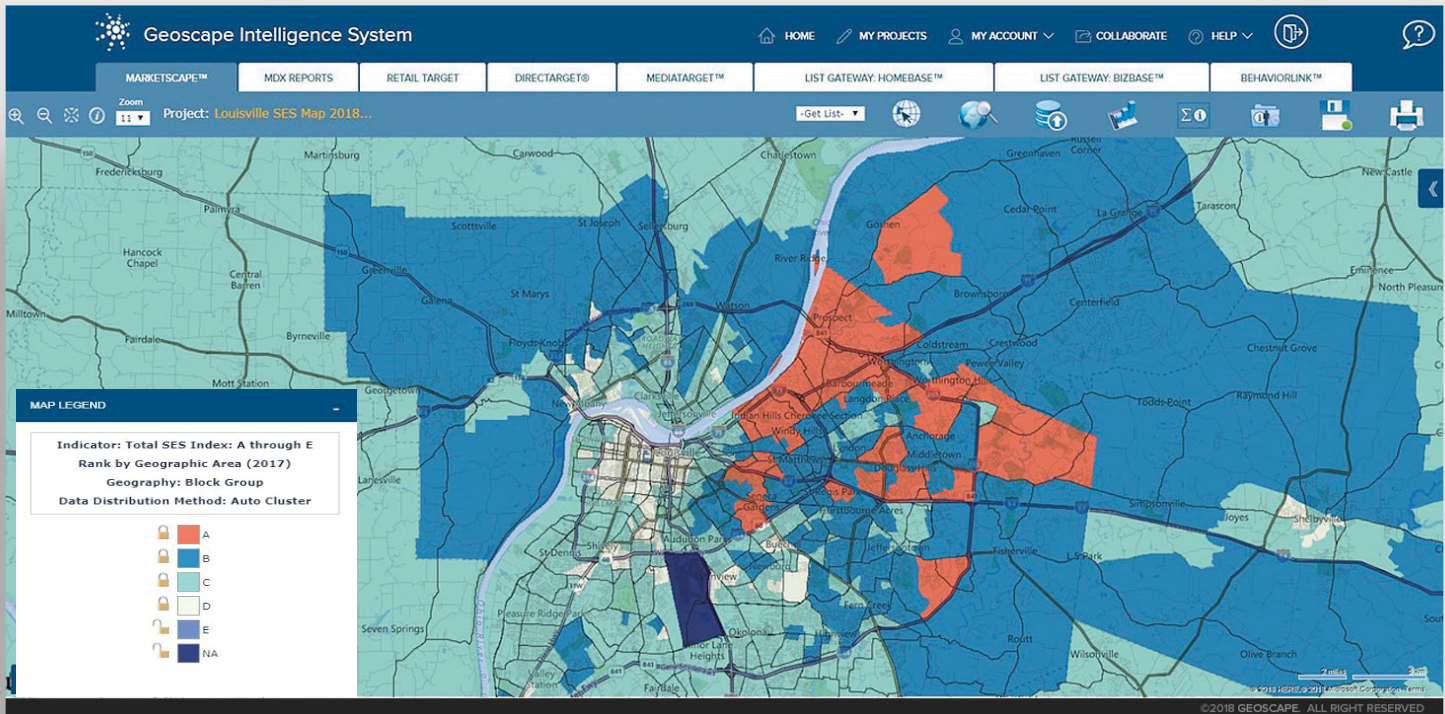## ❯ | MILLENNIALS: PROJECTED POPULATION GROWTH (2017-2022)

	White	Black	Asian	Hispanic
2017	302,302	49,079	8,649	29,477
2022	317,355	51,496	11,896	35,208

❯ | MILLENNIAL (2017)   ❯ | MILLENNIAL (2022)

7.7%   92.3%

8.7%   91.3%

● Hispanic   ● Non-Hispanic

Millenial Population	2017	2022
Total	381,554	404,144
Hispanic	29,477	35,208
Non-Hispanic	352,077	368,936

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This map illustrates the Socio-Economic Status of all households in the Louisville DMA by Block Group. Those households ranked "A" and falling within the Red areas of the map typically have annual incomes over $85,000, a 4 year college or graduate degree, own housing, and are employed in professional occupations. The light green areas indicate a concentration of households ranked "C", typically having annual incomes between $30,000 and $75,000, high school graduates to some college, and employed as skilled labor or service workers.

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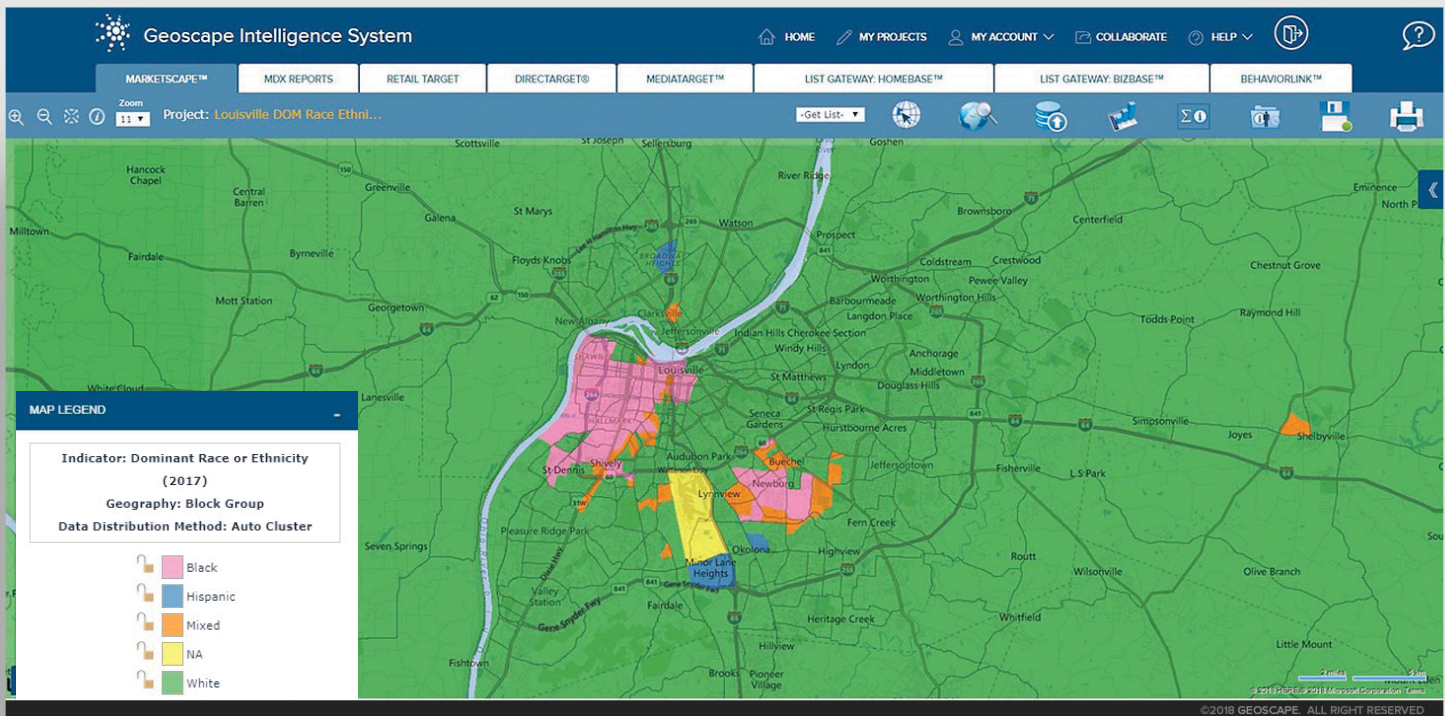
The variation in dominant race or ethnicity is illustrated by Block Group for the Louisville DMA. As you can see, most of the Black, Hispanic and Mixed populations are concentrated to two main areas within the DMA.

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