

# RPR summary — general

## Executive Summary

Louisville, KY 40272 presents a unique opportunity for investors and developers seeking stable growth within a suburban landscape. With a robust homeownership rate of 81% and a median net worth of \$317,594, this area offers a solid foundation for long-term development and investment strategies. The community's demographic composition and economic indicators reveal a promising environment for those looking to capitalize on its steady market potential.

## Trade Area Insights

The Louisville, KY 40272 area is characterized by its "Suburban Shine" lifestyle, with a predominance of married couples residing in single-family homes. This demographic stability is a key attraction for investors and developers, as it signifies a reliable and engaged consumer base. The primary segment, Classic Comfort, accounts for 19.2% of households, indicating a preference for traditional suburban living, which is further supported by secondary segments Loyal Locals and Moderate Metros. This composition suggests a community that values consistency and offers a dependable market for long-term investments.

The median age of 40.20 underscores a vibrant community with a mix of young professionals and established families. The area sees a net commuter gain of 20,505 during the day, providing a strong indicator of economic activity and potential consumer engagement. This influx of daytime workers not only boosts business opportunities but also enhances the appeal for retail and service-oriented developments. The balance between residential tranquility and daytime bustle makes this area a compelling choice for developers aiming to capture diverse market segments.

Economically, the trade area holds promise with a projected median income of \$70,339 and an average household income of \$79,604. This economic vitality, combined with an average disposable income of \$61,307, positions Louisville, KY 40272 as a lucrative market for new ventures and expansions. Although the local unemployment rate stands at 4.8%, slightly above the national average, the area's economic indicators suggest resilience and adaptability, vital traits for sustaining growth and fostering new developments.

The housing market in this destination remains robust, with a homeownership rate of 73.4% and a median estimated home value of \$222,090, reflecting a 4.0% increase over the past year. This appreciation trend highlights the area's desirability and potential for continued property value growth. For investors and developers, these metrics provide a roadmap for strategic acquisitions and developments that align with market demands and consumer preferences.

Looking forward, Louisville, KY 40272 offers a stable and promising environment for investors and developers. With its strong demographic and economic foundation, this trade area is poised for sustainable growth, making it an attractive target for those seeking long-term investment opportunities in a vibrant suburban setting.

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