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University of Louisville
Percent Workforce Under 30

Grand Rapids
St Louis
Greenville
Omaha
Indianapolis
Louisville
Cincinnati
Oklahoma City
Pittsburgh
Charlotte
Kansas City
Knoxville
Greensboro
Nashville
Tulsa
Columbus
Birmingham
Memphis

Percent Workforce Under 30

0% 5% 10% 15% 20% 25%
Percent Downtown Jobs Paying $3,333 or More a Month

Charlotte
Pittsburgh
Columbus
Tulsa
Kansas City
Omaha
Birmingham
Memphis
Cincinnati
Greensboro
Oklahoma City
Indianapolis
Louisville
Grand Rapids
St Louis
Nashville
Greenville
Knoxville

0% 10% 20% 30% 40% 50% 60% 70%
Trade Flows

ZIP Code 40202

Output: $2.8 billion
Jobs: 20,420
Employee Compensation: $895 million

Within Metro Louisville: 40%
Metro Louisville to Outside: 60%
CBD within the Urban Core

- Central Business District (CBD) is an economic concept, not necessarily a demographic concept
- Important symbiotic relationship between the CBD and its nearby neighborhoods
- “Urban Core”: The CBD, as well as the close-in/adjacent neighborhoods
- Primary focus on indicators that suggest high quality of place in the urban core – these include age, educational attainment, income, and homeownership
Louisville’s Urban Core

Source: ESRI
Urban Core within the MSA

1% of MSA area
9% of MSA Population (4th of 18 peers)
10% of MSA Housing (4th of 18 peers)
% of Urban Core Housing Occupied

- Knoxville: 91.5
- Grand Rapids: 88.4
- Omaha: 87.1
- Charlotte: 86.6
- Greensboro: 86.2
- Greenville: 85.3
- Nashville: 84.2
- Tulsa: 84.1
- Pittsburgh: 82.7
- Oklahoma City: 82.4
- **Louisville**: 81.5
- Memphis: 81.0
- Birmingham: 78.7
- St. Louis: 77.3
- Columbus: 77.2
- Kansas City: 75.9
- Cincinnati: 75.9
- **Indianapolis**: 72.4

Source: 2009-2013 American Community Survey
% of Urban Core Housing Owner Occupied

- Grand Rapids: 51.3%
  - Greenville: 50.2%
- Tulsa: 47.4%
- Omaha: 46.2%
- Greensboro: 44.8%
- Pittsburgh: 44.6%
- Charlotte: 44.2%
- Oklahoma City: 41.4%
- Indianapolis: 39.1%
- Knoxville: 38.5%
- Birmingham: 36.9%
- Louisville: 36.2%
- Kansas City: 35.5%
- Cincinnati: 35.5%
- Memphis: 33.6%
- Nashville: 32.9%
- Columbus: 31.1%
- St. Louis: 30.9%

Source: 2009-2013 American Community Survey
Quality of Place Housing Indicators

% Vacant
- 0% - 5.1%
- 5.2% - 13.3%
- 13.4% - 21%
- 21.1% - 31.5%
- 31.6% - 43.8%

% Owner Occupied
- 0% - 13.8%
- 13.9% - 30.9%
- 31% - 45.8%
- 45.9% - 61.4%
- 61.5% - 82.4%

Source: 2009-2013 American Community Survey
% College Educated in Urban Core

- Charlotte: 47.1%
- Nashville: 35.7%
- Columbus: 34.5%
- St. Louis: 32.0%
- Memphis: 31.9%
- Tulsa: 30.5%
- Greensboro: 30.5%
- Birmingham: 29.3%
- Greenville: 29.0%
- Pittsburgh: 28.9%
- Cincinnati: 27.1%
- Grand Rapids: 24.7%
- Knoxville: 24.0%
- Omaha: 23.5%
- Kansas City: 21.8%
- Louisville: 19.4%
- Indianapolis: 19.4%
- Oklahoma City: 19.1%

Source: 2009-2013 American Community Survey
Median Income in Urban Core

- Charlotte: $64,151
- Tulsa: $43,575
- Greenville: $39,217
- Omaha: $38,598
- Greensboro: $38,262
- Grand Rapids: $37,383
- Columbus: $37,305
- Pittsburgh: $36,300
- Nashville: $35,483
- Memphis: $35,431
- Oklahoma City: $34,918
- St. Louis: $34,714
- Cincinnati: $33,867
- Birmingham: $33,075
- Kansas City: $30,749
- Indianapolis: $29,829
- Louisville: $27,593
- Knoxville: $25,018

Source: 2009-2013 American Community Survey
Walk Score®

Source: http://www.walkscore.com
<table>
<thead>
<tr>
<th></th>
<th>2000</th>
<th>2013</th>
<th>Peer Rank</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Population</td>
<td>113,378</td>
<td>106,069</td>
<td>8&lt;sup&gt;th&lt;/sup&gt;</td>
</tr>
<tr>
<td>Total Housing Units</td>
<td>54,439</td>
<td>55,974</td>
<td>8&lt;sup&gt;th&lt;/sup&gt;</td>
</tr>
<tr>
<td>Occupancy Rate (%)</td>
<td>89.0</td>
<td>81.5</td>
<td>14&lt;sup&gt;th&lt;/sup&gt;</td>
</tr>
<tr>
<td>Owner Occupied (%)</td>
<td>41.1</td>
<td>36.2</td>
<td>18&lt;sup&gt;th&lt;/sup&gt;</td>
</tr>
<tr>
<td>Age 25-34 (%)</td>
<td>14.8</td>
<td>16.4</td>
<td>8&lt;sup&gt;th&lt;/sup&gt;</td>
</tr>
<tr>
<td>HS Graduates (%)</td>
<td>69.3</td>
<td>79.7</td>
<td>9&lt;sup&gt;th&lt;/sup&gt;</td>
</tr>
<tr>
<td>College Graduates (%)</td>
<td>14.6</td>
<td>19.4</td>
<td>12&lt;sup&gt;th&lt;/sup&gt;</td>
</tr>
<tr>
<td>Advanced Degrees (%)</td>
<td>5.8</td>
<td>8.7</td>
<td>10&lt;sup&gt;th&lt;/sup&gt;</td>
</tr>
</tbody>
</table>

Sources: 2000 Decennial Census SF3; 2009-2013 American Community Survey
Summary

- Louisville ranks highly among peer cities in total population and housing units in the urban core.
- Strong urban core neighborhoods that contribute to the vitality of the CBD (Old Louisville, Highlands, Clifton).
- However, the city lags behind peers on many quality of place indicators.
- Since 2000, small population loss in the urban core, but increased housing units and significant positive change in educational attainment and young populations.