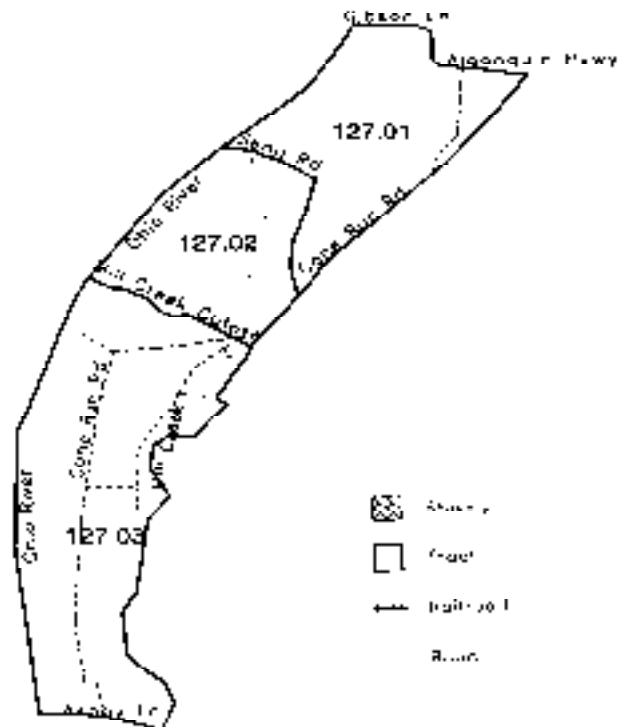


# Market Area 7: Riverport

## The Area

The Riverport market area includes a narrow strip of land along the Ohio River in the west end of the County. The area begins at Algonquin Parkway and follows Cane Run Road south to Ashby Lane. It includes the Rubbertown area and the Riverport Industrial Park.



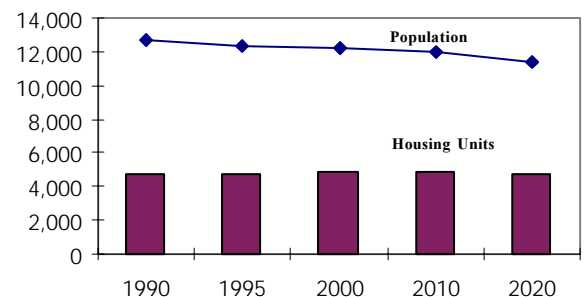
## Housing Units, Population

The Riverport market area had 12,600 residents in 1990, down nearly ten percent from the 1980 Census. The number of housing units was virtually unchanged at 4,800, reflecting the region-wide negative trend in persons per household.

Median household income in 1989 was \$22,300, and the median house value was \$43,000 in 1990.

Two-thirds of Riverport's housing units are single family. There is little land available for residential development. We project that the area will lose about 1,300 residents, and add no net new housing units between 1990 and 2020.

Riverport Market Area  
Population and Housing



**POPULATION, RIVERPORT MARKET AREA**

1990 Census Tracts	1990	1995	2000	2010	2020	Net Change 1990 to 2020	
						Number	Percent
127.01	4,974	4,774	4,465	4,034	3,493	-1,481	-29.8%
127.02	2,452	2,377	2,248	2,088	1,873	-579	-23.6%
127.03	5,218	5,212	5,478	5,883	5,975	757	14.5%
Riverport	12,644	12,362	12,191	12,005	11,341	-1,303	-10.3%

**HOUSING UNITS, RIVERPORT MARKET AREA**

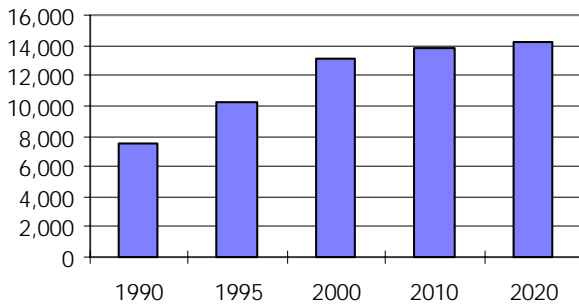
1990 Census Tracts	1990	1995	2000	2010	2020	Net Change 1990 to 2020	
						Number	Percent
127.01	1,992	1,965	1,904	1,755	1,561	-431	-21.6%
127.02	860	857	840	795	733	-127	-14.8%
127.03	1,878	1,928	2,100	2,300	2,400	522	27.8%
Riverport	4,730	4,750	4,844	4,850	4,694	-36	-0.8%

**Jobs**

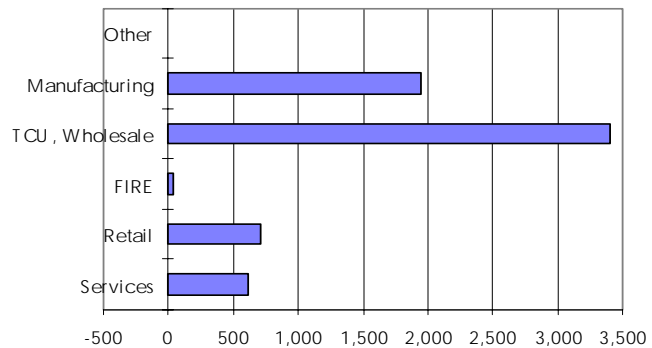
The Riverport market area had around 6,700 primary jobs in 1990, up 900 from the 1980 Census. We estimate that there were around 7,500 total jobs in the Riverport market area in 1990, three-fourths of these in the Rubbertown district.

Industrial growth has shifted from the Rubbertown area to the Riverport Industrial Park area during the past ten years. We have extrapolated this shift in our projections below. The Industrial Park area (Tract 127.03) is expected to gain over 7,000 jobs between 1990 and 2020, while the Rubbertown area (Tract 127.01) is likely to lose a few hundred jobs.

*Jobs in Riverport Market Area*



*Riverport Market Area  
Projected Change in Jobs: 1990 to 2020*



**TOTAL JOBS, RIVERPORT MARKET AREA**

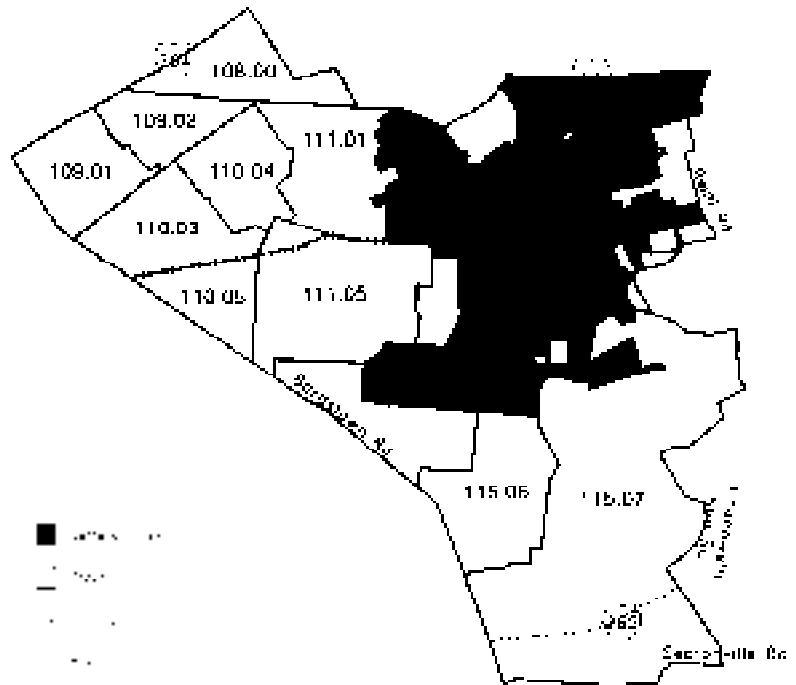
1990 Census Tracts	1990	1995	2000	2010	2020	Net Change 1990 to 2020	
						Number	Percent
127.01	5,690	5,718	5,746	5,689	5,258	-432	-7.6%
127.02	593	614	636	656	641	49	8.3%
127.03	1,217	3,979	6,740	7,402	8,303	7,086	582.2%
Riverport	7,500	10,310	13,121	13,747	14,202	6,703	89.4%

# Market Area 8: Southeast

## The Area

The Southeast market area includes most of Jeffersontown and its western and southern vicinity. It is bordered on the southwest by Bardstown Road, on the north by Watterson Expressway and Interstate 64, and on the south by the Gene Snyder Expressway.

Median household income in 1989 was \$33,000. The median house value was \$67,000 in 1990.



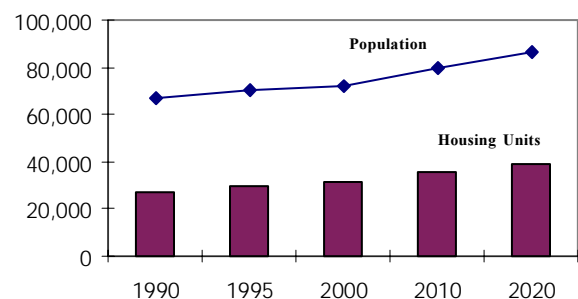
## Housing Units, Population

The Southeast market area was home to nearly 67,000 residents in 1990, up 2,300 from the 1980 Census. The area had 26,500 housing units, up 15.7 percent since 1980.

Seventy-two percent of the Southeast market area's housing units are single family units. There are 3,000 to 4,000 acres of land available for residential development. A new sewer treatment plant at Cedar Creek is in place and ready to serve new housing.

The area is projected to gain 19,500 new residents and 11,400 new housing units by the year 2020, the fourth highest growth in the County.

*Southeast Market Area  
Population and Housing*



**POPULATION, SOUTHEAST MARKET AREA**

1990 Census Tracts						Net Change 1990 to 2020	
	1990	1995	2000	2010	2020	Number	Percent
108.00	3,795	3,930	3,979	4,178	4,071	276	7.3%
109.01	4,742	4,662	4,590	4,571	4,530	-212	-4.5%
109.02	4,761	5,080	4,912	5,260	5,326	565	11.9%
110.03	6,113	6,278	6,130	6,238	6,020	-93	-1.5%
110.04	6,697	7,051	7,107	7,460	7,409	712	10.6%
110.05	3,098	3,247	3,325	3,493	3,446	348	11.2%
111.01	5,426	6,245	7,110	9,217	11,610	6,184	114.0%
111.02	4,291	4,154	4,022	3,973	3,933	-358	-8.3%
111.04	6,896	7,411	7,964	9,413	11,045	4,149	60.2%
111.05	2,903	2,995	3,098	3,415	3,768	865	29.8%
111.06	7,721	7,869	7,704	7,761	7,399	-322	-4.2%
115.06	4,584	4,541	4,507	4,568	4,619	35	0.8%
115.07	5,724	6,698	7,726	10,207	13,026	7,302	127.6%
Southeast	66,751	70,162	72,174	79,754	86,202	19,451	29.1%

**HOUSING UNITS, SOUTHEAST MARKET AREA**

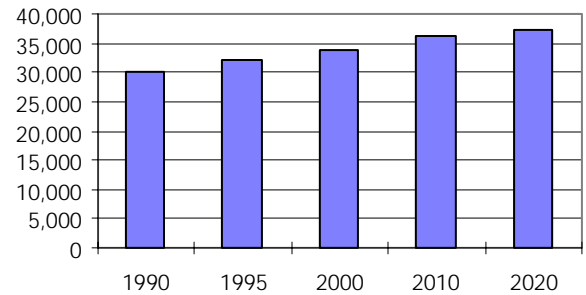
1990 Census Tracts						Net Change 1990 to 2020	
	1990	1995	2000	2010	2020	Number	Percent
108.00	1,652	1,759	1,845	1,975	1,977	325	19.7%
109.01	2,315	2,339	2,387	2,424	2,468	153	6.6%
109.02	2,200	2,413	2,418	2,640	2,746	546	24.8%
110.03	2,681	2,830	2,864	2,972	2,947	266	9.9%
110.04	3,090	3,344	3,493	3,739	3,815	725	23.5%
110.05	1,316	1,418	1,505	1,612	1,634	318	24.1%
111.01	2,056	2,432	2,870	3,794	4,910	2,854	138.8%
111.02	1,760	1,751	1,757	1,770	1,800	40	2.3%
111.04	2,514	2,777	3,093	3,727	4,494	1,980	78.7%
111.05	1,164	1,234	1,323	1,487	1,686	522	44.9%
111.06	3,023	3,167	3,213	3,300	3,233	210	7.0%
115.06	1,520	1,548	1,592	1,645	1,709	189	12.5%
115.07	2,114	2,543	3,039	4,094	5,369	3,255	154.0%
Southeast	27,405	29,557	31,397	35,179	38,788	11,383	41.5%

## Jobs

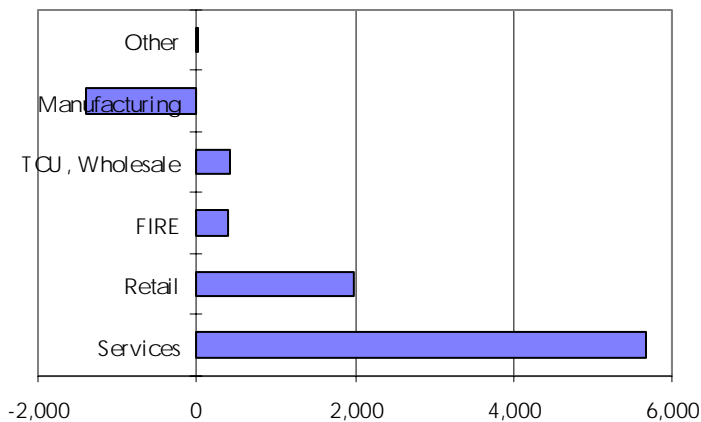
The Southeast market area supported 24,000 primary jobs in 1990, up 9,800 from the 1980 Census. Its 68 percent growth in jobs was fourth highest among the 13 market areas. Nearly one-half of the 1990 jobs were in the Bluegrass Industrial Park area (Tract 111.02).

The Southeast is expected to gain around 7,000 net new jobs between 1990 and 2020. The expected slower growth rate is due to the near saturation of Bluegrass Industrial Park and to its relatively small existing share of the County's booming service industry jobs.

*Jobs in Southeast Market Area*



*Southeast Market Area  
Projected Change in Jobs: 1990 to 2020*







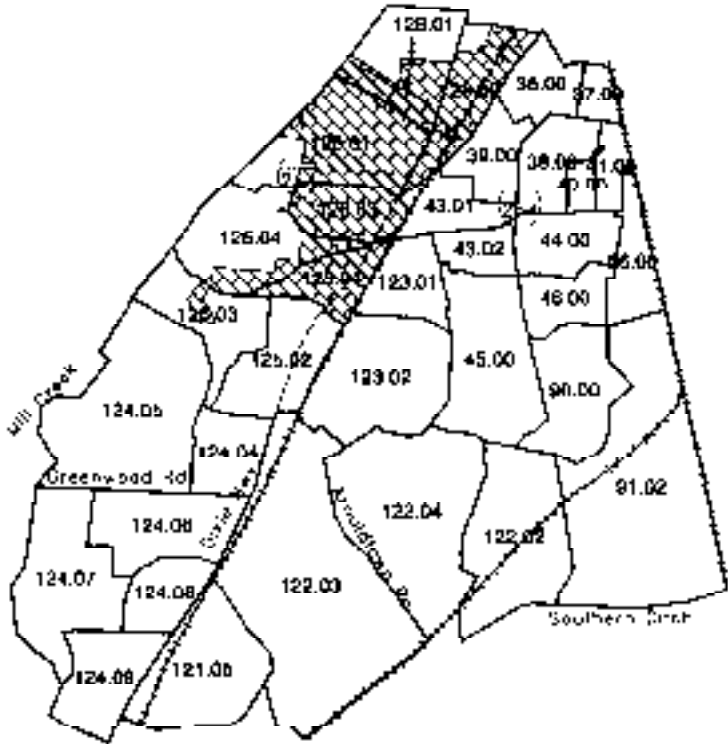
*TOTAL JOBS, SOUTHEAST MARKET AREA*

1990 Census Tracts	1990	1995	2000	2010	2020	Net Change 1990 to 2020	
						Number	Percent
108.00	2,575	2,783	2,990	3,251	3,382	807	31.4%
109.01	2,356	2,511	2,666	2,888	2,990	635	26.9%
109.02	729	790	850	927	968	239	32.8%
110.03	1,594	1,722	1,851	2,009	2,088	494	31.0%
110.04	2,307	2,481	2,656	2,871	2,971	665	28.8%
110.05	759	818	877	950	984	225	29.7%
111.01	1,368	1,461	1,553	1,665	1,707	339	24.8%
111.02	14,758	15,552	16,347	17,295	17,445	2,687	18.2%
111.04	487	516	545	580	589	102	21.1%
111.05	806	849	892	942	947	141	17.6%
111.06	1,524	1,648	1,771	1,926	2,005	480	31.5%
115.06	387	417	447	484	502	115	29.6%
115.07	448	485	523	570	596	149	33.2%
Southeast	30,097	32,032	33,968	36,358	37,176	7,079	23.5%



# Market Area 9: Iroquois

-  Shively
-  City
-  Boundary
-  Plan



## The Area

The Iroquois market area includes Shively and neighborhoods on both sides of Dixie Highway to the southwest.

Median household income was \$24,000 in 1989, and the median house value in 1990 was \$46,000.

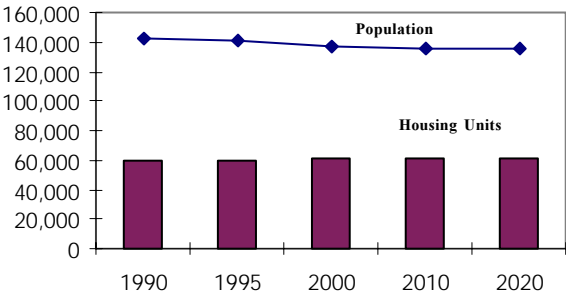
## Housing Units, Population

According to the 1990 Census, the area includes 142,000 persons, the most of any of the 13 market areas. However, the Iroquois market area lost 10,000 residents between 1980 and 1990.

The Iroquois area had 59,000 housing units in 1990, of which 43,000 were single family units. The area includes 21 percent of the housing units in the County. Two to three thousand acres of land is available for residential development.

The Iroquois area is projected to lose around 6,500 residents and gain about 2,600 more units between 1990 and 2020.

Iroquois Market Area  
Population and Housing



**POPULATION  
IROQUOIS MARKET AREA**

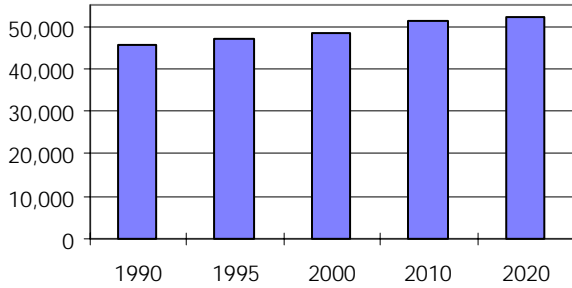
1990 Census Tracts	1990	1995	2000	2010	2020	Net Change 1990 to 2020	
						Number	Percent
36.00	5,417	5,266	4,996	4,671	4,670	-747	-13.8%
37.00	1,969	1,882	1,752	1,565	1,564	-405	-20.6%
38.00	3,824	3,687	3,466	3,172	3,170	-654	-17.1%
39.00	4,084	3,958	3,742	3,470	3,468	-616	-15.1%
40.00	1,785	1,704	1,584	1,410	1,409	-376	-21.1%
41.00	2,184	2,103	1,974	1,801	1,800	-384	-17.6%
43.01	3,637	3,760	3,801	4,061	4,059	422	11.6%
43.02	3,681	3,590	3,418	3,222	3,221	-460	-12.5%
44.00	4,260	4,075	3,797	3,400	3,398	-862	-20.2%
45.00	3,708	3,676	3,562	3,490	3,490	-218	-5.9%
46.00	3,460	3,428	3,319	3,248	3,247	-213	-6.2%
56.00	4,730	4,578	4,323	3,997	3,994	-736	-15.6%
90.00	6,700	6,491	6,135	5,685	5,682	-1,018	-15.2%
91.02	8,557	8,701	8,653	8,954	9,076	519	6.1%
121.05	3,405	3,417	3,353	3,377	3,328	-77	-2.3%
122.02	6,010	6,181	6,215	6,576	6,811	801	13.3%
122.03	5,880	6,153	6,293	6,873	7,332	1,452	24.7%
122.04	3,348	3,480	3,537	3,816	4,027	679	20.3%
123.01	3,454	3,452	3,373	3,368	3,288	-166	-4.8%
123.02	4,918	5,054	5,079	5,366	5,552	634	12.9%
124.04	1,492	1,445	1,365	1,264	1,131	-361	-24.2%
124.05	7,738	7,878	7,844	8,137	8,266	528	6.8%
124.06	5,995	5,978	5,827	5,786	5,617	-378	-6.3%
124.07	3,685	3,822	3,877	4,168	4,382	697	18.9%
124.08	2,687	2,622	2,496	2,356	2,156	-531	-19.8%
124.09	3,789	3,677	3,481	3,238	2,913	-876	-23.1%
125.01	2,411	2,407	2,349	2,339	2,337	-74	-3.1%
125.02	3,836	3,608	3,296	2,807	2,806	-1,030	-26.9%
125.03	4,396	4,321	4,150	3,988	3,987	-409	-9.3%
126.01	6,678	6,553	6,280	6,009	6,005	-673	-10.1%
126.03	2,547	2,507	2,411	2,324	2,322	-225	-8.8%
126.04	5,476	5,462	5,327	5,294	5,292	-184	-3.4%
128.01	3,758	3,806	3,770	3,869	3,889	131	3.5%
128.02	2,755	2,668	2,520	2,333	2,085	-670	-24.3%
Iroquois	142,254	141,389	137,365	135,434	135,774	-6,480	-4.6%

**HOUSING UNITS, IROQUOIS MARKET AREA**

1990 Census Tracts	1990	1995	2000	2010	2020	Net Change 1990 to 2020	
						Number	Percent
36.00	2,399	2,397	2,357	2,247	2,247	-152	-6.3%
37.00	934	918	885	806	806	-128	-13.7%
38.00	1,673	1,658	1,615	1,507	1,507	-166	-9.9%
39.00	1,809	1,802	1,765	1,669	1,669	-140	-7.7%
40.00	829	813	783	711	711	-118	-14.2%
41.00	1,168	1,156	1,125	1,046	1,046	-122	-10.4%
43.01	1,894	2,013	2,108	2,297	2,297	403	21.3%
43.02	1,422	1,426	1,406	1,352	1,352	-70	-4.9%
44.00	2,155	2,119	2,046	1,868	1,868	-287	-13.3%
45.00	1,504	1,533	1,539	1,538	1,538	34	2.3%
46.00	1,767	1,800	1,805	1,802	1,802	35	2.0%
56.00	2,063	2,053	2,008	1,893	1,893	-170	-8.2%
90.00	2,930	2,918	2,857	2,700	2,700	-230	-7.8%
91.02	3,390	3,543	3,651	3,853	4,013	623	18.4%
121.05	1,181	1,218	1,239	1,272	1,288	107	9.1%
122.02	2,379	2,515	2,621	2,828	3,009	630	26.5%
122.03	2,198	2,364	2,506	2,791	3,059	861	39.2%
122.04	1,406	1,502	1,582	1,741	1,887	481	34.2%
123.01	1,361	1,398	1,416	1,442	1,446	85	6.2%
123.02	1,963	2,074	2,159	2,327	2,473	510	26.0%
124.04	585	582	570	539	495	-90	-15.4%
124.05	2,653	2,776	2,864	3,030	3,163	510	19.2%
124.06	2,278	2,335	2,358	2,388	2,382	104	4.6%
124.07	1,309	1,396	1,467	1,608	1,737	428	32.7%
124.08	1,015	1,018	1,005	966	909	-106	-10.4%
124.09	1,379	1,375	1,349	1,280	1,183	-196	-14.2%
125.01	1,199	1,230	1,244	1,263	1,263	64	5.3%
125.02	1,764	1,705	1,614	1,402	1,402	-362	-20.5%
125.03	1,727	1,745	1,736	1,702	1,702	-25	-1.4%
126.01	2,851	2,876	2,856	2,786	2,786	-65	-2.3%
126.03	1,181	1,195	1,191	1,170	1,170	-11	-0.9%
126.04	2,077	2,130	2,152	2,181	2,181	104	5.0%
128.01	1,396	1,453	1,491	1,561	1,612	216	15.5%
128.02	1,287	1,281	1,254	1,184	1,087	-200	-15.5%
Iroquois	59,126	60,318	60,625	60,751	61,683	2,557	4.3%

**Jobs**

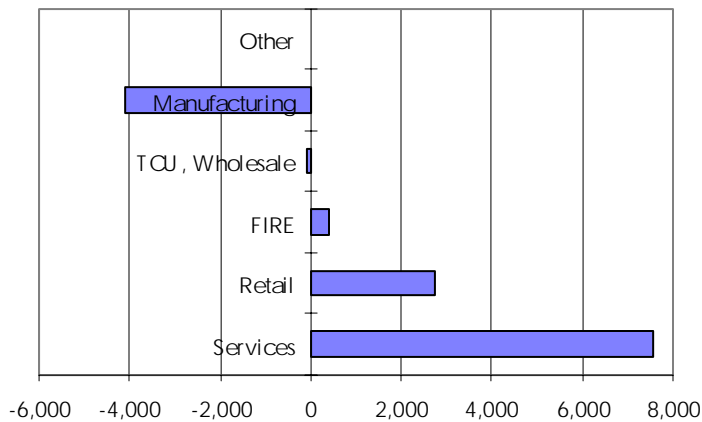
*Jobs in Iroquois Market Area*



There were around 36,000 primary jobs in the Iroquois market area in 1990, a reduction of 1,300 jobs since the 1980 Census. We estimate that, after adjusting for multiple job holders and industrial mix, that the area supported around 45,500 total jobs in 1990.

The Iroquois market area is projected to add around 6,500 jobs between 1990 and 2020. Strong growth in service and government sector jobs is expected to more than offset the continuing loss of manufacturing jobs in the area.

*Iroquois Market Area  
Projected Change in Jobs: 1990 to 2020*



**TOTAL JOBS, IROQUOIS MARKET AREA**

1990 Census Tracts	1990	1995	2000	2010	2020	Net Change 1990 to 2020	
						Number	Percent
36.00	740	781	822	870	877	137	18.5%
37.00	1,213	1,258	1,304	1,351	1,326	114	9.4%
38.00	1,489	1,606	1,724	1,870	1,939	450	30.3%
39.00	970	1,039	1,107	1,193	1,228	257	26.5%
40.00	276	298	319	345	358	82	29.5%
41.00	452	480	507	541	551	99	21.8%
43.01	1,126	1,195	1,263	1,345	1,368	242	21.5%
43.02	341	368	394	427	442	101	29.5%
44.00	1,472	1,579	1,687	1,812	1,867	395	26.8%
45.00	2,627	2,874	3,121	3,440	3,627	1,000	38.1%
46.00	1,393	1,496	1,599	1,727	1,783	390	28.0%
56.00	2,383	2,456	2,528	2,583	2,505	122	5.1%
90.00	1,560	1,580	1,600	1,652	1,624	65	4.1%
91.02	9,244	8,333	7,423	7,588	7,196	-2,048	-22.2%
121.05	984	1,026	1,068	1,186	1,255	271	27.5%
122.02	2,310	2,450	2,589	2,755	2,799	489	21.2%
122.03	1,494	1,615	1,736	1,888	1,968	473	31.7%
122.04	162	174	186	202	209	47	28.9%
123.01	347	378	409	449	471	125	36.0%
123.02	310	338	365	401	421	112	36.0%
124.04	644	695	746	812	846	202	31.3%
124.05	916	998	1,079	1,183	1,241	324	35.4%
124.06	713	769	825	897	933	220	30.9%
124.07	292	317	341	372	389	97	33.1%
124.08	740	794	848	918	952	211	28.6%
124.09	292	316	340	370	385	92	31.6%
125.01	1,348	1,445	1,542	1,664	1,718	370	27.4%
125.02	2,531	2,731	2,932	3,186	3,314	784	31.0%
125.03	125	136	146	159	165	40	32.0%
126.01	2,310	2,465	2,620	2,807	2,872	562	24.3%
126.03	920	977	1,034	1,100	1,118	198	21.6%
126.04	582	627	672	730	758	176	30.2%
128.01	1,949	2,007	2,065	2,115	2,051	102	5.2%
128.02	1,292	1,358	1,423	1,498	1,500	208	16.1%
Iroquois	45,547	46,955	48,363	51,434	52,053	6,507	14.3%

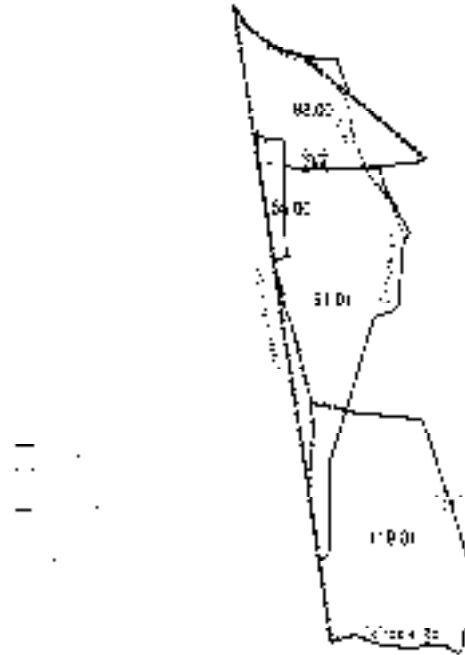


# Market Area 10: Airport

## The Area

The Airport market area includes a narrow strip of land between Crittenden Drive and Interstate 65. The northern border is the Fairgrounds and the southern border is Fairdale Road.

The median household income of residents was \$23,000 in 1989, and the median house value was \$39,000 in 1990.



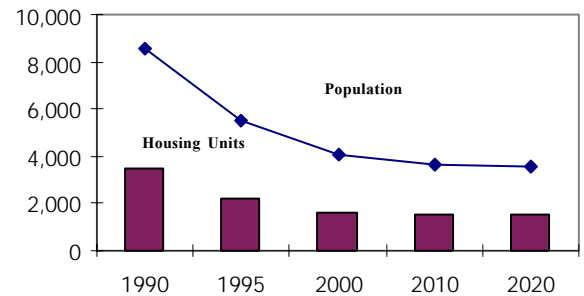
## Housing Units, Population

Less than 9,000 persons lived in the area as of the 1990 Census, a loss of 3,600 since the 1980 Census. Only 3,500 housing units remained at the time of the 1990 Census, a loss of 1,100 over the last decade. Much of this depopulation is a result of the airport expansion project.

Eighty-one percent of the housing units in the Airport market area were single family units.

The area is projected to lose an additional 5,000 residents and 2,000 housing units between 1990 and 2020.

*Airport Market Area  
Population and Housing*



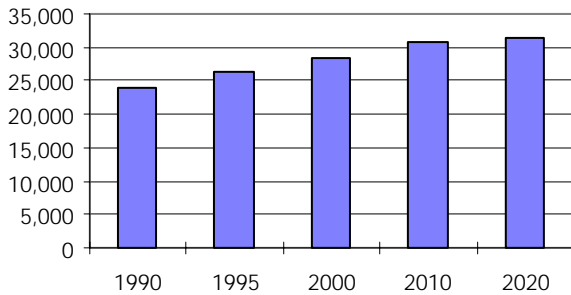
### POPULATION, AIRPORT MARKET AREA

1990 Census Tracts	1990	1995	2000	2010	2020	Net Change 1990 to 2020	
						Number	Percent
55.00	1,601	0	0	0	0	-1,601	-100.0%
91.01	706	0	0	0	0	-706	-100.0%
92.00	2,584	2,189	1,191	1,155	1,112	-1,472	-57.0%
119.01	3,662	3,311	2,881	2,528	2,433	-1,229	-33.6%
Airport	8,553	5,500	4,072	3,683	3,545	-5,008	-58.6%

**HOUSING UNITS, AIRPORT MARKET AREA**

1990 Census Tracts	1990	1995	2000	2010	2020	Net Change 1990 to 2020	
						Number	Percent
55.00	738	0	0	0	0	-738	-100.0%
91.01	274	0	0	0	0	-274	-100.0%
92.00	1,183	1,030	581	575	568	-615	-52.0%
119.01	1,279	1,189	1,072	959	948	-331	-25.8%
Airport	3,474	2,219	1,652	1,534	1,517	-1,957	-56.3%

*Jobs in Airport Market Area*

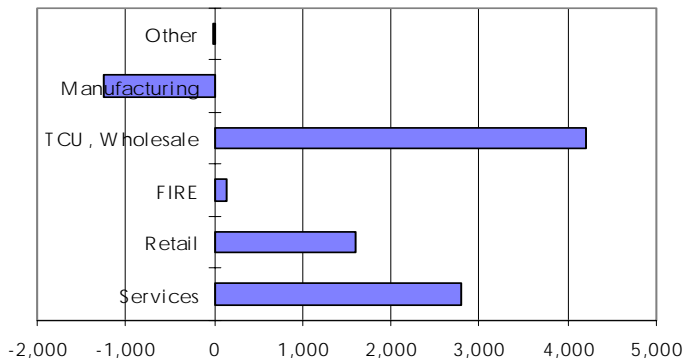


**Jobs**

The Airport market area supported over 20,000 primary jobs in 1990, up from 14,000 in 1980. We project that the area will gain around 7,500 net new jobs between 1990 and 2020.

Most of the job growth is expected to occur at the Airport site (Tract 91.01) and be generated by the transportation and distribution industries. Retail and service sector job growth will also be strong.

*Airport Market Area  
Projected Change in Jobs: 1990 to 2020*



**TOTAL JOBS, AIRPORT MARKET AREA**

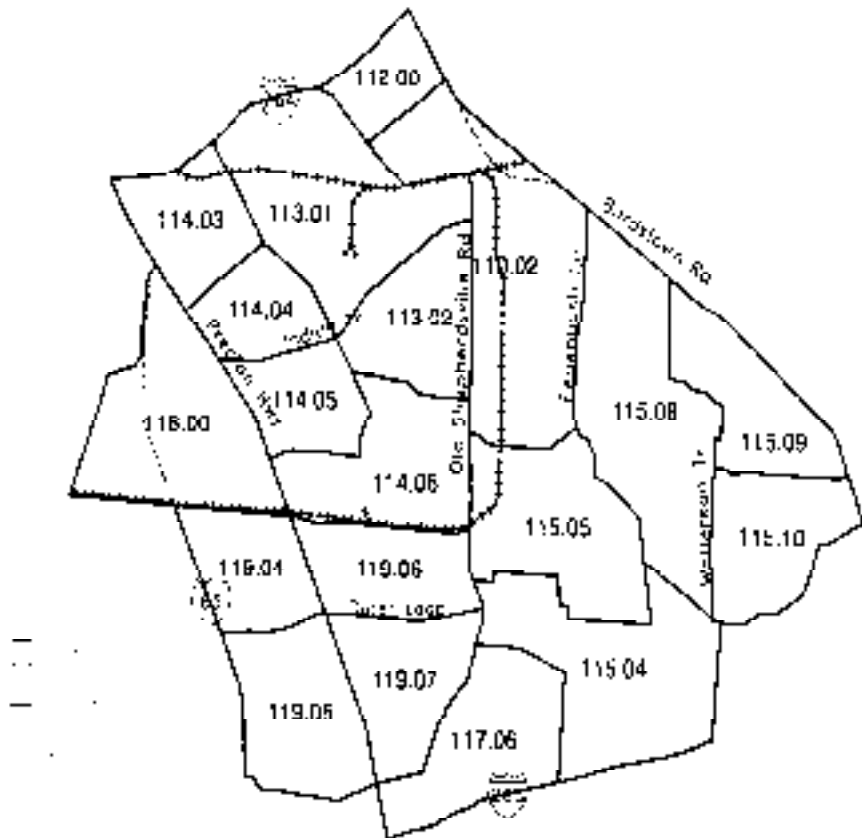
1990 Census Tracts	1990	1995	2000	2010	2020	Net Change 1990 to 2020	
						Number	Percent
55.00	1,190	1,215	1,239	1,254	1,198	8	0.6%
91.01	11,912	13,545	15,179	16,814	17,399	5,488	46.1%
92.00	7,624	8,038	8,451	8,913	8,965	1,341	17.6%
119.01	3,304	3,488	3,673	3,878	3,916	612	18.5%
Airport	24,030	26,286	28,542	30,858	31,478	7,448	31.0%

# Market Area 11: Okolona

## The Area

The Okolona market area includes the area between the Watterson Expressway and the Gene Snyder Expressway from Bardstown Road on the east to Interstate 65 on the west. It includes Buechel and General Electric's Appliance Park.

The median household income was \$27,000 in 1989, and the median house value was \$54,000.



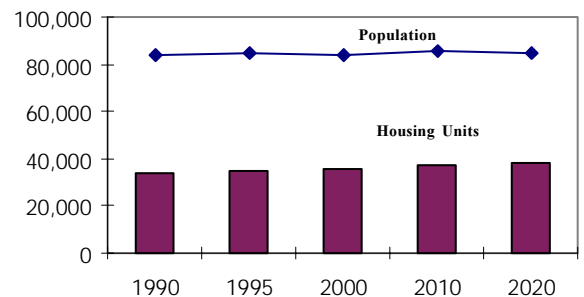
## Housing Units, Population

The area had nearly 84,000 residents as of the 1990 Census, second highest of the 13 market areas. However, the area lost 2,500 residents during the last decade.

The Okolona area had around 33,700 housing units in 1990, up 1,800 since the 1980 Census. Of those, 64 percent were single family units.

The area has about 3,600 acres of land available for residential development, and has adequate utility service. We project that the Okolona market area will gain around 1,000 net new residents and 4,600 housing units between 1990 and 2020.

Okolona Market Area  
Population and Housing



**POPULATION, OKOLONA MARKET AREA**

1990 Census Tracts	1990	1995	2000	2010	2020	Net Change 1990 to 2020	
						Number	Percent
110.02	5,145	5,336	5,409	5,813	6,109	964	18.7%
112.00	5,145	5,327	5,391	5,379	5,316	171	3.3%
113.01	2,746	2,977	3,145	3,637	4,075	1,329	48.4%
113.02	8,209	8,068	7,745	7,439	6,954	-1,255	-15.3%
114.03	2,110	2,066	1,974	1,879	1,737	-373	-17.7%
114.04	3,139	3,067	2,926	2,771	2,548	-591	-18.8%
114.05	5,711	5,606	5,374	5,146	4,794	-917	-16.1%
114.06	3,850	3,815	3,694	3,617	3,456	-394	-10.2%
115.04	5,595	6,036	6,347	7,284	8,108	2,513	44.9%
115.05	5,401	5,391	5,261	5,237	5,097	-304	-5.6%
115.08	3,420	3,573	3,649	3,974	4,230	810	23.7%
115.09	3,094	3,218	3,273	3,536	3,736	642	20.7%
115.10	4,508	4,754	4,898	5,421	5,851	1,343	29.8%
117.06	3,654	3,606	3,478	3,373	3,191	-463	-12.7%
118.00	4,927	4,583	4,134	3,397	2,550	-2,377	-48.2%
119.04	3,041	2,986	2,864	2,745	2,559	-482	-15.9%
119.05	6,122	6,126	5,994	5,999	5,872	-250	-4.1%
119.06	3,736	3,981	4,140	4,661	5,106	1,370	36.7%
119.07	4,313	4,233	4,057	3,884	3,617	-696	-16.1%
Okolona	83,866	84,750	83,753	85,192	84,906	1,040	1.2%

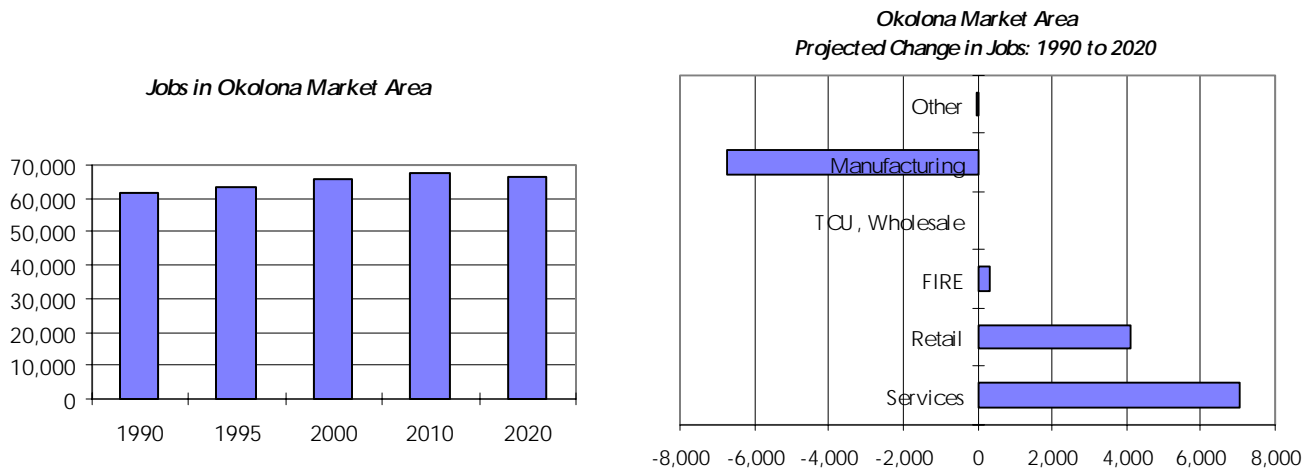
**HOUSING UNITS, OKOLONA MARKET AREA**

1990 Census Tracts	1990	1995	2000	2010	2020	Net Change 1990 to 2020	
						Number	Percent
110.02	2,557	2,726	2,864	3,138	3,389	832	32.5%
112.00	2,862	3,046	3,195	3,250	3,300	438	15.3%
113.01	1,174	1,308	1,432	1,689	1,944	770	65.6%
113.02	2,676	2,703	2,689	2,634	2,530	-146	-5.5%
114.03	864	869	861	836	794	-70	-8.1%
114.04	1,469	1,475	1,459	1,409	1,330	-139	-9.4%
114.05	2,218	2,238	2,223	2,171	2,078	-140	-6.3%
114.06	1,536	1,564	1,570	1,567	1,539	3	0.2%
115.04	2,059	2,283	2,488	2,911	3,330	1,271	61.7%
115.05	2,089	2,143	2,167	2,200	2,200	111	5.3%
115.08	1,333	1,432	1,515	1,683	1,840	507	38.0%
115.09	1,465	1,567	1,651	1,819	1,974	509	34.8%
115.10	1,480	1,604	1,713	1,933	2,144	664	44.9%
117.06	1,260	1,278	1,277	1,264	1,228	-32	-2.6%
118.00	1,968	1,882	1,759	1,474	1,136	-832	-42.3%
119.04	1,140	1,151	1,143	1,118	1,071	-69	-6.1%
119.05	2,240	2,304	2,336	2,384	2,398	158	7.1%
119.06	1,609	1,762	1,899	2,180	2,454	845	52.5%
119.07	1,707	1,722	1,710	1,670	1,597	-110	-6.4%
Okolona	33,706	35,059	35,950	37,329	38,276	4,570	13.6%

**Jobs**

The Okolona market area supported 52,300 primary jobs in 1990, up from 48,100 in 1980. Adjusting for multiple job holders and industrial mix, we estimate that the area supported 61,500 total jobs in 1990.

We are projecting a net increase of 4,800 new jobs between 1990 and 2020. Projected losses in manufacturing jobs, particularly at Appliance Park (Tract 110.02), are expected to be more than offset by solid gains in service and retail trade jobs.



**TOTAL JOBS, OKOLONA MARKET AREA**

1990 Census Tracts	1990	1995	2000	2010	2020	Net Change 1990 to 2020	
						Number	Percent
110.02	16,972	16,764	16,556	16,025	14,397	-2,575	-15.2%
112.00	3,097	3,260	3,423	3,628	3,672	576	18.6%
113.01	13,378	13,939	14,501	15,020	14,838	1,460	10.9%
113.02	751	815	880	962	1,007	256	34.1%
114.03	4,509	4,999	5,489	6,098	6,479	1,970	43.7%
114.04	733	785	838	905	934	202	27.5%
114.05	1,506	1,623	1,740	1,891	1,968	462	30.7%
114.06	1,457	1,533	1,609	1,692	1,701	244	16.8%
115.04	919	986	1,053	1,136	1,172	252	27.5%
115.05	1,509	1,602	1,695	1,804	1,836	327	21.7%
115.08	342	370	398	434	452	110	32.3%
115.09	1,678	1,812	1,945	2,113	2,198	519	31.0%
115.10	361	382	402	427	432	71	19.7%
117.06	256	273	290	311	320	64	25.0%
118.00	8,007	8,006	8,005	7,876	7,199	-808	-10.1%
119.04	783	846	909	989	1,030	247	31.5%
119.05	974	1,053	1,132	1,232	1,283	310	31.8%
119.06	2,936	3,125	3,314	3,553	3,641	705	24.0%
119.07	1,328	1,428	1,528	1,654	1,711	384	28.9%
<b>Okolona</b>	<b>61,493</b>	<b>63,600</b>	<b>65,707</b>	<b>67,750</b>	<b>66,271</b>	<b>4,778</b>	<b>7.8%</b>

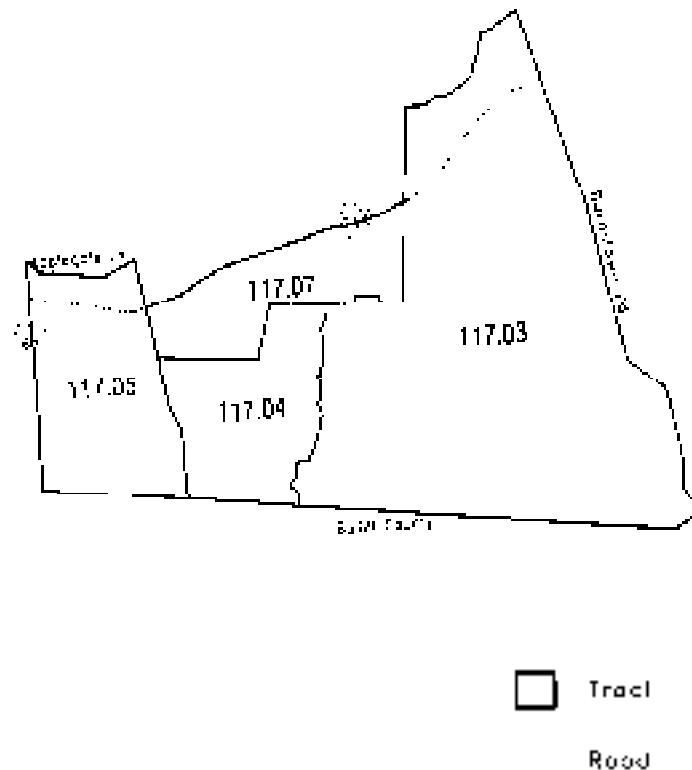


# Market Area 12: Far South

## The Area

The Far South market area includes the County land south of the Gene Snyder Expressway between Bardstown Road and Interstate 65.

Median household income was \$31,000 in 1989, and the median house value was \$49,000 in 1990.



## Housing Units, Population

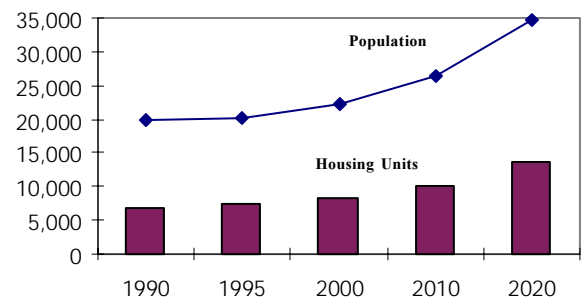
The population of the Far South area was 19,800 persons as of the 1990 Census, down 1,100 from 1980.

There were 6,900 housing units in 1990, up slightly from the 6,600 reported in 1980.

Over 85 percent of the Far South's 7,000 housing units are single family units. There is ample land for development in this area. Water and sewer service is expanding. The Bardstown Road intersection of the Snyder Expressway is currently booming, and Bardstown Road is being widened north to Buechel.

We project that the area will gain 14,800 net new residents and 6,600 new housing units between 1990 and 2020.

Far South Market Area  
Population and Housing



**POPULATION, FAR SOUTH MARKET AREA**

1990 Census Tracts	1990	1995	2000	2010	2020	Net Change 1990 to 2020	
						Number	Percent
117.03	4,295	4,474	6,340	7,461	9,682	5,387	125.4%
117.04	5,230	5,401	5,454	6,887	9,570	4,340	83.0%
117.05	6,823	7,033	7,088	8,121	10,453	3,630	53.2%
117.07	3,410	3,384	3,283	3,818	4,880	1,470	43.1%
Far South	19,758	20,293	22,165	26,287	34,585	14,827	75.0%

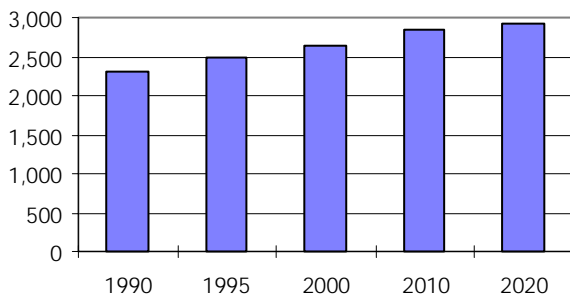
**HOUSING UNITS, FAR SOUTH MARKET AREA**

1990 Census Tracts	1990	1995	2000	2010	2020	Net Change 1990 to 2020	
						Number	Percent
117.03	1,590	1,703	2,500	3,000	4,000	2,410	151.6%
117.04	1,775	1,884	1,972	2,538	3,625	1,850	104.2%
117.05	2,398	2,541	2,654	3,100	4,100	1,702	71.0%
117.07	1,125	1,148	1,154	1,368	1,797	672	59.7%
Far South	6,888	7,275	8,279	10,007	13,522	6,634	96.3%

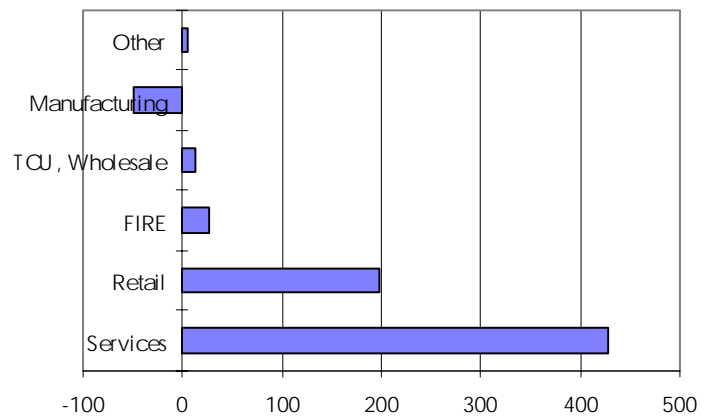
**Jobs**

The Far South market area supported only around 1,800 primary jobs in 1990. However, this was over triple the 500 jobs supported in the area in 1980. In percentage terms, the Far South had the fastest growth of any market area last decade.

*Jobs in Far South Market Area*



*Far South Market Area  
Projected Change in Jobs: 1990 to 2020*



**TOTAL JOBS, FAR SOUTH MARKET AREA**

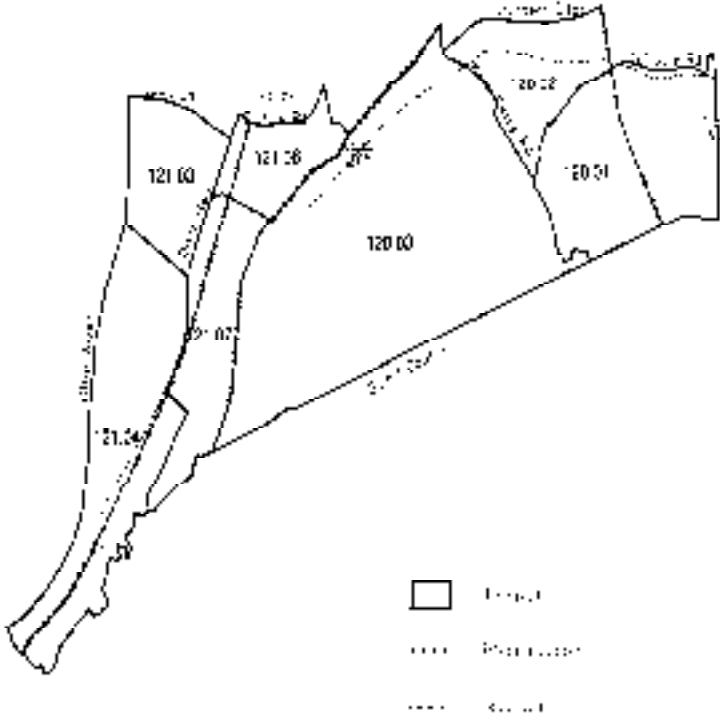
1990 Census Tracts	1990	1995	2000	2010	2020	Net Change 1990 to 2020	
						Number	Percent
117.03	137	147	158	171	177	41	29.8%
117.04	860	917	973	1,041	1,064	204	23.7%
117.05	961	1,034	1,108	1,201	1,246	285	29.7%
117.07	355	379	404	433	445	90	25.3%
Far South	2,312	2,477	2,642	2,846	2,932	619	26.8%

# Market Area 13: Forest

## The Area

The Forest market area includes the westernmost section of the Gene Snyder Expressway and the land south to the Bullitt County line. Five thousand of the area's 28,000 acres are in or adjacent to the Jefferson County Memorial Forest.

Median household income was \$27,000 in 1989, and the median house value was \$43,000 in 1990.



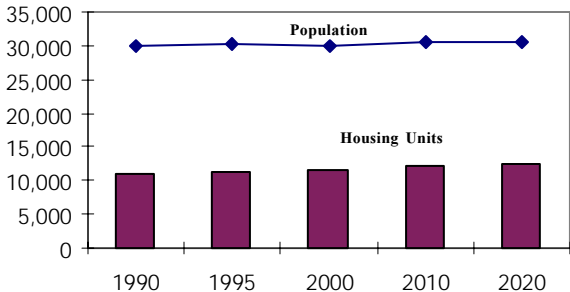
## Housing Units, Population

According to the 1990 Census, the Forest area had 30,000 residents, down about 1,700 persons from 1980.

The Forest area has 11,000 housing units, up slightly from 10,500 units in 1980. Eighty-two percent are single family units.

Approximately one-half of the land is undeveloped. However, most of the undeveloped land is in parkland, floodplains, or on steep slopes. Also, there is not sufficient utility service in the area to support many new residential units. We project that the Forest area will add about 600 net new residents and 1,500 housing units between 1990 and 2020.

Forest Market Area  
Population and Housing



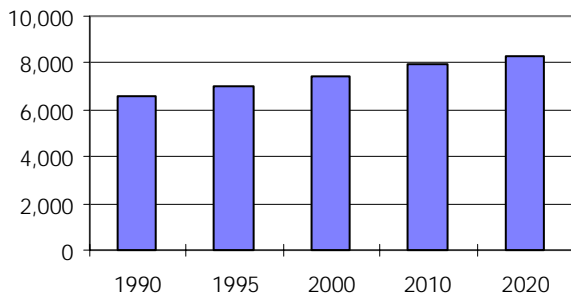
**POPULATION, FOREST MARKET AREA**

1990 Census Tracts	1990	1995	2000	2010	2020	Net Change 1990 to 2020	
						Number	Percent
120.01	3,478	3,449	3,343	3,280	3,143	-335	-9.6%
120.02	4,430	4,614	4,698	5,089	5,388	958	21.6%
120.03	4,015	4,289	4,471	5,054	5,556	1,541	38.4%
121.03	2,680	2,658	2,658	2,731	2,899	219	8.2%
121.04	4,075	3,986	3,807	3,615	3,334	-741	-18.2%
121.06	6,656	6,665	6,525	6,540	6,412	-244	-3.7%
121.07	4,720	4,620	4,416	4,199	3,879	-841	-17.8%
Forest	30,054	30,282	29,918	30,508	30,611	557	1.9%

**HOUSING UNITS, FOREST MARKET AREA**

1990 Census Tracts	1990	1995	2000	2010	2020	Net Change 1990 to 2020	
						Number	Percent
120.01	1,320	1,346	1,352	1,352	1,331	11	0.8%
120.02	1,660	1,777	1,875	2,071	2,253	593	35.7%
120.03	1,445	1,587	1,714	1,976	2,232	787	54.4%
121.03	994	1,013	1,050	1,100	1,200	206	20.7%
121.04	1,457	1,465	1,450	1,404	1,330	-127	-8.7%
121.06	2,350	2,419	2,454	2,508	2,527	177	7.5%
121.07	1,758	1,769	1,752	1,699	1,612	-146	-8.3%
Forest	10,984	11,376	11,646	12,110	12,485	1,501	13.7%

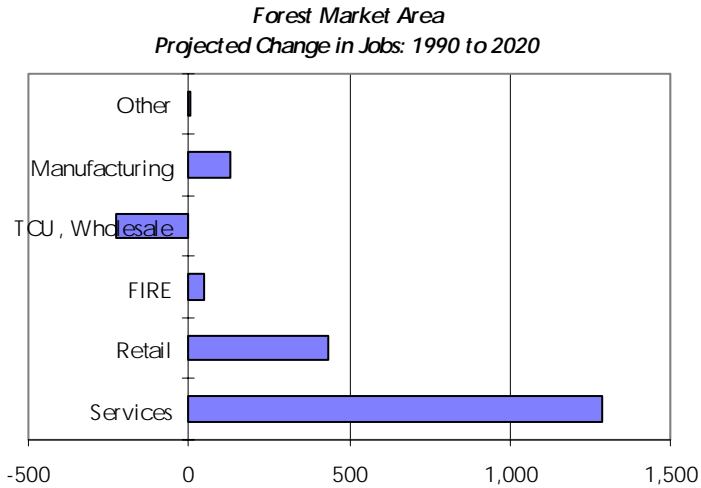
*Jobs in Forest Market Area*



**Jobs**

The Forest market area supported around 5,100 primary jobs in 1990, up sharply from 3,200 in 1980.

After adjusting for multiple job holders and industrial mix, we estimate that the Forest area supported 6,600 total jobs in 1990. We project that the area will gain nearly 1,700 net new jobs between 1990 and 2020. Almost all of these new jobs are expected to be in service industries.



**TOTAL JOBS, FOREST MARKET AREA**

1990 Census Tracts	1990	1995	2000	2010	2020	Net Change 1990 to 2020	
						Number	Percent
120.01	1,110	1,173	1,237	1,310	1,324	214	19.3%
120.02	948	1,025	1,102	1,200	1,249	301	31.8%
120.03	342	364	386	411	419	77	22.6%
121.03	954	1,019	1,085	1,164	1,196	242	25.4%
121.04	1,388	1,412	1,435	1,509	1,616	228	16.4%
121.06	1,484	1,615	1,747	1,917	2,015	531	35.8%
121.07	375	398	421	448	456	80	21.4%
Forest	6,600	7,006	7,412	7,959	8,274	1,674	25.4%