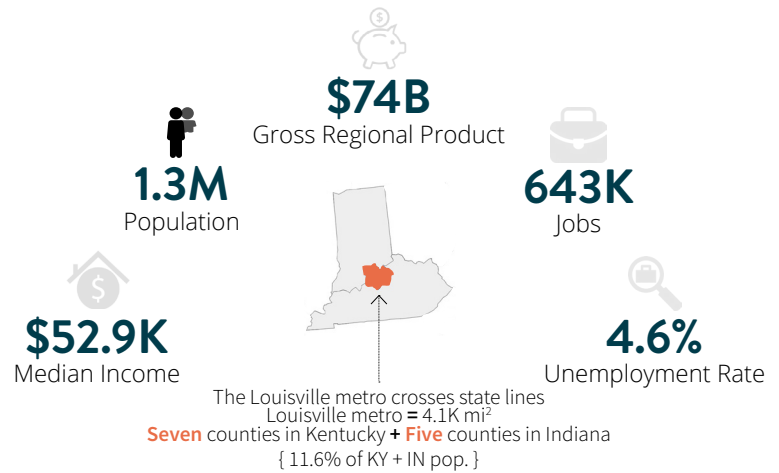
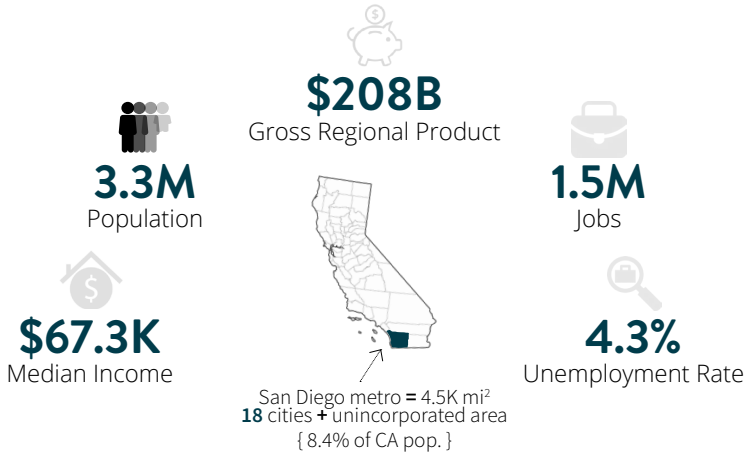


# SAN DIEGO

# LOUISVILLE

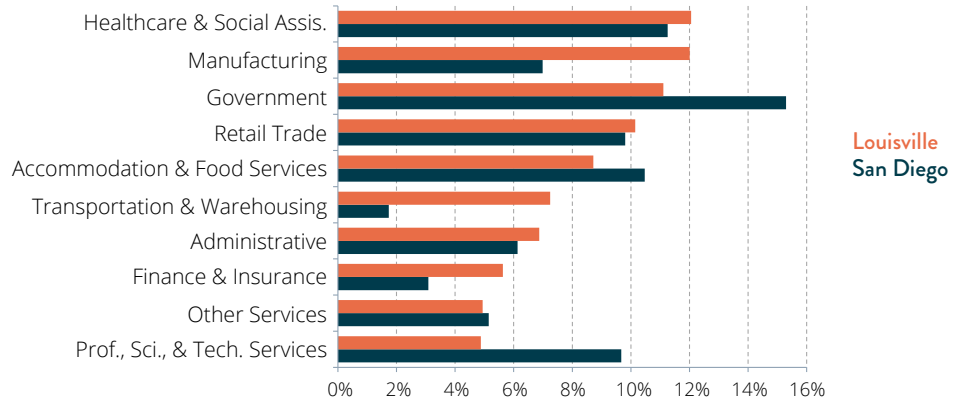
## REGION AT A GLANCE



### Employment Breakdown

Healthcare and manufacturing are the leading industries in Louisville, which together account for nearly a quarter of the region's total employment. When compared to San Diego, Louisville's strengths lie in the manufacturing and transportation and warehousing industries, with its corresponding share of employment notably surpassing San Diego's.

### Top 10 Industries by Percent of Louisville's Total Employment



## ABOUT THE PEOPLE

### Age, Race & Ethnicity

Louisville's median age of **38.9** is one year older than the nation's median and 3.4 years older than San Diego's. Similar to the the nation and San Diego, Louisville's median age has remained relatively stable, hovering near 39 years with only slight fluctuations each year.

The overwhelming majority - **77 percent** - of Louisville's population identify as white, with 14 percent identifying as black and another four percent as Hispanic. Due to San Diego's proximity to Mexico, the region's percentage of Hispanics is more than eight times that of Louisville's.

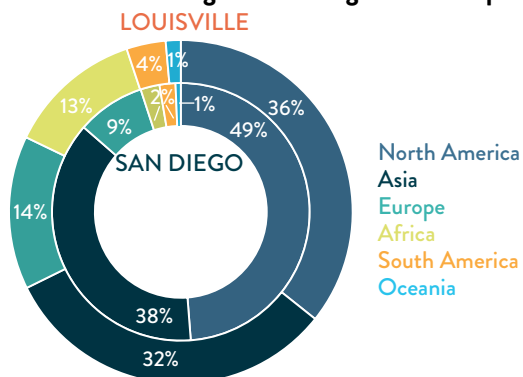
### SAN DIEGO



### LOUISVILLE



### Place of Origin of Foreign-Born Population



### Foreign-Born Population

Although both regions are home to immigrants from all over the world, the percentage of foreign-born population and region-wide efforts around their prosperity varies significantly across the two. Nearly a quarter of San Diegans - or 798K people - were born outside of the nation, but there are currently little to no programs in place to foster the success of immigrating talent. With only **five percent** of its population - or 63.7K people - having been born outside of the nation, Louisville's commitment to providing professional guidance to the influx of foreign-born population ensures that all immigrating talent feels welcomed and supported.

# TALENTED WORKFORCE

With a total of nearly **252,000 degree holders**, Louisville relies on its highly skilled and educated workforce to drive economic growth. Educational attainment in the region exceeded 28 percent in 2015, an increase of three percentage points since 2010. In the last five years, the educational attainment of Louisville's population has grown faster than the nation's, nearly closing the gap between the respective share of advanced degree holders.

**28.7%**  
BACHELOR'S DEGREE  
OR HIGHER  
{ U.S. = 30.6% }

**11.3%**  
MASTER'S DEGREE  
OR HIGHER  
{ U.S. = 11.6% }

**1.0%**  
DOCTORATE  
OR HIGHER  
{ U.S. = 1.4% }



## Educational Pipeline

In 2015 alone, the region's academic institutions conferred **15,532 degrees** across more than 270 academic programs. Collectively responsible for 54 percent of local completions, University of Louisville and Jefferson Community and Technical College are the major talent-producing institutions in the region.

## Program Completions by Institution, 2015

Institution	Certificates	Degrees	Total Completions
University of Louisville	162	4,818	4,980
Jefferson Community & Technical College	2,019	1,398	3,417
Sullivan University	152	1,412	1,564
Indiana University-Southeast	75	1,090	1,165
All other academic institutions	1,152	3,254	4,406

## In-Demand Programs

The top five degree fields account for nearly 26 percent of all local program completions. Leading the way is the registered nursing program, conferring 1,092 degrees in 2015 and supplying the necessary talent to continue to fuel the region's leading industry - healthcare.

## Program Completions Across Top 5 Degree Fields, 2015

REGISTERED  
NURSING  
**1,092**

BUSINESS  
ADMIN & MGT  
**926**

LIBERAL ARTS  
& SCIENCES  
**856**

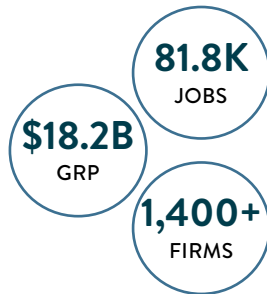
GENERAL  
COMMERCE  
**550**

VOCATIONAL  
NURSING  
**548**

# INDUSTRY SPOTLIGHT

## Manufacturing

Since 2011, manufacturing employment in the region has grown by 30 percent to a total of nearly 82K jobs. Leading the manufacturing pack is the resurgent auto industry which currently accounts for 11.7K jobs in the area, or 14.3 percent of manufacturing.



**#1** MANUFACTURING JOB GROWTH  
REGION ACCORDING TO FORBES

### Key Companies



## Healthcare

The healthcare industry is the region's largest source of employment. Due to the presence of insurance and wellness giants such as Humana, the industry has grown by 8.5 percent in the last five years. More than a quarter of the industry's employment can be attributed to general medical and surgical hospitals.



### Key Companies



# NOTEABLE

## The Greatest Two Minutes in Sports

Since 1875 Louisville has been home to Churchill Downs, an internationally known thoroughbred racing operation best known as the home of the iconic Kentucky Derby. The annual horse race is held on the first Saturday in May, capping the two-week-long Kentucky Derby Festival. Commonly referred to as “the greatest two minutes in sports” for its approximate duration, or “the run for the roses” for the blanket of roses draped over the winner, the Kentucky Derby is viewed around the world, drawing an average of 15.5 million viewers this year.

In addition to being a great point of pride for Louisville, the Kentucky Derby is a vital economic booster. The most recent economic impact study shows the Kentucky Derby had a **\$217 million economic impact** on the region, employing 55,000 people across the state. The Kentucky Derby’s economic impact surpasses that of San Diego’s Comic-Con by \$74 million and is \$130 million short of Houston’s Super Bowl.

**\$347M**  
SUPERBOWL

**\$217M**  
KENTUCKY DERBY

**\$143M**  
COMIC-CON

Economic Impact, 2017



## Bourbon is to Kentucky, what Tequila is to Jalisco.

Kentucky is the birthplace of Bourbon, America’s only native spirit. The signature industry crafts 95 percent of the world’s supply, generating **17,500 jobs** across the state and filling nearly **1.9 million barrels** of amber nectar last year, breaking production records all the way back to 1967.

San Diego has adopted a brewing scene that has exploded over the past two decades, going from shy of 100 jobs to nearly 2,000 in just seventeen years. Although iconic and a great contributor to the region’s quality of life, craft beer is a recent addition to San Diego’s story. On the other hand, the production of bourbon is part of Louisville’s DNA, present throughout the region’s history and an integral part of its culture. Although not exclusive to bourbon, Louisville’s distilleries industry sheds light on the magnitude and importance of the spirit’s production to the regional economy.

