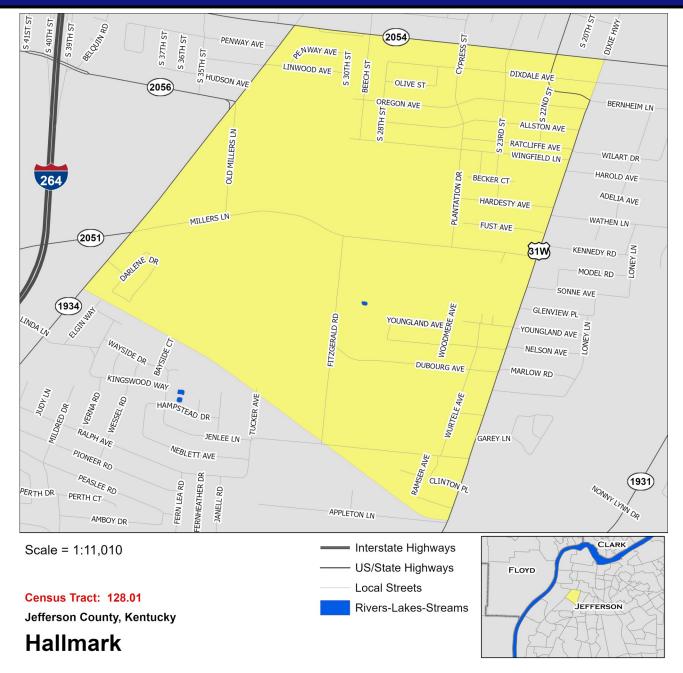
Hallmark NEIGHBORHOOD PROFILE June 2022



A Partnership Between Metro United Way and the Kentucky State Data Center at the University of Louisville





This profile uses census tracts to approximate neighborhoods. Census tracts are statistical units used by the Census Bureau to enumerate data within small areas, and typically align well (but not perfectly) with traditional neighborhoods.

POPULATION CHARACTERISTICS

Age and Sex

	Hallma	Hallmark		MSA
	Estimate	Percent	Percent	Percent
Total population	2,909	_	768,419	1,262,287
Male	1,479	51%	48%	49%
Female	1,430	49%	52%	51%
	Hallma	Hallmark		MSA
	Estimate	Percent	Percent	Percent
Population under age 5	33	1%	6%	6%
Under age 3	33	1%	4%	4%
Age 3 and 4	0	0%	3%	2%
Population under age 18	586	20%	22%	22%
Age 5 to 14	397	14%	12%	13%
Age 15 to 17	156	5%	4%	4%
Population age 18 to 64	1,626	56%	62%	62%
Population age 65 and over	697	24%	16%	16%

Race, Ethnicity, and Nativity

	Hallm	Hallmark		MSA
	Estimate	Percent	Percent	Percent
White, non-Hispanic/Latino	355	12%	67%	75%
Black, non-Hispanic/Latino	2,290	79%	22%	15%
Asian, non-Hispanic/Latino	5	0%	3%	2%
Hispanic/Latino, of any race	131	5%	6%	5%
Multiple races, non-Hispanic/Latino	128	4%	3%	3%
Other, non-Hispanic/Latino	0	0%	1%	0%
Foreign born	100	3%	8%	6%

Veteran Status

	Hallmark		County	MSA
	Estimate	Percent	Percent	Percent
Civilian population 18 years and over	2,323	_	597,788	978,060
Veterans	203	9%	7%	8%

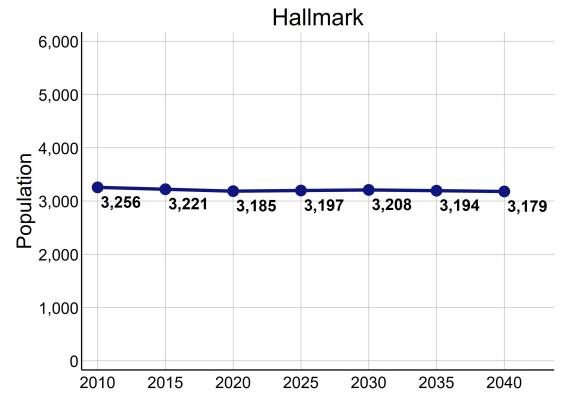
Data Source: U.S. Census Bureau, 2016-2020 American Community Survey. Note: Percentages may not sum to 100 due to rounding. MSA=Metropolitan Statistical Area

POPULATION CHARACTERISTICS

Households and Families

	Hallma	Hallmark		MSA
	Estimate	Percent	Percent	Percent
Total households	1,288	_	316,411	497,106
Married couple family households	168	13%	40%	46%
w/related children	21	2%	16%	18%
Male householder family households	124	10%	5%	5%
w/related children	97	8%	3%	3%
Female householder family households	295	23%	14%	13%
w/related children	174	14%	9%	8%
Non-family households	701	54%	41%	37%
Single person households	642	50%	34%	31%
Population in group quarters	0	0%	2%	2%

Population Projections



Data Source: U.S. Census Bureau, 2016-2020 American Community Survey. STATS Indiana, Kentucky State Data Center 2022 Population Projections. Note: Percentages may not sum to 100 due to rounding.

Income

	Hallmark	County	MSA
Median household income (in 2020 dollars)	\$38,000	\$58,196	\$60,891
Median earnings for full-time male workers	\$29,444	\$52,019	\$52,300
Median earnings for full-time female workers	\$18,936	\$31,143	\$31,196
Gini coefficient	0.43	0.47	0.46

SNAP Benefits

	Hallmark		County	MSA
	Estimate	Percent	Percent	Percent
Households receiving SNAP Benefits	255	20%	10%	9%
Households with public assistance (PA) income	0	0%	2%	2%
Households receiving either SNAP or PA	255	20%	11%	10%

Vehicles Available

	Hallma	ark	County	MSA
	Estimate	Percent	Percent	Percent
Households with no vehicle	204	16%	9%	7%

Poverty Status of Individuals

	Hallma	ark	County	MSA
	Estimate	Percent	Percent	Percent
Total population below federal poverty line (FPL)	718	25%	14%	12%
Population under 18 years below FPL	247	42%	21%	17%
Population under 6 years below FPL	37	46%	22%	19%
Population age 6 to 11 below FPL	61	36%	21%	18%
Population age 12 to 17 below FPL	149	44%	18%	16%
Population age 18 to 64 below FPL	304	19%	13%	11%
Population age 65 and over below FPL	167	24%	9%	8%
Total population below 150% of the FPL	985	34%	22%	20%
Population under 18 years below 150% of the FPL	260	44%	32%	29%
Population under 6 years below 150% of the FPL	37	46%	35%	32%
Population age 6 to 11 below 150% of the FPL	61	36%	34%	30%
Population age 12 to 17 below 150% of the FPL	162	48%	28%	24%
Population age 18 to 64 below 150% of the FPL	495	30%	20%	18%
Population age 65 and over below 150% of the FPL	230	33%	17%	16%
Total population below 185% of the FPL	1,321	45%	28%	26%
Population under 18 years below 185% of the FPL	334	57%	39%	35%
Population under 6 years below 185% of the FPL	54	67%	43%	40%
Population age 6 to 11 below 185% of the FPL	100	59%	40%	37%
Population age 12 to 17 below 185% of the FPL	180	54%	34%	30%
Population age 18 to 64 below 185% of the FPL	717	44%	25%	23%
Population age 65 and over below 185% of the FPL	270	39%	23%	22%
Total population below 200% of the FPL	1,366	47%	30%	28%
Population under 18 years below 200% of the FPL	334	57%	42%	38%
Population under 6 years below 200% of the FPL	54	67%	46%	42%
Population age 6 to 11 below 200% of the FPL	100	59%	44%	39%
Population age 12 to 17 below 200% of the FPL	180	54%	36%	33%
Population age 18 to 64 below 200% of the FPL	748	46%	27%	25%
Population age 65 and over below 200% of the FPL	284	41%	25%	25%

Poverty Status

Poverty status is determined by comparing a family's income to defined income thresholds that vary by family size and composition. If a family's total income is less than the established threshold for a family of that size, then that family and every individual in it is considered in poverty. The official poverty thresholds do not vary geographically, but they are updated for inflation annually. The official poverty definition uses money income before taxes and does not include capital gains or non-cash benefits (such as public housing, Medicaid, and food stamps).

The 2022 Poverty Guidelines as established by the U.S. Department of Health and Human Services:

Number of persons in household	Poverty guideline
1	\$13,590
2	\$18,310
3	\$23,030
4	\$27,750
5	\$32,470
6	\$37,190
7	\$41,910
8	\$46,630

Poverty Status of Families

	Hallmark		County	MSA
	Estimate	Percent	Percent	Percent
Families	587	_	186,716	314,935
Families below federal poverty line (FPL)	156	27%	10%	8%
Families below 150% of the FPL	194	33%	16%	15%
Families below 185% of the FPL	296	50%	21%	20%
Families below 200% of the FPL	306	52%	24%	22%
Families with related children	254	43%	46%	46%
Families with related children below FPL	98	17%	7%	6%

An **unemployed** person is someone who does not have a job, but is actively looking for a job and is available for work. The unemployment rate is calculated as the number of unemployed persons in an age group divided by the sum of the number of employed and unemployed persons in that age group.

A person who is **not in the labor force** is someone who does not have a job, and is not looking for one. This includes students, retirees, those taking care of children or other family members, and others who are neither working nor seeking work. The rate of labor force participation is calculated as the number of persons not in the labor force in an age group divided by the population in that age group.

Labor Force Status

	Hallmark		County	MSA
	Estimate	Percent	Percent	Percent
Age 16-19—Unemployed	13	13%	13%	13%
Age 20-21—Unemployed	0	0%	8%	9%
Age 22-24—Unemployed	0	0%	9%	9%
Age 25-64—Unemployed	137	13%	5%	4%
Age 65 and over—Unemployed	28	15%	4%	3%
Total unemployed, age 16 and over	178	13%	5%	5%

	Hallmark		County	MSA
	Estimate	Percent	Percent	Percent
Age 16-19—Not in the labor force	81	44%	53%	53%
Age 20-21—Not in the labor force	0	0%	24%	23%
Age 22-24—Not in the labor force	52	67%	16%	17%
Age 25-64—Not in the labor force	440	30%	20%	21%
Age 65 and over—Not in the labor force	516	74%	80%	80%
Total not in the labor force, age 16 and over	1,089	44%	34%	35%

Class of Worker

	Hallm	Hallmark		MSA
	Estimate	Percent	Percent	Percent
Private company/organization	871	72%	73%	74%
Nonprofit company/organization	166	14%	8%	8%
Local government	99	8%	5%	5%
State government	32	3%	4%	4%
Federal government	27	2%	2%	2%
Self-employed or unpaid family worker	17	1%	8%	8%

Weeks and Hours Usually Worked

	Hallmark		County	MSA
	Estimate	Percent	Percent	Percent
Works 48-52 weeks/year, 35 or more hours/week	688	53%	68%	69%
Works 48-52 weeks/year, less than 35 hours/week	125	10%	11%	11%
Works 0-47 weeks/year, 35 or more hours/week	308	24%	11%	10%
Works 0-47 weeks/year, less than 35 hours/week	172	13%	11%	11%

Data Source: U.S. Census Bureau, 2016-2020 American Community Survey. Note: Percentages may not sum to 100 due to rounding.

Journey to Work

	Halln	Hallmark		MSA
	Estimate	Percent	Percent	Percent
Drives alone in car	782	68%	84%	86%
Bus	265	23%	3%	2%
Bike	19	2%	0%	0%
Walk	12	1%	2%	2%
All other modes	69	6%	11%	10%

	Hallmark		County	MSA
	Estimate	Percent	Percent	Percent
Commutes less than 10 minutes	188	16%	10%	10%
Commutes 10-19 minutes	146	13%	33%	30%
Commutes 20-29 minutes	212	18%	31%	28%
Commutes 30-44 minutes	344	30%	19%	23%
Commutes 45-59 minutes	91	8%	4%	6%
Commutes 60 or more minutes	166	14%	3%	4%

	Hallm	ark	County	MSA
	Estimate	Percent	Percent	Percent
Works at home	3	0%	7%	7%

Data Source: U.S. Census Bureau, 2016-2020 American Community Survey. Note: Except for "Works at Home", estimates limited to population who commute. Percentages may not sum to 100 due to rounding.

"Place of Work" identifies jobs located within the neighborhood and held by workers from inside or outside of the neighborhood. "Home Neighborhood of Worker" identifies jobs held by neighborhood residents, which may be located *inside* or outside of the neighborhood. The workplace is based on the administrative address, and may or may not be the location that a worker reports to most often.

Jobs by Place of Work (2019)

	Hallmark		County	MSA
	Estimate	Percent	Percent	Percent
Total full and part-time jobs	2,113	_	487,522	653,432
Agriculture and mining	0	0%	0%	0%
Construction	118	6%	4%	4%
Manufacturing	1,201	57%	11%	13%
Trade	281	13%	15%	15%
Transportation, warehousing, and utilities	119	6%	9%	9%
Finance, insurance, information, and real estate	61	3%	10%	9%
Professional services	9	0%	6%	5%
Management and administration	27	1%	9%	8%
Education	47	2%	7%	7%
Health care	65	3%	13%	13%
Entertainment, arts, and recreation	0	0%	2%	2%
Accommodations and food service	91	4%	9%	9%
Other services	94	4%	3%	3%
Public administration	0	0%	2%	3%

Jobs by Home Neighborhood of Worker (2019)

		•		
	Hallm	ark	County	MSA
	Estimate	Percent	Percent	Percent
Total full and part-time jobs	1,400		367,691	613,518
Agriculture and mining	2	0%	0%	0%
Construction	15	1%	4%	4%
Manufacturing	193	14%	11%	13%
Trade	173	12%	15%	15%
Transportation, warehousing, and utilities	121	9%	9%	8%
Finance, insurance, information, and real estate	92	7%	9%	8%
Professional services	49	4%	6%	5%
Management and administration	175	13%	9%	8%
Education	96	7%	8%	8%
Health care	223	16%	13%	13%
Entertainment, arts, and recreation	20	1%	2%	2%
Accommodations and food service	149	11%	10%	9%
Other services	36	3%	3%	3%
Public administration	56	4%	3%	3%

Data Source: U.S. Census Bureau, Longitudinal Employer-Household Dynamics Origin-Destination Employment Statistics (LODES). Note: Percentages may not sum to 100 due to rounding.

School Enrollment

	Hallmark		County	MSA
	Estimate	Percent	Percent	Percent
Population age 3 and 4	0	_	19,694	31,544
Population age 3 and 4, enrolled in school	0	-	42%	42%
Enrolled in Public school	0	-	19%	20%
Population age 5 to 14	397	_	93,803	158,051
Population age 5 to 14, enrolled in school	307	77%	95%	96%
Enrolled in Public school	307	77%	75%	79%
Population age 15 to 17	156	_	28,153	48,770
Population age 15 to 17, enrolled in school	156	100%	96%	97%
Enrolled in Public school	156	100%	74%	79%
Population age 18 to 24	138	_	65,804	105,506
Population age 18 to 24, enrolled in school	38	28%	45%	43%

English Proficiency

	Hallmark		County	MSA
	Estimate	Percent	Percent	Percent
Population age 3+ speaking Spanish	93	3%	4%	4%
w/limited English proficiency	0	0%	2%	2%
Population age 3+ speaking Asian/PI language	0	0%	2%	1%
w/limited English proficiency	0	0%	1%	1%
Population age 3+ speaking Arabic	37	1%	0%	0%
w/limited English proficiency	10	0%	0%	0%
Population age 3+ speaking other language	58	2%	3%	2%
w/limited English proficiency	29	1%	1%	1%

Educational Attainment

	Hallm	Hallmark		MSA
	Estimate	Percent	Percent	Percent
Population age 18 to 24	138	_	65,804	105,506
Less than 9th grade education	0	0%	1%	1%
9th thru 12th grade education	0	0%	10%	11%
High school graduate/GED	68	49%	34%	36%
Some college, no degree	60	43%	37%	36%
Associate degree	5	4%	4%	4%
Bachelor's degree	5	4%	13%	11%
Graduate or professional degree	0	0%	1%	1%

	Hallm	Hallmark		MSA
	Estimate	Percent	Percent	Percent
Population age 25 and over	2,185	_	532,550	873,573
Less than 9th grade education	60	3%	3%	3%
9th thru 12th grade education	362	17%	6%	7%
High school graduate/GED	874	40%	26%	29%
Some college, no degree	514	24%	23%	22%
Associate degree	227	10%	8%	9%
Bachelor's degree	91	4%	20%	18%
Graduate or professional degree	57	3%	14%	12%

Data Source: U.S. Census Bureau, 2016-2020 American Community Survey, Note: Percentages may not sum to 100 due to rounding.

Field of Degree of Bachelor's Degree Holders

	Hallmark		County	MSA
	Estimate	Percent	Percent	Percent
Total degrees	155	_	195,331	282,998
Science and engineering				
Computers, mathematics, and statistics	0	0%	4%	4%
Biological, agricultural, environmental sciences	5	3%	5%	5%
Physical and related sciences	0	0%	3%	3%
Psychology	38	25%	5%	5%
Social sciences	7	5%	7%	7%
Engineering	0	0%	6%	6%
Multidisciplinary studies	0	0%	1%	1%
Science and engineering related fields	0	0%	11%	11%
Business	15	10%	20%	21%
Education	7	5%	10%	12%
Arts, humanities, and other				
Literature and languages	0	0%	5%	4%
Liberal arts and history	9	6%	6%	6%
Visual and performing arts	12	8%	4%	4%
Communications	6	4%	6%	5%
Other	56	36%	6%	6%

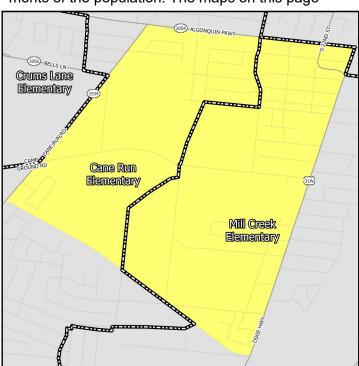
Data Source: U.S. Census Bureau, 2016-2020 American Community Survey. Note: Percentages may not sum to 100 due to rounding.

Jefferson County Public Schools

Hallmark neighborhood is highlighted in yellow. Thick dashed lines represent school catchment area boundaries.

Neighborhoods in Jefferson County

Jefferson County Public Schools students are assigned to a "resides" (home) school, and for elementary students a cluster, based on their home address. Students may attend their resides school, other schools within the cluster, or apply for traditional and magnet schools within the district. There are also alternative schools serving particular segments of the population. The maps on this page

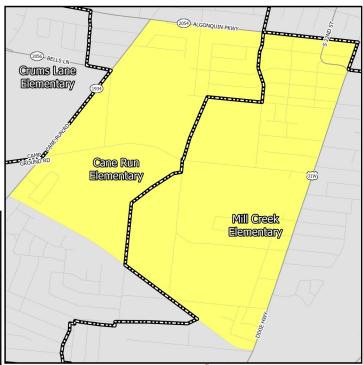


Middle Schools

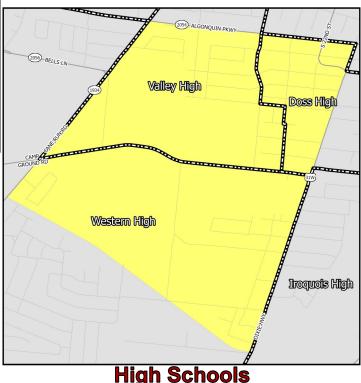
show only the "resides" schools for students within a particular neighborhood. Additional information on JCPS student assignment – which has recently been revised – can be found on their website.

Neighborhoods in Indiana

Indiana schools have open enrollment policies that allow for intra-district and inter-district transfers. The maps on this page show only the schools assigned to a student within a particular neighborhood based on their home address. Additional information on open enrollment policies can be obtained from individual district offices.



Elementary Schools



Jefferson County Public Schools

Schools Serving Neighborhood	Level	Cluster	Enrollment	Non-White	Free Lunch Eligible	Student/ Teacher	KDE/IDOE Grade
Cane Run	Elementary	3	403	87.1%	94.9%	12.1	1
Mill Creek	Elementary	3	519	92.1%	87.6%	16.6	1
Stuart	Middle	_	931	59.1%	90.4%	17.0	1
Doss	High		1,082	69.6%	79.8%	14.9	1
Valley	High	_	985	47.8%	80.9%	14.4	1
Western	High	_	908	79.3%	80.5%	17.6	1

Data Source: National Center for Education Statistics, Kentucky Department of Education (KDE), Indiana Department of Education (IDOE), Jefferson County Public Schools, 2020-2021 Academic Year. Note: KDE grade is the number of stars — out of 5 — that the Kentucky school or district received on the most recent (2018-2019) school accountability report. IDOE grade is the A-F grade that the Indiana school or district received on the most recent (2018-2019) school accountability report.

Jefferson County Public Schools

Schools Serving Neighborhood	Level	Reading Proficiency	Math Proficiency	KG Ready	Graduation Rate	College Transition
Cane Run	Elementary	20.8%	12.0%	47.9%	_	_
Mill Creek	Elementary	19.4%	12.0%	37.0%	_	
Stuart	Middle	25.3%	12.6%	_	_	_
Doss	High	15.0%	6.8%	_	83.7%	30.2%
Valley	High	16.4%	11.9%	_	82.8%	51.2%
Western	High	23.0%	12.3%		77.4%	27.5%

Data Source: Kentucky Department of Education, Indiana Department of Education, 2018-2019 Academic Year. Note: KG=Kindergarten.

HOUSING CHARACTERISTICS

Housing Units

	Hallma	Hallmark		MSA
	Estimate	Percent	Percent	Percent
Total housing units	1,428	_	347,172	547,307
Occupied housing units	1,288	90%	91%	91%
Owner occupied	887	69%	62%	67%
Renter occupied	401	31%	38%	33%
Vacant housing units	140	10%	9%	9%

	Hallma	Hallmark		MSA
	Estimate	Percent	Percent	Percent
Single-family housing units	1,281	90%	68%	73%
Multi-family housing units	147	10%	30%	23%
2-4 unit structures	46	3%	10%	8%
5-9 unit structures	40	3%	7%	6%
10+ unit structures	61	4%	13%	10%
Other housing units	0	0%	1%	3%

Home Value/Rent

	Hallmark	County	MSA
Median reported value of owner occupied housing units	\$94,700	\$178,100	\$177,400
Median gross rent of renter occupied housing units	\$911	\$901	\$882
Median contract rent of renter occupied housing units	\$655	\$741	\$719

Internet Access

	Hallmark		County	MSA
	Estimate	Percent	Percent	Percent
Households w/internet access of any type	952	74%	89%	87%
Households w/any broadband internet access	903	70%	87%	85%
Households w/cell phone internet access only	198	15%	13%	12%
Households w/no internet access	336	26%	11%	13%

Data Source: U.S. Census Bureau, 2016-2020 American Community Survey. Note: Percentages may not sum to 100 due to rounding. **Contract rent** is the amount indicated on the lease. **Gross rent** includes the estimated monthly cost of utilities that are paid by the tenant.

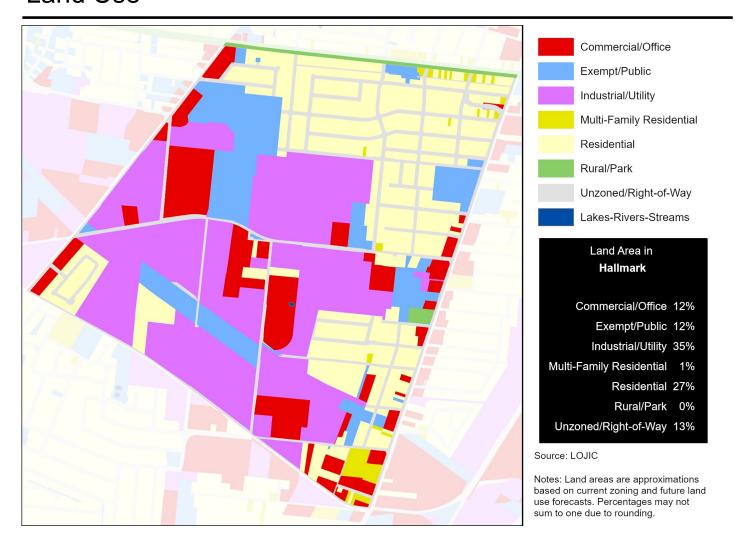
HOUSING CHARACTERISTICS

Housing Cost Burden

According to the U.S. Department of Housing and Urban Development, households that spend more than 30% of their income on housing are considered cost burdened and may have difficulty affording necessities such as food, transportation, and medical care.

	Hallmark		County	MSA
	Estimate	Percent	Percent	Percent
Renters paying 30%+ income on housing	206	53%	43%	43%
Owners paying 30%+ income on housing (mortgage)	142	34%	21%	20%
Owners paying 30%+ income on housing (no mortgage)	28	6%	11%	10%

Land Use



HEALTH CHARACTERISTICS

Health Insurance Coverage

	Hallma	Hallmark		MSA
	Estimate	Percent	Percent	Percent
Population under 6 years without health insurance	0	0%	3%	3%
Population under 18 years without health insurance	11	2%	3%	3%
Total population without health insurance	166	6%	5%	5%

Disability Status

	Hallmark		County	MSA
	Estimate	Percent	Percent	Percent
Population with a disability	804	28%	14%	14%

Food Access

	Hallmark	Jefferson County
Population who are low income and do not live close to a grocery store	800	92,837
Census tracts designated a food desert	0	36

Crime (2019)

	Hallmark	County	MSA
Violent crimes	66	13,314	16,031
Violent crimes per 100,000 population	2,072	1,728	1,262
Property crimes	95	29,085	34,867
Property crimes per 100,000 population	2,983	3,775	2,744

Neighborhood crime includes only incidents reported to Louisville Metro Police Department— it does not include incidents reported to other local agencies. County and MSA crime includes incidents reported to all agencies.

Data Source: U.S. Census Bureau, 2016-2020 American Community Survey. ESRI Business Analyst. FBI, Uniform Crime Reports. Louisville Metro Police Department. Note: Population who are low income is defined as living at or below 200 percent of the federal poverty line. Within an urban area, not living close to a grocery store is defined as living further than one mile from a full service grocery store. Food deserts are defined at the census tract level, when the tract is considered low income and low access. A tract is considered low income if the tract's poverty rate is 20% or greater, or if the tract has a median family income less than or equal to 80% of the metropolitan area's median family income. A census tract is considered to have low access if a significant number (at least 500 people) and share (at least 33%) of individuals in the tract are greater than one mile from the nearest grocery store.

HEALTH CHARACTERISTICS

Fertility Measures

	Hallmark	County	MSA
Births to mothers who smoked during pregnancy	10%	10%	10%
Births to mothers without a high school degree	24%	13%	_
Births to unmarried mothers	82%	46%	47%
Low birthweight births (<2,500 grams)	16%	9%	9%
Teen birth rate per 1,000 women age 15-19	100	22.0	22.6

Mortality Measures

	Hallmark	County	MSA
Years of potential life lost (age 75) per 100,000	23,533	8,318	8,186

Health Behaviors

	Hallmark	County	MSA
Population 18+ currently smokes	30%	22%	17%
Population 18+ obese	46%	34%	34%
Population 18+ binge drinking	13%	18%	16%
Population 18+ reporting 'fair' or 'poor' health	20%	14%	17%

Health Outcomes

	Hallmark	County	MSA
Population 18+ reports having/had asthma	13%	10%	15%
Population 18+ reports having/had cancer	7%	8%	10%
Population 18+ reports having/had CHD	10%	7%	8%
Population 18+ reports having/had COPD	12%	9%	10%
Population 18+ reports having/had depression	21%	23%	23%
Population 18+ reports having/had diabetes	21%	12%	11%
Population 18+ reports having/had stroke	7%	4%	5%

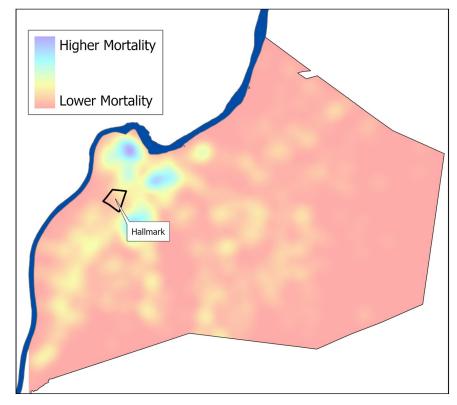
Data Source: Vital Stats: Kentucky Cabinet for Health and Family Services Department of Public Health, Indiana Department of Health, 2015-2019. Health Behaviors and Health Outcomes: Centers for Disease Control, Behavioral Risk Factor Surveillance System, 2019. Note: CHD=coronary heart disease, COPD=chronic obstructive pulmonary disease.

HEALTH CHARACTERISTICS

Drug Overdose Mortality

The age-adjusted rate of drug overdose deaths in Jefferson County was 37 deaths per 100,000 standard population.

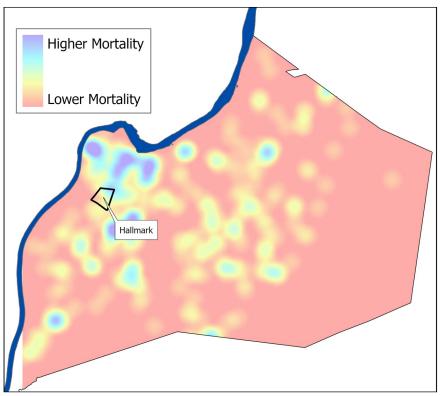
Due to the small number of observations, a drug overdose mortality rate was not calculated for individual neighborhoods.



Infant Mortality

For every 1,000 live births in Jefferson County there were 6.2 infant deaths.

Due to the small number of observations, an infant mortality rate was not calculated for individual neighborhoods.



Data Source: Kentucky Cabinet for Health and Family Services. Note: Mortality data covers the period 2015-2019.