



# Market Profile

1998 N Dixie Hwy, Elizabethtown, Kentucky, 42701  
Rings: 25, 27, 30 mile radii

Prepared by Esri  
Latitude: 37.73877  
Longitude: -85.88952

	25 miles	27 miles	30 miles
<b>Population Summary</b>			
2000 Total Population	216,621	278,736	408,216
2010 Total Population	242,410	312,537	457,490
2017 Total Population	257,434	331,182	482,136
2017 Group Quarters	5,650	6,229	7,358
2022 Total Population	265,778	342,414	497,945
2017-2022 Annual Rate	0.64%	0.67%	0.65%
2017 Total Daytime Population	242,241	296,096	418,528
Workers	107,205	123,459	167,175
Residents	135,036	172,637	251,353
<b>Household Summary</b>			
2000 Households	80,145	102,957	153,182
2000 Average Household Size	2.64	2.65	2.62
2010 Households	91,839	118,258	175,094
2010 Average Household Size	2.59	2.60	2.58
2017 Households	97,210	125,004	184,066
2017 Average Household Size	2.59	2.60	2.58
2022 Households	100,408	129,285	190,083
2022 Average Household Size	2.59	2.60	2.58
2017-2022 Annual Rate	0.65%	0.68%	0.65%
2010 Families	66,101	85,338	124,783
2010 Average Family Size	3.03	3.04	3.03
2017 Families	69,188	89,200	129,668
2017 Average Family Size	3.05	3.05	3.04
2022 Families	71,124	91,822	133,257
2022 Average Family Size	3.05	3.06	3.05
2017-2022 Annual Rate	0.55%	0.58%	0.55%
<b>Housing Unit Summary</b>			
2000 Housing Units	86,735	110,733	164,583
Owner Occupied Housing Units	68.2%	70.7%	70.4%
Renter Occupied Housing Units	24.2%	22.2%	22.7%
Vacant Housing Units	7.6%	7.0%	6.9%
2010 Housing Units	100,059	128,362	190,496
Owner Occupied Housing Units	64.6%	66.5%	66.3%
Renter Occupied Housing Units	27.2%	25.6%	25.7%
Vacant Housing Units	8.2%	7.9%	8.1%
2017 Housing Units	106,574	136,264	200,506
Owner Occupied Housing Units	61.9%	63.9%	63.7%
Renter Occupied Housing Units	29.4%	27.9%	28.1%
Vacant Housing Units	8.8%	8.3%	8.2%
2022 Housing Units	111,151	142,035	208,126
Owner Occupied Housing Units	61.2%	63.3%	63.3%
Renter Occupied Housing Units	29.2%	27.7%	28.0%
Vacant Housing Units	9.7%	9.0%	8.7%
<b>Median Household Income</b>			
2017	\$49,304	\$50,050	\$49,879
2022	\$53,904	\$54,458	\$54,162
<b>Median Home Value</b>			
2017	\$147,048	\$143,185	\$140,517
2022	\$165,182	\$159,797	\$154,356
<b>Per Capita Income</b>			
2017	\$24,121	\$24,118	\$24,025
2022	\$27,638	\$27,595	\$27,429
<b>Median Age</b>			
2010	36.5	36.8	37.0
2017	37.7	38.0	38.3
2022	38.7	39.0	39.2

**Data Note:** Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households. Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by the total population.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.



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<b>2017 Households by Income</b>			
Household Income Base	97,196	124,990	184,052
<\$15,000	11.6%	11.1%	11.3%
\$15,000 - \$24,999	11.0%	10.7%	10.6%
\$25,000 - \$34,999	11.6%	11.4%	11.6%
\$35,000 - \$49,999	16.4%	16.8%	16.6%
\$50,000 - \$74,999	20.5%	20.8%	21.0%
\$75,000 - \$99,999	12.5%	12.9%	13.0%
\$100,000 - \$149,999	11.2%	11.5%	11.3%
\$150,000 - \$199,999	3.2%	3.1%	2.9%
\$200,000+	1.9%	1.8%	1.6%
Average Household Income	\$62,737	\$62,871	\$62,103
<b>2022 Households by Income</b>			
Household Income Base	100,394	129,271	190,069
<\$15,000	11.0%	10.5%	10.8%
\$15,000 - \$24,999	9.9%	9.6%	9.6%
\$25,000 - \$34,999	10.0%	9.9%	10.1%
\$35,000 - \$49,999	14.7%	15.0%	14.9%
\$50,000 - \$74,999	19.7%	19.9%	20.1%
\$75,000 - \$99,999	14.1%	14.5%	14.7%
\$100,000 - \$149,999	14.0%	14.3%	14.1%
\$150,000 - \$199,999	4.0%	3.9%	3.7%
\$200,000+	2.5%	2.3%	2.1%
Average Household Income	\$72,053	\$72,089	\$71,047
<b>2017 Owner Occupied Housing Units by Value</b>			
Total	65,908	87,013	127,644
<\$50,000	8.1%	7.7%	7.3%
\$50,000 - \$99,999	21.6%	21.5%	20.9%
\$100,000 - \$149,999	21.6%	24.0%	26.9%
\$150,000 - \$199,999	20.8%	20.2%	20.6%
\$200,000 - \$249,999	10.3%	10.1%	9.7%
\$250,000 - \$299,999	6.6%	6.5%	5.8%
\$300,000 - \$399,999	5.7%	5.1%	4.6%
\$400,000 - \$499,999	2.1%	1.9%	1.7%
\$500,000 - \$749,999	1.8%	1.7%	1.5%
\$750,000 - \$999,999	0.7%	0.6%	0.5%
\$1,000,000 +	0.7%	0.6%	0.5%
Average Home Value	\$178,658	\$174,121	\$168,649
<b>2022 Owner Occupied Housing Units by Value</b>			
Total	67,969	89,929	131,728
<\$50,000	5.9%	5.7%	5.4%
\$50,000 - \$99,999	17.5%	17.5%	17.2%
\$100,000 - \$149,999	20.4%	22.8%	25.6%
\$150,000 - \$199,999	20.5%	20.2%	20.8%
\$200,000 - \$249,999	10.8%	10.6%	10.4%
\$250,000 - \$299,999	7.5%	7.4%	6.7%
\$300,000 - \$399,999	8.1%	7.1%	6.5%
\$400,000 - \$499,999	3.5%	3.1%	2.8%
\$500,000 - \$749,999	3.2%	3.1%	2.7%
\$750,000 - \$999,999	1.3%	1.3%	1.1%
\$1,000,000 +	1.2%	1.1%	0.9%
Average Home Value	\$212,631	\$206,124	\$196,959

**Data Note:** Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest dividends, net rents, pensions, SSI and welfare payments, child support, and alimony.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.



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<b>2010 Population by Age</b>			
Total	242,410	312,539	457,489
0 - 4	7.1%	7.0%	6.9%
5 - 9	7.0%	6.9%	6.9%
10 - 14	7.2%	7.3%	7.1%
15 - 24	13.4%	13.3%	13.1%
25 - 34	13.3%	13.2%	13.2%
35 - 44	13.4%	13.5%	13.5%
45 - 54	15.3%	15.3%	15.3%
55 - 64	11.7%	11.7%	11.7%
65 - 74	6.8%	6.9%	7.0%
75 - 84	3.6%	3.7%	3.9%
85 +	1.2%	1.2%	1.3%
18 +	74.4%	74.5%	74.8%
<b>2017 Population by Age</b>			
Total	257,436	331,183	482,136
0 - 4	6.5%	6.4%	6.4%
5 - 9	6.7%	6.6%	6.5%
10 - 14	6.6%	6.5%	6.5%
15 - 24	12.8%	12.6%	12.5%
25 - 34	14.0%	13.9%	13.8%
35 - 44	12.6%	12.8%	12.9%
45 - 54	13.2%	13.4%	13.4%
55 - 64	13.4%	13.4%	13.3%
65 - 74	8.9%	9.0%	9.1%
75 - 84	3.9%	4.0%	4.2%
85 +	1.4%	1.4%	1.5%
18 +	76.5%	76.7%	76.9%
<b>2022 Population by Age</b>			
Total	265,780	342,413	497,944
0 - 4	6.4%	6.3%	6.2%
5 - 9	6.4%	6.4%	6.3%
10 - 14	6.7%	6.7%	6.6%
15 - 24	12.1%	11.9%	11.8%
25 - 34	13.4%	13.3%	13.4%
35 - 44	13.1%	13.2%	13.2%
45 - 54	12.0%	12.2%	12.3%
55 - 64	13.2%	13.3%	13.2%
65 - 74	10.3%	10.4%	10.3%
75 - 84	4.8%	4.9%	5.0%
85 +	1.5%	1.5%	1.6%
18 +	76.6%	76.9%	77.1%
<b>2010 Population by Sex</b>			
Males	120,388	154,998	226,036
Females	122,022	157,539	231,454
<b>2017 Population by Sex</b>			
Males	128,503	165,007	239,121
Females	128,931	166,175	243,015
<b>2022 Population by Sex</b>			
Males	132,992	171,027	247,615
Females	132,786	171,387	250,330

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.



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<b>2010 Population by Race/Ethnicity</b>			
Total	242,409	312,539	457,489
White Alone	88.0%	89.2%	88.3%
Black Alone	6.7%	6.0%	6.7%
American Indian Alone	0.4%	0.4%	0.3%
Asian Alone	1.1%	1.0%	1.1%
Pacific Islander Alone	0.2%	0.1%	0.1%
Some Other Race Alone	1.0%	1.0%	1.3%
Two or More Races	2.5%	2.3%	2.2%
Hispanic Origin	3.4%	3.1%	3.6%
Diversity Index	27.1	24.9	27.0
<b>2017 Population by Race/Ethnicity</b>			
Total	257,435	331,182	482,136
White Alone	86.3%	87.5%	86.5%
Black Alone	7.7%	6.9%	7.6%
American Indian Alone	0.4%	0.4%	0.3%
Asian Alone	1.4%	1.2%	1.4%
Pacific Islander Alone	0.2%	0.2%	0.1%
Some Other Race Alone	1.2%	1.2%	1.5%
Two or More Races	2.9%	2.7%	2.5%
Hispanic Origin	4.0%	3.7%	4.3%
Diversity Index	30.6	28.4	30.7
<b>2022 Population by Race/Ethnicity</b>			
Total	265,778	342,413	497,944
White Alone	85.8%	86.9%	85.6%
Black Alone	7.8%	7.0%	7.9%
American Indian Alone	0.4%	0.4%	0.3%
Asian Alone	1.5%	1.3%	1.5%
Pacific Islander Alone	0.2%	0.2%	0.1%
Some Other Race Alone	1.3%	1.3%	1.7%
Two or More Races	3.0%	2.9%	2.8%
Hispanic Origin	4.2%	4.1%	4.8%
Diversity Index	31.8	29.9	32.9
<b>2010 Population by Relationship and Household Type</b>			
Total	242,410	312,537	457,490
In Households	98.1%	98.3%	98.6%
In Family Households	85.3%	85.5%	85.2%
Householder	27.3%	27.3%	27.3%
Spouse	20.4%	20.3%	19.9%
Child	32.3%	32.5%	32.4%
Other relative	2.7%	2.8%	2.9%
Nonrelative	2.6%	2.6%	2.7%
In Nonfamily Households	12.8%	12.8%	13.4%
In Group Quarters	1.9%	1.7%	1.4%
Institutionalized Population	1.0%	0.9%	0.8%
Noninstitutionalized Population	0.9%	0.7%	0.5%

**Data Note:** Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.



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<b>2017 Population 25+ by Educational Attainment</b>			
Total	173,745	224,762	328,762
Less than 9th Grade	4.4%	4.3%	4.2%
9th - 12th Grade, No Diploma	8.0%	8.3%	8.4%
High School Graduate	29.9%	30.4%	30.9%
GED/Alternative Credential	7.5%	7.6%	7.7%
Some College, No Degree	21.9%	22.3%	22.2%
Associate Degree	9.6%	9.6%	9.3%
Bachelor's Degree	10.9%	10.4%	10.3%
Graduate/Professional Degree	7.7%	7.1%	6.9%
<b>2017 Population 15+ by Marital Status</b>			
Total	206,578	266,571	388,794
Never Married	26.7%	27.1%	27.9%
Married	54.1%	53.3%	52.0%
Widowed	5.9%	6.1%	6.3%
Divorced	13.3%	13.5%	13.8%
<b>2017 Civilian Population 16+ in Labor Force</b>			
Civilian Employed	94.3%	94.4%	94.3%
Civilian Unemployed (Unemployment Rate)	5.7%	5.6%	5.7%
<b>2017 Employed Population 16+ by Industry</b>			
Total	117,129	153,631	227,227
Agriculture/Mining	1.5%	1.5%	1.3%
Construction	6.7%	6.7%	6.5%
Manufacturing	15.0%	15.3%	15.8%
Wholesale Trade	2.7%	2.6%	2.8%
Retail Trade	12.7%	12.5%	11.9%
Transportation/Utilities	7.6%	8.2%	8.8%
Information	1.4%	1.4%	1.4%
Finance/Insurance/Real Estate	4.7%	5.1%	5.2%
Services	41.3%	41.0%	41.3%
Public Administration	6.4%	5.8%	5.1%
<b>2017 Employed Population 16+ by Occupation</b>			
Total	117,128	153,631	227,226
White Collar	53.3%	52.5%	51.7%
Management/Business/Financial	11.4%	11.1%	11.0%
Professional	17.2%	16.6%	16.4%
Sales	10.0%	9.7%	9.1%
Administrative Support	14.6%	15.2%	15.2%
Services	15.9%	16.0%	16.2%
Blue Collar	30.8%	31.5%	32.1%
Farming/Forestry/Fishing	0.8%	0.7%	0.6%
Construction/Extraction	5.5%	5.5%	5.4%
Installation/Maintenance/Repair	4.4%	4.6%	4.6%
Production	11.2%	11.1%	11.2%
Transportation/Material Moving	8.9%	9.6%	10.3%
<b>2010 Population By Urban/ Rural Status</b>			
Total Population	242,410	312,537	457,490
Population Inside Urbanized Area	46.0%	52.1%	60.3%
Population Inside Urbanized Cluster	7.5%	7.1%	6.2%
Rural Population	46.5%	40.8%	33.5%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.



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<b>2010 Households by Type</b>			
Total	91,838	118,258	175,094
Households with 1 Person	23.4%	23.1%	23.8%
Households with 2+ People	76.6%	76.9%	76.2%
Family Households	72.0%	72.2%	71.3%
Husband-wife Families	53.9%	53.7%	52.1%
With Related Children	23.8%	23.6%	22.6%
Other Family (No Spouse Present)	18.1%	18.4%	19.2%
Other Family with Male Householder	5.2%	5.4%	5.6%
With Related Children	3.4%	3.5%	3.5%
Other Family with Female Householder	12.9%	13.0%	13.6%
With Related Children	8.8%	8.9%	9.2%
Nonfamily Households	4.7%	4.7%	5.0%
All Households with Children	36.6%	36.6%	36.0%
Multigenerational Households	4.1%	4.2%	4.2%
Unmarried Partner Households	6.8%	7.0%	7.2%
Male-female	6.3%	6.5%	6.7%
Same-sex	0.5%	0.5%	0.6%
<b>2010 Households by Size</b>			
Total	91,840	118,257	175,095
1 Person Household	23.4%	23.1%	23.8%
2 Person Household	34.2%	34.2%	34.1%
3 Person Household	18.3%	18.4%	18.2%
4 Person Household	14.1%	14.4%	14.3%
5 Person Household	6.4%	6.4%	6.2%
6 Person Household	2.3%	2.3%	2.2%
7 + Person Household	1.3%	1.3%	1.2%
<b>2010 Households by Tenure and Mortgage Status</b>			
Total	91,839	118,258	175,094
Owner Occupied	70.4%	72.2%	72.1%
Owned with a Mortgage/Loan	48.6%	50.2%	50.3%
Owned Free and Clear	21.8%	22.0%	21.8%
Renter Occupied	29.6%	27.8%	27.9%
<b>2010 Housing Units By Urban/ Rural Status</b>			
Total Housing Units	100,059	128,362	190,496
Housing Units Inside Urbanized Area	45.7%	51.6%	59.7%
Housing Units Inside Urbanized Cluster	7.9%	7.2%	6.3%
Rural Housing Units	46.4%	41.1%	34.0%

**Data Note:** Households with children include any households with people under age 18, related or not. Multigenerational households are families with 3 or more parent-child relationships. Unmarried partner households are usually classified as nonfamily households unless there is another member of the household related to the householder. Multigenerational and unmarried partner households are reported only to the tract level. Esri estimated block group data, which is used to estimate polygons or non-standard geography.

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<b>Top 3 Tapestry Segments</b>			
1.	Southern Satellites (10A)	Southern Satellites (10A)	Southern Satellites (10A)
2.	Middleburg (4C)	Middleburg (4C)	Middleburg (4C)
3.	Salt of the Earth (6B)	Salt of the Earth (6B)	Salt of the Earth (6B)
<b>2017 Consumer Spending</b>			
Apparel & Services: Total \$	\$161,801,942	\$208,109,374	\$302,772,110
Average Spent	\$1,664.46	\$1,664.82	\$1,644.91
Spending Potential Index	77	77	76
Education: Total \$	\$99,468,350	\$127,884,386	\$187,812,603
Average Spent	\$1,023.23	\$1,023.04	\$1,020.35
Spending Potential Index	70	70	70
Entertainment/Recreation: Total \$	\$241,118,455	\$310,870,911	\$451,463,557
Average Spent	\$2,480.39	\$2,486.89	\$2,452.73
Spending Potential Index	80	80	79
Food at Home: Total \$	\$394,528,083	\$508,166,296	\$737,935,445
Average Spent	\$4,058.51	\$4,065.20	\$4,009.08
Spending Potential Index	81	81	80
Food Away from Home: Total \$	\$255,326,637	\$328,443,177	\$476,968,081
Average Spent	\$2,626.55	\$2,627.46	\$2,591.29
Spending Potential Index	79	79	78
Health Care: Total \$	\$448,808,401	\$579,759,801	\$838,853,286
Average Spent	\$4,616.90	\$4,637.93	\$4,557.35
Spending Potential Index	83	83	81
HH Furnishings & Equipment: Total \$	\$150,251,453	\$193,771,553	\$281,474,115
Average Spent	\$1,545.64	\$1,550.12	\$1,529.20
Spending Potential Index	79	80	79
Personal Care Products & Services: Total \$	\$60,113,081	\$77,441,096	\$112,734,276
Average Spent	\$618.38	\$619.51	\$612.47
Spending Potential Index	78	78	77
Shelter: Total \$	\$1,181,498,649	\$1,519,695,470	\$2,223,449,190
Average Spent	\$12,154.09	\$12,157.17	\$12,079.63
Spending Potential Index	75	75	74
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$181,439,309	\$234,108,744	\$339,038,166
Average Spent	\$1,866.47	\$1,872.81	\$1,841.94
Spending Potential Index	80	80	79
Travel: Total \$	\$150,254,811	\$193,803,077	\$282,957,877
Average Spent	\$1,545.67	\$1,550.38	\$1,537.26
Spending Potential Index	75	75	74
Vehicle Maintenance & Repairs: Total \$	\$84,272,287	\$108,661,896	\$157,659,381
Average Spent	\$866.91	\$869.27	\$856.54
Spending Potential Index	81	81	80

**Data Note:** Consumer spending shows the amount spent on a variety of goods and services by households that reside in the area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue. Total and Average Amount Spent Per Household represent annual figures. The Spending Potential Index represents the amount spent in the area relative to a national average of 100.

**Source:** Consumer Spending data are derived from the 2013 and 2014 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.