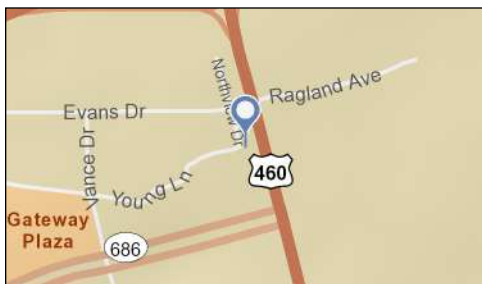
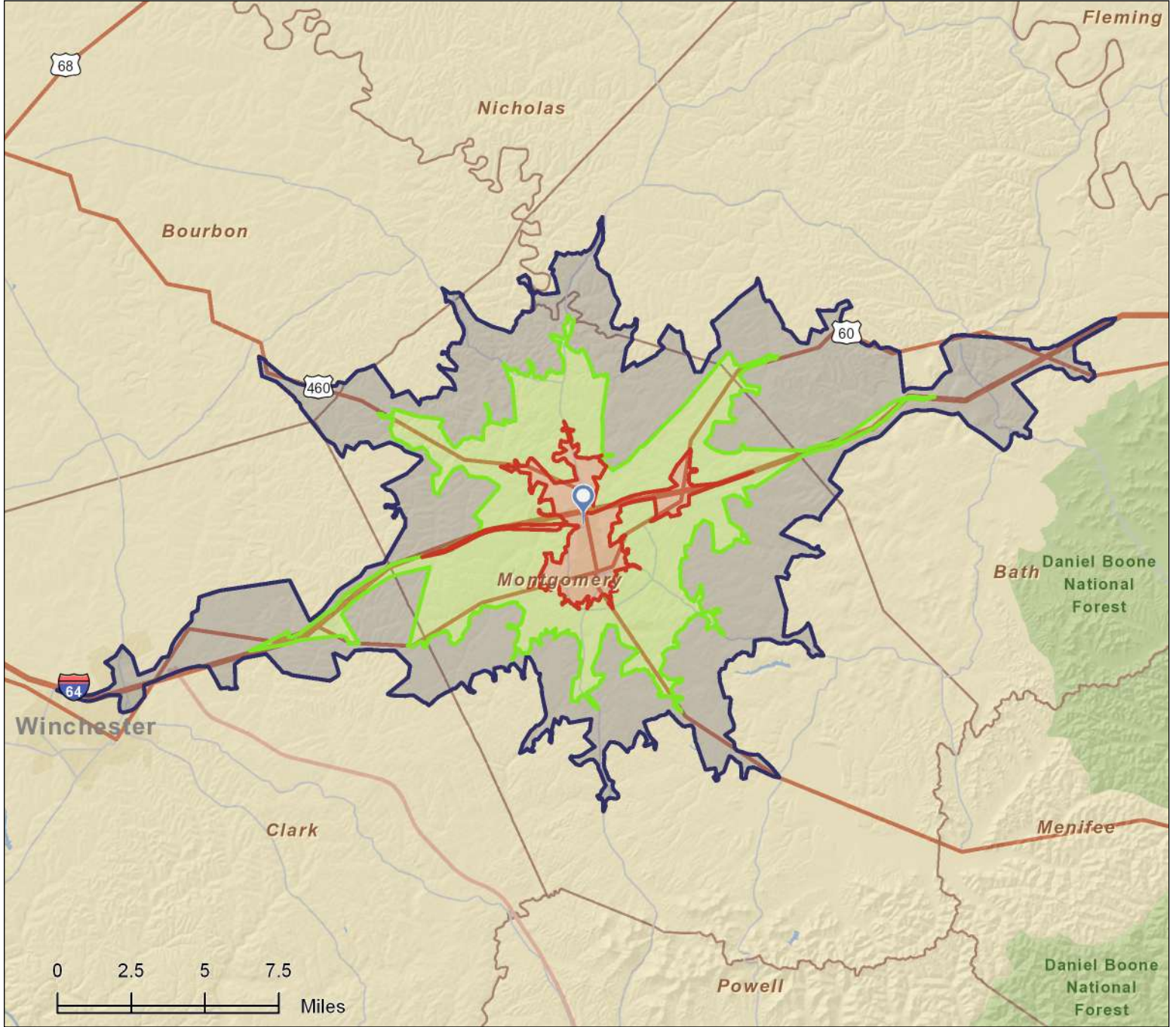




Site Map

640 Northview Dr, Mount Sterling, KY, 40353
Drive Time: 5, 10, 15 Minutes

Prepared by Mark RobbinsElaine
Latitude: 38.075007
Longitude: -83.948883





Executive Summary

Prepared by Mark RobbinsElaine

640 Northview Dr, Mount Ster...

Latitude: 38.075007

Longitude: -83.948883

Drive Time: 5, 10, 15 Minutes

	5 minutes	10 minutes	15 minutes
2010 Population			
Total Population	6,969	15,204	20,733
Male Population	47.4%	48.3%	48.3%
Female Population	52.6%	51.7%	51.7%
Median Age	38.2	39.2	39.6
2010 Income			
Median HH Income	\$36,465	\$42,522	\$42,273
Per Capita Income	\$20,811	\$22,343	\$21,810
Average HH Income	\$47,416	\$52,672	\$51,893
2010 Households			
Total Households	3,024	6,361	8,600
Average Household Size	2.20	2.33	2.36
2010 Housing			
Owner Occupied Housing Units	44.7%	58.1%	60.9%
Renter Occupied Housing Units	43.7%	32.1%	29.6%
Vacant Housing Units	11.6%	9.8%	9.5%
Population			
1990 Population	6,038	11,741	16,175
2000 Population	6,634	13,264	18,122
2010 Population	6,969	15,204	20,733
2015 Population	7,117	16,089	22,027
1990-2000 Annual Rate	0.95%	1.23%	1.14%
2000-2010 Annual Rate	0.48%	1.34%	1.32%
2010-2015 Annual Rate	0.42%	1.14%	1.22%

In the identified market area, the current year population is 20,733. In 2000, the Census count in the market area was 18,122. The rate of change since 2000 was 1.32 percent annually. The five-year projection for the population in the market area is 22,027, representing a change of 1.22 percent annually from 2010 to 2015. Currently, the population is 48.3 percent male and 51.7 percent female.

Households			
1990 Households	2,492	4,551	6,143
2000 Households	2,786	5,383	7,285
2010 Households	3,024	6,361	8,600
2015 Households	3,120	6,788	9,214
1990-2000 Annual Rate	1.12%	1.69%	1.72%
2000-2010 Annual Rate	0.8%	1.64%	1.63%
2010-2015 Annual Rate	0.63%	1.31%	1.39%

The household count in this market area has changed from 7,285 in 2000 to 8,600 in the current year, a change of 1.63 percent annually. The five-year projection of households is 9,214, a change of 1.39 percent annually from the current year total. Average household size is currently 2.36, compared to 2.42 in the year 2000. The number of families in the current year is 5,846 in the market area.

Housing

Currently, 60.9 percent of the 9,502 housing units in the market area are owner occupied; 29.6 percent, renter occupied; and 9.5 percent are vacant. In 2000, there were 7,924 housing units - 61.8 percent owner occupied, 30.1 percent renter occupied and 8.1 percent vacant. The rate of change in housing units since 2000 is 1.79 percent. Median home value in the market area is \$107,580, compared to a median home value of \$157,913 for the U.S. In five years, median home value is projected to change by 2.32 percent annually to \$120,665. From 2000 to the current year, median home value changed by 2.83 percent annually.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015. Esri converted 1990 Census data into 2000 geography.



Executive Summary

Prepared by Mark RobbinsElaine

640 Northview Dr, Mount Ster...

Latitude: 38.075007

Longitude: -83.948883

Drive Time: 5, 10, 15 Minutes

	5 minutes	10 minutes	15 minutes
Median Household Income			
1990 Median HH Income	\$18,255	\$20,511	\$20,156
2000 Median HH Income	\$27,547	\$32,164	\$32,227
2010 Median HH Income	\$36,465	\$42,522	\$42,273
2015 Median HH Income	\$42,390	\$47,157	\$47,228
1990-2000 Annual Rate	4.2%	4.6%	4.8%
2000-2010 Annual Rate	2.77%	2.76%	2.68%
2010-2015 Annual Rate	3.06%	2.09%	2.24%
Per Capita Income			
1990 Per Capita Income	\$9,457	\$10,235	\$9,948
2000 Per Capita Income	\$16,932	\$18,128	\$17,645
2010 Per Capita Income	\$20,811	\$22,343	\$21,810
2015 Per Capita Income	\$21,868	\$23,366	\$22,825
1990-2000 Annual Rate	6%	5.88%	5.9%
2000-2010 Annual Rate	2.03%	2.06%	2.09%
2010-2015 Annual Rate	1%	0.9%	0.91%
Average Household Income			
1990 Average Household Income	\$23,160	\$26,233	\$26,014
2000 Average Household Income	\$39,818	\$43,791	\$43,290
2010 Average HH Income	\$47,416	\$52,672	\$51,893
2015 Average HH Income	\$49,250	\$54,618	\$53,837
1990-2000 Annual Rate	5.57%	5.26%	5.22%
2000-2010 Annual Rate	1.72%	1.82%	1.78%
2010-2015 Annual Rate	0.76%	0.73%	0.74%

Households by Income

Current median household income is \$42,273 in the market area, compared to \$54,442 for all U.S. households. Median household income is projected to be \$47,228 in five years. In 2000, median household income was \$32,227, compared to \$20,156 in 1990.

Current average household income is \$51,893 in this market area, compared to \$70,173 for all U.S. households. Average household income is projected to be \$53,837 in five years. In 2000, average household income was \$43,290, compared to \$26,014 in 1990.

Current per capita income is \$21,810 in the market area, compared to the U.S. per capita income of \$26,739. The per capita income is projected to be \$22,825 in five years. In 2000, the per capita income was \$17,645, compared to \$9,948 in 1990.

Population by Employment

Total Businesses	461	795	910
Total Employees	3,815	8,936	9,870

Currently, 87.9 percent of the civilian labor force in the identified market area is employed and 12.1 percent are unemployed. In comparison, 89.2 percent of the U.S. civilian labor force is employed, and 10.8 percent are unemployed. In five years the rate of employment in the market area will be 90.3 percent of the civilian labor force, and unemployment will be 9.7 percent. The percentage of the U.S. civilian labor force that will be employed in five years is 91.2 percent, and 8.8 percent will be unemployed. In 2000, 59.7 percent of the population aged 16 years or older in the market area participated in the labor force, and 0.0 percent were in the Armed Forces.

In the current year, the occupational distribution of the employed population is:

- 56.7 percent in white collar jobs (compared to 61.6 percent of U.S. employment)
- 16.0 percent in service jobs (compared to 17.3 percent of U.S. employment)
- 27.4 percent in blue collar jobs (compared to 21.1 percent of U.S. employment)

In 2000, 83.6 percent of the market area population drove alone to work, and 1.5 percent worked at home. The average travel time to work in 2000 was 23.9 minutes in the market area, compared to the U.S. average of 25.5 minutes.

Population by Education

In 2010, the educational attainment of the population aged 25 years or older in the market area was distributed as follows:




- 18.2 percent had not earned a high school diploma (14.8 percent in the U.S.)
- 39.1 percent were high school graduates only (29.6 percent in the U.S.)
- 5.8 percent had completed an Associate degree (7.7 percent in the U.S.)
- 13.6 percent had a Bachelor's degree (17.7 percent in the U.S.)
- 6.1 percent had earned a Master's/Professional/Doctorate Degree (10.4 percent in the U.S.)



640 Northview Dr, Mount Ster...

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Drive Time: 5, 10, 15 Minutes

	5 minutes	10 minutes	15 minutes
 2000 Total Population	6,634	13,264	18,122
2000 Group Quarters	331	357	480
2010 Total Population	6,969	15,204	20,733
2015 Total Population	7,117	16,089	22,027
2010 - 2015 Annual Rate	0.42%	1.14%	1.22%
 2000 Households	2,786	5,383	7,285
2000 Average Household Size	2.26	2.4	2.42
2010 Households	3,024	6,361	8,600
2010 Average Household Size	2.2	2.33	2.36
2015 Households	3,120	6,788	9,214
2015 Average Household Size	2.18	2.32	2.34
2010 - 2015 Annual Rate	0.63%	1.31%	1.39%
2000 Families	1,735	3,688	5,125
2000 Average Family Size	2.86	2.91	2.9
2010 Families	1,783	4,203	5,846
2010 Average Family Size	2.85	2.88	2.87
2015 Families	1,804	4,428	6,194
2015 Average Family Size	2.85	2.87	2.86
2010 - 2015 Annual Rate	0.23%	1.05%	1.16%
 2000 Housing Units	3,099	5,864	7,924
Owner Occupied Housing Units	46.0%	58.8%	61.8%
Renter Occupied Housing Units	44.1%	33.0%	30.1%
Vacant Housing Units	9.9%	8.2%	8.1%
2010 Housing Units	3,421	7,050	9,502
Owner Occupied Housing Units	44.7%	58.1%	60.9%
Renter Occupied Housing Units	43.7%	32.1%	29.6%
Vacant Housing Units	11.6%	9.8%	9.5%
2015 Housing Units	3,565	7,593	10,281
Owner Occupied Housing Units	44.3%	58.1%	60.7%
Renter Occupied Housing Units	43.2%	31.3%	28.9%
Vacant Housing Units	12.5%	10.6%	10.4%
Median Household Income			
2000	\$27,547	\$32,164	\$32,227
2010	\$36,465	\$42,522	\$42,273
2015	\$42,390	\$47,157	\$47,228
Median Home Value			
2000	\$77,443	\$82,891	\$80,826
2010	\$102,647	\$110,371	\$107,580
2015	\$115,722	\$122,897	\$120,665
Per Capita Income			
2000	\$16,932	\$18,128	\$17,645
2010	\$20,811	\$22,343	\$21,810
2015	\$21,868	\$23,366	\$22,825
Median Age			
2000	36.6	37.0	37.2
2010	38.2	39.2	39.6
2015	39.1	40.4	40.9

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 total population. Detail may not sum to totals due to rounding.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.



640 Northview Dr, Mount Ster...


Drive Time: 5, 10, 15 Minutes

Market Profile

Prepared by Mark RobbinsElaine

Latitude: 38.075007

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	5 minutes	10 minutes	15 minutes
2000 Households by Income			
 Household Income Base	2,820	5,411	7,272
< \$15,000	27.1%	22.3%	23.0%
\$15,000 - \$24,999	18.6%	16.7%	16.5%
\$25,000 - \$34,999	13.5%	14.2%	13.7%
\$35,000 - \$49,999	12.6%	14.2%	14.7%
\$50,000 - \$74,999	15.6%	18.3%	18.2%
\$75,000 - \$99,999	7.4%	8.1%	7.9%
\$100,000 - \$149,999	2.7%	3.7%	4.0%
\$150,000 - \$199,999	1.9%	1.6%	1.3%
\$200,000+	0.6%	0.8%	0.7%
Average Household Income	\$39,818	\$43,791	\$43,290
2010 Households by Income			
Household Income Base	3,024	6,361	8,600
< \$15,000	22.5%	17.2%	17.8%
\$15,000 - \$24,999	15.1%	12.8%	12.8%
\$25,000 - \$34,999	10.7%	10.9%	10.7%
\$35,000 - \$49,999	16.3%	17.8%	17.5%
\$50,000 - \$74,999	17.7%	20.7%	21.2%
\$75,000 - \$99,999	9.4%	11.1%	10.7%
\$100,000 - \$149,999	5.4%	6.3%	6.4%
\$150,000 - \$199,999	1.5%	1.7%	1.5%
\$200,000+	1.5%	1.5%	1.3%
Average Household Income	\$47,416	\$52,672	\$51,893
2015 Households by Income			
Household Income Base	3,122	6,787	9,214
< \$15,000	20.4%	15.4%	15.7%
\$15,000 - \$24,999	12.9%	10.8%	11.0%
\$25,000 - \$34,999	9.5%	9.7%	9.5%
\$35,000 - \$49,999	16.6%	18.0%	17.7%
\$50,000 - \$74,999	25.0%	27.3%	28.1%
\$75,000 - \$99,999	7.5%	9.2%	8.7%
\$100,000 - \$149,999	5.0%	6.1%	6.2%
\$150,000 - \$199,999	1.6%	1.9%	1.7%
\$200,000+	1.6%	1.6%	1.5%
Average Household Income	\$49,250	\$54,618	\$53,837
2000 Owner Occupied HUs by Value			
Total	1,383	3,444	4,918
<\$50,000	21.2%	18.3%	21.0%
\$50,000 - 99,999	49.7%	46.1%	44.7%
\$100,000 - 149,999	14.7%	18.4%	18.2%
\$150,000 - 199,999	8.0%	10.0%	8.9%
\$200,000 - \$299,999	4.6%	5.4%	5.3%
\$300,000 - 499,999	1.2%	1.3%	1.4%
\$500,000 - 999,999	0.5%	0.4%	0.4%
\$1,000,000+	0.0%	0.0%	0.0%
Average Home Value	\$95,115	\$100,623	\$97,795
2000 Specified Renter Occupied HUs by Contract Rent			
Total	1,431	1,918	2,312
With Cash Rent	94.2%	92.2%	90.7%
No Cash Rent	5.8%	7.8%	9.3%
Median Rent	\$302	\$324	\$317
Average Rent	\$298	\$307	\$302

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. Specified Renter Occupied Housing Units exclude houses on 10+ acres. Average Rent excludes units paying no cash rent.


Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.



640 Northview Dr, Mount Ster...

Latitude: 38.075007
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Drive Time: 5, 10, 15 Minutes

	5 minutes	10 minutes	15 minutes
2000 Population by Age			
 Total	6,633	13,266	18,122
Age 0 - 4	6.9%	6.8%	6.7%
Age 5 - 9	6.5%	6.8%	6.7%
Age 10 - 14	5.7%	6.2%	6.2%
Age 15 - 19	6.2%	6.3%	6.5%
Age 20 - 24	7.9%	6.7%	6.4%
Age 25 - 34	14.8%	14.4%	14.1%
Age 35 - 44	13.8%	14.8%	15.1%
Age 45 - 54	12.3%	13.9%	14.2%
Age 55 - 64	8.3%	9.3%	9.5%
Age 65 - 74	7.5%	7.3%	7.2%
Age 75 - 84	7.1%	5.5%	5.2%
Age 85+	3.1%	2.0%	2.1%
Age 18+	77.2%	76.2%	76.2%
2010 Population by Age			
Total	6,970	15,207	20,733
Age 0 - 4	6.8%	6.6%	6.5%
Age 5 - 9	6.6%	6.6%	6.7%
Age 10 - 14	6.3%	6.6%	6.7%
Age 15 - 19	6.2%	6.3%	6.3%
Age 20 - 24	5.9%	5.2%	4.9%
Age 25 - 34	13.6%	12.5%	12.2%
Age 35 - 44	13.8%	14.2%	14.2%
Age 45 - 54	13.1%	14.4%	14.7%
Age 55 - 64	11.6%	12.9%	13.2%
Age 65 - 74	7.1%	7.5%	7.6%
Age 75 - 84	5.4%	4.8%	4.7%
Age 85+	3.6%	2.4%	2.4%
Age 18+	76.6%	76.2%	76.2%
2015 Population by Age			
Total	7,118	16,092	22,027
Age 0 - 4	6.9%	6.5%	6.3%
Age 5 - 9	6.5%	6.5%	6.4%
Age 10 - 14	6.5%	6.8%	6.9%
Age 15 - 19	6.2%	6.4%	6.4%
Age 20 - 24	6.5%	5.7%	5.4%
Age 25 - 34	11.7%	10.9%	10.6%
Age 35 - 44	13.9%	14.0%	14.0%
Age 45 - 54	12.2%	13.4%	13.6%
Age 55 - 64	12.1%	13.3%	13.6%
Age 65 - 74	9.2%	9.8%	9.8%
Age 75 - 84	5.0%	4.6%	4.6%
Age 85+	3.4%	2.4%	2.4%
Age 18+	76.5%	76.3%	76.4%
2000 Population by Sex			
Males	46.2%	47.4%	47.6%
Females	53.8%	52.6%	52.4%
2010 Population by Sex			
Males	47.4%	48.3%	48.3%
Females	52.6%	51.7%	51.7%
2015 Population by Sex			
Males	47.8%	48.6%	48.6%
Females	52.2%	51.4%	51.4%

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.



640 Northview Dr, Mount Ster...



Drive Time: 5, 10, 15 Minutes

Market Profile

Prepared by Mark RobbinsElaine

Latitude: 38.075007

Longitude: -83.948883

	5 minutes	10 minutes	15 minutes
2000 Population by Race/Ethnicity			
 Total	6,634	13,264	18,122
White Alone	90.8%	93.3%	94.0%
Black Alone	7.2%	5.1%	4.5%
American Indian Alone	0.2%	0.1%	0.1%
Asian or Pacific Islander Alone	0.2%	0.2%	0.1%
Some Other Race Alone	0.7%	0.5%	0.4%
Two or More Races	1.0%	0.8%	0.8%
Hispanic Origin	1.5%	1.2%	1.2%
Diversity Index	19.6	14.8	13.4
2010 Population by Race/Ethnicity			
Total	6,970	15,203	20,733
White Alone	89.2%	92.4%	93.2%
Black Alone	7.8%	5.3%	4.7%
American Indian Alone	0.2%	0.2%	0.1%
Asian or Pacific Islander Alone	0.2%	0.2%	0.2%
Some Other Race Alone	1.2%	0.8%	0.7%
Two or More Races	1.4%	1.1%	1.1%
Hispanic Origin	3.0%	2.3%	2.2%
Diversity Index	24.5	18.3	16.7
2015 Population by Race/Ethnicity			
Total	7,118	16,089	22,027
White Alone	88.5%	92.1%	92.9%
Black Alone	8.1%	5.4%	4.8%
American Indian Alone	0.2%	0.2%	0.1%
Asian or Pacific Islander Alone	0.3%	0.3%	0.2%
Some Other Race Alone	1.3%	0.9%	0.7%
Two or More Races	1.5%	1.3%	1.2%
Hispanic Origin	3.5%	2.8%	2.6%
Diversity Index	26.3	19.6	17.9
2000 Population 3+ by School Enrollment			
 Total	6,417	12,788	17,467
Enrolled in Nursery/Preschool	2.0%	1.7%	1.6%
Enrolled in Kindergarten	1.4%	1.5%	1.5%
Enrolled in Grade 1-8	9.2%	11.3%	11.5%
Enrolled in Grade 9-12	4.0%	4.8%	5.1%
Enrolled in College	1.7%	2.3%	2.2%
Enrolled in Grad/Prof School	0.6%	0.6%	0.6%
Not Enrolled in School	81.3%	78.0%	77.6%
2010 Population 25+ by Educational Attainment			
Total	4,749	10,442	14,315
Less than 9th Grade	9.7%	8.0%	8.6%
9th - 12th Grade, No Diploma	10.7%	9.4%	9.6%
High School Graduate	37.0%	38.1%	39.1%
Some College, No Degree	15.8%	18.0%	17.2%
Associate Degree	5.0%	5.6%	5.8%
Bachelor's Degree	15.5%	14.7%	13.6%
Graduate/Professional Degree	6.1%	6.2%	6.1%

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. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.



640 Northview Dr, Mount Ster...




Drive Time: 5, 10, 15 Minutes

Market Profile

Prepared by Mark RobbinsElaine

Latitude: 38.075007

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	5 minutes	10 minutes	15 minutes
2010 Population 15+ by Marital Status			
 Total	5,591	12,186	16,619
Never Married	25.8%	21.9%	21.5%
Married	46.3%	54.8%	55.2%
Widowed	12.8%	9.6%	9.1%
Divorced	15.1%	13.8%	14.2%
2000 Population 16+ by Employment Status			
 Total	5,466	10,605	14,416
In Labor Force	57.8%	60.6%	59.7%
Civilian Employed	53.9%	57.2%	56.2%
Civilian Unemployed	4.0%	3.4%	3.5%
In Armed Forces	0.0%	0.0%	0.0%
Not in Labor Force	42.2%	39.4%	40.3%
2010 Civilian Population 16+ in Labor Force			
Civilian Employed	86.1%	88.0%	87.9%
Civilian Unemployed	13.9%	12.0%	12.1%
2015 Civilian Population 16+ in Labor Force			
Civilian Employed	88.7%	90.3%	90.3%
Civilian Unemployed	11.3%	9.7%	9.7%
2000 Females 16+ by Employment Status and Age of Children			
Total	3,005	5,667	7,705
Own Children < 6 Only	11.1%	10.4%	9.9%
Employed/in Armed Forces	7.2%	6.6%	6.1%
Unemployed	0.9%	0.6%	0.6%
Not in Labor Force	3.1%	3.2%	3.2%
Own Children < 6 and 6-17 Only	3.9%	5.2%	5.4%
Employed/in Armed Forces	1.4%	2.6%	2.7%
Unemployed	0.0%	0.0%	0.0%
Not in Labor Force	2.5%	2.6%	2.7%
Own Children 6-17 Only	13.3%	15.5%	16.1%
Employed/in Armed Forces	9.7%	10.9%	11.1%
Unemployed	0.1%	0.6%	0.6%
Not in Labor Force	3.5%	4.0%	4.4%
No Own Children < 18	71.7%	68.8%	68.7%
Employed/in Armed Forces	30.7%	31.1%	30.3%
Unemployed	2.0%	1.7%	1.9%
Not in Labor Force	39.0%	36.1%	36.5%
2010 Employed Population 16+ by Industry			
 Total	2,778	6,466	8,721
Agriculture/Mining	1.5%	2.1%	2.4%
Construction	5.1%	5.2%	5.4%
Manufacturing	16.3%	16.5%	16.7%
Wholesale Trade	3.6%	3.4%	3.3%
Retail Trade	12.5%	15.4%	15.1%
Transportation/Utilities	3.9%	4.3%	4.3%
Information	1.8%	1.7%	1.6%
Finance/Insurance/Real Estate	5.0%	3.7%	4.3%
Services	44.8%	40.8%	39.8%
Public Administration	5.5%	7.0%	7.1%

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.



640 Northview Dr, Mount Ster...


Drive Time: 5, 10, 15 Minutes

Market Profile

Prepared by Mark RobbinsElaine

Latitude: 38.075007

Longitude: -83.948883

	5 minutes	10 minutes	15 minutes
2010 Employed Population 16+ by Occupation			
Total	2,778	6,467	8,721
White Collar	54.2%	56.6%	56.7%
Management/Business/Financial	14.0%	12.6%	13.1%
Professional	17.1%	19.0%	18.6%
Sales	10.1%	11.5%	11.3%
Administrative Support	13.0%	13.5%	13.7%
Services	17.2%	16.1%	16.0%
Blue Collar	28.6%	27.3%	27.4%
Farming/Forestry/Fishing	0.1%	0.4%	0.4%
Construction/Extraction	3.7%	3.8%	4.0%
Installation/Maintenance/Repair	4.3%	4.3%	4.0%
Production	12.3%	11.4%	11.4%
Transportation/Material Moving	8.2%	7.4%	7.6%
2000 Workers 16+ by Means of Transportation to Work			
 Total	2,840	5,878	7,867
Drove Alone - Car, Truck, or Van	80.5%	83.4%	83.6%
Carpooled - Car, Truck, or Van	16.5%	13.4%	13.0%
Public Transportation	0.3%	0.2%	0.2%
Walked	1.4%	0.8%	0.8%
Other Means	0.0%	0.6%	0.9%
Worked at Home	1.2%	1.6%	1.5%
2000 Workers 16+ by Travel Time to Work			
Total	2,842	5,879	7,867
Did Not Work at Home	98.8%	98.4%	98.5%
Less than 5 minutes	9.3%	6.5%	5.5%
5 to 9 minutes	23.9%	21.4%	19.5%
10 to 19 minutes	26.2%	28.6%	29.7%
20 to 24 minutes	8.8%	8.7%	9.1%
25 to 34 minutes	9.9%	10.0%	10.3%
35 to 44 minutes	4.4%	4.7%	4.5%
45 to 59 minutes	9.4%	11.0%	11.3%
60 to 89 minutes	6.2%	6.2%	6.6%
90 or more minutes	0.8%	1.4%	2.1%
Worked at Home	1.2%	1.6%	1.5%
Average Travel Time to Work (in min)	20.5	22.4	23.9
2000 Households by Vehicles Available			
Total	2,817	5,399	7,289
None	15.0%	11.2%	10.8%
1	37.6%	32.2%	31.3%
2	34.0%	40.5%	40.1%
3	11.9%	12.4%	13.0%
4	0.5%	2.8%	3.7%
5+	1.0%	1.0%	1.0%
Average Number of Vehicles Available	1.5	1.7	1.7

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.



640 Northview Dr, Mount Ster...



Drive Time: 5, 10, 15 Minutes

Market Profile

Prepared by Mark RobbinsElaine

Latitude: 38.075007

Longitude: -83.948883

	5 minutes	10 minutes	15 minutes
2000 Households by Type			
 Total	2,785	5,382	7,285
Family Households	62.3%	68.5%	70.4%
Married-couple Family	45.3%	53.5%	55.5%
With Related Children	20.6%	24.0%	24.8%
Other Family (No Spouse)	17.0%	15.0%	14.9%
With Related Children	11.2%	10.0%	10.0%
Nonfamily Households	37.7%	31.5%	29.6%
Householder Living Alone	32.8%	27.5%	26.0%
Householder Not Living Alone	4.9%	4.0%	3.7%
Households with Related Children	31.8%	34.0%	34.7%
Households with Persons 65+	29.0%	25.8%	24.8%
2000 Households by Size			
Total	2,786	5,383	7,285
1 Person Household	32.8%	27.5%	26.0%
2 Person Household	32.7%	34.5%	34.7%
3 Person Household	16.4%	18.4%	19.4%
4 Person Household	11.6%	13.0%	13.4%
5 Person Household	4.8%	4.7%	4.7%
6 Person Household	1.4%	1.5%	1.4%
7+ Person Household	0.2%	0.4%	0.4%
2000 Households by Year Householder Moved In			
Total	2,816	5,399	7,289
Moved in 1999 to March 2000	25.2%	22.2%	21.2%
Moved in 1995 to 1998	28.3%	28.2%	29.0%
Moved in 1990 to 1994	14.7%	15.5%	14.9%
Moved in 1980 to 1989	14.8%	15.1%	14.8%
Moved in 1970 to 1979	8.9%	10.4%	11.3%
Moved in 1969 or Earlier	8.1%	8.7%	8.9%
Median Year Householder Moved In	1995	1995	1995
2000 Housing Units by Units in Structure			
 Total	3,159	5,866	7,920
1, Detached	56.7%	65.5%	66.5%
1, Attached	1.6%	1.0%	0.9%
2	20.9%	13.9%	10.9%
3 or 4	6.0%	4.9%	4.0%
5 to 9	6.2%	3.8%	3.1%
10 to 19	0.9%	0.8%	0.8%
20+	4.5%	2.7%	2.7%
Mobile Home	3.0%	7.3%	10.9%
Other	0.3%	0.1%	0.2%
2000 Housing Units by Year Structure Built			
Total	3,163	5,868	7,920
1999 to March 2000	4.4%	4.8%	4.8%
1995 to 1998	7.6%	11.2%	11.6%
1990 to 1994	5.5%	5.7%	6.1%
1980 to 1989	10.8%	14.4%	14.3%
1970 to 1979	19.6%	23.6%	24.5%
1969 or Earlier	52.1%	40.3%	38.5%
Median Year Structure Built	1968	1974	1975

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing.



640 Northview Dr, Mount Ster...

Drive Time: 5, 10, 15 Minutes

Market Profile

Prepared by Mark RobbinsElaine

Latitude: 38.075007

Longitude: -83.948883

	5 minutes	10 minutes	15 minutes
Top 3 Tapestry Segments			
1.	Midlife Junction	Midlife Junction	Salt of the Earth
2.	City Dimensions	Salt of the Earth	Midlife Junction
3.	Rural Bypasses	Rustbelt Traditions	Rural Bypasses



2010 Consumer Spending shows the amount spent on a variety of goods and services by households that reside in the market area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue.

Apparel & Services: Total \$	\$3,464,634	\$7,969,362	\$10,540,374
Average Spent	\$1,145.71	\$1,252.85	\$1,225.62
Spending Potential Index	48	52	51
Computers & Accessories: Total \$	\$452,271	\$1,044,722	\$1,377,712
Average Spent	\$149.56	\$164.24	\$160.20
Spending Potential Index	68	75	73
Education: Total \$	\$2,528,782	\$5,974,276	\$7,677,757
Average Spent	\$836.24	\$939.20	\$892.76
Spending Potential Index	69	77	73
Entertainment/Recreation: Total \$	\$6,840,231	\$16,027,703	\$21,504,736
Average Spent	\$2,261.98	\$2,519.68	\$2,500.55
Spending Potential Index	70	78	78
Food at Home: Total \$	\$9,733,744	\$22,194,617	\$29,753,658
Average Spent	\$3,218.83	\$3,489.17	\$3,459.73
Spending Potential Index	72	78	77
Food Away from Home: Total \$	\$6,767,345	\$15,634,240	\$20,806,557
Average Spent	\$2,237.88	\$2,457.83	\$2,419.37
Spending Potential Index	70	76	75
Health Care: Total \$	\$8,455,009	\$19,738,482	\$26,770,273
Average Spent	\$2,795.97	\$3,103.05	\$3,112.82
Spending Potential Index	75	83	84
HH Furnishings & Equipment: Total \$	\$3,688,856	\$8,657,596	\$11,557,022
Average Spent	\$1,219.86	\$1,361.04	\$1,343.84
Spending Potential Index	59	66	65
Investments: Total \$	\$3,545,850	\$8,597,353	\$11,529,201
Average Spent	\$1,172.57	\$1,351.57	\$1,340.60
Spending Potential Index	67	78	77
Retail Goods: Total \$	\$51,085,348	\$118,778,317	\$160,170,415
Average Spent	\$16,893.30	\$18,672.90	\$18,624.47
Spending Potential Index	68	75	75
Shelter: Total \$	\$30,647,527	\$71,460,531	\$93,221,773
Average Spent	\$10,134.76	\$11,234.17	\$10,839.74
Spending Potential Index	64	71	69
TV/Video/Audio: Total \$	\$2,674,263	\$6,132,898	\$8,198,391
Average Spent	\$884.35	\$964.14	\$953.30
Spending Potential Index	71	78	77
Travel: Total \$	\$3,607,302	\$8,653,966	\$11,379,355
Average Spent	\$1,192.89	\$1,360.47	\$1,323.18
Spending Potential Index	63	72	70
Vehicle Maintenance & Repairs: Total \$	\$1,997,258	\$4,633,746	\$6,214,233
Average Spent	\$660.47	\$728.46	\$722.59
Spending Potential Index	70	77	77

Data Note: 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 2005 and 2006 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.



Census 2010 Summary Profile

640 Northview Dr, Mount Sterling, KY, 40353
 Drive Time: 5 minutes

Prepared by Mark RobbinsElaine

Latitude: 38.075007

Longitude: -83.948883

	2000	2010	2000-2010 Annual Rate
Population	6,552	6,898	0.52%
Households	2,804	2,928	0.43%
Housing Units	3,136	3,374	0.73%

Population by Race	Number	Percent
Total	6,898	100.0%
Population Reporting One Race	6,795	98.5%
White	6,297	91.3%
Black	366	5.3%
American Indian	10	0.1%
Asian	29	0.4%
Pacific Islander	0	0.0%
Some Other Race	93	1.3%
Population Reporting Two or More Races	103	1.5%
Total Hispanic Population	237	3.4%

Population by Sex	Number	Percent
Male	3,278	47.5%
Female	3,620	52.5%

Population by Age	Number	Percent
Total	6,897	100.0%
Age 0 - 4	519	7.5%
Age 5 - 9	435	6.3%
Age 10 - 14	431	6.2%
Age 15 - 19	411	6.0%
Age 20 - 24	410	5.9%
Age 25 - 29	533	7.7%
Age 30 - 34	489	7.1%
Age 35 - 39	491	7.1%
Age 40 - 44	419	6.1%
Age 45 - 49	481	7.0%
Age 50 - 54	481	7.0%
Age 55 - 59	403	5.8%
Age 60 - 64	384	5.6%
Age 65 - 69	270	3.9%
Age 70 - 74	215	3.1%
Age 75 - 79	162	2.3%
Age 80 - 84	166	2.4%
Age 85+	197	2.9%
Age 18+	5,276	76.5%
Age 65+	1,010	14.6%

Median Age by Sex and Race/Hispanic Origin	Median Age
Total Population	37.2
Male	34.7
Female	39.9
White Alone	37.3
Black Alone	47.7
American Indian Alone	42.5
Asian Alone	32.1
Pacific Islander Alone	0.0
Some Other Race Alone	24.1
Two or More Races	9.4
Hispanic Population	23.6

Data Note: Hispanic population can be of any race. Census 2010 medians are computed from reported data distributions.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri converted Census 2000 data into 2010 geography.



Census 2010 Summary Profile

640 Northview Dr, Mount Sterling, KY, 40353
Drive Time: 5 minutes

Prepared by Mark RobbinsElaine

Latitude: 38.075007

Longitude: -83.948883

Households by Type		
Total	2,927	100.0%
Households with 1 Person	957	32.7%
Households with 2+ People	1,970	67.3%
Family Households	1,793	61.3%
Husband-wife Families	1,194	40.8%
With Own Children	465	15.9%
Other Family (No Spouse Present)	599	20.5%
With Own Children	357	12.2%
Nonfamily Households	177	6.0%
All Households with Children	951	32.5%
Multigenerational Households	101	3.4%
Unmarried Partner Households	238	8.1%
Male-female	224	7.7%
Same-sex	14	0.5%
Average Household Size	2.27	

Family Households by Size		
Total	1,793	100.0%
2 People	795	44.3%
3 People	460	25.7%
4 People	312	17.4%
5 People	149	8.3%
6 People	48	2.7%
7+ People	29	1.6%
Average Family Size	2.85	

Nonfamily Households by Size		
Total	1,135	100.0%
1 Person	957	84.3%
2 People	150	13.2%
3 People	17	1.5%
4 People	8	0.7%
5 People	2	0.2%
6 People	1	0.1%
7+ People	0	0.0%
Average Nonfamily Size	1.16	

Population by Relationship and Household Type		
Total	6,898	100.0%
In Households	6,635	96.2%
In Family Households	5,317	77.1%
Householder	1,744	25.3%
Spouse	1,164	16.9%
Child	1,977	28.7%
Other relative	217	3.1%
Nonrelative	215	3.1%
In Nonfamily Households	1,318	19.1%
In Group Quarters	263	3.8%
Institutionalized Population	244	3.5%
Noninstitutionalized Population	20	0.3%

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. Average family size excludes nonrelatives.

Source: U.S. Census Bureau, Census 2010 Summary File 1.



Census 2010 Summary Profile

640 Northview Dr, Mount Sterling, KY, 40353
Drive Time: 5 minutes

Prepared by Mark RobbinsElaine

Latitude: 38.075007

Longitude: -83.948883

Family Households by Age of Householder		
Total	1,793	100.0%
Householder Age 15 - 44	830	46.3%
Householder Age 45 - 54	389	21.7%
Householder Age 55 - 64	290	16.2%
Householder Age 65 - 74	165	9.2%
Householder Age 75+	119	6.6%
Nonfamily Households by Age of Householder		
Total	1,134	100.0%
Householder Age 15 - 44	322	28.4%
Householder Age 45 - 54	185	16.3%
Householder Age 55 - 64	230	20.3%
Householder Age 65 - 74	162	14.3%
Householder Age 75+	235	20.7%
Households by Race of Householder		
Total	2,928	100.0%
Householder is White Alone	2,676	91.4%
Householder is Black Alone	191	6.5%
Householder is American Indian Alone	6	0.2%
Householder is Asian Alone	11	0.4%
Householder is Pacific Islander Alone	0	0.0%
Householder is Some Other Race Alone	26	0.9%
Householder is Two or More Races	18	0.6%
Households with Hispanic Householder	64	2.2%
Husband-wife Families by Race of Householder		
Total	1,193	100.0%
Householder is White Alone	1,111	93.1%
Householder is Black Alone	58	4.9%
Householder is American Indian Alone	2	0.2%
Householder is Asian Alone	7	0.6%
Householder is Pacific Islander Alone	0	0.0%
Householder is Some Other Race Alone	8	0.7%
Householder is Two or More Races	7	0.6%
Husband-wife Families with Hispanic Householder	22	1.8%
Other Families (No Spouse) by Race of Householder		
Total	600	100.0%
Householder is White Alone	540	90.0%
Householder is Black Alone	45	7.5%
Householder is American Indian Alone	2	0.3%
Householder is Asian Alone	1	0.2%
Householder is Pacific Islander Alone	0	0.0%
Householder is Some Other Race Alone	8	1.3%
Householder is Two or More Races	4	0.7%
Other Families with Hispanic Householder	21	3.5%
Nonfamily Households by Race of Householder		
Total	1,136	100.0%
Householder is White Alone	1,025	90.2%
Householder is Black Alone	88	7.7%
Householder is American Indian Alone	2	0.2%
Householder is Asian Alone	3	0.3%
Householder is Pacific Islander Alone	0	0.0%
Householder is Some Other Race Alone	10	0.9%
Householder is Two or More Races	8	0.7%
Nonfamily Households with Hispanic Householder	21	1.9%

Source: U.S. Census Bureau, Census 2010 Summary File 1.



Census 2010 Summary Profile

640 Northview Dr, Mount Sterling, KY, 40353
 Drive Time: 5 minutes

Prepared by Mark RobbinsElaine

Latitude: 38.075007

Longitude: -83.948883

Total Housing Units by Occupancy

Total	3,355	100.0%
Occupied Housing Units	2,928	87.3%
Vacant Housing Units		
For Rent	139	4.1%
Rented, not Occupied	2	0.1%
For Sale Only	58	1.7%
Sold, not Occupied	22	0.7%
For Seasonal/Recreational/Occasional Use	16	0.5%
For Migrant Workers	1	0.0%
Other Vacant	189	5.6%
Total Vacancy Rate	13.2%	

Households by Tenure and Mortgage Status

Total	2,928	100.0%
Owner Occupied	1,474	50.3%
Owned with a Mortgage/Loan	1,022	34.9%
Owned Free and Clear	452	15.4%
Average Household Size	2.34	
Renter Occupied	1,454	49.7%
Average Household Size	2.19	

Owner-occupied Housing Units by Race of Householder

Total	1,473	100.0%
Householder is White Alone	1,363	92.5%
Householder is Black Alone	97	6.6%
Householder is American Indian Alone	1	0.1%
Householder is Asian Alone	4	0.3%
Householder is Pacific Islander Alone	0	0.0%
Householder is Some Other Race Alone	4	0.3%
Householder is Two or More Races	4	0.3%
Owner-occupied Housing Units with Hispanic Householder	11	0.7%

Renter-occupied Housing Units by Race of Householder

Total	1,455	100.0%
Householder is White Alone	1,313	90.2%
Householder is Black Alone	94	6.5%
Householder is American Indian Alone	5	0.3%
Householder is Asian Alone	7	0.5%
Householder is Pacific Islander Alone	0	0.0%
Householder is Some Other Race Alone	22	1.5%
Householder is Two or More Races	14	1.0%
Renter-occupied Housing Units with Hispanic Householder	53	3.6%

Average Household Size by Race/Hispanic Origin of Householder

Householder is White Alone	2.27
Householder is Black Alone	1.94
Householder is American Indian Alone	2.33
Householder is Asian Alone	2.45
Householder is Pacific Islander Alone	0.00
Householder is Some Other Race Alone	3.15
Householder is Two or More Races	3.33
Householder is Hispanic	2.98

Source: U.S. Census Bureau, Census 2010 Summary File 1.



Census 2010 Summary Profile

640 Northview Dr, Mount Sterling, KY, 40353
 Drive Time: 10 minutes

Prepared by Mark RobbinsElaine

Latitude: 38.075007

Longitude: -83.948883

	2000	2010	2000-2010 Annual Rate
Population	12,744	14,339	1.19%
Households	5,222	5,856	1.15%
Housing Units	5,681	6,527	1.40%

Population by Race	Number	Percent
Total	14,339	100.0%
Population Reporting One Race	14,161	98.8%
White	13,312	92.8%
Black	572	4.0%
American Indian	19	0.1%
Asian	60	0.4%
Pacific Islander	2	0.0%
Some Other Race	196	1.4%
Population Reporting Two or More Races	178	1.2%
Total Hispanic Population	436	3.0%

Population by Sex	Number	Percent
Male	6,893	48.1%
Female	7,446	51.9%

Population by Age	Number	Percent
Total	14,342	100.0%
Age 0 - 4	992	6.9%
Age 5 - 9	907	6.3%
Age 10 - 14	913	6.4%
Age 15 - 19	908	6.3%
Age 20 - 24	825	5.8%
Age 25 - 29	998	7.0%
Age 30 - 34	981	6.8%
Age 35 - 39	1,030	7.2%
Age 40 - 44	964	6.7%
Age 45 - 49	1,027	7.2%
Age 50 - 54	1,006	7.0%
Age 55 - 59	914	6.4%
Age 60 - 64	863	6.0%
Age 65 - 69	594	4.1%
Age 70 - 74	455	3.2%
Age 75 - 79	349	2.4%
Age 80 - 84	311	2.2%
Age 85+	302	2.1%
Age 18+	10,989	76.6%
Age 65+	2,011	14.0%

Median Age by Sex and Race/Hispanic Origin	Median Age
Total Population	38.1
Male	36.1
Female	40.2
White Alone	38.5
Black Alone	46.3
American Indian Alone	41.7
Asian Alone	30.0
Pacific Islander Alone	52.5
Some Other Race Alone	23.9
Two or More Races	10.8
Hispanic Population	24.2

Data Note: Hispanic population can be of any race. Census 2010 medians are computed from reported data distributions.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri converted Census 2000 data into 2010 geography.



Census 2010 Summary Profile

640 Northview Dr, Mount Sterling, KY, 40353
 Drive Time: 10 minutes

Prepared by Mark RobbinsElaine

Latitude: 38.075007

Longitude: -83.948883

Households by Type		
Total	5,856	100.0%
Households with 1 Person	1,673	28.6%
Households with 2+ People	4,183	71.4%
Family Households	3,854	65.8%
Husband-wife Families	2,801	47.8%
With Own Children	1,067	18.2%
Other Family (No Spouse Present)	1,053	18.0%
With Own Children	598	10.2%
Nonfamily Households	329	5.6%
All Households with Children	1,930	33.0%
Multigenerational Households	222	3.8%
Unmarried Partner Households	434	7.4%
Male-female	408	7.0%
Same-sex	26	0.4%
Average Household Size	2.40	

Family Households by Size		
Total	3,854	100.0%
2 People	1,707	44.3%
3 People	994	25.8%
4 People	703	18.2%
5 People	294	7.6%
6 People	101	2.6%
7+ People	55	1.4%
Average Family Size	2.91	

Nonfamily Households by Size		
Total	2,002	100.0%
1 Person	1,673	83.6%
2 People	285	14.2%
3 People	26	1.3%
4 People	13	0.6%
5 People	3	0.2%
6 People	1	0.1%
7+ People	1	0.1%
Average Nonfamily Size	1.19	

Population by Relationship and Household Type		
Total	14,339	100.0%
In Households	14,032	97.9%
In Family Households	11,641	81.2%
Householder	3,835	26.7%
Spouse	2,787	19.4%
Child	4,167	29.1%
Other relative	441	3.1%
Nonrelative	412	2.9%
In Nonfamily Households	2,391	16.7%
In Group Quarters	307	2.1%
Institutionalized Population	282	2.0%
Noninstitutionalized Population	25	0.2%

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. Average family size excludes nonrelatives.

Source: U.S. Census Bureau, Census 2010 Summary File 1.



Census 2010 Summary Profile

640 Northview Dr, Mount Sterling, KY, 40353
Drive Time: 10 minutes

Prepared by Mark RobbinsElaine

Latitude: 38.075007

Longitude: -83.948883

Family Households by Age of Householder		
Total	3,854	100.0%
Householder Age 15 - 44	1,672	43.4%
Householder Age 45 - 54	836	21.7%
Householder Age 55 - 64	686	17.8%
Householder Age 65 - 74	400	10.4%
Householder Age 75+	260	6.7%

Nonfamily Households by Age of Householder		
Total	2,002	100.0%
Householder Age 15 - 44	585	29.2%
Householder Age 45 - 54	333	16.6%
Householder Age 55 - 64	401	20.0%
Householder Age 65 - 74	288	14.4%
Householder Age 75+	395	19.7%

Households by Race of Householder		
Total	5,856	100.0%
Householder is White Alone	5,468	93.4%
Householder is Black Alone	284	4.9%
Householder is American Indian Alone	8	0.1%
Householder is Asian Alone	16	0.3%
Householder is Pacific Islander Alone	0	0.0%
Householder is Some Other Race Alone	49	0.8%
Householder is Two or More Races	31	0.5%
Households with Hispanic Householder	109	1.9%

Husband-wife Families by Race of Householder		
Total	2,802	100.0%
Householder is White Alone	2,663	95.0%
Householder is Black Alone	92	3.3%
Householder is American Indian Alone	3	0.1%
Householder is Asian Alone	10	0.4%
Householder is Pacific Islander Alone	0	0.0%
Householder is Some Other Race Alone	19	0.7%
Householder is Two or More Races	15	0.5%
Husband-wife Families with Hispanic Householder	47	1.7%

Other Families (No Spouse) by Race of Householder		
Total	1,053	100.0%
Householder is White Alone	962	91.4%
Householder is Black Alone	67	6.4%
Householder is American Indian Alone	3	0.3%
Householder is Asian Alone	1	0.1%
Householder is Pacific Islander Alone	0	0.0%
Householder is Some Other Race Alone	16	1.5%
Householder is Two or More Races	4	0.4%
Other Families with Hispanic Householder	31	2.9%

Nonfamily Households by Race of Householder		
Total	2,002	100.0%
Householder is White Alone	1,843	92.1%
Householder is Black Alone	126	6.3%
Householder is American Indian Alone	2	0.1%
Householder is Asian Alone	5	0.3%
Householder is Pacific Islander Alone	0	0.0%
Householder is Some Other Race Alone	15	0.7%
Householder is Two or More Races	11	0.5%
Nonfamily Households with Hispanic Householder	31	1.5%

Source: U.S. Census Bureau, Census 2010 Summary File 1.



Census 2010 Summary Profile

640 Northview Dr, Mount Sterling, KY, 40353
 Drive Time: 10 minutes

Prepared by Mark RobbinsElaine

Latitude: 38.075007

Longitude: -83.948883

Total Housing Units by Occupancy

Total	6,536	100.0%
Occupied Housing Units	5,856	89.6%
Vacant Housing Units		
For Rent	216	3.3%
Rented, not Occupied	3	0.0%
For Sale Only	116	1.8%
Sold, not Occupied	34	0.5%
For Seasonal/Recreational/Occasional Use	29	0.4%
For Migrant Workers	1	0.0%
Other Vacant	281	4.3%
Total Vacancy Rate	10.3%	

Households by Tenure and Mortgage Status

Total	5,856	100.0%
Owner Occupied	3,525	60.2%
Owned with a Mortgage/Loan	2,394	40.9%
Owned Free and Clear	1,131	19.3%
Average Household Size	2.45	
Renter Occupied	2,331	39.8%
Average Household Size	2.32	

Owner-occupied Housing Units by Race of Householder

Total	3,525	100.0%
Householder is White Alone	3,342	94.8%
Householder is Black Alone	150	4.3%
Householder is American Indian Alone	3	0.1%
Householder is Asian Alone	8	0.2%
Householder is Pacific Islander Alone	0	0.0%
Householder is Some Other Race Alone	11	0.3%
Householder is Two or More Races	11	0.3%
Owner-occupied Housing Units with Hispanic Householder	27	0.8%

Renter-occupied Housing Units by Race of Householder

Total	2,332	100.0%
Householder is White Alone	2,126	91.2%
Householder is Black Alone	134	5.7%
Householder is American Indian Alone	5	0.2%
Householder is Asian Alone	9	0.4%
Householder is Pacific Islander Alone	0	0.0%
Householder is Some Other Race Alone	38	1.6%
Householder is Two or More Races	20	0.9%
Renter-occupied Housing Units with Hispanic Householder	82	3.5%

Average Household Size by Race/Hispanic Origin of Householder

Householder is White Alone	2.40
Householder is Black Alone	2.09
Householder is American Indian Alone	3.00
Householder is Asian Alone	3.00
Householder is Pacific Islander Alone	0.00
Householder is Some Other Race Alone	3.18
Householder is Two or More Races	3.26
Householder is Hispanic	3.23

Source: U.S. Census Bureau, Census 2010 Summary File 1.



Census 2010 Summary Profile

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	2000	2010	2000-2010 Annual Rate
Population	18,909	21,822	1.44%
Households	7,644	8,744	1.35%
Housing Units	8,283	9,766	1.66%

Population by Race	Number	Percent
Total	21,821	100.0%
Population Reporting One Race	21,546	98.7%
White	20,326	93.1%
Black	783	3.6%
American Indian	37	0.2%
Asian	82	0.4%
Pacific Islander	6	0.0%
Some Other Race	312	1.4%
Population Reporting Two or More Races	275	1.3%
Total Hispanic Population	660	3.0%

Population by Sex	Number	Percent
Male	10,543	48.3%
Female	11,279	51.7%

Population by Age	Number	Percent
Total	21,820	100.0%
Age 0 - 4	1,530	7.0%
Age 5 - 9	1,421	6.5%
Age 10 - 14	1,434	6.6%
Age 15 - 19	1,379	6.3%
Age 20 - 24	1,207	5.5%
Age 25 - 29	1,446	6.6%
Age 30 - 34	1,459	6.7%
Age 35 - 39	1,581	7.2%
Age 40 - 44	1,509	6.9%
Age 45 - 49	1,573	7.2%
Age 50 - 54	1,547	7.1%
Age 55 - 59	1,387	6.4%
Age 60 - 64	1,301	6.0%
Age 65 - 69	940	4.3%
Age 70 - 74	713	3.3%
Age 75 - 79	531	2.4%
Age 80 - 84	444	2.0%
Age 85+	422	1.9%
Age 18+	16,594	76.0%
Age 65+	3,050	14.0%

Median Age by Sex and Race/Hispanic Origin	Median Age
Total Population	38.3
Male	36.6
Female	39.9
White Alone	38.7
Black Alone	45.4
American Indian Alone	37.5
Asian Alone	29.8
Pacific Islander Alone	41.3
Some Other Race Alone	23.3
Two or More Races	12.4
Hispanic Population	23.7

Data Note: Hispanic population can be of any race. Census 2010 medians are computed from reported data distributions.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri converted Census 2000 data into 2010 geography.



Census 2010 Summary Profile

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Households by Type		
Total	8,744	100.0%
Households with 1 Person	2,360	27.0%
Households with 2+ People	6,384	73.0%
Family Households	5,937	67.9%
Husband-wife Families	4,372	50.0%
With Own Children	1,683	19.2%
Other Family (No Spouse Present)	1,565	17.9%
With Own Children	875	10.0%
Nonfamily Households	447	5.1%
All Households with Children	2,968	33.9%
Multigenerational Households	349	4.0%
Unmarried Partner Households	630	7.2%
Male-female	590	6.7%
Same-sex	40	0.5%
Average Household Size	2.45	

Family Households by Size		
Total	5,936	100.0%
2 People	2,594	43.7%
3 People	1,530	25.8%
4 People	1,107	18.6%
5 People	452	7.6%
6 People	165	2.8%
7+ People	88	1.5%
Average Family Size	2.95	

Nonfamily Households by Size		
Total	2,806	100.0%
1 Person	2,360	84.1%
2 People	383	13.6%
3 People	35	1.2%
4 People	21	0.7%
5 People	5	0.2%
6 People	1	0.0%
7+ People	1	0.0%
Average Nonfamily Size	1.19	

Population by Relationship and Household Type		
Total	21,822	100.0%
In Households	21,437	98.2%
In Family Households	18,085	82.9%
Householder	5,921	27.1%
Spouse	4,359	20.0%
Child	6,551	30.0%
Other relative	664	3.0%
Nonrelative	591	2.7%
In Nonfamily Households	3,352	15.4%
In Group Quarters	385	1.8%
Institutionalized Population	336	1.5%
Noninstitutionalized Population	49	0.2%

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. Average family size excludes nonrelatives.

Source: U.S. Census Bureau, Census 2010 Summary File 1.



Census 2010 Summary Profile

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Family Households by Age of Householder		
Total		5,938 100.0%
Householder Age 15 - 44	2,561	43.1%
Householder Age 45 - 54	1,282	21.6%
Householder Age 55 - 64	1,051	17.7%
Householder Age 65 - 74	641	10.8%
Householder Age 75+	403	6.8%
Nonfamily Households by Age of Householder		
Total	2,806	100.0%
Householder Age 15 - 44	770	27.4%
Householder Age 45 - 54	486	17.3%
Householder Age 55 - 64	582	20.7%
Householder Age 65 - 74	431	15.4%
Householder Age 75+	537	19.1%
Households by Race of Householder		
Total	8,745	100.0%
Householder is White Alone	8,211	93.9%
Householder is Black Alone	370	4.2%
Householder is American Indian Alone	13	0.1%
Householder is Asian Alone	21	0.2%
Householder is Pacific Islander Alone	2	0.0%
Householder is Some Other Race Alone	73	0.8%
Householder is Two or More Races	55	0.6%
Households with Hispanic Householder	161	1.8%
Husband-wife Families by Race of Householder		
Total	4,374	100.0%
Householder is White Alone	4,179	95.5%
Householder is Black Alone	123	2.8%
Householder is American Indian Alone	5	0.1%
Householder is Asian Alone	13	0.3%
Householder is Pacific Islander Alone	1	0.0%
Householder is Some Other Race Alone	29	0.7%
Householder is Two or More Races	24	0.5%
Husband-wife Families with Hispanic Householder	70	1.6%
Other Families (No Spouse) by Race of Householder		
Total	1,565	100.0%
Householder is White Alone	1,438	91.9%
Householder is Black Alone	85	5.4%
Householder is American Indian Alone	6	0.4%
Householder is Asian Alone	1	0.1%
Householder is Pacific Islander Alone	1	0.1%
Householder is Some Other Race Alone	23	1.5%
Householder is Two or More Races	11	0.7%
Other Families with Hispanic Householder	48	3.1%
Nonfamily Households by Race of Householder		
Total	2,807	100.0%
Householder is White Alone	2,594	92.4%
Householder is Black Alone	162	5.8%
Householder is American Indian Alone	3	0.1%
Householder is Asian Alone	7	0.2%
Householder is Pacific Islander Alone	0	0.0%
Householder is Some Other Race Alone	21	0.7%
Householder is Two or More Races	20	0.7%
Nonfamily Households with Hispanic Householder	44	1.6%

Source: U.S. Census Bureau, Census 2010 Summary File 1.



Census 2010 Summary Profile

640 Northview Dr, Mount Sterling, KY, 40353
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Total Housing Units by Occupancy

Total	9,794	100.0%
Occupied Housing Units	8,744	89.3%
Vacant Housing Units		
For Rent	321	3.3%
Rented, not Occupied	7	0.1%
For Sale Only	181	1.8%
Sold, not Occupied	50	0.5%
For Seasonal/Recreational/Occasional Use	57	0.6%
For Migrant Workers	2	0.0%
Other Vacant	432	4.4%
Total Vacancy Rate	10.5%	

Households by Tenure and Mortgage Status

Total	8,744	100.0%
Owner Occupied	5,586	63.9%
Owned with a Mortgage/Loan	3,757	43.0%
Owned Free and Clear	1,828	20.9%
Average Household Size	2.48	
Renter Occupied	3,158	36.1%
Average Household Size	2.40	

Owner-occupied Housing Units by Race of Householder

Total	5,586	100.0%
Householder is White Alone	5,328	95.4%
Householder is Black Alone	195	3.5%
Householder is American Indian Alone	5	0.1%
Householder is Asian Alone	12	0.2%
Householder is Pacific Islander Alone	2	0.0%
Householder is Some Other Race Alone	21	0.4%
Householder is Two or More Races	23	0.4%
Owner-occupied Housing Units with Hispanic Householder	48	0.9%

Renter-occupied Housing Units by Race of Householder

Total	3,158	100.0%
Householder is White Alone	2,882	91.3%
Householder is Black Alone	175	5.5%
Householder is American Indian Alone	9	0.3%
Householder is Asian Alone	9	0.3%
Householder is Pacific Islander Alone	0	0.0%
Householder is Some Other Race Alone	52	1.6%
Householder is Two or More Races	31	1.0%
Renter-occupied Housing Units with Hispanic Householder	114	3.6%

Average Household Size by Race/Hispanic Origin of Householder

Householder is White Alone	2.45
Householder is Black Alone	2.18
Householder is American Indian Alone	3.00
Householder is Asian Alone	3.00
Householder is Pacific Islander Alone	2.00
Householder is Some Other Race Alone	3.30
Householder is Two or More Races	3.04
Householder is Hispanic	3.35

Source: U.S. Census Bureau, Census 2010 Summary File 1.

March 21, 2012



Demographic and Income Profile Report

640 Northview Dr, Mount Sterling, KY, 40353
 Drive Time: 5 minutes

Prepared by Mark RobbinsElaine

Latitude: 38.075007
 Longitude: -83.948883

Summary	2010	2011	2016
Population	6,898	6,940	7,266
Households	2,928	2,945	3,077
Families	1,793	1,804	1,857
Average Household Size	2.27	2.27	2.28
Owner Occupied Housing Units	1,474	1,450	1,533
Renter Occupied Housing Units	1,454	1,495	1,543
Median Age	37.2	37.4	37.8

Trends: 2011 - 2016 Annual Rate	Area	State	National
Population	0.92%	0.52%	0.67%
Households	0.88%	0.57%	0.71%
Families	0.58%	0.33%	0.57%
Owner HHs	1.12%	0.67%	0.91%
Median Household Income	2.50%	3.29%	2.75%

Households by Income	2011		2016	
	Number	Percent	Number	Percent
<\$15,000	600	20.4%	603	19.6%
\$15,000 - \$24,999	469	15.9%	392	12.7%
\$25,000 - \$34,999	368	12.5%	314	10.2%
\$35,000 - \$49,999	432	14.7%	503	16.3%
\$50,000 - \$74,999	454	15.4%	548	17.8%
\$75,000 - \$99,999	284	9.6%	329	10.7%
\$100,000 - \$149,999	226	7.7%	259	8.4%
\$150,000 - \$199,999	47	1.6%	58	1.9%
\$200,000+	64	2.2%	71	2.3%

Median Household Income	\$35,879	\$40,588
Average Household Income	\$51,355	\$56,431
Per Capita Income	\$21,937	\$23,979

Population by Age	2010		2011		2016	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	519	7.5%	516	7.4%	538	7.4%
5 - 9	435	6.3%	434	6.3%	447	6.2%
10 - 14	431	6.2%	433	6.2%	455	6.3%
15 - 19	411	6.0%	410	5.9%	399	5.5%
20 - 24	410	5.9%	414	6.0%	416	5.7%
25 - 34	1,022	14.8%	1,031	14.9%	1,090	15.0%
35 - 44	910	13.2%	909	13.1%	912	12.6%
45 - 54	962	13.9%	963	13.9%	918	12.6%
55 - 64	787	11.4%	805	11.6%	898	12.4%
65 - 74	485	7.0%	502	7.2%	635	8.7%
75 - 84	328	4.8%	328	4.7%	343	4.7%
85+	197	2.9%	197	2.8%	214	2.9%

Race and Ethnicity	2010		2011		2016	
	Number	Percent	Number	Percent	Number	Percent
White Alone	6,297	91.3%	6,330	91.2%	6,616	91.1%
Black Alone	366	5.3%	368	5.3%	366	5.0%
American Indian Alone	10	0.1%	10	0.1%	11	0.2%
Asian Alone	29	0.4%	29	0.4%	30	0.4%
Pacific Islander Alone	0	0.0%	0	0.0%	0	0.0%
Some Other Race Alone	93	1.3%	98	1.4%	122	1.7%
Two or More Races	103	1.5%	105	1.5%	121	1.7%
Hispanic Origin (Any Race)	237	3.4%	251	3.6%	321	4.4%

Data Note: Income is expressed in current dollars.

Source: U.S. Census Bureau, Census 2010 Data. Esri forecasts for 2011 and 2016.

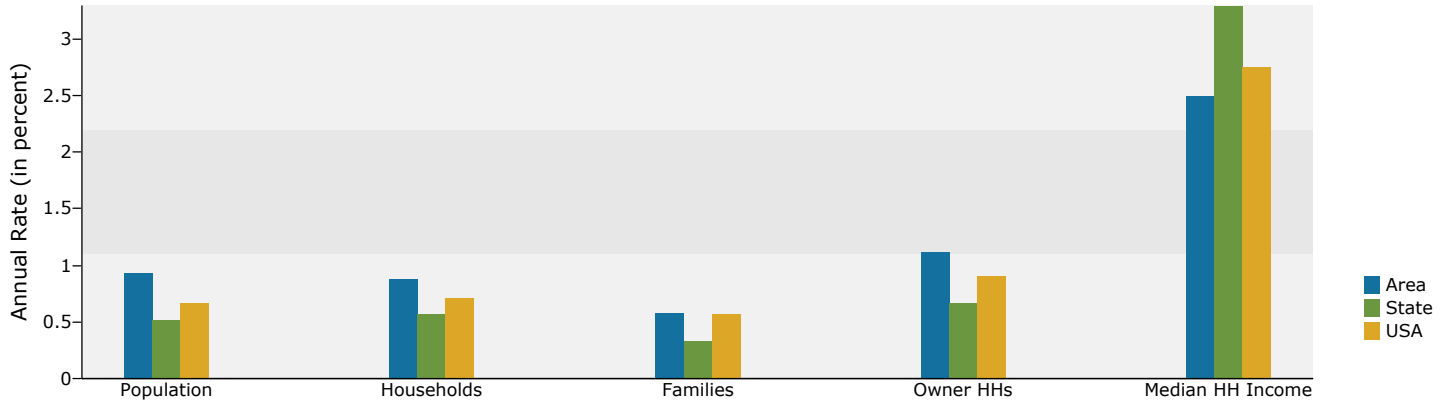


Demographic and Income Profile Report

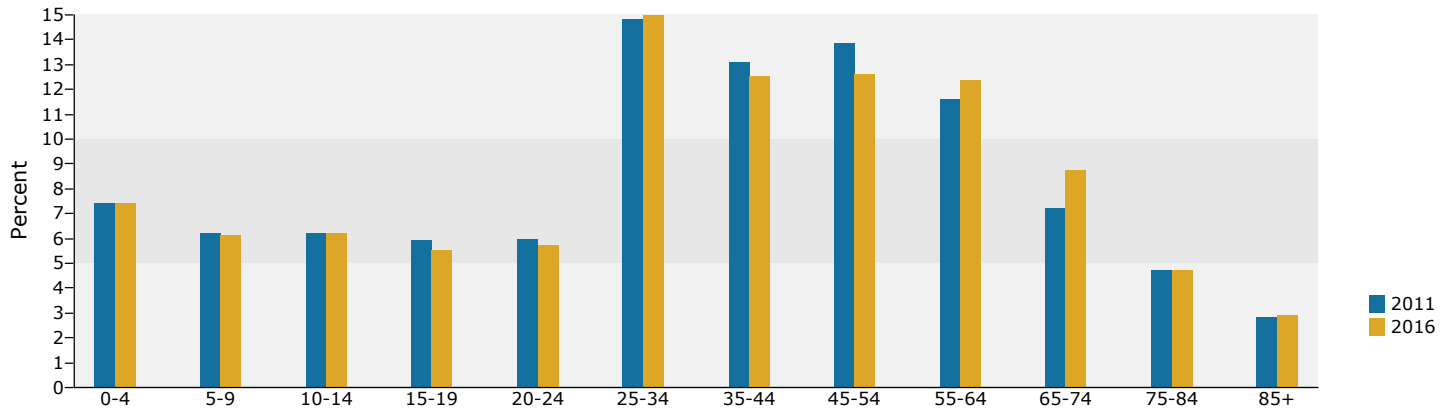
640 Northview Dr, Mount Sterling, KY, 40353
 Drive Time: 5 minutes

Prepared by Mark RobbinsElaine
 Latitude: 38.075007
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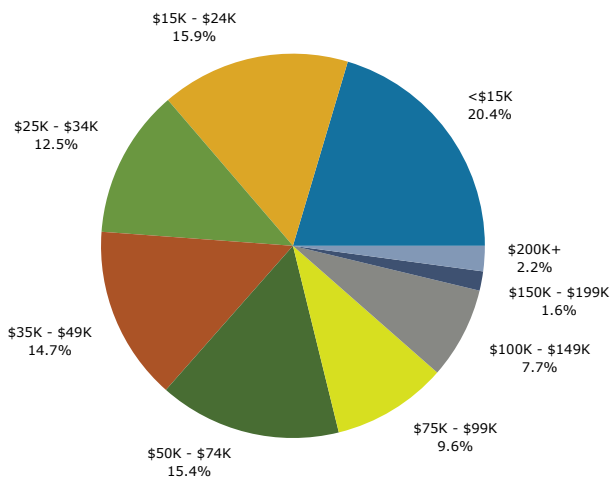
Trends 2011-2016



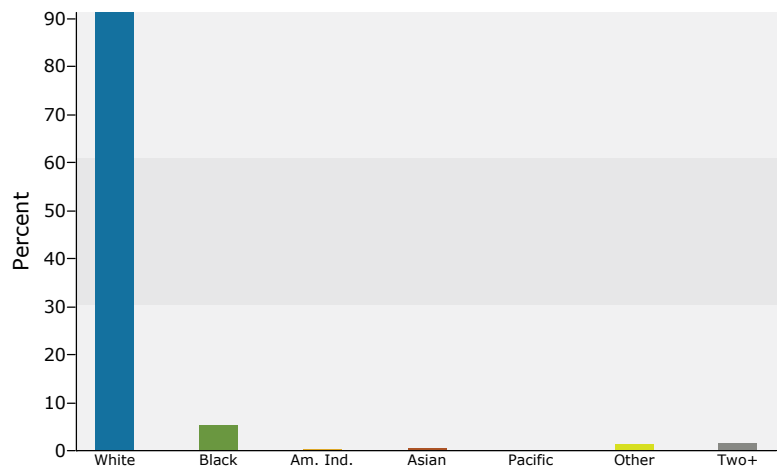
Population by Age



2011 Household Income



2011 Population by Race



2011 Percent Hispanic Origin: 3.6%

Source: U.S. Census Bureau, Census 2010 Data. Esri forecasts for 2011 and 2016.

March 21, 2012



Demographic and Income Profile Report

640 Northview Dr, Mount Sterling, KY, 40353
 Drive Time: 10 minutes

Prepared by Mark RobbinsElaine

Latitude: 38.075007
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Summary	2010	2011	2016
Population	14,339	14,462	15,311
Households	5,856	5,906	6,244
Families	3,854	3,888	4,060
Average Household Size	2.40	2.40	2.40
Owner Occupied Housing Units	3,525	3,484	3,701
Renter Occupied Housing Units	2,331	2,421	2,543
Median Age	38.1	38.2	38.7

Trends: 2011 - 2016 Annual Rate	Area	State	National
Population	1.15%	0.52%	0.67%
Households	1.12%	0.57%	0.71%
Families	0.87%	0.33%	0.57%
Owner HHs	1.22%	0.67%	0.91%
Median Household Income	2.81%	3.29%	2.75%

Households by Income	2011		2016	
	Number	Percent	Number	Percent
<\$15,000	1,036	17.5%	1,037	16.6%
\$15,000 - \$24,999	863	14.6%	709	11.4%
\$25,000 - \$34,999	739	12.5%	641	10.3%
\$35,000 - \$49,999	885	15.0%	993	15.9%
\$50,000 - \$74,999	1,018	17.2%	1,256	20.1%
\$75,000 - \$99,999	621	10.5%	744	11.9%
\$100,000 - \$149,999	502	8.5%	575	9.2%
\$150,000 - \$199,999	142	2.4%	177	2.8%
\$200,000+	101	1.7%	111	1.8%

Median Household Income	\$39,252	\$45,082
Average Household Income	\$53,979	\$59,084
Per Capita Income	\$22,320	\$24,343

Population by Age	2010		2011		2016	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	992	6.9%	986	6.8%	1,046	6.8%
5 - 9	907	6.3%	908	6.3%	947	6.2%
10 - 14	913	6.4%	916	6.3%	969	6.3%
15 - 19	908	6.3%	910	6.3%	894	5.8%
20 - 24	825	5.8%	834	5.8%	845	5.5%
25 - 34	1,979	13.8%	2,005	13.9%	2,146	14.0%
35 - 44	1,994	13.9%	1,997	13.8%	2,025	13.2%
45 - 54	2,033	14.2%	2,038	14.1%	1,961	12.8%
55 - 64	1,777	12.4%	1,816	12.6%	2,046	13.4%
65 - 74	1,049	7.3%	1,085	7.5%	1,388	9.1%
75 - 84	660	4.6%	664	4.6%	707	4.6%
85+	302	2.1%	303	2.1%	337	2.2%

Race and Ethnicity	2010		2011		2016	
	Number	Percent	Number	Percent	Number	Percent
White Alone	13,312	92.8%	13,416	92.8%	14,178	92.6%
Black Alone	572	4.0%	577	4.0%	580	3.8%
American Indian Alone	19	0.1%	19	0.1%	20	0.1%
Asian Alone	60	0.4%	60	0.4%	63	0.4%
Pacific Islander Alone	2	0.0%	2	0.0%	2	0.0%
Some Other Race Alone	196	1.4%	207	1.4%	259	1.7%
Two or More Races	178	1.2%	181	1.3%	210	1.4%
Hispanic Origin (Any Race)	436	3.0%	462	3.2%	592	3.9%

Data Note: Income is expressed in current dollars.

Source: U.S. Census Bureau, Census 2010 Data. Esri forecasts for 2011 and 2016.

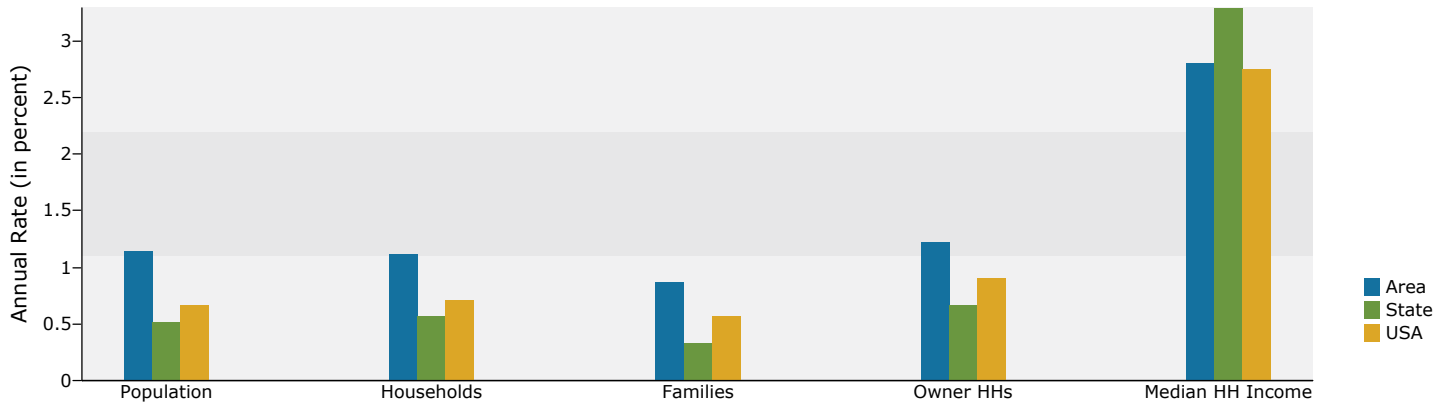


Demographic and Income Profile Report

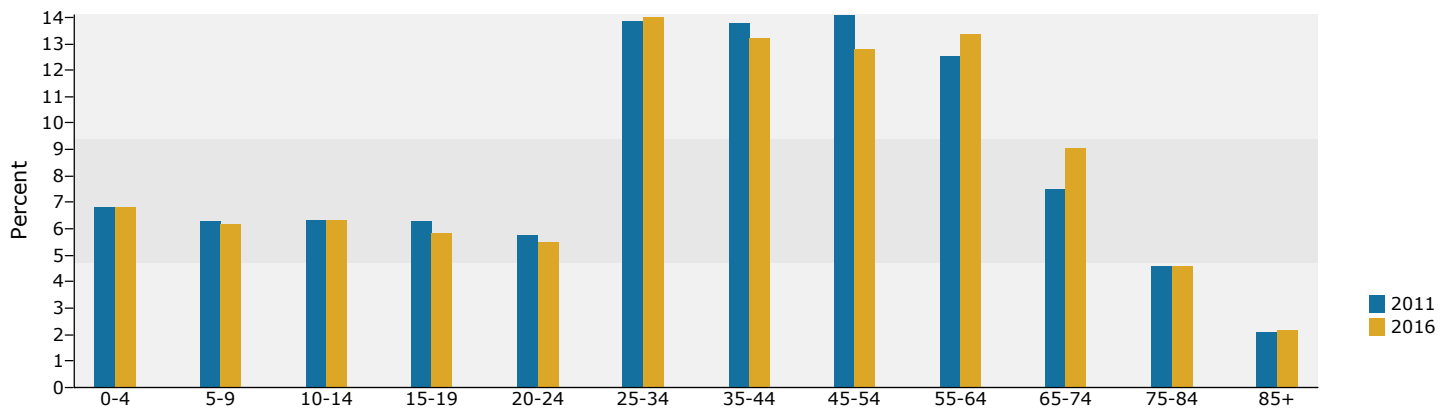
640 Northview Dr, Mount Sterling, KY, 40353
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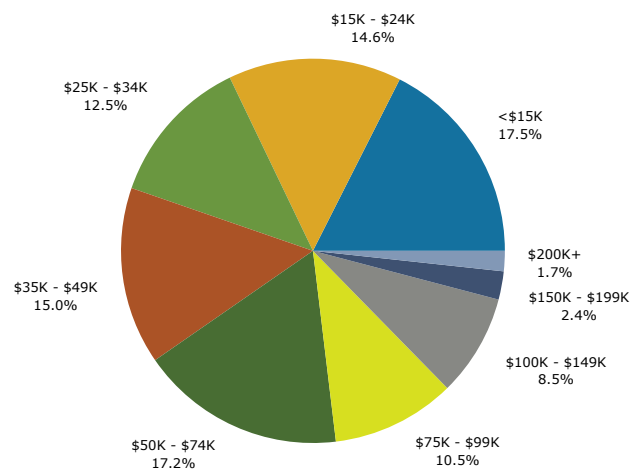
Trends 2011-2016



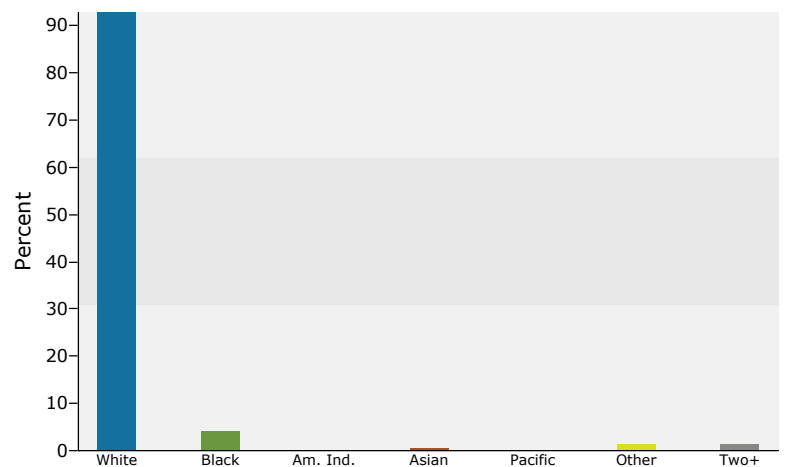
Population by Age



2011 Household Income



2011 Population by Race



2011 Percent Hispanic Origin: 3.2%

Source: U.S. Census Bureau, Census 2010 Data. Esri forecasts for 2011 and 2016.

March 21, 2012



Demographic and Income Profile Report

640 Northview Dr, Mount Sterling, KY, 40353
 Drive Time: 15 minutes

Prepared by Mark RobbinsElaine

Latitude: 38.075007
 Longitude: -83.948883

Summary	2010	2011	2016
Population	21,822	21,955	23,132
Households	8,744	8,799	9,254
Families	5,937	5,974	6,208
Average Household Size	2.45	2.45	2.46
Owner Occupied Housing Units	5,586	5,515	5,847
Renter Occupied Housing Units	3,158	3,284	3,407
Median Age	38.3	38.4	38.8

Trends: 2011 - 2016 Annual Rate	Area	State	National
Population	1.05%	0.52%	0.67%
Households	1.01%	0.57%	0.71%
Families	0.77%	0.33%	0.57%
Owner HHs	1.18%	0.67%	0.91%
Median Household Income	2.91%	3.29%	2.75%

Households by Income	2011		2016	
	Number	Percent	Number	Percent
<\$15,000	1,581	18.0%	1,562	16.9%
\$15,000 - \$24,999	1,227	13.9%	975	10.5%
\$25,000 - \$34,999	1,099	12.5%	949	10.3%
\$35,000 - \$49,999	1,356	15.4%	1,507	16.3%
\$50,000 - \$74,999	1,511	17.2%	1,887	20.4%
\$75,000 - \$99,999	931	10.6%	1,116	12.1%
\$100,000 - \$149,999	753	8.6%	857	9.3%
\$150,000 - \$199,999	200	2.3%	247	2.7%
\$200,000+	141	1.6%	155	1.7%

Median Household Income	\$39,328	\$45,381
Average Household Income	\$53,615	\$58,754
Per Capita Income	\$21,747	\$23,756

Population by Age	2010		2011		2016	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	1,530	7.0%	1,516	6.9%	1,600	6.9%
5 - 9	1,421	6.5%	1,422	6.5%	1,477	6.4%
10 - 14	1,434	6.6%	1,435	6.5%	1,506	6.5%
15 - 19	1,379	6.3%	1,379	6.3%	1,349	5.8%
20 - 24	1,207	5.5%	1,217	5.5%	1,227	5.3%
25 - 34	2,905	13.3%	2,931	13.4%	3,130	13.5%
35 - 44	3,090	14.2%	3,087	14.1%	3,111	13.4%
45 - 54	3,120	14.3%	3,117	14.2%	2,983	12.9%
55 - 64	2,688	12.3%	2,738	12.5%	3,063	13.2%
65 - 74	1,653	7.6%	1,704	7.8%	2,166	9.4%
75 - 84	975	4.5%	983	4.5%	1,048	4.5%
85+	422	1.9%	425	1.9%	471	2.0%

Race and Ethnicity	2010		2011		2016	
	Number	Percent	Number	Percent	Number	Percent
White Alone	20,326	93.1%	20,438	93.1%	21,489	92.9%
Black Alone	783	3.6%	787	3.6%	785	3.4%
American Indian Alone	37	0.2%	37	0.2%	40	0.2%
Asian Alone	82	0.4%	82	0.4%	87	0.4%
Pacific Islander Alone	6	0.0%	6	0.0%	6	0.0%
Some Other Race Alone	312	1.4%	326	1.5%	404	1.7%
Two or More Races	275	1.3%	278	1.3%	321	1.4%
Hispanic Origin (Any Race)	660	3.0%	690	3.1%	879	3.8%

Data Note: Income is expressed in current dollars.

Source: U.S. Census Bureau, Census 2010 Data. Esri forecasts for 2011 and 2016.

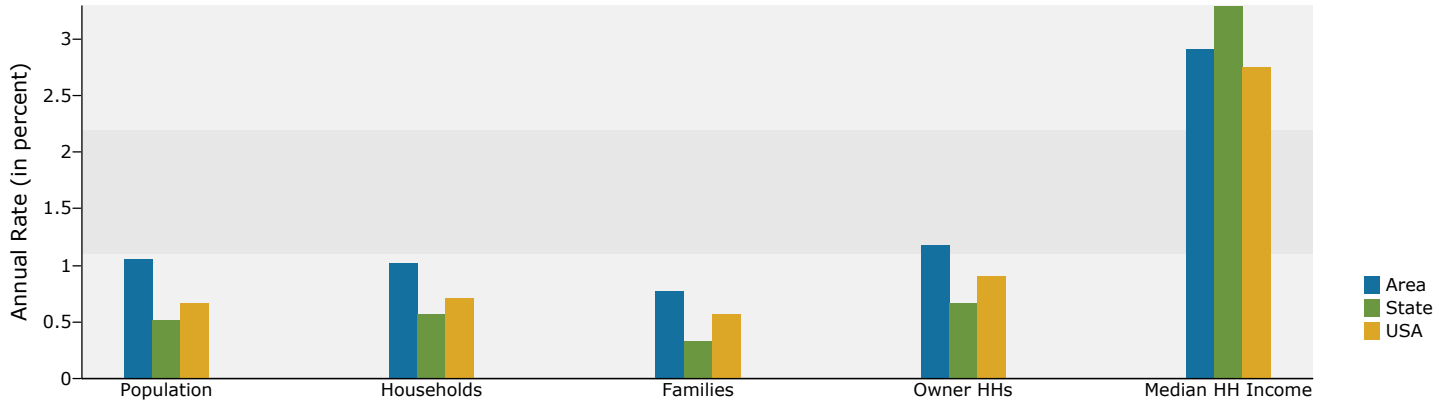


Demographic and Income Profile Report

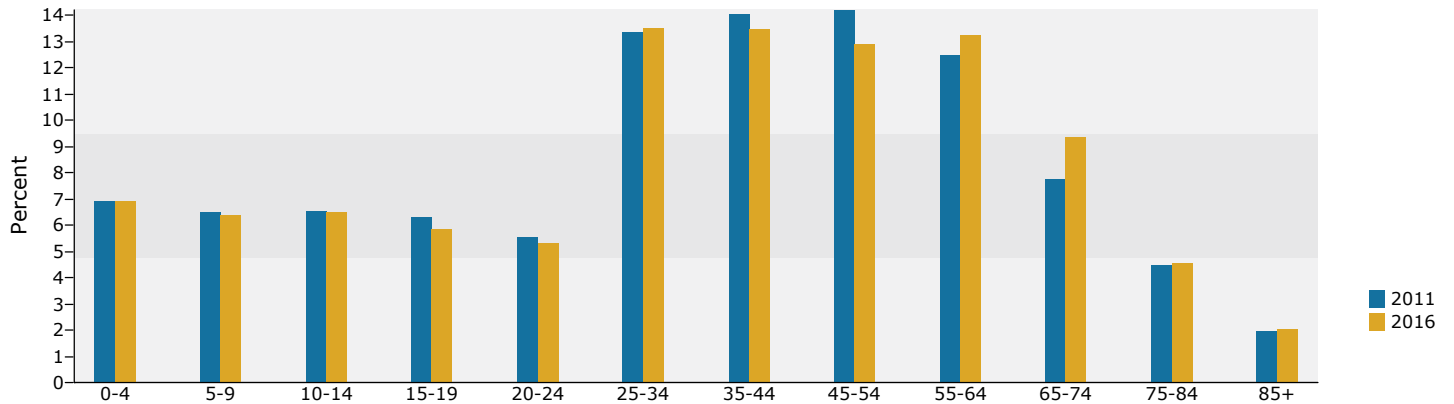
640 Northview Dr, Mount Sterling, KY, 40353
 Drive Time: 15 minutes

Prepared by Mark RobbinsElaine
 Latitude: 38.075007
 Longitude: -83.948883

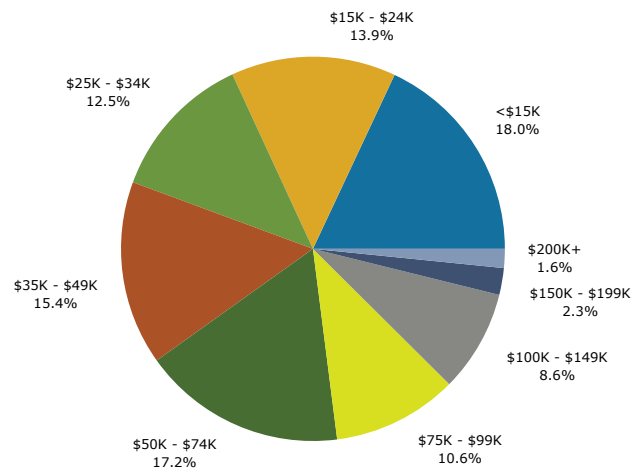
Trends 2011-2016



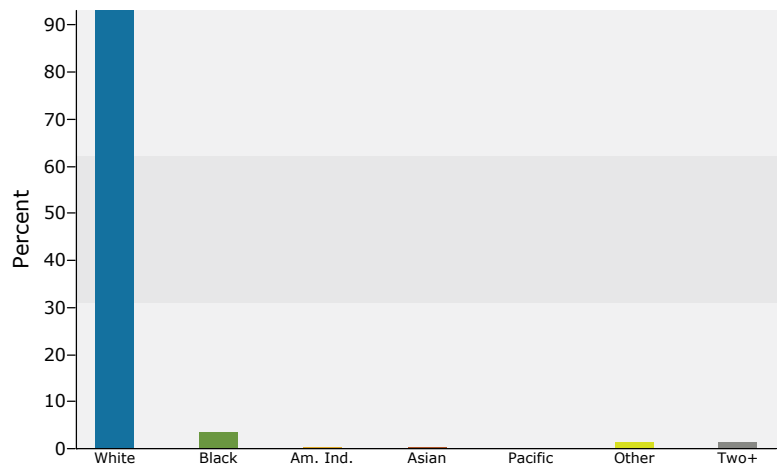
Population by Age



2011 Household Income



2011 Population by Race



2011 Percent Hispanic Origin: 3.1%

Source: U.S. Census Bureau, Census 2010 Data. Esri forecasts for 2011 and 2016.

March 21, 2012