



Market Profile

2929 James Sanders Blvd, Paducah, Kentucky, 42001 2
 2929 James Sanders Blvd, Paducah, Kentucky, 42001
 Rings: 1, 3, 5 mile radii

Prepared by Esri
 Latitude: 37.07518
 Longitude: -88.68584

	1 mile	3 miles	5 miles
Population Summary			
2000 Total Population	1,960	17,824	41,911
2010 Total Population	2,154	18,212	41,969
2021 Total Population	2,673	19,219	43,108
2021 Group Quarters	4	392	1,029
2026 Total Population	2,821	19,497	43,391
2021-2026 Annual Rate	1.08%	0.29%	0.13%
2021 Total Daytime Population	7,348	27,040	52,342
Workers	5,815	15,800	27,416
Residents	1,533	11,240	24,926
Household Summary			
2000 Households	939	7,732	18,162
2000 Average Household Size	2.05	2.25	2.25
2010 Households	1,129	8,180	18,603
2010 Average Household Size	1.90	2.18	2.20
2021 Households	1,438	8,759	19,284
2021 Average Household Size	1.86	2.15	2.18
2026 Households	1,531	8,928	19,464
2026 Average Household Size	1.84	2.14	2.18
2021-2026 Annual Rate	1.26%	0.38%	0.19%
2010 Families	611	4,938	11,066
2010 Average Family Size	2.53	2.80	2.85
2021 Families	744	5,126	11,147
2021 Average Family Size	2.49	2.79	2.85
2026 Families	783	5,181	11,167
2026 Average Family Size	2.49	2.79	2.85
2021-2026 Annual Rate	1.03%	0.21%	0.04%
Housing Unit Summary			
2000 Housing Units	1,024	8,302	19,971
Owner Occupied Housing Units	56.4%	62.6%	57.8%
Renter Occupied Housing Units	35.3%	30.6%	33.1%
Vacant Housing Units	8.3%	6.9%	9.1%
2010 Housing Units	1,209	8,797	20,453
Owner Occupied Housing Units	55.6%	58.7%	55.4%
Renter Occupied Housing Units	37.8%	34.3%	35.5%
Vacant Housing Units	6.6%	7.0%	9.0%
2021 Housing Units	1,533	9,469	21,383
Owner Occupied Housing Units	50.0%	54.9%	52.0%
Renter Occupied Housing Units	43.8%	37.7%	38.2%
Vacant Housing Units	6.2%	7.5%	9.8%
2026 Housing Units	1,643	9,693	21,705
Owner Occupied Housing Units	50.6%	55.4%	52.6%
Renter Occupied Housing Units	42.5%	36.7%	37.1%
Vacant Housing Units	6.8%	7.9%	10.3%
Median Household Income			
2021	\$45,534	\$44,905	\$41,798
2026	\$49,356	\$48,450	\$45,923
Median Home Value			
2021	\$213,356	\$182,591	\$168,697
2026	\$243,827	\$197,073	\$181,785
Per Capita Income			
2021	\$38,893	\$33,706	\$29,085
2026	\$42,754	\$37,099	\$32,189
Median Age			
2010	47.7	43.3	41.9
2021	52.0	45.5	43.8
2026	53.3	46.1	44.6

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 2021 and 2026 Esri converted Census 2000 data into 2010 geography.



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2021 Households by Income			
Household Income Base	1,438	8,759	19,284
<\$15,000	6.5%	9.8%	14.3%
\$15,000 - \$24,999	10.8%	13.1%	13.7%
\$25,000 - \$34,999	17.6%	16.4%	15.2%
\$35,000 - \$49,999	19.6%	14.6%	12.7%
\$50,000 - \$74,999	18.1%	16.4%	17.4%
\$75,000 - \$99,999	4.0%	8.4%	8.4%
\$100,000 - \$149,999	14.3%	12.0%	11.2%
\$150,000 - \$199,999	2.4%	2.7%	2.7%
\$200,000+	6.7%	6.5%	4.3%
Average Household Income	\$74,884	\$73,462	\$64,775
2026 Households by Income			
Household Income Base	1,531	8,928	19,464
<\$15,000	5.9%	9.0%	13.0%
\$15,000 - \$24,999	9.6%	11.9%	12.6%
\$25,000 - \$34,999	16.0%	15.7%	14.6%
\$35,000 - \$49,999	19.0%	14.5%	12.6%
\$50,000 - \$74,999	20.6%	17.4%	18.2%
\$75,000 - \$99,999	4.4%	9.2%	9.4%
\$100,000 - \$149,999	14.0%	11.7%	11.4%
\$150,000 - \$199,999	3.0%	3.3%	3.4%
\$200,000+	7.3%	7.2%	4.9%
Average Household Income	\$81,640	\$80,511	\$71,507
2021 Owner Occupied Housing Units by Value			
Total	766	5,194	11,124
<\$50,000	6.0%	3.2%	8.5%
\$50,000 - \$99,999	3.5%	15.1%	18.1%
\$100,000 - \$149,999	15.5%	19.3%	15.9%
\$150,000 - \$199,999	22.3%	19.0%	20.1%
\$200,000 - \$249,999	9.5%	12.1%	11.9%
\$250,000 - \$299,999	15.0%	7.6%	6.9%
\$300,000 - \$399,999	8.1%	9.8%	9.3%
\$400,000 - \$499,999	10.3%	6.1%	4.2%
\$500,000 - \$749,999	5.9%	4.1%	3.0%
\$750,000 - \$999,999	0.3%	1.9%	1.1%
\$1,000,000 - \$1,499,999	2.1%	0.7%	0.4%
\$1,500,000 - \$1,999,999	0.0%	0.3%	0.1%
\$2,000,000 +	1.3%	0.8%	0.6%
Average Home Value	\$294,967	\$253,201	\$215,839
2026 Owner Occupied Housing Units by Value			
Total	832	5,368	11,410
<\$50,000	4.0%	2.3%	6.8%
\$50,000 - \$99,999	2.3%	12.6%	15.5%
\$100,000 - \$149,999	13.2%	17.4%	14.8%
\$150,000 - \$199,999	22.0%	18.8%	20.3%
\$200,000 - \$249,999	9.7%	12.5%	12.4%
\$250,000 - \$299,999	16.8%	8.2%	7.4%
\$300,000 - \$399,999	8.3%	11.5%	11.3%
\$400,000 - \$499,999	13.2%	8.0%	5.6%
\$500,000 - \$749,999	7.2%	5.1%	3.8%
\$750,000 - \$999,999	0.1%	2.0%	1.1%
\$1,000,000 - \$1,499,999	2.2%	0.7%	0.4%
\$1,500,000 - \$1,999,999	0.0%	0.2%	0.1%
\$2,000,000 +	1.0%	0.7%	0.5%
Average Home Value	\$309,225	\$268,275	\$231,540

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 2021 and 2026 Esri converted Census 2000 data into 2010 geography.



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2010 Population by Age			
Total	2,154	18,211	41,967
0 - 4	4.4%	6.0%	6.1%
5 - 9	4.3%	5.8%	6.2%
10 - 14	4.4%	5.7%	6.0%
15 - 24	10.2%	11.3%	11.3%
25 - 34	11.1%	11.4%	12.1%
35 - 44	11.6%	11.8%	12.1%
45 - 54	15.3%	14.4%	14.7%
55 - 64	14.0%	13.8%	13.6%
65 - 74	12.5%	9.1%	8.8%
75 - 84	8.7%	7.1%	6.2%
85 +	3.5%	3.5%	2.9%
18 +	83.7%	78.6%	77.9%
2021 Population by Age			
Total	2,675	19,219	43,106
0 - 4	3.8%	5.3%	5.4%
5 - 9	3.6%	5.4%	5.6%
10 - 14	3.4%	5.5%	5.8%
15 - 24	9.3%	10.6%	10.8%
25 - 34	11.3%	11.6%	12.0%
35 - 44	10.5%	11.1%	11.9%
45 - 54	11.7%	11.6%	11.8%
55 - 64	14.1%	13.6%	13.9%
65 - 74	17.4%	13.3%	12.5%
75 - 84	10.6%	7.9%	7.0%
85 +	4.3%	4.2%	3.4%
18 +	86.6%	80.5%	79.9%
2026 Population by Age			
Total	2,820	19,497	43,390
0 - 4	3.8%	5.2%	5.3%
5 - 9	3.5%	5.3%	5.5%
10 - 14	3.4%	5.5%	5.7%
15 - 24	8.6%	10.4%	10.7%
25 - 34	10.9%	11.3%	11.5%
35 - 44	10.7%	11.1%	11.8%
45 - 54	10.9%	11.1%	11.8%
55 - 64	12.6%	12.2%	12.6%
65 - 74	18.5%	13.9%	13.1%
75 - 84	12.7%	9.6%	8.6%
85 +	4.5%	4.3%	3.5%
18 +	87.1%	80.7%	80.1%
2010 Population by Sex			
Males	1,005	8,410	19,691
Females	1,149	9,802	22,278
2021 Population by Sex			
Males	1,242	8,925	20,347
Females	1,431	10,295	22,761
2026 Population by Sex			
Males	1,308	9,070	20,533
Females	1,513	10,426	22,858

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.



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2010 Population by Race/Ethnicity			
Total	2,154	18,212	41,971
White Alone	92.7%	85.9%	81.0%
Black Alone	3.7%	9.9%	14.5%
American Indian Alone	0.1%	0.2%	0.2%
Asian Alone	1.7%	1.2%	1.0%
Pacific Islander Alone	0.1%	0.0%	0.0%
Some Other Race Alone	0.5%	0.7%	0.9%
Two or More Races	1.2%	2.1%	2.3%
Hispanic Origin	1.7%	2.2%	2.4%
Diversity Index	16.8	28.5	35.3
2021 Population by Race/Ethnicity			
Total	2,674	19,219	43,107
White Alone	91.7%	84.6%	79.8%
Black Alone	3.9%	10.1%	14.6%
American Indian Alone	0.2%	0.3%	0.3%
Asian Alone	1.9%	1.4%	1.2%
Pacific Islander Alone	0.1%	0.1%	0.0%
Some Other Race Alone	0.7%	1.0%	1.2%
Two or More Races	1.5%	2.6%	2.9%
Hispanic Origin	2.4%	3.1%	3.3%
Diversity Index	19.6	31.8	38.4
2026 Population by Race/Ethnicity			
Total	2,822	19,496	43,391
White Alone	91.0%	83.7%	79.0%
Black Alone	4.0%	10.2%	14.7%
American Indian Alone	0.2%	0.3%	0.3%
Asian Alone	2.1%	1.6%	1.3%
Pacific Islander Alone	0.2%	0.1%	0.0%
Some Other Race Alone	0.8%	1.2%	1.4%
Two or More Races	1.7%	2.9%	3.3%
Hispanic Origin	2.8%	3.7%	3.9%
Diversity Index	21.5	33.8	40.4
2010 Population by Relationship and Household Type			
Total	2,154	18,212	41,969
In Households	99.8%	97.8%	97.5%
In Family Households	73.1%	77.4%	76.9%
Householder	27.3%	27.3%	26.4%
Spouse	21.7%	20.2%	18.8%
Child	20.5%	26.3%	27.4%
Other relative	2.2%	2.0%	2.4%
Nonrelative	1.4%	1.6%	1.9%
In Nonfamily Households	26.7%	20.4%	20.6%
In Group Quarters	0.2%	2.2%	2.5%
Institutionalized Population	0.2%	1.9%	2.2%
Noninstitutionalized Population	0.0%	0.3%	0.2%

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 2021 and 2026 Esri converted Census 2000 data into 2010 geography.



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2021 Population 25+ by Educational Attainment			
Total	2,136	14,074	31,256
Less than 9th Grade	1.6%	1.6%	2.7%
9th - 12th Grade, No Diploma	1.5%	3.6%	5.5%
High School Graduate	22.8%	25.1%	24.9%
GED/Alternative Credential	1.7%	3.1%	4.3%
Some College, No Degree	21.7%	19.4%	21.5%
Associate Degree	7.2%	11.5%	12.0%
Bachelor's Degree	28.0%	20.6%	18.1%
Graduate/Professional Degree	15.4%	15.1%	11.0%
2021 Population 15+ by Marital Status			
Total	2,384	16,112	35,907
Never Married	22.7%	26.2%	27.9%
Married	52.9%	49.0%	47.0%
Widowed	11.6%	9.5%	9.3%
Divorced	12.8%	15.2%	15.7%
2021 Civilian Population 16+ in Labor Force			
Civilian Population 16+	1,162	8,269	18,554
Population 16+ Employed	98.8%	97.1%	96.6%
Population 16+ Unemployment rate	1.2%	2.9%	3.4%
Population 16-24 Employed	10.6%	13.9%	14.0%
Population 16-24 Unemployment rate	0.0%	3.0%	3.2%
Population 25-54 Employed	58.5%	58.8%	61.3%
Population 25-54 Unemployment rate	1.6%	3.6%	4.2%
Population 55-64 Employed	17.0%	17.0%	16.0%
Population 55-64 Unemployment rate	1.5%	1.3%	1.4%
Population 65+ Employed	13.9%	10.2%	8.7%
Population 65+ Unemployment rate	0.0%	0.8%	1.0%
2021 Employed Population 16+ by Industry			
Total	1,148	8,031	17,929
Agriculture/Mining	1.3%	0.6%	0.9%
Construction	8.5%	6.9%	6.4%
Manufacturing	6.9%	7.2%	8.4%
Wholesale Trade	1.6%	1.5%	1.8%
Retail Trade	4.4%	9.4%	11.9%
Transportation/Utilities	4.4%	9.1%	8.2%
Information	1.3%	0.7%	0.9%
Finance/Insurance/Real Estate	3.6%	5.4%	5.3%
Services	60.5%	53.8%	52.2%
Public Administration	7.4%	5.4%	4.0%
2021 Employed Population 16+ by Occupation			
Total	1,151	8,031	17,931
White Collar	72.2%	66.0%	63.2%
Management/Business/Financial	17.4%	14.1%	13.7%
Professional	46.3%	33.7%	28.9%
Sales	4.7%	7.9%	10.1%
Administrative Support	3.7%	10.2%	10.5%
Services	9.5%	14.8%	16.6%
Blue Collar	18.6%	19.2%	20.1%
Farming/Forestry/Fishing	0.0%	0.2%	0.2%
Construction/Extraction	8.2%	6.6%	5.6%
Installation/Maintenance/Repair	0.3%	1.3%	2.0%
Production	6.8%	4.4%	4.7%
Transportation/Material Moving	3.2%	6.7%	7.7%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.

October 01, 2021



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2010 Households by Type			
Total	1,129	8,181	18,604
Households with 1 Person	39.9%	35.0%	35.7%
Households with 2+ People	60.1%	65.0%	64.3%
Family Households	54.1%	60.4%	59.5%
Husband-wife Families	43.1%	44.7%	42.4%
With Related Children	12.2%	15.8%	15.8%
Other Family (No Spouse Present)	11.1%	15.7%	17.1%
Other Family with Male Householder	2.5%	3.1%	3.7%
With Related Children	1.2%	1.9%	2.1%
Other Family with Female Householder	8.5%	12.6%	13.4%
With Related Children	4.4%	8.9%	9.3%
Nonfamily Households	5.9%	4.6%	4.8%
All Households with Children	18.5%	26.9%	27.7%
Multigenerational Households	1.5%	2.0%	2.4%
Unmarried Partner Households	4.3%	4.9%	5.2%
Male-female	3.8%	4.3%	4.6%
Same-sex	0.5%	0.6%	0.6%
2010 Households by Size			
Total	1,128	8,182	18,603
1 Person Household	40.0%	35.0%	35.7%
2 Person Household	38.3%	36.4%	34.2%
3 Person Household	10.9%	13.8%	14.1%
4 Person Household	7.4%	9.6%	10.1%
5 Person Household	2.0%	3.5%	3.9%
6 Person Household	1.3%	1.2%	1.3%
7 + Person Household	0.2%	0.4%	0.6%
2010 Households by Tenure and Mortgage Status			
Total	1,129	8,180	18,603
Owner Occupied	59.5%	63.1%	60.9%
Owned with a Mortgage/Loan	35.5%	39.3%	38.3%
Owned Free and Clear	24.0%	23.9%	22.7%
Renter Occupied	40.5%	36.9%	39.1%
2021 Affordability, Mortgage and Wealth			
Housing Affordability Index	119	137	138
Percent of Income for Mortgage	19.7%	17.1%	16.9%
Wealth Index	88	87	67
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	1,209	8,797	20,453
Housing Units Inside Urbanized Area	0.0%	0.0%	0.0%
Housing Units Inside Urbanized Cluster	99.9%	91.7%	86.5%
Rural Housing Units	0.1%	8.3%	13.5%
2010 Population By Urban/ Rural Status			
Total Population	2,154	18,212	41,969
Population Inside Urbanized Area	0.0%	0.0%	0.0%
Population Inside Urbanized Cluster	99.8%	90.9%	85.1%
Rural Population	0.2%	9.1%	14.9%

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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Top 3 Tapestry Segments			
1.	Retirement Communities (9E)	Old and Newcomers (8F)	Old and Newcomers (8F)
2.	Comfortable Empty Nesters (5A)	Retirement Communities (9E)	Small Town Simplicity (12C)
3.	In Style (5B)	Comfortable Empty Nesters (5A)	Midlife Constants (5E)
2021 Consumer Spending			
Apparel & Services: Total \$	\$2,485,357	\$14,756,741	\$28,973,276
Average Spent	\$1,728.34	\$1,684.75	\$1,502.45
Spending Potential Index	82	79	71
Education: Total \$	\$1,931,541	\$11,501,490	\$21,722,670
Average Spent	\$1,343.21	\$1,313.11	\$1,126.46
Spending Potential Index	78	76	65
Entertainment/Recreation: Total \$	\$3,779,235	\$22,936,249	\$45,162,564
Average Spent	\$2,628.12	\$2,618.59	\$2,341.97
Spending Potential Index	81	81	72
Food at Home: Total \$	\$6,511,234	\$38,469,223	\$76,214,642
Average Spent	\$4,527.98	\$4,391.97	\$3,952.22
Spending Potential Index	83	81	73
Food Away from Home: Total \$	\$4,415,947	\$26,247,088	\$51,374,789
Average Spent	\$3,070.89	\$2,996.58	\$2,664.11
Spending Potential Index	81	79	70
Health Care: Total \$	\$7,777,778	\$45,886,567	\$90,677,506
Average Spent	\$5,408.75	\$5,238.79	\$4,702.21
Spending Potential Index	87	84	75
HH Furnishings & Equipment: Total \$	\$2,615,597	\$15,872,235	\$30,856,182
Average Spent	\$1,818.91	\$1,812.11	\$1,600.09
Spending Potential Index	81	80	71
Personal Care Products & Services: Total \$	\$1,109,234	\$6,394,137	\$12,415,010
Average Spent	\$771.37	\$730.01	\$643.80
Spending Potential Index	86	81	72
Shelter: Total \$	\$24,073,745	\$138,852,259	\$267,078,577
Average Spent	\$16,741.13	\$15,852.52	\$13,849.75
Spending Potential Index	83	79	69
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$2,820,764	\$17,287,642	\$32,973,723
Average Spent	\$1,961.59	\$1,973.70	\$1,709.90
Spending Potential Index	82	83	72
Travel: Total \$	\$2,921,128	\$17,542,471	\$33,264,088
Average Spent	\$2,031.38	\$2,002.79	\$1,724.96
Spending Potential Index	80	79	68
Vehicle Maintenance & Repairs: Total \$	\$1,302,055	\$7,948,787	\$15,776,267
Average Spent	\$905.46	\$907.50	\$818.10
Spending Potential Index	82	82	74

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 2018 and 2019 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.