






Dollar General, Stanford, KY

Latitude: 37.488337
Longitude: -84.645752

Ring: 5, 10, 15 Miles

	5 miles radius	10 miles radius	15 miles radius
 2000 Total Population	8,048	25,623	64,552
2000 Group Quarters	210	276	1,865
2010 Total Population	8,709	27,630	69,368
2015 Total Population	8,772	27,929	70,916
2010 - 2015 Annual Rate	0.14%	0.22%	0.44%
 2000 Households	3,200	10,194	25,548
2000 Average Household Size	2.45	2.49	2.45
2010 Households	3,587	11,342	28,269
2010 Average Household Size	2.37	2.41	2.39
2015 Households	3,642	11,555	29,120
2015 Average Household Size	2.35	2.39	2.37
2010 - 2015 Annual Rate	0.3%	0.37%	0.59%
2000 Families	2,270	7,380	18,284
2000 Average Family Size	2.92	2.94	2.91
2010 Families	2,456	7,928	19,554
2010 Average Family Size	2.88	2.9	2.88
2015 Families	2,466	7,986	19,927
2015 Average Family Size	2.87	2.89	2.88
2010 - 2015 Annual Rate	0.08%	0.15%	0.38%
 2000 Housing Units	3,460	11,202	28,045
Owner Occupied Housing Units	68.7%	68.8%	67.5%
Renter Occupied Housing Units	23.6%	22.3%	23.6%
Vacant Housing Units	7.6%	8.9%	8.9%
2010 Housing Units	3,962	12,749	31,815
Owner Occupied Housing Units	66.8%	66.5%	65.3%
Renter Occupied Housing Units	23.8%	22.5%	23.6%
Vacant Housing Units	9.5%	11.0%	11.1%
2015 Housing Units	4,100	13,249	33,292
Owner Occupied Housing Units	65.6%	65.2%	64.3%
Renter Occupied Housing Units	23.2%	22.0%	23.2%
Vacant Housing Units	11.2%	12.8%	12.5%
Median Household Income			
2000	\$28,233	\$27,821	\$30,093
2010	\$35,283	\$34,198	\$37,196
2015	\$40,290	\$39,425	\$43,268
Median Home Value			
2000	\$65,904	\$65,537	\$69,727
2010	\$91,347	\$90,217	\$93,620
2015	\$103,707	\$101,121	\$103,996
Per Capita Income			
2000	\$14,607	\$14,668	\$15,889
2010	\$18,645	\$17,611	\$19,409
2015	\$19,623	\$18,661	\$20,456
Median Age			
2000	36.6	36.6	36.8
2010	38.7	39.4	39.8
2015	39.2	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.




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2000 Households by Income			
 Household Income Base	3,171	10,238	25,578
< \$15,000	26.7%	27.3%	25.5%
\$15,000 - \$24,999	19.0%	18.9%	17.4%
\$25,000 - \$34,999	13.2%	13.9%	14.0%
\$35,000 - \$49,999	15.6%	16.5%	16.3%
\$50,000 - \$74,999	17.6%	15.5%	16.4%
\$75,000 - \$99,999	4.3%	4.5%	5.9%
\$100,000 - \$149,999	2.6%	2.1%	2.8%
\$150,000 - \$199,999	0.2%	0.6%	0.8%
\$200,000+	0.8%	0.6%	1.0%
Average Household Income	\$36,608	\$36,664	\$39,682
2010 Households by Income			
Household Income Base	3,589	11,343	28,269
< \$15,000	20.6%	21.9%	19.8%
\$15,000 - \$24,999	15.8%	16.5%	15.3%
\$25,000 - \$34,999	13.2%	12.5%	12.1%
\$35,000 - \$49,999	14.9%	17.0%	16.8%
\$50,000 - \$74,999	21.3%	20.1%	20.9%
\$75,000 - \$99,999	8.2%	7.0%	8.2%
\$100,000 - \$149,999	4.7%	3.6%	4.9%
\$150,000 - \$199,999	0.5%	0.6%	0.8%
\$200,000+	0.8%	0.7%	1.2%
Average Household Income	\$44,325	\$42,608	\$46,816
2015 Households by Income			
Household Income Base	3,644	11,555	29,120
< \$15,000	18.1%	19.1%	17.3%
\$15,000 - \$24,999	13.1%	13.8%	12.9%
\$25,000 - \$34,999	13.1%	12.3%	11.4%
\$35,000 - \$49,999	13.5%	15.8%	16.3%
\$50,000 - \$74,999	29.8%	28.6%	28.7%
\$75,000 - \$99,999	6.5%	5.6%	6.5%
\$100,000 - \$149,999	4.5%	3.4%	4.7%
\$150,000 - \$199,999	0.6%	0.7%	0.9%
\$200,000+	0.8%	0.8%	1.3%
Average Household Income	\$46,219	\$44,771	\$48,920
2000 Owner Occupied HUs by Value			
Total	2,418	7,707	18,919
<\$50,000	29.3%	32.8%	30.5%
\$50,000 - 99,999	50.1%	47.2%	43.8%
\$100,000 - 149,999	13.0%	13.3%	15.7%
\$150,000 - 199,999	4.9%	3.7%	5.1%
\$200,000 - \$299,999	1.3%	2.2%	3.2%
\$300,000 - 499,999	1.1%	0.7%	1.3%
\$500,000 - 999,999	0.3%	0.1%	0.3%
\$1,000,000+	0.0%	0.0%	0.1%
Average Home Value	\$77,440	\$74,422	\$84,423
2000 Specified Renter Occupied HUs by Contract Rent			
Total	773	2,344	6,203
With Cash Rent	90.9%	85.8%	88.0%
No Cash Rent	9.1%	14.2%	12.0%
Median Rent	\$312	\$301	\$321
Average Rent	\$304	\$286	\$308

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.



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2000 Population by Age			
 Total	8,048	25,621	64,552
Age 0 - 4	6.7%	6.6%	6.2%
Age 5 - 9	7.1%	7.2%	7.1%
Age 10 - 14	6.8%	7.3%	7.0%
Age 15 - 19	6.6%	6.6%	6.9%
Age 20 - 24	6.0%	5.9%	6.6%
Age 25 - 34	14.1%	13.9%	13.4%
Age 35 - 44	15.7%	15.6%	15.2%
Age 45 - 54	13.2%	13.2%	13.5%
Age 55 - 64	10.0%	10.0%	10.0%
Age 65 - 74	7.0%	7.5%	7.6%
Age 75 - 84	5.0%	4.7%	4.8%
Age 85+	1.7%	1.5%	1.7%
Age 18+	75.2%	74.7%	75.6%
2010 Population by Age			
Total	8,705	27,629	69,368
Age 0 - 4	6.7%	6.5%	6.1%
Age 5 - 9	6.4%	6.5%	6.1%
Age 10 - 14	6.3%	6.5%	6.4%
Age 15 - 19	6.4%	6.6%	7.0%
Age 20 - 24	6.5%	5.7%	6.3%
Age 25 - 34	12.9%	12.1%	11.6%
Age 35 - 44	13.3%	13.9%	13.8%
Age 45 - 54	14.7%	15.1%	14.9%
Age 55 - 64	12.2%	12.4%	12.9%
Age 65 - 74	7.9%	8.1%	8.1%
Age 75 - 84	4.7%	4.6%	4.9%
Age 85+	2.1%	1.9%	2.1%
Age 18+	76.6%	76.4%	77.3%
2015 Population by Age			
Total	8,769	27,930	70,916
Age 0 - 4	6.5%	6.3%	5.9%
Age 5 - 9	6.4%	6.4%	6.0%
Age 10 - 14	6.3%	6.6%	6.4%
Age 15 - 19	6.0%	6.2%	6.5%
Age 20 - 24	6.6%	5.9%	6.6%
Age 25 - 34	13.2%	11.7%	11.2%
Age 35 - 44	12.2%	13.0%	12.7%
Age 45 - 54	13.6%	14.4%	14.2%
Age 55 - 64	12.8%	13.5%	13.8%
Age 65 - 74	9.2%	9.4%	9.6%
Age 75 - 84	5.0%	4.8%	4.9%
Age 85+	2.2%	2.0%	2.1%
Age 18+	77.0%	76.9%	77.9%
2000 Population by Sex			
Males	47.5%	48.5%	48.3%
Females	52.5%	51.5%	51.7%
2010 Population by Sex			
Males	48.2%	48.8%	48.6%
Females	51.8%	51.2%	51.4%
2015 Population by Sex			
Males	48.4%	48.9%	48.7%
Females	51.6%	51.1%	51.3%



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



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2000 Population by Race/Ethnicity			
 Total	8,047	25,623	64,552
White Alone	93.0%	94.8%	93.3%
Black Alone	5.3%	3.7%	4.8%
American Indian Alone	0.1%	0.1%	0.2%
Asian or Pacific Islander Alone	0.1%	0.1%	0.3%
Some Other Race Alone	0.3%	0.4%	0.5%
Two or More Races	1.1%	0.8%	0.9%
Hispanic Origin	1.0%	1.1%	1.2%
Diversity Index	14.9	11.9	14.7
2010 Population by Race/Ethnicity			
Total	8,708	27,630	69,368
White Alone	92.8%	94.3%	92.6%
Black Alone	5.3%	3.9%	4.9%
American Indian Alone	0.1%	0.1%	0.2%
Asian or Pacific Islander Alone	0.1%	0.1%	0.4%
Some Other Race Alone	0.4%	0.6%	0.8%
Two or More Races	1.3%	0.9%	1.1%
Hispanic Origin	1.2%	1.6%	1.9%
Diversity Index	15.6	13.6	17.3
2015 Population by Race/Ethnicity			
Total	8,771	27,929	70,916
White Alone	92.7%	94.1%	92.2%
Black Alone	5.3%	4.0%	5.0%
American Indian Alone	0.1%	0.1%	0.2%
Asian or Pacific Islander Alone	0.1%	0.1%	0.5%
Some Other Race Alone	0.4%	0.7%	0.9%
Two or More Races	1.4%	1.0%	1.3%
Hispanic Origin	1.3%	1.8%	2.3%
Diversity Index	16.0	14.4	18.6
2000 Population 3+ by School Enrollment			
 Total	7,710	24,639	61,991
Enrolled in Nursery/Preschool	1.6%	1.6%	1.5%
Enrolled in Kindergarten	1.7%	1.7%	1.6%
Enrolled in Grade 1-8	11.4%	12.0%	11.7%
Enrolled in Grade 9-12	6.1%	5.5%	5.5%
Enrolled in College	2.5%	2.4%	3.9%
Enrolled in Grad/Prof School	0.4%	0.3%	0.4%
Not Enrolled in School	76.3%	76.5%	75.3%
2010 Population 25+ by Educational Attainment			
Total	5,897	18,830	47,206
Less than 9th Grade	10.0%	11.6%	10.0%
9th - 12th Grade, No Diploma	12.4%	13.5%	11.6%
High School Graduate	42.0%	42.0%	39.7%
Some College, No Degree	14.6%	15.5%	16.2%
Associate Degree	4.6%	5.3%	6.2%
Bachelor's Degree	10.5%	7.4%	9.4%
Graduate/Professional Degree	5.9%	4.7%	6.9%

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.



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

Market Profile

Prepared by Mark Robbins

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Ring: 5, 10, 15 Miles

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2010 Population 15+ by Marital Status			
 Total	7,019	22,229	56,455
Never Married	18.2%	18.5%	20.6%
Married	59.7%	58.8%	58.3%
Widowed	9.2%	8.7%	8.0%
Divorced	12.9%	13.9%	13.1%
2000 Population 16+ by Employment Status			
 Total	6,279	19,925	50,551
In Labor Force	58.7%	57.7%	59.4%
Civilian Employed	56.0%	54.9%	56.4%
Civilian Unemployed	2.7%	2.8%	2.9%
In Armed Forces	0.0%	0.0%	0.0%
Not in Labor Force	41.3%	42.3%	40.6%
2010 Civilian Population 16+ in Labor Force			
Civilian Employed	86.4%	86.3%	86.9%
Civilian Unemployed	13.6%	13.7%	13.1%
2015 Civilian Population 16+ in Labor Force			
Civilian Employed	88.9%	88.8%	89.3%
Civilian Unemployed	11.1%	11.2%	10.7%
2000 Females 16+ by Employment Status and Age of Children			
Total	3,348	10,404	26,523
Own Children < 6 Only	10.2%	9.3%	8.3%
Employed/in Armed Forces	6.0%	5.5%	5.1%
Unemployed	0.3%	0.4%	0.4%
Not in Labor Force	3.9%	3.4%	2.9%
Own Children < 6 and 6-17 Only	5.3%	5.5%	5.6%
Employed/in Armed Forces	3.6%	3.4%	3.6%
Unemployed	0.0%	0.1%	0.2%
Not in Labor Force	1.6%	1.9%	1.8%
Own Children 6-17 Only	14.9%	17.0%	16.7%
Employed/in Armed Forces	11.8%	12.0%	12.2%
Unemployed	0.1%	0.3%	0.5%
Not in Labor Force	3.0%	4.7%	4.1%
No Own Children < 18	69.7%	68.2%	69.3%
Employed/in Armed Forces	28.8%	28.0%	29.9%
Unemployed	1.1%	1.2%	1.4%
Not in Labor Force	39.8%	39.1%	38.1%
2010 Employed Population 16+ by Industry			
 Total	3,207	10,011	26,669
Agriculture/Mining	2.8%	4.0%	3.5%
Construction	5.2%	7.8%	7.3%
Manufacturing	16.2%	17.6%	16.7%
Wholesale Trade	4.0%	3.4%	3.0%
Retail Trade	12.2%	12.8%	12.2%
Transportation/Utilities	5.1%	5.4%	4.4%
Information	1.7%	1.5%	1.6%
Finance/Insurance/Real Estate	7.1%	5.0%	4.4%
Services	40.2%	37.9%	42.7%
Public Administration	5.6%	4.6%	4.3%


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



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2010 Employed Population 16+ by Occupation			
Total	3,207	10,012	26,669
White Collar	53.6%	49.3%	52.0%
Management/Business/Financial	9.9%	10.2%	11.0%
Professional	21.3%	17.8%	19.1%
Sales	9.1%	9.0%	9.6%
Administrative Support	13.4%	12.3%	12.3%
Services	17.3%	16.4%	16.7%
Blue Collar	29.0%	34.3%	31.4%
Farming/Forestry/Fishing	0.4%	1.0%	1.0%
Construction/Extraction	4.7%	7.2%	6.6%
Installation/Maintenance/Repair	4.5%	4.4%	4.2%
Production	12.4%	13.1%	12.2%
Transportation/Material Moving	6.9%	8.6%	7.5%
2000 Workers 16+ by Means of Transportation to Work			
 Total	3,420	10,672	27,859
Drove Alone - Car, Truck, or Van	81.9%	78.0%	76.3%
Carpooled - Car, Truck, or Van	13.2%	15.4%	15.3%
Public Transportation	0.0%	0.2%	0.4%
Walked	2.3%	1.7%	3.1%
Other Means	0.5%	0.9%	0.8%
Worked at Home	2.2%	3.8%	4.1%
2000 Workers 16+ by Travel Time to Work			
Total	3,421	10,673	27,859
Did Not Work at Home	97.8%	96.2%	95.9%
Less than 5 minutes	6.0%	4.6%	4.7%
5 to 9 minutes	16.7%	10.7%	14.1%
10 to 19 minutes	26.5%	26.6%	29.7%
20 to 24 minutes	17.7%	15.2%	11.8%
25 to 34 minutes	14.1%	17.7%	14.5%
35 to 44 minutes	4.0%	4.3%	4.2%
45 to 59 minutes	5.2%	7.9%	8.0%
60 to 89 minutes	5.6%	6.3%	6.2%
90 or more minutes	2.1%	2.8%	2.7%
Worked at Home	2.2%	3.8%	4.1%
Average Travel Time to Work (in min)	22.3	26.1	25.0
2000 Households by Vehicles Available			
Total	3,212	10,221	25,529
None	9.1%	8.1%	8.5%
1	32.7%	32.2%	32.3%
2	37.3%	39.7%	39.6%
3	16.5%	15.2%	14.9%
4	3.7%	3.8%	3.8%
5+	0.7%	0.9%	0.8%
Average Number of Vehicles Available	1.8	1.8	1.8



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2000 Households by Type			
 Total	3,201	10,192	25,548
Family Households	70.9%	72.4%	71.6%
Married-couple Family	54.8%	57.0%	56.7%
With Related Children	24.4%	25.7%	25.1%
Other Family (No Spouse)	16.1%	15.4%	14.9%
With Related Children	10.8%	10.0%	9.7%
Nonfamily Households	29.1%	27.6%	28.4%
Householder Living Alone	25.7%	24.3%	25.0%
Householder Not Living Alone	3.3%	3.3%	3.4%
Households with Related Children	35.2%	35.6%	34.8%
Households with Persons 65+	24.3%	25.2%	25.5%
2000 Households by Size			
Total	3,200	10,194	25,548
1 Person Household	25.7%	24.3%	25.0%
2 Person Household	35.4%	35.3%	35.6%
3 Person Household	18.9%	19.2%	18.5%
4 Person Household	13.0%	14.0%	13.9%
5 Person Household	4.8%	4.8%	4.8%
6 Person Household	1.7%	1.5%	1.4%
7+ Person Household	0.6%	0.9%	0.7%
2000 Households by Year Householder Moved In			
Total	3,210	10,221	25,529
Moved in 1999 to March 2000	19.2%	19.2%	19.2%
Moved in 1995 to 1998	30.4%	28.5%	29.5%
Moved in 1990 to 1994	15.0%	15.9%	15.9%
Moved in 1980 to 1989	13.4%	14.9%	14.9%
Moved in 1970 to 1979	13.7%	11.1%	10.1%
Moved in 1969 or Earlier	8.3%	9.9%	10.3%
Median Year Householder Moved In	1995	1994	1995
2000 Housing Units by Units in Structure			
 Total	3,479	11,200	28,042
1, Detached	73.7%	71.3%	70.8%
1, Attached	0.3%	1.3%	1.8%
2	3.7%	3.4%	3.7%
3 or 4	3.7%	3.3%	3.9%
5 to 9	3.0%	2.5%	2.7%
10 to 19	1.6%	0.7%	0.6%
20+	0.4%	0.2%	0.7%
Mobile Home	13.4%	17.5%	15.7%
Other	0.0%	0.0%	0.2%
2000 Housing Units by Year Structure Built			
Total	3,475	11,212	28,042
1999 to March 2000	4.0%	3.7%	3.2%
1995 to 1998	12.4%	13.4%	12.0%
1990 to 1994	7.9%	8.8%	8.6%
1980 to 1989	13.0%	14.0%	15.0%
1970 to 1979	23.5%	20.3%	19.0%
1969 or Earlier	39.3%	39.9%	42.2%
Median Year Structure Built	1975	1975	1974

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




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Top 3 Tapestry Segments			
1.	Southern Satellites	Southern Satellites	Southern Satellites
2.	Great Expectations	Rural Bypasses	Rural Bypasses
3.	Simple Living	Great Expectations	Midlife Junction

 **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 \$	\$3,811,236	\$11,359,832	\$31,034,636
Average Spent	\$1,062.51	\$1,001.57	\$1,097.83
Spending Potential Index	44	42	46
Computers & Accessories: Total \$	\$496,819	\$1,461,761	\$4,011,843
Average Spent	\$138.51	\$128.88	\$141.92
Spending Potential Index	63	59	64
Education: Total \$	\$2,682,628	\$7,457,175	\$20,667,025
Average Spent	\$747.88	\$657.48	\$731.08
Spending Potential Index	61	54	60
Entertainment/Recreation: Total \$	\$7,664,050	\$23,644,695	\$64,609,990
Average Spent	\$2,136.62	\$2,084.70	\$2,285.54
Spending Potential Index	66	65	71
Food at Home: Total \$	\$10,872,968	\$33,306,208	\$90,362,856
Average Spent	\$3,031.21	\$2,936.54	\$3,196.54
Spending Potential Index	68	66	71
Food Away from Home: Total \$	\$7,537,903	\$22,770,026	\$62,030,644
Average Spent	\$2,101.45	\$2,007.58	\$2,194.30
Spending Potential Index	65	62	68
Health Care: Total \$	\$9,609,297	\$30,429,773	\$82,679,189
Average Spent	\$2,678.92	\$2,682.93	\$2,924.73
Spending Potential Index	72	72	78
HH Furnishings & Equipment: Total \$	\$4,091,748	\$12,520,744	\$34,367,501
Average Spent	\$1,140.72	\$1,103.93	\$1,215.73
Spending Potential Index	55	54	59
Investments: Total \$	\$3,839,516	\$11,860,442	\$33,040,760
Average Spent	\$1,070.40	\$1,045.71	\$1,168.80
Spending Potential Index	62	60	67
Retail Goods: Total \$	\$57,820,514	\$179,521,911	\$488,272,850
Average Spent	\$16,119.46	\$15,828.06	\$17,272.38
Spending Potential Index	65	64	69
Shelter: Total \$	\$32,749,623	\$95,363,710	\$264,412,294
Average Spent	\$9,130.09	\$8,408.02	\$9,353.44
Spending Potential Index	58	53	59
TV/Video/Audio: Total \$	\$3,000,687	\$9,122,217	\$24,763,642
Average Spent	\$836.55	\$804.29	\$876.00
Spending Potential Index	67	65	71
Travel: Total \$	\$3,855,281	\$11,590,564	\$32,382,569
Average Spent	\$1,074.79	\$1,021.92	\$1,145.52
Spending Potential Index	57	54	61
Vehicle Maintenance & Repairs: Total \$	\$2,236,216	\$6,868,833	\$18,744,482
Average Spent	\$623.42	\$605.61	\$663.08
Spending Potential Index	66	64	70

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.