






**McDonalds Frankfort, KY**  
**102 Limestone St S, Frankfort, KY 40601-4314, 102 Limestone St S, Frankfort, KY**  
**Ring: 1, 3, 5 Miles**

**Latitude: 38.170719**  
**Longitude: -84.898053**

	1 mile radius	3 miles radius	5 miles radius
 2000 Total Population	5,273	18,017	37,193
2000 Group Quarters	46	1,047	1,817
2010 Total Population	5,393	18,263	37,768
2015 Total Population	5,481	18,478	38,178
2010 - 2015 Annual Rate	0.32%	0.23%	0.22%
 2000 Households	2,597	7,944	15,784
2000 Average Household Size	2.01	2.14	2.24
2010 Households	2,763	8,333	16,563
2010 Average Household Size	1.94	2.07	2.17
2015 Households	2,834	8,502	16,889
2015 Average Household Size	1.92	2.05	2.15
2010 - 2015 Annual Rate	0.51%	0.4%	0.39%
2000 Families	1,300	4,479	9,731
2000 Average Family Size	2.8	2.83	2.85
2010 Families	1,283	4,454	9,725
2010 Average Family Size	2.78	2.8	2.82
2015 Families	1,284	4,470	9,764
2015 Average Family Size	2.78	2.8	2.81
2010 - 2015 Annual Rate	0.02%	0.07%	0.08%
 <b>2000 Housing Units</b>	2,763	8,690	17,020
Owner Occupied Housing Units	42.7%	50.7%	56.8%
Renter Occupied Housing Units	50.8%	40.9%	36.0%
Vacant Housing Units	6.5%	8.4%	7.2%
<b>2010 Housing Units</b>	2,978	9,349	18,250
Owner Occupied Housing Units	40.7%	48.4%	54.7%
Renter Occupied Housing Units	52.1%	40.8%	36.1%
Vacant Housing Units	7.2%	10.9%	9.2%
<b>2015 Housing Units</b>	3,055	9,545	18,620
Owner Occupied Housing Units	40.7%	48.3%	54.7%
Renter Occupied Housing Units	52.1%	40.7%	36.0%
Vacant Housing Units	7.2%	10.9%	9.3%
<b>Median Household Income</b>			
2000	\$35,444	\$36,202	\$38,454
2010	\$47,948	\$47,191	\$50,012
2015	\$53,826	\$52,792	\$55,224
<b>Median Home Value</b>			
2000	\$96,943	\$86,991	\$87,348
2010	\$123,750	\$113,239	\$113,660
2015	\$133,651	\$120,146	\$120,664
<b>Per Capita Income</b>			
2000	\$22,851	\$20,838	\$21,137
2010	\$31,669	\$27,596	\$27,108
2015	\$33,677	\$29,427	\$28,771
<b>Median Age</b>			
2000	39.8	38.1	37.0
2010	41.8	40.8	39.5
2015	42.7	41.9	40.4


**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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 102 Limestone St S, Frankfort, KY 40601-4314, 102 Limestone St S, Frankfort, KY  
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	1 mile radius	3 miles radius	5 miles radius
<b>2000 Households by Income</b>			
 Household Income Base	2,584	7,936	15,780
< \$15,000	17.5%	18.7%	18.5%
\$15,000 - \$24,999	16.2%	14.9%	13.3%
\$25,000 - \$34,999	15.5%	14.2%	13.1%
\$35,000 - \$49,999	15.4%	18.5%	18.0%
\$50,000 - \$74,999	16.5%	16.4%	18.0%
\$75,000 - \$99,999	12.2%	10.0%	10.8%
\$100,000 - \$149,999	5.0%	5.2%	5.9%
\$150,000 - \$199,999	0.9%	1.0%	1.3%
\$200,000+	0.8%	1.1%	1.0%
Average Household Income	\$45,084	\$46,369	\$49,556
<b>2010 Households by Income</b>			
Household Income Base	2,765	8,334	16,565
< \$15,000	12.3%	13.4%	13.5%
\$15,000 - \$24,999	11.9%	11.2%	10.1%
\$25,000 - \$34,999	11.1%	11.3%	10.4%
\$35,000 - \$49,999	16.7%	17.2%	15.9%
\$50,000 - \$74,999	17.9%	19.9%	21.4%
\$75,000 - \$99,999	15.7%	14.2%	14.8%
\$100,000 - \$149,999	10.1%	8.8%	9.8%
\$150,000 - \$199,999	2.6%	2.2%	2.3%
\$200,000+	1.7%	1.7%	1.7%
Average Household Income	\$60,106	\$58,639	\$60,668
<b>2015 Households by Income</b>			
Household Income Base	2,834	8,504	16,891
< \$15,000	11.2%	12.0%	12.0%
\$15,000 - \$24,999	10.2%	9.6%	8.6%
\$25,000 - \$34,999	10.0%	10.1%	9.2%
\$35,000 - \$49,999	14.0%	14.5%	13.5%
\$50,000 - \$74,999	23.5%	25.8%	27.5%
\$75,000 - \$99,999	16.6%	15.0%	15.4%
\$100,000 - \$149,999	9.7%	8.5%	9.4%
\$150,000 - \$199,999	3.0%	2.5%	2.6%
\$200,000+	1.8%	1.9%	1.8%
Average Household Income	\$63,386	\$61,918	\$63,747
<b>2000 Owner Occupied HUs by Value</b>			
Total	1,173	4,387	9,647
<\$50,000	4.1%	13.7%	12.6%
\$50,000 - 99,999	51.4%	51.1%	51.6%
\$100,000 - 149,999	34.3%	24.0%	21.7%
\$150,000 - 199,999	7.1%	7.1%	8.7%
\$200,000 - \$299,999	2.6%	3.5%	4.1%
\$300,000 - 499,999	0.5%	0.5%	0.6%
\$500,000 - 999,999	0.0%	0.2%	0.5%
\$1,000,000+	0.0%	0.0%	0.1%
Average Home Value	\$108,035	\$98,390	\$103,488
<b>2000 Specified Renter Occupied HUs by Contract Rent</b>			
Total	1,435	3,537	6,062
With Cash Rent	98.2%	95.6%	95.6%
No Cash Rent	1.8%	4.4%	4.4%
Median Rent	\$411	\$389	\$396
Average Rent	\$445	\$408	\$404


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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<b>2000 Population by Age</b>			
 Total	5,275	18,016	37,191
Age 0 - 4	5.0%	5.4%	6.0%
Age 5 - 9	5.1%	5.7%	6.1%
Age 10 - 14	5.5%	5.7%	6.1%
Age 15 - 19	5.6%	6.0%	6.9%
Age 20 - 24	7.6%	6.8%	7.2%
Age 25 - 34	14.4%	15.4%	14.6%
Age 35 - 44	14.0%	16.1%	15.8%
Age 45 - 54	15.1%	15.8%	15.1%
Age 55 - 64	10.6%	9.5%	9.3%
Age 65 - 74	7.4%	6.7%	6.8%
Age 75 - 84	6.5%	4.9%	4.5%
Age 85+	3.0%	1.9%	1.5%
Age 18+	81.0%	79.6%	78.0%
<b>2010 Population by Age</b>			
Total	5,393	18,265	37,771
Age 0 - 4	5.2%	5.2%	5.8%
Age 5 - 9	4.6%	5.0%	5.6%
Age 10 - 14	4.5%	5.1%	5.6%
Age 15 - 19	4.9%	5.7%	6.5%
Age 20 - 24	6.8%	6.7%	7.0%
Age 25 - 34	15.1%	13.6%	13.1%
Age 35 - 44	12.8%	14.6%	14.0%
Age 45 - 54	13.5%	15.0%	14.9%
Age 55 - 64	14.4%	14.3%	13.6%
Age 65 - 74	9.3%	7.8%	7.5%
Age 75 - 84	5.6%	4.7%	4.5%
Age 85+	3.3%	2.3%	2.0%
Age 18+	82.9%	81.3%	79.5%
<b>2015 Population by Age</b>			
Total	5,480	18,479	38,177
Age 0 - 4	5.1%	5.1%	5.6%
Age 5 - 9	4.7%	5.0%	5.6%
Age 10 - 14	4.5%	5.1%	5.6%
Age 15 - 19	4.5%	5.3%	6.2%
Age 20 - 24	6.1%	6.4%	6.8%
Age 25 - 34	14.7%	13.6%	13.2%
Age 35 - 44	13.6%	13.9%	13.3%
Age 45 - 54	12.4%	13.8%	13.7%
Age 55 - 64	13.5%	14.1%	13.7%
Age 65 - 74	11.9%	10.4%	9.8%
Age 75 - 84	6.1%	5.0%	4.6%
Age 85+	3.1%	2.2%	1.9%
Age 18+	83.1%	81.7%	79.8%
<b>2000 Population by Sex</b>			
Males	46.0%	48.2%	48.0%
Females	54.0%	51.8%	52.0%
<b>2010 Population by Sex</b>			
Males	46.8%	48.6%	48.4%
Females	53.2%	51.4%	51.6%
<b>2015 Population by Sex</b>			
Males	47.2%	48.8%	48.6%
Females	52.8%	51.2%	51.4%

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



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<b>2000 Population by Race/Ethnicity</b>			
 Total	5,273	18,018	37,192
White Alone	88.5%	88.5%	86.1%
Black Alone	7.7%	9.1%	11.1%
American Indian Alone	0.2%	0.1%	0.1%
Asian or Pacific Islander Alone	1.9%	0.9%	0.8%
Some Other Race Alone	0.5%	0.3%	0.6%
Two or More Races	1.2%	1.1%	1.3%
Hispanic Origin	1.2%	0.9%	1.2%
Diversity Index	23.0	22.2	26.4
<b>2010 Population by Race/Ethnicity</b>			
Total	5,392	18,263	37,769
White Alone	86.1%	86.9%	84.3%
Black Alone	8.4%	9.6%	11.5%
American Indian Alone	0.2%	0.1%	0.2%
Asian or Pacific Islander Alone	2.7%	1.3%	1.2%
Some Other Race Alone	0.9%	0.6%	1.0%
Two or More Races	1.7%	1.6%	1.9%
Hispanic Origin	2.4%	1.7%	2.3%
Diversity Index	28.6	26.1	30.8
<b>2015 Population by Race/Ethnicity</b>			
Total	5,481	18,478	38,179
White Alone	84.8%	86.1%	83.5%
Black Alone	8.7%	9.8%	11.6%
American Indian Alone	0.2%	0.2%	0.2%
Asian or Pacific Islander Alone	3.2%	1.5%	1.4%
Some Other Race Alone	1.0%	0.6%	1.1%
Two or More Races	2.1%	1.9%	2.2%
Hispanic Origin	3.0%	2.1%	2.8%
Diversity Index	31.3	28.1	32.8
<b>2000 Population 3+ by School Enrollment</b>			
 Total	5,044	17,416	35,820
Enrolled in Nursery/Preschool	1.6%	1.6%	1.6%
Enrolled in Kindergarten	0.7%	0.8%	0.8%
Enrolled in Grade 1-8	8.4%	10.4%	11.1%
Enrolled in Grade 9-12	5.5%	6.2%	5.8%
Enrolled in College	4.8%	4.0%	5.4%
Enrolled in Grad/Prof School	0.6%	0.8%	0.8%
Not Enrolled in School	78.4%	76.2%	74.5%
<b>2010 Population 25+ by Educational Attainment</b>			
Total	3,993	13,186	26,238
Less than 9th Grade	2.3%	4.7%	5.1%
9th - 12th Grade, No Diploma	6.5%	9.4%	9.1%
High School Graduate	25.7%	30.1%	30.6%
Some College, No Degree	21.9%	19.1%	20.6%
Associate Degree	4.5%	5.4%	5.8%
Bachelor's Degree	26.6%	20.7%	18.6%
Graduate/Professional Degree	12.5%	10.6%	10.3%




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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<b>2010 Population 15+ by Marital Status</b>			
 Total	4,625	15,457	31,344
Never Married	27.9%	26.7%	25.2%
Married	40.7%	45.3%	50.0%
Widowed	8.8%	8.3%	7.4%
Divorced	22.5%	19.6%	17.4%
<b>2000 Population 16+ by Employment Status</b>			
 Total	4,366	14,741	29,938
In Labor Force	66.8%	63.4%	65.5%
Civilian Employed	64.5%	60.0%	60.6%
Civilian Unemployed	2.0%	3.2%	4.7%
In Armed Forces	0.3%	0.2%	0.2%
Not in Labor Force	33.2%	36.6%	34.5%
<b>2010 Civilian Population 16+ in Labor Force</b>			
Civilian Employed	91.5%	89.9%	89.3%
Civilian Unemployed	8.5%	10.1%	10.7%
<b>2015 Civilian Population 16+ in Labor Force</b>			
Civilian Employed	93.1%	91.8%	91.4%
Civilian Unemployed	6.9%	8.2%	8.6%
<b>2000 Females 16+ by Employment Status and Age of Children</b>			
Total	2,445	7,734	15,763
Own Children < 6 Only	5.8%	6.4%	7.2%
Employed/in Armed Forces	4.4%	4.9%	5.1%
Unemployed	0.0%	0.1%	0.3%
Not in Labor Force	1.4%	1.4%	1.8%
Own Children < 6 and 6-17 Only	3.8%	4.4%	4.6%
Employed/in Armed Forces	3.4%	3.2%	3.4%
Unemployed	0.0%	0.1%	0.2%
Not in Labor Force	0.4%	1.1%	1.0%
Own Children 6-17 Only	12.3%	14.7%	15.7%
Employed/in Armed Forces	10.5%	12.3%	12.5%
Unemployed	0.0%	0.1%	0.4%
Not in Labor Force	1.8%	2.2%	2.9%
No Own Children < 18	78.1%	74.6%	72.5%
Employed/in Armed Forces	41.1%	37.0%	35.6%
Unemployed	1.6%	2.2%	3.3%
Not in Labor Force	35.4%	35.4%	33.6%
<b>2010 Employed Population 16+ by Industry</b>			
 Total	2,627	8,230	17,056
Agriculture/Mining	0.2%	0.5%	1.1%
Construction	3.7%	4.7%	5.3%
Manufacturing	6.8%	7.6%	8.0%
Wholesale Trade	1.3%	1.0%	0.9%
Retail Trade	9.7%	9.6%	9.8%
Transportation/Utilities	0.8%	2.2%	2.7%
Information	1.4%	1.8%	1.5%
Finance/Insurance/Real Estate	6.6%	5.9%	6.3%
Services	30.8%	33.7%	33.5%
Public Administration	38.8%	33.0%	31.0%

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



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<b>2010 Employed Population 16+ by Occupation</b>			
Total	2,628	8,229	17,057
White Collar	71.5%	66.6%	66.0%
Management/Business/Financial	22.4%	19.5%	19.3%
Professional	22.1%	20.9%	20.0%
Sales	8.2%	8.0%	7.6%
Administrative Support	18.8%	18.3%	19.1%
Services	16.3%	16.6%	15.3%
Blue Collar	12.1%	16.8%	18.7%
Farming/Forestry/Fishing	0.0%	0.1%	0.2%
Construction/Extraction	4.1%	4.4%	4.7%
Installation/Maintenance/Repair	1.6%	3.4%	3.2%
Production	4.1%	5.6%	6.1%
Transportation/Material Moving	2.4%	3.3%	4.5%
<b>2000 Workers 16+ by Means of Transportation to Work</b>			
 Total	2,806	8,747	17,810
Drove Alone - Car, Truck, or Van	81.1%	79.6%	79.7%
Carpooled - Car, Truck, or Van	14.8%	13.9%	14.2%
Public Transportation	0.1%	0.9%	0.7%
Walked	2.1%	2.7%	2.5%
Other Means	0.0%	0.7%	0.6%
Worked at Home	1.8%	2.3%	2.3%
<b>2000 Workers 16+ by Travel Time to Work</b>			
Total	2,808	8,747	17,810
Did Not Work at Home	98.2%	97.7%	97.7%
Less than 5 minutes	7.1%	6.0%	4.7%
5 to 9 minutes	20.7%	20.5%	19.6%
10 to 19 minutes	51.2%	44.3%	44.3%
20 to 24 minutes	6.4%	9.7%	10.4%
25 to 34 minutes	5.8%	7.4%	8.3%
35 to 44 minutes	2.6%	3.7%	4.3%
45 to 59 minutes	3.1%	4.2%	3.8%
60 to 89 minutes	0.6%	1.3%	1.4%
90 or more minutes	0.7%	0.6%	0.9%
Worked at Home	1.8%	2.3%	2.3%
Average Travel Time to Work (in min)	14.4	16.0	17.0
<b>2000 Households by Vehicles Available</b>			
Total	2,606	7,956	15,784
None	15.3%	11.7%	9.6%
1	45.8%	41.1%	38.6%
2	29.7%	35.1%	37.6%
3	6.6%	9.8%	10.9%
4	2.0%	1.8%	2.5%
5+	0.6%	0.6%	0.9%
Average Number of Vehicles Available	1.4	1.5	1.6

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



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<b>2000 Households by Type</b>			
 Total	2,597	7,944	15,784
Family Households	50.1%	56.4%	61.7%
Married-couple Family	36.7%	41.6%	45.5%
With Related Children	14.2%	17.7%	19.7%
Other Family (No Spouse)	13.4%	14.7%	16.2%
With Related Children	9.1%	9.8%	10.9%
Nonfamily Households	49.9%	43.6%	38.3%
Householder Living Alone	43.7%	38.0%	33.0%
Householder Not Living Alone	6.2%	5.6%	5.4%
Households with Related Children	23.3%	27.5%	30.6%
Households with Persons 65+	26.2%	23.5%	23.4%
<b>2000 Households by Size</b>			
Total	2,597	7,944	15,784
1 Person Household	43.7%	38.0%	33.0%
2 Person Household	31.8%	32.3%	33.5%
3 Person Household	13.2%	15.3%	16.9%
4 Person Household	7.9%	9.6%	11.4%
5 Person Household	2.5%	3.4%	3.8%
6 Person Household	0.6%	0.9%	1.0%
7+ Person Household	0.3%	0.5%	0.5%
<b>2000 Households by Year Householder Moved In</b>			
Total	2,607	7,954	15,783
Moved in 1999 to March 2000	31.0%	24.6%	23.7%
Moved in 1995 to 1998	24.4%	27.1%	27.1%
Moved in 1990 to 1994	13.8%	16.1%	16.7%
Moved in 1980 to 1989	15.5%	15.4%	14.5%
Moved in 1970 to 1979	8.6%	9.1%	9.8%
Moved in 1969 or Earlier	6.9%	7.7%	8.1%
Median Year Householder Moved In	1996	1995	1995
<b>2000 Housing Units by Units in Structure</b>			
 Total	2,788	8,715	17,008
1, Detached	44.3%	57.3%	63.1%
1, Attached	3.0%	2.0%	2.0%
2	6.0%	7.9%	6.8%
3 or 4	13.2%	9.2%	8.6%
5 to 9	13.0%	6.9%	5.3%
10 to 19	10.3%	5.8%	4.8%
20+	9.8%	7.1%	5.1%
Mobile Home	0.4%	3.7%	4.3%
Other	0.0%	0.1%	0.1%
<b>2000 Housing Units by Year Structure Built</b>			
Total	2,773	8,733	17,015
1999 to March 2000	1.4%	2.3%	2.5%
1995 to 1998	4.0%	6.9%	7.5%
1990 to 1994	8.8%	7.4%	7.4%
1980 to 1989	20.1%	13.2%	12.6%
1970 to 1979	28.9%	20.0%	21.9%
1969 or Earlier	36.8%	50.2%	48.1%
Median Year Structure Built	1975	1970	1971

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



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 Longitude: -84.898053

	1 mile radius	3 miles radius	5 miles radius
<b>Top 3 Tapestry Segments</b>			
1.	Midlife Junction	Midlife Junction	Midlife Junction
2.	Old and Newcomers	Old and Newcomers	Rustbelt Retirees
3.	Simple Living	Simple Living	Simple Living



**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 \$	\$4,057,683	\$11,818,554	\$24,235,566
Average Spent	\$1,468.58	\$1,418.28	\$1,463.24
Spending Potential Index	61	59	61
Computers & Accessories: Total \$	\$538,199	\$1,563,282	\$3,194,619
Average Spent	\$194.79	\$187.60	\$192.88
Spending Potential Index	89	85	88
Education: Total \$	\$2,989,937	\$8,835,162	\$18,128,188
Average Spent	\$1,082.13	\$1,060.26	\$1,094.50
Spending Potential Index	89	87	90
Entertainment/Recreation: Total \$	\$7,807,650	\$23,061,466	\$47,482,226
Average Spent	\$2,825.79	\$2,767.49	\$2,866.76
Spending Potential Index	88	86	89
Food at Home: Total \$	\$11,091,059	\$32,340,778	\$66,144,509
Average Spent	\$4,014.14	\$3,881.05	\$3,993.51
Spending Potential Index	90	87	89
Food Away from Home: Total \$	\$7,831,581	\$22,975,611	\$47,119,906
Average Spent	\$2,834.45	\$2,757.18	\$2,844.89
Spending Potential Index	88	86	88
Health Care: Total \$	\$9,343,049	\$27,757,831	\$56,862,372
Average Spent	\$3,381.49	\$3,331.07	\$3,433.10
Spending Potential Index	91	89	92
HH Furnishings & Equipment: Total \$	\$4,262,653	\$12,582,532	\$25,931,512
Average Spent	\$1,542.76	\$1,509.96	\$1,565.63
Spending Potential Index	75	73	76
Investments: Total \$	\$4,094,736	\$11,891,127	\$24,683,603
Average Spent	\$1,481.99	\$1,426.99	\$1,490.29
Spending Potential Index	85	82	86
Retail Goods: Total \$	\$57,467,207	\$170,085,415	\$349,788,013
Average Spent	\$20,798.84	\$20,411.07	\$21,118.64
Spending Potential Index	84	82	85
Shelter: Total \$	\$37,699,304	\$108,827,345	\$223,165,017
Average Spent	\$13,644.34	\$13,059.80	\$13,473.71
Spending Potential Index	86	83	85
TV/Video/Audio: Total \$	\$3,054,001	\$8,958,525	\$18,315,145
Average Spent	\$1,105.32	\$1,075.07	\$1,105.79
Spending Potential Index	89	87	89
Travel: Total \$	\$4,350,067	\$12,756,973	\$26,413,381
Average Spent	\$1,574.40	\$1,530.90	\$1,594.72
Spending Potential Index	83	81	84
Vehicle Maintenance & Repairs: Total \$	\$2,286,087	\$6,720,198	\$13,801,039
Average Spent	\$827.39	\$806.46	\$833.25
Spending Potential Index	88	86	88

**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.