



Market Profile

1225 US 127, Frankfort, Kentucky, 40601
Rings: 1, 3, 5 mile radii

Prepared by Mark Robbins
Latitude: 38.172125370
Longitude: -84.89863825

	1 mile	3 miles	5 miles
Population Summary			
2000 Total Population	5,577	17,240	37,436
2010 Total Population	5,946	17,533	38,152
2013 Total Population	6,012	17,736	38,446
2013 Group Quarters	149	992	2,058
2018 Total Population	6,144	18,154	39,202
2013-2018 Annual Rate	0.43%	0.47%	0.39%
Household Summary			
2000 Households	2,792	7,875	15,903
2000 Average Household Size	1.98	2.08	2.24
2010 Households	2,856	7,924	16,172
2010 Average Household Size	2.03	2.09	2.23
2013 Households	2,886	8,035	16,353
2013 Average Household Size	2.03	2.08	2.23
2018 Households	2,949	8,244	16,719
2018 Average Household Size	2.03	2.08	2.22
2013-2018 Annual Rate	0.43%	0.52%	0.44%
2010 Families	1,451	4,357	9,605
2010 Average Family Size	2.80	2.77	2.85
2013 Families	1,451	4,384	9,638
2013 Average Family Size	2.80	2.76	2.84
2018 Families	1,459	4,442	9,738
2018 Average Family Size	2.81	2.77	2.84
2013-2018 Annual Rate	0.12%	0.27%	0.21%
Housing Unit Summary			
2000 Housing Units	2,981	8,565	17,159
Owner Occupied Housing Units	44.2%	50.5%	56.9%
Renter Occupied Housing Units	49.4%	41.4%	35.8%
Vacant Housing Units	6.3%	8.1%	7.3%
2010 Housing Units	3,205	9,033	18,222
Owner Occupied Housing Units	41.5%	48.0%	53.5%
Renter Occupied Housing Units	47.6%	39.7%	35.3%
Vacant Housing Units	10.9%	12.3%	11.3%
2013 Housing Units	3,269	9,212	18,616
Owner Occupied Housing Units	39.5%	46.1%	51.4%
Renter Occupied Housing Units	48.8%	41.2%	36.4%
Vacant Housing Units	11.7%	12.8%	12.2%
2018 Housing Units	3,355	9,455	19,123
Owner Occupied Housing Units	39.6%	46.4%	51.5%
Renter Occupied Housing Units	48.3%	40.8%	35.9%
Vacant Housing Units	12.1%	12.8%	12.6%
Median Household Income			
2013	\$48,869	\$43,936	\$46,600
2018	\$55,478	\$51,770	\$53,530
Median Home Value			
2013	\$159,628	\$140,345	\$137,268
2018	\$168,736	\$154,858	\$150,134
Per Capita Income			
2013	\$32,448	\$26,197	\$25,554
2018	\$36,692	\$29,610	\$28,742
Median Age			
2010	40.9	39.5	38.7
2013	41.5	40.3	39.5
2018	42.4	41.4	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 the total population.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2013 and 2018. Esri converted Census 2000 data into 2010 geography.



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2013 Households by Income			
Household Income Base	2,886	8,035	16,353
<\$15,000	14.1%	16.9%	14.2%
\$15,000 - \$24,999	10.4%	9.5%	10.8%
\$25,000 - \$34,999	10.7%	12.8%	11.8%
\$35,000 - \$49,999	15.7%	16.1%	16.0%
\$50,000 - \$74,999	19.5%	20.9%	22.1%
\$75,000 - \$99,999	9.8%	10.1%	10.9%
\$100,000 - \$149,999	12.7%	8.9%	9.7%
\$150,000 - \$199,999	3.3%	2.6%	2.6%
\$200,000+	3.8%	2.2%	2.0%
Average Household Income	\$67,018	\$58,108	\$59,436
2018 Households by Income			
Household Income Base	2,949	8,244	16,719
<\$15,000	12.5%	15.2%	12.8%
\$15,000 - \$24,999	8.7%	8.2%	9.1%
\$25,000 - \$34,999	8.1%	10.0%	9.1%
\$35,000 - \$49,999	14.2%	14.0%	13.6%
\$50,000 - \$74,999	21.3%	23.7%	25.1%
\$75,000 - \$99,999	12.6%	13.3%	14.3%
\$100,000 - \$149,999	13.9%	9.4%	10.0%
\$150,000 - \$199,999	4.5%	3.7%	3.6%
\$200,000+	4.2%	2.6%	2.3%
Average Household Income	\$75,826	\$65,625	\$66,798
2013 Owner Occupied Housing Units by Value			
Total	1,291	4,243	9,568
<\$50,000	2.6%	3.5%	2.8%
\$50,000 - \$99,999	5.1%	16.6%	19.4%
\$100,000 - \$149,999	35.6%	37.0%	37.4%
\$150,000 - \$199,999	34.9%	24.2%	21.2%
\$200,000 - \$249,999	9.8%	8.7%	8.9%
\$250,000 - \$299,999	3.6%	3.9%	4.5%
\$300,000 - \$399,999	4.3%	3.8%	3.8%
\$400,000 - \$499,999	2.7%	1.5%	1.3%
\$500,000 - \$749,999	1.3%	0.7%	0.6%
\$750,000 - \$999,999	0.1%	0.1%	0.1%
\$1,000,000 +	0.0%	0.0%	0.0%
Average Home Value	\$178,308	\$157,670	\$155,883
2018 Owner Occupied Housing Units by Value			
Total	1,329	4,388	9,847
<\$50,000	1.2%	1.9%	1.6%
\$50,000 - \$99,999	2.9%	10.1%	12.2%
\$100,000 - \$149,999	30.4%	35.0%	36.2%
\$150,000 - \$199,999	41.4%	30.7%	27.2%
\$200,000 - \$249,999	12.4%	11.8%	11.9%
\$250,000 - \$299,999	4.4%	5.0%	5.6%
\$300,000 - \$399,999	3.8%	3.5%	3.5%
\$400,000 - \$499,999	2.0%	1.1%	1.0%
\$500,000 - \$749,999	1.4%	0.7%	0.7%
\$750,000 - \$999,999	0.1%	0.1%	0.1%
\$1,000,000 +	0.0%	0.0%	0.0%
Average Home Value	\$184,811	\$169,010	\$167,260

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 2013 and 2018. Esri converted Census 2000 data into 2010 geography.



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2010 Population by Age			
Total	5,949	17,535	38,151
0 - 4	5.7%	5.8%	6.1%
5 - 9	6.0%	6.0%	6.1%
10 - 14	5.2%	5.4%	5.7%
15 - 24	11.9%	13.3%	14.1%
25 - 34	13.5%	13.4%	13.1%
35 - 44	12.8%	13.0%	13.0%
45 - 54	13.4%	14.4%	14.7%
55 - 64	13.0%	13.6%	13.2%
65 - 74	8.5%	7.8%	7.5%
75 - 84	6.0%	4.8%	4.5%
85 +	4.0%	2.4%	1.9%
18 +	79.7%	79.4%	78.6%
2013 Population by Age			
Total	6,011	17,736	38,447
0 - 4	5.5%	5.5%	5.8%
5 - 9	5.5%	5.6%	5.9%
10 - 14	5.6%	5.6%	5.8%
15 - 24	12.0%	13.3%	13.8%
25 - 34	13.6%	13.3%	13.2%
35 - 44	12.4%	12.7%	12.5%
45 - 54	13.0%	13.7%	14.0%
55 - 64	13.1%	13.8%	13.7%
65 - 74	9.3%	9.0%	8.6%
75 - 84	6.1%	4.8%	4.6%
85 +	4.0%	2.5%	2.0%
18 +	80.4%	79.9%	79.2%
2018 Population by Age			
Total	6,146	18,154	39,203
0 - 4	5.5%	5.5%	5.8%
5 - 9	4.9%	5.1%	5.5%
10 - 14	5.1%	5.4%	5.7%
15 - 24	12.1%	13.3%	13.3%
25 - 34	14.0%	13.2%	13.2%
35 - 44	11.1%	11.7%	11.7%
45 - 54	12.3%	12.9%	13.0%
55 - 64	13.1%	13.5%	13.7%
65 - 74	11.0%	11.1%	10.6%
75 - 84	6.9%	5.7%	5.3%
85 +	3.9%	2.5%	2.1%
18 +	81.1%	80.6%	79.7%
2010 Population by Sex			
Males	2,744	8,358	18,362
Females	3,202	9,175	19,790
2013 Population by Sex			
Males	2,785	8,491	18,558
Females	3,227	9,244	19,888
2018 Population by Sex			
Males	2,872	8,743	19,003
Females	3,272	9,411	20,198

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2013 and 2018. Esri converted Census 2000 data into 2010 geography.

September 25, 2014



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2010 Population by Race/Ethnicity			
Total	5,946	17,532	38,152
White Alone	84.0%	84.3%	82.1%
Black Alone	9.1%	10.4%	12.3%
American Indian Alone	0.4%	0.2%	0.2%
Asian Alone	3.3%	2.0%	1.5%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	1.2%	0.9%	1.4%
Two or More Races	2.0%	2.2%	2.5%
Hispanic Origin	3.3%	2.2%	3.0%
Diversity Index	33.0	30.8	35.1
2013 Population by Race/Ethnicity			
Total	6,013	17,736	38,445
White Alone	82.6%	83.4%	81.2%
Black Alone	9.8%	10.9%	12.8%
American Indian Alone	0.4%	0.3%	0.2%
Asian Alone	3.6%	2.2%	1.6%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	1.4%	1.0%	1.7%
Two or More Races	2.2%	2.2%	2.5%
Hispanic Origin	4.0%	2.7%	3.6%
Diversity Index	35.9	32.9	37.2
2018 Population by Race/Ethnicity			
Total	6,143	18,153	39,202
White Alone	80.3%	81.6%	79.3%
Black Alone	10.7%	11.6%	13.5%
American Indian Alone	0.5%	0.3%	0.3%
Asian Alone	4.2%	2.6%	1.9%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	2.0%	1.4%	2.2%
Two or More Races	2.4%	2.5%	2.7%
Hispanic Origin	5.4%	3.7%	4.9%
Diversity Index	41.0	36.9	41.3
2010 Population by Relationship and Household Type			
Total	5,946	17,533	38,152
In Households	97.5%	94.3%	94.6%
In Family Households	70.7%	71.0%	74.0%
Householder	24.5%	24.3%	25.1%
Spouse	16.1%	16.2%	16.8%
Child	25.0%	25.9%	27.2%
Other relative	2.7%	2.5%	2.6%
Nonrelative	2.4%	2.1%	2.3%
In Nonfamily Households	26.8%	23.4%	20.6%
In Group Quarters	2.5%	5.7%	5.4%
Institutionalized Population	2.5%	2.4%	2.0%
Noninstitutionalized Population	0.0%	3.2%	3.4%

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 2013 and 2018. Esri converted Census 2000 data into 2010 geography.



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2013 Population 25+ by Educational Attainment			
Total	4,300	12,389	26,391
Less than 9th Grade	3.1%	6.7%	6.4%
9th - 12th Grade, No Diploma	8.7%	8.7%	8.8%
High School Graduate	28.6%	31.7%	33.7%
Some College, No Degree	22.4%	22.1%	21.2%
Associate Degree	3.4%	4.7%	4.1%
Bachelor's Degree	20.0%	15.9%	15.9%
Graduate/Professional Degree	13.8%	10.3%	9.9%
2013 Population 15+ by Marital Status			
Total	5,019	14,751	31,713
Never Married	29.4%	31.7%	30.6%
Married	47.7%	44.0%	45.4%
Widowed	9.0%	7.7%	6.6%
Divorced	13.8%	16.7%	17.4%
2013 Civilian Population 16+ in Labor Force			
Civilian Employed	91.4%	91.6%	91.9%
Civilian Unemployed	8.6%	8.4%	8.1%
2013 Employed Population 16+ by Industry			
Total	2,751	8,020	17,467
Agriculture/Mining	0.4%	0.6%	0.6%
Construction	3.1%	4.5%	5.1%
Manufacturing	9.6%	9.9%	9.7%
Wholesale Trade	0.9%	0.5%	0.5%
Retail Trade	9.2%	7.5%	8.4%
Transportation/Utilities	4.3%	3.0%	2.9%
Information	0.8%	1.1%	1.1%
Finance/Insurance/Real Estate	4.9%	6.1%	6.0%
Services	39.7%	42.9%	44.8%
Public Administration	27.1%	23.9%	21.1%
2013 Employed Population 16+ by Occupation			
Total	2,750	8,019	17,467
White Collar	67.2%	61.5%	58.8%
Management/Business/Financial	16.9%	14.9%	14.4%
Professional	22.3%	20.1%	19.6%
Sales	8.3%	6.7%	6.2%
Administrative Support	19.7%	19.8%	18.5%
Services	14.3%	18.9%	20.3%
Blue Collar	18.4%	19.6%	21.0%
Farming/Forestry/Fishing	0.2%	0.2%	0.2%
Construction/Extraction	2.1%	4.1%	5.1%
Installation/Maintenance/Repair	3.6%	4.6%	4.1%
Production	7.8%	7.1%	7.5%
Transportation/Material Moving	4.8%	3.6%	4.0%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2013 and 2018. Esri converted Census 2000 data into 2010 geography.



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2010 Households by Type			
Total	2,856	7,924	16,172
Households with 1 Person	43.5%	38.8%	34.1%
Households with 2+ People	56.5%	61.2%	65.9%
Family Households	50.8%	55.0%	59.4%
Husband-wife Families	33.3%	36.6%	39.7%
With Related Children	12.9%	14.3%	15.7%
Other Family (No Spouse Present)	17.4%	18.4%	19.7%
Other Family with Male Householder	4.0%	4.6%	4.8%
With Related Children	2.6%	2.9%	3.0%
Other Family with Female Householder	13.5%	13.8%	14.8%
With Related Children	9.5%	9.4%	10.0%
Nonfamily Households	5.7%	6.2%	6.5%
All Households with Children	25.4%	26.9%	29.3%
Multigenerational Households	2.4%	2.7%	2.9%
Unmarried Partner Households	6.3%	7.0%	7.3%
Male-female	5.6%	6.4%	6.7%
Same-sex	0.7%	0.6%	0.7%
2010 Households by Size			
Total	2,856	7,925	16,173
1 Person Household	43.5%	38.8%	34.1%
2 Person Household	30.5%	32.5%	34.0%
3 Person Household	13.5%	14.2%	15.6%
4 Person Household	8.2%	9.0%	10.2%
5 Person Household	2.9%	3.8%	4.1%
6 Person Household	1.0%	1.1%	1.4%
7 + Person Household	0.5%	0.6%	0.7%
2010 Households by Tenure and Mortgage Status			
Total	2,856	7,924	16,172
Owner Occupied	46.5%	54.7%	60.3%
Owned with a Mortgage/Loan	32.3%	38.9%	43.0%
Owned Free and Clear	14.3%	15.8%	17.3%
Renter Occupied	53.5%	45.3%	39.7%

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.	Midlife Junction	Midlife Junction	Midlife Junction
2.	Old and Newcomers	Old and Newcomers	Old and Newcomers
3.	Rustbelt Retirees	Rustbelt Retirees	Rustbelt Retirees
2013 Consumer Spending			
Apparel & Services: Total \$	\$4,178,133	\$9,981,872	\$20,651,730
Average Spent	\$1,447.72	\$1,242.30	\$1,262.87
Spending Potential Index	64	55	56
Computers & Accessories: Total \$	\$691,226	\$1,636,391	\$3,385,343
Average Spent	\$239.48	\$203.67	\$207.02
Spending Potential Index	96	82	83
Education: Total \$	\$4,061,590	\$9,558,695	\$19,707,323
Average Spent	\$1,407.34	\$1,189.63	\$1,205.12
Spending Potential Index	96	82	83
Entertainment/Recreation: Total \$	\$9,072,634	\$22,003,528	\$45,916,786
Average Spent	\$3,143.67	\$2,738.46	\$2,807.85
Spending Potential Index	97	84	86
Food at Home: Total \$	\$14,173,466	\$34,264,730	\$70,410,629
Average Spent	\$4,911.11	\$4,264.43	\$4,305.67
Spending Potential Index	98	85	86
Food Away from Home: Total \$	\$8,880,869	\$21,216,331	\$43,841,998
Average Spent	\$3,077.22	\$2,640.49	\$2,680.98
Spending Potential Index	96	83	84
Health Care: Total \$	\$12,243,985	\$30,121,673	\$62,837,926
Average Spent	\$4,242.54	\$3,748.81	\$3,842.59
Spending Potential Index	95	84	86
HH Furnishings & Equipment: Total \$	\$4,340,720	\$10,485,289	\$21,880,950
Average Spent	\$1,504.06	\$1,304.95	\$1,338.04
Spending Potential Index	83	72	74
Investments: Total \$	\$4,670,889	\$10,290,983	\$21,733,039
Average Spent	\$1,618.46	\$1,280.77	\$1,328.99
Spending Potential Index	78	62	64
Retail Goods: Total \$	\$64,005,356	\$155,547,472	\$322,976,626
Average Spent	\$22,177.88	\$19,358.74	\$19,750.30
Spending Potential Index	92	80	82
Shelter: Total \$	\$44,109,927	\$105,057,809	\$218,059,299
Average Spent	\$15,284.11	\$13,075.02	\$13,334.51
Spending Potential Index	94	80	82
TV/Video/Audio: Total \$	\$3,652,209	\$8,838,657	\$18,218,764
Average Spent	\$1,265.49	\$1,100.02	\$1,114.09
Spending Potential Index	98	85	86
Travel: Total \$	\$4,786,449	\$11,541,976	\$24,404,785
Average Spent	\$1,658.51	\$1,436.46	\$1,492.37
Spending Potential Index	90	78	81
Vehicle Maintenance & Repairs: Total \$	\$3,024,957	\$7,303,571	\$15,183,647
Average Spent	\$1,048.15	\$908.97	\$928.49
Spending Potential Index	96	83	85

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 2010 and 2011 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2013 and 2018. Esri converted Census 2000 data into 2010 geography.

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