



# Market Profile

Dollar General - McDaniels, KY  
 9375 KY-259, Mc Daniels, Kentucky, 40152  
 Rings: 1, 3, 5 mile radii

Prepared by Esri  
 Latitude: 37.62624  
 Longitude: -86.43911

	1 mile	3 miles	5 miles
<b>Population Summary</b>			
2000 Total Population	123	1,460	3,144
2010 Total Population	137	1,561	3,264
2019 Total Population	149	1,687	3,507
2019 Group Quarters	1	8	10
2024 Total Population	152	1,730	3,597
2019-2024 Annual Rate	0.40%	0.50%	0.51%
2019 Total Daytime Population	184	1,234	3,030
Workers	100	229	888
Residents	84	1,005	2,142
<b>Household Summary</b>			
2000 Households	58	622	1,366
2000 Average Household Size	2.12	2.35	2.30
2010 Households	62	657	1,426
2010 Average Household Size	2.19	2.36	2.28
2019 Households	67	704	1,519
2019 Average Household Size	2.19	2.38	2.30
2024 Households	68	721	1,554
2024 Average Household Size	2.22	2.39	2.31
2019-2024 Annual Rate	0.30%	0.48%	0.46%
2010 Families	46	479	1,011
2010 Average Family Size	2.54	2.77	2.72
2019 Families	49	505	1,061
2019 Average Family Size	2.57	2.82	2.76
2024 Families	50	514	1,080
2024 Average Family Size	2.58	2.83	2.77
2019-2024 Annual Rate	0.40%	0.35%	0.36%
<b>Housing Unit Summary</b>			
2000 Housing Units	194	1,652	3,547
Owner Occupied Housing Units	25.8%	33.1%	33.7%
Renter Occupied Housing Units	4.1%	4.5%	4.8%
Vacant Housing Units	70.1%	62.3%	61.5%
2010 Housing Units	227	1,861	3,862
Owner Occupied Housing Units	23.3%	30.5%	32.1%
Renter Occupied Housing Units	4.0%	4.8%	4.8%
Vacant Housing Units	72.7%	64.7%	63.1%
2019 Housing Units	246	2,004	4,139
Owner Occupied Housing Units	22.8%	30.1%	31.5%
Renter Occupied Housing Units	4.1%	5.0%	5.2%
Vacant Housing Units	72.8%	64.9%	63.3%
2024 Housing Units	253	2,059	4,254
Owner Occupied Housing Units	22.9%	30.0%	31.4%
Renter Occupied Housing Units	4.3%	5.0%	5.1%
Vacant Housing Units	73.1%	65.0%	63.5%
<b>Median Household Income</b>			
2019	\$40,481	\$47,048	\$47,020
2024	\$47,607	\$52,433	\$51,768
<b>Median Home Value</b>			
2019	\$131,250	\$132,963	\$128,397
2024	\$137,500	\$142,407	\$137,414
<b>Per Capita Income</b>			
2019	\$21,038	\$24,233	\$25,121
2024	\$23,659	\$27,203	\$28,155
<b>Median Age</b>			
2010	46.6	45.8	46.5
2019	50.0	49.2	49.8
2024	50.4	50.6	51.2

**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 2019 and 2024 Esri converted Census 2000 data into 2010 geography.



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<b>2019 Households by Income</b>			
Household Income Base	67	704	1,519
<\$15,000	14.9%	13.5%	12.5%
\$15,000 - \$24,999	17.9%	13.9%	15.1%
\$25,000 - \$34,999	11.9%	10.8%	8.8%
\$35,000 - \$49,999	11.9%	13.9%	16.0%
\$50,000 - \$74,999	20.9%	20.3%	21.5%
\$75,000 - \$99,999	16.4%	15.1%	13.5%
\$100,000 - \$149,999	4.5%	8.0%	7.8%
\$150,000 - \$199,999	0.0%	2.8%	2.6%
\$200,000+	1.5%	1.7%	2.1%
Average Household Income	\$51,649	\$59,796	\$60,333
<b>2024 Households by Income</b>			
Household Income Base	68	721	1,554
<\$15,000	13.2%	12.1%	11.3%
\$15,000 - \$24,999	16.2%	12.3%	13.4%
\$25,000 - \$34,999	10.3%	9.7%	8.0%
\$35,000 - \$49,999	11.8%	12.9%	15.1%
\$50,000 - \$74,999	20.6%	20.7%	21.9%
\$75,000 - \$99,999	20.6%	17.3%	15.4%
\$100,000 - \$149,999	5.9%	9.3%	9.1%
\$150,000 - \$199,999	0.0%	3.7%	3.5%
\$200,000+	1.5%	1.9%	2.4%
Average Household Income	\$58,382	\$67,202	\$67,776
<b>2019 Owner Occupied Housing Units by Value</b>			
Total	56	603	1,304
<\$50,000	3.6%	7.8%	11.6%
\$50,000 - \$99,999	28.6%	27.4%	25.9%
\$100,000 - \$149,999	28.6%	22.4%	22.0%
\$150,000 - \$199,999	14.3%	16.3%	14.0%
\$200,000 - \$249,999	7.1%	8.6%	9.9%
\$250,000 - \$299,999	0.0%	4.0%	4.1%
\$300,000 - \$399,999	10.7%	8.0%	7.9%
\$400,000 - \$499,999	7.1%	4.1%	3.4%
\$500,000 - \$749,999	0.0%	0.7%	0.5%
\$750,000 - \$999,999	0.0%	0.7%	0.7%
\$1,000,000 - \$1,499,999	0.0%	0.0%	0.0%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.0%
\$2,000,000 +	0.0%	0.0%	0.0%
Average Home Value	\$168,750	\$165,988	\$160,142
<b>2024 Owner Occupied Housing Units by Value</b>			
Total	58	617	1,336
<\$50,000	3.4%	6.8%	10.2%
\$50,000 - \$99,999	25.9%	24.6%	23.6%
\$100,000 - \$149,999	27.6%	21.9%	21.7%
\$150,000 - \$199,999	15.5%	17.5%	14.8%
\$200,000 - \$249,999	8.6%	9.2%	10.6%
\$250,000 - \$299,999	0.0%	4.4%	4.6%
\$300,000 - \$399,999	12.1%	9.7%	9.7%
\$400,000 - \$499,999	6.9%	4.5%	3.7%
\$500,000 - \$749,999	0.0%	0.6%	0.5%
\$750,000 - \$999,999	0.0%	0.6%	0.7%
\$1,000,000 - \$1,499,999	0.0%	0.0%	0.0%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.0%
\$2,000,000 +	0.0%	0.0%	0.0%
Average Home Value	\$174,569	\$175,162	\$169,237

**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 2019 and 2024 Esri converted Census 2000 data into 2010 geography.



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<b>2010 Population by Age</b>			
Total	137	1,560	3,264
0 - 4	2.9%	4.5%	4.5%
5 - 9	5.1%	5.6%	5.3%
10 - 14	7.3%	7.2%	6.7%
15 - 24	10.9%	10.6%	10.3%
25 - 34	8.0%	8.9%	8.6%
35 - 44	13.1%	12.1%	12.0%
45 - 54	18.2%	18.2%	18.4%
55 - 64	15.3%	15.4%	16.1%
65 - 74	12.4%	11.9%	11.7%
75 - 84	5.1%	4.7%	5.0%
85 +	1.5%	1.1%	1.3%
18 +	78.8%	78.3%	79.0%
<b>2019 Population by Age</b>			
Total	150	1,686	3,508
0 - 4	2.7%	3.9%	4.0%
5 - 9	4.7%	5.3%	5.0%
10 - 14	6.7%	6.0%	5.8%
15 - 24	9.3%	9.3%	9.2%
25 - 34	8.0%	8.8%	8.5%
35 - 44	12.0%	11.5%	11.3%
45 - 54	15.3%	14.0%	14.5%
55 - 64	17.3%	18.4%	18.8%
65 - 74	16.7%	15.3%	15.3%
75 - 84	6.0%	6.2%	6.2%
85 +	1.3%	1.3%	1.5%
18 +	80.7%	81.0%	81.6%
<b>2024 Population by Age</b>			
Total	152	1,729	3,597
0 - 4	2.6%	3.5%	3.6%
5 - 9	5.3%	5.1%	4.8%
10 - 14	6.6%	6.1%	5.9%
15 - 24	9.2%	8.6%	8.6%
25 - 34	7.9%	7.9%	7.6%
35 - 44	11.8%	11.9%	11.5%
45 - 54	13.8%	13.0%	13.4%
55 - 64	15.8%	17.3%	17.8%
65 - 74	18.4%	17.7%	17.4%
75 - 84	7.2%	7.4%	7.6%
85 +	1.3%	1.5%	1.7%
18 +	82.2%	81.5%	82.0%
<b>2010 Population by Sex</b>			
Males	68	789	1,669
Females	69	772	1,595
<b>2019 Population by Sex</b>			
Males	74	858	1,809
Females	75	829	1,697
<b>2024 Population by Sex</b>			
Males	76	883	1,864
Females	76	847	1,733

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.



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<b>2010 Population by Race/Ethnicity</b>			
Total	136	1,561	3,265
White Alone	98.5%	98.1%	98.1%
Black Alone	0.0%	0.3%	0.2%
American Indian Alone	0.0%	0.3%	0.3%
Asian Alone	0.7%	0.3%	0.2%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	0.0%	0.2%	0.2%
Two or More Races	0.7%	0.9%	1.1%
Hispanic Origin	0.7%	0.6%	0.6%
Diversity Index	5.7	5.0	4.9
<b>2019 Population by Race/Ethnicity</b>			
Total	148	1,687	3,506
White Alone	97.3%	97.3%	97.4%
Black Alone	0.0%	0.3%	0.3%
American Indian Alone	0.7%	0.4%	0.3%
Asian Alone	0.7%	0.5%	0.3%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	0.0%	0.3%	0.2%
Two or More Races	1.4%	1.2%	1.5%
Hispanic Origin	0.7%	1.1%	1.0%
Diversity Index	7.8	7.3	7.0
<b>2024 Population by Race/Ethnicity</b>			
Total	152	1,730	3,596
White Alone	96.7%	96.8%	96.9%
Black Alone	0.0%	0.3%	0.3%
American Indian Alone	0.7%	0.4%	0.4%
Asian Alone	1.3%	0.6%	0.4%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	0.0%	0.4%	0.3%
Two or More Races	1.3%	1.4%	1.7%
Hispanic Origin	1.3%	1.3%	1.2%
Diversity Index	8.9	8.7	8.3
<b>2010 Population by Relationship and Household Type</b>			
Total	137	1,561	3,264
In Households	99.3%	99.5%	99.7%
In Family Households	86.9%	86.6%	85.6%
Householder	30.7%	29.9%	29.9%
Spouse	26.3%	25.1%	25.3%
Child	27.0%	27.7%	26.7%
Other relative	2.9%	2.4%	2.2%
Nonrelative	1.5%	1.5%	1.5%
In Nonfamily Households	11.7%	12.8%	14.1%
In Group Quarters	0.7%	0.5%	0.3%
Institutionalized Population	0.0%	0.0%	0.0%
Noninstitutionalized Population	0.7%	0.5%	0.3%

**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. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.



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<b>2019 Population 25+ by Educational Attainment</b>			
Total	112	1,274	2,667
Less than 9th Grade	2.7%	4.6%	6.2%
9th - 12th Grade, No Diploma	11.6%	10.8%	10.8%
High School Graduate	35.7%	35.8%	35.1%
GED/Alternative Credential	6.2%	9.2%	9.0%
Some College, No Degree	10.7%	11.9%	15.6%
Associate Degree	17.0%	11.4%	8.4%
Bachelor's Degree	13.4%	11.5%	9.9%
Graduate/Professional Degree	2.7%	4.8%	5.2%
<b>2019 Population 15+ by Marital Status</b>			
Total	127	1,430	2,988
Never Married	18.9%	18.1%	17.8%
Married	62.2%	63.6%	63.1%
Widowed	10.2%	7.8%	7.3%
Divorced	8.7%	10.5%	11.8%
<b>2019 Civilian Population 16+ in Labor Force</b>			
Civilian Employed	98.5%	96.7%	95.0%
Civilian Unemployed (Unemployment Rate)	1.5%	3.3%	5.0%
<b>2019 Employed Population 16+ by Industry</b>			
Total	65	697	1,395
Agriculture/Mining	0.0%	2.9%	2.8%
Construction	1.5%	6.5%	10.1%
Manufacturing	29.2%	23.7%	22.3%
Wholesale Trade	1.5%	2.3%	1.6%
Retail Trade	3.1%	3.4%	7.0%
Transportation/Utilities	3.1%	3.3%	3.9%
Information	0.0%	1.0%	0.8%
Finance/Insurance/Real Estate	0.0%	3.3%	4.0%
Services	55.4%	49.6%	44.7%
Public Administration	4.6%	3.7%	2.9%
<b>2019 Employed Population 16+ by Occupation</b>			
Total	64	699	1,396
White Collar	40.0%	42.5%	45.4%
Management/Business/Financial	3.1%	8.3%	11.6%
Professional	23.1%	20.8%	17.8%
Sales	0.0%	2.0%	3.7%
Administrative Support	13.8%	11.3%	12.3%
Services	32.3%	25.0%	20.7%
Blue Collar	26.2%	32.9%	34.0%
Farming/Forestry/Fishing	0.0%	2.0%	1.6%
Construction/Extraction	0.0%	2.7%	5.2%
Installation/Maintenance/Repair	3.1%	6.9%	6.9%
Production	21.5%	18.4%	17.1%
Transportation/Material Moving	1.5%	2.9%	3.2%
<b>2010 Population By Urban/ Rural Status</b>			
Total Population	137	1,561	3,264
Population Inside Urbanized Area	0.0%	0.0%	0.0%
Population Inside Urbanized Cluster	0.0%	0.0%	0.3%
Rural Population	100.0%	100.0%	99.7%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.



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<b>2010 Households by Type</b>			
Total	62	657	1,426
Households with 1 Person	22.6%	23.7%	25.6%
Households with 2+ People	77.4%	76.3%	74.4%
Family Households	74.2%	72.9%	70.9%
Husband-wife Families	64.5%	61.3%	60.1%
With Related Children	19.4%	19.6%	18.9%
Other Family (No Spouse Present)	9.7%	11.6%	10.8%
Other Family with Male Householder	3.2%	3.8%	3.6%
With Related Children	1.6%	2.1%	2.2%
Other Family with Female Householder	8.1%	7.8%	7.2%
With Related Children	4.8%	4.6%	4.4%
Nonfamily Households	3.2%	3.3%	3.5%
All Households with Children	25.8%	26.8%	26.0%
Multigenerational Households	3.2%	2.7%	2.5%
Unmarried Partner Households	4.8%	4.6%	4.8%
Male-female	4.8%	4.3%	4.4%
Same-sex	0.0%	0.3%	0.4%
<b>2010 Households by Size</b>			
Total	61	658	1,426
1 Person Household	23.0%	23.7%	25.6%
2 Person Household	42.6%	42.2%	42.4%
3 Person Household	18.0%	16.3%	14.7%
4 Person Household	9.8%	9.4%	9.5%
5 Person Household	3.3%	4.6%	4.6%
6 Person Household	1.6%	2.3%	1.8%
7 + Person Household	1.6%	1.5%	1.3%
<b>2010 Households by Tenure and Mortgage Status</b>			
Total	62	657	1,426
Owner Occupied	85.5%	86.3%	86.9%
Owned with a Mortgage/Loan	51.6%	49.5%	48.5%
Owned Free and Clear	33.9%	36.8%	38.5%
Renter Occupied	14.5%	13.7%	13.1%
<b>2010 Housing Units By Urban/ Rural Status</b>			
Total Housing Units	227	1,861	3,862
Housing Units Inside Urbanized Area	0.0%	0.0%	0.0%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.4%
Rural Housing Units	100.0%	100.0%	99.6%

**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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<b>Top 3 Tapestry Segments</b>			
1.	Rural Resort Dwellers (6E)	Rural Resort Dwellers (6E)	Rural Resort Dwellers (6E)
2.	Top Tier (1A)	Rooted Rural (10B)	Rooted Rural (10B)
3.	Professional Pride (1B)	Top Tier (1A)	Southern Satellites (10A)
<b>2019 Consumer Spending</b>			
Apparel & Services: Total \$	\$77,778	\$948,699	\$2,100,879
Average Spent	\$1,160.87	\$1,347.58	\$1,383.07
Spending Potential Index	54	63	65
Education: Total \$	\$47,267	\$576,840	\$1,282,680
Average Spent	\$705.48	\$819.38	\$844.42
Spending Potential Index	44	51	53
Entertainment/Recreation: Total \$	\$151,981	\$1,847,570	\$4,003,442
Average Spent	\$2,268.37	\$2,624.39	\$2,635.58
Spending Potential Index	69	80	81
Food at Home: Total \$	\$231,136	\$2,815,078	\$6,168,773
Average Spent	\$3,449.79	\$3,998.69	\$4,061.08
Spending Potential Index	67	77	78
Food Away from Home: Total \$	\$140,129	\$1,707,512	\$3,758,431
Average Spent	\$2,091.48	\$2,425.44	\$2,474.28
Spending Potential Index	57	66	67
Health Care: Total \$	\$294,705	\$3,583,511	\$7,775,494
Average Spent	\$4,398.58	\$5,090.21	\$5,118.82
Spending Potential Index	74	86	86
HH Furnishings & Equipment: Total \$	\$84,803	\$1,031,644	\$2,248,051
Average Spent	\$1,265.72	\$1,465.40	\$1,479.95
Spending Potential Index	59	69	69
Personal Care Products & Services: Total \$	\$31,397	\$382,559	\$842,690
Average Spent	\$468.61	\$543.41	\$554.77
Spending Potential Index	53	61	63
Shelter: Total \$	\$677,047	\$8,205,537	\$17,491,936
Average Spent	\$10,105.18	\$11,655.59	\$11,515.43
Spending Potential Index	55	63	62
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$103,911	\$1,267,997	\$2,811,643
Average Spent	\$1,550.91	\$1,801.13	\$1,850.98
Spending Potential Index	63	73	75
Travel: Total \$	\$86,910	\$1,054,247	\$2,258,444
Average Spent	\$1,297.16	\$1,497.51	\$1,486.80
Spending Potential Index	58	67	66
Vehicle Maintenance & Repairs: Total \$	\$51,385	\$624,733	\$1,354,867
Average Spent	\$766.94	\$887.40	\$891.95
Spending Potential Index	67	78	78

**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 2016 and 2017 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.