



# Market Profile

950 Louisville Rd, Frankfort, Kentucky, 40601  
Rings: 1, 3, 5 mile radii

Prepared by Esri  
Latitude: 38.18161  
Longitude: -84.89324

	1 mile	3 miles	5 miles
<b>Population Summary</b>			
2000 Total Population	4,817	19,728	39,058
2010 Total Population	4,908	19,801	39,606
2021 Total Population	4,942	20,355	41,140
2021 Group Quarters	142	1,625	1,852
2026 Total Population	4,996	20,734	41,939
2021-2026 Annual Rate	0.22%	0.37%	0.39%
2021 Total Daytime Population	5,372	31,802	50,505
Workers	2,802	20,628	28,628
Residents	2,570	11,174	21,877
<b>Household Summary</b>			
2000 Households	2,348	8,718	16,637
2000 Average Household Size	2.01	2.09	2.24
2010 Households	2,315	8,559	16,831
2010 Average Household Size	2.05	2.11	2.23
2021 Households	2,319	8,809	17,485
2021 Average Household Size	2.07	2.13	2.25
2026 Households	2,341	8,974	17,817
2026 Average Household Size	2.07	2.13	2.25
2021-2026 Annual Rate	0.19%	0.37%	0.38%
2010 Families	1,201	4,637	10,021
2010 Average Family Size	2.80	2.80	2.85
2021 Families	1,160	4,615	10,117
2021 Average Family Size	2.85	2.85	2.89
2026 Families	1,159	4,659	10,224
2026 Average Family Size	2.87	2.87	2.91
2021-2026 Annual Rate	-0.02%	0.19%	0.21%
<b>Housing Unit Summary</b>			
2000 Housing Units	2,516	9,604	17,961
Owner Occupied Housing Units	52.9%	47.7%	55.9%
Renter Occupied Housing Units	40.4%	43.1%	36.7%
Vacant Housing Units	6.7%	9.2%	7.4%
2010 Housing Units	2,644	9,927	19,058
Owner Occupied Housing Units	48.5%	45.3%	53.1%
Renter Occupied Housing Units	39.0%	40.9%	35.2%
Vacant Housing Units	12.4%	13.8%	11.7%
2021 Housing Units	2,657	10,196	19,831
Owner Occupied Housing Units	48.3%	45.5%	52.9%
Renter Occupied Housing Units	39.0%	40.9%	35.3%
Vacant Housing Units	12.7%	13.6%	11.8%
2026 Housing Units	2,685	10,385	20,210
Owner Occupied Housing Units	49.2%	46.7%	53.9%
Renter Occupied Housing Units	38.0%	39.7%	34.2%
Vacant Housing Units	12.8%	13.6%	11.8%
<b>Median Household Income</b>			
2021	\$58,066	\$50,859	\$57,262
2026	\$60,903	\$53,958	\$60,724
<b>Median Home Value</b>			
2021	\$156,055	\$142,337	\$149,571
2026	\$165,413	\$150,157	\$161,977
<b>Per Capita Income</b>			
2021	\$34,975	\$29,382	\$30,817
2026	\$37,668	\$32,039	\$33,659
<b>Median Age</b>			
2010	42.8	38.1	38.9
2021	45.0	40.4	41.3
2026	45.2	41.1	42.0

**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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<b>2021 Households by Income</b>			
Household Income Base	2,319	8,809	17,485
<\$15,000	4.3%	11.0%	8.5%
\$15,000 - \$24,999	10.4%	9.1%	7.8%
\$25,000 - \$34,999	14.7%	14.1%	10.8%
\$35,000 - \$49,999	12.1%	14.8%	14.4%
\$50,000 - \$74,999	20.3%	18.5%	21.8%
\$75,000 - \$99,999	14.8%	14.0%	16.1%
\$100,000 - \$149,999	13.4%	10.6%	12.7%
\$150,000 - \$199,999	7.5%	4.7%	5.0%
\$200,000+	2.4%	3.1%	2.8%
Average Household Income	\$74,039	\$68,049	\$72,202
<b>2026 Households by Income</b>			
Household Income Base	2,341	8,974	17,817
<\$15,000	3.8%	9.9%	7.5%
\$15,000 - \$24,999	9.3%	8.3%	7.0%
\$25,000 - \$34,999	14.5%	13.2%	10.0%
\$35,000 - \$49,999	11.5%	14.4%	13.6%
\$50,000 - \$74,999	20.2%	19.3%	22.1%
\$75,000 - \$99,999	16.0%	15.3%	17.4%
\$100,000 - \$149,999	13.2%	10.6%	13.0%
\$150,000 - \$199,999	8.8%	5.7%	6.2%
\$200,000+	2.6%	3.4%	3.1%
Average Household Income	\$79,859	\$74,262	\$78,920
<b>2021 Owner Occupied Housing Units by Value</b>			
Total	1,283	4,635	10,483
<\$50,000	6.3%	6.4%	4.4%
\$50,000 - \$99,999	5.4%	15.9%	13.1%
\$100,000 - \$149,999	34.7%	32.7%	32.8%
\$150,000 - \$199,999	29.9%	19.3%	19.2%
\$200,000 - \$249,999	10.3%	9.6%	9.8%
\$250,000 - \$299,999	5.0%	6.5%	8.3%
\$300,000 - \$399,999	6.7%	6.9%	8.3%
\$400,000 - \$499,999	0.9%	0.9%	1.9%
\$500,000 - \$749,999	0.8%	1.6%	1.8%
\$750,000 - \$999,999	0.0%	0.1%	0.2%
\$1,000,000 - \$1,499,999	0.0%	0.0%	0.1%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.0%
\$2,000,000 +	0.0%	0.0%	0.0%
Average Home Value	\$170,752	\$167,006	\$182,798
<b>2026 Owner Occupied Housing Units by Value</b>			
Total	1,322	4,852	10,900
<\$50,000	5.0%	5.3%	3.6%
\$50,000 - \$99,999	4.2%	14.0%	11.2%
\$100,000 - \$149,999	31.2%	30.6%	30.5%
\$150,000 - \$199,999	31.2%	19.7%	19.5%
\$200,000 - \$249,999	11.3%	10.6%	10.4%
\$250,000 - \$299,999	6.0%	7.3%	9.2%
\$300,000 - \$399,999	8.8%	8.8%	10.2%
\$400,000 - \$499,999	1.4%	1.4%	2.6%
\$500,000 - \$749,999	1.0%	2.1%	2.3%
\$750,000 - \$999,999	0.0%	0.1%	0.2%
\$1,000,000 - \$1,499,999	0.0%	0.0%	0.1%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.0%
\$2,000,000 +	0.0%	0.0%	0.0%
Average Home Value	\$183,037	\$179,771	\$196,041

**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.

October 03, 2021



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<b>2010 Population by Age</b>			
Total	4,907	19,801	39,605
0 - 4	5.7%	5.8%	6.1%
5 - 9	6.0%	5.7%	6.1%
10 - 14	5.1%	5.1%	5.7%
15 - 24	11.4%	15.9%	14.0%
25 - 34	11.8%	13.4%	13.0%
35 - 44	12.8%	12.8%	12.9%
45 - 54	13.9%	14.0%	14.6%
55 - 64	14.4%	12.8%	13.3%
65 - 74	8.8%	7.4%	7.7%
75 - 84	6.8%	4.6%	4.6%
85 +	3.4%	2.3%	1.9%
18 +	80.0%	80.2%	78.6%
<b>2021 Population by Age</b>			
Total	4,944	20,355	41,139
0 - 4	5.1%	5.1%	5.4%
5 - 9	5.0%	5.2%	5.5%
10 - 14	5.1%	5.0%	5.5%
15 - 24	10.6%	14.4%	12.7%
25 - 34	12.5%	13.6%	13.0%
35 - 44	11.6%	12.1%	12.4%
45 - 54	11.8%	11.9%	12.2%
55 - 64	13.6%	13.0%	13.7%
65 - 74	13.2%	11.2%	11.6%
75 - 84	7.5%	5.6%	5.7%
85 +	4.0%	2.8%	2.5%
18 +	81.4%	81.7%	80.4%
<b>2026 Population by Age</b>			
Total	4,995	20,733	41,939
0 - 4	5.1%	5.1%	5.3%
5 - 9	5.0%	5.1%	5.4%
10 - 14	4.9%	5.0%	5.5%
15 - 24	11.6%	14.8%	12.8%
25 - 34	11.6%	12.9%	12.3%
35 - 44	11.4%	11.9%	12.4%
45 - 54	11.5%	11.8%	12.0%
55 - 64	12.2%	11.9%	12.6%
65 - 74	13.3%	11.6%	12.0%
75 - 84	9.2%	7.1%	7.1%
85 +	4.1%	3.0%	2.6%
18 +	81.9%	81.9%	80.5%
<b>2010 Population by Sex</b>			
Males	2,258	9,542	19,039
Females	2,650	10,259	20,567
<b>2021 Population by Sex</b>			
Males	2,291	9,852	19,883
Females	2,651	10,503	21,257
<b>2026 Population by Sex</b>			
Males	2,335	10,088	20,363
Females	2,661	10,646	21,575

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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<b>2010 Population by Race/Ethnicity</b>			
Total	4,908	19,801	39,605
White Alone	87.7%	80.3%	82.1%
Black Alone	7.9%	14.3%	12.3%
American Indian Alone	0.3%	0.3%	0.2%
Asian Alone	1.2%	1.8%	1.5%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	0.9%	0.9%	1.5%
Two or More Races	2.0%	2.4%	2.4%
Hispanic Origin	2.9%	2.3%	3.1%
Diversity Index	26.8	36.5	35.3
<b>2021 Population by Race/Ethnicity</b>			
Total	4,943	20,354	41,140
White Alone	85.5%	77.9%	79.6%
Black Alone	8.2%	14.4%	12.5%
American Indian Alone	0.5%	0.5%	0.4%
Asian Alone	2.0%	2.9%	2.4%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	1.2%	1.3%	2.0%
Two or More Races	2.6%	3.1%	3.1%
Hispanic Origin	4.3%	3.4%	4.4%
Diversity Index	32.3	41.2	40.4
<b>2026 Population by Race/Ethnicity</b>			
Total	4,995	20,734	41,939
White Alone	84.1%	76.4%	78.1%
Black Alone	8.3%	14.6%	12.6%
American Indian Alone	0.6%	0.6%	0.4%
Asian Alone	2.5%	3.5%	3.0%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	1.4%	1.4%	2.3%
Two or More Races	3.0%	3.5%	3.5%
Hispanic Origin	5.2%	4.0%	5.2%
Diversity Index	35.5	44.0	43.5
<b>2010 Population by Relationship and Household Type</b>			
Total	4,908	19,801	39,606
In Households	96.8%	91.0%	94.9%
In Family Households	70.7%	67.9%	74.4%
Householder	24.6%	23.2%	25.3%
Spouse	16.2%	14.7%	17.0%
Child	25.0%	25.2%	27.2%
Other relative	2.6%	2.5%	2.6%
Nonrelative	2.3%	2.3%	2.3%
In Nonfamily Households	26.2%	23.2%	20.5%
In Group Quarters	3.2%	9.0%	5.1%
Institutionalized Population	3.1%	3.5%	1.9%
Noninstitutionalized Population	0.1%	5.5%	3.2%

**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.

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<b>2021 Population 25+ by Educational Attainment</b>			
Total	3,664	14,304	29,185
Less than 9th Grade	2.7%	4.4%	3.8%
9th - 12th Grade, No Diploma	4.4%	7.2%	6.4%
High School Graduate	19.3%	23.7%	23.6%
GED/Alternative Credential	3.0%	6.8%	7.0%
Some College, No Degree	21.3%	20.6%	21.3%
Associate Degree	6.2%	5.4%	6.2%
Bachelor's Degree	29.1%	20.3%	19.4%
Graduate/Professional Degree	14.0%	11.5%	12.3%
<b>2021 Population 15+ by Marital Status</b>			
Total	4,190	17,245	34,408
Never Married	32.6%	37.8%	33.4%
Married	42.6%	35.7%	42.6%
Widowed	9.4%	8.7%	7.1%
Divorced	15.5%	17.8%	16.9%
<b>2021 Civilian Population 16+ in Labor Force</b>			
Civilian Population 16+	2,551	9,769	20,350
Population 16+ Employed	93.4%	92.7%	94.1%
Population 16+ Unemployment rate	6.6%	7.3%	5.9%
Population 16-24 Employed	12.2%	14.8%	13.1%
Population 16-24 Unemployment rate	8.8%	12.5%	8.9%
Population 25-54 Employed	61.6%	64.5%	64.1%
Population 25-54 Unemployment rate	8.6%	8.0%	6.5%
Population 55-64 Employed	17.1%	13.8%	15.4%
Population 55-64 Unemployment rate	0.2%	0.9%	2.0%
Population 65+ Employed	9.1%	6.9%	7.4%
Population 65+ Unemployment rate	0.5%	0.2%	3.5%
<b>2021 Employed Population 16+ by Industry</b>			
Total	2,382	9,059	19,142
Agriculture/Mining	0.8%	0.6%	1.9%
Construction	7.5%	5.5%	6.0%
Manufacturing	2.7%	8.4%	10.2%
Wholesale Trade	0.0%	1.0%	0.8%
Retail Trade	9.2%	11.5%	11.9%
Transportation/Utilities	3.7%	4.3%	4.6%
Information	0.9%	1.2%	1.1%
Finance/Insurance/Real Estate	10.4%	6.0%	5.3%
Services	31.1%	39.5%	37.6%
Public Administration	33.5%	22.1%	20.7%
<b>2021 Employed Population 16+ by Occupation</b>			
Total	2,382	9,058	19,142
White Collar	71.6%	65.1%	64.7%
Management/Business/Financial	29.0%	20.2%	20.1%
Professional	22.8%	22.2%	20.1%
Sales	4.7%	7.6%	8.2%
Administrative Support	15.2%	15.0%	16.2%
Services	15.1%	13.8%	13.3%
Blue Collar	13.3%	21.1%	22.0%
Farming/Forestry/Fishing	0.0%	0.3%	0.5%
Construction/Extraction	6.0%	4.2%	4.9%
Installation/Maintenance/Repair	1.8%	2.7%	2.1%
Production	2.6%	5.6%	7.8%
Transportation/Material Moving	2.9%	8.3%	6.6%

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<b>2010 Households by Type</b>			
Total	2,315	8,558	16,831
Households with 1 Person	41.9%	39.2%	34.0%
Households with 2+ People	58.1%	60.8%	66.0%
Family Households	51.9%	54.2%	59.5%
Husband-wife Families	34.2%	34.5%	39.9%
With Related Children	12.6%	13.4%	15.7%
Other Family (No Spouse Present)	17.7%	19.7%	19.6%
Other Family with Male Householder	4.2%	4.8%	4.8%
With Related Children	2.9%	3.0%	3.0%
Other Family with Female Householder	13.4%	14.8%	14.9%
With Related Children	9.3%	10.1%	10.1%
Nonfamily Households	6.2%	6.6%	6.5%
All Households with Children	25.1%	26.9%	29.2%
Multigenerational Households	2.5%	2.8%	2.9%
Unmarried Partner Households	6.4%	7.4%	7.3%
Male-female	5.7%	6.8%	6.6%
Same-sex	0.7%	0.6%	0.7%
<b>2010 Households by Size</b>			
Total	2,316	8,560	16,832
1 Person Household	41.9%	39.2%	34.0%
2 Person Household	32.0%	32.3%	34.2%
3 Person Household	13.3%	14.1%	15.5%
4 Person Household	8.0%	8.8%	10.2%
5 Person Household	3.1%	3.8%	4.1%
6 Person Household	1.0%	1.1%	1.4%
7 + Person Household	0.6%	0.6%	0.6%
<b>2010 Households by Tenure and Mortgage Status</b>			
Total	2,315	8,559	16,831
Owner Occupied	55.4%	52.5%	60.1%
Owned with a Mortgage/Loan	37.4%	36.6%	42.7%
Owned Free and Clear	18.1%	15.9%	17.5%
Renter Occupied	44.6%	47.5%	39.9%
<b>2021 Affordability, Mortgage and Wealth</b>			
Housing Affordability Index	198	190	207
Percent of Income for Mortgage	11.3%	11.7%	11.0%
Wealth Index	66	57	65
<b>2010 Housing Units By Urban/ Rural Status</b>			
Total Housing Units	2,644	9,927	19,058
Housing Units Inside Urbanized Area	0.0%	0.0%	0.0%
Housing Units Inside Urbanized Cluster	99.0%	88.8%	86.1%
Rural Housing Units	1.0%	11.2%	13.9%
<b>2010 Population By Urban/ Rural Status</b>			
Total Population	4,908	19,801	39,606
Population Inside Urbanized Area	0.0%	0.0%	0.0%
Population Inside Urbanized Cluster	99.0%	87.7%	84.4%
Rural Population	1.0%	12.3%	15.6%

**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.	Old and Newcomers (8F)	Old and Newcomers (8F)	Midlife Constants (5E)
2.	In Style (5B)	Midlife Constants (5E)	Old and Newcomers (8F)
3.	Midlife Constants (5E)	Set to Impress (11D)	In Style (5B)
<b>2021 Consumer Spending</b>			
Apparel & Services: Total \$	\$4,014,636	\$14,149,543	\$29,405,025
Average Spent	\$1,731.19	\$1,606.26	\$1,681.73
Spending Potential Index	82	76	79
Education: Total \$	\$3,084,982	\$10,509,252	\$21,970,476
Average Spent	\$1,330.31	\$1,193.01	\$1,256.53
Spending Potential Index	77	69	73
Entertainment/Recreation: Total \$	\$6,112,944	\$21,619,619	\$45,418,396
Average Spent	\$2,636.03	\$2,454.26	\$2,597.56
Spending Potential Index	82	76	80
Food at Home: Total \$	\$10,281,097	\$36,724,514	\$76,189,290
Average Spent	\$4,433.42	\$4,168.98	\$4,357.41
Spending Potential Index	81	77	80
Food Away from Home: Total \$	\$7,102,559	\$25,001,611	\$52,018,995
Average Spent	\$3,062.77	\$2,838.19	\$2,975.06
Spending Potential Index	81	75	78
Health Care: Total \$	\$12,034,371	\$42,873,351	\$90,295,649
Average Spent	\$5,189.47	\$4,866.99	\$5,164.18
Spending Potential Index	83	78	83
HH Furnishings & Equipment: Total \$	\$4,251,408	\$14,793,949	\$31,285,038
Average Spent	\$1,833.29	\$1,679.41	\$1,789.25
Spending Potential Index	81	74	79
Personal Care Products & Services: Total \$	\$1,718,648	\$6,023,576	\$12,561,206
Average Spent	\$741.12	\$683.80	\$718.40
Spending Potential Index	83	76	80
Shelter: Total \$	\$37,568,912	\$130,652,084	\$271,407,806
Average Spent	\$16,200.48	\$14,831.66	\$15,522.32
Spending Potential Index	80	74	77
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$4,674,965	\$15,840,391	\$33,646,083
Average Spent	\$2,015.94	\$1,798.21	\$1,924.28
Spending Potential Index	84	75	80
Travel: Total \$	\$4,671,777	\$15,891,200	\$34,020,574
Average Spent	\$2,014.57	\$1,803.97	\$1,945.70
Spending Potential Index	80	71	77
Vehicle Maintenance & Repairs: Total \$	\$2,156,538	\$7,657,426	\$15,928,629
Average Spent	\$929.94	\$869.27	\$910.99
Spending Potential Index	84	78	82

**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.