



Market Profile

Boyd and Greenup Counties, Ashland, KY 41101
Rings: 10, 30, 50 mile radii

Latitude: 38.4803833
Longitude: -82.6537455

	10 mile	30 mile	50 mile
Population Summary			
2000 Total Population	118,922	390,856	744,838
2010 Total Population	117,904	391,810	750,539
2015 Total Population	116,363	392,019	755,666
2015 Group Quarters	3,258	10,380	20,161
2020 Total Population	115,444	393,225	761,954
2015-2020 Annual Rate	-0.16%	0.06%	0.17%
Household Summary			
2000 Households	48,352	158,058	295,829
2000 Average Household Size	2.40	2.42	2.45
2010 Households	47,818	159,041	301,486
2010 Average Household Size	2.40	2.40	2.42
2015 Households	47,318	159,901	305,353
2015 Average Household Size	2.39	2.39	2.41
2020 Households	46,965	160,636	308,465
2020 Average Household Size	2.39	2.38	2.40
2015-2020 Annual Rate	-0.15%	0.09%	0.20%
2010 Families	32,398	105,728	204,366
2010 Average Family Size	2.90	2.92	2.93
2015 Families	31,719	105,097	204,865
2015 Average Family Size	2.90	2.92	2.92
2020 Families	31,281	104,855	205,712
2020 Average Family Size	2.91	2.92	2.92
2015-2020 Annual Rate	-0.28%	-0.05%	0.08%
Housing Unit Summary			
2000 Housing Units	52,903	174,985	328,331
Owner Occupied Housing Units	67.0%	65.1%	67.2%
Renter Occupied Housing Units	24.4%	25.2%	22.9%
Vacant Housing Units	8.6%	9.7%	9.9%
2010 Housing Units	52,644	177,454	337,464
Owner Occupied Housing Units	64.3%	62.7%	64.6%
Renter Occupied Housing Units	26.5%	26.9%	24.7%
Vacant Housing Units	9.2%	10.4%	10.7%
2015 Housing Units	52,592	179,169	342,945
Owner Occupied Housing Units	60.7%	59.5%	61.7%
Renter Occupied Housing Units	29.2%	29.7%	27.4%
Vacant Housing Units	10.0%	10.8%	11.0%
2020 Housing Units	52,467	180,499	347,322
Owner Occupied Housing Units	60.4%	59.3%	61.5%
Renter Occupied Housing Units	29.1%	29.7%	27.3%
Vacant Housing Units	10.5%	11.0%	11.2%
Median Household Income			
2015	\$39,758	\$37,983	\$38,953
2020	\$45,540	\$42,972	\$44,381
Median Home Value			
2015	\$111,315	\$103,563	\$103,466
2020	\$148,615	\$135,317	\$132,438
Per Capita Income			
2015	\$22,034	\$21,286	\$21,434
2020	\$25,142	\$24,095	\$24,227
Median Age			
2010	41.5	40.0	40.0
2015	42.7	41.3	41.4
2020	44.0	42.8	42.8

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 2015 and 2020. Esri converted Census 2000 data into 2010 geography.



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2015 Households by Income			
Household Income Base	47,318	159,901	305,353
<\$15,000	17.2%	19.5%	18.7%
\$15,000 - \$24,999	14.7%	14.6%	14.7%
\$25,000 - \$34,999	12.0%	11.9%	11.6%
\$35,000 - \$49,999	15.5%	15.3%	14.9%
\$50,000 - \$74,999	16.3%	16.5%	17.1%
\$75,000 - \$99,999	11.5%	11.2%	11.8%
\$100,000 - \$149,999	9.6%	7.3%	7.3%
\$150,000 - \$199,999	1.9%	2.2%	2.2%
\$200,000+	1.4%	1.5%	1.5%
Average Household Income	\$53,588	\$51,747	\$52,694
2020 Households by Income			
Household Income Base	46,965	160,636	308,465
<\$15,000	16.2%	18.5%	17.6%
\$15,000 - \$24,999	11.1%	11.3%	11.5%
\$25,000 - \$34,999	11.5%	11.3%	10.9%
\$35,000 - \$49,999	14.7%	14.7%	14.4%
\$50,000 - \$74,999	16.6%	17.5%	18.3%
\$75,000 - \$99,999	14.8%	13.7%	14.0%
\$100,000 - \$149,999	11.0%	8.7%	8.7%
\$150,000 - \$199,999	2.6%	2.6%	2.7%
\$200,000+	1.6%	1.7%	1.8%
Average Household Income	\$61,192	\$58,538	\$59,497
2015 Owner Occupied Housing Units by Value			
Total	31,948	106,605	211,549
<\$50,000	12.0%	16.3%	17.0%
\$50,000 - \$99,999	32.1%	32.1%	31.4%
\$100,000 - \$149,999	25.9%	23.3%	22.5%
\$150,000 - \$199,999	13.1%	12.6%	12.8%
\$200,000 - \$249,999	6.1%	6.0%	6.5%
\$250,000 - \$299,999	3.5%	3.5%	3.6%
\$300,000 - \$399,999	3.8%	3.3%	3.4%
\$400,000 - \$499,999	1.5%	1.3%	1.3%
\$500,000 - \$749,999	1.3%	1.1%	1.0%
\$750,000 - \$999,999	0.3%	0.2%	0.2%
\$1,000,000 +	0.4%	0.3%	0.3%
Average Home Value	\$141,025	\$132,183	\$132,141
2020 Owner Occupied Housing Units by Value			
Total	31,685	106,976	213,653
<\$50,000	8.8%	12.4%	13.0%
\$50,000 - \$99,999	20.5%	22.9%	23.3%
\$100,000 - \$149,999	21.3%	20.9%	21.0%
\$150,000 - \$199,999	16.2%	16.6%	17.2%
\$200,000 - \$249,999	10.7%	9.9%	10.3%
\$250,000 - \$299,999	7.7%	6.4%	5.8%
\$300,000 - \$399,999	7.1%	5.5%	4.8%
\$400,000 - \$499,999	3.1%	2.3%	1.9%
\$500,000 - \$749,999	3.5%	2.3%	1.7%
\$750,000 - \$999,999	0.8%	0.5%	0.4%
\$1,000,000 +	0.4%	0.3%	0.3%
Average Home Value	\$189,764	\$167,603	\$160,868

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 2015 and 2020. Esri converted Census 2000 data into 2010 geography.



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2010 Population by Age			
Total	117,905	391,810	750,538
0 - 4	6.0%	6.0%	6.0%
5 - 9	6.1%	6.0%	6.1%
10 - 14	6.0%	6.2%	6.3%
15 - 24	11.5%	13.1%	12.9%
25 - 34	12.1%	12.3%	12.2%
35 - 44	13.0%	12.8%	13.0%
45 - 54	14.9%	14.4%	14.7%
55 - 64	13.4%	13.2%	13.3%
65 - 74	9.2%	8.8%	8.6%
75 - 84	5.8%	5.3%	5.1%
85 +	2.0%	1.9%	1.7%
18 +	78.1%	78.0%	77.7%
2015 Population by Age			
Total	116,363	392,018	755,664
0 - 4	5.7%	5.7%	5.7%
5 - 9	5.8%	5.9%	5.9%
10 - 14	5.9%	5.8%	5.9%
15 - 24	11.1%	12.5%	12.3%
25 - 34	12.0%	12.4%	12.3%
35 - 44	12.6%	12.4%	12.6%
45 - 54	13.6%	13.3%	13.5%
55 - 64	14.5%	14.1%	14.3%
65 - 74	10.7%	10.4%	10.3%
75 - 84	5.9%	5.4%	5.2%
85 +	2.3%	2.1%	2.0%
18 +	79.4%	79.3%	79.1%
2020 Population by Age			
Total	115,442	393,225	761,954
0 - 4	5.4%	5.4%	5.4%
5 - 9	5.6%	5.6%	5.7%
10 - 14	6.0%	6.1%	6.2%
15 - 24	10.5%	11.9%	11.7%
25 - 34	11.3%	11.5%	11.4%
35 - 44	12.5%	12.2%	12.4%
45 - 54	12.9%	12.8%	12.9%
55 - 64	14.6%	14.1%	14.3%
65 - 74	12.2%	11.9%	11.9%
75 - 84	6.7%	6.3%	6.1%
85 +	2.4%	2.2%	2.1%
18 +	79.6%	79.4%	79.2%
2010 Population by Sex			
Males	57,282	191,374	368,867
Females	60,622	200,436	381,673
2015 Population by Sex			
Males	56,729	192,132	372,530
Females	59,635	199,886	383,136
2020 Population by Sex			
Males	56,465	193,325	376,825
Females	58,979	199,900	385,129

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020. Esri converted Census 2000 data into 2010 geography.



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2010 Population by Race/Ethnicity			
Total	117,905	391,810	750,539
White Alone	95.5%	95.1%	95.5%
Black Alone	2.2%	2.4%	2.2%
American Indian Alone	0.2%	0.3%	0.3%
Asian Alone	0.4%	0.5%	0.5%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	0.3%	0.3%	0.2%
Two or More Races	1.3%	1.4%	1.3%
Hispanic Origin	1.0%	1.0%	0.9%
Diversity Index	10.5	11.3	10.3
2015 Population by Race/Ethnicity			
Total	116,364	392,019	755,664
White Alone	94.8%	94.5%	94.9%
Black Alone	2.5%	2.6%	2.3%
American Indian Alone	0.3%	0.3%	0.3%
Asian Alone	0.5%	0.6%	0.6%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	0.3%	0.3%	0.3%
Two or More Races	1.6%	1.7%	1.6%
Hispanic Origin	1.3%	1.3%	1.2%
Diversity Index	12.4	12.9	11.9
2020 Population by Race/Ethnicity			
Total	115,444	393,225	761,953
White Alone	94.2%	93.8%	94.4%
Black Alone	2.7%	2.7%	2.5%
American Indian Alone	0.3%	0.3%	0.3%
Asian Alone	0.5%	0.8%	0.7%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	0.4%	0.4%	0.3%
Two or More Races	1.8%	2.0%	1.8%
Hispanic Origin	1.5%	1.5%	1.4%
Diversity Index	13.9	14.6	13.2
2010 Population by Relationship and Household Type			
Total	117,904	391,809	750,539
In Households	97.2%	97.3%	97.3%
In Family Households	82.1%	81.1%	81.9%
Householder	27.5%	27.0%	27.2%
Spouse	20.1%	20.0%	20.4%
Child	29.3%	29.1%	29.3%
Other relative	3.0%	2.8%	2.8%
Nonrelative	2.3%	2.2%	2.2%
In Nonfamily Households	15.2%	16.2%	15.4%
In Group Quarters	2.8%	2.7%	2.7%
Institutionalized Population	2.5%	1.6%	1.7%
Noninstitutionalized Population	0.3%	1.0%	1.0%

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 2015 and 2020. Esri converted Census 2000 data into 2010 geography.



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2015 Population 25+ by Educational Attainment			
Total	83,316	274,833	530,094
Less than 9th Grade	3.8%	5.4%	6.3%
9th - 12th Grade, No Diploma	8.2%	10.0%	10.3%
High School Graduate	31.9%	31.5%	32.5%
GED/Alternative Credential	5.8%	5.6%	5.7%
Some College, No Degree	24.1%	21.0%	19.7%
Associate Degree	8.9%	8.4%	8.0%
Bachelor's Degree	10.3%	10.6%	10.3%
Graduate/Professional Degree	6.9%	7.6%	7.2%
2015 Population 15+ by Marital Status			
Total	96,243	323,888	623,111
Never Married	24.7%	27.2%	26.3%
Married	52.2%	50.4%	51.8%
Widowed	8.9%	8.0%	7.8%
Divorced	14.2%	14.4%	14.0%
2015 Civilian Population 16+ in Labor Force			
Civilian Employed	94.0%	93.9%	93.9%
Civilian Unemployed	6.0%	6.1%	6.1%
2015 Employed Population 16+ by Industry			
Total	42,630	146,417	283,941
Agriculture/Mining	0.8%	1.6%	3.1%
Construction	5.1%	6.3%	6.9%
Manufacturing	10.0%	10.0%	9.9%
Wholesale Trade	2.6%	2.1%	2.1%
Retail Trade	13.9%	13.6%	13.1%
Transportation/Utilities	6.1%	5.9%	6.2%
Information	2.0%	1.9%	1.8%
Finance/Insurance/Real Estate	3.7%	3.7%	4.0%
Services	51.9%	50.9%	47.7%
Public Administration	3.8%	4.0%	5.1%
2015 Employed Population 16+ by Occupation			
Total	42,630	146,416	283,941
White Collar	57.7%	57.1%	55.9%
Management/Business/Financial	9.1%	9.5%	9.9%
Professional	22.8%	22.2%	21.2%
Sales	10.9%	11.4%	11.4%
Administrative Support	14.9%	14.1%	13.3%
Services	19.0%	18.7%	18.1%
Blue Collar	23.3%	24.2%	26.1%
Farming/Forestry/Fishing	0.1%	0.3%	0.4%
Construction/Extraction	4.9%	6.0%	7.1%
Installation/Maintenance/Repair	4.4%	3.8%	4.1%
Production	6.4%	6.4%	6.4%
Transportation/Material Moving	7.5%	7.7%	7.9%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020. Esri converted Census 2000 data into 2010 geography.

January 20, 2016



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2010 Households by Type			
Total	47,818	159,040	301,487
Households with 1 Person	28.0%	28.4%	27.4%
Households with 2+ People	72.0%	71.6%	72.6%
Family Households	67.8%	66.5%	67.8%
Husband-wife Families	49.7%	49.2%	50.8%
With Related Children	19.3%	19.2%	20.1%
Other Family (No Spouse Present)	18.1%	17.3%	17.0%
Other Family with Male Householder	5.0%	4.8%	4.9%
With Related Children	2.8%	2.8%	2.9%
Other Family with Female Householder	13.1%	12.5%	12.1%
With Related Children	8.2%	7.8%	7.6%
Nonfamily Households	4.2%	5.1%	4.8%
All Households with Children	30.9%	30.4%	31.1%
Multigenerational Households	4.1%	3.8%	3.7%
Unmarried Partner Households	5.9%	6.2%	6.3%
Male-female	5.2%	5.5%	5.6%
Same-sex	0.7%	0.7%	0.7%
2010 Households by Size			
Total	47,819	159,041	301,485
1 Person Household	28.0%	28.4%	27.4%
2 Person Household	35.4%	35.1%	35.3%
3 Person Household	16.8%	16.6%	16.9%
4 Person Household	12.3%	12.3%	12.5%
5 Person Household	5.0%	5.0%	5.2%
6 Person Household	1.7%	1.7%	1.7%
7 + Person Household	0.9%	0.9%	0.9%
2010 Households by Tenure and Mortgage Status			
Total	47,818	159,041	301,486
Owner Occupied	70.8%	69.9%	72.4%
Owned with a Mortgage/Loan	41.5%	38.4%	38.8%
Owned Free and Clear	29.3%	31.5%	33.6%
Renter Occupied	29.2%	30.1%	27.6%

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.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020. Esri converted Census 2000 data into 2010 geography.



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Top 3 Tapestry Segments			
1.	Small Town Simplicity	Rooted Rural (10B)	Rooted Rural (10B)
2.	Midlife Constants (5E)	Small Town Simplicity	Small Town Simplicity
3.	Heartland Communities	Midlife Constants (5E)	Southern Satellites (10A)
2015 Consumer Spending			
Apparel & Services: Total \$	\$76,452,375	\$251,233,180	\$488,638,628
Average Spent	\$1,615.71	\$1,571.18	\$1,600.24
Spending Potential Index	70	68	69
Computers & Accessories: Total \$	\$8,368,229	\$27,371,287	\$52,860,020
Average Spent	\$176.85	\$171.18	\$173.11
Spending Potential Index	68	66	66
Education: Total \$	\$42,713,380	\$138,943,228	\$262,012,754
Average Spent	\$902.69	\$868.93	\$858.07
Spending Potential Index	59	57	56
Entertainment/Recreation: Total \$	\$115,746,466	\$377,968,858	\$738,598,790
Average Spent	\$2,446.14	\$2,363.77	\$2,418.84
Spending Potential Index	74	71	73
Food at Home: Total \$	\$188,251,570	\$616,315,487	\$1,202,416,868
Average Spent	\$3,978.43	\$3,854.36	\$3,937.79
Spending Potential Index	76	74	75
Food Away from Home: Total \$	\$109,141,233	\$357,628,750	\$694,789,349
Average Spent	\$2,306.55	\$2,236.56	\$2,275.36
Spending Potential Index	70	68	69
Health Care: Total \$	\$179,811,157	\$584,500,376	\$1,145,261,666
Average Spent	\$3,800.06	\$3,655.39	\$3,750.62
Spending Potential Index	80	77	79
HH Furnishings & Equipment: Total \$	\$63,602,305	\$207,942,976	\$405,465,133
Average Spent	\$1,344.15	\$1,300.45	\$1,327.86
Spending Potential Index	73	71	72
Investments: Total \$	\$89,844,568	\$300,554,924	\$610,862,628
Average Spent	\$1,898.74	\$1,879.63	\$2,000.51
Spending Potential Index	69	68	73
Retail Goods: Total \$	\$928,329,964	\$3,039,848,122	\$5,957,956,094
Average Spent	\$19,618.96	\$19,010.81	\$19,511.70
Spending Potential Index	77	75	77
Shelter: Total \$	\$509,142,809	\$1,654,054,498	\$3,168,897,316
Average Spent	\$10,760.02	\$10,344.24	\$10,377.82
Spending Potential Index	65	63	63
TV/Video/Audio: Total \$	\$47,483,262	\$155,435,706	\$302,365,050
Average Spent	\$1,003.49	\$972.07	\$990.21
Spending Potential Index	77	74	76
Travel: Total \$	\$60,711,185	\$197,121,387	\$382,462,162
Average Spent	\$1,283.05	\$1,232.77	\$1,252.52
Spending Potential Index	66	63	64
Vehicle Maintenance & Repairs: Total \$	\$38,421,380	\$125,347,585	\$243,631,758
Average Spent	\$811.98	\$783.91	\$797.87
Spending Potential Index	73	70	71

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 2011 and 2012 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020. Esri converted Census 2000 data into 2010 geography.