



Market Profile

Coal Fields Industrial Park
 Lat.: 37.369 Long.: -83.276
 Drive Time: 20, 40, 60 minute radii

American Electric Power | AEPED.COM
 Latitude: 37.36913
 Longitude: -83.27612

	20 minutes	40 minutes	60 minutes
Population Summary			
2000 Total Population	14,993	52,139	124,637
2010 Total Population	15,239	49,046	117,320
2016 Total Population	15,735	49,641	118,886
2016 Group Quarters	498	1,171	3,416
2021 Total Population	15,801	49,370	118,604
2016-2021 Annual Rate	0.08%	-0.11%	-0.05%
2016 Total Daytime Population	21,052	53,621	120,446
Workers	10,313	19,835	36,211
Residents	10,739	33,786	84,235
Household Summary			
2000 Households	5,774	20,282	48,668
2000 Average Household Size	2.54	2.53	2.51
2010 Households	5,894	19,390	46,868
2010 Average Household Size	2.50	2.47	2.43
2016 Households	6,152	19,799	47,787
2016 Average Household Size	2.48	2.45	2.42
2021 Households	6,208	19,778	47,835
2021 Average Household Size	2.47	2.44	2.41
2016-2021 Annual Rate	0.18%	-0.02%	0.02%
2010 Families	4,035	13,381	32,382
2010 Average Family Size	3.00	2.97	2.93
2016 Families	4,165	13,488	32,594
2016 Average Family Size	2.99	2.96	2.93
2021 Families	4,180	13,388	32,414
2021 Average Family Size	2.98	2.95	2.92
2016-2021 Annual Rate	0.07%	-0.15%	-0.11%
Housing Unit Summary			
2000 Housing Units	6,523	22,617	54,542
Owner Occupied Housing Units	67.0%	69.6%	69.3%
Renter Occupied Housing Units	21.5%	20.1%	20.0%
Vacant Housing Units	11.5%	10.3%	10.8%
2010 Housing Units	6,632	22,079	54,027
Owner Occupied Housing Units	63.4%	66.1%	65.3%
Renter Occupied Housing Units	25.5%	21.7%	21.4%
Vacant Housing Units	11.1%	12.2%	13.3%
2016 Housing Units	7,003	22,983	56,338
Owner Occupied Housing Units	59.9%	62.2%	61.2%
Renter Occupied Housing Units	28.0%	24.0%	23.6%
Vacant Housing Units	12.2%	13.9%	15.2%
2021 Housing Units	7,135	23,268	57,142
Owner Occupied Housing Units	59.7%	61.4%	60.4%
Renter Occupied Housing Units	27.3%	23.6%	23.3%
Vacant Housing Units	13.0%	15.0%	16.3%
Median Household Income			
2016	\$36,527	\$35,107	\$31,317
2021	\$39,214	\$37,368	\$33,932
Median Home Value			
2016	\$71,833	\$65,743	\$65,533
2021	\$84,957	\$78,344	\$76,785
Per Capita Income			
2016	\$19,532	\$19,166	\$18,265
2021	\$21,603	\$21,125	\$20,003
Median Age			
2010	39.6	40.2	40.2
2016	41.0	41.6	41.6
2021	42.0	43.0	43.1

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 2016 and 2021 Esri converted Census 2000 data into 2010 geography.



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2016 Households by Income			
Household Income Base	6,152	19,799	47,787
<\$15,000	21.4%	23.0%	26.0%
\$15,000 - \$24,999	14.9%	15.8%	16.3%
\$25,000 - \$34,999	11.5%	11.1%	11.2%
\$35,000 - \$49,999	15.9%	15.1%	14.0%
\$50,000 - \$74,999	17.2%	16.6%	16.0%
\$75,000 - \$99,999	9.2%	9.0%	7.9%
\$100,000 - \$149,999	7.2%	6.9%	6.2%
\$150,000 - \$199,999	1.7%	1.7%	1.5%
\$200,000+	1.0%	0.9%	0.9%
Average Household Income	\$48,526	\$47,093	\$44,472
2021 Households by Income			
Household Income Base	6,208	19,778	47,835
<\$15,000	21.4%	23.0%	26.2%
\$15,000 - \$24,999	12.9%	13.5%	14.0%
\$25,000 - \$34,999	10.6%	10.6%	10.7%
\$35,000 - \$49,999	14.4%	14.0%	13.3%
\$50,000 - \$74,999	17.5%	16.7%	16.0%
\$75,000 - \$99,999	10.9%	10.7%	9.4%
\$100,000 - \$149,999	8.9%	8.4%	7.5%
\$150,000 - \$199,999	2.3%	2.2%	2.0%
\$200,000+	1.1%	1.0%	0.9%
Average Household Income	\$53,541	\$51,775	\$48,646
2016 Owner Occupied Housing Units by Value			
Total	4,194	14,284	34,491
<\$50,000	39.1%	41.3%	40.8%
\$50,000 - \$99,999	25.0%	27.5%	29.6%
\$100,000 - \$149,999	14.2%	13.2%	12.4%
\$150,000 - \$199,999	11.7%	9.4%	8.5%
\$200,000 - \$249,999	3.9%	4.0%	3.8%
\$250,000 - \$299,999	2.5%	1.8%	1.7%
\$300,000 - \$399,999	1.1%	1.1%	1.5%
\$400,000 - \$499,999	0.2%	0.1%	0.5%
\$500,000 - \$749,999	1.3%	0.9%	0.6%
\$750,000 - \$999,999	0.3%	0.4%	0.3%
\$1,000,000 +	0.6%	0.2%	0.2%
Average Home Value	\$105,983	\$94,499	\$92,548
2021 Owner Occupied Housing Units by Value			
Total	4,257	14,277	34,529
<\$50,000	34.6%	38.6%	38.5%
\$50,000 - \$99,999	22.1%	20.1%	21.5%
\$100,000 - \$149,999	18.9%	17.7%	16.7%
\$150,000 - \$199,999	12.3%	12.7%	11.7%
\$200,000 - \$249,999	5.4%	5.5%	6.0%
\$250,000 - \$299,999	3.5%	2.6%	2.4%
\$300,000 - \$399,999	1.2%	1.2%	1.7%
\$400,000 - \$499,999	0.2%	0.1%	0.5%
\$500,000 - \$749,999	1.2%	0.9%	0.6%
\$750,000 - \$999,999	0.3%	0.3%	0.3%
\$1,000,000 +	0.5%	0.2%	0.2%
Average Home Value	\$112,861	\$104,433	\$103,422

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 2016 and 2021 Esri converted Census 2000 data into 2010 geography.



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2010 Population by Age			
Total	15,239	49,045	117,320
0 - 4	6.2%	6.0%	6.0%
5 - 9	6.1%	5.9%	6.0%
10 - 14	5.8%	6.1%	6.1%
15 - 24	13.0%	12.6%	12.8%
25 - 34	12.6%	12.5%	12.4%
35 - 44	14.0%	13.8%	13.6%
45 - 54	15.6%	15.8%	15.7%
55 - 64	13.5%	13.9%	13.8%
65 - 74	7.7%	8.0%	8.2%
75 - 84	4.1%	4.1%	4.2%
85 +	1.5%	1.4%	1.4%
18 +	77.9%	77.8%	77.7%
2016 Population by Age			
Total	15,735	49,643	118,886
0 - 4	5.8%	5.6%	5.6%
5 - 9	6.2%	6.1%	6.0%
10 - 14	5.9%	5.9%	5.9%
15 - 24	11.2%	11.1%	11.5%
25 - 34	13.3%	12.7%	12.6%
35 - 44	12.9%	13.1%	12.9%
45 - 54	14.2%	14.3%	14.3%
55 - 64	14.8%	15.0%	15.0%
65 - 74	9.8%	10.3%	10.4%
75 - 84	4.2%	4.3%	4.4%
85 +	1.7%	1.5%	1.5%
18 +	79.0%	79.0%	79.1%
2021 Population by Age			
Total	15,803	49,369	118,602
0 - 4	5.5%	5.3%	5.2%
5 - 9	6.0%	5.8%	5.7%
10 - 14	6.3%	6.3%	6.2%
15 - 24	10.5%	10.6%	11.1%
25 - 34	12.6%	11.6%	11.4%
35 - 44	12.9%	13.0%	12.8%
45 - 54	13.3%	13.4%	13.3%
55 - 64	14.3%	14.8%	15.0%
65 - 74	11.8%	12.3%	12.3%
75 - 84	5.0%	5.3%	5.4%
85 +	1.7%	1.6%	1.6%
18 +	78.8%	79.0%	79.2%
2010 Population by Sex			
Males	7,577	24,380	58,456
Females	7,662	24,666	58,864
2016 Population by Sex			
Males	7,851	24,800	59,507
Females	7,884	24,841	59,379
2021 Population by Sex			
Males	7,917	24,812	59,674
Females	7,884	24,558	58,930

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2016 and 2021 Esri converted Census 2000 data into 2010 geography.



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2010 Population by Race/Ethnicity			
Total	15,238	49,045	117,320
White Alone	96.1%	97.3%	97.8%
Black Alone	1.7%	1.0%	0.9%
American Indian Alone	0.1%	0.1%	0.1%
Asian Alone	0.7%	0.4%	0.3%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	0.4%	0.3%	0.2%
Two or More Races	1.0%	0.8%	0.7%
Hispanic Origin	0.8%	0.7%	0.6%
Diversity Index	9.1	6.6	5.6
2016 Population by Race/Ethnicity			
Total	15,736	49,642	118,886
White Alone	95.3%	96.5%	97.1%
Black Alone	1.8%	1.2%	1.1%
American Indian Alone	0.1%	0.2%	0.2%
Asian Alone	0.8%	0.6%	0.3%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	0.5%	0.4%	0.3%
Two or More Races	1.4%	1.2%	1.0%
Hispanic Origin	1.0%	0.9%	0.8%
Diversity Index	11.0	8.5	7.2
2021 Population by Race/Ethnicity			
Total	15,801	49,370	118,603
White Alone	95.3%	96.2%	96.9%
Black Alone	1.8%	1.3%	1.1%
American Indian Alone	0.1%	0.2%	0.2%
Asian Alone	0.8%	0.6%	0.4%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	0.5%	0.4%	0.3%
Two or More Races	1.4%	1.3%	1.1%
Hispanic Origin	1.1%	1.0%	0.9%
Diversity Index	11.1	9.2	7.9
2010 Population by Relationship and Household Type			
Total	15,239	49,046	117,320
In Households	96.7%	97.6%	97.2%
In Family Households	82.1%	83.4%	83.1%
Householder	26.5%	27.3%	27.5%
Spouse	18.8%	19.6%	19.9%
Child	30.2%	30.2%	30.0%
Other relative	4.0%	4.0%	3.6%
Nonrelative	2.6%	2.3%	2.2%
In Nonfamily Households	14.6%	14.3%	14.1%
In Group Quarters	3.3%	2.4%	2.8%
Institutionalized Population	2.6%	1.9%	2.0%
Noninstitutionalized Population	0.7%	0.4%	0.9%

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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2016 Population 25+ by Educational Attainment			
Total	11,147	35,367	84,418
Less than 9th Grade	14.4%	14.7%	14.7%
9th - 12th Grade, No Diploma	14.9%	14.1%	14.1%
High School Graduate	23.7%	26.9%	28.8%
GED/Alternative Credential	5.7%	6.1%	6.9%
Some College, No Degree	17.6%	16.8%	15.9%
Associate Degree	9.1%	8.1%	7.3%
Bachelor's Degree	7.8%	7.0%	6.4%
Graduate/Professional Degree	6.7%	6.4%	5.9%
2016 Population 15+ by Marital Status			
Total	12,904	40,886	98,122
Never Married	25.1%	25.6%	25.6%
Married	52.9%	52.8%	53.1%
Widowed	8.5%	8.6%	8.5%
Divorced	13.6%	13.0%	12.8%
2016 Civilian Population 16+ in Labor Force			
Civilian Employed	88.9%	90.0%	89.9%
Civilian Unemployed	11.1%	10.0%	10.1%
2016 Employed Population 16+ by Industry			
Total	4,973	15,786	34,516
Agriculture/Mining	6.6%	8.1%	7.9%
Construction	4.2%	4.7%	5.7%
Manufacturing	2.8%	2.6%	4.6%
Wholesale Trade	1.9%	2.6%	2.5%
Retail Trade	15.9%	14.5%	12.9%
Transportation/Utilities	3.6%	4.5%	4.8%
Information	1.4%	1.7%	1.9%
Finance/Insurance/Real Estate	4.1%	4.1%	3.6%
Services	54.4%	50.4%	48.9%
Public Administration	5.0%	6.8%	7.2%
2016 Employed Population 16+ by Occupation			
Total	4,973	15,784	34,517
White Collar	57.2%	55.0%	53.1%
Management/Business/Financial	8.6%	8.3%	8.7%
Professional	22.7%	22.1%	21.5%
Sales	11.8%	11.0%	10.1%
Administrative Support	14.0%	13.7%	12.8%
Services	20.9%	20.3%	20.3%
Blue Collar	21.9%	24.8%	26.7%
Farming/Forestry/Fishing	0.1%	0.7%	0.7%
Construction/Extraction	8.4%	8.8%	8.8%
Installation/Maintenance/Repair	2.8%	3.4%	3.8%
Production	2.7%	3.2%	4.8%
Transportation/Material Moving	7.9%	8.6%	8.6%
2010 Population By Urban/ Rural Status			
Total Population	15,239	49,046	117,320
Population Inside Urbanized Area	0.0%	0.0%	0.0%
Population Inside Urbanized Cluster	31.5%	20.2%	10.8%
Rural Population	68.5%	79.8%	89.2%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2016 and 2021 Esri converted Census 2000 data into 2010 geography.



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2010 Households by Type			
Total	5,894	19,390	46,868
Households with 1 Person	26.8%	26.9%	27.2%
Households with 2+ People	73.2%	73.1%	72.8%
Family Households	68.5%	69.0%	69.1%
Husband-wife Families	48.5%	49.6%	50.0%
With Related Children	20.8%	21.2%	20.9%
Other Family (No Spouse Present)	20.0%	19.4%	19.1%
Other Family with Male Householder	5.7%	5.8%	5.8%
With Related Children	3.2%	3.1%	3.2%
Other Family with Female Householder	14.3%	13.6%	13.3%
With Related Children	8.6%	7.9%	7.8%
Nonfamily Households	4.8%	4.1%	3.7%
All Households with Children	33.3%	32.8%	32.4%
Multigenerational Households	4.8%	4.7%	4.2%
Unmarried Partner Households	6.5%	6.0%	5.8%
Male-female	5.8%	5.3%	5.1%
Same-sex	0.7%	0.7%	0.7%
2010 Households by Size			
Total	5,893	19,389	46,868
1 Person Household	26.8%	26.9%	27.2%
2 Person Household	32.4%	32.9%	33.8%
3 Person Household	19.0%	19.0%	18.6%
4 Person Household	13.0%	13.0%	12.6%
5 Person Household	5.7%	5.5%	5.1%
6 Person Household	2.0%	1.8%	1.7%
7 + Person Household	1.2%	1.0%	0.9%
2010 Households by Tenure and Mortgage Status			
Total	5,894	19,390	46,868
Owner Occupied	71.3%	75.3%	75.3%
Owned with a Mortgage/Loan	30.0%	28.7%	28.4%
Owned Free and Clear	41.3%	46.6%	46.9%
Renter Occupied	28.7%	24.7%	24.7%
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	6,632	22,079	54,027
Housing Units Inside Urbanized Area	0.0%	0.0%	0.0%
Housing Units Inside Urbanized Cluster	33.5%	21.0%	10.7%
Rural Housing Units	66.5%	79.0%	89.3%

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.	Diners & Miners (10C)	Diners & Miners (10C)	Diners & Miners (10C)
2.	Small Town Simplicity	Rural Bypasses (10E)	Rural Bypasses (10E)
3.	Rural Bypasses (10E)	Small Town Simplicity	Small Town Simplicity
2016 Consumer Spending			
Apparel & Services: Total \$	\$7,842,738	\$24,577,232	\$56,084,799
Average Spent	\$1,274.83	\$1,241.34	\$1,173.64
Spending Potential Index	63	62	58
Education: Total \$	\$3,681,941	\$10,971,288	\$24,823,408
Average Spent	\$598.49	\$554.13	\$519.46
Spending Potential Index	42	39	37
Entertainment/Recreation: Total \$	\$12,258,838	\$38,545,812	\$87,996,872
Average Spent	\$1,992.66	\$1,946.86	\$1,841.44
Spending Potential Index	68	67	63
Food at Home: Total \$	\$22,272,560	\$70,375,296	\$161,005,519
Average Spent	\$3,620.38	\$3,554.49	\$3,369.23
Spending Potential Index	73	71	68
Food Away from Home: Total \$	\$12,329,319	\$38,611,116	\$88,107,897
Average Spent	\$2,004.12	\$1,950.15	\$1,843.76
Spending Potential Index	65	63	60
Health Care: Total \$	\$24,595,997	\$77,642,352	\$177,163,150
Average Spent	\$3,998.05	\$3,921.53	\$3,707.35
Spending Potential Index	75	74	70
HH Furnishings & Equipment: Total \$	\$6,898,003	\$21,519,737	\$49,021,522
Average Spent	\$1,121.26	\$1,086.91	\$1,025.83
Spending Potential Index	64	62	58
Personal Care Products & Services: Total \$	\$2,886,677	\$9,027,309	\$20,565,143
Average Spent	\$469.23	\$455.95	\$430.35
Spending Potential Index	64	62	59
Shelter: Total \$	\$52,583,581	\$162,232,665	\$369,724,203
Average Spent	\$8,547.40	\$8,193.98	\$7,736.92
Spending Potential Index	55	53	50
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$9,800,016	\$30,743,113	\$70,091,271
Average Spent	\$1,592.98	\$1,552.76	\$1,466.74
Spending Potential Index	69	67	63
Travel: Total \$	\$6,208,375	\$19,071,006	\$43,207,027
Average Spent	\$1,009.16	\$963.23	\$904.16
Spending Potential Index	54	52	49
Vehicle Maintenance & Repairs: Total \$	\$4,555,896	\$14,353,784	\$32,786,785
Average Spent	\$740.56	\$724.98	\$686.10
Spending Potential Index	72	70	66

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 2013 and 2014 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2016 and 2021 Esri converted Census 2000 data into 2010 geography.