



Market Profile

Kentucky Enterprise
 Lat.: 37.425 Long.: -82.540
 Drive Time: 20, 40, 60 minute radii

American Electric Power | AEPED.COM
 Latitude: 37.42480
 Longitude: -82.54025

	20 minutes	40 minutes	60 minutes
Population Summary			
2000 Total Population	9,477	47,335	135,739
2010 Total Population	9,435	45,567	129,192
2016 Total Population	10,178	47,419	133,812
2016 Group Quarters	1,049	1,362	2,791
2021 Total Population	10,204	48,063	135,919
2016-2021 Annual Rate	0.05%	0.27%	0.31%
2016 Total Daytime Population	16,552	51,719	140,898
Workers	10,193	20,218	48,011
Residents	6,359	31,501	92,887
Household Summary			
2000 Households	3,971	19,189	54,671
2000 Average Household Size	2.26	2.43	2.44
2010 Households	3,981	18,897	53,322
2010 Average Household Size	2.19	2.36	2.38
2016 Households	4,169	19,504	55,164
2016 Average Household Size	2.19	2.36	2.38
2021 Households	4,178	19,762	56,062
2021 Average Household Size	2.19	2.36	2.37
2016-2021 Annual Rate	0.04%	0.26%	0.32%
2010 Families	2,445	12,914	36,543
2010 Average Family Size	2.80	2.87	2.88
2016 Families	2,517	13,162	37,323
2016 Average Family Size	2.82	2.88	2.90
2021 Families	2,502	13,253	37,686
2021 Average Family Size	2.82	2.89	2.90
2016-2021 Annual Rate	-0.12%	0.14%	0.19%
Housing Unit Summary			
2000 Housing Units	4,375	21,349	61,040
Owner Occupied Housing Units	54.8%	68.1%	68.4%
Renter Occupied Housing Units	36.0%	21.8%	21.1%
Vacant Housing Units	9.2%	10.1%	10.4%
2010 Housing Units	4,418	21,271	60,616
Owner Occupied Housing Units	50.8%	64.1%	64.4%
Renter Occupied Housing Units	39.3%	24.7%	23.6%
Vacant Housing Units	9.9%	11.2%	12.0%
2016 Housing Units	4,716	22,438	64,357
Owner Occupied Housing Units	47.0%	60.0%	60.2%
Renter Occupied Housing Units	41.4%	26.9%	25.6%
Vacant Housing Units	11.6%	13.1%	14.3%
2021 Housing Units	4,775	22,936	66,132
Owner Occupied Housing Units	46.4%	59.5%	59.5%
Renter Occupied Housing Units	41.1%	26.7%	25.3%
Vacant Housing Units	12.5%	13.8%	15.2%
Median Household Income			
2016	\$29,154	\$35,497	\$34,570
2021	\$31,882	\$37,614	\$36,580
Median Home Value			
2016	\$99,901	\$84,451	\$77,313
2021	\$122,229	\$104,857	\$94,489
Per Capita Income			
2016	\$19,372	\$20,417	\$20,037
2021	\$21,223	\$22,479	\$21,954
Median Age			
2010	37.3	39.7	40.4
2016	38.0	41.1	41.9
2021	39.4	42.7	43.3

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	4,169	19,504	55,164
<\$15,000	29.3%	22.9%	22.8%
\$15,000 - \$24,999	15.8%	15.0%	15.8%
\$25,000 - \$34,999	10.2%	11.4%	11.8%
\$35,000 - \$49,999	13.2%	15.0%	14.3%
\$50,000 - \$74,999	14.4%	16.8%	17.0%
\$75,000 - \$99,999	6.9%	8.2%	8.3%
\$100,000 - \$149,999	7.0%	7.1%	6.8%
\$150,000 - \$199,999	1.8%	2.0%	1.8%
\$200,000+	1.5%	1.5%	1.4%
Average Household Income	\$45,423	\$49,137	\$48,129
2021 Households by Income			
Household Income Base	4,178	19,762	56,062
<\$15,000	29.2%	23.0%	22.9%
\$15,000 - \$24,999	13.8%	13.1%	13.9%
\$25,000 - \$34,999	9.4%	11.0%	11.4%
\$35,000 - \$49,999	12.5%	13.1%	12.6%
\$50,000 - \$74,999	14.5%	17.0%	17.2%
\$75,000 - \$99,999	8.2%	9.8%	9.8%
\$100,000 - \$149,999	8.4%	8.7%	8.4%
\$150,000 - \$199,999	2.4%	2.7%	2.3%
\$200,000+	1.6%	1.6%	1.5%
Average Household Income	\$50,053	\$54,208	\$52,778
2016 Owner Occupied Housing Units by Value			
Total	2,216	13,473	38,718
<\$50,000	27.3%	32.1%	34.5%
\$50,000 - \$99,999	22.8%	26.0%	28.4%
\$100,000 - \$149,999	15.0%	14.3%	14.4%
\$150,000 - \$199,999	9.6%	9.7%	9.3%
\$200,000 - \$249,999	10.8%	7.3%	5.6%
\$250,000 - \$299,999	4.2%	3.4%	2.7%
\$300,000 - \$399,999	4.4%	3.1%	2.3%
\$400,000 - \$499,999	2.1%	1.5%	1.3%
\$500,000 - \$749,999	2.5%	1.5%	0.9%
\$750,000 - \$999,999	1.2%	0.9%	0.5%
\$1,000,000 +	0.2%	0.2%	0.2%
Average Home Value	\$148,624	\$125,811	\$110,062
2021 Owner Occupied Housing Units by Value			
Total	2,217	13,642	39,345
<\$50,000	21.6%	28.4%	31.2%
\$50,000 - \$99,999	20.3%	19.9%	21.2%
\$100,000 - \$149,999	18.3%	16.7%	18.3%
\$150,000 - \$199,999	10.7%	12.7%	12.2%
\$200,000 - \$249,999	13.6%	10.3%	8.2%
\$250,000 - \$299,999	5.5%	4.7%	3.8%
\$300,000 - \$399,999	4.3%	3.2%	2.4%
\$400,000 - \$499,999	2.0%	1.6%	1.4%
\$500,000 - \$749,999	2.5%	1.5%	0.9%
\$750,000 - \$999,999	1.0%	0.8%	0.4%
\$1,000,000 +	0.2%	0.2%	0.1%
Average Home Value	\$158,683	\$138,003	\$122,345

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	9,435	45,567	129,194
0 - 4	6.2%	6.1%	6.0%
5 - 9	5.4%	5.8%	6.0%
10 - 14	5.5%	6.2%	6.2%
15 - 24	15.5%	12.6%	12.1%
25 - 34	14.5%	13.0%	12.5%
35 - 44	12.7%	13.5%	13.5%
45 - 54	14.7%	15.6%	15.5%
55 - 64	12.4%	13.8%	14.2%
65 - 74	7.3%	7.9%	8.2%
75 - 84	4.2%	4.1%	4.4%
85 +	1.5%	1.3%	1.5%
18 +	79.6%	78.1%	77.9%
2016 Population by Age			
Total	10,177	47,418	133,813
0 - 4	5.5%	5.6%	5.6%
5 - 9	5.5%	6.0%	6.0%
10 - 14	5.1%	5.8%	5.9%
15 - 24	15.1%	11.6%	11.0%
25 - 34	14.8%	12.8%	12.5%
35 - 44	12.5%	13.3%	13.0%
45 - 54	12.7%	14.0%	14.1%
55 - 64	13.2%	14.8%	15.1%
65 - 74	9.3%	10.2%	10.6%
75 - 84	4.5%	4.4%	4.7%
85 +	1.7%	1.5%	1.6%
18 +	81.0%	79.4%	79.2%
2021 Population by Age			
Total	10,202	48,063	135,919
0 - 4	5.2%	5.2%	5.2%
5 - 9	5.2%	5.7%	5.8%
10 - 14	5.6%	6.3%	6.3%
15 - 24	14.9%	11.3%	10.7%
25 - 34	13.1%	11.3%	11.1%
35 - 44	13.1%	13.4%	13.0%
45 - 54	11.8%	13.1%	13.2%
55 - 64	12.9%	14.7%	14.8%
65 - 74	11.2%	12.1%	12.5%
75 - 84	5.2%	5.4%	5.6%
85 +	1.7%	1.5%	1.6%
18 +	81.0%	79.3%	79.1%
2010 Population by Sex			
Males	4,585	22,299	62,990
Females	4,850	23,268	66,202
2016 Population by Sex			
Males	5,031	23,359	65,644
Females	5,147	24,060	68,168
2021 Population by Sex			
Males	5,075	23,811	67,105
Females	5,129	24,252	68,814

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	9,435	45,568	129,193
White Alone	95.5%	97.7%	97.8%
Black Alone	1.8%	0.7%	0.8%
American Indian Alone	0.1%	0.1%	0.1%
Asian Alone	1.2%	0.5%	0.4%
Pacific Islander Alone	0.1%	0.0%	0.0%
Some Other Race Alone	0.3%	0.2%	0.2%
Two or More Races	1.0%	0.7%	0.7%
Hispanic Origin	1.1%	0.7%	0.6%
Diversity Index	10.8	5.9	5.6
2016 Population by Race/Ethnicity			
Total	10,178	47,419	133,812
White Alone	93.8%	96.9%	97.1%
Black Alone	2.7%	1.0%	1.0%
American Indian Alone	0.1%	0.1%	0.1%
Asian Alone	1.7%	0.7%	0.5%
Pacific Islander Alone	0.1%	0.0%	0.0%
Some Other Race Alone	0.4%	0.3%	0.2%
Two or More Races	1.2%	0.9%	0.9%
Hispanic Origin	1.3%	0.9%	0.8%
Diversity Index	14.2	7.7	7.1
2021 Population by Race/Ethnicity			
Total	10,203	48,063	135,918
White Alone	93.8%	96.8%	96.9%
Black Alone	2.7%	1.0%	1.0%
American Indian Alone	0.1%	0.1%	0.1%
Asian Alone	1.7%	0.7%	0.5%
Pacific Islander Alone	0.1%	0.0%	0.0%
Some Other Race Alone	0.4%	0.3%	0.3%
Two or More Races	1.2%	1.0%	1.1%
Hispanic Origin	1.3%	0.9%	0.9%
Diversity Index	14.2	7.9	7.7
2010 Population by Relationship and Household Type			
Total	9,435	45,567	129,192
In Households	92.5%	97.9%	98.1%
In Family Households	74.3%	83.0%	83.4%
Householder	25.5%	28.2%	28.2%
Spouse	18.0%	20.9%	20.9%
Child	26.5%	29.2%	29.4%
Other relative	2.6%	3.0%	3.1%
Nonrelative	1.6%	1.8%	1.8%
In Nonfamily Households	18.3%	14.9%	14.7%
In Group Quarters	7.5%	2.1%	1.9%
Institutionalized Population	4.3%	1.2%	1.4%
Noninstitutionalized Population	3.2%	0.9%	0.5%

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



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2016 Population 25+ by Educational Attainment			
Total	6,996	33,666	95,676
Less than 9th Grade	8.6%	10.7%	11.1%
9th - 12th Grade, No Diploma	13.9%	12.8%	12.8%
High School Graduate	22.0%	27.9%	29.2%
GED/Alternative Credential	5.9%	6.5%	6.6%
Some College, No Degree	18.7%	19.4%	19.5%
Associate Degree	4.8%	6.3%	6.9%
Bachelor's Degree	13.7%	8.2%	7.0%
Graduate/Professional Degree	12.4%	8.1%	6.8%
2016 Population 15+ by Marital Status			
Total	8,533	39,179	110,393
Never Married	28.5%	23.1%	23.1%
Married	47.3%	54.9%	54.2%
Widowed	8.3%	7.8%	9.0%
Divorced	15.9%	14.2%	13.7%
2016 Civilian Population 16+ in Labor Force			
Civilian Employed	92.1%	91.1%	90.3%
Civilian Unemployed	7.9%	8.9%	9.7%
2016 Employed Population 16+ by Industry			
Total	3,554	15,886	40,841
Agriculture/Mining	5.6%	7.1%	7.8%
Construction	2.5%	5.5%	5.2%
Manufacturing	8.0%	6.4%	5.1%
Wholesale Trade	1.0%	1.6%	2.0%
Retail Trade	12.7%	13.2%	14.0%
Transportation/Utilities	3.2%	4.1%	5.0%
Information	1.8%	1.8%	1.7%
Finance/Insurance/Real Estate	6.1%	5.0%	4.3%
Services	54.7%	49.6%	48.7%
Public Administration	4.4%	5.7%	6.3%
2016 Employed Population 16+ by Occupation			
Total	3,555	15,889	40,842
White Collar	58.1%	54.3%	54.8%
Management/Business/Financial	12.3%	8.6%	8.5%
Professional	22.8%	21.9%	22.2%
Sales	8.3%	9.2%	10.6%
Administrative Support	14.7%	14.6%	13.5%
Services	18.7%	19.5%	18.8%
Blue Collar	23.3%	26.3%	26.4%
Farming/Forestry/Fishing	1.9%	0.6%	0.3%
Construction/Extraction	5.3%	9.6%	9.9%
Installation/Maintenance/Repair	3.3%	3.4%	3.6%
Production	6.9%	5.4%	4.6%
Transportation/Material Moving	5.8%	7.3%	8.0%
2010 Population By Urban/ Rural Status			
Total Population	9,435	45,567	129,192
Population Inside Urbanized Area	0.0%	0.0%	0.0%
Population Inside Urbanized Cluster	51.4%	18.7%	17.1%
Rural Population	48.6%	81.3%	82.9%

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	3,981	18,896	53,322
Households with 1 Person	34.3%	28.0%	27.9%
Households with 2+ People	65.7%	72.0%	72.1%
Family Households	61.4%	68.3%	68.5%
Husband-wife Families	43.4%	50.8%	50.8%
With Related Children	18.0%	20.9%	20.6%
Other Family (No Spouse Present)	18.0%	17.5%	17.7%
Other Family with Male Householder	3.6%	4.7%	4.9%
With Related Children	1.9%	2.5%	2.6%
Other Family with Female Householder	14.4%	12.8%	12.8%
With Related Children	9.3%	7.9%	7.8%
Nonfamily Households	4.3%	3.7%	3.5%
All Households with Children	29.6%	31.8%	31.5%
Multigenerational Households	2.8%	3.5%	3.6%
Unmarried Partner Households	5.1%	4.9%	5.0%
Male-female	4.6%	4.3%	4.4%
Same-sex	0.5%	0.6%	0.6%
2010 Households by Size			
Total	3,981	18,898	53,324
1 Person Household	34.3%	28.0%	27.9%
2 Person Household	33.3%	34.7%	34.8%
3 Person Household	16.4%	18.5%	18.2%
4 Person Household	10.5%	12.3%	12.3%
5 Person Household	3.8%	4.5%	4.6%
6 Person Household	1.4%	1.4%	1.5%
7 + Person Household	0.4%	0.6%	0.7%
2010 Households by Tenure and Mortgage Status			
Total	3,981	18,897	53,322
Owner Occupied	56.4%	72.2%	73.2%
Owned with a Mortgage/Loan	28.0%	32.1%	31.4%
Owned Free and Clear	28.4%	40.1%	41.8%
Renter Occupied	43.6%	27.8%	26.8%
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	4,418	21,271	60,616
Housing Units Inside Urbanized Area	0.0%	0.0%	0.0%
Housing Units Inside Urbanized Cluster	50.3%	18.4%	17.7%
Rural Housing Units	49.7%	81.6%	82.3%

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.	Old and Newcomers (8F)	Small Town Simplicity	Small Town Simplicity
2016 Consumer Spending			
Apparel & Services: Total \$	\$5,048,848	\$25,320,933	\$69,925,888
Average Spent	\$1,211.05	\$1,298.24	\$1,267.60
Spending Potential Index	60	64	63
Education: Total \$	\$2,751,763	\$11,536,577	\$31,517,469
Average Spent	\$660.05	\$591.50	\$571.34
Spending Potential Index	47	42	40
Entertainment/Recreation: Total \$	\$7,646,255	\$39,560,745	\$109,736,135
Average Spent	\$1,834.07	\$2,028.34	\$1,989.27
Spending Potential Index	63	70	68
Food at Home: Total \$	\$14,051,912	\$72,284,971	\$200,199,129
Average Spent	\$3,370.57	\$3,706.16	\$3,629.16
Spending Potential Index	68	74	73
Food Away from Home: Total \$	\$7,905,259	\$39,769,385	\$109,899,095
Average Spent	\$1,896.20	\$2,039.04	\$1,992.22
Spending Potential Index	61	66	64
Health Care: Total \$	\$14,873,689	\$79,567,546	\$221,493,859
Average Spent	\$3,567.69	\$4,079.55	\$4,015.19
Spending Potential Index	67	77	76
HH Furnishings & Equipment: Total \$	\$4,361,411	\$22,118,096	\$61,287,220
Average Spent	\$1,046.15	\$1,134.03	\$1,111.00
Spending Potential Index	59	64	63
Personal Care Products & Services: Total \$	\$1,832,203	\$9,307,469	\$25,776,104
Average Spent	\$439.48	\$477.21	\$467.26
Spending Potential Index	60	65	64
Shelter: Total \$	\$35,653,800	\$167,804,438	\$462,213,759
Average Spent	\$8,552.12	\$8,603.59	\$8,378.90
Spending Potential Index	55	55	54
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$6,015,309	\$31,467,477	\$87,544,154
Average Spent	\$1,442.87	\$1,613.39	\$1,586.98
Spending Potential Index	62	70	68
Travel: Total \$	\$3,953,906	\$19,660,044	\$54,572,998
Average Spent	\$948.41	\$1,008.00	\$989.29
Spending Potential Index	51	54	53
Vehicle Maintenance & Repairs: Total \$	\$2,828,440	\$14,729,100	\$40,890,688
Average Spent	\$678.45	\$755.18	\$741.26
Spending Potential Index	66	73	72

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.