



Market Profile

101 US-150, Stanford, Kentucky, 40484
Rings: 3, 5, 10 mile radii

Prepared by Esri
Latitude: 37.52958
Longitude: -84.65925

	3 miles	5 miles	10 miles
Population Summary			
2000 Total Population	6,005	8,252	35,341
2010 Total Population	6,448	8,898	37,121
2021 Total Population	6,516	9,039	37,867
2021 Group Quarters	216	218	872
2026 Total Population	6,511	9,045	38,067
2021-2026 Annual Rate	-0.02%	0.01%	0.11%
2021 Total Daytime Population	7,554	9,430	35,025
Workers	3,387	3,716	12,185
Residents	4,167	5,714	22,840
Household Summary			
2000 Households	2,407	3,284	14,129
2000 Average Household Size	2.41	2.45	2.44
2010 Households	2,560	3,524	14,965
2010 Average Household Size	2.43	2.46	2.43
2021 Households	2,582	3,574	15,204
2021 Average Household Size	2.44	2.47	2.43
2026 Households	2,578	3,575	15,283
2026 Average Household Size	2.44	2.47	2.43
2021-2026 Annual Rate	-0.03%	0.01%	0.10%
2010 Families	1,740	2,466	10,332
2010 Average Family Size	2.95	2.93	2.91
2021 Families	1,715	2,448	10,264
2021 Average Family Size	2.98	2.96	2.93
2026 Families	1,702	2,433	10,253
2026 Average Family Size	3.00	2.97	2.95
2021-2026 Annual Rate	-0.15%	-0.12%	-0.02%
Housing Unit Summary			
2000 Housing Units	2,612	3,573	15,377
Owner Occupied Housing Units	65.1%	67.4%	66.8%
Renter Occupied Housing Units	27.1%	24.5%	25.1%
Vacant Housing Units	7.8%	8.1%	8.1%
2010 Housing Units	2,798	3,867	16,569
Owner Occupied Housing Units	61.8%	64.5%	64.3%
Renter Occupied Housing Units	29.7%	26.6%	26.0%
Vacant Housing Units	8.5%	8.9%	9.7%
2021 Housing Units	2,874	3,982	17,053
Owner Occupied Housing Units	65.7%	68.3%	66.8%
Renter Occupied Housing Units	24.1%	21.5%	22.4%
Vacant Housing Units	10.2%	10.2%	10.8%
2026 Housing Units	2,916	4,040	17,312
Owner Occupied Housing Units	65.3%	67.8%	66.7%
Renter Occupied Housing Units	23.1%	20.6%	21.6%
Vacant Housing Units	11.6%	11.5%	11.7%
Median Household Income			
2021	\$44,169	\$46,441	\$46,226
2026	\$48,847	\$51,140	\$50,387
Median Home Value			
2021	\$133,853	\$133,434	\$130,072
2026	\$143,478	\$143,854	\$141,534
Per Capita Income			
2021	\$24,256	\$24,069	\$24,872
2026	\$26,606	\$26,506	\$27,246
Median Age			
2010	39.5	39.6	40.1
2021	41.9	41.9	42.5
2026	43.2	43.2	43.9

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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2021 Households by Income			
Household Income Base	2,582	3,574	15,204
<\$15,000	17.0%	16.3%	14.4%
\$15,000 - \$24,999	13.1%	12.0%	13.2%
\$25,000 - \$34,999	11.0%	10.6%	10.8%
\$35,000 - \$49,999	13.1%	13.6%	14.5%
\$50,000 - \$74,999	16.5%	17.3%	18.7%
\$75,000 - \$99,999	14.8%	15.6%	13.3%
\$100,000 - \$149,999	10.3%	10.2%	10.1%
\$150,000 - \$199,999	1.4%	2.0%	2.4%
\$200,000+	2.9%	2.4%	2.6%
Average Household Income	\$60,733	\$60,737	\$61,534
2026 Households by Income			
Household Income Base	2,578	3,575	15,283
<\$15,000	15.6%	14.8%	13.1%
\$15,000 - \$24,999	11.8%	10.8%	12.0%
\$25,000 - \$34,999	10.5%	10.0%	10.2%
\$35,000 - \$49,999	12.9%	13.2%	14.2%
\$50,000 - \$74,999	17.1%	18.0%	19.4%
\$75,000 - \$99,999	16.6%	17.5%	14.5%
\$100,000 - \$149,999	10.5%	10.4%	10.7%
\$150,000 - \$199,999	1.9%	2.7%	3.0%
\$200,000+	3.2%	2.6%	2.9%
Average Household Income	\$66,674	\$66,921	\$67,401
2021 Owner Occupied Housing Units by Value			
Total	1,888	2,718	11,389
<\$50,000	7.7%	8.2%	10.2%
\$50,000 - \$99,999	22.8%	23.5%	25.1%
\$100,000 - \$149,999	28.9%	27.4%	24.3%
\$150,000 - \$199,999	16.0%	15.5%	15.8%
\$200,000 - \$249,999	6.7%	7.1%	7.3%
\$250,000 - \$299,999	5.9%	5.3%	5.0%
\$300,000 - \$399,999	6.5%	6.7%	6.3%
\$400,000 - \$499,999	1.7%	2.1%	2.4%
\$500,000 - \$749,999	3.1%	3.4%	2.6%
\$750,000 - \$999,999	0.3%	0.5%	0.8%
\$1,000,000 - \$1,499,999	0.3%	0.2%	0.1%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.0%
\$2,000,000 +	0.2%	0.2%	0.1%
Average Home Value	\$174,828	\$176,572	\$168,088
2026 Owner Occupied Housing Units by Value			
Total	1,903	2,741	11,545
<\$50,000	6.1%	6.5%	8.6%
\$50,000 - \$99,999	19.7%	20.3%	22.0%
\$100,000 - \$149,999	27.8%	26.4%	23.4%
\$150,000 - \$199,999	16.6%	16.1%	16.4%
\$200,000 - \$249,999	7.2%	7.5%	7.9%
\$250,000 - \$299,999	6.8%	6.0%	5.7%
\$300,000 - \$399,999	8.4%	8.7%	8.1%
\$400,000 - \$499,999	2.4%	3.0%	3.3%
\$500,000 - \$749,999	4.2%	4.6%	3.5%
\$750,000 - \$999,999	0.3%	0.6%	0.9%
\$1,000,000 - \$1,499,999	0.3%	0.2%	0.1%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.0%
\$2,000,000 +	0.2%	0.2%	0.1%
Average Home Value	\$192,100	\$195,173	\$185,789

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.

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2010 Population by Age			
Total	6,450	8,895	37,120
0 - 4	6.7%	6.7%	6.3%
5 - 9	5.9%	6.0%	6.5%
10 - 14	7.3%	7.3%	6.6%
15 - 24	12.1%	12.2%	12.5%
25 - 34	11.8%	11.7%	11.4%
35 - 44	13.9%	14.1%	13.5%
45 - 54	14.4%	14.7%	14.6%
55 - 64	12.1%	12.4%	12.8%
65 - 74	8.5%	8.5%	8.6%
75 - 84	4.7%	4.4%	5.1%
85 +	2.5%	2.1%	2.0%
18 +	75.9%	75.8%	76.4%
2021 Population by Age			
Total	6,515	9,044	37,868
0 - 4	5.8%	5.7%	5.5%
5 - 9	6.3%	6.2%	5.8%
10 - 14	6.5%	6.5%	6.0%
15 - 24	10.0%	10.0%	11.3%
25 - 34	13.0%	13.0%	12.4%
35 - 44	12.2%	12.4%	11.9%
45 - 54	12.6%	12.7%	12.7%
55 - 64	14.0%	14.2%	14.1%
65 - 74	11.3%	11.5%	11.9%
75 - 84	5.7%	5.6%	5.9%
85 +	2.6%	2.2%	2.3%
18 +	78.3%	78.2%	79.2%
2026 Population by Age			
Total	6,511	9,044	38,065
0 - 4	5.5%	5.5%	5.3%
5 - 9	5.9%	5.9%	5.6%
10 - 14	6.7%	6.8%	6.1%
15 - 24	10.1%	10.2%	11.4%
25 - 34	11.4%	11.3%	10.9%
35 - 44	12.6%	12.6%	12.0%
45 - 54	12.0%	12.2%	12.5%
55 - 64	13.8%	13.9%	13.5%
65 - 74	12.1%	12.4%	12.8%
75 - 84	7.2%	7.1%	7.5%
85 +	2.7%	2.3%	2.5%
18 +	78.1%	78.0%	79.3%
2010 Population by Sex			
Males	3,073	4,307	17,904
Females	3,375	4,591	19,217
2021 Population by Sex			
Males	3,164	4,446	18,475
Females	3,352	4,593	19,391
2026 Population by Sex			
Males	3,188	4,479	18,656
Females	3,323	4,565	19,410

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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2010 Population by Race/Ethnicity			
Total	6,448	8,898	37,121
White Alone	90.6%	91.6%	91.4%
Black Alone	6.1%	5.3%	5.1%
American Indian Alone	0.2%	0.2%	0.2%
Asian Alone	0.3%	0.3%	0.4%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	1.1%	1.0%	1.3%
Two or More Races	1.6%	1.5%	1.7%
Hispanic Origin	2.2%	2.0%	2.4%
Diversity Index	21.1	19.1	20.2
2021 Population by Race/Ethnicity			
Total	6,516	9,039	37,866
White Alone	89.9%	91.0%	90.1%
Black Alone	5.7%	5.0%	5.2%
American Indian Alone	0.3%	0.3%	0.2%
Asian Alone	0.8%	0.8%	0.6%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	1.4%	1.3%	1.5%
Two or More Races	1.9%	1.7%	2.3%
Hispanic Origin	2.7%	2.5%	3.0%
Diversity Index	23.1	21.0	23.2
2026 Population by Race/Ethnicity			
Total	6,511	9,044	38,066
White Alone	89.9%	91.0%	89.7%
Black Alone	5.7%	5.0%	5.2%
American Indian Alone	0.3%	0.3%	0.2%
Asian Alone	0.8%	0.8%	0.6%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	1.4%	1.3%	1.6%
Two or More Races	1.8%	1.7%	2.5%
Hispanic Origin	2.7%	2.5%	3.2%
Diversity Index	23.1	21.0	24.2
2010 Population by Relationship and Household Type			
Total	6,448	8,898	37,121
In Households	96.7%	97.6%	98.0%
In Family Households	82.2%	83.9%	83.4%
Householder	27.1%	27.7%	27.9%
Spouse	19.0%	19.9%	20.4%
Child	30.6%	30.7%	29.8%
Other relative	2.9%	2.9%	2.9%
Nonrelative	2.6%	2.6%	2.4%
In Nonfamily Households	14.4%	13.6%	14.6%
In Group Quarters	3.3%	2.4%	2.0%
Institutionalized Population	3.3%	2.4%	1.4%
Noninstitutionalized Population	0.1%	0.1%	0.6%

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 2021 and 2026 Esri converted Census 2000 data into 2010 geography.

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2021 Population 25+ by Educational Attainment			
Total	4,653	6,458	27,001
Less than 9th Grade	6.1%	5.9%	6.5%
9th - 12th Grade, No Diploma	9.5%	9.2%	9.8%
High School Graduate	31.4%	31.4%	30.5%
GED/Alternative Credential	8.1%	9.2%	8.9%
Some College, No Degree	17.7%	17.1%	18.2%
Associate Degree	9.2%	8.7%	8.1%
Bachelor's Degree	9.5%	9.7%	9.7%
Graduate/Professional Degree	8.5%	8.8%	8.2%
2021 Population 15+ by Marital Status			
Total	5,305	7,364	31,298
Never Married	22.0%	22.6%	23.2%
Married	56.8%	57.6%	55.0%
Widowed	9.2%	8.1%	7.3%
Divorced	12.1%	11.7%	14.6%
2021 Civilian Population 16+ in Labor Force			
Civilian Population 16+	2,539	3,604	16,049
Population 16+ Employed	91.9%	91.9%	93.4%
Population 16+ Unemployment rate	8.1%	8.1%	6.6%
Population 16-24 Employed	11.1%	10.6%	11.7%
Population 16-24 Unemployment rate	9.7%	13.5%	15.8%
Population 25-54 Employed	62.1%	62.9%	63.5%
Population 25-54 Unemployment rate	10.7%	10.0%	6.2%
Population 55-64 Employed	18.9%	19.0%	17.8%
Population 55-64 Unemployment rate	0.0%	0.0%	2.3%
Population 65+ Employed	7.8%	7.5%	7.0%
Population 65+ Unemployment rate	2.2%	2.4%	3.6%
2021 Employed Population 16+ by Industry			
Total	2,333	3,311	14,985
Agriculture/Mining	1.2%	1.0%	2.0%
Construction	7.1%	6.4%	7.3%
Manufacturing	15.3%	14.7%	14.8%
Wholesale Trade	0.5%	0.7%	1.9%
Retail Trade	9.3%	9.5%	12.4%
Transportation/Utilities	10.3%	9.7%	7.8%
Information	2.3%	2.1%	1.8%
Finance/Insurance/Real Estate	4.5%	4.2%	3.6%
Services	44.4%	46.9%	44.2%
Public Administration	5.3%	4.9%	4.1%
2021 Employed Population 16+ by Occupation			
Total	2,333	3,311	14,985
White Collar	50.5%	50.1%	50.6%
Management/Business/Financial	17.9%	15.5%	12.5%
Professional	17.1%	19.1%	19.9%
Sales	5.8%	6.0%	8.6%
Administrative Support	9.6%	9.5%	9.5%
Services	20.3%	21.1%	17.2%
Blue Collar	29.3%	28.9%	32.2%
Farming/Forestry/Fishing	0.0%	0.0%	0.6%
Construction/Extraction	4.6%	3.9%	5.4%
Installation/Maintenance/Repair	2.0%	2.5%	3.6%
Production	10.9%	10.8%	11.0%
Transportation/Material Moving	11.8%	11.6%	11.7%

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2010 Households by Type			
Total	2,560	3,524	14,965
Households with 1 Person	28.7%	26.6%	26.8%
Households with 2+ People	71.3%	73.4%	73.2%
Family Households	68.0%	70.0%	69.0%
Husband-wife Families	47.5%	50.3%	50.5%
With Related Children	20.4%	21.6%	20.5%
Other Family (No Spouse Present)	20.5%	19.6%	18.5%
Other Family with Male Householder	4.2%	4.4%	4.8%
With Related Children	2.6%	2.6%	2.9%
Other Family with Female Householder	16.4%	15.2%	13.7%
With Related Children	11.3%	10.3%	8.9%
Nonfamily Households	3.3%	3.4%	4.2%
All Households with Children	34.8%	35.0%	32.9%
Multigenerational Households	3.9%	3.9%	3.4%
Unmarried Partner Households	6.6%	6.5%	6.3%
Male-female	6.0%	5.8%	5.7%
Same-sex	0.6%	0.6%	0.6%
2010 Households by Size			
Total	2,561	3,525	14,966
1 Person Household	28.7%	26.6%	26.8%
2 Person Household	33.1%	34.4%	35.9%
3 Person Household	17.8%	17.9%	16.8%
4 Person Household	12.5%	13.0%	12.9%
5 Person Household	5.0%	5.0%	5.1%
6 Person Household	1.9%	2.1%	1.7%
7 + Person Household	1.0%	1.0%	1.0%
2010 Households by Tenure and Mortgage Status			
Total	2,560	3,524	14,965
Owner Occupied	67.5%	70.8%	71.2%
Owned with a Mortgage/Loan	42.7%	45.1%	44.0%
Owned Free and Clear	24.8%	25.8%	27.2%
Renter Occupied	32.5%	29.2%	28.8%
2021 Affordability, Mortgage and Wealth			
Housing Affordability Index	187	197	199
Percent of Income for Mortgage	12.7%	12.1%	11.8%
Wealth Index	54	54	57
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	2,798	3,867	16,569
Housing Units Inside Urbanized Area	0.0%	0.0%	0.0%
Housing Units Inside Urbanized Cluster	62.4%	48.6%	49.3%
Rural Housing Units	37.6%	51.4%	50.7%
2010 Population By Urban/ Rural Status			
Total Population	6,448	8,898	37,121
Population Inside Urbanized Area	0.0%	0.0%	0.0%
Population Inside Urbanized Cluster	61.5%	47.7%	47.6%
Rural Population	38.5%	52.3%	52.4%

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.	Rural Bypasses (10E)	Southern Satellites (10A)	Southern Satellites (10A)
2.	Southern Satellites (10A)	Rural Bypasses (10E)	Rural Bypasses (10E)
3.	Small Town Simplicity (12C)	Small Town Simplicity (12C)	Heartland Communities (6F)
2021 Consumer Spending			
Apparel & Services: Total \$	\$3,560,896	\$4,936,941	\$21,318,526
Average Spent	\$1,379.12	\$1,381.35	\$1,402.17
Spending Potential Index	65	65	66
Education: Total \$	\$2,368,040	\$3,286,950	\$14,334,851
Average Spent	\$917.13	\$919.68	\$942.83
Spending Potential Index	53	53	55
Entertainment/Recreation: Total \$	\$5,988,313	\$8,222,972	\$35,812,120
Average Spent	\$2,319.25	\$2,300.78	\$2,355.44
Spending Potential Index	72	71	73
Food at Home: Total \$	\$10,280,136	\$14,064,897	\$60,702,000
Average Spent	\$3,981.46	\$3,935.34	\$3,992.50
Spending Potential Index	73	72	73
Food Away from Home: Total \$	\$6,574,568	\$9,106,748	\$39,016,759
Average Spent	\$2,546.31	\$2,548.05	\$2,566.22
Spending Potential Index	67	67	68
Health Care: Total \$	\$12,433,347	\$17,095,965	\$73,664,584
Average Spent	\$4,815.39	\$4,783.43	\$4,845.08
Spending Potential Index	77	77	78
HH Furnishings & Equipment: Total \$	\$3,979,883	\$5,519,522	\$23,574,979
Average Spent	\$1,541.40	\$1,544.35	\$1,550.58
Spending Potential Index	68	68	69
Personal Care Products & Services: Total \$	\$1,504,177	\$2,087,554	\$9,077,286
Average Spent	\$582.56	\$584.09	\$597.03
Spending Potential Index	65	65	67
Shelter: Total \$	\$30,623,509	\$42,352,357	\$186,416,331
Average Spent	\$11,860.38	\$11,850.13	\$12,261.01
Spending Potential Index	59	59	61
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$4,450,523	\$6,143,437	\$26,233,812
Average Spent	\$1,723.67	\$1,718.92	\$1,725.45
Spending Potential Index	72	72	72
Travel: Total \$	\$3,914,781	\$5,466,131	\$23,701,665
Average Spent	\$1,516.18	\$1,529.42	\$1,558.91
Spending Potential Index	60	61	62
Vehicle Maintenance & Repairs: Total \$	\$2,169,028	\$2,965,353	\$12,794,436
Average Spent	\$840.06	\$829.70	\$841.52
Spending Potential Index	76	75	76

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.

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