



Market Profile

5571 Collins Hwy, Pikeville, Kentucky, 41501
Rings: 3, 5, 10 mile radii

Prepared by Esri
Latitude: 37.38740
Longitude: -82.54359

	3 miles	5 miles	10 miles
Population Summary			
2000 Total Population	3,250	9,894	38,412
2010 Total Population	3,144	9,397	36,511
2021 Total Population	3,285	9,659	38,086
2021 Group Quarters	72	111	1,152
2026 Total Population	3,260	9,570	37,887
2021-2026 Annual Rate	-0.15%	-0.18%	-0.10%
2021 Total Daytime Population	3,055	8,861	42,044
Workers	778	2,067	15,119
Residents	2,277	6,794	26,925
Household Summary			
2000 Households	1,325	3,924	15,334
2000 Average Household Size	2.42	2.50	2.45
2010 Households	1,346	3,887	14,983
2010 Average Household Size	2.30	2.40	2.38
2021 Households	1,422	4,047	15,697
2021 Average Household Size	2.26	2.36	2.35
2026 Households	1,417	4,026	15,658
2026 Average Household Size	2.25	2.35	2.35
2021-2026 Annual Rate	-0.07%	-0.10%	-0.05%
2010 Families	922	2,723	10,210
2010 Average Family Size	2.80	2.89	2.90
2021 Families	951	2,770	10,458
2021 Average Family Size	2.78	2.87	2.89
2026 Families	941	2,738	10,371
2026 Average Family Size	2.79	2.87	2.89
2021-2026 Annual Rate	-0.21%	-0.23%	-0.17%
Housing Unit Summary			
2000 Housing Units	1,450	4,370	17,085
Owner Occupied Housing Units	71.1%	71.9%	68.1%
Renter Occupied Housing Units	20.3%	17.9%	21.6%
Vacant Housing Units	8.6%	10.2%	10.2%
2010 Housing Units	1,507	4,441	16,979
Owner Occupied Housing Units	67.6%	67.1%	63.8%
Renter Occupied Housing Units	21.7%	20.4%	24.5%
Vacant Housing Units	10.7%	12.5%	11.8%
2021 Housing Units	1,613	4,708	18,041
Owner Occupied Housing Units	65.2%	64.7%	62.2%
Renter Occupied Housing Units	22.9%	21.3%	24.8%
Vacant Housing Units	11.8%	14.0%	13.0%
2026 Housing Units	1,633	4,765	18,275
Owner Occupied Housing Units	64.8%	64.2%	62.1%
Renter Occupied Housing Units	21.9%	20.3%	23.6%
Vacant Housing Units	13.2%	15.5%	14.3%
Median Household Income			
2021	\$32,937	\$36,823	\$36,770
2026	\$34,498	\$38,996	\$38,474
Median Home Value			
2021	\$114,000	\$106,940	\$98,568
2026	\$130,180	\$124,866	\$118,363
Per Capita Income			
2021	\$20,748	\$21,782	\$22,452
2026	\$22,759	\$24,015	\$24,718
Median Age			
2010	41.7	40.6	39.4
2021	44.9	43.8	42.4
2026	46.5	45.5	44.1

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



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2021 Households by Income			
Household Income Base	1,422	4,047	15,697
<\$15,000	23.1%	21.5%	22.3%
\$15,000 - \$24,999	14.0%	13.8%	14.6%
\$25,000 - \$34,999	15.3%	12.6%	10.6%
\$35,000 - \$49,999	11.3%	13.1%	15.4%
\$50,000 - \$74,999	15.0%	16.6%	13.8%
\$75,000 - \$99,999	11.7%	11.3%	10.9%
\$100,000 - \$149,999	6.8%	7.7%	7.3%
\$150,000 - \$199,999	1.5%	1.8%	2.4%
\$200,000+	1.3%	1.6%	2.6%
Average Household Income	\$48,576	\$51,633	\$54,242
2026 Households by Income			
Household Income Base	1,417	4,026	15,658
<\$15,000	22.1%	20.3%	21.0%
\$15,000 - \$24,999	13.5%	13.3%	14.3%
\$25,000 - \$34,999	15.0%	12.2%	10.3%
\$35,000 - \$49,999	10.8%	12.5%	14.9%
\$50,000 - \$74,999	15.2%	16.8%	14.1%
\$75,000 - \$99,999	12.2%	11.9%	11.4%
\$100,000 - \$149,999	8.0%	9.0%	8.4%
\$150,000 - \$199,999	1.8%	2.0%	2.7%
\$200,000+	1.5%	1.8%	2.9%
Average Household Income	\$53,070	\$56,709	\$59,572
2021 Owner Occupied Housing Units by Value			
Total	1,051	3,044	11,227
<\$50,000	25.9%	23.2%	23.1%
\$50,000 - \$99,999	18.1%	24.3%	27.7%
\$100,000 - \$149,999	21.4%	18.5%	15.5%
\$150,000 - \$199,999	20.2%	19.2%	14.3%
\$200,000 - \$249,999	2.8%	4.4%	5.2%
\$250,000 - \$299,999	6.2%	4.8%	3.7%
\$300,000 - \$399,999	1.0%	1.7%	4.3%
\$400,000 - \$499,999	3.6%	2.2%	1.5%
\$500,000 - \$749,999	0.8%	1.8%	4.5%
\$750,000 - \$999,999	0.0%	0.0%	0.1%
\$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	\$130,119	\$130,872	\$145,016
2026 Owner Occupied Housing Units by Value			
Total	1,059	3,059	11,342
<\$50,000	21.2%	19.0%	19.1%
\$50,000 - \$99,999	16.1%	21.8%	25.2%
\$100,000 - \$149,999	21.0%	18.3%	15.4%
\$150,000 - \$199,999	21.9%	21.2%	15.4%
\$200,000 - \$249,999	2.8%	4.9%	6.1%
\$250,000 - \$299,999	7.8%	6.0%	4.5%
\$300,000 - \$399,999	1.3%	2.2%	5.1%
\$400,000 - \$499,999	6.6%	3.9%	2.2%
\$500,000 - \$749,999	1.1%	2.7%	6.8%
\$750,000 - \$999,999	0.0%	0.0%	0.1%
\$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	\$151,465	\$150,523	\$168,553

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	3,146	9,396	36,511
0 - 4	5.7%	6.1%	6.1%
5 - 9	5.8%	5.8%	5.9%
10 - 14	5.9%	6.2%	6.2%
15 - 24	11.1%	11.6%	12.7%
25 - 34	12.4%	12.9%	13.2%
35 - 44	13.5%	13.4%	13.3%
45 - 54	16.4%	16.1%	15.6%
55 - 64	14.1%	14.1%	13.8%
65 - 74	9.0%	8.4%	7.8%
75 - 84	4.5%	4.2%	4.0%
85 +	1.4%	1.3%	1.3%
18 +	78.6%	77.9%	77.9%
2021 Population by Age			
Total	3,285	9,659	38,087
0 - 4	4.8%	5.2%	5.2%
5 - 9	5.2%	5.6%	5.6%
10 - 14	5.6%	5.9%	5.8%
15 - 24	9.2%	9.2%	10.8%
25 - 34	11.6%	11.8%	12.6%
35 - 44	13.7%	13.9%	13.6%
45 - 54	13.2%	13.0%	12.6%
55 - 64	15.9%	15.4%	14.9%
65 - 74	13.2%	12.9%	12.4%
75 - 84	5.9%	5.4%	5.1%
85 +	1.8%	1.6%	1.6%
18 +	81.2%	80.2%	80.4%
2026 Population by Age			
Total	3,259	9,569	37,888
0 - 4	4.6%	5.0%	5.0%
5 - 9	5.2%	5.5%	5.4%
10 - 14	5.6%	6.0%	5.8%
15 - 24	9.5%	9.8%	11.2%
25 - 34	9.9%	9.9%	10.6%
35 - 44	13.0%	13.2%	13.2%
45 - 54	13.8%	13.6%	13.1%
55 - 64	14.9%	14.2%	13.5%
65 - 74	14.1%	13.9%	13.4%
75 - 84	7.4%	7.2%	7.0%
85 +	1.9%	1.7%	1.7%
18 +	81.2%	79.9%	80.3%
2010 Population by Sex			
Males	1,551	4,604	17,781
Females	1,593	4,793	18,730
2021 Population by Sex			
Males	1,629	4,756	18,696
Females	1,656	4,903	19,389
2026 Population by Sex			
Males	1,626	4,731	18,691
Females	1,634	4,838	19,197

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	3,144	9,397	36,511
White Alone	98.6%	98.6%	97.7%
Black Alone	0.2%	0.2%	0.7%
American Indian Alone	0.1%	0.1%	0.1%
Asian Alone	0.2%	0.3%	0.5%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	0.1%	0.1%	0.2%
Two or More Races	0.8%	0.6%	0.7%
Hispanic Origin	0.6%	0.6%	0.7%
Diversity Index	3.9	3.9	5.9
2021 Population by Race/Ethnicity			
Total	3,285	9,658	38,085
White Alone	98.1%	98.1%	96.9%
Black Alone	0.2%	0.3%	1.0%
American Indian Alone	0.2%	0.1%	0.1%
Asian Alone	0.2%	0.3%	0.6%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	0.1%	0.2%	0.3%
Two or More Races	1.1%	0.9%	1.0%
Hispanic Origin	0.9%	1.0%	1.2%
Diversity Index	5.5	5.7	8.4
2026 Population by Race/Ethnicity			
Total	3,260	9,569	37,887
White Alone	97.8%	97.8%	96.5%
Black Alone	0.3%	0.3%	1.1%
American Indian Alone	0.2%	0.2%	0.1%
Asian Alone	0.2%	0.3%	0.7%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	0.2%	0.2%	0.4%
Two or More Races	1.3%	1.1%	1.2%
Hispanic Origin	1.1%	1.1%	1.4%
Diversity Index	6.5	6.5	9.5
2010 Population by Relationship and Household Type			
Total	3,144	9,397	36,511
In Households	98.3%	99.1%	97.5%
In Family Households	83.8%	85.2%	82.8%
Householder	28.8%	29.2%	28.0%
Spouse	22.4%	22.4%	20.7%
Child	28.6%	29.4%	29.4%
Other relative	2.5%	2.7%	2.9%
Nonrelative	1.6%	1.6%	1.7%
In Nonfamily Households	14.5%	13.9%	14.8%
In Group Quarters	1.7%	0.9%	2.5%
Institutionalized Population	1.7%	0.9%	1.5%
Noninstitutionalized Population	0.0%	0.0%	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.

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	2,470	7,154	27,682
Less than 9th Grade	7.6%	8.3%	8.6%
9th - 12th Grade, No Diploma	14.3%	11.9%	10.5%
High School Graduate	30.7%	33.3%	33.0%
GED/Alternative Credential	6.4%	7.0%	7.3%
Some College, No Degree	17.3%	16.7%	17.3%
Associate Degree	11.7%	10.7%	7.9%
Bachelor's Degree	7.0%	6.7%	8.5%
Graduate/Professional Degree	5.1%	5.3%	6.9%
2021 Population 15+ by Marital Status			
Total	2,772	8,046	31,782
Never Married	21.3%	19.7%	22.6%
Married	59.2%	60.7%	56.9%
Widowed	10.1%	9.1%	8.5%
Divorced	9.4%	10.5%	11.9%
2021 Civilian Population 16+ in Labor Force			
Civilian Population 16+	1,093	3,132	11,885
Population 16+ Employed	93.1%	92.1%	92.3%
Population 16+ Unemployment rate	6.9%	7.9%	7.7%
Population 16-24 Employed	9.3%	9.5%	12.1%
Population 16-24 Unemployment rate	20.8%	22.8%	14.8%
Population 25-54 Employed	71.4%	70.3%	67.6%
Population 25-54 Unemployment rate	6.1%	6.2%	7.0%
Population 55-64 Employed	15.8%	15.5%	15.1%
Population 55-64 Unemployment rate	2.4%	6.3%	6.6%
Population 65+ Employed	3.4%	4.6%	5.2%
Population 65+ Unemployment rate	0.0%	0.0%	2.6%
2021 Employed Population 16+ by Industry			
Total	1,018	2,886	10,967
Agriculture/Mining	4.5%	4.2%	4.6%
Construction	4.6%	5.6%	6.1%
Manufacturing	9.4%	7.6%	6.1%
Wholesale Trade	2.4%	3.4%	2.0%
Retail Trade	12.4%	13.1%	14.3%
Transportation/Utilities	5.2%	6.2%	5.1%
Information	1.1%	1.7%	1.8%
Finance/Insurance/Real Estate	6.2%	5.2%	5.5%
Services	48.5%	47.7%	49.4%
Public Administration	5.5%	5.4%	5.0%
2021 Employed Population 16+ by Occupation			
Total	1,018	2,885	10,969
White Collar	53.0%	54.5%	58.0%
Management/Business/Financial	9.7%	7.4%	9.9%
Professional	20.9%	22.5%	24.8%
Sales	7.8%	9.3%	8.1%
Administrative Support	14.6%	15.4%	15.1%
Services	18.9%	16.3%	14.2%
Blue Collar	28.1%	29.1%	27.9%
Farming/Forestry/Fishing	0.8%	0.4%	0.7%
Construction/Extraction	8.7%	9.7%	9.0%
Installation/Maintenance/Repair	6.8%	6.8%	5.3%
Production	4.6%	4.1%	4.8%
Transportation/Material Moving	7.2%	8.1%	8.1%

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2010 Households by Type			
Total	1,346	3,887	14,983
Households with 1 Person	28.6%	26.9%	28.4%
Households with 2+ People	71.4%	73.1%	71.6%
Family Households	68.5%	70.1%	68.1%
Husband-wife Families	53.4%	53.8%	50.5%
With Related Children	22.3%	22.4%	20.9%
Other Family (No Spouse Present)	15.1%	16.3%	17.7%
Other Family with Male Householder	4.1%	4.5%	4.6%
With Related Children	2.3%	2.5%	2.4%
Other Family with Female Householder	11.0%	11.8%	13.0%
With Related Children	6.5%	7.2%	8.1%
Nonfamily Households	2.9%	3.1%	3.5%
All Households with Children	31.4%	32.4%	31.9%
Multigenerational Households	3.4%	3.7%	3.5%
Unmarried Partner Households	4.0%	4.3%	4.7%
Male-female	3.4%	3.8%	4.2%
Same-sex	0.6%	0.6%	0.6%
2010 Households by Size			
Total	1,345	3,885	14,983
1 Person Household	28.6%	26.9%	28.4%
2 Person Household	34.2%	35.4%	34.6%
3 Person Household	19.4%	19.1%	18.2%
4 Person Household	11.8%	12.3%	12.1%
5 Person Household	4.6%	4.7%	4.8%
6 Person Household	0.9%	1.2%	1.4%
7 + Person Household	0.4%	0.5%	0.6%
2010 Households by Tenure and Mortgage Status			
Total	1,346	3,887	14,983
Owner Occupied	75.7%	76.6%	72.3%
Owned with a Mortgage/Loan	33.7%	33.5%	30.9%
Owned Free and Clear	42.1%	43.1%	41.3%
Renter Occupied	24.3%	23.4%	27.7%
2021 Affordability, Mortgage and Wealth			
Housing Affordability Index	163	194	211
Percent of Income for Mortgage	14.5%	12.2%	11.2%
Wealth Index	40	43	48
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	1,507	4,441	16,979
Housing Units Inside Urbanized Area	0.0%	0.0%	0.0%
Housing Units Inside Urbanized Cluster	4.8%	7.8%	17.7%
Rural Housing Units	95.2%	92.2%	82.3%
2010 Population By Urban/ Rural Status			
Total Population	3,144	9,397	36,511
Population Inside Urbanized Area	0.0%	0.0%	0.0%
Population Inside Urbanized Cluster	5.2%	7.7%	17.9%
Rural Population	94.8%	92.3%	82.1%

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.	Economic BedRock (10C)	Economic BedRock (10C)	Economic BedRock (10C)
2.		Rural Bypasses (10E)	Rural Bypasses (10E)
3.			Small Town Simplicity (12C)
2021 Consumer Spending			
Apparel & Services: Total \$	\$1,610,831	\$4,843,822	\$19,818,800
Average Spent	\$1,132.79	\$1,196.89	\$1,262.59
Spending Potential Index	53	56	60
Education: Total \$	\$941,770	\$2,850,602	\$12,044,692
Average Spent	\$662.29	\$704.37	\$767.32
Spending Potential Index	38	41	44
Entertainment/Recreation: Total \$	\$2,823,305	\$8,516,961	\$34,313,178
Average Spent	\$1,985.45	\$2,104.51	\$2,185.97
Spending Potential Index	61	65	68
Food at Home: Total \$	\$4,905,988	\$14,846,110	\$59,812,931
Average Spent	\$3,450.06	\$3,668.42	\$3,810.47
Spending Potential Index	63	67	70
Food Away from Home: Total \$	\$3,054,638	\$9,204,206	\$37,387,435
Average Spent	\$2,148.13	\$2,274.33	\$2,381.82
Spending Potential Index	57	60	63
Health Care: Total \$	\$5,830,212	\$17,642,102	\$70,742,876
Average Spent	\$4,100.01	\$4,359.30	\$4,506.78
Spending Potential Index	66	70	72
HH Furnishings & Equipment: Total \$	\$1,728,466	\$5,251,193	\$21,321,870
Average Spent	\$1,215.52	\$1,297.55	\$1,358.34
Spending Potential Index	54	58	60
Personal Care Products & Services: Total \$	\$631,346	\$1,911,421	\$7,883,803
Average Spent	\$443.98	\$472.31	\$502.25
Spending Potential Index	49	53	56
Shelter: Total \$	\$12,337,706	\$37,366,759	\$156,567,716
Average Spent	\$8,676.31	\$9,233.20	\$9,974.37
Spending Potential Index	43	46	49
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$2,190,232	\$6,573,511	\$26,239,088
Average Spent	\$1,540.25	\$1,624.29	\$1,671.60
Spending Potential Index	64	68	70
Travel: Total \$	\$1,606,824	\$4,851,803	\$19,968,845
Average Spent	\$1,129.97	\$1,198.86	\$1,272.14
Spending Potential Index	45	47	50
Vehicle Maintenance & Repairs: Total \$	\$1,041,445	\$3,157,188	\$12,670,979
Average Spent	\$732.38	\$780.13	\$807.22
Spending Potential Index	66	70	73

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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