



## Community Profile

Rings: 1, 3, 5 mile radii

4874 Houston Rd, Florence, KY 41042, USA

Latitude: 39.0195

Longitude: -84.62628

	1 mile	3 mile	5 mile
<b>Population Summary</b>			
2000 Total Population	6,661	50,720	122,592
2010 Total Population	6,756	51,644	135,979
2019 Total Population	7,148	55,042	144,443
2019 Group Quarters	121	640	1,171
2024 Total Population	7,420	56,936	149,689
2019-2024 Annual Rate	0.75%	0.68%	0.72%
2019 Total Daytime Population	14,929	84,917	179,502
Workers	11,559	59,430	113,865
Residents	3,370	25,487	65,637
<b>Household Summary</b>			
2000 Households	2,762	20,305	46,951
2000 Average Household Size	2.36	2.47	2.58
2010 Households	2,848	20,958	53,164
2010 Average Household Size	2.33	2.43	2.54
2019 Households	3,014	22,286	56,498
2019 Average Household Size	2.33	2.44	2.54
2024 Households	3,125	23,045	58,540
2024 Average Household Size	2.34	2.44	2.54
2019-2024 Annual Rate	0.73%	0.67%	0.71%
2010 Families	1,695	13,288	36,007
2010 Average Family Size	2.96	3.02	3.08
2019 Families	1,752	13,875	37,587
2019 Average Family Size	2.98	3.04	3.10
2024 Families	1,804	14,267	38,727
2024 Average Family Size	3.00	3.05	3.11
2019-2024 Annual Rate	0.59%	0.56%	0.60%
<b>Housing Unit Summary</b>			
2000 Housing Units	2,914	21,226	49,325
Owner Occupied Housing Units	52.7%	61.8%	66.6%
Renter Occupied Housing Units	42.0%	33.9%	28.6%
Vacant Housing Units	5.2%	4.3%	4.8%
2010 Housing Units	3,027	22,343	56,794
Owner Occupied Housing Units	49.9%	58.2%	64.8%
Renter Occupied Housing Units	44.2%	35.6%	28.8%
Vacant Housing Units	5.9%	6.2%	6.4%
2019 Housing Units	3,165	23,531	59,956
Owner Occupied Housing Units	48.2%	55.5%	63.0%
Renter Occupied Housing Units	47.0%	39.2%	31.2%
Vacant Housing Units	4.8%	5.3%	5.8%
2024 Housing Units	3,278	24,309	62,113
Owner Occupied Housing Units	48.6%	56.3%	63.8%
Renter Occupied Housing Units	46.7%	38.5%	30.4%
Vacant Housing Units	4.7%	5.2%	5.8%
<b>Median Household Income</b>			
2019	\$46,512	\$53,733	\$67,887
2024	\$54,843	\$60,778	\$78,113
<b>Median Home Value</b>			
2019	\$113,836	\$134,164	\$175,212
2024	\$123,028	\$146,064	\$201,698
<b>Per Capita Income</b>			
2019	\$25,209	\$28,758	\$34,892
2024	\$29,640	\$33,070	\$39,699
<b>Median Age</b>			
2010	33.5	36.2	36.0
2019	35.0	38.0	37.7
2024	35.9	39.0	38.6

**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 2019 and 2024 Esri converted Census 2000 data into 2010 geography.

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<b>2019 Households by Income</b>			
Household Income Base	3,014	22,286	56,498
<\$15,000	9.1%	9.0%	6.5%
\$15,000 - \$24,999	11.6%	9.7%	6.7%
\$25,000 - \$34,999	18.3%	13.6%	11.4%
\$35,000 - \$49,999	13.5%	13.6%	12.1%
\$50,000 - \$74,999	18.6%	19.5%	17.0%
\$75,000 - \$99,999	11.4%	13.0%	14.5%
\$100,000 - \$149,999	13.9%	14.0%	17.5%
\$150,000 - \$199,999	2.5%	4.6%	7.6%
\$200,000+	1.1%	3.1%	6.6%
Average Household Income	\$60,334	\$70,945	\$89,579
<b>2024 Households by Income</b>			
Household Income Base	3,125	23,045	58,540
<\$15,000	6.9%	7.1%	5.1%
\$15,000 - \$24,999	9.4%	8.0%	5.5%
\$25,000 - \$34,999	15.9%	12.0%	9.9%
\$35,000 - \$49,999	12.7%	12.7%	11.1%
\$50,000 - \$74,999	18.8%	19.2%	16.0%
\$75,000 - \$99,999	13.0%	14.0%	14.8%
\$100,000 - \$149,999	18.0%	17.1%	20.0%
\$150,000 - \$199,999	3.6%	6.2%	9.9%
\$200,000+	1.7%	3.7%	7.7%
Average Household Income	\$70,982	\$81,648	\$101,965
<b>2019 Owner Occupied Housing Units by Value</b>			
Total	1,526	13,057	37,762
<\$50,000	4.1%	6.1%	3.8%
\$50,000 - \$99,999	31.5%	15.1%	8.7%
\$100,000 - \$149,999	52.1%	42.1%	26.8%
\$150,000 - \$199,999	10.2%	15.2%	21.2%
\$200,000 - \$249,999	1.3%	8.5%	13.8%
\$250,000 - \$299,999	0.6%	4.6%	8.7%
\$300,000 - \$399,999	0.1%	4.1%	9.0%
\$400,000 - \$499,999	0.0%	0.7%	3.1%
\$500,000 - \$749,999	0.0%	2.1%	3.0%
\$750,000 - \$999,999	0.2%	0.9%	1.3%
\$1,000,000 - \$1,499,999	0.0%	0.5%	0.5%
\$1,500,000 - \$1,999,999	0.0%	0.1%	0.0%
\$2,000,000 +	0.0%	0.0%	0.0%
Average Home Value	\$114,073	\$170,577	\$216,098
<b>2024 Owner Occupied Housing Units by Value</b>			
Total	1,594	13,697	39,639
<\$50,000	2.6%	4.1%	2.6%
\$50,000 - \$99,999	19.9%	9.6%	5.4%
\$100,000 - \$149,999	59.7%	39.4%	22.1%
\$150,000 - \$199,999	14.2%	15.6%	19.4%
\$200,000 - \$249,999	2.2%	10.9%	15.1%
\$250,000 - \$299,999	1.1%	6.7%	11.2%
\$300,000 - \$399,999	0.1%	5.9%	12.5%
\$400,000 - \$499,999	0.0%	1.2%	4.3%
\$500,000 - \$749,999	0.0%	3.7%	4.5%
\$750,000 - \$999,999	0.3%	1.5%	2.0%
\$1,000,000 - \$1,499,999	0.0%	1.1%	0.9%
\$1,500,000 - \$1,999,999	0.0%	0.2%	0.1%
\$2,000,000 +	0.0%	0.0%	0.0%
Average Home Value	\$125,423	\$207,874	\$251,985

**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 2019 and 2024 Esri converted Census 2000 data into 2010 geography.

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<b>2010 Population by Age</b>			
Total	6,758	51,646	135,979
0 - 4	8.7%	7.5%	7.3%
5 - 9	6.4%	6.8%	7.3%
10 - 14	5.4%	6.1%	7.0%
15 - 24	14.8%	13.1%	12.7%
25 - 34	16.9%	15.1%	14.3%
35 - 44	11.3%	12.5%	13.6%
45 - 54	13.1%	13.8%	14.5%
55 - 64	10.6%	11.5%	11.8%
65 - 74	6.1%	6.8%	6.3%
75 - 84	5.0%	4.7%	3.8%
85 +	1.8%	2.1%	1.4%
18 +	75.8%	75.9%	74.2%
<b>2019 Population by Age</b>			
Total	7,147	55,044	144,441
0 - 4	7.8%	6.8%	6.6%
5 - 9	7.3%	6.6%	6.7%
10 - 14	6.7%	6.5%	6.9%
15 - 24	11.0%	11.3%	12.0%
25 - 34	17.1%	14.6%	13.9%
35 - 44	12.6%	13.2%	13.5%
45 - 54	10.5%	11.6%	12.4%
55 - 64	11.4%	12.4%	12.7%
65 - 74	8.3%	9.5%	9.2%
75 - 84	5.0%	5.2%	4.4%
85 +	2.1%	2.4%	1.7%
18 +	75.1%	76.8%	76.0%
<b>2024 Population by Age</b>			
Total	7,421	56,936	149,690
0 - 4	7.8%	6.7%	6.5%
5 - 9	7.2%	6.5%	6.5%
10 - 14	6.9%	6.5%	6.8%
15 - 24	12.1%	11.7%	11.9%
25 - 34	14.8%	13.1%	13.2%
35 - 44	13.5%	13.7%	13.8%
45 - 54	10.1%	11.3%	12.0%
55 - 64	10.6%	11.7%	11.8%
65 - 74	8.9%	10.1%	10.0%
75 - 84	6.1%	6.3%	5.5%
85 +	2.0%	2.4%	1.8%
18 +	74.6%	76.8%	76.3%
<b>2010 Population by Sex</b>			
Males	3,164	24,970	66,185
Females	3,592	26,674	69,794
<b>2019 Population by Sex</b>			
Males	3,357	26,658	70,192
Females	3,791	28,384	74,251
<b>2024 Population by Sex</b>			
Males	3,485	27,574	72,715
Females	3,935	29,362	76,974

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<b>2010 Population by Race/Ethnicity</b>			
Total	6,757	51,645	135,979
White Alone	85.7%	89.1%	91.2%
Black Alone	6.2%	4.4%	3.2%
American Indian Alone	0.2%	0.2%	0.2%
Asian Alone	0.7%	1.2%	1.8%
Pacific Islander Alone	0.4%	0.2%	0.1%
Some Other Race Alone	3.6%	2.5%	1.6%
Two or More Races	3.2%	2.4%	1.9%
Hispanic Origin	6.7%	5.0%	3.7%
Diversity Index	35.3	28.0	22.6
<b>2019 Population by Race/Ethnicity</b>			
Total	7,148	55,043	144,443
White Alone	80.7%	86.0%	88.4%
Black Alone	8.4%	5.5%	4.1%
American Indian Alone	0.1%	0.2%	0.2%
Asian Alone	1.1%	1.7%	2.5%
Pacific Islander Alone	0.9%	0.3%	0.2%
Some Other Race Alone	4.6%	3.2%	2.1%
Two or More Races	4.1%	3.1%	2.6%
Hispanic Origin	8.6%	6.5%	4.9%
Diversity Index	44.5	34.7	28.9
<b>2024 Population by Race/Ethnicity</b>			
Total	7,419	56,937	149,688
White Alone	77.4%	83.8%	86.3%
Black Alone	10.0%	6.3%	4.8%
American Indian Alone	0.1%	0.2%	0.1%
Asian Alone	1.3%	2.0%	3.0%
Pacific Islander Alone	1.1%	0.4%	0.3%
Some Other Race Alone	5.2%	3.6%	2.4%
Two or More Races	4.8%	3.7%	3.0%
Hispanic Origin	9.8%	7.5%	5.7%
Diversity Index	49.8	39.1	33.2
<b>2010 Population by Relationship and Household Type</b>			
Total	6,756	51,644	135,979
In Households	98.2%	98.8%	99.1%
In Family Households	77.2%	80.5%	83.8%
Householder	24.9%	25.7%	26.4%
Spouse	14.2%	17.4%	19.6%
Child	31.0%	31.1%	32.6%
Other relative	4.1%	3.5%	2.8%
Nonrelative	2.9%	2.9%	2.3%
In Nonfamily Households	21.0%	18.2%	15.4%
In Group Quarters	1.8%	1.2%	0.9%
Institutionalized Population	1.8%	1.0%	0.5%
Noninstitutionalized Population	0.0%	0.2%	0.4%

**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 2019 and 2024 Esri converted Census 2000 data into 2010 geography.

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<b>2019 Population 25+ by Educational Attainment</b>			
Total	4,796	37,923	98,003
Less than 9th Grade	3.7%	2.3%	1.8%
9th - 12th Grade, No Diploma	10.2%	7.1%	5.1%
High School Graduate	25.8%	26.3%	23.3%
GED/Alternative Credential	7.3%	5.4%	4.3%
Some College, No Degree	29.4%	26.4%	25.0%
Associate Degree	9.0%	8.7%	8.4%
Bachelor's Degree	12.0%	15.5%	19.9%
Graduate/Professional Degree	2.6%	8.3%	12.2%
<b>2019 Population 15+ by Marital Status</b>			
Total	5,583	44,144	115,300
Never Married	31.7%	31.5%	29.9%
Married	48.8%	46.6%	52.8%
Widowed	5.7%	7.4%	5.5%
Divorced	13.8%	14.5%	11.8%
<b>2019 Civilian Population 16+ in Labor Force</b>			
Civilian Employed	97.9%	97.5%	97.5%
Civilian Unemployed (Unemployment Rate)	2.1%	2.5%	2.5%
<b>2019 Employed Population 16+ by Industry</b>			
Total	3,856	30,118	79,909
Agriculture/Mining	0.0%	0.2%	0.2%
Construction	6.4%	5.6%	5.3%
Manufacturing	12.7%	12.3%	12.1%
Wholesale Trade	3.3%	3.7%	3.4%
Retail Trade	11.6%	12.4%	12.3%
Transportation/Utilities	8.9%	8.4%	7.7%
Information	1.6%	1.8%	2.1%
Finance/Insurance/Real Estate	4.0%	8.4%	9.2%
Services	47.0%	43.5%	43.7%
Public Administration	4.4%	3.7%	4.0%
<b>2019 Employed Population 16+ by Occupation</b>			
Total	3,856	30,120	79,907
White Collar	53.0%	60.0%	65.9%
Management/Business/Financial	9.6%	12.8%	15.7%
Professional	13.5%	17.2%	20.7%
Sales	10.4%	11.0%	11.8%
Administrative Support	19.6%	19.0%	17.7%
Services	18.7%	16.9%	14.6%
Blue Collar	28.3%	23.1%	19.5%
Farming/Forestry/Fishing	0.0%	0.1%	0.1%
Construction/Extraction	6.5%	4.3%	3.8%
Installation/Maintenance/Repair	3.8%	2.4%	2.6%
Production	9.3%	7.7%	6.1%
Transportation/Material Moving	8.7%	8.5%	6.9%
<b>2010 Population By Urban/ Rural Status</b>			
Total Population	6,756	51,644	135,979
Population Inside Urbanized Area	100.0%	99.8%	99.8%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	0.0%	0.2%	0.2%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.

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<b>2010 Households by Type</b>			
Total	2,847	20,958	53,163
Households with 1 Person	32.9%	30.0%	26.4%
Households with 2+ People	67.1%	70.0%	73.6%
Family Households	59.5%	63.4%	67.7%
Husband-wife Families	34.1%	42.8%	50.3%
With Related Children	14.5%	18.7%	23.5%
Other Family (No Spouse Present)	25.4%	20.6%	17.4%
Other Family with Male Householder	6.4%	5.9%	5.0%
With Related Children	3.5%	3.5%	3.1%
Other Family with Female Householder	19.1%	14.6%	12.4%
With Related Children	13.1%	9.7%	8.3%
Nonfamily Households	7.6%	6.6%	5.9%
All Households with Children	31.7%	32.5%	35.4%
Multigenerational Households	3.4%	3.9%	3.5%
Unmarried Partner Households	8.4%	7.8%	6.9%
Male-female	7.7%	7.2%	6.2%
Same-sex	0.7%	0.6%	0.6%
<b>2010 Households by Size</b>			
Total	2,848	20,959	53,164
1 Person Household	32.9%	30.0%	26.4%
2 Person Household	31.9%	32.0%	32.5%
3 Person Household	16.5%	16.9%	17.1%
4 Person Household	10.3%	11.9%	13.9%
5 Person Household	5.3%	5.7%	6.5%
6 Person Household	1.9%	2.2%	2.4%
7 + Person Household	1.2%	1.3%	1.2%
<b>2010 Households by Tenure and Mortgage Status</b>			
Total	2,848	20,958	53,164
Owner Occupied	53.0%	62.1%	69.2%
Owned with a Mortgage/Loan	39.8%	46.5%	54.4%
Owned Free and Clear	13.2%	15.6%	14.8%
Renter Occupied	47.0%	37.9%	30.8%
<b>2010 Housing Units By Urban/ Rural Status</b>			
Total Housing Units	3,027	22,343	56,794
Housing Units Inside Urbanized Area	100.0%	99.7%	99.8%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	0.0%	0.3%	0.2%

**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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<b>Top 3 Tapestry Segments</b>			
1.	Rustbelt Traditions (5D)	Front Porches (8E)	Soccer Moms (4A)
2.	Hardscrabble Road (8G)	Rustbelt Traditions (5D)	In Style (5B)
3.	Metro Fusion (11C)	Old and Newcomers (8F)	Bright Young Professionals
<b>2019 Consumer Spending</b>			
Apparel & Services: Total \$	\$4,591,131	\$38,848,799	\$123,813,230
Average Spent	\$1,523.27	\$1,743.19	\$2,191.46
Spending Potential Index	71	81	102
Education: Total \$	\$3,154,149	\$27,712,757	\$89,268,407
Average Spent	\$1,046.50	\$1,243.51	\$1,580.03
Spending Potential Index	66	78	99
Entertainment/Recreation: Total \$	\$6,819,480	\$59,386,958	\$189,195,734
Average Spent	\$2,262.60	\$2,664.77	\$3,348.72
Spending Potential Index	69	82	102
Food at Home: Total \$	\$11,196,250	\$95,248,027	\$299,178,631
Average Spent	\$3,714.75	\$4,273.90	\$5,295.38
Spending Potential Index	72	83	102
Food Away from Home: Total \$	\$7,883,343	\$66,903,129	\$213,616,027
Average Spent	\$2,615.57	\$3,002.02	\$3,780.95
Spending Potential Index	71	82	103
Health Care: Total \$	\$12,822,297	\$110,647,247	\$348,587,466
Average Spent	\$4,254.25	\$4,964.88	\$6,169.91
Spending Potential Index	72	84	104
HH Furnishings & Equipment: Total \$	\$4,560,711	\$39,252,346	\$126,071,746
Average Spent	\$1,513.18	\$1,761.30	\$2,231.44
Spending Potential Index	71	83	105
Personal Care Products & Services: Total \$	\$1,926,413	\$16,405,769	\$52,707,742
Average Spent	\$639.15	\$736.15	\$932.91
Spending Potential Index	72	83	105
Shelter: Total \$	\$38,819,663	\$336,525,822	\$1,063,913,780
Average Spent	\$12,879.78	\$15,100.32	\$18,831.00
Spending Potential Index	70	82	102
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$5,180,333	\$45,618,292	\$145,702,313
Average Spent	\$1,718.76	\$2,046.95	\$2,578.89
Spending Potential Index	69	83	104
Travel: Total \$	\$4,457,776	\$40,116,267	\$130,398,965
Average Spent	\$1,479.02	\$1,800.07	\$2,308.03
Spending Potential Index	66	80	103
Vehicle Maintenance & Repairs: Total \$	\$2,529,464	\$21,656,536	\$68,230,370
Average Spent	\$839.24	\$971.76	\$1,207.66
Spending Potential Index	73	85	106

**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 2016 and 2017 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.

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