



# Market Profile

Independence City, KY  
Independence City, KY (2139142)  
Geography: Place

Prepared by Esri

	Independence ...
<b>Population Summary</b>	
2010 Total Population	24,841
2020 Total Population	28,676
2020 Group Quarters	0
2022 Total Population	28,866
2022 Group Quarters	0
2027 Total Population	29,036
2022-2027 Annual Rate	0.12%
2022 Total Daytime Population	19,208
Workers	5,671
Residents	13,537
<b>Household Summary</b>	
2010 Households	8,437
2010 Average Household Size	2.94
2020 Total Households	9,890
2020 Average Household Size	2.90
2022 Households	9,948
2022 Average Household Size	2.90
2027 Households	9,996
2027 Average Household Size	2.90
2022-2027 Annual Rate	0.10%
2010 Families	6,733
2010 Average Family Size	3.26
2022 Families	7,817
2022 Average Family Size	3.23
2027 Families	7,835
2027 Average Family Size	3.24
2022-2027 Annual Rate	0.05%
<b>Housing Unit Summary</b>	
2000 Housing Units	5,637
Owner Occupied Housing Units	76.4%
Renter Occupied Housing Units	19.9%
Vacant Housing Units	3.7%
2010 Housing Units	8,919
Owner Occupied Housing Units	77.5%
Renter Occupied Housing Units	17.0%
Vacant Housing Units	5.4%
2020 Housing Units	10,161
Vacant Housing Units	2.7%
2022 Housing Units	10,216
Owner Occupied Housing Units	80.3%
Renter Occupied Housing Units	17.1%
Vacant Housing Units	2.6%
2027 Housing Units	10,318
Owner Occupied Housing Units	80.3%
Renter Occupied Housing Units	16.6%
Vacant Housing Units	3.1%
<b>Median Household Income</b>	
2022	\$90,011
2027	\$103,853
<b>Median Home Value</b>	
2022	\$212,479
2027	\$243,582
<b>Per Capita Income</b>	
2022	\$35,642
2027	\$41,541
<b>Median Age</b>	
2010	32.2
2022	34.7
2027	33.9

**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:** Esri forecasts for 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.



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<b>2022 Households by Income</b>	
Household Income Base	9,949
<\$15,000	3.2%
\$15,000 - \$24,999	2.9%
\$25,000 - \$34,999	4.3%
\$35,000 - \$49,999	9.1%
\$50,000 - \$74,999	17.3%
\$75,000 - \$99,999	19.5%
\$100,000 - \$149,999	28.0%
\$150,000 - \$199,999	11.5%
\$200,000+	4.1%
Average Household Income	\$103,869
<b>2027 Households by Income</b>	
Household Income Base	9,995
<\$15,000	1.9%
\$15,000 - \$24,999	1.8%
\$25,000 - \$34,999	2.6%
\$35,000 - \$49,999	6.0%
\$50,000 - \$74,999	14.3%
\$75,000 - \$99,999	18.8%
\$100,000 - \$149,999	33.0%
\$150,000 - \$199,999	16.6%
\$200,000+	5.0%
Average Household Income	\$121,177
<b>2022 Owner Occupied Housing Units by Value</b>	
Total	8,204
<\$50,000	1.0%
\$50,000 - \$99,999	1.4%
\$100,000 - \$149,999	7.8%
\$150,000 - \$199,999	34.5%
\$200,000 - \$249,999	21.6%
\$250,000 - \$299,999	14.2%
\$300,000 - \$399,999	16.8%
\$400,000 - \$499,999	1.6%
\$500,000 - \$749,999	0.6%
\$750,000 - \$999,999	0.3%
\$1,000,000 - \$1,499,999	0.1%
\$1,500,000 - \$1,999,999	0.0%
\$2,000,000 +	0.0%
Average Home Value	\$234,166
<b>2027 Owner Occupied Housing Units by Value</b>	
Total	8,284
<\$50,000	0.5%
\$50,000 - \$99,999	0.5%
\$100,000 - \$149,999	3.0%
\$150,000 - \$199,999	25.7%
\$200,000 - \$249,999	23.3%
\$250,000 - \$299,999	19.0%
\$300,000 - \$399,999	24.3%
\$400,000 - \$499,999	2.1%
\$500,000 - \$749,999	0.9%
\$750,000 - \$999,999	0.4%
\$1,000,000 - \$1,499,999	0.2%
\$1,500,000 - \$1,999,999	0.0%
\$2,000,000 +	0.0%
Average Home Value	\$260,756

**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.

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# Market Profile

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	Independence ...
<b>2010 Population by Age</b>	
Total	24,840
0 - 4	9.0%
5 - 9	8.9%
10 - 14	8.4%
15 - 24	12.2%
25 - 34	16.2%
35 - 44	16.3%
45 - 54	13.3%
55 - 64	8.9%
65 - 74	4.4%
75 - 84	1.9%
85 +	0.5%
18 +	69.3%
<b>2022 Population by Age</b>	
Total	28,864
0 - 4	7.8%
5 - 9	8.0%
10 - 14	7.9%
15 - 24	12.5%
25 - 34	14.3%
35 - 44	15.4%
45 - 54	13.0%
55 - 64	10.8%
65 - 74	7.0%
75 - 84	2.8%
85 +	0.7%
18 +	72.2%
<b>2027 Population by Age</b>	
Total	29,035
0 - 4	7.9%
5 - 9	8.1%
10 - 14	8.1%
15 - 24	12.3%
25 - 34	15.4%
35 - 44	15.0%
45 - 54	12.1%
55 - 64	10.0%
65 - 74	7.1%
75 - 84	3.3%
85 +	0.8%
18 +	71.6%
<b>2010 Population by Sex</b>	
Males	12,352
Females	12,489
<b>2022 Population by Sex</b>	
Males	14,279
Females	14,585
<b>2027 Population by Sex</b>	
Males	14,324
Females	14,711

Source: Esri forecasts for 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.



# Market Profile

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## Independence ...

2010 Population by Race/Ethnicity	
Total	24,840
White Alone	95.3%
Black Alone	1.6%
American Indian Alone	0.2%
Asian Alone	0.8%
Pacific Islander Alone	0.1%
Some Other Race Alone	0.5%
Two or More Races	1.5%
Hispanic Origin	1.8%
Diversity Index	12.3
2020 Population by Race/Ethnicity	
Total	28,676
White Alone	89.5%
Black Alone	2.2%
American Indian Alone	0.1%
Asian Alone	1.0%
Pacific Islander Alone	0.1%
Some Other Race Alone	1.2%
Two or More Races	5.9%
Hispanic Origin	3.2%
Diversity Index	24.5
2022 Population by Race/Ethnicity	
Total	28,867
White Alone	89.1%
Black Alone	2.2%
American Indian Alone	0.1%
Asian Alone	1.0%
Pacific Islander Alone	0.1%
Some Other Race Alone	1.2%
Two or More Races	6.3%
Hispanic Origin	3.2%
Diversity Index	25.0
2027 Population by Race/Ethnicity	
Total	29,036
White Alone	88.2%
Black Alone	2.2%
American Indian Alone	0.1%
Asian Alone	1.0%
Pacific Islander Alone	0.1%
Some Other Race Alone	1.3%
Two or More Races	7.0%
Hispanic Origin	3.3%
Diversity Index	26.7
2010 Population by Relationship and Household Type	
Total	24,840
In Households	99.9%
In Family Households	90.9%
Householder	26.9%
Spouse	21.0%
Child	37.6%
Other relative	3.0%
Nonrelative	2.5%
In Nonfamily Households	9.0%
In Group Quarters	0.1%
Institutionalized Population	0.1%
Noninstitutionalized Population	0.0%

**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:** Esri forecasts for 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.



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	Independence ...
<b>2022 Population 25+ by Educational Attainment</b>	
Total	18,420
Less than 9th Grade	2.1%
9th - 12th Grade, No Diploma	4.6%
High School Graduate	26.4%
GED/Alternative Credential	4.4%
Some College, No Degree	20.1%
Associate Degree	10.6%
Bachelor's Degree	22.3%
Graduate/Professional Degree	9.5%
<b>2022 Population 15+ by Marital Status</b>	
Total	22,025
Never Married	28.1%
Married	58.4%
Widowed	3.5%
Divorced	10.0%
<b>2022 Civilian Population 16+ in Labor Force</b>	
Civilian Population 16+	16,088
Population 16+ Employed	96.9%
Population 16+ Unemployment rate	3.1%
Population 16-24 Employed	13.4%
Population 16-24 Unemployment rate	15.7%
Population 25-54 Employed	68.2%
Population 25-54 Unemployment rate	1.0%
Population 55-64 Employed	14.7%
Population 55-64 Unemployment rate	0.4%
Population 65+ Employed	3.8%
Population 65+ Unemployment rate	0.0%
<b>2022 Employed Population 16+ by Industry</b>	
Total	15,585
Agriculture/Mining	0.3%
Construction	6.3%
Manufacturing	13.1%
Wholesale Trade	4.4%
Retail Trade	12.7%
Transportation/Utilities	10.3%
Information	1.2%
Finance/Insurance/Real Estate	9.0%
Services	38.6%
Public Administration	4.2%
<b>2022 Employed Population 16+ by Occupation</b>	
Total	15,583
White Collar	63.7%
Management/Business/Financial	20.1%
Professional	20.7%
Sales	9.3%
Administrative Support	13.6%
Services	10.4%
Blue Collar	26.0%
Farming/Forestry/Fishing	0.0%
Construction/Extraction	4.1%
Installation/Maintenance/Repair	3.0%
Production	7.0%
Transportation/Material Moving	11.8%

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	Independence ...
<b>2010 Households by Type</b>	
Total	8,436
Households with 1 Person	15.1%
Households with 2+ People	84.9%
Family Households	79.8%
Husband-wife Families	62.0%
With Related Children	34.3%
Other Family (No Spouse Present)	17.8%
Other Family with Male Householder	5.5%
With Related Children	3.8%
Other Family with Female Householder	12.3%
With Related Children	8.7%
Nonfamily Households	5.0%
All Households with Children	47.5%
Multigenerational Households	4.7%
Unmarried Partner Households	7.5%
Male-female	6.8%
Same-sex	0.6%
<b>2010 Households by Size</b>	
Total	8,436
1 Person Household	15.1%
2 Person Household	30.7%
3 Person Household	20.1%
4 Person Household	19.5%
5 Person Household	9.3%
6 Person Household	3.4%
7 + Person Household	1.8%
<b>2010 Households by Tenure and Mortgage Status</b>	
Total	8,436
Owner Occupied	82.0%
Owned with a Mortgage/Loan	71.4%
Owned Free and Clear	10.6%
Renter Occupied	18.0%
<b>2022 Affordability, Mortgage and Wealth</b>	
Housing Affordability Index	196
Percent of Income for Mortgage	12.4%
Wealth Index	83
<b>2010 Housing Units By Urban/ Rural Status</b>	
Total Housing Units	8,919
Housing Units Inside Urbanized Area	94.4%
Housing Units Inside Urbanized Cluster	0.0%
Rural Housing Units	5.6%
<b>2010 Population By Urban/ Rural Status</b>	
Total Population	24,841
Population Inside Urbanized Area	94.5%
Population Inside Urbanized Cluster	0.0%
Rural Population	5.5%

**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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## Independence ...

### Top 3 Tapestry Segments

1.	Up and Coming Families (7A)
2.	Middleburg (4C)
3.	Green Acres (6A)

### 2022 Consumer Spending

Apparel & Services: Total \$	\$23,732,624
Average Spent	\$2,385.67
Spending Potential Index	99
Education: Total \$	\$17,198,767
Average Spent	\$1,728.87
Spending Potential Index	88
Entertainment/Recreation: Total \$	\$35,818,513
Average Spent	\$3,600.57
Spending Potential Index	98
Food at Home: Total \$	\$59,788,270
Average Spent	\$6,010.08
Spending Potential Index	97
Food Away from Home: Total \$	\$42,819,809
Average Spent	\$4,304.36
Spending Potential Index	100
Health Care: Total \$	\$69,835,141
Average Spent	\$7,020.02
Spending Potential Index	99
HH Furnishings & Equipment: Total \$	\$26,151,736
Average Spent	\$2,628.84
Spending Potential Index	103
Personal Care Products & Services: Total \$	\$10,089,966
Average Spent	\$1,014.27
Spending Potential Index	99
Shelter: Total \$	\$220,033,425
Average Spent	\$22,118.36
Spending Potential Index	97
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$28,810,892
Average Spent	\$2,896.15
Spending Potential Index	107
Travel: Total \$	\$28,748,096
Average Spent	\$2,889.84
Spending Potential Index	101
Vehicle Maintenance & Repairs: Total \$	\$12,773,844
Average Spent	\$1,284.06
Spending Potential Index	102

**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:** Esri forecasts for 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.