



Market Profile

Independence City, KY 2
 Independence City, KY (2139142)
 Geography: Place

Prepared by Esri

	Independence ...
Population Summary	
2000 Total Population	15,818
2010 Total Population	24,757
2020 Total Population	27,654
2020 Group Quarters	28
2025 Total Population	28,708
2020-2025 Annual Rate	0.75%
2020 Total Daytime Population	22,236
Workers	7,700
Residents	14,536
Household Summary	
2000 Households	5,446
2000 Average Household Size	2.90
2010 Households	8,382
2010 Average Household Size	2.95
2020 Households	9,323
2020 Average Household Size	2.96
2025 Households	9,648
2025 Average Household Size	2.97
2020-2025 Annual Rate	0.69%
2010 Families	6,672
2010 Average Family Size	3.28
2020 Families	7,335
2020 Average Family Size	3.30
2025 Families	7,571
2025 Average Family Size	3.32
2020-2025 Annual Rate	0.64%
Housing Unit Summary	
2000 Housing Units	5,679
Owner Occupied Housing Units	76.2%
Renter Occupied Housing Units	19.7%
Vacant Housing Units	4.1%
2010 Housing Units	8,890
Owner Occupied Housing Units	76.4%
Renter Occupied Housing Units	17.8%
Vacant Housing Units	5.7%
2020 Housing Units	9,721
Owner Occupied Housing Units	77.0%
Renter Occupied Housing Units	18.9%
Vacant Housing Units	4.1%
2025 Housing Units	10,022
Owner Occupied Housing Units	77.3%
Renter Occupied Housing Units	18.9%
Vacant Housing Units	3.7%
Median Household Income	
2020	\$78,090
2025	\$83,353
Median Home Value	
2020	\$179,213
2025	\$191,048
Per Capita Income	
2020	\$30,281
2025	\$33,601
Median Age	
2010	32.0
2020	34.6
2025	33.7

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 2020 and 2025 Esri converted Census 2000 data into 2010 geography.

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2020 Households by Income	
Household Income Base	9,323
<\$15,000	3.3%
\$15,000 - \$24,999	4.4%
\$25,000 - \$34,999	5.2%
\$35,000 - \$49,999	9.7%
\$50,000 - \$74,999	24.1%
\$75,000 - \$99,999	19.5%
\$100,000 - \$149,999	24.7%
\$150,000 - \$199,999	5.1%
\$200,000+	4.0%
Average Household Income	\$89,947
2025 Households by Income	
Household Income Base	9,647
<\$15,000	3.0%
\$15,000 - \$24,999	3.8%
\$25,000 - \$34,999	4.6%
\$35,000 - \$49,999	8.7%
\$50,000 - \$74,999	22.2%
\$75,000 - \$99,999	18.9%
\$100,000 - \$149,999	27.3%
\$150,000 - \$199,999	6.5%
\$200,000+	5.1%
Average Household Income	\$100,130
2020 Owner Occupied Housing Units by Value	
Total	7,488
<\$50,000	2.5%
\$50,000 - \$99,999	4.4%
\$100,000 - \$149,999	21.9%
\$150,000 - \$199,999	36.1%
\$200,000 - \$249,999	17.7%
\$250,000 - \$299,999	9.0%
\$300,000 - \$399,999	6.3%
\$400,000 - \$499,999	1.1%
\$500,000 - \$749,999	0.5%
\$750,000 - \$999,999	0.1%
\$1,000,000 - \$1,499,999	0.1%
\$1,500,000 - \$1,999,999	0.0%
\$2,000,000 +	0.1%
Average Home Value	\$193,920
2025 Owner Occupied Housing Units by Value	
Total	7,749
<\$50,000	1.6%
\$50,000 - \$99,999	2.7%
\$100,000 - \$149,999	16.0%
\$150,000 - \$199,999	36.1%
\$200,000 - \$249,999	20.4%
\$250,000 - \$299,999	11.0%
\$300,000 - \$399,999	8.8%
\$400,000 - \$499,999	1.9%
\$500,000 - \$749,999	1.0%
\$750,000 - \$999,999	0.1%
\$1,000,000 - \$1,499,999	0.2%
\$1,500,000 - \$1,999,999	0.0%
\$2,000,000 +	0.1%
Average Home Value	\$212,721

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 2020 and 2025 Esri converted Census 2000 data into 2010 geography.

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	Independence ...
2010 Population by Age	
Total	24,757
0 - 4	9.3%
5 - 9	9.0%
10 - 14	8.2%
15 - 24	12.2%
25 - 34	16.6%
35 - 44	16.3%
45 - 54	13.2%
55 - 64	8.6%
65 - 74	4.2%
75 - 84	1.9%
85 +	0.5%
18 +	69.1%
2020 Population by Age	
Total	27,654
0 - 4	7.9%
5 - 9	8.2%
10 - 14	8.0%
15 - 24	12.4%
25 - 34	14.1%
35 - 44	15.4%
45 - 54	13.2%
55 - 64	10.9%
65 - 74	6.6%
75 - 84	2.5%
85 +	0.7%
18 +	71.8%
2025 Population by Age	
Total	28,705
0 - 4	8.0%
5 - 9	8.2%
10 - 14	8.3%
15 - 24	12.3%
25 - 34	15.3%
35 - 44	15.0%
45 - 54	12.0%
55 - 64	10.2%
65 - 74	6.9%
75 - 84	3.0%
85 +	0.7%
18 +	71.2%
2010 Population by Sex	
Males	12,328
Females	12,429
2020 Population by Sex	
Males	13,681
Females	13,973
2025 Population by Sex	
Males	14,165
Females	14,540

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.



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	Independence ...
2010 Population by Race/Ethnicity	
Total	24,757
White Alone	95.3%
Black Alone	1.7%
American Indian Alone	0.2%
Asian Alone	0.8%
Pacific Islander Alone	0.1%
Some Other Race Alone	0.5%
Two or More Races	1.4%
Hispanic Origin	1.8%
Diversity Index	12.4
2020 Population by Race/Ethnicity	
Total	27,654
White Alone	94.0%
Black Alone	1.8%
American Indian Alone	0.1%
Asian Alone	1.4%
Pacific Islander Alone	0.1%
Some Other Race Alone	0.7%
Two or More Races	1.9%
Hispanic Origin	2.5%
Diversity Index	15.9
2025 Population by Race/Ethnicity	
Total	28,708
White Alone	93.0%
Black Alone	1.9%
American Indian Alone	0.1%
Asian Alone	1.7%
Pacific Islander Alone	0.1%
Some Other Race Alone	0.8%
Two or More Races	2.3%
Hispanic Origin	3.0%
Diversity Index	18.4
2010 Population by Relationship and Household Type	
Total	24,757
In Households	100.0%
In Family Households	90.8%
Householder	26.9%
Spouse	20.9%
Child	37.6%
Other relative	2.9%
Nonrelative	2.5%
In Nonfamily Households	9.2%
In Group Quarters	0.0%
Institutionalized Population	0.0%
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: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.

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	Independence ...
2020 Population 25+ by Educational Attainment	
Total	17,569
Less than 9th Grade	2.3%
9th - 12th Grade, No Diploma	6.6%
High School Graduate	24.4%
GED/Alternative Credential	4.3%
Some College, No Degree	21.3%
Associate Degree	10.6%
Bachelor's Degree	21.9%
Graduate/Professional Degree	8.5%
2020 Population 15+ by Marital Status	
Total	21,002
Never Married	26.6%
Married	60.7%
Widowed	3.7%
Divorced	8.9%
2020 Civilian Population 16+ in Labor Force	
Civilian Population 16+	15,769
Population 16+ Employed	84.1%
Population 16+ Unemployment rate	15.9%
Population 16-24 Employed	10.9%
Population 16-24 Unemployment rate	31.2%
Population 25-54 Employed	68.4%
Population 25-54 Unemployment rate	13.6%
Population 55-64 Employed	15.6%
Population 55-64 Unemployment rate	13.2%
Population 65+ Employed	5.2%
Population 65+ Unemployment rate	13.6%
2020 Employed Population 16+ by Industry	
Total	13,265
Agriculture/Mining	0.4%
Construction	6.7%
Manufacturing	14.4%
Wholesale Trade	4.1%
Retail Trade	10.3%
Transportation/Utilities	9.3%
Information	1.6%
Finance/Insurance/Real Estate	9.8%
Services	38.8%
Public Administration	4.7%
2020 Employed Population 16+ by Occupation	
Total	13,263
White Collar	64.4%
Management/Business/Financial	17.1%
Professional	20.4%
Sales	9.3%
Administrative Support	17.6%
Services	10.5%
Blue Collar	25.1%
Farming/Forestry/Fishing	0.0%
Construction/Extraction	4.5%
Installation/Maintenance/Repair	3.2%
Production	7.8%
Transportation/Material Moving	9.6%

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2010 Households by Type	
Total	8,382
Households with 1 Person	15.2%
Households with 2+ People	84.8%
Family Households	79.6%
Husband-wife Families	61.7%
With Related Children	34.6%
Other Family (No Spouse Present)	17.9%
Other Family with Male Householder	5.5%
With Related Children	3.8%
Other Family with Female Householder	12.4%
With Related Children	8.7%
Nonfamily Households	5.2%
All Households with Children	47.7%
Multigenerational Households	4.8%
Unmarried Partner Households	7.2%
Male-female	6.6%
Same-sex	0.6%
2010 Households by Size	
Total	8,382
1 Person Household	15.2%
2 Person Household	30.5%
3 Person Household	20.2%
4 Person Household	19.8%
5 Person Household	9.3%
6 Person Household	3.4%
7 + Person Household	1.7%
2010 Households by Tenure and Mortgage Status	
Total	8,382
Owner Occupied	81.1%
Owned with a Mortgage/Loan	71.2%
Owned Free and Clear	9.9%
Renter Occupied	18.9%
2020 Affordability, Mortgage and Wealth	
Housing Affordability Index	248
Percent of Income for Mortgage	9.6%
Wealth Index	87
2010 Housing Units By Urban/ Rural Status	
Total Housing Units	8,890
Housing Units Inside Urbanized Area	95.4%
Housing Units Inside Urbanized Cluster	0.0%
Rural Housing Units	4.6%
2010 Population By Urban/ Rural Status	
Total Population	24,757
Population Inside Urbanized Area	95.6%
Population Inside Urbanized Cluster	0.0%
Rural Population	4.4%

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.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.

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	Independence ...
Top 3 Tapestry Segments	
1.	Up and Coming Families (7A)
2.	Middleburg (4C)
3.	Green Acres (6A)
2020 Consumer Spending	
Apparel & Services: Total \$	\$20,508,454
Average Spent	\$2,199.77
Spending Potential Index	103
Education: Total \$	\$15,126,889
Average Spent	\$1,622.53
Spending Potential Index	91
Entertainment/Recreation: Total \$	\$30,146,872
Average Spent	\$3,233.60
Spending Potential Index	100
Food at Home: Total \$	\$49,397,592
Average Spent	\$5,298.47
Spending Potential Index	99
Food Away from Home: Total \$	\$35,767,282
Average Spent	\$3,836.46
Spending Potential Index	102
Health Care: Total \$	\$54,181,675
Average Spent	\$5,811.61
Spending Potential Index	101
HH Furnishings & Equipment: Total \$	\$21,353,992
Average Spent	\$2,290.46
Spending Potential Index	105
Personal Care Products & Services: Total \$	\$8,907,833
Average Spent	\$955.47
Spending Potential Index	104
Shelter: Total \$	\$175,677,500
Average Spent	\$18,843.45
Spending Potential Index	97
Support Payments/Cash Contributions/Gifts in Kind: Total	\$23,271,728
Average Spent	\$2,496.16
Spending Potential Index	107
Travel: Total \$	\$22,394,638
Average Spent	\$2,402.08
Spending Potential Index	100
Vehicle Maintenance & Repairs: Total \$	\$10,882,456
Average Spent	\$1,167.27
Spending Potential Index	101

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 2017 and 2018 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.

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