

Harrodsburg Marketplace
844 S College St, Harrodsburg, Kentucky, 40330
Rings: 3, 5, 7 mile radii

Prepared by WHLR
Latitude: 37.74595
Longitude: -84.84200

	3 miles	5 miles	7 miles
Population Summary			
2010 Total Population	9,913	13,440	20,606
2020 Total Population	10,631	14,379	22,636
2020 Group Quarters	235	322	1,566
2022 Total Population	10,693	14,457	22,738
2022 Group Quarters	235	322	1,566
2027 Total Population	10,761	14,552	22,858
2022-2027 Annual Rate	0.13%	0.13%	0.11%
2022 Total Daytime Population	12,123	15,477	21,122
Workers	5,640	6,978	8,693
Residents	6,483	8,499	12,429
Household Summary			
2010 Households	4,206	5,545	8,182
2010 Average Household Size	2.33	2.40	2.43
2020 Total Households	4,456	5,888	8,724
2020 Average Household Size	2.33	2.39	2.42
2022 Total Households	4,478	5,918	8,771
2022 Average Household Size	2.34	2.39	2.41
2027 Total Households	4,510	5,961	8,829
2027 Average Household Size	2.33	2.39	2.41
2022-2027 Annual Rate	0.14%	0.14%	0.13%
2010 Families	2,763	3,725	5,606
2010 Average Family Size	2.87	2.91	2.93
2022 Total Families	2,868	3,881	5,874
2022 Average Family Size	2.89	2.92	2.93
2027 Total Families	2,867	3,882	5,875
2027 Average Family Size	2.90	2.93	2.94
2022-2027 Annual Rate	-0.01%	0.01%	0.00%
Housing Unit Summary			
2000 Housing Units	4,483	5,867	8,617
Owner Occupied Housing Units	61.0%	63.5%	65.6%
Renter Occupied Housing Units	32.6%	29.9%	26.1%
Vacant Housing Units	6.4%	6.6%	8.4%
2010 Housing Units	4,662	6,156	9,246
Owner Occupied Housing Units	57.6%	60.2%	61.8%
Renter Occupied Housing Units	32.6%	29.9%	26.7%
Vacant Housing Units	9.8%	9.9%	11.5%
2020 Housing Units	4,858	6,439	9,718
Vacant Housing Units	8.3%	8.6%	10.2%
2022 Housing Units	4,887	6,478	9,787
Owner Occupied Housing Units	56.7%	59.6%	62.0%
Renter Occupied Housing Units	34.9%	31.8%	27.6%
Vacant Housing Units	8.4%	8.6%	10.4%
2027 Housing Units	4,914	6,514	9,867
Owner Occupied Housing Units	57.3%	60.1%	62.5%
Renter Occupied Housing Units	34.4%	31.4%	27.0%
Vacant Housing Units	8.2%	8.5%	10.5%
Median Household Income			
2022	\$51,796	\$54,203	\$60,277
2027	\$55,003	\$58,947	\$67,404
Median Home Value			
2022	\$137,677	\$143,838	\$165,623
2027	\$149,004	\$155,340	\$175,000
Per Capita Income			
2022	\$28,391	\$30,034	\$32,282
2027	\$31,579	\$33,793	\$36,486
Median Age			
2010	40.0	40.2	41.5
2022	41.3	41.8	42.5
2027	41.9	42.5	43.1

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: 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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2022 Households by Income			
Household Income Base	4,478	5,918	8,771
<\$15,000	15.3%	13.5%	10.9%
\$15,000 - \$24,999	12.4%	11.6%	9.9%
\$25,000 - \$34,999	10.3%	10.1%	8.8%
\$35,000 - \$49,999	10.1%	10.4%	10.8%
\$50,000 - \$74,999	18.5%	19.0%	18.9%
\$75,000 - \$99,999	11.8%	11.5%	12.9%
\$100,000 - \$149,999	16.0%	16.7%	17.7%
\$150,000 - \$199,999	3.1%	4.1%	5.9%
\$200,000+	2.6%	3.2%	4.3%
Average Household Income	\$69,011	\$73,634	\$82,201
2027 Households by Income			
Household Income Base	4,510	5,961	8,829
<\$15,000	13.2%	11.6%	9.2%
\$15,000 - \$24,999	11.4%	10.4%	8.8%
\$25,000 - \$34,999	10.2%	9.5%	8.1%
\$35,000 - \$49,999	10.5%	10.2%	10.0%
\$50,000 - \$74,999	17.4%	18.3%	18.2%
\$75,000 - \$99,999	12.0%	11.3%	12.8%
\$100,000 - \$149,999	18.5%	19.8%	20.3%
\$150,000 - \$199,999	3.9%	5.1%	7.7%
\$200,000+	3.0%	3.7%	4.9%
Average Household Income	\$76,741	\$82,819	\$92,939
2022 Owner Occupied Housing Units by Value			
Total	2,773	3,858	6,065
<\$50,000	6.0%	6.2%	4.7%
\$50,000 - \$99,999	28.6%	26.0%	19.6%
\$100,000 - \$149,999	20.4%	20.3%	18.9%
\$150,000 - \$199,999	18.8%	19.9%	22.0%
\$200,000 - \$249,999	8.3%	8.3%	10.5%
\$250,000 - \$299,999	5.5%	6.3%	8.5%
\$300,000 - \$399,999	8.2%	7.9%	8.7%
\$400,000 - \$499,999	2.1%	2.3%	3.0%
\$500,000 - \$749,999	1.7%	2.2%	3.1%
\$750,000 - \$999,999	0.3%	0.4%	0.8%
\$1,000,000 - \$1,499,999	0.2%	0.2%	0.4%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.0%
\$2,000,000 +	0.0%	0.0%	0.0%
Average Home Value	\$168,500	\$175,149	\$199,637
2027 Owner Occupied Housing Units by Value			
Total	2,818	3,917	6,164
<\$50,000	5.5%	5.6%	4.2%
\$50,000 - \$99,999	26.2%	23.6%	17.6%
\$100,000 - \$149,999	18.7%	18.5%	16.9%
\$150,000 - \$199,999	19.9%	21.0%	22.7%
\$200,000 - \$249,999	8.9%	8.8%	10.8%
\$250,000 - \$299,999	6.4%	7.3%	9.6%
\$300,000 - \$399,999	9.6%	9.3%	10.1%
\$400,000 - \$499,999	2.4%	2.7%	3.4%
\$500,000 - \$749,999	1.9%	2.5%	3.5%
\$750,000 - \$999,999	0.3%	0.4%	0.8%
\$1,000,000 - \$1,499,999	0.3%	0.3%	0.4%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.0%
\$2,000,000 +	0.0%	0.0%	0.0%
Average Home Value	\$178,976	\$186,115	\$210,693

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: 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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2010 Population by Age			
Total	9,911	13,441	20,603
0 - 4	7.0%	6.7%	5.9%
5 - 9	6.4%	6.5%	6.3%
10 - 14	6.3%	6.6%	6.7%
15 - 24	12.5%	12.2%	11.5%
25 - 34	11.6%	11.5%	11.3%
35 - 44	12.2%	12.5%	13.1%
45 - 54	14.5%	14.8%	15.2%
55 - 64	12.5%	12.5%	13.4%
65 - 74	9.0%	9.0%	8.8%
75 - 84	5.4%	5.3%	5.3%
85 +	2.5%	2.4%	2.5%
18 +	75.9%	75.7%	76.8%
2022 Population by Age			
Total	10,694	14,459	22,740
0 - 4	6.1%	5.8%	5.0%
5 - 9	6.3%	6.2%	5.5%
10 - 14	6.3%	6.3%	5.8%
15 - 24	11.2%	11.1%	11.3%
25 - 34	12.8%	12.6%	13.1%
35 - 44	11.6%	11.9%	12.4%
45 - 54	11.5%	11.9%	12.6%
55 - 64	13.5%	13.8%	14.0%
65 - 74	11.1%	11.2%	11.6%
75 - 84	6.9%	6.7%	6.3%
85 +	2.9%	2.7%	2.4%
18 +	77.9%	78.2%	80.1%
2027 Population by Age			
Total	10,763	14,553	22,857
0 - 4	6.0%	5.8%	5.0%
5 - 9	6.2%	6.1%	5.4%
10 - 14	6.5%	6.5%	5.9%
15 - 24	11.7%	11.3%	11.1%
25 - 34	11.3%	11.2%	12.4%
35 - 44	12.0%	12.2%	12.7%
45 - 54	11.3%	11.7%	12.1%
55 - 64	12.3%	12.6%	12.9%
65 - 74	11.8%	12.0%	12.3%
75 - 84	7.8%	7.8%	7.6%
85 +	3.1%	2.9%	2.6%
18 +	77.4%	77.9%	80.1%
2010 Population by Sex			
Males	4,676	6,426	10,154
Females	5,237	7,014	10,452
2022 Population by Sex			
Males	5,108	7,005	11,580
Females	5,585	7,452	11,159
2027 Population by Sex			
Males	5,159	7,084	11,676
Females	5,603	7,469	11,182

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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2010 Population by Race/Ethnicity			
Total	9,913	13,439	20,605
White Alone	88.9%	90.2%	91.3%
Black Alone	6.1%	5.2%	4.8%
American Indian Alone	0.2%	0.2%	0.2%
Asian Alone	0.5%	0.5%	0.6%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	1.9%	1.6%	1.2%
Two or More Races	2.5%	2.3%	1.9%
Hispanic Origin	3.3%	2.9%	2.4%
Diversity Index	25.6	22.8	20.4
2020 Population by Race/Ethnicity			
Total	10,631	14,379	22,636
White Alone	85.7%	86.9%	86.8%
Black Alone	5.6%	4.9%	5.0%
American Indian Alone	0.3%	0.3%	0.3%
Asian Alone	0.5%	0.4%	0.4%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	2.1%	2.0%	1.8%
Two or More Races	5.7%	5.4%	5.7%
Hispanic Origin	4.0%	3.8%	4.1%
Diversity Index	31.5	29.4	30.0
2022 Population by Race/Ethnicity			
Total	10,693	14,457	22,738
White Alone	85.5%	86.7%	86.6%
Black Alone	5.6%	4.9%	4.9%
American Indian Alone	0.3%	0.3%	0.3%
Asian Alone	0.5%	0.4%	0.4%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	2.1%	2.0%	1.8%
Two or More Races	5.9%	5.6%	5.9%
Hispanic Origin	4.0%	3.8%	4.1%
Diversity Index	31.9	29.7	30.3
2027 Population by Race/Ethnicity			
Total	10,760	14,552	22,858
White Alone	84.5%	85.8%	85.8%
Black Alone	5.5%	4.9%	4.9%
American Indian Alone	0.4%	0.3%	0.3%
Asian Alone	0.5%	0.4%	0.5%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	2.2%	2.1%	1.9%
Two or More Races	6.8%	6.4%	6.7%
Hispanic Origin	4.0%	3.8%	4.1%
Diversity Index	33.3	31.1	31.6
2010 Population by Relationship and Household Type			
Total	9,913	13,439	20,606
In Households	98.9%	98.9%	96.4%
In Family Households	82.5%	83.3%	81.8%
Householder	27.4%	27.6%	27.4%
Spouse	19.4%	19.9%	20.8%
Child	30.3%	30.4%	28.9%
Other relative	2.9%	2.9%	2.6%
Nonrelative	2.5%	2.5%	2.2%
In Nonfamily Households	16.4%	15.6%	14.5%
In Group Quarters	1.1%	1.1%	3.6%
Institutionalized Population	1.1%	1.1%	3.6%
Noninstitutionalized Population	0.0%	0.0%	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.

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2022 Population 25+ by Educational Attainment			
Total	7,509	10,216	16,473
Less than 9th Grade	9.1%	7.7%	5.9%
9th - 12th Grade, No Diploma	7.0%	6.9%	7.3%
High School Graduate	30.5%	30.8%	28.3%
GED/Alternative Credential	9.3%	9.4%	8.9%
Some College, No Degree	15.1%	15.7%	16.7%
Associate Degree	9.7%	10.3%	10.0%
Bachelor's Degree	12.4%	11.8%	12.9%
Graduate/Professional Degree	6.8%	7.3%	10.1%
2022 Population 15+ by Marital Status			
Total	8,703	11,813	19,038
Never Married	25.6%	24.7%	26.3%
Married	52.1%	52.9%	52.2%
Widowed	9.0%	9.1%	8.1%
Divorced	13.3%	13.3%	13.4%
2022 Civilian Population 16+ in Labor Force			
Civilian Population 16+	4,517	6,351	9,887
Population 16+ Employed	94.3%	94.9%	96.0%
Population 16+ Unemployment rate	5.7%	5.1%	4.0%
Population 16-24 Employed	13.5%	13.6%	13.4%
Population 16-24 Unemployment rate	5.4%	5.0%	5.2%
Population 25-54 Employed	63.4%	63.3%	61.7%
Population 25-54 Unemployment rate	6.6%	5.8%	4.4%
Population 55-64 Employed	15.6%	15.7%	17.0%
Population 55-64 Unemployment rate	4.6%	4.4%	3.4%
Population 65+ Employed	7.5%	7.4%	7.8%
Population 65+ Unemployment rate	0.0%	0.0%	0.0%
2022 Employed Population 16+ by Industry			
Total	4,260	6,030	9,492
Agriculture/Mining	2.0%	1.6%	1.6%
Construction	10.2%	10.0%	9.4%
Manufacturing	20.1%	20.5%	18.4%
Wholesale Trade	1.6%	1.5%	1.4%
Retail Trade	10.9%	10.6%	9.9%
Transportation/Utilities	3.5%	3.8%	4.7%
Information	1.0%	0.8%	1.2%
Finance/Insurance/Real Estate	5.6%	5.7%	4.7%
Services	38.1%	39.0%	42.9%
Public Administration	7.1%	6.5%	5.9%
2022 Employed Population 16+ by Occupation			
Total	4,259	6,028	9,494
White Collar	51.1%	51.4%	53.5%
Management/Business/Financial	13.4%	12.9%	14.9%
Professional	17.9%	18.9%	20.8%
Sales	4.7%	5.1%	4.9%
Administrative Support	15.1%	14.5%	13.0%
Services	16.1%	16.3%	16.3%
Blue Collar	32.7%	32.2%	30.2%
Farming/Forestry/Fishing	0.8%	0.6%	0.5%
Construction/Extraction	6.3%	6.6%	6.3%
Installation/Maintenance/Repair	5.1%	5.2%	5.1%
Production	11.9%	11.9%	11.2%
Transportation/Material Moving	8.7%	7.9%	7.1%

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2010 Households by Type			
Total	4,206	5,546	8,182
Households with 1 Person	30.3%	28.7%	27.6%
Households with 2+ People	69.7%	71.3%	72.4%
Family Households	65.7%	67.2%	68.5%
Husband-wife Families	46.3%	48.6%	51.9%
With Related Children	19.4%	20.4%	21.1%
Other Family (No Spouse Present)	19.4%	18.6%	16.6%
Other Family with Male Householder	4.4%	4.5%	4.3%
With Related Children	2.9%	2.9%	2.7%
Other Family with Female Householder	14.9%	14.1%	12.3%
With Related Children	9.7%	9.2%	8.3%
Nonfamily Households	4.0%	4.1%	3.9%
All Households with Children	32.7%	33.3%	32.8%
Multigenerational Households	3.6%	3.7%	3.4%
Unmarried Partner Households	6.2%	6.3%	5.7%
Male-female	5.7%	5.7%	5.1%
Same-sex	0.5%	0.6%	0.5%
2010 Households by Size			
Total	4,208	5,545	8,182
1 Person Household	30.3%	28.7%	27.6%
2 Person Household	33.1%	33.7%	35.2%
3 Person Household	16.9%	17.0%	16.9%
4 Person Household	12.5%	13.0%	12.8%
5 Person Household	4.9%	5.1%	5.2%
6 Person Household	1.8%	1.7%	1.7%
7 + Person Household	0.6%	0.7%	0.7%
2010 Households by Tenure and Mortgage Status			
Total	4,206	5,545	8,182
Owner Occupied	63.9%	66.8%	69.8%
Owned with a Mortgage/Loan	39.9%	41.9%	44.7%
Owned Free and Clear	24.0%	24.9%	25.2%
Renter Occupied	36.1%	33.2%	30.2%
2022 Affordability, Mortgage and Wealth			
Housing Affordability Index	170	170	165
Percent of Income for Mortgage	14.0%	14.0%	14.5%
Wealth Index	54	61	74
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	4,662	6,156	9,246
Housing Units Inside Urbanized Area	0.0%	0.0%	0.0%
Housing Units Inside Urbanized Cluster	76.7%	66.3%	57.1%
Rural Housing Units	23.3%	33.7%	42.9%
2010 Population By Urban/ Rural Status			
Total Population	9,913	13,440	20,606
Population Inside Urbanized Area	0.0%	0.0%	0.0%
Population Inside Urbanized Cluster	74.1%	63.6%	55.3%
Rural Population	25.9%	36.4%	44.7%

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.	Salt of the Earth (6B)	Salt of the Earth (6B)	Salt of the Earth (6B)
2.	Heartland Communities (6F)	Heartland Communities (6F)	Heartland Communities (6F)
3.	Hometown Heritage (8G)	Hometown Heritage (8G)	In Style (5B)
2022 Consumer Spending			
Apparel & Services: Total \$	\$7,162,874	\$10,025,809	\$16,438,457
Average Spent	\$1,599.57	\$1,694.12	\$1,874.18
Spending Potential Index	66	70	78
Education: Total \$	\$4,994,822	\$7,011,337	\$11,780,842
Average Spent	\$1,115.41	\$1,184.75	\$1,343.16
Spending Potential Index	57	60	68
Entertainment/Recreation: Total \$	\$11,641,340	\$16,474,000	\$27,075,102
Average Spent	\$2,599.67	\$2,783.71	\$3,086.89
Spending Potential Index	71	76	84
Food at Home: Total \$	\$19,365,782	\$27,219,832	\$44,483,200
Average Spent	\$4,324.65	\$4,599.50	\$5,071.62
Spending Potential Index	70	74	82
Food Away from Home: Total \$	\$12,646,148	\$17,723,571	\$29,096,914
Average Spent	\$2,824.06	\$2,994.86	\$3,317.40
Spending Potential Index	65	69	77
Health Care: Total \$	\$23,543,574	\$33,348,706	\$54,701,381
Average Spent	\$5,257.61	\$5,635.13	\$6,236.62
Spending Potential Index	74	80	88
HH Furnishings & Equipment: Total \$	\$7,657,183	\$10,804,848	\$17,890,430
Average Spent	\$1,709.96	\$1,825.76	\$2,039.73
Spending Potential Index	67	71	80
Personal Care Products & Services: Total \$	\$3,071,482	\$4,315,067	\$7,087,289
Average Spent	\$685.90	\$729.14	\$808.04
Spending Potential Index	67	72	79
Shelter: Total \$	\$64,371,394	\$90,134,898	\$149,264,260
Average Spent	\$14,375.03	\$15,230.64	\$17,017.93
Spending Potential Index	63	67	74
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$8,000,125	\$11,293,677	\$19,440,449
Average Spent	\$1,786.54	\$1,908.36	\$2,216.45
Spending Potential Index	66	70	82
Travel: Total \$	\$8,054,951	\$11,406,240	\$19,220,149
Average Spent	\$1,798.78	\$1,927.38	\$2,191.33
Spending Potential Index	63	67	76
Vehicle Maintenance & Repairs: Total \$	\$4,044,111	\$5,687,385	\$9,338,632
Average Spent	\$903.11	\$961.03	\$1,064.72
Spending Potential Index	72	76	85

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.