

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			
2000 Total Population	9,912	13,322	20,403
2010 Total Population	9,950	13,509	20,445
2021 Total Population	10,641	14,370	21,860
2021 Group Quarters	111	173	1,005
2026 Total Population	10,877	14,664	22,275
2021-2026 Annual Rate	0.44%	0.41%	0.38%
2021 Total Daytime Population	11,813	15,158	20,999
Workers	5,154	6,391	8,365
Residents	6,659	8,767	12,634
Household Summary			
2000 Households	4,213	5,485	7,854
2000 Average Household Size	2.33	2.39	2.43
2010 Households	4,224	5,566	8,154
2010 Average Household Size	2.33	2.40	2.42
2021 Households	4,537	5,947	8,658
2021 Average Household Size	2.32	2.39	2.41
2026 Households	4,643	6,077	8,836
2026 Average Household Size	2.32	2.38	2.41
2021-2026 Annual Rate	0.46%	0.43%	0.41%
2010 Families	2,772	3,733	5,567
2010 Average Family Size	2.87	2.92	2.92
2021 Families	2,911	3,899	5,777
2021 Average Family Size	2.88	2.93	2.93
2026 Families	2,961	3,960	5,861
2026 Average Family Size	2.89	2.94	2.94
2021-2026 Annual Rate	0.34%	0.31%	0.29%
Housing Unit Summary			
2000 Housing Units	4,516	5,867	8,543
Owner Occupied Housing Units	60.7%	63.6%	65.7%
Renter Occupied Housing Units	32.6%	29.9%	26.2%
Vacant Housing Units	6.7%	6.5%	8.1%
2010 Housing Units	4,696	6,168	9,186
Owner Occupied Housing Units	57.4%	60.1%	61.6%
Renter Occupied Housing Units	32.6%	30.2%	27.2%
Vacant Housing Units	10.1%	9.8%	11.2%
2021 Housing Units	5,022	6,576	9,748
Owner Occupied Housing Units	56.7%	59.2%	60.9%
Renter Occupied Housing Units	33.7%	31.3%	28.0%
Vacant Housing Units	9.7%	9.6%	11.2%
2026 Housing Units	5,131	6,715	9,956
Owner Occupied Housing Units	57.6%	60.0%	61.5%
Renter Occupied Housing Units	32.9%	30.5%	27.3%
Vacant Housing Units	9.5%	9.5%	11.2%
Median Household Income			
2021	\$44,404	\$48,432	\$54,117
2026	\$48,278	\$51,697	\$57,513
Median Home Value			
2021	\$145,269	\$152,714	\$170,686
2026	\$163,497	\$170,898	\$186,520
Per Capita Income			
2021	\$24,973	\$26,194	\$28,316
2026	\$27,332	\$28,777	\$31,153
Median Age			
2010	40.0	40.1	41.4
2021	41.4	41.9	43.1
2026	42.0	42.6	43.6

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

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2021 Households by Income			
Household Income Base	4,537	5,947	8,658
<\$15,000	17.0%	15.3%	12.5%
\$15,000 - \$24,999	13.4%	12.5%	11.0%
\$25,000 - \$34,999	11.8%	11.4%	10.0%
\$35,000 - \$49,999	11.3%	11.8%	12.2%
\$50,000 - \$74,999	17.9%	18.7%	18.8%
\$75,000 - \$99,999	10.9%	10.8%	12.3%
\$100,000 - \$149,999	13.3%	14.0%	15.3%
\$150,000 - \$199,999	2.3%	3.0%	4.4%
\$200,000+	2.0%	2.6%	3.5%
Average Household Income	\$59,619	\$63,499	\$71,005
2026 Households by Income			
Household Income Base	4,643	6,077	8,836
<\$15,000	15.6%	14.0%	11.4%
\$15,000 - \$24,999	12.9%	12.0%	10.3%
\$25,000 - \$34,999	11.5%	10.9%	9.5%
\$35,000 - \$49,999	10.9%	11.3%	11.5%
\$50,000 - \$74,999	17.7%	18.6%	18.7%
\$75,000 - \$99,999	11.1%	10.9%	12.6%
\$100,000 - \$149,999	15.2%	15.9%	16.9%
\$150,000 - \$199,999	2.7%	3.5%	5.3%
\$200,000+	2.3%	2.9%	3.9%
Average Household Income	\$65,203	\$69,684	\$78,031
2021 Owner Occupied Housing Units by Value			
Total	2,846	3,892	5,932
<\$50,000	4.8%	5.1%	3.9%
\$50,000 - \$99,999	26.9%	23.9%	18.3%
\$100,000 - \$149,999	20.2%	20.0%	19.0%
\$150,000 - \$199,999	18.1%	19.2%	21.4%
\$200,000 - \$249,999	10.7%	10.6%	11.9%
\$250,000 - \$299,999	5.6%	6.2%	7.8%
\$300,000 - \$399,999	8.4%	8.2%	8.9%
\$400,000 - \$499,999	2.8%	3.3%	3.7%
\$500,000 - \$749,999	1.8%	2.5%	3.4%
\$750,000 - \$999,999	0.5%	0.7%	1.2%
\$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%	0.1%	0.1%
Average Home Value	\$177,828	\$188,069	\$211,712
2026 Owner Occupied Housing Units by Value			
Total	2,956	4,029	6,122
<\$50,000	3.7%	3.9%	2.9%
\$50,000 - \$99,999	22.7%	19.8%	14.9%
\$100,000 - \$149,999	18.7%	18.3%	17.0%
\$150,000 - \$199,999	18.2%	19.2%	20.8%
\$200,000 - \$249,999	11.6%	11.2%	12.4%
\$250,000 - \$299,999	6.4%	7.0%	8.6%
\$300,000 - \$399,999	11.2%	10.8%	11.4%
\$400,000 - \$499,999	4.1%	4.8%	5.2%
\$500,000 - \$749,999	2.6%	3.6%	4.8%
\$750,000 - \$999,999	0.7%	0.9%	1.5%
\$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%	0.1%
Average Home Value	\$199,028	\$211,610	\$235,058

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	9,949	13,507	20,444
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%	11.6%
25 - 34	11.6%	11.5%	11.4%
35 - 44	12.2%	12.5%	13.1%
45 - 54	14.5%	14.8%	15.2%
55 - 64	12.4%	12.5%	13.3%
65 - 74	9.0%	9.0%	8.8%
75 - 84	5.4%	5.3%	5.3%
85 +	2.6%	2.4%	2.5%
18 +	75.9%	75.7%	76.7%
2021 Population by Age			
Total	10,642	14,371	21,862
0 - 4	6.2%	5.9%	5.2%
5 - 9	6.4%	6.2%	5.7%
10 - 14	6.4%	6.4%	6.0%
15 - 24	10.5%	10.5%	10.4%
25 - 34	12.9%	12.7%	12.9%
35 - 44	11.7%	11.9%	12.1%
45 - 54	11.6%	12.0%	12.5%
55 - 64	13.8%	14.0%	14.4%
65 - 74	11.1%	11.2%	11.8%
75 - 84	6.7%	6.6%	6.4%
85 +	2.8%	2.6%	2.7%
18 +	77.7%	78.1%	79.8%
2026 Population by Age			
Total	10,878	14,664	22,275
0 - 4	6.2%	5.9%	5.1%
5 - 9	6.3%	6.1%	5.6%
10 - 14	6.5%	6.5%	6.1%
15 - 24	11.1%	10.9%	10.3%
25 - 34	11.4%	11.3%	12.2%
35 - 44	12.1%	12.2%	12.5%
45 - 54	11.3%	11.7%	11.9%
55 - 64	12.5%	12.8%	13.2%
65 - 74	11.9%	12.1%	12.5%
75 - 84	7.7%	7.7%	7.8%
85 +	2.9%	2.8%	2.8%
18 +	77.3%	77.8%	79.7%
2010 Population by Sex			
Males	4,693	6,460	10,078
Females	5,257	7,049	10,367
2021 Population by Sex			
Males	5,072	6,944	10,960
Females	5,569	7,426	10,900
2026 Population by Sex			
Males	5,209	7,122	11,199
Females	5,667	7,541	11,076

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2010 Population by Race/Ethnicity			
Total	9,950	13,509	20,445
White Alone	88.8%	90.2%	91.0%
Black Alone	6.1%	5.2%	5.0%
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%	1.3%
Two or More Races	2.5%	2.3%	1.9%
Hispanic Origin	3.3%	2.9%	2.5%
Diversity Index	25.7	22.9	20.9
2021 Population by Race/Ethnicity			
Total	10,641	14,370	21,859
White Alone	87.1%	88.6%	89.4%
Black Alone	5.9%	5.1%	5.1%
American Indian Alone	0.2%	0.2%	0.2%
Asian Alone	1.0%	1.0%	1.0%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	2.6%	2.3%	1.8%
Two or More Races	3.1%	2.8%	2.4%
Hispanic Origin	4.7%	4.2%	3.6%
Diversity Index	30.6	27.5	25.3
2026 Population by Race/Ethnicity			
Total	10,876	14,664	22,275
White Alone	86.0%	87.5%	88.4%
Black Alone	5.8%	5.0%	5.1%
American Indian Alone	0.2%	0.2%	0.2%
Asian Alone	1.3%	1.2%	1.2%
Pacific Islander Alone	0.0%	0.0%	0.1%
Some Other Race Alone	3.2%	2.8%	2.2%
Two or More Races	3.5%	3.3%	2.8%
Hispanic Origin	5.7%	5.0%	4.3%
Diversity Index	33.7	30.4	27.9
2010 Population by Relationship and Household Type			
Total	9,950	13,509	20,445
In Households	98.9%	98.8%	96.3%
In Family Households	82.4%	83.2%	81.7%
Householder	27.4%	27.6%	27.4%
Spouse	19.3%	19.9%	20.7%
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	16.5%	15.6%	14.7%
In Group Quarters	1.1%	1.2%	3.7%
Institutionalized Population	1.1%	1.2%	3.7%
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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2021 Population 25+ by Educational Attainment			
Total	7,505	10,196	15,913
Less than 9th Grade	10.2%	8.6%	6.6%
9th - 12th Grade, No Diploma	7.5%	7.4%	7.8%
High School Graduate	29.6%	29.7%	27.5%
GED/Alternative Credential	9.1%	9.2%	8.5%
Some College, No Degree	16.4%	17.0%	18.1%
Associate Degree	9.0%	9.5%	9.3%
Bachelor's Degree	11.8%	11.3%	12.3%
Graduate/Professional Degree	6.6%	7.2%	9.9%
2021 Population 15+ by Marital Status			
Total	8,621	11,707	18,184
Never Married	26.1%	25.0%	26.1%
Married	51.1%	51.9%	51.6%
Widowed	9.0%	9.0%	8.1%
Divorced	13.9%	14.0%	14.2%
2021 Civilian Population 16+ in Labor Force			
Civilian Population 16+	4,411	6,147	9,338
Population 16+ Employed	90.8%	91.7%	93.5%
Population 16+ Unemployment rate	9.2%	8.3%	6.5%
Population 16-24 Employed	12.1%	12.4%	12.2%
Population 16-24 Unemployment rate	7.5%	6.8%	6.7%
Population 25-54 Employed	64.6%	64.4%	62.6%
Population 25-54 Unemployment rate	10.7%	9.5%	7.3%
Population 55-64 Employed	15.9%	15.9%	17.1%
Population 55-64 Unemployment rate	8.2%	7.9%	5.9%
Population 65+ Employed	7.4%	7.3%	8.0%
Population 65+ Unemployment rate	0.0%	0.0%	0.0%
2021 Employed Population 16+ by Industry			
Total	4,005	5,639	8,735
Agriculture/Mining	2.1%	1.7%	1.7%
Construction	10.2%	9.9%	9.3%
Manufacturing	20.4%	20.7%	18.6%
Wholesale Trade	1.5%	1.5%	1.4%
Retail Trade	10.6%	10.4%	9.7%
Transportation/Utilities	3.4%	3.8%	4.6%
Information	1.0%	0.8%	1.2%
Finance/Insurance/Real Estate	6.1%	6.1%	5.0%
Services	37.4%	38.4%	42.1%
Public Administration	7.2%	6.7%	6.2%
2021 Employed Population 16+ by Occupation			
Total	4,005	5,638	8,736
White Collar	52.4%	52.8%	54.8%
Management/Business/Financial	13.6%	13.1%	15.1%
Professional	18.6%	19.6%	21.4%
Sales	4.7%	5.2%	5.0%
Administrative Support	15.6%	14.9%	13.3%
Services	15.5%	15.7%	15.7%
Blue Collar	32.1%	31.5%	29.5%
Farming/Forestry/Fishing	0.7%	0.6%	0.5%
Construction/Extraction	6.4%	6.6%	6.2%
Installation/Maintenance/Repair	4.8%	5.0%	4.9%
Production	11.5%	11.4%	10.9%
Transportation/Material Moving	8.7%	7.9%	7.0%

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2010 Households by Type			
Total	4,224	5,565	8,154
Households with 1 Person	30.4%	28.8%	27.8%
Households with 2+ People	69.6%	71.2%	72.2%
Family Households	65.6%	67.1%	68.3%
Husband-wife Families	46.2%	48.5%	51.6%
With Related Children	19.4%	20.4%	21.0%
Other Family (No Spouse Present)	19.4%	18.6%	16.7%
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	15.0%	14.1%	12.4%
With Related Children	9.7%	9.3%	8.4%
Nonfamily Households	4.0%	4.1%	3.9%
All Households with Children	32.7%	33.3%	32.7%
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%	0.6%
2010 Households by Size			
Total	4,225	5,567	8,156
1 Person Household	30.3%	28.8%	27.8%
2 Person Household	33.0%	33.6%	35.1%
3 Person Household	16.9%	17.0%	16.8%
4 Person Household	12.5%	13.0%	12.8%
5 Person Household	4.9%	5.1%	5.1%
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	4,224	5,566	8,154
Owner Occupied	63.8%	66.6%	69.4%
Owned with a Mortgage/Loan	39.9%	41.8%	44.4%
Owned Free and Clear	24.0%	24.8%	25.0%
Renter Occupied	36.2%	33.4%	30.6%
2021 Affordability, Mortgage and Wealth			
Housing Affordability Index	167	174	174
Percent of Income for Mortgage	13.7%	13.2%	13.2%
Wealth Index	51	58	70
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	4,696	6,168	9,186
Housing Units Inside Urbanized Area	0.0%	0.0%	0.0%
Housing Units Inside Urbanized Cluster	77.2%	66.6%	57.8%
Rural Housing Units	22.8%	33.4%	42.2%
2010 Population By Urban/ Rural Status			
Total Population	9,950	13,509	20,445
Population Inside Urbanized Area	0.0%	0.0%	0.0%
Population Inside Urbanized Cluster	74.7%	63.7%	55.7%
Rural Population	25.3%	36.3%	44.3%

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.	Old and Newcomers (8F)	Old and Newcomers (8F)	In Style (5B)
2021 Consumer Spending			
Apparel & Services: Total \$	\$6,246,011	\$8,668,315	\$13,996,046
Average Spent	\$1,376.68	\$1,457.59	\$1,616.54
Spending Potential Index	65	69	76
Education: Total \$	\$4,343,293	\$6,048,331	\$10,029,145
Average Spent	\$957.31	\$1,017.04	\$1,158.37
Spending Potential Index	55	59	67
Entertainment/Recreation: Total \$	\$10,247,464	\$14,348,590	\$23,120,245
Average Spent	\$2,258.64	\$2,412.74	\$2,670.39
Spending Potential Index	70	75	83
Food at Home: Total \$	\$17,022,639	\$23,684,365	\$37,999,207
Average Spent	\$3,751.96	\$3,982.57	\$4,388.91
Spending Potential Index	69	73	81
Food Away from Home: Total \$	\$11,061,979	\$15,361,076	\$24,817,634
Average Spent	\$2,438.17	\$2,583.00	\$2,866.44
Spending Potential Index	64	68	76
Health Care: Total \$	\$20,733,050	\$29,050,823	\$46,736,722
Average Spent	\$4,569.77	\$4,884.95	\$5,398.10
Spending Potential Index	73	78	87
HH Furnishings & Equipment: Total \$	\$6,702,871	\$9,367,637	\$15,259,077
Average Spent	\$1,477.38	\$1,575.19	\$1,762.43
Spending Potential Index	66	70	78
Personal Care Products & Services: Total \$	\$2,683,241	\$3,736,071	\$6,037,908
Average Spent	\$591.41	\$628.23	\$697.38
Spending Potential Index	66	70	78
Shelter: Total \$	\$56,193,419	\$78,009,504	\$127,198,230
Average Spent	\$12,385.59	\$13,117.45	\$14,691.41
Spending Potential Index	61	65	73
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$7,071,094	\$9,873,232	\$16,606,332
Average Spent	\$1,558.54	\$1,660.20	\$1,918.03
Spending Potential Index	65	69	80
Travel: Total \$	\$7,036,290	\$9,872,765	\$16,362,663
Average Spent	\$1,550.87	\$1,660.13	\$1,889.89
Spending Potential Index	61	66	75
Vehicle Maintenance & Repairs: Total \$	\$3,555,076	\$4,949,533	\$7,975,942
Average Spent	\$783.57	\$832.27	\$921.22
Spending Potential Index	71	75	83

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.