

998 Monmouth St, Newport, KY 41071-2115  
 Drive Time: 15, 30, 60 Minutes

Latitude: 39.08733  
 Longitude: -84.48939

|                               | 15 minutes | 30 minutes | 60 minutes |
|-------------------------------|------------|------------|------------|
| <b>2010 Population</b>        |            |            |            |
| Total Population              | 533,736    | 1,438,883  | 2,636,442  |
| Male Population               | 48.1%      | 48.3%      | 48.7%      |
| Female Population             | 51.9%      | 51.7%      | 51.3%      |
| Median Age                    | 35.2       | 36.5       | 37.0       |
| <b>2010 Income</b>            |            |            |            |
| Median HH Income              | \$44,361   | \$58,133   | \$56,963   |
| Per Capita Income             | \$26,255   | \$29,764   | \$28,318   |
| Average HH Income             | \$59,271   | \$73,574   | \$71,095   |
| <b>2010 Households</b>        |            |            |            |
| Total Households              | 231,997    | 576,753    | 1,037,673  |
| Average Household Size        | 2.22       | 2.45       | 2.48       |
| <b>2010 Housing</b>           |            |            |            |
| Owner Occupied Housing Units  | 40.8%      | 56.0%      | 59.2%      |
| Renter Occupied Housing Units | 43.8%      | 33.1%      | 30.1%      |
| Vacant Housing Units          | 15.4%      | 10.8%      | 10.7%      |
| <b>Population</b>             |            |            |            |
| 1990 Population               | 579,000    | 1,297,761  | 2,314,101  |
| 2000 Population               | 548,164    | 1,371,269  | 2,477,926  |
| 2010 Population               | 533,736    | 1,438,883  | 2,636,442  |
| 2015 Population               | 538,835    | 1,486,504  | 2,716,968  |
| 1990-2000 Annual Rate         | -0.55%     | 0.55%      | 0.69%      |
| 2000-2010 Annual Rate         | -0.26%     | 0.47%      | 0.61%      |
| 2010-2015 Annual Rate         | 0.19%      | 0.65%      | 0.6%       |

In the identified market area, the current year population is 2,636,442. In 2000, the Census count in the market area was 2,477,926. The rate of change since 2000 was 0.61 percent annually. The five-year projection for the population in the market area is 2,716,968, representing a change of 0.6 percent annually from 2010 to 2015. Currently, the population is 48.7 percent male and 51.3 percent female.

|                       |         |         |           |
|-----------------------|---------|---------|-----------|
| <b>Households</b>     |         |         |           |
| 1990 Households       | 237,071 | 497,573 | 874,804   |
| 2000 Households       | 236,065 | 548,621 | 970,903   |
| 2010 Households       | 231,997 | 576,753 | 1,037,673 |
| 2015 Households       | 235,082 | 596,574 | 1,070,760 |
| 1990-2000 Annual Rate | -0.04%  | 0.98%   | 1.05%     |
| 2000-2010 Annual Rate | -0.17%  | 0.49%   | 0.65%     |
| 2010-2015 Annual Rate | 0.26%   | 0.68%   | 0.63%     |

The household count in this market area has changed from 970,903 in 2000 to 1,037,673 in the current year, a change of 0.65 percent annually. The five-year projection of households is 1,070,760, a change of 0.63 percent annually from the current year total. Average household size is currently 2.48, compared to 2.49 in the year 2000. The number of families in the current year is 681,782 in the market area.

**Housing**

Currently, 59.2 percent of the 1,161,369 housing units in the market area are owner occupied; 30.1 percent, renter occupied; and 10.7 percent are vacant. In 2000, there were 1,042,201 housing units - 62.0 percent owner occupied, 31.2 percent renter occupied and 6.8 percent vacant. The rate of change in housing units since 2000 is 1.06 percent. Median home value in the market area is \$131,615, compared to a median home value of \$157,913 for the U.S. In five years, median home value is projected to change by 1.98 percent annually to \$145,179. From 2000 to the current year, median home value changed by 1.77 percent annually.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2010 and 2015. ESRI converted 1990 Census data into 2000 geography.



# Demographic and Income Profile

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| Summary                         | 2000      |         | 2010      |         | 2015      |         |
|---------------------------------|-----------|---------|-----------|---------|-----------|---------|
| Population                      | 2,477,926 |         | 2,636,442 |         | 2,716,968 |         |
| Households                      | 970,903   |         | 1,037,673 |         | 1,070,760 |         |
| Families                        | 646,930   |         | 681,782   |         | 699,358   |         |
| Average Household Size          | 2.49      |         | 2.48      |         | 2.48      |         |
| Owner Occupied Housing Units    | 645,863   |         | 687,918   |         | 712,659   |         |
| Renter Occupied Housing Units   | 325,040   |         | 349,755   |         | 358,101   |         |
| Median Age                      | 35.2      |         | 37.0      |         | 37.1      |         |
| Trends: 2010 - 2015 Annual Rate | Area      |         | State     |         | National  |         |
| Population                      | 0.60%     |         | 0.62%     |         | 0.76%     |         |
| Households                      | 0.63%     |         | 0.75%     |         | 0.78%     |         |
| Families                        | 0.51%     |         | 0.52%     |         | 0.64%     |         |
| Owner HHs                       | 0.71%     |         | 0.77%     |         | 0.82%     |         |
| Median Household Income         | 2.35%     |         | 2.39%     |         | 2.36%     |         |
| Households by Income            | 2000      |         | 2010      |         | 2015      |         |
|                                 | Number    | Percent | Number    | Percent | Number    | Percent |
| <\$15,000                       | 140,816   | 14.5%   | 107,208   | 10.3%   | 96,489    | 9.0%    |
| \$15,000 - \$24,999             | 120,054   | 12.4%   | 87,422    | 8.4%    | 72,405    | 6.8%    |
| \$25,000 - \$34,999             | 123,556   | 12.7%   | 93,758    | 9.0%    | 73,945    | 6.9%    |
| \$35,000 - \$49,999             | 161,566   | 16.6%   | 162,559   | 15.7%   | 132,865   | 12.4%   |
| \$50,000 - \$74,999             | 199,786   | 20.6%   | 215,948   | 20.8%   | 237,635   | 22.2%   |
| \$75,000 - \$99,999             | 106,702   | 11.0%   | 167,732   | 16.2%   | 175,648   | 16.4%   |
| \$100,000 - \$149,999           | 76,446    | 7.9%    | 136,502   | 13.2%   | 197,658   | 18.5%   |
| \$150,000 - \$199,999           | 20,387    | 2.1%    | 33,663    | 3.2%    | 43,715    | 4.1%    |
| \$200,000+                      | 21,775    | 2.2%    | 32,878    | 3.2%    | 40,397    | 3.8%    |
| Median Household Income         | \$43,853  |         | \$56,963  |         | \$63,990  |         |
| Average Household Income        | \$57,350  |         | \$71,095  |         | \$79,554  |         |
| Per Capita Income               | \$22,761  |         | \$28,318  |         | \$31,722  |         |
| Population by Age               | 2000      |         | 2010      |         | 2015      |         |
|                                 | Number    | Percent | Number    | Percent | Number    | Percent |
| 0 - 4                           | 172,888   | 7.0%    | 183,956   | 7.0%    | 187,120   | 6.9%    |
| 5 - 9                           | 182,099   | 7.3%    | 179,304   | 6.8%    | 184,360   | 6.8%    |
| 10 - 14                         | 184,885   | 7.5%    | 176,147   | 6.7%    | 185,538   | 6.8%    |
| 15 - 19                         | 179,046   | 7.2%    | 183,931   | 7.0%    | 179,014   | 6.6%    |
| 20 - 24                         | 166,284   | 6.7%    | 182,568   | 6.9%    | 183,517   | 6.8%    |
| 25 - 34                         | 346,234   | 14.0%   | 344,355   | 13.1%   | 366,295   | 13.5%   |
| 35 - 44                         | 405,395   | 16.4%   | 356,175   | 13.5%   | 348,022   | 12.8%   |
| 45 - 54                         | 334,017   | 13.5%   | 393,237   | 14.9%   | 367,235   | 13.5%   |
| 55 - 64                         | 207,567   | 8.4%    | 303,068   | 11.5%   | 336,293   | 12.4%   |
| 65 - 74                         | 160,033   | 6.5%    | 171,868   | 6.5%    | 216,163   | 8.0%    |
| 75 - 84                         | 104,221   | 4.2%    | 111,817   | 4.2%    | 111,425   | 4.1%    |
| 85+                             | 35,257    | 1.4%    | 50,016    | 1.9%    | 51,986    | 1.9%    |
| Race and Ethnicity              | 2000      |         | 2010      |         | 2015      |         |
|                                 | Number    | Percent | Number    | Percent | Number    | Percent |
| White Alone                     | 2,090,329 | 84.4%   | 2,190,787 | 83.1%   | 2,238,412 | 82.4%   |
| Black Alone                     | 310,997   | 12.6%   | 332,974   | 12.6%   | 349,070   | 12.8%   |
| American Indian Alone           | 4,676     | 0.2%    | 5,482     | 0.2%    | 5,799     | 0.2%    |
| Asian Alone                     | 31,176    | 1.3%    | 45,856    | 1.7%    | 52,941    | 1.9%    |
| Pacific Islander Alone          | 701       | 0.0%    | 860       | 0.0%    | 901       | 0.0%    |
| Some Other Race Alone           | 11,569    | 0.5%    | 19,633    | 0.7%    | 22,530    | 0.8%    |
| Two or More Races               | 28,478    | 1.1%    | 40,850    | 1.5%    | 47,315    | 1.7%    |
| Hispanic Origin (Any Race)      | 28,966    | 1.2%    | 56,675    | 2.1%    | 70,915    | 2.6%    |

Data Note: Income is expressed in current dollars

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2010 and 2015.

August 06, 2010

Made with ESRI Business Analyst

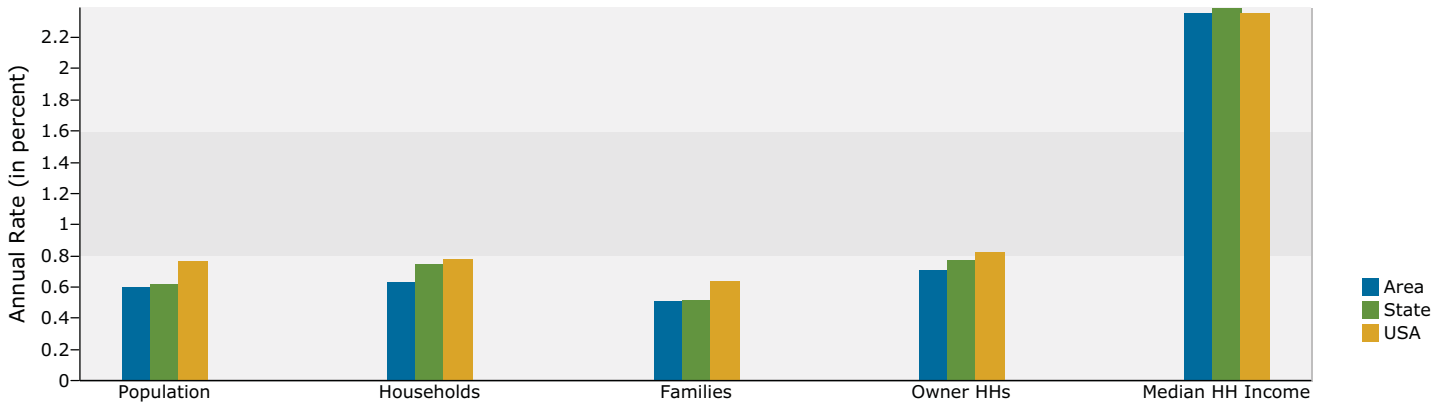


# Demographic and Income Profile

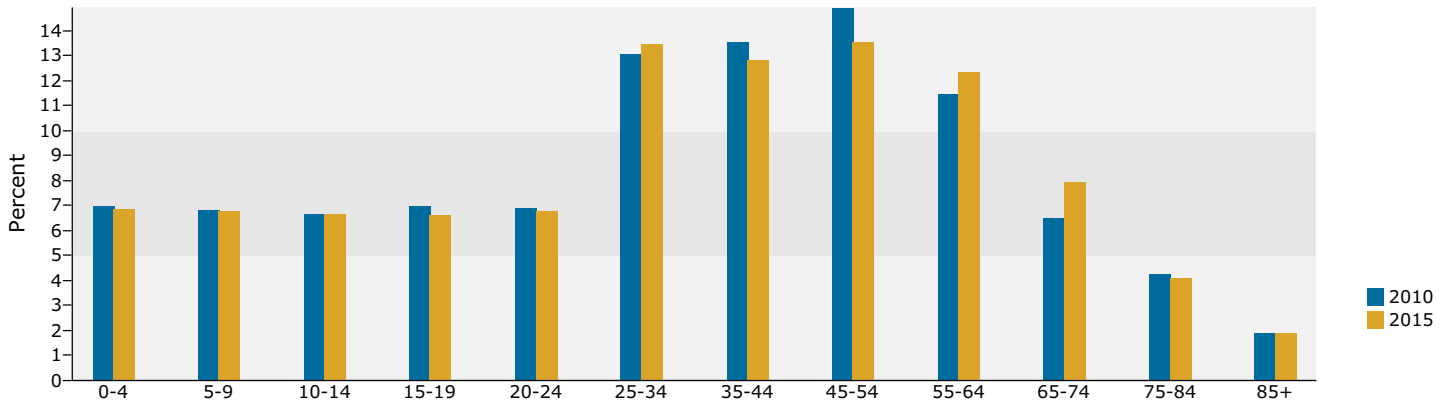
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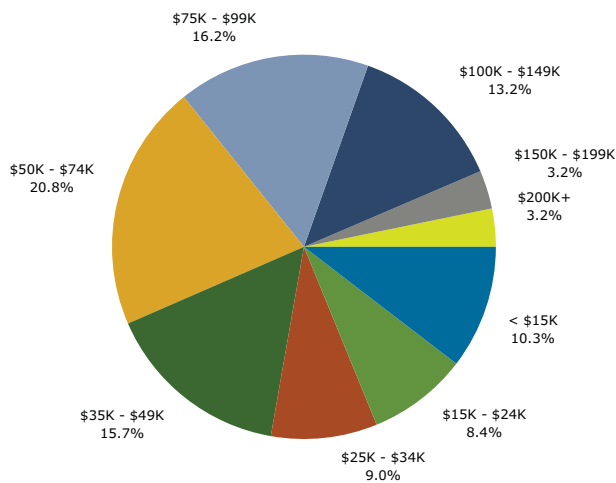
## Trends 2010-2015



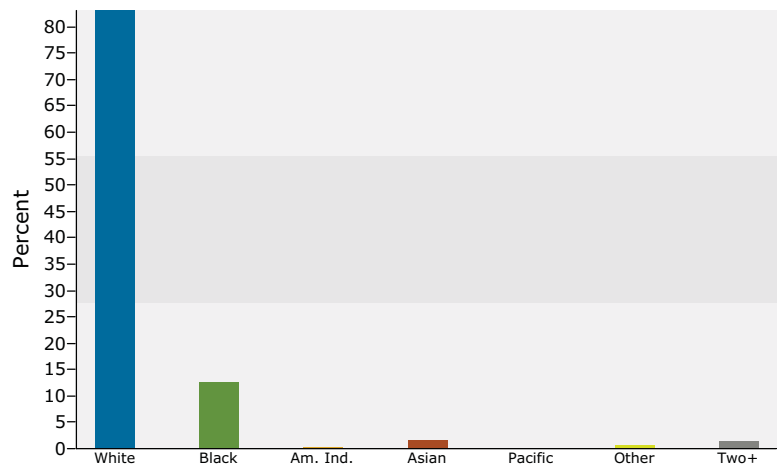
## Population by Age



## 2010 Household Income



## 2010 Population by Race



2010 Percent Hispanic Origin: 2.1%

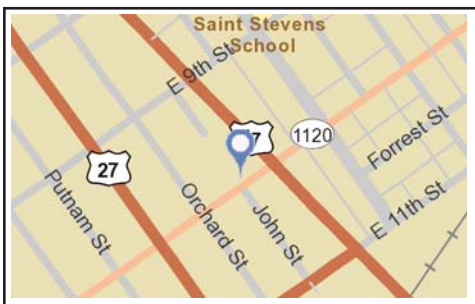
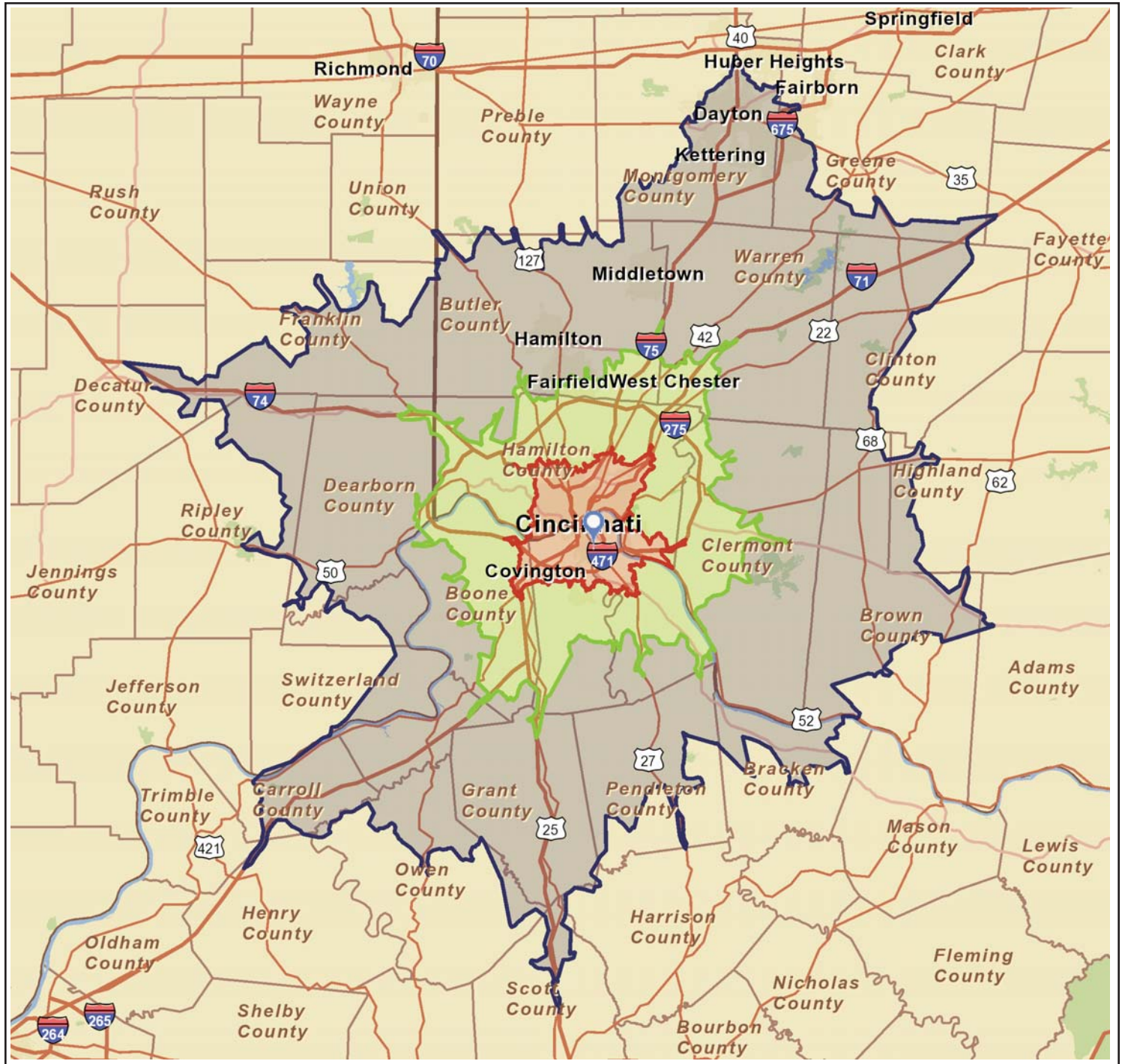
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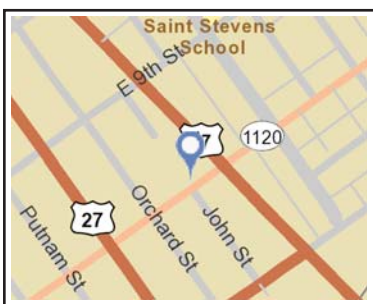
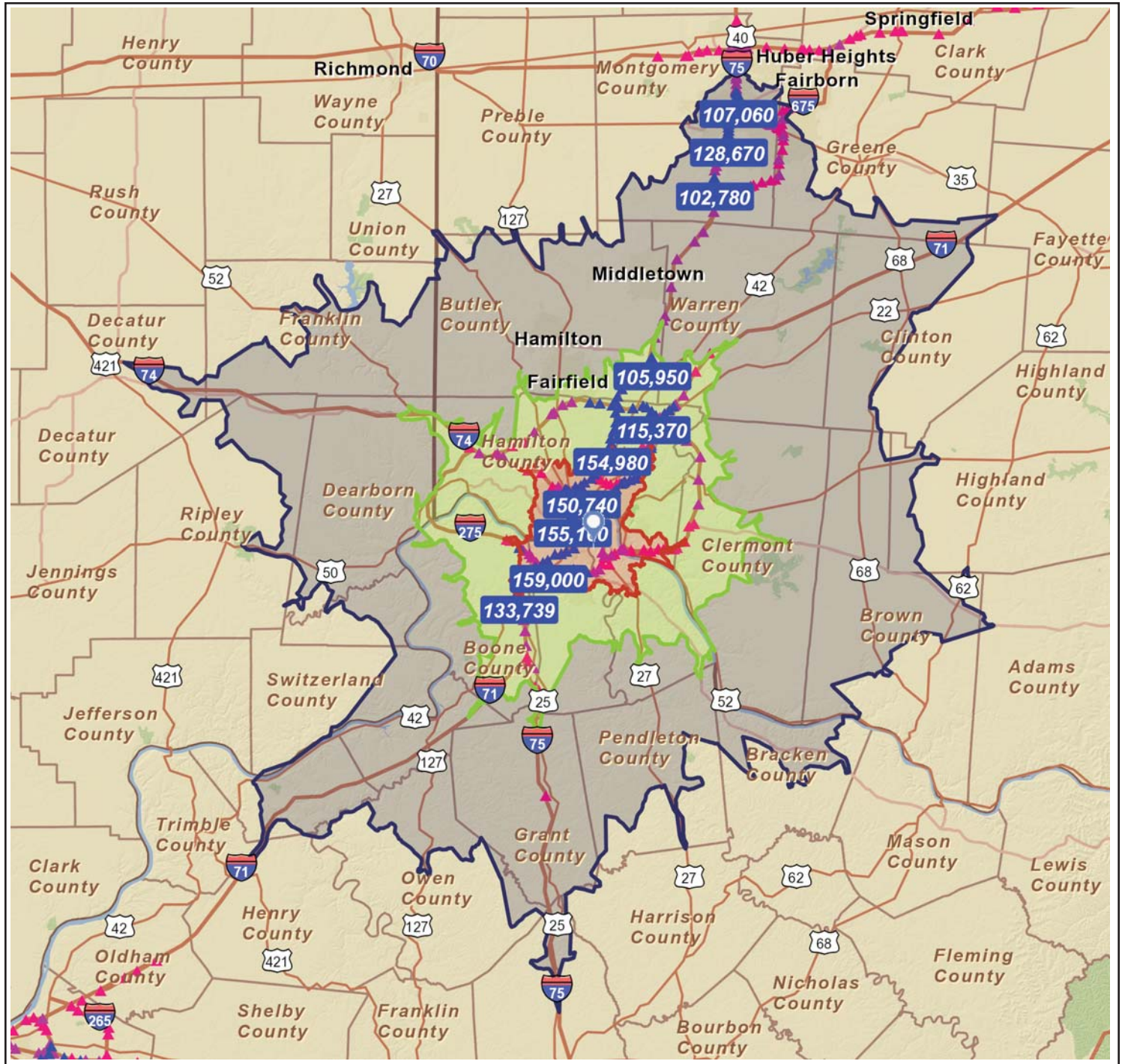
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- Average Daily Traffic Volume**
- ▲ Up to 6,000 vehicles per day
  - ▲ 6,001 - 15,000
  - ▲ 15,001 - 30,000
  - ▲ 30,001 - 50,000
  - ▲ 50,001 - 100,000
  - ▲ More than 100,000 per day



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