

Economic Opportunities Across Kentucky



PREPARED BY

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At a glance.

Local economic-area metrics across Kentucky

MEDIAN HOME VALUE

\$274,580

▲ +2.3% YoY

AVG. HOUSEHOLD INCOME

\$87,862

Robust local spending power

TOTAL POPULATION

4,584,322

▲ +1.74% vs. prior period

HOMEOWNERSHIP

68.3%

UNEMPLOYMENT

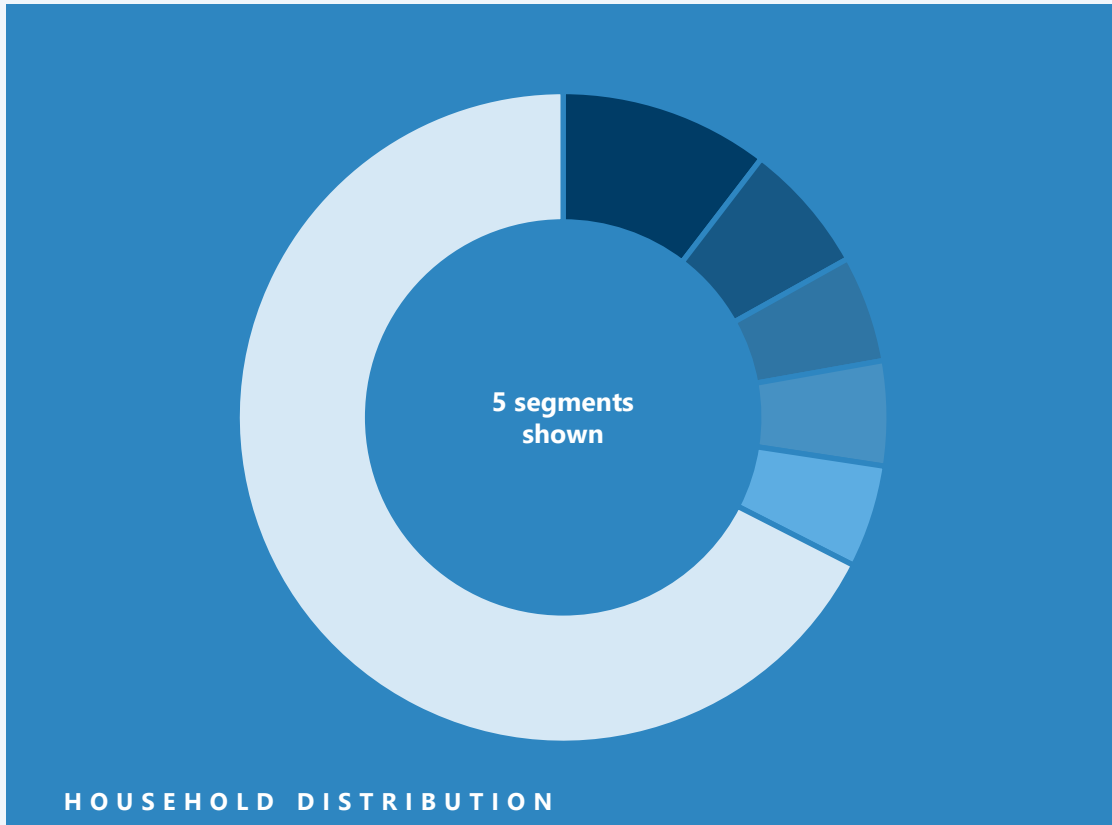
5.6%

MEDIAN AGE

40.2

Who lives here.

Esri Tapestry Segmentation — top household types in this economic area



01	Scenic Byways <i>Countryscapes</i>	10.4%
02	Rooted Rural <i>Countryscapes</i>	6.5%
03	Small Town Sincerity <i>Countryscapes</i>	5.3%
04	Room to Roam <i>Suburban Shine</i>	5.2%
05	Southern Satellites <i>Countryscapes</i>	5.1%

01 — TOP LOCAL SEGMENT

Scenic Byways.

10.4% of Kentucky households fit this national segment type

The primary Tapestry segment, 'Scenic Byways,' represents 10.4% of local households in Kentucky. Nationally, this segment is part of the 'Countryscapes' LifeMode group, characterized by a mature, retired living stage. These consumers often reside in single-family homes and mobile homes, with a median age of 43.7. They typically shop in person at local stores, favor American-made pickup trucks, and maintain connectivity through satellite services.

HOUSEHOLD TYPE

Married Couples, Singles Living Alone

RESIDENCE TYPE

Single Family, Mobile Homes

SEGMENT MEDIAN NET WORTH

\$138,719

National segment profile

Does not represent local Kentucky demographics

01 INCOME & SPENDING POWER

\$87.9K

AVG. HOUSEHOLD INCOME · LOCAL

Kentucky's average household income is \$87,862, with an average disposable income of \$66,240. The projected median household income is expected to rise to \$70,445, highlighting the area's economic potential for developers and investors.

Avg. Household Income

Local

\$87,862

Disposable Income

Local

\$66,240

Per Capita Income

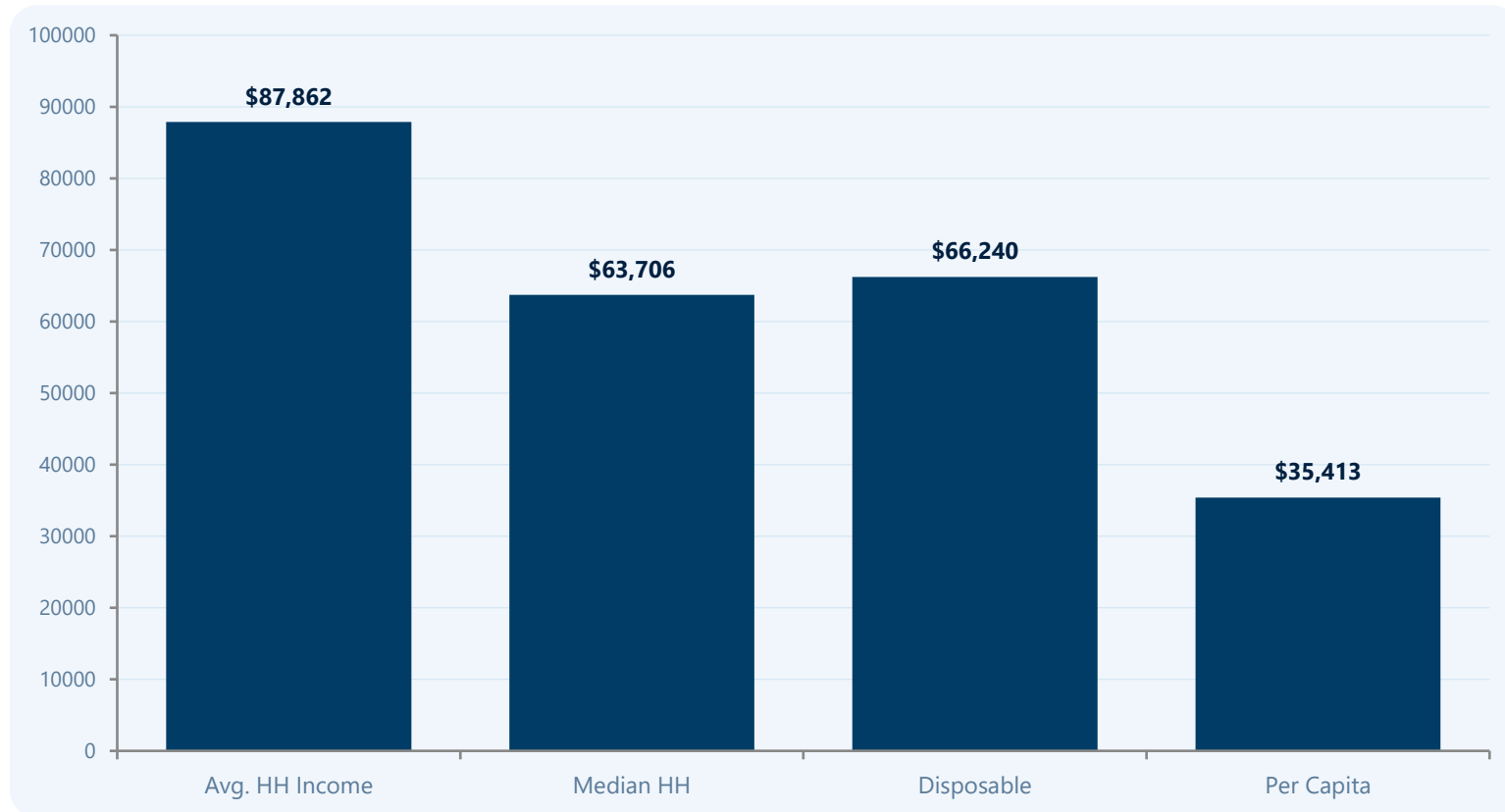
5.6% unemployment

\$35,413

Projected median income rising to \$70,445.

The income picture.

Local household income metrics at a glance



KEY INSIGHT

\$87,862

local average household income

\$66,240 in disposable income. Projected median rising to \$70,445.

Unemployment Local 5.6% · U.S. 4.3%

02 POPULATION & DENSITY

With a total population of 4,584,322, Kentucky experiences a growth rate of 1.74%. The median age is 40.2, and the average household size is 2.42, indicating a stable and moderately dense community with 116.1 people per square mile.

Total Population*+1.74% change*

4,584,322

Daytime Population*Density: 116.2/sq mi*

4,587,066

Avg. Household Size*Median Age: 40.2*

2.42

TOTAL POPULATION

4.58

MILLION

▲ +1.74% vs. prior period

Density: 116.1 per square mile

03 HOUSING PROFILE

MEDIAN HOME VALUE

\$274.6K

▲ +2.8% YoY

Kentucky's homeownership rate stands at 68.3%, with a median home value of \$274,580, which has increased by 2.8% over the past year. These indicators suggest a robust housing market that is appealing for both residential and investment opportunities.

By the numbers.

Median Home Value

+2.8% YoY

\$274,580

Homeowners

Renters: 31.7%

68.3%

Population Density

116.1/sq mi

Louisville

Local economic-area metrics across Jefferson County, Kentucky



MEDIAN HOME VALUE

\$278,020

▲ +2.0% YoY

AVG. HOUSEHOLD INCOME

\$97,182

Robust local spending power

TOTAL POPULATION

786,543

– +0.00% vs. prior period

HOMEOWNERSHIP

61.8%

UNEMPLOYMENT

5.4%

MEDIAN AGE

39.7

Lexington

Local economic-area metrics across Fayette County, Kentucky



MEDIAN HOME VALUE

\$327,690

▲ +3.1% YoY

AVG. HOUSEHOLD INCOME

\$102,715

Robust local spending power

TOTAL POPULATION

325,983

▲ +1.06% vs. prior period

HOMEOWNERSHIP

53.6%

UNEMPLOYMENT

5.2%

MEDIAN AGE

36.4

Bowling Green

Local economic-area metrics across Bowling Green, Kentucky



MEDIAN HOME VALUE

\$280,890

▲ +1.0% YoY

AVG. HOUSEHOLD INCOME

\$73,775

Robust local spending power

TOTAL POPULATION

79,579

– +0.00% vs. prior period

HOMEOWNERSHIP

37.3%

UNEMPLOYMENT

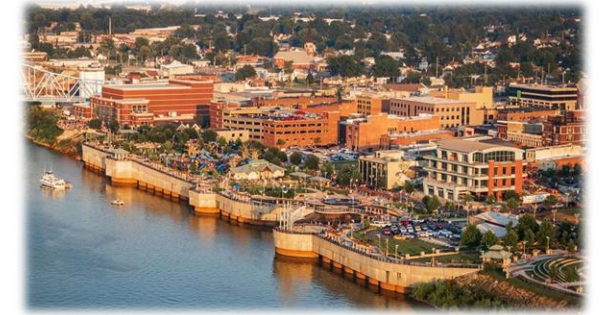
6.2%

MEDIAN AGE

31.0

Owensboro

Local economic-area metrics across Owensboro, Kentucky



MEDIAN HOME VALUE

\$225,500

▲ +4.3% YoY

AVG. HOUSEHOLD INCOME

\$72,985

Robust local spending power

TOTAL POPULATION

61,031

▲ +0.75% vs. prior period

HOMEOWNERSHIP

55.8%

UNEMPLOYMENT

5.7%

MEDIAN AGE

38.9

Covington

Local economic-area metrics across Covington, Kentucky



MEDIAN HOME VALUE

\$244,790

▲ +0.2% YoY

AVG. HOUSEHOLD INCOME

\$86,330

Robust local spending power

TOTAL POPULATION

42,995

▲ +0.05% vs. prior period

HOMEOWNERSHIP

51.5%

UNEMPLOYMENT

7.5%

MEDIAN AGE

37.3

Elizabethtown

Local economic-area metrics across Elizabethtown, Kentucky



MEDIAN HOME VALUE

\$294,810

▲ +1.5% YoY

AVG. HOUSEHOLD INCOME

\$79,035

Robust local spending power

TOTAL POPULATION

32,621

▲ +3.35% vs. prior period

HOMEOWNERSHIP

49.6%

UNEMPLOYMENT

5.7%

MEDIAN AGE

39.3

Frankfort

Local economic-area metrics across Frankfort, Kentucky



MEDIAN HOME VALUE

\$256,910

▲ +4.0% YoY

AVG. HOUSEHOLD INCOME

\$77,422

Robust local spending power

TOTAL POPULATION

28,788

▲ +0.65% vs. prior period

HOMEOWNERSHIP

48%

UNEMPLOYMENT

5.5%

MEDIAN AGE

39.3

Paducah

Local economic-area metrics across Paducah, Kentucky



MEDIAN HOME VALUE

\$261,150

▲ +6.5% YoY

AVG. HOUSEHOLD INCOME

\$80,620

Robust local spending power

TOTAL POPULATION

27,437

▲ +1.08% vs. prior period

HOMEOWNERSHIP

54.1%

UNEMPLOYMENT

4.7%

MEDIAN AGE

41.1

Explore the investment potential in Kentucky's thriving economic landscape with the Kentucky REALTORS®.

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