



📍 Falls Of Rough, KY 40119

Falls Of Rough Trade Area Profile

Exploring demographic trends and investment opportunities in Falls Of Rough, KY.

Commercial Trade Area Report



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Area at a Glance

Falls Of Rough, KY 40119 · Local Trade Area Metrics

 Total Population

2,269

▲ +9.24%

 Avg. Household Income

\$79,579

 Median Home Value

\$277,850

▼ -2.0%

 Homeownership Rate

96.8%

 Unemployment Rate

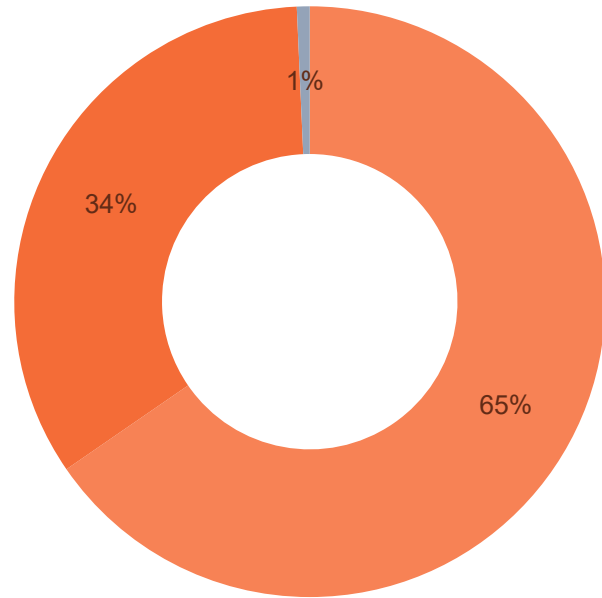
3.4%

 Median Age

49.7

Community Segments

Esri Tapestry Segmentation — Household Distribution



■ Rooted Rural ■ Country Charm ■ Rural Versatility

Rooted Rural

65.4%

65.4% of households · Countryscapes

Country Charm

33.9%

33.9% of households

Rural Versatility

0.7%

0.7% of households

Segments reflect national consumer types, not local demographics

Segment Profile

“Rooted Rural” — National Consumer Type

The 'Rooted Rural' segment, encompassing 65.4% of local households, is characterized nationally by a lifestyle focused on rural living with mature and retired residents. Part of the Countryscapes LifeMode group, this segment tends to own their homes, with a national homeownership rate of 82%, and prefers single-family homes and mobile homes. Financially, they have a median net worth of \$225,364 nationally, and their consumer behavior includes purchasing tools for home improvement and relying on satellite internet.



Rooted Rural

\$225K

Median Net Worth (national)



Household Type

Married Couples



Residence Type

Single Family, Mobile Homes

All attributes reflect the national Esri Tapestry profile for this consumer segment, not local measurements.

Source: Esri Tapestry Segmentation

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01 Income & Spending Power

Falls Of Rough exhibits a robust local economy with an average household income of \$79,579 and a substantial average disposable income of \$61,288. The local unemployment rate stands at 3.4%, significantly lower than the national rate of 4.3%, highlighting strong economic stability in the area.



Avg. Household Income

\$79.6K

Metric	Value	Context
Avg. Household Income	\$79,579	Local
Disposable Income	\$61,288	Local
Per Capita Income	\$32,634	3.4% unemployment

02 Population & Density

The trade area of Falls Of Rough is experiencing growth with a total population of 2,269, marking a 9.24% increase. The population density remains low at 20.8 people per square mile, indicating ample space for development opportunities.



Total Population

2,269

Metric	Value	Context
Total Population	2,269	+9.24% change
Daytime Population	1,552	Density: 14.2/sq mi

03 Housing Profile

With a local homeownership rate of 96.8%, Falls Of Rough reflects a highly stable housing market. The median home value is \$277,850, although there has been a slight decrease of 2.0% over 12 months, suggesting potential for strategic investment.



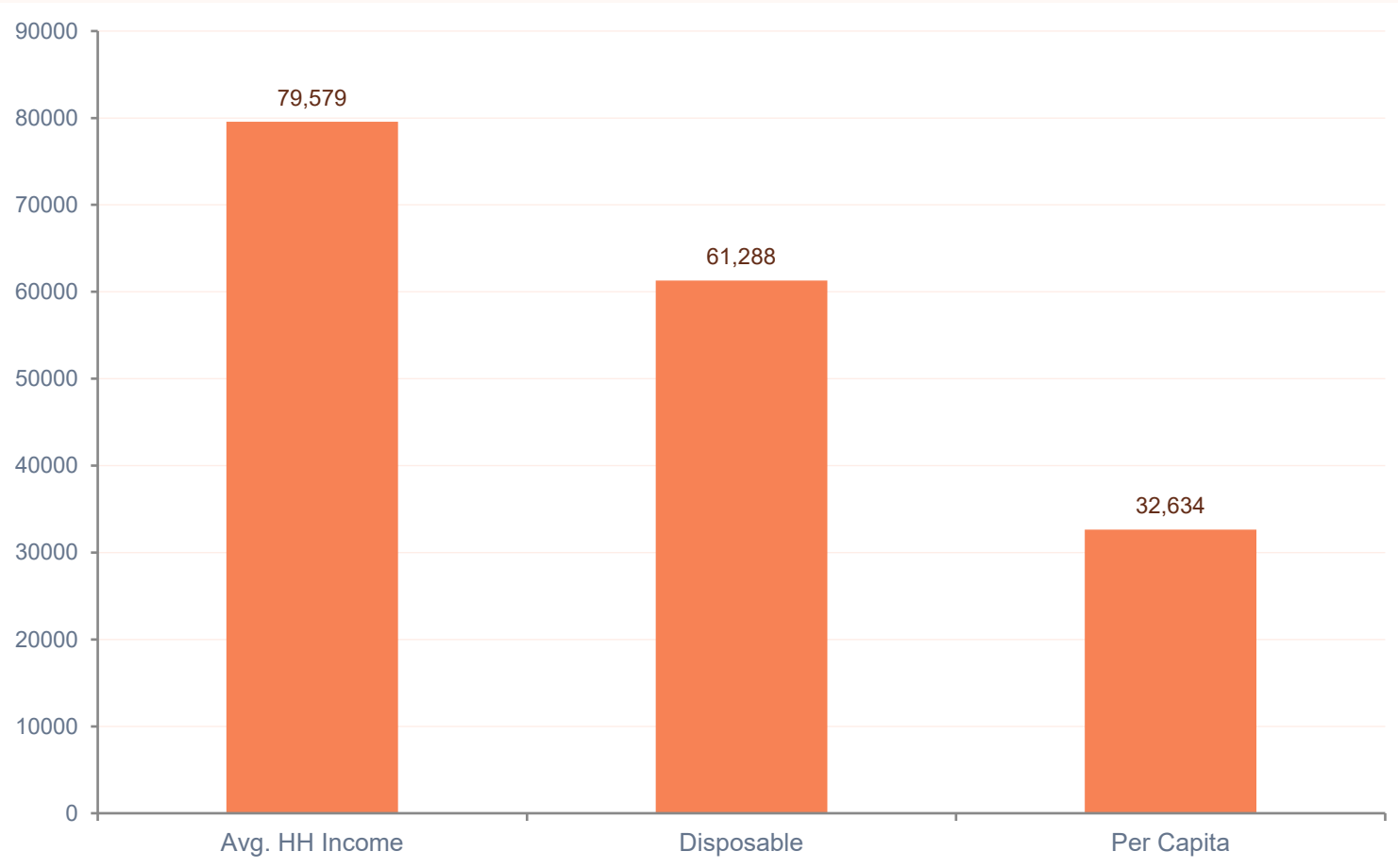
Median Home Value

\$277.9K

Metric	Value	Context
Median Home Value	\$277,850	-2.0% YoY
Homeowners	96.8%	Renters: 3.2%
Population Density	20.8/sq mi	

Income Profile

Local Household Income Metrics



Key Insight

Local average household income of \$79,579 with \$61,288 in disposable income. Projected median household income is \$78,678.

Unemployment: 3.4% (US: 4.3%)



Discover the potential of Falls Of Rough's trade area and leverage its unique demographic and economic landscape for strategic investments.



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