



📍 Westport, Kentucky

# Westport, Kentucky Trade Area Profile

Discover a unique blend of suburban charm and investment potential.

Commercial Trade Area Report



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# Area at a Glance

Westport, Kentucky · Local Trade Area Metrics

 Total Population

**255**

▲ +0.79%

 Avg. Household Income

**\$126,904**

 Median Home Value

**\$304,040**

▲ +3.4%

 Homeownership Rate

**59.4%**

 Unemployment Rate

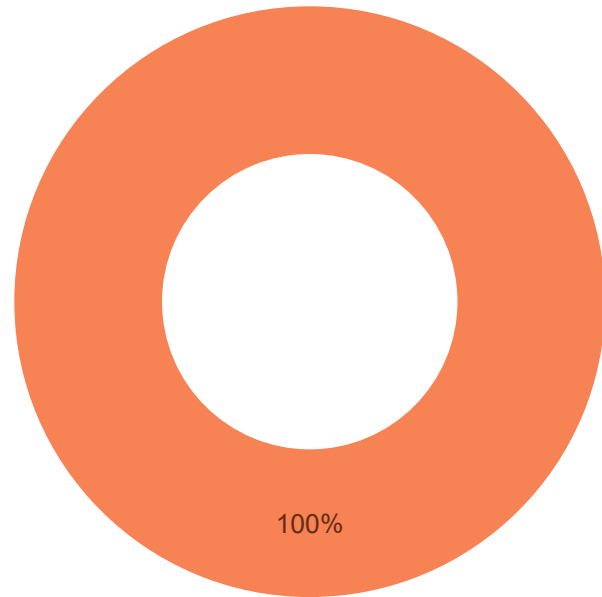
**2.3%**

 Median Age

**48.0**

# Community Segments

Esri Tapestry Segmentation — Household Distribution



■ Room to Roam

## Room to Roam

**100.0%**

100.0% of households · Suburban Shine

*Segments reflect national consumer types, not local demographics*

# Segment Profile

“Room to Roam” — National Consumer Type

The 'Room to Roam' segment, comprising 100% of local households, is part of the Suburban Shine LifeMode group. Nationally, this consumer type tends to be aging, self-employed suburbanites who value homeownership and have a median net worth of \$506,754. With a preference for single-family homes, they often shop using coupons, enjoy domestic travel, and are actively engaged in home maintenance and community activities.



Room to Roam

**\$507K**

*Median Net Worth (national)*



Household Type

**Married Couples w/No Kids**



Residence Type

**Single Family**

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

Source: Esri Tapestry Segmentation

Westport, Kentucky



# 01 Income & Spending Power

Westport presents a robust income profile with an average household income of \$126,904 and an impressive average disposable income of \$92,191. The local unemployment rate is significantly lower than the national average at 2.3%, suggesting a stable economic environment for investments.



Avg. Household Income

**\$126.9K**

Metric	Value	Context
Avg. Household Income	\$126,904	Local
Disposable Income	\$92,191	Local
Per Capita Income	\$57,729	2.3% unemployment

## 02 Population & Density

With a total population of 255, Westport is experiencing a modest growth rate of 0.79%. The area's population density stands at 316.2 people per square mile, indicating a suburban setting with potential for community expansion.



Total Population

255

Metric	Value	Context
Total Population	255	+0.79% change
Daytime Population	153	Density: 189.7/sq mi

# 03 Housing Profile

Westport’s housing market is characterized by a homeownership rate of 59.4% and a median home value of \$304,040, reflecting a 3.4% increase over the past year. The rental market is also significant, with 40.6% of residents renting their homes.

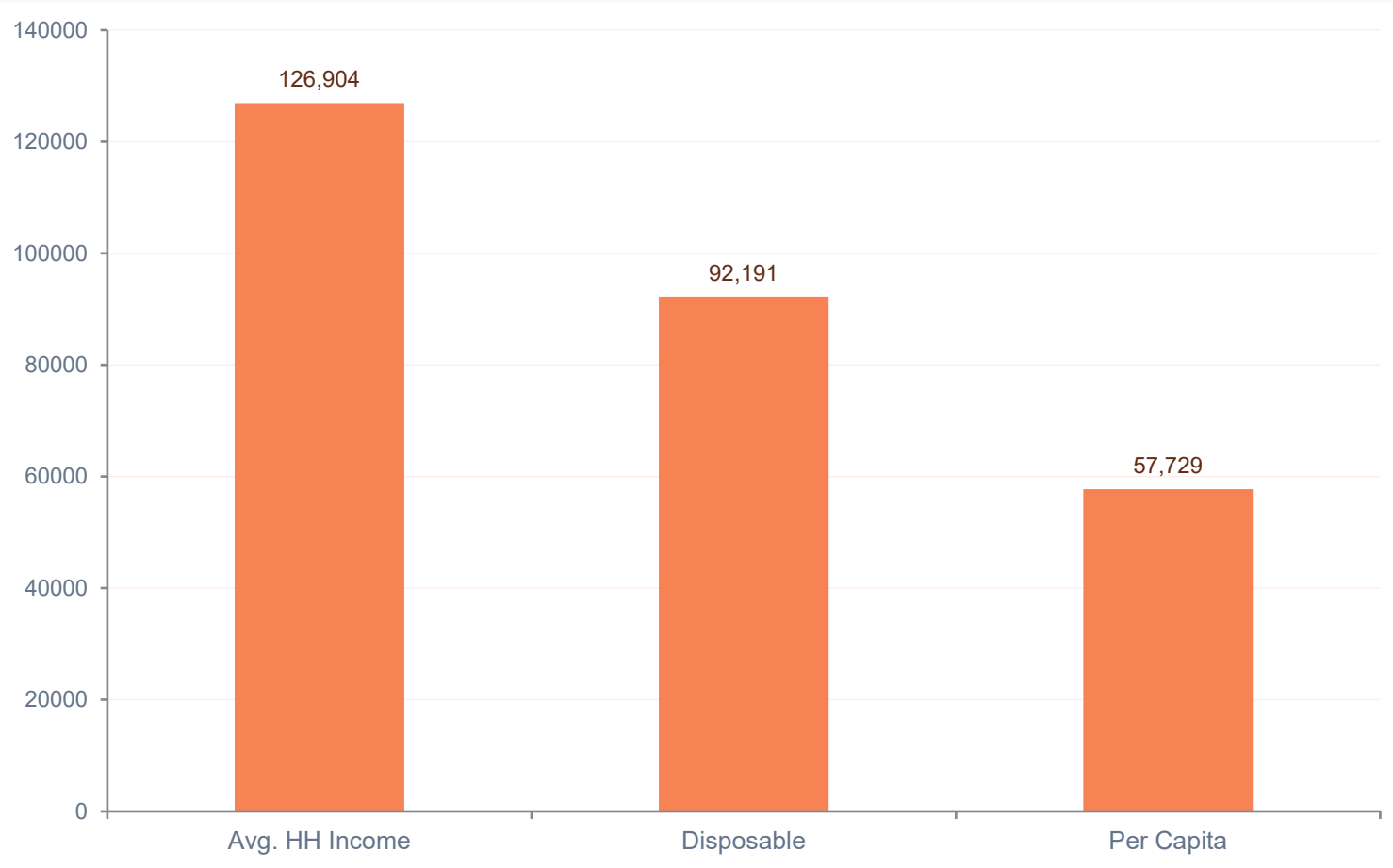


A dark brown callout box with a white house icon at the top left. Below the icon, the text "Median Home Value" is written in a small, light-colored font. The largest text in the box is "\$304K" in a bold, white font.

Metric	Value	Context
Median Home Value	\$304,040	+3.4% YoY
Homeowners	59.4%	Renters: 40.6%
Population Density	316.2/sq mi	

# Income Profile

## Local Household Income Metrics



### Key Insight

Local average household income of \$126,904 with \$92,191 in disposable income. Projected median household income is \$110,159.

**Unemployment: 2.3% (US: 4.3%)**



# Explore investment opportunities in Westport's promising trade area with Stephannie Wilson.



## Stephannie Wilson

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