

# Pendleton County

## COMMUNITY PROFILE

Pendleton County, KY  
Geography: County

14,552	-0.28%	2.61	12.8	41.6	\$61,184	\$169,757	\$129,977	21.4%	61.7%	16.9%
Population Total	Population Growth	Average HH Size	Diversity Index	Median Age	Median HH Income	Median Home Value	Median Net Worth	Age <18	Age 18-64	Age 65+



11.0%  
Services

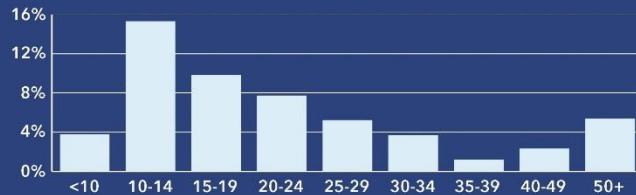


42.4%  
Blue Collar

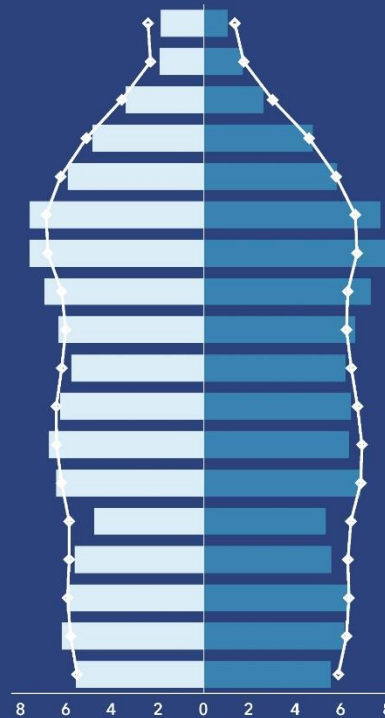


46.6%  
White Collar

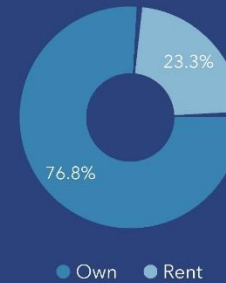
Mortgage as Percent of Salary



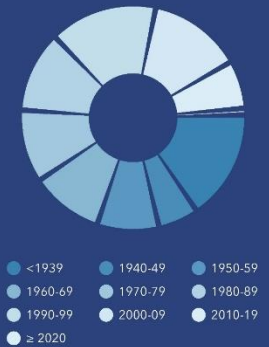
Age Profile: 5 Year Increments



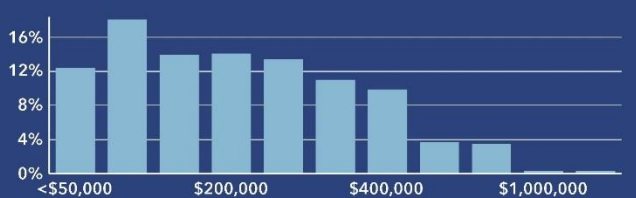
Home Ownership



Housing: Year Built



Home Value



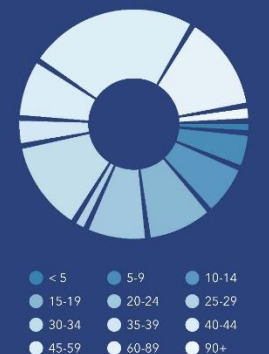
Household Income



Educational Attainment



Commute Time: Minutes



Source: Esri, ACS, Esri forecasts for 2022, 2017-2021, 2027.

Dots show comparison to Kentucky



# High Level Analytical Take-Aways

- **Connectivity:**
  - The region remains isolated from major employment and retail centers, demonstrated by a smaller percentage of regional trip destination end points and higher commute times for Pendleton residents.
  - Falmouth remains the county's center, with CVS, Dollar General, Wyatt's Supervalu and Family Dollar operating as the main retailers. Larger retailers such as Walmart Market in Willamstown also attract trips.
- **Economy:**
  - The region – in particular in the southeast - remains isolated from major employment and retail centers. However Pendleton does have higher net work households who live in newer suburban subdivisions in the northern portion of the county
  - Poverty remains high in the southeastern portion of the county where incomes and housing values are lower, while the northeastern part of the county with greater proximity to the river have higher home values and less poverty.
- **Housing:**
  - Housing in Pendleton is rural in character, with most housing built adjacent to major county roadways. A handful of new subdivisions are emerging in the northern section of the county and closer to the river, with similarities in housing design, aesthetic, and market to southern Campbell
  - Manufactured homes are common for newer construction, with manufactured homes often on larger rural pieces of land rather than larger and more dense mobile home parks. Manufactured homes are the majority of affordable stock
  - New development is limited to smaller subdivisions in the northern part of the county near Butler.
  - Little new rental housing has been added directly, contributing to higher rental price pressure for those who want to live in the region, contributing to high rent burdenship

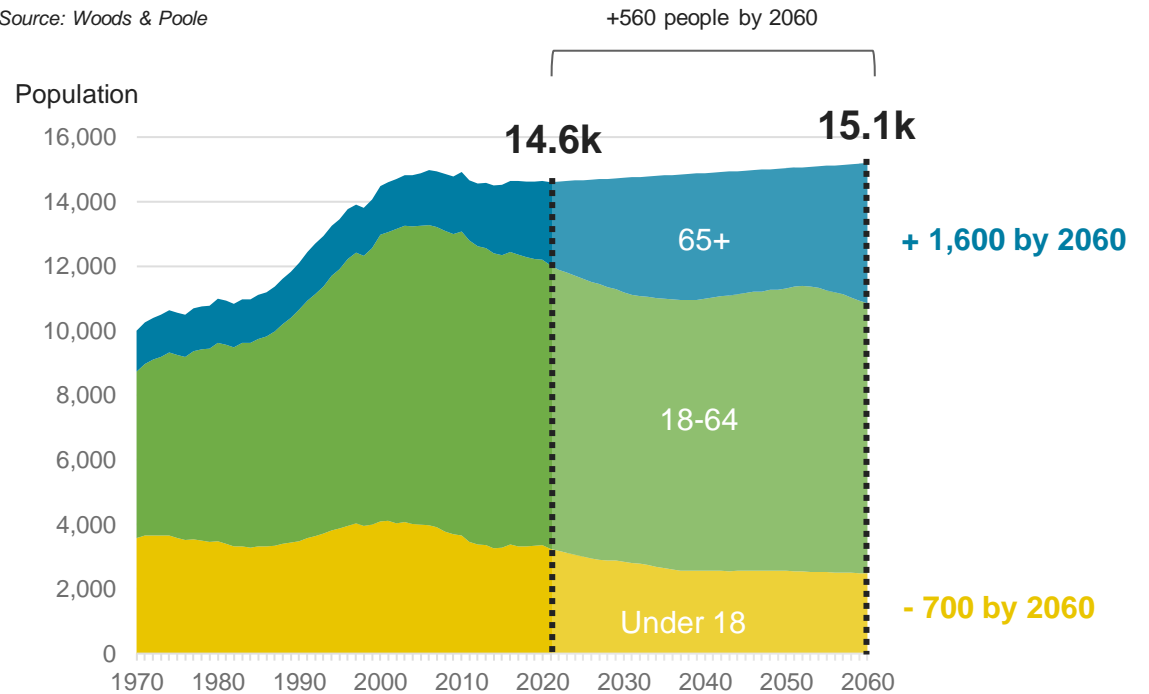


# Slight increase in overall population with more seniors and fewer school children

Pendleton County, KY is expected to experience a slight increase in population until 2060, with a shift towards an older demographic and a decrease in the number of children.

Population, by age group

Source: Woods & Poole





# Pendleton is projected to add 600 jobs by 2060

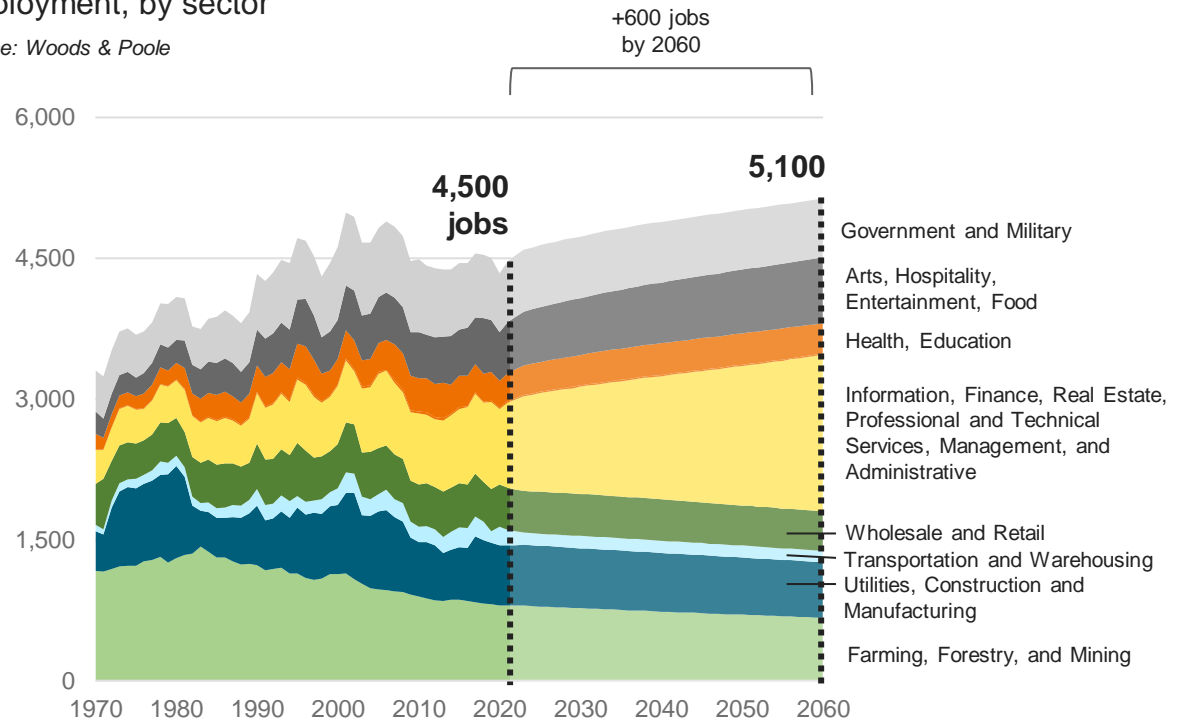
The employment data used by Woods & Poole comprise the most complete definition of the number of jobs by county.

The employment data are by two-digit North American Industry Classification System (NAICS) industry. Woods & Poole has estimated the NAICS industry data for 1969-2000 from the BEA SIC 1969-2000 employment industry data and the NAICS employment industry data for the years 2001-2020. The employment data include wage and salary workers, proprietors, private household employees, and miscellaneous workers.

The accuracy of Woods & Poole's projections has been comparable to the accuracy of other regional forecasting programs, such as the Department of Commerce Bureau of Economic Analysis (BEA) and Census Bureau projections over comparable forecast horizons.

Employment, by sector

Source: Woods & Poole



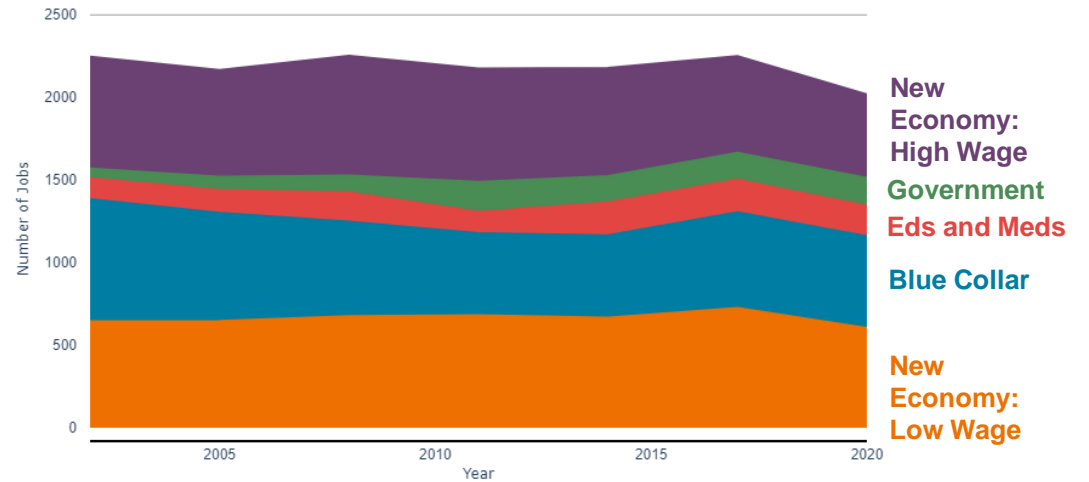


# A Rural Economy with More Commuters

Pendleton is largely a commuter rural county, with 16% working in County. In county workers make up near 50% of all those employed in the county, with people commuting in from nearby counties and Ohio counties near to the east. Of jobs located in the region, low wage services are common as are mid-tier professional, governmental, and healthcare services.

## County Industrial Structure

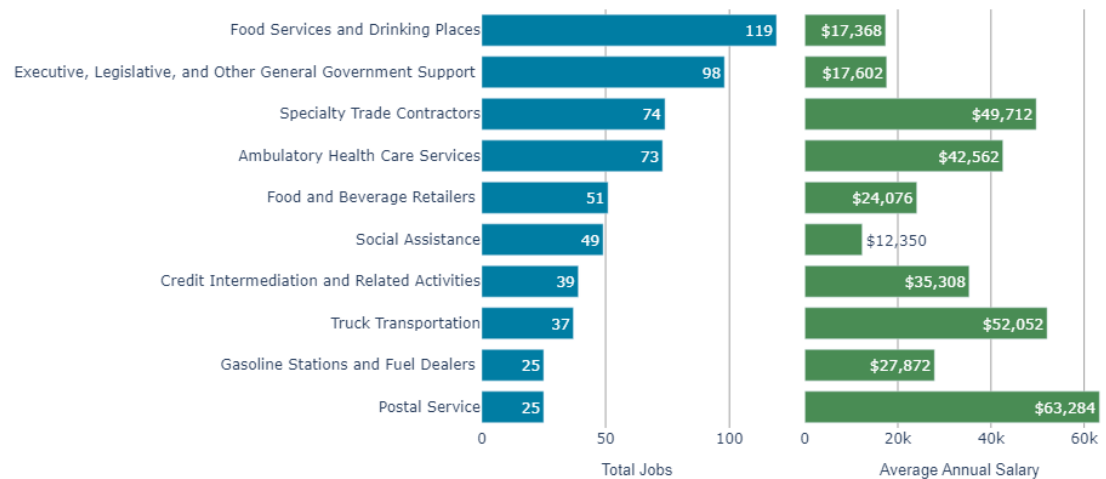
Source: LEHD, 2002-2020



## County Wages in Key Occupations

Source: BLS: Quarterly Census of Employment and Wages (3Q 2022)

\*sample is not exhaustive of all employees, but is indicative of proportions



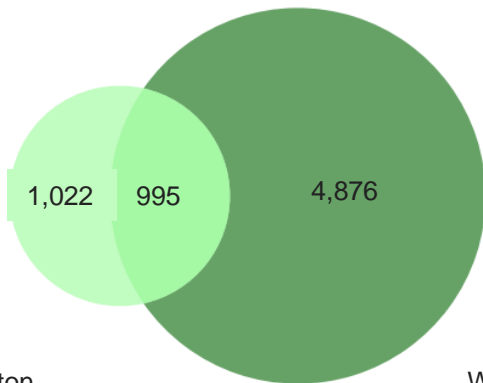
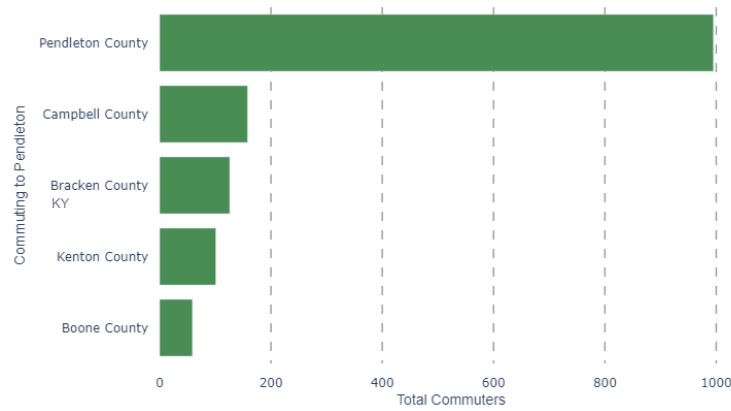


# Pendleton County: Rural and Removed

## Chart and map of home locations for county employees

### Commuting to County Jobs

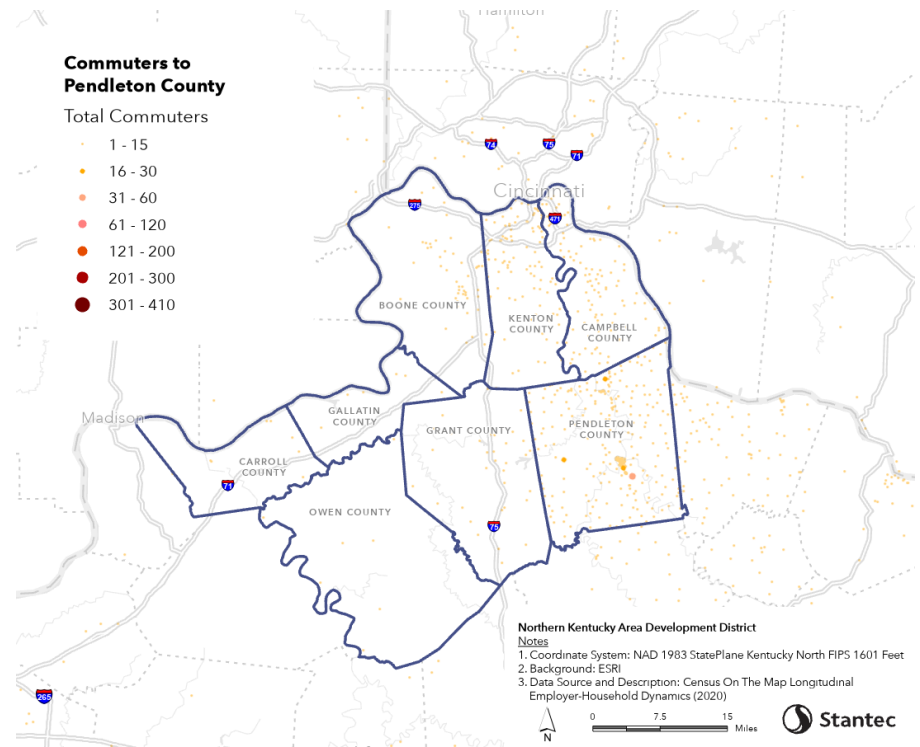
Source: LEHD, 2020



Work in Pendleton,  
Live Elsewhere

Live and Work  
in Pendleton

Work Elsewhere,  
Live in Pendleton





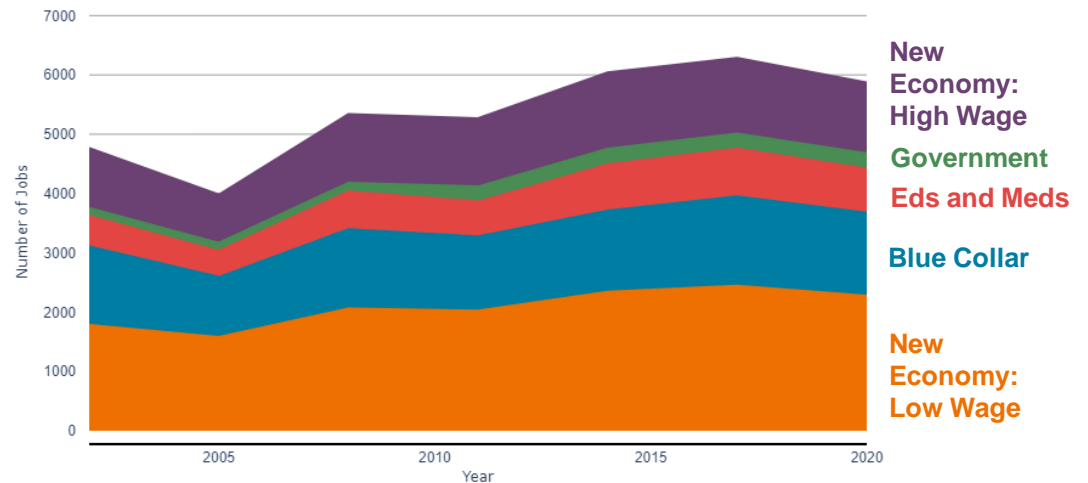
# Pendleton County: Commuter Growth

Pendleton workers commute to an even sample of industries in the region, but few into Cincinnati proper. Many commute south into Franklin County, and west into Carroll to fill blue-collar positions. The total number of residents grew in the 2000s and again between 2012-2017. About 10% of workers are commuting to Boone for employment – a lengthy drive.

As a whole, higher proportions work in middle-income positions in blue-collar and logistics jobs. The median income in Pendleton is \$61,184, higher than other Rural counties, but still below the three more urbanized counties.

### County Residents: Industry Sector Employed

Source: LEHD, 2002-2020



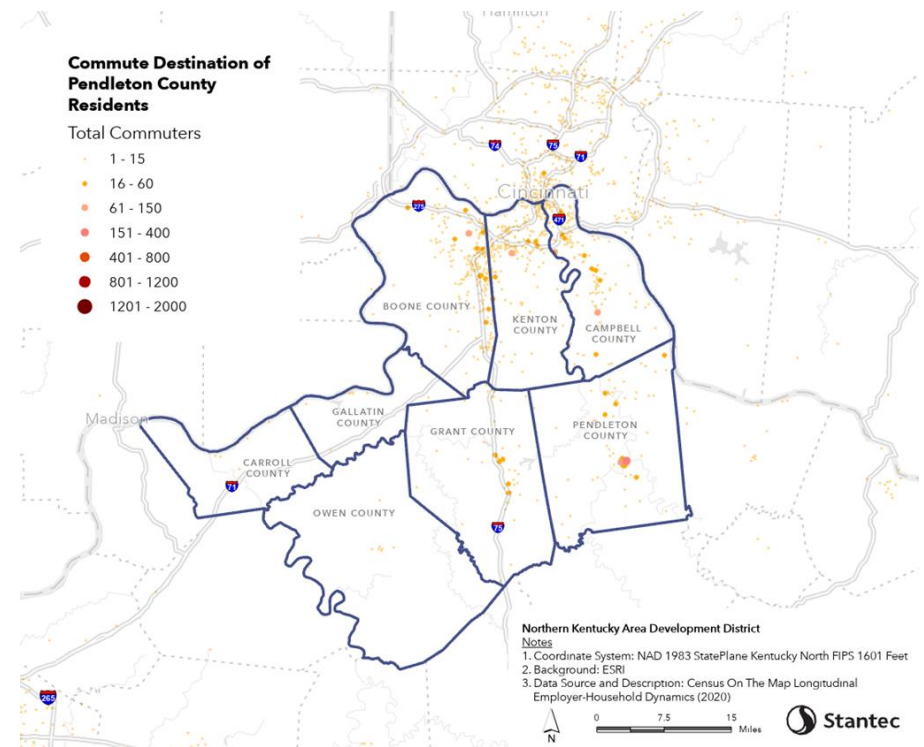
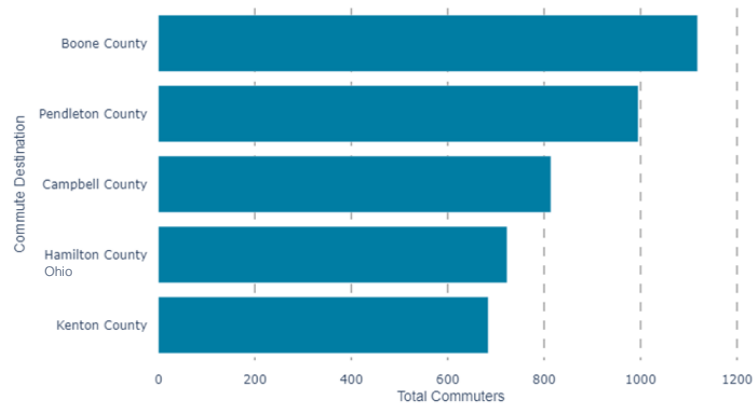


# Commuters have driven household growth

## Chart and map of work locations for county residents

### County Residents: Commute Destination

Source: LEHD, 2020





# Pendleton is deficient in smaller ownership homes for lower- and middle-income households

Housing demand is situated in units oriented towards lower and lower-middle incomes households demanding 2-3BR or more.. Demand for affordable rental units exists.

**Housing demand:** households profiled by tenure, size, and spending capacity

*Source: Woods & Poole, Replica, ACS, CoStar, Apartments.com, Padmapper*

Household Income Required	Max Monthly Housing Cost	Rent				Own			
		1BR	2BR	3BR	4BR+	1BR	2BR	3BR	4BR+
Less than \$15000	\$313	117	146	94	6	22	134	233	61
\$15,000-24,999	\$521	53	65	26	6	16	50	181	42
\$25,000-34,999	\$729	63	90	49	9	12	86	229	67
\$35,000-49,999	\$1,042	31	63	30	5	9	98	263	89
\$50,000-74,999	\$1,563	36	92	89	27	16	97	431	145
\$75,000-99,999	\$2,083	15	50	45	9	11	77	366	190
\$100,000-149,999	\$3,125	13	30	47	17	5	53	375	287
\$150,000-199,999	\$4,167	1	1	4	2	0	7	63	97
\$200,000 or more	--	2	7	7	2	1	6	49	114



# Pendleton is deficient in smaller ownership homes for lower- and middle-income households

Housing purposefully built for the rental market is sparse, with a few garden and low-rise style complexes built in the 1980s and older mixed use in the small towns. Much of the multi-family is for the senior market.

Single family homes range from more affordable manufactured housing near smaller towns like Butler, Peach Grove and Mt Auburn and adjacent to county roads, while middle-range housing consists of single family homes, often built in a similar spatial pattern. A handful of small subdivisions exist in the northeastern portion of the county with construction aesthetics targeted to commuters.

## Housing supply: units categorized by tenure, size, and monthly cost

Source: Woods & Poole, Replica, ACS, CoStar, Apartments.com, Padmapper

Household Income Required	Max Monthly Housing Cost	Rent				Own			
		1BR	2BR	3BR	4BR+	1BR	2BR	3BR	4BR+
Less than \$15,000	\$313	0	0	0	0	11	122	133	18
\$15,000-24,999	\$521	0	4	0	0	12	102	262	33
\$25,000-34,999	\$729	53	14	0	0	8	116	530	56
\$35,000-49,999	\$1,042	11	30	49	0	13	117	659	106
\$50,000-74,999	\$1,563	17	260	298	2	5	100	492	113
\$75,000-99,999	\$2,083	29	161	323	55	6	47	298	141
\$100,000-149,999	\$3,125	4	21	48	38	2	21	162	130
\$150,000-199,999	\$4,167	0	0	1	3	0	4	18	29
\$200,000 or more	--	0	0	0	0	0	3	7	6



# Pendleton is deficient in smaller ownership homes for lower- and middle-income households

Housing is relatively balanced with a slight lack of housing for middle incomes.

## Difference between supply and demand: units by tenure, size, and monthly cost

Source: Woods & Poole, Replica, ACS, CoStar, Apartments.com, Padmapper

Household Income Required	Max Monthly Housing Cost	Rent				Own			
		1BR	2BR	3BR	4BR+	1BR	2BR	3BR	4BR+
Less than \$15000	\$313	-117	-146	-94	-6	-11	-12	-100	-43
\$15,000-24,999	\$521	-53	-64	-26	-6	-4	52	81	-9
\$25,000-34,999	\$729	-58	-83	-49	-9	-4	30	301	-11
\$35,000-49,999	\$1,042	-30	-58	-18	-5	4	19	396	17
\$50,000-74,999	\$1,563	-19	168	209	-25	-11	3	61	-32
\$75,000-99,999	\$2,083	14	111	278	46	-5	-30	-68	-49
\$100,000-149,999	\$3,125	-9	-9	1	21	-3	-32	-213	-157
\$150,000-199,999	\$4,167	-1	-1	-3	1	0	-3	-45	-68
\$200,000 or more	--	-2	-7	-7	-2	-1	-3	-42	-108

*Note on interpretation:* Blue cells denote a deficit of housing at that size and price point. For example, there is a deficit of one- and two-bedroom units in the home ownership market. The darker the color, the deeper the deficit. Red cells represent a housing surplus, or where the supply of housing is larger than current demand. Here, there is a surplus of 3- and 4-bedroom units in mid-price ranges.



# New Ownership

\* 'New' Development is post-2000

New construction of single family and manufactured homes in Pendleton County are geographically disbursed. Most new construction is oriented towards higher income households on rural lots.

Recent subdivisions were completed between 2000-2008, such as new ranch homes on Quail Rd or Cory Ln in Butler. Marketed for commuters to Cincinnati.



## Single Family Attached

Quail Run Road Subdivision  
Built early 2000s  
12-20 Properties

Market Price: \$280,000-\$400,000  
(\$2,200 month cost of ownership)

3 Bedroom, 2 Bath

Household Income Required	Max Costs	Manufactured Home			Single Family			
		2BR	3BR	4BR+	1BR	2BR	3BR	4BR+
Less than \$15,000	\$313	5	12	1	0	1	3	1
\$15,000-24,999	\$521	3	22	0	1	0	3	0
\$25,000-34,999	\$729	4	78	4	0	0	6	1
\$35,000-49,999	\$1,042	4	95	10	1	4	30	5
\$50,000-74,999	\$1,563	1	31	3	0	5	80	23
\$75,000-99,999	\$2,083	1	3	0	1	9	110	51
\$100,000-149,999	\$3,125	0	2	0	0	10	79	68
\$150,000-199,999	\$4,167	0	0	0	0	2	9	13
\$200,000 or more	--	0	0	0	0	1	3	6

Source: Woods & Poole, Replica, ACS, CoStar, Apartments.com, Padmapper



# New Rental: Not much!

\* 'New' Development is post-2000

Rented manufactured homes are the majority of new rentals.

One 5-unit Apartment building exists in Butler – the only one constructed in the past 22 years.

Household Income Required	Max Costs	Apartments	Manufactured Home			Single Family			
		2BR	2BR	3BR	4BR+	1BR	2BR	3BR	4BR+
\$25,000-34,999	\$729	5	0	0	0	0	0	0	0
\$50,000-74,999	\$1,563	0	3	32	0	0	0	4	0
\$75,000-99,999	\$2,083	0	1	24	2	2	2	14	3
\$100,000-149,999	\$3,125	0	0	1	0	0	2	9	6
\$150,000-199,999	\$4,167	0	0	0	0	0	0	0	1

Source: Woods & Poole, Replica, ACS, CoStar, Apartments.com, Padmapper



## Apartment Complex

111 Williams Street, Butler, KY  
Built 2001  
5 Units

Market Rent: \$722 (estimate)  
2 Bedroom, 1 Bath



# The upper-income segment has been growing in Pendleton County in the past decade

This table tracks total household change over time by income to indicate overall trends as well as growth or reduction within individual income brackets.

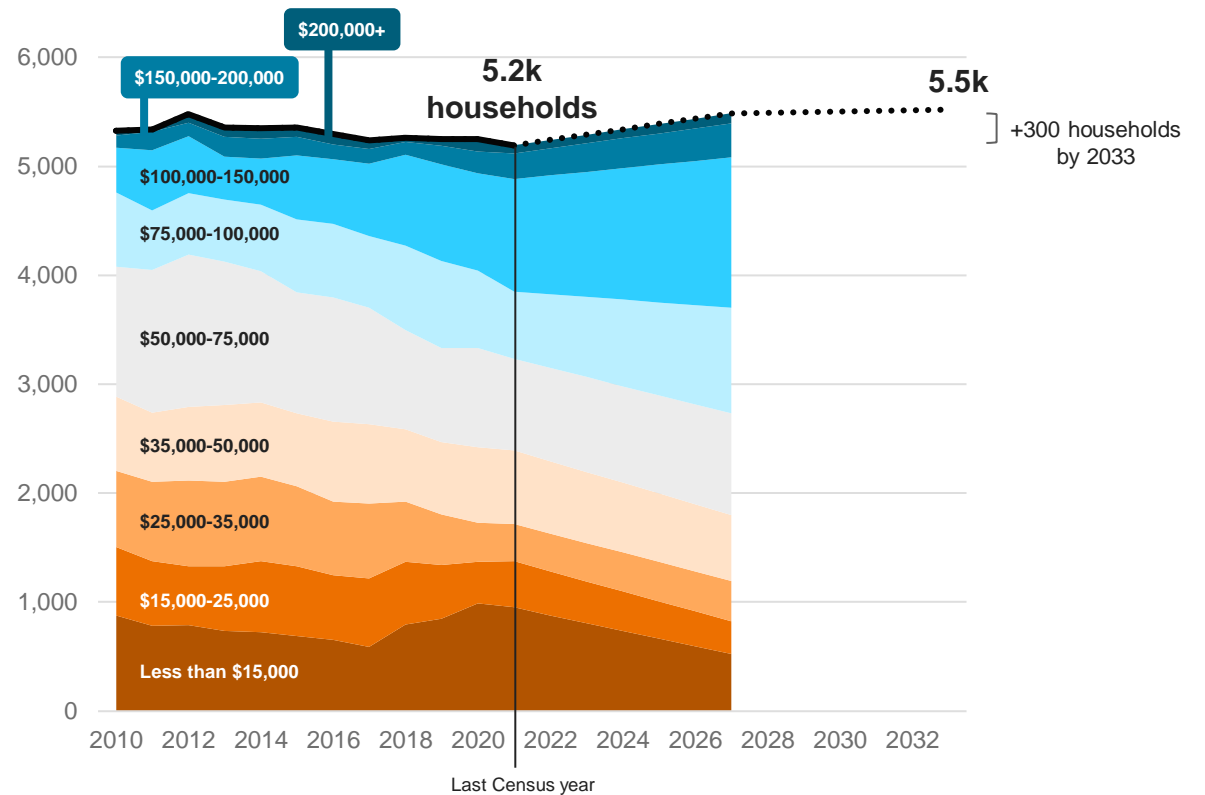
These income brackets correspond to household income and housing unit cost levels on other charts in this section to help compare the current status with historical and future conditions.

**Pendletown County is expected to grow in the next 5 years** as it adds commuters to higher paying jobs outside the county.

### Households, by income bracket

Source: ACS, ESRI, Woods & Poole

Households





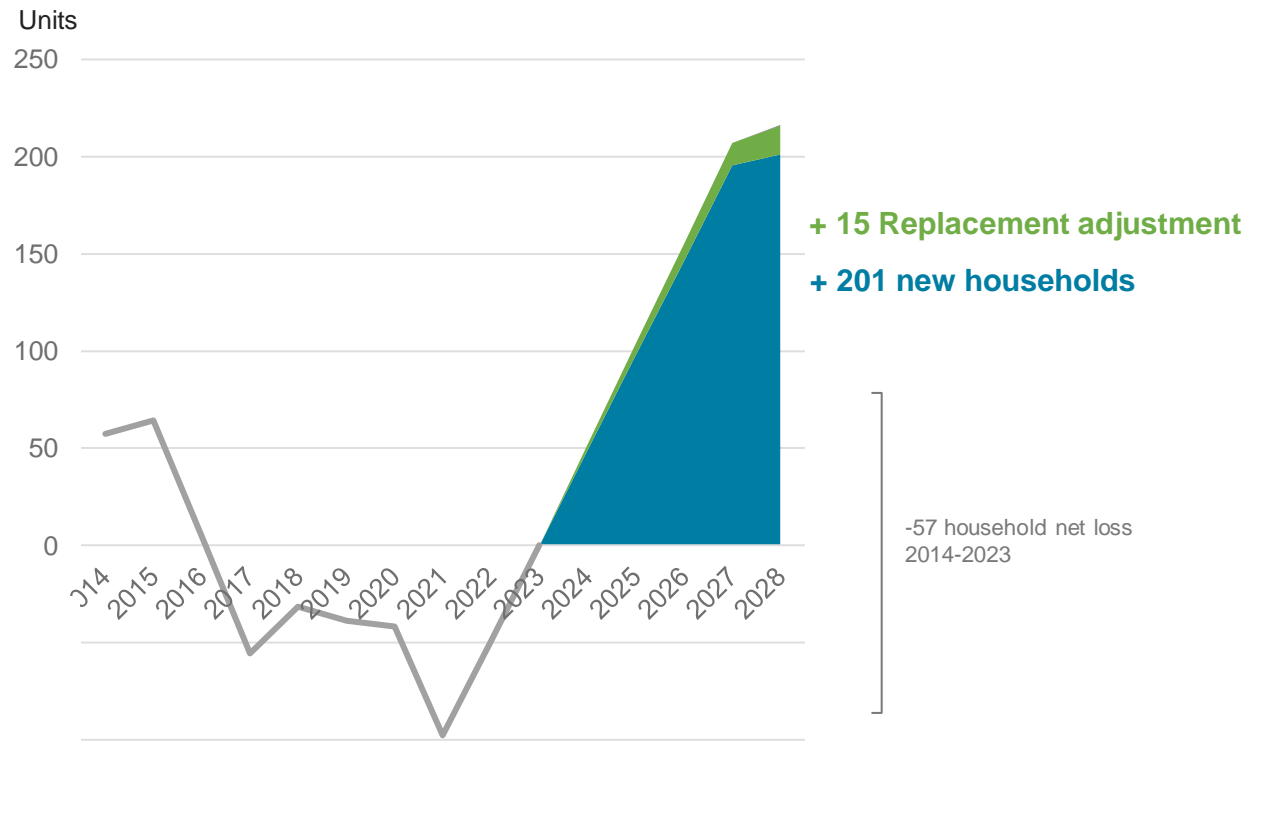
# Production needs

This forecast indicates the housing production necessary over the next 5 years to accommodate projected new households while also incorporating other market dynamics such as organic unit replacement and vacancy fluctuations.

The totals at right combine to represent the number of new units required to meet demand driven by these new households.

## 2028 Housing production need forecast: **216 units**

Source: ACS, ESRI, Woods & Poole





# Five-year production need

This step in the analysis translates the production need forecast into a distribution of needed housing units in terms of cost, tenure (rent/own), and bedroom count.

Larger numbers indicate unit types (cost/tenure/size) that should be developed at higher volumes to meet expected household growth.

Smaller numbers indicate unit types less urgently in need based on projected household growth.

The table is annotated with the approximate % AMI levels associated with each monthly cost bracket to help indicate which batches of units might require subsidy or other support to deliver. In general, housing that is affordable to households at or above 120% AMI is considered feasible to develop without subsidy.

**5-year production need:** new units by tenure, size, and monthly cost to accommodate the forecasted household growth and any replacement and vacancy adjustment

Maximum monthly housing cost	Rent				Own				
	1BR	2BR	3BR	4BR+	1BR	2BR	3BR	4BR+	
\$313	4	4	2	0	0	0	1	0	<60% AMI
\$521	5	5	2	0	0	1	1	0	
\$729	4	5	2	0	0	1	1	0	
\$1,042	5	6	3	1	0	1	3	1	
\$1,563	9	11	6	2	1	3	7	3	
\$2,083	5	8	5	1	0	2	9	5	60-80% AMI
\$3,125	4	8	7	2	0	3	13	11	
\$4,167	1	2	2	1	0	1	4	5	
More than \$4,167	1	1	1	1	0	1	4	6	>120% AMI

Notes:

- **Darker purples** indicate proportionally higher production volumes needed.
- **Lighter purples and white** indicate proportionally lower production volumes needed.
- The county's Area Median Income (AMI) = \$103,600