

Kenton County

COMMUNITY PROFILE

Kenton County, KY
Geography: County

170,696	0.43%	2.47	33.7	38.3	\$75,686	\$226,736	\$160,680	23.2%	60.9%	15.9%
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+



12.9%
Services

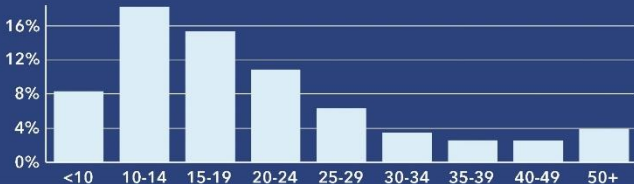


23.2%
Blue Collar

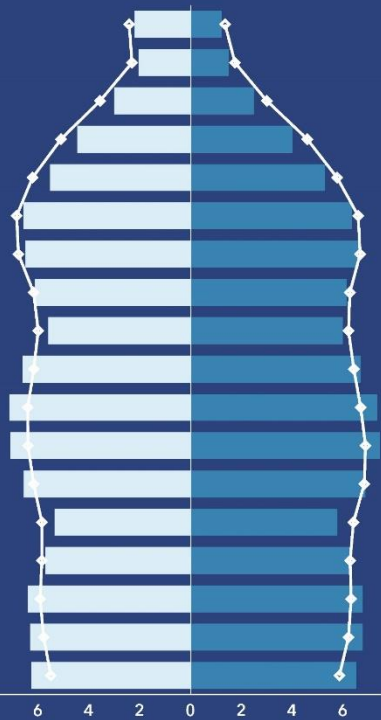


63.9%
White Collar

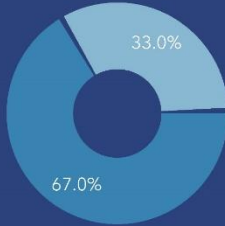
Mortgage as Percent of Salary



Age Profile: 5 Year Increments



Home Ownership



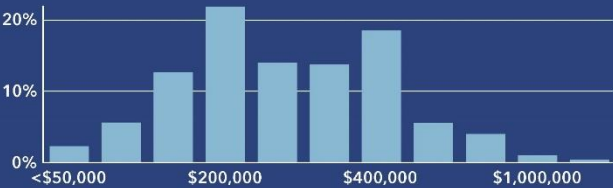
Housing: Year Built



● Own ● Rent

● <1939 ● 1940-49 ● 1950-59
 ● 1960-69 ● 1970-79 ● 1980-89
 ● 1990-99 ● 2000-09 ● 2010-19
 ● ≥ 2020

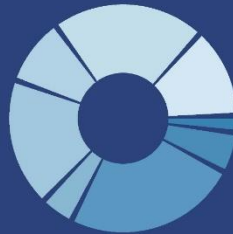
Home Value



Household Income



Educational Attainment



Commute Time: Minutes



● < 9th Grade ● No Diploma
 ● HS Diploma ● GED
 ● Some College ● Assoc Degree
 ● Bach Degree ● Grad Degree

● < 5 ● 5-9 ● 10-14
 ● 15-19 ● 20-24 ● 25-29
 ● 30-34 ● 35-39 ● 40-44
 ● 45-59 ● 60-89 ● 90+



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

Dots show comparison to **Kentucky**



High Level Analytical Take-Aways

- **Connectivity:**
 - Kenton remains central to the region as a shopping, errand, entertainment and recreational hub, with Covington, Erlanger, and Independence each operating as central hubs
 - Covington maintains historic charm with mixed use neighborhoods providing density and walkability, with close proximity to downtown Cincinnati
 - With its central location, Kenton residents both commute to Campbell and Boone for work, and also is a hub where people living elsewhere commute to
- **Economy:**
 - As an employment hub, Kenton contains a wide mix of economic industries, ranging from Fidelity corporate offices outside Latonia, to St Elizabeth Hospital in Edgewood, to warehousing near Elsemere, with higher income jobs producing effective demand for broad service-based industries
 - Kenton's wage structure contains some polarization, with high numbers of lower wage service sector workers earning significantly less than professionals, leading to some pockets of poverty and rent burdened households in downtown Covington and in the Elsmere/Erlanger area.
- **Housing:**
 - Housing in Kenton has some similarity with Campbell. Historic Covington is transitioning from depopulation to gentrification, with rehabbing of historic mixed-use duplexes and triplexes and new construction of market and luxury condo and apartment complexes. This is putting upward pressure on prices in older housing stock in the city, driving displacement to more affordable rental units further out in the county
 - New developments tend to be 3-4 bedroom suburban subdivisions targeted for middle to upper-middle class incomes – a housing type that is relatively overdeveloped in Kenton and the region.

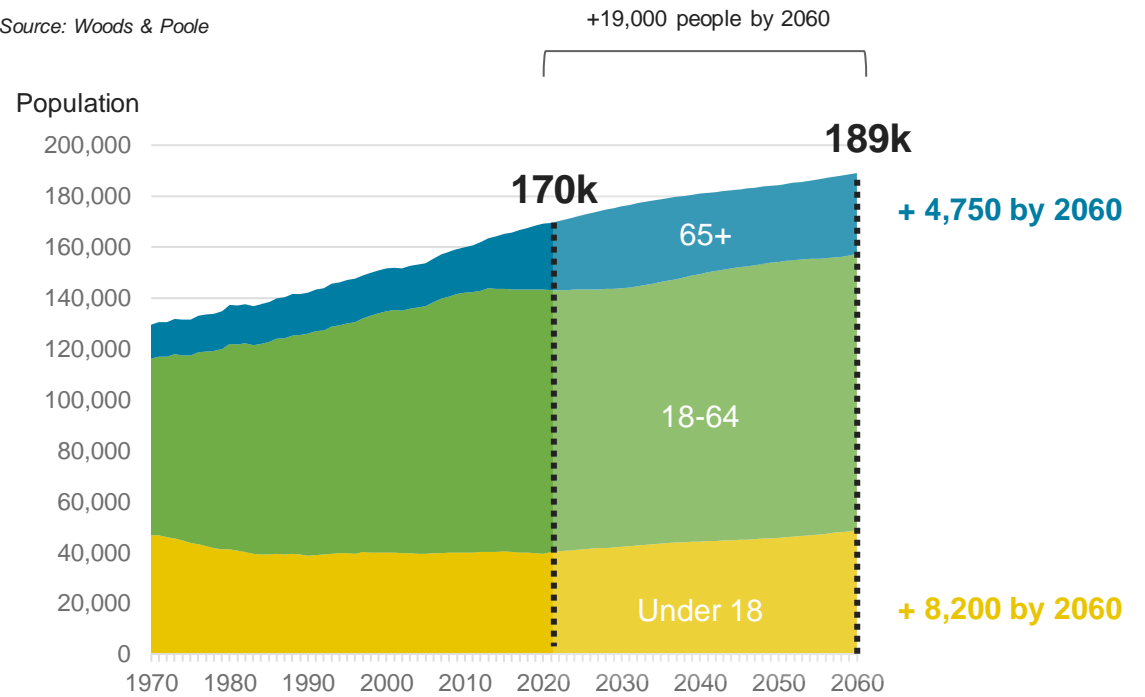


Kenton is growing and adding children

Kenton County, KY is expected to experience steady population growth until 2060, with an estimated increase of 20% and a shift towards an older demographic.

Population, by age group

Source: Woods & Poole



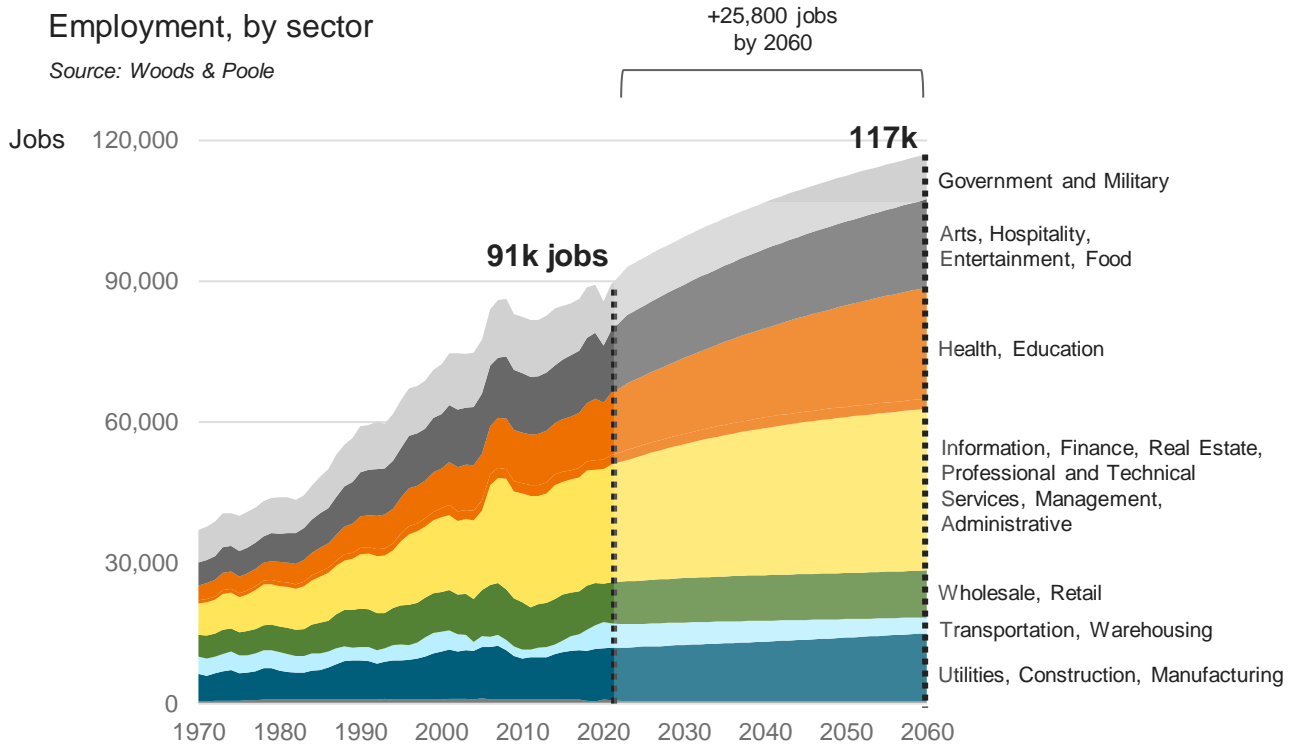


Kenton County has the largest share of jobs in healthcare and education of any NKADD county

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.





A Balanced Employment

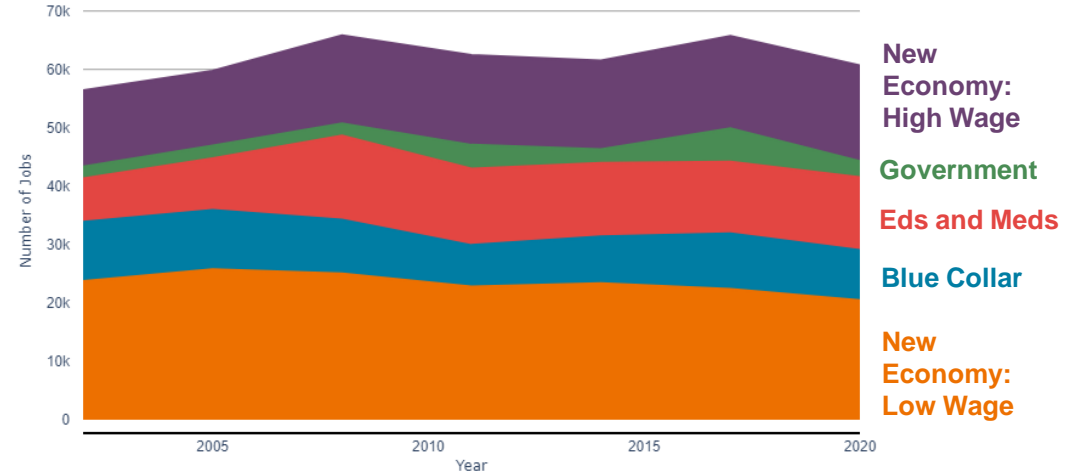
Kenton County is both a large regional employment center attracting workers from both Boone and Cincinnati, and a residential base for workers elsewhere. Kenton contains the highest proportion of New Economy High Wage jobs and good mid-wage public sector, education, and healthcare jobs. Growth accelerated in the early 2000s before plateauing through the mid 2010s.

Despite declines in manufacturing, Kenton maintains a regional share of food manufacturing.

Boone and Hamilton residents commute into the region, in particular for the higher skilled jobs.

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



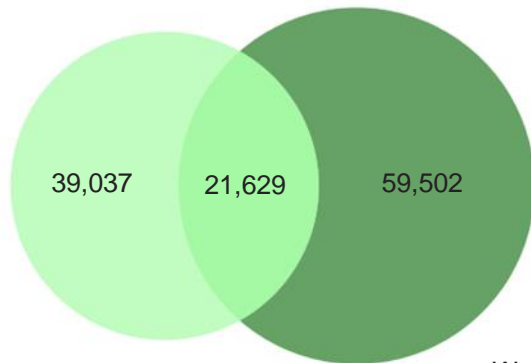
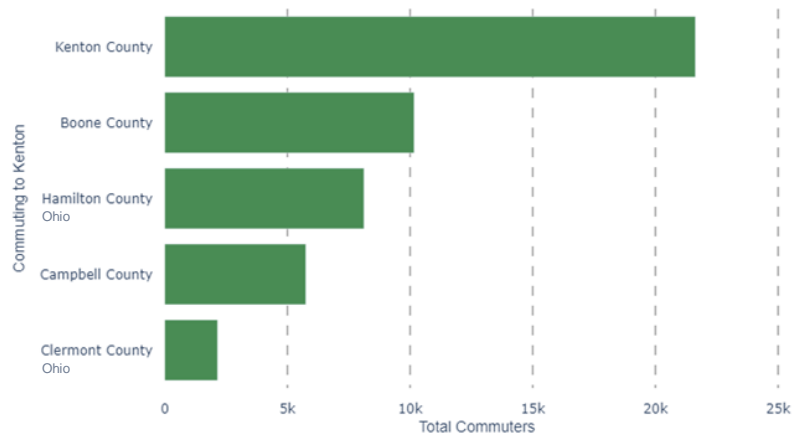


A bedroom suburb and employment hub

Chart and map of home locations for county employees

Commuting to County Jobs

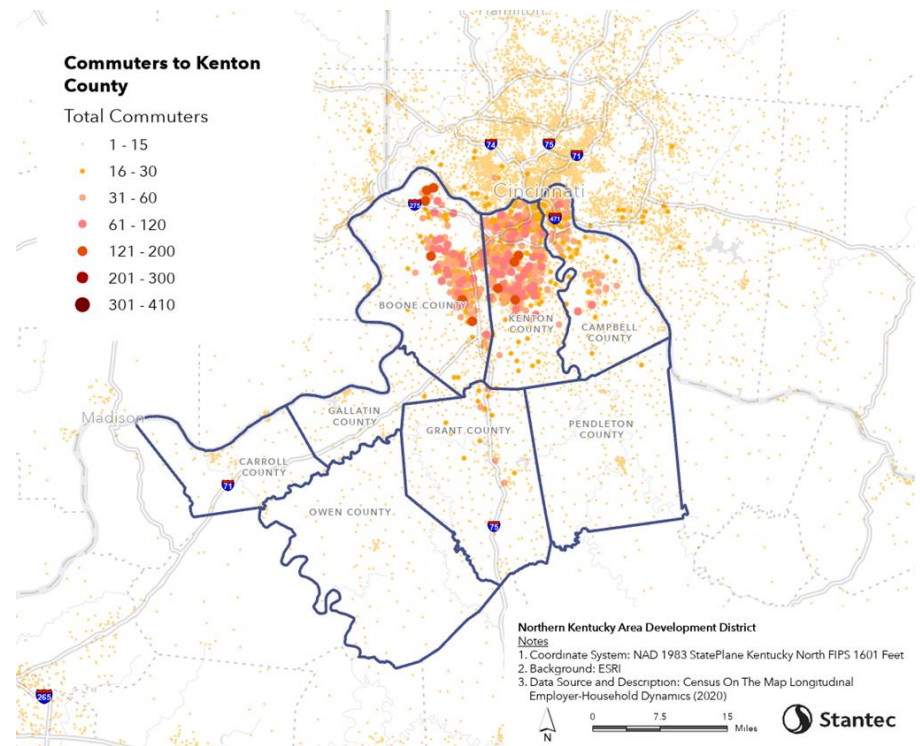
Source: LEHD, 2020



Work in Kenton, Live Elsewhere

Live and Work in Kenton

Work Elsewhere, Live in Kenton





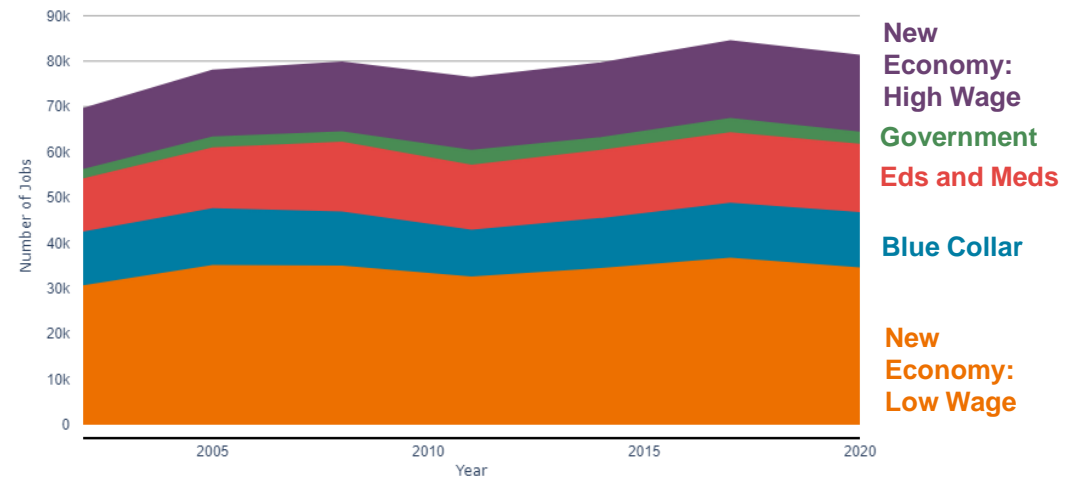
Kenton County: More Lower Wage Residents

Kenton continues to grow as a residential destination, with workers commuting to work elsewhere. Neighborhoods in Covington and single-family subdivisions attract professionals commuting into Cincinnati, increasing the county's median household income to \$75,686.

Kenton lacks Boone's large logistics cluster workforce and low-middle income logistics salaries. Instead, lower-paying service sector work is more common. However, Boone's demand for labor in the logistics sector draws on Kenton's population, with a large amount of commuters finding employment in Boone.

County Residents: Industry Sector Employed

Source: LEHD, 2002-2020



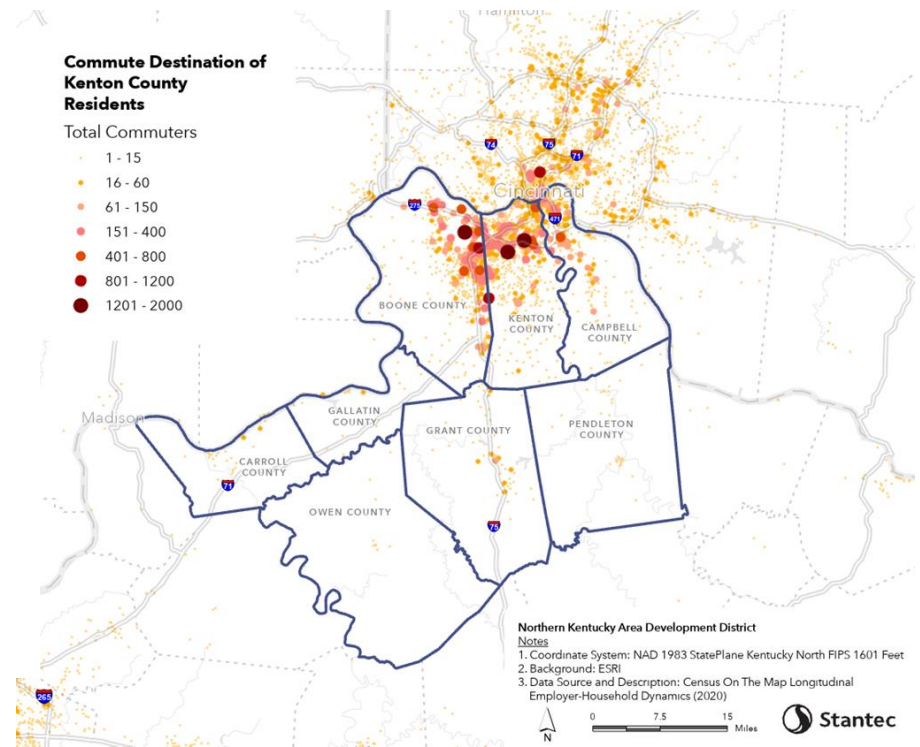
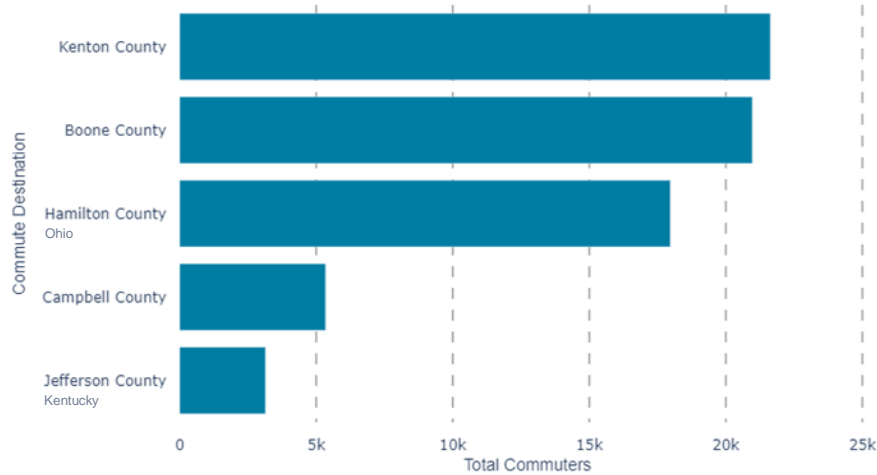


Residents commute to jobs in and around Kenton

Chart and map of work locations for county residents

County Residents: Commute Destination

Source: LEHD, 2020





Kenton is missing 1-bed and 2-bed homes across most income levels and 3-bed rentals for lower-income households.

Kenton’s demand shows a need for lower rent 1 and 2 bedroom rental units and entry level housing, with also a strong demand for middle and upper-middle range single family housing.

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	1,689	1,567	709	120	137	554	1,042	289
\$15,000-24,999	\$521	1,103	1,163	811	229	86	532	1,016	249
\$25,000-34,999	\$729	969	1,203	700	122	109	662	1,394	416
\$35,000-49,999	\$1,042	1,365	1,623	988	218	127	911	2,372	781
\$50,000-74,999	\$1,563	1,144	1,784	1,245	269	153	1,227	4,246	1,657
\$75,000-99,999	\$2,083	309	633	526	135	125	752	4,025	2,144
\$100,000-149,999	\$3,125	222	533	543	177	77	876	5,053	3,965
\$150,000-199,999	\$4,167	89	101	102	38	23	219	1,534	1,914
\$200,000 or more	--	52	71	24	17	27	180	1,070	2,329



Kenton is missing 1-bed and 2-bed homes across most income levels and 3-bed rentals for lower-income households.

Kenton’s housing supply is very homogeneous in the 3-bedroom, \$900 - \$2,000 monthly cost range, while the population characteristics reflects a wider range of housing preferences.

Kenton development has been focused on single-family suburban tract housing extending towards Independence, with new subdivisions building large single-family units.

Kenton maintains some naturally occurring affordable housing in the form of suburban garden and low-rise apartment units built in the 1980s and duplexes, triplexes, and apartment homes in Covington. However new development is largely focused on higher end rental and housing markets.

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	9	0	0	0	8	149	246	22
\$15,000-24,999	\$521	568	9	2	0	49	368	273	27
\$25,000-34,999	\$729	2,068	998	20	0	121	582	620	78
\$35,000-49,999	\$1,042	2,702	3,143	712	13	190	1,842	2,931	393
\$50,000-74,999	\$1,563	645	2,963	966	29	133	2,840	8,212	2,216
\$75,000-99,999	\$2,083	458	1,359	2,507	315	47	1,264	6,785	3,544
\$100,000-149,999	\$3,125	168	521	684	1,319	15	589	3,219	7,003
\$150,000-199,999	\$4,167	0	55	32	116	10	156	655	1,834
\$200,000 or more	--	0	0	0	0	3	69	296	905



Kenton is missing 1-bed and 2-bed homes across most income levels and 3-bed rentals for lower-income households.

Kenton's housing supply does not reflect the demand for more lower income rental housing. A lack of supply in this price bracket puts upward price pressure on naturally occurring affordable housing, increasing rents.

There is also a demand for higher end housing being unmet that could also take the lid of pricing pressure in the middle range. While vacancy rates are low, the mismatch indicates that higher end rental housing and suburban subdivisions are relatively overbuilt compared to the demand for those unit types, pointing towards the utility of more mixed use development such as duplexes, triplexes, townhomes, apartments and condominiums for rent and own.

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	-1,687	-1,567	-709	-120	-129	-405	-796	-267
\$15,000-24,999	\$521	-1,000	-1,159	-810	-229	-37	-164	-743	-222
\$25,000-34,999	\$729	-601	-961	-689	-122	12	-80	-774	-338
\$35,000-49,999	\$1,042	-1,156	-1,315	-670	-216	63	931	559	-388
\$50,000-74,999	\$1,563	-1,000	-1,033	-470	-242	-20	1,613	3,966	559
\$75,000-99,999	\$2,083	-185	638	1,913	180	-78	512	2,760	1,400
\$100,000-149,999	\$3,125	-193	-201	141	1,142	-62	-287	-1,834	3,038
\$150,000-199,999	\$4,167	-89	-77	-70	78	-13	-63	-879	-80
\$200,000 or more	--	-52	-71	-24	-17	-24	-111	-774	-1,424

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 housing is concentrated in single-family homes in the lower-middle incomes and new Manufactured Homes

* 'New' Development is post-2000

Kenton's single family housing built since 2000 is concentrated in new subdivisions surrounding Independence. These homes tend to range from 3-4+ bedrooms, and \$280,000-450,000 in price. These units are affordable to those earning above the median income (generally around \$100,000 a year), but often absorbed by those earning less but incurring more costs.

More affordable new units for households with less than median income are located closer to Elsmere. The square footage of the lots are smaller, and 2-3 bedrooms are more common.

About 27% of newer builds are affordable to households earning below the county median wage.

Small clusters of condominiums exist scattered throughout the county, and provide a more affordable entry option than most new single-family detached. 48% are priced as affordable for median income households.

Household Income Required	Max Costs	Condominium				Manufactured Home		Single Family			
		1BR	2BR	3BR	4BR+	2BR	3BR	1BR	2BR	3BR	4BR+
Less than \$15,000	\$313	0	0	0	0	11	49	0	4	5	3
\$15,000-24,999	\$521	0	0	0	0	43	33	2	6	2	2
\$25,000-34,999	\$729	0	2	0	0	5	6	8	17	27	6
\$35,000-49,999	\$1,042	0	53	1	0	2	63	4	31	66	18
\$50,000-74,999	\$1,563	4	335	14	0	0	8	2	115	670	62
\$75,000-99,999	\$2,083	0	210	16	0	0	0	5	57	1,775	560
\$100,000-149,999	\$3,125	1	149	22	0	0	0	6	59	1,128	2,367
\$150,000-199,999	\$4,167	3	44	18	1	0	0	2	18	186	614
\$200,000 or more	--	2	24	32	1	0	0	0	7	68	262

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



Development Types (Typical Examples)



Condos

3929 Crestside Court, Erlanger KY
Suburban Condominiums

1, 2 and 3 Bedrooms

Ranges from \$180,000-200,000
(\$1,280 month cost of ownership)



Suburban Single Family

6375 Fieldsteade Dr, Independence

Single family housing in new suburban subdivisions.

3-4+ Bedrooms.

Prices

Range \$280,000-\$450,000
(\$2,000 month cost of ownership)



Manufactured Home

1758 Apache Trail
Augusta Homes

1-2 Bedrooms



Suburban Single Family

1041 Wermeling Ln, Elsmere, KY

Houses range \$190,000-250,000
(\$1,500 month cost of ownership)



New Rental

* 'New' Development is post-2000

Household Income Required	Max Costs	Condominium				Duplex				Triplex			Garden			Low-Rise			Mid-Rise			Hi-Rise		Manufactured Home			Single Family					
		1BR	2BR	3BR	4BR+	1BR	2BR	3BR	4BR+	2BR	3BR	4BR+	1BR	2BR	3BR	1BR	2BR	3BR	1BR	2BR	3BR	1BR	2BR	1BR	2BR	3BR	1BR	2BR	3BR	4BR+		
\$15,000-24,999	\$521	0	0	0	0	0	0	2	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
\$25,000-34,999	\$729	0	0	0	0	2	4	0	0	3	0	0	0	4	0	34	22	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
\$35,000-49,999	\$1,042	12	0	0	0	0	4	8	0	0	6	0	56	0	0	35	43	38	0	0	0	0	0	0	0	0	0	1	0	0	1	0
\$50,000-74,999	\$1,563	1	8	1	0	0	3	11	4	0	1	1	0	343	0	62	50	19	72	148	0	0	0	0	51	30	7	35	60	2		
\$75,000-99,999	\$2,083	2	97	12	0	0	3	10	47	0	0	4	0	0	15	0	14	4	19	0	32	15	0	1	10	3	5	28	347	31		
\$100,000-149,999	\$3,125	2	48	11	1	0	1	1	25	0	0	17	0	0	0	0	12	0	0	67	0	140	0	0	0	0	3	28	125	174		
\$150,000-199,999	\$4,167	0	19	6	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	32	0	0	0	0	2	2	35		

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

Kenton’s rental market ranges from new market-rate development of multi-family and remodeled historic duplexes in downtown Covington to garden-style suburban complexes oriented towards households working in Kenton and Boone’s low-wage service sector market. A substantial portion of rentals consist of single-family homes rented out to families.

The most affordable units are suburban style low-rise units built in Erlanger in close proximity to Boone’s growing logistics cluster.



Rental Development Types



Hi-Rise

50 Madison Place Apartments
Market Rate Luxury - Urban

Studio, 1, and 2 Bedrooms

Rent

\$2000 studio
\$2,800 1 Bed
\$3,300 > 2 Bed



Garden

Three Springs Apartments
2404 Anderson Rd, Crescent Springs
Income Restricted – Suburban (LIHTC)

1, 2, and 3 Bedroom Units

Rent

1 Bed = \$766
2 Bed = \$880
3 Bed = \$1,035



Mid-Rise

Riverhaus Apartments
515 Main Street
Market Rate Luxury - Urban

Studio, 1, and 2 Bedrooms

Rent

Studio = \$1500
1 Bed = \$1,800-2,000
2 Bed = >\$2,500



Low-Rise

Renovated Historic Mixed Use
206-208 Garrard St - Urban

1 and 2 Beds

Rent

1 Bed = \$750
2 Bed = \$900



Kenton's steady growth will continue in the future with a growing upper income segment

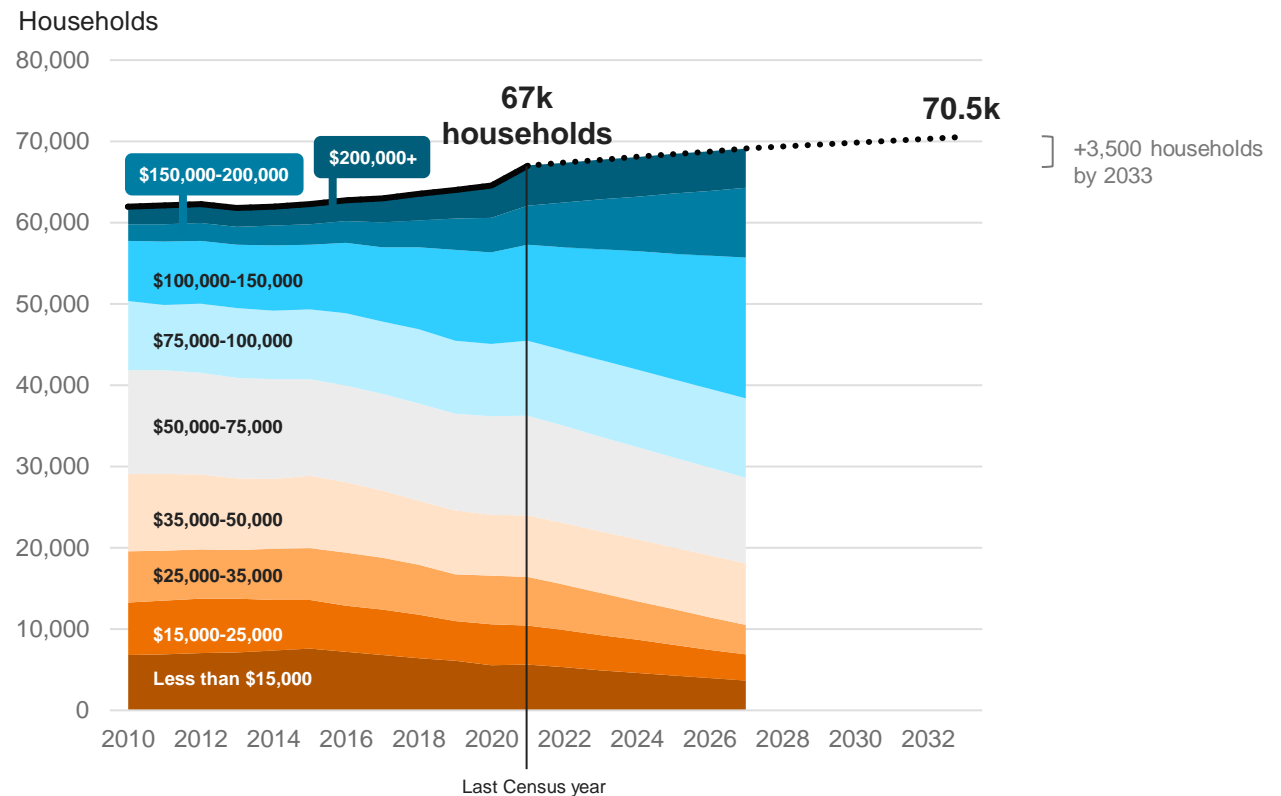
This table tracks total household change over time by income to indicate overall trends as well as growth or reduction within individual income brackets.

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.

Kenton County is adding wealthier households and is expected to grow (though not by as much as the other northern counties).

Kenton County Households, by income bracket

Source: ACS, ESRI, Woods & Poole





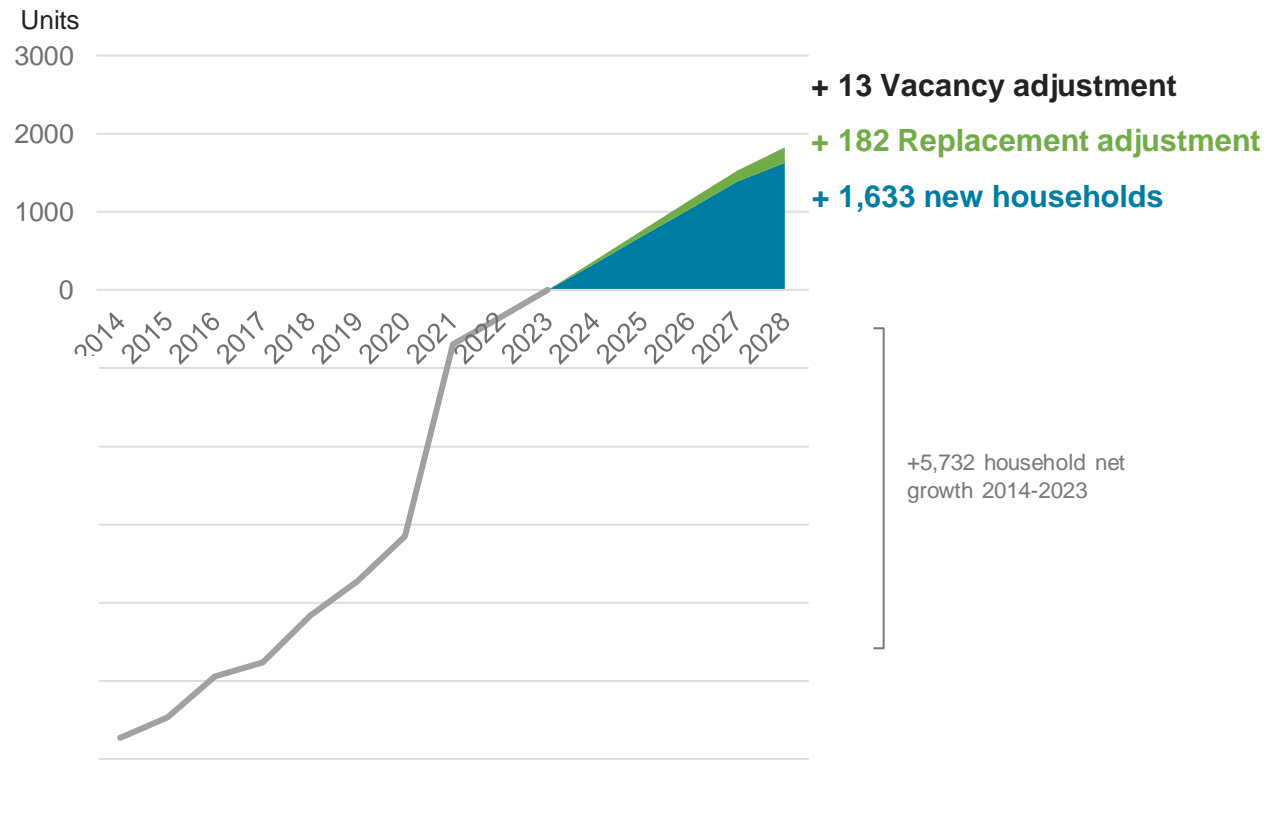
Production needs

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: 1,827 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	59	54	23	7	3	7	11	3	<60% AMI
\$521	47	48	22	5	3	7	11	4	
\$729	44	49	22	5	2	8	14	4	
\$1,042	59	70	36	9	3	15	32	11	
\$1,563	66	82	49	12	4	20	56	24	
\$2,083	33	49	36	9	2	15	57	33	60-80% AMI
\$3,125	29	51	43	16	3	18	82	69	
\$4,167	10	20	17	7	1	9	43	56	80-120% AMI
More than \$4,167	5	11	8	6	1	6	28	46	>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