



Middletown

Latitude: 38.242937

Longitude: -85.513232

13100 Shelbyville Rd

Louisville, KY 40243

Radius: 1.0 mile

13100 Shelbyville Rd

Louisville, KY 40243

Radius: 3.0 mile

13100 Shelbyville Rd

Louisville, KY 40243

Radius: 5.0 mile



	13100 Shelbyville Rd Radius: 1.0 mile	13100 Shelbyville Rd Radius: 3.0 mile	13100 Shelbyville Rd Radius: 5.0 mile
2000 Total Population	3,527	29,715	90,682
2000 Group Quarters	0	400	1,103
2008 Total Population	3,581	34,642	105,471
2013 Total Population	3,715	37,111	112,003
2008 - 2013 Annual Rate	0.74%	1.39%	1.21%



2000 Households	1,547	11,241	36,411
2000 Average Household Size	2.28	2.61	2.46
2008 Households	1,550	13,247	42,510
2008 Average Household Size	2.31	2.58	2.46
2013 Households	1,622	14,246	45,254
2013 Average Household Size	2.29	2.58	2.45
2008 - 2013 Annual Rate	0.91%	1.46%	1.26%
2000 Families	1,133	8,294	25,353
2000 Average Family Size	2.69	3.09	2.98
2008 Families	1,067	9,533	28,932
2008 Average Family Size	2.86	3.13	3.04
2013 Families	1,094	10,147	30,468
2013 Average Family Size	2.87	3.14	3.06
2008 - 2013 Annual Rate	0.5%	1.26%	1.04%



2000 Housing Units	1,605	11,715	38,662
Owner Occupied Housing Units	76.8%	77.7%	69.1%
Renter Occupied Housing Units	18.8%	17.8%	24.9%
Vacant Housing Units	4.4%	4.6%	6.0%
2008 Housing Units	1,653	14,171	46,331
Owner Occupied Housing Units	73.7%	76.8%	68.5%
Renter Occupied Housing Units	20.1%	16.6%	23.3%
Vacant Housing Units	6.2%	6.5%	8.2%
2013 Housing Units	1,760	15,499	50,131
Owner Occupied Housing Units	70.6%	75.1%	67.0%
Renter Occupied Housing Units	21.5%	16.8%	23.3%
Vacant Housing Units	7.8%	8.1%	9.7%

Median Household Income

2000	\$56,576	\$68,405	\$59,717
2008	\$68,712	\$87,994	\$79,577
2013	\$72,734	\$100,150	\$89,101

Median Home Value

2000	\$140,035	\$180,915	\$154,032
2008	\$175,524	\$237,157	\$208,272
2013	\$189,729	\$257,844	\$229,421

Per Capita Income

2000	\$29,473	\$35,067	\$31,237
2008	\$39,460	\$49,334	\$44,206
2013	\$46,941	\$63,579	\$56,149

Median Age

2000	38.4	39.3	37.7
2008	41.1	41.8	39.6
2013	42.0	42.3	40.1

Data Note: Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households. Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by total population. Detail may not sum to totals due to rounding.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2008 and 2013.



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2000 Households by Income

Household Income Base	1.0 mile	3.0 mile	5.0 mile
< \$15,000	10.2%	6.5%	7.1%
\$15,000 - \$24,999	9.7%	6.6%	8.5%
\$25,000 - \$34,999	10.6%	9.1%	10.3%
\$35,000 - \$49,999	13.3%	13.6%	14.9%
\$50,000 - \$74,999	20.1%	18.5%	21.7%
\$75,000 - \$99,999	13.0%	14.3%	14.1%
\$100,000 - \$149,999	13.0%	17.8%	14.0%
\$150,000 - \$199,999	5.1%	6.6%	4.6%
\$200,000+	5.1%	7.0%	4.7%
Average Household Income	\$78,081	\$90,074	\$77,116

2008 Households by Income

Household Income Base	1.0 mile	3.0 mile	5.0 mile
< \$15,000	5.9%	3.4%	3.9%
\$15,000 - \$24,999	7.6%	4.6%	5.2%
\$25,000 - \$34,999	8.6%	5.1%	6.4%
\$35,000 - \$49,999	13.0%	10.0%	10.7%
\$50,000 - \$74,999	18.2%	17.0%	19.2%
\$75,000 - \$99,999	17.5%	16.6%	19.0%
\$100,000 - \$149,999	16.1%	19.6%	17.7%
\$150,000 - \$199,999	5.0%	9.6%	7.7%
\$200,000+	8.1%	14.1%	10.3%
Average Household Income	\$97,007	\$125,835	\$109,419

2013 Households by Income

Household Income Base	1.0 mile	3.0 mile	5.0 mile
< \$15,000	4.9%	2.8%	3.2%
\$15,000 - \$24,999	6.5%	3.7%	4.0%
\$25,000 - \$34,999	7.0%	4.4%	5.1%
\$35,000 - \$49,999	9.2%	6.9%	8.1%
\$50,000 - \$74,999	24.7%	19.9%	19.8%
\$75,000 - \$99,999	13.4%	12.3%	15.3%
\$100,000 - \$149,999	15.4%	15.8%	18.4%
\$150,000 - \$199,999	8.7%	12.0%	9.4%
\$200,000+	10.2%	22.2%	16.6%
Average Household Income	\$114,644	\$161,406	\$138,793

2000 Owner Occupied HUs by Value

Total	1.0 mile	3.0 mile	5.0 mile
<\$50,000	0.6%	0.4%	0.5%
\$50,000 - 99,999	17.9%	10.1%	16.1%
\$100,000 - 149,999	38.3%	22.9%	31.5%
\$150,000 - 199,999	19.2%	27.0%	21.6%
\$200,000 - \$299,999	14.2%	27.4%	20.3%
\$300,000 - 499,999	7.0%	8.6%	7.3%
\$500,000 - 999,999	2.5%	3.1%	2.2%
\$1,000,000+	0.2%	0.5%	0.4%
Average Home Value	\$176,284	\$212,165	\$188,482

2000 Specified Renter Occupied HUs by Contract Rent

Total	1.0 mile	3.0 mile	5.0 mile
With Cash Rent	90.1%	93.6%	96.8%
No Cash Rent	9.9%	6.4%	3.2%
Median Rent	\$420	\$595	\$568
Average Rent	\$470	\$727	\$622

Data Note: Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest, dividends, net rents, pensions, SSI and welfare payments, child support and alimony. Specified Renter Occupied HUs exclude houses on 10+ acres. Average Rent excludes units paying no cash rent.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2008 and 2013.



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2000 Population by Age

	1.0 mile	3.0 mile	5.0 mile
Total	3,526	29,719	90,681
0 - 4	7.0%	6.6%	6.9%
5 - 9	8.1%	7.9%	7.2%
10 - 14	7.5%	7.5%	6.7%
15 - 19	6.0%	6.4%	5.9%
20 - 24	4.1%	3.9%	4.9%
25 - 34	11.1%	10.4%	13.8%
35 - 44	18.4%	17.8%	17.3%
45 - 54	15.1%	17.6%	16.0%
55 - 64	9.8%	10.3%	9.4%
65 - 74	7.4%	6.2%	6.4%
75 - 84	4.4%	4.0%	4.1%
85+	1.0%	1.4%	1.4%
18+	73.2%	73.5%	75.1%

2008 Population by Age

	1.0 mile	3.0 mile	5.0 mile
Total	3,586	34,642	105,472
0 - 4	6.4%	6.2%	6.7%
5 - 9	6.7%	6.8%	6.9%
10 - 14	7.3%	7.7%	7.2%
15 - 19	6.9%	7.0%	6.3%
20 - 24	5.2%	4.5%	5.0%
25 - 34	9.9%	9.1%	11.5%
35 - 44	13.3%	13.7%	14.8%
45 - 54	16.9%	17.3%	16.0%
55 - 64	12.8%	14.6%	13.0%
65 - 74	7.7%	7.0%	6.5%
75 - 84	5.3%	4.3%	4.3%
85+	1.8%	1.9%	1.8%
18+	75.5%	74.8%	75.2%

2013 Population by Age

	1.0 mile	3.0 mile	5.0 mile
Total	3,716	37,112	112,004
0 - 4	6.3%	6.3%	6.8%
5 - 9	6.2%	6.3%	6.5%
10 - 14	6.9%	7.2%	7.1%
15 - 19	6.9%	7.0%	6.6%
20 - 24	5.5%	4.6%	5.0%
25 - 34	10.3%	10.0%	11.7%
35 - 44	11.7%	12.0%	13.2%
45 - 54	16.3%	16.9%	16.1%
55 - 64	14.5%	15.0%	13.5%
65 - 74	8.3%	8.4%	7.5%
75 - 84	5.0%	4.0%	4.0%
85+	2.1%	2.1%	2.1%
18+	76.3%	75.6%	75.4%

2000 Population by Sex

	1.0 mile	3.0 mile	5.0 mile
Males	47.3%	48.1%	48.3%
Females	52.7%	51.9%	51.7%

2008 Population by Sex

	1.0 mile	3.0 mile	5.0 mile
Males	47.1%	48.0%	48.2%
Females	52.9%	52.0%	51.8%

2013 Population by Sex

	1.0 mile	3.0 mile	5.0 mile
Males	47.2%	48.0%	48.2%
Females	52.8%	52.0%	51.8%

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2008 and 2013.



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2000 Population by Race/Ethnicity

Total	3,527	29,715	90,682
White Alone	85.1%	90.1%	88.4%
Black Alone	11.6%	6.6%	7.3%
American Indian Alone	0.2%	0.1%	0.2%
Asian or Pacific Islander Alone	1.2%	1.7%	2.1%
Some Other Race Alone	0.6%	0.6%	0.8%
Two or More Races	1.4%	0.9%	1.2%
Hispanic Origin	1.3%	1.7%	2.1%
Diversity Index	28.2	21.1	24.7

2008 Population by Race/Ethnicity

Total	3,582	34,640	105,471
White Alone	81.7%	87.8%	85.6%
Black Alone	13.8%	7.5%	8.4%
American Indian Alone	0.3%	0.1%	0.2%
Asian or Pacific Islander Alone	1.7%	2.7%	3.2%
Some Other Race Alone	0.8%	0.8%	1.2%
Two or More Races	1.6%	1.1%	1.5%
Hispanic Origin	2.1%	2.7%	3.3%
Diversity Index	34.0	26.4	30.6

2013 Population by Race/Ethnicity

Total	3,714	37,109	112,002
White Alone	80.2%	86.3%	83.9%
Black Alone	14.6%	7.9%	8.8%
American Indian Alone	0.3%	0.2%	0.2%
Asian or Pacific Islander Alone	2.2%	3.4%	4.0%
Some Other Race Alone	1.0%	1.0%	1.4%
Two or More Races	1.8%	1.2%	1.6%
Hispanic Origin	2.6%	3.6%	4.2%
Diversity Index	37.0	30.0	34.4



2000 Population 3+ by School Enrollment

Total	3,359	28,620	86,691
Enrolled in Nursery/Preschool	2.4%	3.1%	2.7%
Enrolled in Kindergarten	2.1%	1.7%	1.6%
Enrolled in Grade 1-8	13.1%	12.8%	11.5%
Enrolled in Grade 9-12	5.4%	5.9%	5.5%
Enrolled in College	3.8%	3.8%	3.8%
Enrolled in Grad/Prof School	1.4%	1.3%	1.5%
Not Enrolled in School	72.0%	71.3%	73.4%

2008 Population 25+ by Educational Attainment

Total	2,421	23,530	71,649
Less than 9th Grade	2.1%	1.4%	1.7%
9th - 12th Grade, No Diploma	6.2%	3.3%	4.2%
High School Graduate	18.8%	17.2%	20.1%
Some College, No Degree	25.3%	20.4%	21.7%
Associate Degree	9.7%	6.9%	7.2%
Bachelor's Degree	22.8%	31.7%	28.5%
Graduate/Professional Degree	15.0%	19.2%	16.6%

Data Note: Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2008 and 2013.



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2008 Population 15+ by Marital Status

	1.0 mile	3.0 mile	5.0 mile
Total	2,853	27,500	83,550
Never Married	23.9%	20.5%	21.8%
Married	57.0%	64.5%	62.0%
Widowed	7.2%	5.8%	5.5%
Divorced	11.9%	9.2%	10.7%



2000 Population 16+ by Employment Status

	1.0 mile	3.0 mile	5.0 mile
Total	2,697	22,773	70,464
In Labor Force	69.0%	68.8%	70.3%
Civilian Employed	67.9%	67.3%	68.5%
Civilian Unemployed	1.1%	1.5%	1.6%
In Armed Forces	0.0%	0.0%	0.1%
Not in Labor Force	31.0%	31.2%	29.7%

2008 Civilian Population 16+ in Labor Force

	1.0 mile	3.0 mile	5.0 mile
Civilian Employed	97.5%	96.9%	96.7%
Civilian Unemployed	2.5%	3.1%	3.3%

2013 Civilian Population 16+ in Labor Force

	1.0 mile	3.0 mile	5.0 mile
Civilian Employed	97.7%	97.2%	97.0%
Civilian Unemployed	2.3%	2.8%	3.0%

2000 Females 16+ by Employment Status and Age of Children

	1.0 mile	3.0 mile	5.0 mile
Total	1,451	11,956	37,009
Own Children < 6 Only	7.6%	8.3%	8.9%
Employed/in Armed Forces	5.7%	5.3%	6.0%
Unemployed	0.0%	0.0%	0.1%
Not in Labor Force	2.0%	3.0%	2.8%
Own Children < 6 and 6-17 Only	6.8%	7.1%	6.2%
Employed/in Armed Forces	4.1%	4.0%	4.0%
Unemployed	0.3%	0.1%	0.1%
Not in Labor Force	2.3%	2.9%	2.1%
Own Children 6-17 Only	20.4%	19.9%	17.5%
Employed/in Armed Forces	15.2%	14.3%	12.9%
Unemployed	0.1%	0.3%	0.3%
Not in Labor Force	5.2%	5.2%	4.3%
No Own Children < 18	65.2%	64.8%	67.4%
Employed/in Armed Forces	35.8%	34.8%	38.1%
Unemployed	0.4%	0.4%	0.8%
Not in Labor Force	28.9%	29.5%	28.6%

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2008.



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2008 Employed Population 16+ by Industry

	1.0 mile	3.0 mile	5.0 mile
Total	1,829	17,614	54,373
Agriculture/Mining	0.1%	0.3%	0.4%
Construction	6.1%	4.8%	5.3%
Manufacturing	8.1%	8.2%	8.7%
Wholesale Trade	3.2%	3.9%	4.1%
Retail Trade	15.3%	12.6%	12.1%
Transportation/Utilities	5.1%	6.1%	5.6%
Information	1.7%	2.1%	1.9%
Finance/Insurance/Real Estate	10.1%	11.9%	11.3%
Services	46.3%	46.7%	46.9%
Public Administration	3.9%	3.4%	3.6%

2008 Employed Population 16+ by Occupation

	1.0 mile	3.0 mile	5.0 mile
Total	1,828	17,612	54,373
White Collar	73.1%	77.8%	75.0%
Management/Business/Financial	18.4%	24.2%	21.5%
Professional	26.5%	27.1%	26.2%
Sales	14.2%	14.5%	14.1%
Administrative Support	13.9%	12.0%	13.2%
Services	13.2%	10.7%	11.6%
Blue Collar	13.7%	11.5%	13.4%
Farming/Forestry/Fishing	0.1%	0.1%	0.1%
Construction/Extraction	3.4%	2.8%	3.3%
Installation/Maintenance/Repair	2.5%	2.3%	2.4%
Production	3.0%	2.5%	3.4%
Transportation/Material Moving	4.8%	3.9%	4.1%



2000 Workers 16+ by Means of Transportation to Work

	1.0 mile	3.0 mile	5.0 mile
Total	1,812	15,221	47,766
Drove Alone - Car, Truck, or Van	82.0%	85.5%	86.2%
Carpooled - Car, Truck, or Van	9.8%	8.1%	8.2%
Public Transportation	0.9%	0.5%	0.7%
Walked	2.4%	1.0%	1.0%
Other Means	1.2%	0.9%	0.7%
Worked at Home	3.6%	4.0%	3.3%

2000 Workers 16+ by Travel Time to Work

	1.0 mile	3.0 mile	5.0 mile
Total	1,813	15,223	47,768
Did Not Work at Home	96.4%	96.0%	96.7%
Less than 5 minutes	2.8%	2.1%	2.2%
5 to 9 minutes	14.0%	11.1%	9.9%
10 to 19 minutes	30.6%	29.2%	30.2%
20 to 24 minutes	17.2%	18.9%	19.7%
25 to 34 minutes	20.6%	24.0%	24.9%
35 to 44 minutes	5.0%	4.4%	4.0%
45 to 59 minutes	2.4%	2.5%	2.5%
60 to 89 minutes	2.5%	1.6%	1.7%
90 or more minutes	1.4%	2.2%	1.6%
Worked at Home	3.6%	4.0%	3.3%
Average Travel Time to Work (in min)	21.2	23.0	22.3

2000 Households by Vehicles Available

	1.0 mile	3.0 mile	5.0 mile
Total	1,538	11,220	36,436
None	4.4%	3.3%	3.7%
1	31.9%	28.0%	31.1%
2	46.7%	50.6%	48.6%
3	13.9%	14.6%	13.3%
4	2.7%	2.7%	2.6%
5+	0.4%	0.7%	0.7%
Average Number of Vehicles Available	1.8	1.9	1.8

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2000 Households by Type

	1.0 mile	3.0 mile	5.0 mile
Total	1,548	11,240	36,411
Family Households	73.2%	73.8%	69.6%
Married-couple Family	58.1%	64.2%	58.8%
With Related Children	27.5%	31.1%	27.7%
Other Family (No Spouse)	15.1%	9.6%	10.8%
With Related Children	9.9%	5.9%	6.7%
Nonfamily Households	26.8%	26.2%	30.4%
Householder Living Alone	23.5%	22.8%	25.6%
Householder Not Living Alone	3.3%	3.4%	4.7%
Households with Related Children	37.4%	37.0%	34.4%
Households with Persons 65+	22.8%	21.7%	20.4%

2000 Households by Size

	1.0 mile	3.0 mile	5.0 mile
Total	1,547	11,241	36,411
1 Person Household	23.5%	22.9%	25.6%
2 Person Household	34.8%	34.6%	34.9%
3 Person Household	17.8%	17.2%	16.9%
4 Person Household	16.0%	17.0%	15.1%
5 Person Household	5.6%	6.3%	5.6%
6 Person Household	1.7%	1.6%	1.4%
7+ Person Household	0.5%	0.5%	0.4%

2000 Households by Year Householder Moved In

	1.0 mile	3.0 mile	5.0 mile
Total	1,537	11,219	36,435
Moved in 1999 to March 2000	20.2%	20.0%	22.7%
Moved in 1995 to 1998	30.1%	31.0%	31.5%
Moved in 1990 to 1994	18.3%	21.2%	17.7%
Moved in 1980 to 1989	14.6%	15.9%	14.4%
Moved in 1970 to 1979	8.8%	7.8%	8.3%
Moved in 1969 or Earlier	8.1%	4.1%	5.4%
Median Year Householder Moved In	1995	1995	1996



2000 Housing Units by Units in Structure

	1.0 mile	3.0 mile	5.0 mile
Total	1,610	11,760	38,776
1, Detached	78.8%	73.9%	68.4%
1, Attached	8.9%	7.9%	6.4%
2	1.1%	0.7%	0.5%
3 or 4	0.7%	2.9%	4.0%
5 to 9	4.2%	7.2%	8.7%
10 to 19	3.4%	3.5%	6.2%
20+	2.4%	3.7%	5.6%
Mobile Home	0.0%	0.1%	0.2%
Other	0.4%	0.1%	0.0%

2000 Housing Units by Year Structure Built

	1.0 mile	3.0 mile	5.0 mile
Total	1,596	11,696	38,699
1999 to March 2000	5.9%	5.3%	5.0%
1995 to 1998	9.9%	12.2%	11.9%
1990 to 1994	12.0%	11.9%	10.7%
1980 to 1989	13.8%	23.6%	20.5%
1970 to 1979	17.2%	24.8%	26.0%
1969 or Earlier	41.1%	22.3%	25.9%
Median Year Structure Built	1975	1981	1979

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing.



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Radius: 1.0 mile

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Louisville, KY 40243
Radius: 3.0 mile

13100 Shelbyville Rd
Louisville, KY 40243
Radius: 5.0 mile

Top 3 Tapestry Segments

1.	Midlife Junction	Exurbanites	Boomburbs
2.	Cozy and Comfortable	Suburban Splendor	Exurbanites
3.	Sophisticated Squires	Boomburbs	Suburban Splendor

 **2008 Consumer Spending** shows the amount spent on a variety of goods and services by households that reside in the market area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue.

Apparel & Services: Total \$	\$4,551,809	\$50,416,534	\$142,312,451
Average Spent	\$2,936.65	\$3,805.88	\$3,347.74
Spending Potential Index	109	142	125
Computers & Accessories: Total \$	\$487,594	\$5,380,817	\$15,313,717
Average Spent	\$314.58	\$406.19	\$360.24
Spending Potential Index	131	170	151
Education: Total \$	\$3,000,733	\$32,758,227	\$90,081,235
Average Spent	\$1,935.96	\$2,472.88	\$2,119.06
Spending Potential Index	141	180	154
Entertainment/Recreation: Total \$	\$7,671,305	\$84,459,559	\$235,272,380
Average Spent	\$4,949.23	\$6,375.75	\$5,534.52
Spending Potential Index	133	172	149
Food at Home: Total \$	\$9,812,645	\$105,159,074	\$294,950,618
Average Spent	\$6,330.74	\$7,938.33	\$6,938.38
Spending Potential Index	130	162	142
Food Away from Home: Total \$	\$6,967,642	\$75,792,619	\$213,461,712
Average Spent	\$4,495.25	\$5,721.49	\$5,021.45
Spending Potential Index	131	167	147
Health Care: Total \$	\$8,653,526	\$91,180,653	\$248,238,566
Average Spent	\$5,582.92	\$6,883.12	\$5,839.53
Spending Potential Index	136	168	143
HH Furnishings & Equipment: Total \$	\$4,500,501	\$51,152,363	\$143,122,143
Average Spent	\$2,903.55	\$3,861.43	\$3,366.79
Spending Potential Index	126	168	146
Investments: Total \$	\$2,365,059	\$28,868,431	\$75,680,418
Average Spent	\$1,525.84	\$2,179.24	\$1,780.30
Spending Potential Index	150	215	175
Retail Goods: Total \$	\$53,878,779	\$591,478,854	\$1,653,651,899
Average Spent	\$34,760.50	\$44,650.02	\$38,900.30
Spending Potential Index	128	164	143
Shelter: Total \$	\$31,308,275	\$357,857,521	\$1,002,763,435
Average Spent	\$20,198.89	\$27,014.23	\$23,588.88
Spending Potential Index	130	174	152
TV/Video/Sound Equipment: Total \$	\$2,913,373	\$31,516,857	\$88,950,840
Average Spent	\$1,879.60	\$2,379.17	\$2,092.47
Spending Potential Index	131	166	146
Travel: Total \$	\$4,003,840	\$45,416,238	\$124,463,239
Average Spent	\$2,583.12	\$3,428.42	\$2,927.86
Spending Potential Index	137	182	155
Vehicle Maintenance & Repairs: Total \$	\$2,005,535	\$21,876,846	\$61,559,810
Average Spent	\$1,293.89	\$1,651.46	\$1,448.13
Spending Potential Index	130	166	146

Data Note: The Spending Potential Index represents the amount spent in the area relative to a national average of 100.

Source: Expenditure data are derived from the 2004 and 2005 Consumer Expenditure Surveys, Bureau of Labor Statistics. ESRI.