



# 2010 Census Profile

3040 Scottsville Rd, Bowling Green, Kentucky, 42104  
Ring: 5 mile radius

Prepared by Esri  
Latitude: 36.94258  
Longitude: -86.42137

	2000	2010	2000-2010 Annual Rate
Population	61,812	77,336	2.27%
Households	23,860	29,861	2.27%
Housing Units	26,000	32,099	2.13%

Population by Race	Number	Percent
<b>Total</b>	77,336	100.0%
Population Reporting One Race	75,596	97.8%
White	61,915	80.1%
Black	8,509	11.0%
American Indian	199	0.3%
Asian	2,931	3.8%
Pacific Islander	112	0.1%
Some Other Race	1,930	2.5%
Population Reporting Two or More Races	1,740	2.2%
Total Hispanic Population	4,173	5.4%

Population by Sex	Number	Percent
Male	37,595	48.6%
Female	39,741	51.4%

Population by Age	Number	Percent
<b>Total</b>	77,334	100.0%
Age 0 - 4	4,776	6.2%
Age 5 - 9	4,755	6.1%
Age 10 - 14	4,477	5.8%
Age 15 - 19	7,437	9.6%
Age 20 - 24	10,808	14.0%
Age 25 - 29	5,989	7.7%
Age 30 - 34	4,932	6.4%
Age 35 - 39	4,772	6.2%
Age 40 - 44	4,393	5.7%
Age 45 - 49	4,726	6.1%
Age 50 - 54	4,512	5.8%
Age 55 - 59	3,957	5.1%
Age 60 - 64	3,431	4.4%
Age 65 - 69	2,592	3.4%
Age 70 - 74	1,879	2.4%
Age 75 - 79	1,523	2.0%
Age 80 - 84	1,181	1.5%
Age 85+	1,196	1.5%
Age 18+	60,616	78.4%
Age 65+	8,371	10.8%

Median Age by Sex and Race/Hispanic Origin	Median Age
<b>Total Population</b>	30.4
Male	29.4
Female	31.7
White Alone	32.6
Black Alone	26.2
American Indian Alone	30.7
Asian Alone	25.9
Pacific Islander Alone	22.8
Some Other Race Alone	23.1
Two or More Races	15.3
Hispanic Population	23.3

**Data Note:** Hispanic population can be of any race. Census 2010 medians are computed from reported data distributions.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri converted Census 2000 data into 2010 geography.



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Households by Type		
Total	29,861	100.0%
Households with 1 Person	9,227	30.9%
Households with 2+ People	20,634	69.1%
Family Households	17,498	58.6%
Husband-wife Families	12,629	42.3%
With Own Children	5,434	18.2%
Other Family (No Spouse Present)	4,868	16.3%
With Own Children	2,791	9.3%
Nonfamily Households	3,136	10.5%
All Households with Children	9,022	30.2%
Multigenerational Households	827	2.8%
Unmarried Partner Households	1,899	6.4%
Male-female	1,723	5.8%
Same-sex	176	0.6%
Average Household Size	2.38	

Family Households by Size		
Total	17,497	100.0%
2 People	7,579	43.3%
3 People	4,139	23.7%
4 People	3,470	19.8%
5 People	1,503	8.6%
6 People	537	3.1%
7+ People	269	1.5%
Average Family Size	3.00	

Nonfamily Households by Size		
Total	12,364	100.0%
1 Person	9,227	74.6%
2 People	2,098	17.0%
3 People	608	4.9%
4 People	376	3.0%
5 People	37	0.3%
6 People	7	0.1%
7+ People	11	0.1%
Average Nonfamily Size	1.38	

Population by Relationship and Household Type		
Total	77,336	100.0%
In Households	71,176	92.0%
In Family Households	54,137	70.0%
Householder	17,453	22.6%
Spouse	12,597	16.3%
Child	20,306	26.3%
Other relative	2,224	2.9%
Nonrelative	1,556	2.0%
In Nonfamily Households	17,039	22.0%
In Group Quarters	6,160	8.0%
Institutionalized Population	1,187	1.5%
Noninstitutionalized Population	4,973	6.4%

**Data Note:** Households with children include any households with people under age 18, related or not. Multigenerational households are families with 3 or more parent-child relationships. Unmarried partner households are usually classified as nonfamily households unless there is another member of the household related to the householder. Multigenerational and unmarried partner households are reported only to the tract level. Esri estimated block group data, which is used to estimate polygons or non-standard geography. Average family size excludes nonrelatives.

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Family Households by Age of Householder		
Total		17,498 100.0%
Householder Age	15 - 44	8,141 46.5%
Householder Age	45 - 54	3,694 21.1%
Householder Age	55 - 64	2,793 16.0%
Householder Age	65 - 74	1,790 10.2%
Householder Age	75+	1,080 6.2%

Nonfamily Households by Age of Householder		
Total		12,364 100.0%
Householder Age	15 - 44	6,457 52.2%
Householder Age	45 - 54	1,630 13.2%
Householder Age	55 - 64	1,652 13.4%
Householder Age	65 - 74	1,094 8.8%
Householder Age	75+	1,531 12.4%

Households by Race of Householder		
Total		29,862 100.0%
Householder is	White Alone	24,965 83.6%
Householder is	Black Alone	3,088 10.3%
Householder is	American Indian Alone	77 0.3%
Householder is	Asian Alone	845 2.8%
Householder is	Pacific Islander Alone	33 0.1%
Householder is	Some Other Race Alone	466 1.6%
Householder is	Two or More Races	388 1.3%
Households with	Hispanic Householder	1,044 3.5%

Husband-wife Families by Race of Householder		
Total		12,630 100.0%
Householder is	White Alone	11,044 87.4%
Householder is	Black Alone	717 5.7%
Householder is	American Indian Alone	33 0.3%
Householder is	Asian Alone	471 3.7%
Householder is	Pacific Islander Alone	9 0.1%
Householder is	Some Other Race Alone	227 1.8%
Householder is	Two or More Races	129 1.0%
Husband-wife Families with	Hispanic Householder	508 4.0%

Other Families (No Spouse) by Race of Householder		
Total		4,869 100.0%
Householder is	White Alone	3,435 70.5%
Householder is	Black Alone	1,050 21.6%
Householder is	American Indian Alone	13 0.3%
Householder is	Asian Alone	103 2.1%
Householder is	Pacific Islander Alone	15 0.3%
Householder is	Some Other Race Alone	140 2.9%
Householder is	Two or More Races	113 2.3%
Other Families with	Hispanic Householder	274 5.6%

Nonfamily Households by Race of Householder		
Total		12,364 100.0%
Householder is	White Alone	10,487 84.8%
Householder is	Black Alone	1,321 10.7%
Householder is	American Indian Alone	31 0.3%
Householder is	Asian Alone	270 2.2%
Householder is	Pacific Islander Alone	9 0.1%
Householder is	Some Other Race Alone	99 0.8%
Householder is	Two or More Races	147 1.2%
Nonfamily Households with	Hispanic Householder	262 2.1%

Source: U.S. Census Bureau, Census 2010 Summary File 1.



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## Total Housing Units by Occupancy

Total	32,126	100.0%
Occupied Housing Units	29,861	92.9%
Vacant Housing Units		
For Rent	1,241	3.9%
Rented, not Occupied	57	0.2%
For Sale Only	315	1.0%
Sold, not Occupied	89	0.3%
For Seasonal/Recreational/Occasional Use	81	0.3%
For Migrant Workers	0	0.0%
Other Vacant	482	1.5%
Total Vacancy Rate	7.0%	

## Households by Tenure and Mortgage Status

Total	29,861	100.0%
Owner Occupied	15,677	52.5%
Owned with a Mortgage/Loan	10,966	36.7%
Owned Free and Clear	4,711	15.8%
Average Household Size	2.52	
Renter Occupied	14,184	47.5%
Average Household Size	2.23	

## Owner-occupied Housing Units by Race of Householder

Total	15,677	100.0%
Householder is White Alone	14,282	91.1%
Householder is Black Alone	822	5.2%
Householder is American Indian Alone	36	0.2%
Householder is Asian Alone	268	1.7%
Householder is Pacific Islander Alone	5	0.0%
Householder is Some Other Race Alone	140	0.9%
Householder is Two or More Races	124	0.8%
Owner-occupied Housing Units with Hispanic Householder	339	2.2%

## Renter-occupied Housing Units by Race of Householder

Total	14,185	100.0%
Householder is White Alone	10,683	75.3%
Householder is Black Alone	2,266	16.0%
Householder is American Indian Alone	41	0.3%
Householder is Asian Alone	577	4.1%
Householder is Pacific Islander Alone	28	0.2%
Householder is Some Other Race Alone	326	2.3%
Householder is Two or More Races	264	1.9%
Renter-occupied Housing Units with Hispanic Householder	705	5.0%

## Average Household Size by Race/Hispanic Origin of Householder

Householder is White Alone	2.32
Householder is Black Alone	2.40
Householder is American Indian Alone	2.32
Householder is Asian Alone	3.25
Householder is Pacific Islander Alone	2.94
Householder is Some Other Race Alone	3.79
Householder is Two or More Races	2.76
Householder is Hispanic	3.57

Source: U.S. Census Bureau, Census 2010 Summary File 1.



# 2010 Census Profile

3040 Scottsville Rd, Bowling Green, Kentucky, 42104  
Ring: 10 mile radius

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	2000	2010	2000-2010 Annual Rate
Population	82,658	103,429	2.27%
Households	31,698	39,686	2.27%
Housing Units	34,410	42,818	2.21%

Population by Race	Number	Percent
Total	103,428	100.0%
Population Reporting One Race	101,190	97.8%
White	85,390	82.6%
Black	9,981	9.7%
American Indian	284	0.3%
Asian	3,150	3.0%
Pacific Islander	127	0.1%
Some Other Race	2,258	2.2%
Population Reporting Two or More Races	2,238	2.2%

Total Hispanic Population	5,041	4.9%
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Population by Sex	Number	Percent
Male	50,521	48.8%
Female	52,908	51.2%

Population by Age	Number	Percent
Total	103,429	100.0%
Age 0 - 4	6,612	6.4%
Age 5 - 9	6,596	6.4%
Age 10 - 14	6,417	6.2%
Age 15 - 19	9,175	8.9%
Age 20 - 24	12,319	11.9%
Age 25 - 29	7,901	7.6%
Age 30 - 34	6,792	6.6%
Age 35 - 39	6,534	6.3%
Age 40 - 44	6,165	6.0%
Age 45 - 49	6,715	6.5%
Age 50 - 54	6,489	6.3%
Age 55 - 59	5,697	5.5%
Age 60 - 64	4,943	4.8%
Age 65 - 69	3,574	3.5%
Age 70 - 74	2,592	2.5%
Age 75 - 79	1,992	1.9%
Age 80 - 84	1,473	1.4%
Age 85+	1,441	1.4%
Age 18+	79,954	77.3%
Age 65+	11,072	10.7%

Median Age by Sex and Race/Hispanic Origin	Median Age
Total Population	32.0
Male	30.8
Female	33.2
White Alone	34.0
Black Alone	27.1
American Indian Alone	34.6
Asian Alone	26.1
Pacific Islander Alone	22.8
Some Other Race Alone	23.1
Two or More Races	14.9
Hispanic Population	23.3

**Data Note:** Hispanic population can be of any race. Census 2010 medians are computed from reported data distributions.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri converted Census 2000 data into 2010 geography.



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Households by Type		
Total	39,686	100.0%
Households with 1 Person	11,229	28.3%
Households with 2+ People	28,457	71.7%
Family Households	24,793	62.5%
Husband-wife Families	18,284	46.1%
With Own Children	7,735	19.5%
Other Family (No Spouse Present)	6,509	16.4%
With Own Children	3,770	9.5%
Nonfamily Households	3,664	9.2%
All Households with Children	12,717	32.0%
Multigenerational Households	1,191	3.0%
Unmarried Partner Households	2,586	6.5%
Male-female	2,348	5.9%
Same-sex	238	0.6%
Average Household Size	2.45	

Family Households by Size		
Total	24,792	100.0%
2 People	10,642	42.9%
3 People	5,941	24.0%
4 People	4,957	20.0%
5 People	2,120	8.6%
6 People	760	3.1%
7+ People	372	1.5%
Average Family Size	3.01	

Nonfamily Households by Size		
Total	14,893	100.0%
1 Person	11,229	75.4%
2 People	2,525	17.0%
3 People	681	4.6%
4 People	398	2.7%
5 People	41	0.3%
6 People	7	0.0%
7+ People	12	0.1%
Average Nonfamily Size	1.36	

Population by Relationship and Household Type		
Total	103,429	100.0%
In Households	97,222	94.0%
In Family Households	76,960	74.4%
Householder	24,785	24.0%
Spouse	18,277	17.7%
Child	28,659	27.7%
Other relative	2,995	2.9%
Nonrelative	2,244	2.2%
In Nonfamily Households	20,262	19.6%
In Group Quarters	6,207	6.0%
Institutionalized Population	1,233	1.2%
Noninstitutionalized Population	4,974	4.8%

**Data Note:** Households with children include any households with people under age 18, related or not. Multigenerational households are families with 3 or more parent-child relationships. Unmarried partner households are usually classified as nonfamily households unless there is another member of the household related to the householder. Multigenerational and unmarried partner households are reported only to the tract level. Esri estimated block group data, which is used to estimate polygons or non-standard geography. Average family size excludes nonrelatives.

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Family Households by Age of Householder		
Total		24,794 100.0%
Householder Age	15 - 44	11,301 45.6%
Householder Age	45 - 54	5,344 21.6%
Householder Age	55 - 64	4,169 16.8%
Householder Age	65 - 74	2,538 10.2%
Householder Age	75+	1,442 5.8%

Nonfamily Households by Age of Householder		
Total		14,893 100.0%
Householder Age	15 - 44	7,357 49.4%
Householder Age	45 - 54	2,117 14.2%
Householder Age	55 - 64	2,177 14.6%
Householder Age	65 - 74	1,414 9.5%
Householder Age	75+	1,828 12.3%

Households by Race of Householder		
Total		39,686 100.0%
Householder is	White Alone	33,975 85.6%
Householder is	Black Alone	3,644 9.2%
Householder is	American Indian Alone	105 0.3%
Householder is	Asian Alone	901 2.3%
Householder is	Pacific Islander Alone	36 0.1%
Householder is	Some Other Race Alone	546 1.4%
Householder is	Two or More Races	479 1.2%
Households with	Hispanic Householder	1,260 3.2%

Husband-wife Families by Race of Householder		
Total		18,284 100.0%
Householder is	White Alone	16,341 89.4%
Householder is	Black Alone	937 5.1%
Householder is	American Indian Alone	49 0.3%
Householder is	Asian Alone	506 2.8%
Householder is	Pacific Islander Alone	11 0.1%
Householder is	Some Other Race Alone	269 1.5%
Householder is	Two or More Races	171 0.9%
Husband-wife Families with	Hispanic Householder	632 3.5%

Other Families (No Spouse) by Race of Householder		
Total		6,509 100.0%
Householder is	White Alone	4,836 74.3%
Householder is	Black Alone	1,226 18.8%
Householder is	American Indian Alone	19 0.3%
Householder is	Asian Alone	113 1.7%
Householder is	Pacific Islander Alone	15 0.2%
Householder is	Some Other Race Alone	159 2.4%
Householder is	Two or More Races	141 2.2%
Other Families with	Hispanic Householder	326 5.0%

Nonfamily Households by Race of Householder		
Total		14,893 100.0%
Householder is	White Alone	12,798 85.9%
Householder is	Black Alone	1,482 10.0%
Householder is	American Indian Alone	37 0.2%
Householder is	Asian Alone	282 1.9%
Householder is	Pacific Islander Alone	10 0.1%
Householder is	Some Other Race Alone	117 0.8%
Householder is	Two or More Races	167 1.1%
Nonfamily Households with	Hispanic Householder	302 2.0%

Source: U.S. Census Bureau, Census 2010 Summary File 1.



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## Total Housing Units by Occupancy

Total	42,834	100.0%
Occupied Housing Units	39,686	92.7%
Vacant Housing Units		
For Rent	1,586	3.7%
Rented, not Occupied	63	0.1%
For Sale Only	492	1.1%
Sold, not Occupied	122	0.3%
For Seasonal/Recreational/Occasional Use	119	0.3%
For Migrant Workers	1	0.0%
Other Vacant	765	1.8%
Total Vacancy Rate	7.3%	

## Households by Tenure and Mortgage Status

Total	39,686	100.0%
Owner Occupied	23,046	58.1%
Owned with a Mortgage/Loan	16,347	41.2%
Owned Free and Clear	6,699	16.9%
Average Household Size	2.56	
Renter Occupied	16,640	41.9%
Average Household Size	2.29	

## Owner-occupied Housing Units by Race of Householder

Total	23,045	100.0%
Householder is White Alone	21,209	92.0%
Householder is Black Alone	1,111	4.8%
Householder is American Indian Alone	55	0.2%
Householder is Asian Alone	306	1.3%
Householder is Pacific Islander Alone	7	0.0%
Householder is Some Other Race Alone	183	0.8%
Householder is Two or More Races	174	0.8%
Owner-occupied Housing Units with Hispanic Householder	462	2.0%

## Renter-occupied Housing Units by Race of Householder

Total	16,641	100.0%
Householder is White Alone	12,766	76.7%
Householder is Black Alone	2,534	15.2%
Householder is American Indian Alone	50	0.3%
Householder is Asian Alone	595	3.6%
Householder is Pacific Islander Alone	29	0.2%
Householder is Some Other Race Alone	362	2.2%
Householder is Two or More Races	305	1.8%
Renter-occupied Housing Units with Hispanic Householder	798	4.8%

## Average Household Size by Race/Hispanic Origin of Householder

Householder is White Alone	2.40
Householder is Black Alone	2.44
Householder is American Indian Alone	2.43
Householder is Asian Alone	3.27
Householder is Pacific Islander Alone	3.08
Householder is Some Other Race Alone	3.81
Householder is Two or More Races	2.78
Householder is Hispanic	3.59

Source: U.S. Census Bureau, Census 2010 Summary File 1.





# 2010 Census Profile

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	2000	2010	2000-2010 Annual Rate
Population	98,400	120,706	2.06%
Households	37,552	46,261	2.11%
Housing Units	40,705	50,087	2.10%

Population by Race	Number	Percent
<b>Total</b>	120,706	100.0%
Population Reporting One Race	118,263	98.0%
White	101,894	84.4%
Black	10,381	8.6%
American Indian	335	0.3%
Asian	3,199	2.7%
Pacific Islander	129	0.1%
Some Other Race	2,325	1.9%
Population Reporting Two or More Races	2,443	2.0%

Total Hispanic Population	5,276	4.4%
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Population by Sex	Number	Percent
Male	59,155	49.0%
Female	61,551	51.0%

Population by Age	Number	Percent
<b>Total</b>	120,704	100.0%
Age 0 - 4	7,653	6.3%
Age 5 - 9	7,745	6.4%
Age 10 - 14	7,696	6.4%
Age 15 - 19	10,345	8.6%
Age 20 - 24	13,197	10.9%
Age 25 - 29	8,813	7.3%
Age 30 - 34	7,824	6.5%
Age 35 - 39	7,663	6.3%
Age 40 - 44	7,369	6.1%
Age 45 - 49	8,196	6.8%
Age 50 - 54	7,888	6.5%
Age 55 - 59	6,932	5.7%
Age 60 - 64	6,038	5.0%
Age 65 - 69	4,412	3.7%
Age 70 - 74	3,182	2.6%
Age 75 - 79	2,392	2.0%
Age 80 - 84	1,718	1.4%
Age 85+	1,643	1.4%
Age 18+	92,985	77.0%
Age 65+	13,347	11.1%

Median Age by Sex and Race/Hispanic Origin	Median Age
<b>Total Population</b>	33.1
Male	32.1
Female	34.2
White Alone	35.0
Black Alone	27.6
American Indian Alone	36.4
Asian Alone	26.3
Pacific Islander Alone	23.0
Some Other Race Alone	23.2
Two or More Races	15.0
Hispanic Population	23.3

**Data Note:** Hispanic population can be of any race. Census 2010 medians are computed from reported data distributions.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri converted Census 2000 data into 2010 geography.



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3040 Scottsville Rd, Bowling Green, Kentucky, 42104  
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Households by Type		
Total	46,262	100.0%
Households with 1 Person	12,559	27.1%
Households with 2+ People	33,703	72.9%
Family Households	29,759	64.3%
Husband-wife Families	22,383	48.4%
With Own Children	9,302	20.1%
Other Family (No Spouse Present)	7,376	15.9%
With Own Children	4,216	9.1%
Nonfamily Households	3,944	8.5%
All Households with Children	15,038	32.5%
Multigenerational Households	1,457	3.1%
Unmarried Partner Households	2,971	6.4%
Male-female	2,698	5.8%
Same-sex	273	0.6%
Average Household Size	2.47	

Family Households by Size		
Total	29,758	100.0%
2 People	12,833	43.1%
3 People	7,122	23.9%
4 People	5,909	19.9%
5 People	2,514	8.4%
6 People	909	3.1%
7+ People	471	1.6%
Average Family Size	3.01	

Nonfamily Households by Size		
Total	16,502	100.0%
1 Person	12,559	76.1%
2 People	2,758	16.7%
3 People	711	4.3%
4 People	410	2.5%
5 People	44	0.3%
6 People	7	0.0%
7+ People	13	0.1%
Average Nonfamily Size	1.35	

Population by Relationship and Household Type		
Total	120,706	100.0%
In Households	114,457	94.8%
In Family Households	92,253	76.4%
Householder	29,718	24.6%
Spouse	22,348	18.5%
Child	34,102	28.3%
Other relative	3,469	2.9%
Nonrelative	2,615	2.2%
In Nonfamily Households	22,205	18.4%
In Group Quarters	6,249	5.2%
Institutionalized Population	1,263	1.0%
Noninstitutionalized Population	4,986	4.1%

**Data Note:** Households with children include any households with people under age 18, related or not. Multigenerational households are families with 3 or more parent-child relationships. Unmarried partner households are usually classified as nonfamily households unless there is another member of the household related to the householder. Multigenerational and unmarried partner households are reported only to the tract level. Esri estimated block group data, which is used to estimate polygons or non-standard geography. Average family size excludes nonrelatives.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1.



# 2010 Census Profile

3040 Scottsville Rd, Bowling Green, Kentucky, 42104  
Ring: 15 mile radius

Prepared by Esri  
Latitude: 36.94258  
Longitude: -86.42137

Family Households by Age of Householder		
Total		29,760 100.0%
Householder Age	15 - 44	13,136 44.1%
Householder Age	45 - 54	6,512 21.9%
Householder Age	55 - 64	5,182 17.4%
Householder Age	65 - 74	3,186 10.7%
Householder Age	75+	1,744 5.9%

Nonfamily Households by Age of Householder		
Total		16,501 100.0%
Householder Age	15 - 44	7,737 46.9%
Householder Age	45 - 54	2,470 15.0%
Householder Age	55 - 64	2,509 15.2%
Householder Age	65 - 74	1,672 10.1%
Householder Age	75+	2,113 12.8%

Households by Race of Householder		
Total		46,261 100.0%
Householder is	White Alone	40,293 87.1%
Householder is	Black Alone	3,812 8.2%
Householder is	American Indian Alone	123 0.3%
Householder is	Asian Alone	914 2.0%
Householder is	Pacific Islander Alone	36 0.1%
Householder is	Some Other Race Alone	558 1.2%
Householder is	Two or More Races	525 1.1%
Households with	Hispanic Householder	1,316 2.8%

Husband-wife Families by Race of Householder		
Total		22,383 100.0%
Householder is	White Alone	20,296 90.7%
Householder is	Black Alone	1,030 4.6%
Householder is	American Indian Alone	60 0.3%
Householder is	Asian Alone	513 2.3%
Householder is	Pacific Islander Alone	11 0.0%
Householder is	Some Other Race Alone	276 1.2%
Householder is	Two or More Races	197 0.9%
Husband-wife Families with	Hispanic Householder	665 3.0%

Other Families (No Spouse) by Race of Householder		
Total		7,375 100.0%
Householder is	White Alone	5,663 76.8%
Householder is	Black Alone	1,248 16.9%
Householder is	American Indian Alone	22 0.3%
Householder is	Asian Alone	116 1.6%
Householder is	Pacific Islander Alone	15 0.2%
Householder is	Some Other Race Alone	162 2.2%
Householder is	Two or More Races	149 2.0%
Other Families with	Hispanic Householder	337 4.6%

Nonfamily Households by Race of Householder		
Total		16,502 100.0%
Householder is	White Alone	14,334 86.9%
Householder is	Black Alone	1,533 9.3%
Householder is	American Indian Alone	41 0.2%
Householder is	Asian Alone	285 1.7%
Householder is	Pacific Islander Alone	10 0.1%
Householder is	Some Other Race Alone	120 0.7%
Householder is	Two or More Races	179 1.1%
Nonfamily Households with	Hispanic Householder	313 1.9%

Source: U.S. Census Bureau, Census 2010 Summary File 1.



# 2010 Census Profile

3040 Scottsville Rd, Bowling Green, Kentucky, 42104  
Ring: 15 mile radius

Prepared by Esri  
Latitude: 36.94258  
Longitude: -86.42137

## Total Housing Units by Occupancy

Total	50,100	100.0%
Occupied Housing Units	46,261	92.3%
Vacant Housing Units		
For Rent	1,691	3.4%
Rented, not Occupied	68	0.1%
For Sale Only	596	1.2%
Sold, not Occupied	163	0.3%
For Seasonal/Recreational/Occasional Use	196	0.4%
For Migrant Workers	4	0.0%
Other Vacant	1,121	2.2%
Total Vacancy Rate	7.6%	

## Households by Tenure and Mortgage Status

Total	46,261	100.0%
Owner Occupied	28,522	61.7%
Owned with a Mortgage/Loan	19,878	43.0%
Owned Free and Clear	8,643	18.7%
Average Household Size	2.58	
Renter Occupied	17,739	38.3%
Average Household Size	2.31	

## Owner-occupied Housing Units by Race of Householder

Total	28,522	100.0%
Householder is White Alone	26,492	92.9%
Householder is Black Alone	1,245	4.4%
Householder is American Indian Alone	67	0.2%
Householder is Asian Alone	316	1.1%
Householder is Pacific Islander Alone	7	0.0%
Householder is Some Other Race Alone	190	0.7%
Householder is Two or More Races	205	0.7%
Owner-occupied Housing Units with Hispanic Householder	496	1.7%

## Renter-occupied Housing Units by Race of Householder

Total	17,739	100.0%
Householder is White Alone	13,801	77.8%
Householder is Black Alone	2,567	14.5%
Householder is American Indian Alone	56	0.3%
Householder is Asian Alone	598	3.4%
Householder is Pacific Islander Alone	29	0.2%
Householder is Some Other Race Alone	368	2.1%
Householder is Two or More Races	320	1.8%
Renter-occupied Housing Units with Hispanic Householder	819	4.6%

## Average Household Size by Race/Hispanic Origin of Householder

Householder is White Alone	2.44
Householder is Black Alone	2.44
Householder is American Indian Alone	2.59
Householder is Asian Alone	3.27
Householder is Pacific Islander Alone	3.08
Householder is Some Other Race Alone	3.81
Householder is Two or More Races	2.74
Householder is Hispanic	3.57

Source: U.S. Census Bureau, Census 2010 Summary File 1.



# Market Profile

3040 Scottsville Rd, Bowling Green, Kentucky, 42104  
Rings: 5, 10, 15 mile radii

Prepared by Esri  
Latitude: 36.94258  
Longitude: -86.42137

	5 miles	10 miles	15 miles
<b>Population Summary</b>			
2000 Total Population	61,812	82,658	98,400
2010 Total Population	77,336	103,429	120,706
2015 Total Population	82,554	110,269	128,198
2015 Group Quarters	6,171	6,218	6,260
2020 Total Population	87,764	117,219	135,906
2015-2020 Annual Rate	1.23%	1.23%	1.17%
<b>Household Summary</b>			
2000 Households	23,860	31,698	37,552
2000 Average Household Size	2.36	2.43	2.47
2010 Households	29,861	39,686	46,261
2010 Average Household Size	2.38	2.45	2.47
2015 Households	32,002	42,503	49,365
2015 Average Household Size	2.39	2.45	2.47
2020 Households	34,122	45,298	52,459
2020 Average Household Size	2.39	2.45	2.47
2015-2020 Annual Rate	1.29%	1.28%	1.22%
2010 Families	17,498	24,793	29,759
2010 Average Family Size	3.00	3.01	3.01
2015 Families	18,633	26,344	31,487
2015 Average Family Size	3.00	3.01	3.01
2020 Families	19,801	27,952	33,293
2020 Average Family Size	3.01	3.01	3.01
2015-2020 Annual Rate	1.22%	1.19%	1.12%
<b>Housing Unit Summary</b>			
2000 Housing Units	26,000	34,410	40,705
Owner Occupied Housing Units	50.9%	56.7%	60.2%
Renter Occupied Housing Units	40.9%	35.4%	32.0%
Vacant Housing Units	8.2%	7.9%	7.7%
2010 Housing Units	32,099	42,818	50,087
Owner Occupied Housing Units	48.8%	53.8%	56.9%
Renter Occupied Housing Units	44.2%	38.9%	35.4%
Vacant Housing Units	7.0%	7.3%	7.6%
2015 Housing Units	34,618	46,084	53,665
Owner Occupied Housing Units	45.0%	49.9%	53.0%
Renter Occupied Housing Units	47.4%	42.4%	39.0%
Vacant Housing Units	7.6%	7.8%	8.0%
2020 Housing Units	36,933	49,134	57,044
Owner Occupied Housing Units	45.2%	50.0%	53.0%
Renter Occupied Housing Units	47.2%	42.2%	38.9%
Vacant Housing Units	7.6%	7.8%	8.0%
<b>Median Household Income</b>			
2015	\$41,789	\$43,221	\$43,417
2020	\$48,361	\$49,733	\$49,809
<b>Median Home Value</b>			
2015	\$145,939	\$135,035	\$130,440
2020	\$199,634	\$185,560	\$176,644
<b>Per Capita Income</b>			
2015	\$24,193	\$24,007	\$23,597
2020	\$27,825	\$27,548	\$27,039
<b>Median Age</b>			
2010	30.4	32.0	33.1
2015	31.5	33.1	34.2
2020	33.0	34.5	35.6

**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 the total population.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020. Esri converted Census 2000 data into 2010 geography.



# Market Profile

3040 Scottsville Rd, Bowling Green, Kentucky, 42104  
Rings: 5, 10, 15 mile radii

Prepared by Esri  
Latitude: 36.94258  
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	5 miles	10 miles	15 miles
<b>2015 Households by Income</b>			
Household Income Base	32,002	42,503	49,365
<\$15,000	17.9%	16.0%	15.2%
\$15,000 - \$24,999	12.3%	12.5%	12.8%
\$25,000 - \$34,999	12.1%	11.9%	11.9%
\$35,000 - \$49,999	14.3%	15.3%	15.7%
\$50,000 - \$74,999	16.7%	17.4%	17.8%
\$75,000 - \$99,999	9.5%	10.2%	10.7%
\$100,000 - \$149,999	11.0%	10.9%	10.6%
\$150,000 - \$199,999	3.1%	2.8%	2.7%
\$200,000+	3.0%	2.9%	2.6%
Average Household Income	\$60,657	\$60,891	\$60,124
<b>2020 Households by Income</b>			
Household Income Base	34,122	45,298	52,459
<\$15,000	16.8%	14.9%	14.2%
\$15,000 - \$24,999	9.3%	9.4%	9.5%
\$25,000 - \$34,999	11.5%	11.3%	11.2%
\$35,000 - \$49,999	13.6%	14.6%	15.1%
\$50,000 - \$74,999	16.1%	16.9%	17.5%
\$75,000 - \$99,999	10.7%	11.6%	12.3%
\$100,000 - \$149,999	13.6%	13.3%	12.7%
\$150,000 - \$199,999	4.8%	4.4%	4.1%
\$200,000+	3.7%	3.5%	3.2%
Average Household Income	\$69,915	\$69,959	\$68,951
<b>2015 Owner Occupied Housing Units by Value</b>			
Total	15,590	22,977	28,455
<\$50,000	3.7%	5.0%	6.1%
\$50,000 - \$99,999	19.9%	24.4%	25.8%
\$100,000 - \$149,999	28.7%	29.5%	29.7%
\$150,000 - \$199,999	19.2%	17.2%	16.9%
\$200,000 - \$249,999	11.0%	9.4%	8.7%
\$250,000 - \$299,999	6.8%	5.6%	4.8%
\$300,000 - \$399,999	6.0%	5.0%	4.4%
\$400,000 - \$499,999	2.0%	1.7%	1.5%
\$500,000 - \$749,999	1.6%	1.4%	1.3%
\$750,000 - \$999,999	0.4%	0.4%	0.4%
\$1,000,000 +	0.7%	0.6%	0.5%
Average Home Value	\$180,898	\$167,475	\$159,518
<b>2020 Owner Occupied Housing Units by Value</b>			
Total	16,698	24,547	30,252
<\$50,000	3.1%	4.1%	5.0%
\$50,000 - \$99,999	11.4%	14.7%	16.3%
\$100,000 - \$149,999	13.9%	16.7%	17.9%
\$150,000 - \$199,999	21.7%	20.3%	20.5%
\$200,000 - \$249,999	19.0%	16.2%	15.3%
\$250,000 - \$299,999	12.2%	10.9%	9.8%
\$300,000 - \$399,999	9.2%	8.3%	7.5%
\$400,000 - \$499,999	4.2%	3.8%	3.5%
\$500,000 - \$749,999	3.3%	3.2%	2.9%
\$750,000 - \$999,999	1.0%	0.9%	0.8%
\$1,000,000 +	1.0%	0.7%	0.6%
Average Home Value	\$233,391	\$218,600	\$208,191

**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.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020. Esri converted Census 2000 data into 2010 geography.



# Market Profile

3040 Scottsville Rd, Bowling Green, Kentucky, 42104  
Rings: 5, 10, 15 mile radii

Prepared by Esri  
Latitude: 36.94258  
Longitude: -86.42137

	5 miles	10 miles	15 miles
<b>2010 Population by Age</b>			
Total	77,334	103,429	120,704
0 - 4	6.2%	6.4%	6.3%
5 - 9	6.1%	6.4%	6.4%
10 - 14	5.8%	6.2%	6.4%
15 - 24	23.6%	20.8%	19.5%
25 - 34	14.1%	14.2%	13.8%
35 - 44	11.9%	12.3%	12.5%
45 - 54	11.9%	12.8%	13.3%
55 - 64	9.6%	10.3%	10.7%
65 - 74	5.8%	6.0%	6.3%
75 - 84	3.5%	3.4%	3.4%
85 +	1.5%	1.4%	1.4%
18 +	78.4%	77.3%	77.0%
<b>2015 Population by Age</b>			
Total	82,555	110,269	128,199
0 - 4	5.9%	6.1%	6.0%
5 - 9	5.7%	6.0%	6.1%
10 - 14	5.8%	6.1%	6.1%
15 - 24	21.7%	19.3%	18.2%
25 - 34	15.6%	15.2%	14.7%
35 - 44	11.7%	12.2%	12.3%
45 - 54	11.3%	11.9%	12.4%
55 - 64	10.2%	11.0%	11.5%
65 - 74	7.0%	7.4%	7.8%
75 - 84	3.5%	3.5%	3.5%
85 +	1.6%	1.5%	1.4%
18 +	79.1%	78.3%	78.2%
<b>2020 Population by Age</b>			
Total	87,764	117,220	135,907
0 - 4	5.9%	6.0%	5.9%
5 - 9	5.6%	5.9%	5.9%
10 - 14	5.5%	5.9%	6.1%
15 - 24	20.7%	18.4%	17.4%
25 - 34	15.4%	14.6%	14.1%
35 - 44	12.0%	12.6%	12.6%
45 - 54	10.9%	11.3%	11.6%
55 - 64	10.5%	11.2%	11.9%
65 - 74	7.9%	8.5%	8.9%
75 - 84	4.0%	4.0%	4.2%
85 +	1.7%	1.5%	1.5%
18 +	79.6%	78.7%	78.6%
<b>2010 Population by Sex</b>			
Males	37,595	50,521	59,155
Females	39,741	52,908	61,551
<b>2015 Population by Sex</b>			
Males	40,334	54,105	63,061
Females	42,220	56,165	65,137
<b>2020 Population by Sex</b>			
Males	42,952	57,609	66,938
Females	44,813	59,610	68,968

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020. Esri converted Census 2000 data into 2010 geography.

June 17, 2016



# Market Profile

3040 Scottsville Rd, Bowling Green, Kentucky, 42104  
Rings: 5, 10, 15 mile radii

Prepared by Esri  
Latitude: 36.94258  
Longitude: -86.42137

	5 miles	10 miles	15 miles
<b>2010 Population by Race/Ethnicity</b>			
Total	77,336	103,428	120,706
White Alone	80.1%	82.6%	84.4%
Black Alone	11.0%	9.7%	8.6%
American Indian Alone	0.3%	0.3%	0.3%
Asian Alone	3.8%	3.0%	2.7%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	2.5%	2.2%	1.9%
Two or More Races	2.2%	2.2%	2.0%
Hispanic Origin	5.4%	4.9%	4.4%
Diversity Index	41.2	37.2	34.0
<b>2015 Population by Race/Ethnicity</b>			
Total	82,555	110,270	128,199
White Alone	78.6%	81.2%	83.1%
Black Alone	11.0%	9.8%	8.7%
American Indian Alone	0.3%	0.3%	0.3%
Asian Alone	4.2%	3.3%	2.9%
Pacific Islander Alone	0.3%	0.2%	0.2%
Some Other Race Alone	2.9%	2.5%	2.3%
Two or More Races	2.7%	2.7%	2.5%
Hispanic Origin	6.3%	5.8%	5.2%
Diversity Index	44.3	40.3	37.0
<b>2020 Population by Race/Ethnicity</b>			
Total	87,764	117,219	135,906
White Alone	76.9%	79.6%	81.5%
Black Alone	11.1%	9.8%	8.9%
American Indian Alone	0.3%	0.3%	0.3%
Asian Alone	4.7%	3.8%	3.4%
Pacific Islander Alone	0.4%	0.3%	0.3%
Some Other Race Alone	3.3%	3.0%	2.6%
Two or More Races	3.3%	3.2%	3.0%
Hispanic Origin	7.5%	6.8%	6.2%
Diversity Index	47.8	43.8	40.4
<b>2010 Population by Relationship and Household Type</b>			
Total	77,336	103,429	120,706
In Households	92.0%	94.0%	94.8%
In Family Households	70.0%	74.4%	76.4%
Householder	22.6%	24.0%	24.6%
Spouse	16.3%	17.7%	18.5%
Child	26.3%	27.7%	28.3%
Other relative	2.9%	2.9%	2.9%
Nonrelative	2.0%	2.2%	2.2%
In Nonfamily Households	22.0%	19.6%	18.4%
In Group Quarters	8.0%	6.0%	5.2%
Institutionalized Population	1.5%	1.2%	1.0%
Noninstitutionalized Population	6.4%	4.8%	4.1%

**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. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020. Esri converted Census 2000 data into 2010 geography.





# Market Profile

3040 Scottsville Rd, Bowling Green, Kentucky, 42104  
Rings: 5, 10, 15 mile radii

Prepared by Esri  
Latitude: 36.94258  
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	5 miles	10 miles	15 miles
<b>2015 Population 25+ by Educational Attainment</b>			
Total	50,241	68,974	81,492
Less than 9th Grade	5.8%	5.3%	5.4%
9th - 12th Grade, No Diploma	6.4%	6.6%	6.8%
High School Graduate	20.6%	23.2%	24.5%
GED/Alternative Credential	5.1%	5.4%	5.6%
Some College, No Degree	19.5%	20.0%	20.3%
Associate Degree	7.5%	7.8%	7.8%
Bachelor's Degree	20.7%	19.2%	18.0%
Graduate/Professional Degree	14.4%	12.6%	11.5%
<b>2015 Population 15+ by Marital Status</b>			
Total	68,147	90,243	104,860
Never Married	40.7%	37.1%	34.9%
Married	43.0%	46.6%	48.7%
Widowed	5.2%	5.2%	5.3%
Divorced	11.1%	11.0%	11.1%
<b>2015 Civilian Population 16+ in Labor Force</b>			
Civilian Employed	92.9%	93.5%	93.8%
Civilian Unemployed	7.1%	6.5%	6.2%
<b>2015 Employed Population 16+ by Industry</b>			
Total	37,528	51,052	59,462
Agriculture/Mining	1.1%	1.2%	1.6%
Construction	4.4%	4.9%	5.5%
Manufacturing	15.7%	16.6%	17.2%
Wholesale Trade	2.4%	2.3%	2.5%
Retail Trade	13.4%	13.5%	13.7%
Transportation/Utilities	3.1%	3.6%	3.6%
Information	1.3%	1.2%	1.2%
Finance/Insurance/Real Estate	3.5%	3.7%	3.5%
Services	52.9%	50.4%	48.6%
Public Administration	2.1%	2.5%	2.6%
<b>2015 Employed Population 16+ by Occupation</b>			
Total	37,526	51,053	59,463
White Collar	61.8%	59.8%	58.1%
Management/Business/Financial	12.1%	11.9%	11.6%
Professional	24.9%	23.4%	22.1%
Sales	11.9%	11.7%	11.6%
Administrative Support	12.9%	12.9%	12.8%
Services	17.4%	16.9%	16.7%
Blue Collar	20.7%	23.3%	25.2%
Farming/Forestry/Fishing	0.3%	0.3%	0.5%
Construction/Extraction	4.4%	4.7%	5.1%
Installation/Maintenance/Repair	1.8%	2.4%	2.8%
Production	8.8%	10.0%	10.5%
Transportation/Material Moving	5.5%	5.9%	6.3%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020. Esri converted Census 2000 data into 2010 geography.



# Market Profile

3040 Scottsville Rd, Bowling Green, Kentucky, 42104  
Rings: 5, 10, 15 mile radii

Prepared by Esri  
Latitude: 36.94258  
Longitude: -86.42137

	5 miles	10 miles	15 miles
<b>2010 Households by Type</b>			
Total	29,861	39,686	46,262
Households with 1 Person	30.9%	28.3%	27.1%
Households with 2+ People	69.1%	71.7%	72.9%
Family Households	58.6%	62.5%	64.3%
Husband-wife Families	42.3%	46.1%	48.4%
With Related Children	19.2%	20.7%	21.5%
Other Family (No Spouse Present)	16.3%	16.4%	15.9%
Other Family with Male Householder	4.1%	4.2%	4.2%
With Related Children	2.3%	2.4%	2.5%
Other Family with Female Householder	12.2%	12.2%	11.7%
With Related Children	8.3%	8.4%	8.0%
Nonfamily Households	10.5%	9.2%	8.5%
All Households with Children	30.2%	32.0%	32.5%
Multigenerational Households	2.8%	3.0%	3.1%
Unmarried Partner Households	6.4%	6.5%	6.4%
Male-female	5.8%	5.9%	5.8%
Same-sex	0.6%	0.6%	0.6%
<b>2010 Households by Size</b>			
Total	29,861	39,685	46,260
1 Person Household	30.9%	28.3%	27.1%
2 Person Household	32.4%	33.2%	33.7%
3 Person Household	15.9%	16.7%	16.9%
4 Person Household	12.9%	13.5%	13.7%
5 Person Household	5.2%	5.4%	5.5%
6 Person Household	1.8%	1.9%	2.0%
7 + Person Household	0.9%	1.0%	1.0%
<b>2010 Households by Tenure and Mortgage Status</b>			
Total	29,861	39,686	46,261
Owner Occupied	52.5%	58.1%	61.7%
Owned with a Mortgage/Loan	36.7%	41.2%	43.0%
Owned Free and Clear	15.8%	16.9%	18.7%
Renter Occupied	47.5%	41.9%	38.3%

**Data Note:** Households with children include any households with people under age 18, related or not. Multigenerational households are families with 3 or more parent-child relationships. Unmarried partner households are usually classified as nonfamily households unless there is another member of the household related to the householder. Multigenerational and unmarried partner households are reported only to the tract level. Esri estimated block group data, which is used to estimate polygons or non-standard geography.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020. Esri converted Census 2000 data into 2010 geography.



# Market Profile

3040 Scottsville Rd, Bowling Green, Kentucky, 42104  
Rings: 5, 10, 15 mile radii

Prepared by Esri  
Latitude: 36.94258  
Longitude: -86.42137

	5 miles	10 miles	15 miles
<b>Top 3 Tapestry Segments</b>			
<b>1.</b>	College Towns (14B)	College Towns (14B)	Salt of the Earth (6B)
<b>2.</b>	In Style (5B)	In Style (5B)	Southern Satellites (10A)
<b>3.</b>	Young and Restless (11B)	Salt of the Earth (6B)	College Towns (14B)
<b>2015 Consumer Spending</b>			
Apparel & Services: Total \$	\$61,744,398	\$81,442,466	\$92,815,106
Average Spent	\$1,929.39	\$1,916.16	\$1,880.18
Spending Potential Index	83	83	81
Computers & Accessories: Total \$	\$7,030,772	\$9,224,743	\$10,455,782
Average Spent	\$219.70	\$217.04	\$211.81
Spending Potential Index	84	83	81
Education: Total \$	\$41,789,788	\$53,528,899	\$59,544,817
Average Spent	\$1,305.85	\$1,259.41	\$1,206.22
Spending Potential Index	86	83	79
Entertainment/Recreation: Total \$	\$84,990,945	\$114,078,570	\$131,426,412
Average Spent	\$2,655.80	\$2,684.01	\$2,662.34
Spending Potential Index	80	81	80
Food at Home: Total \$	\$137,539,410	\$183,840,611	\$211,542,194
Average Spent	\$4,297.84	\$4,325.36	\$4,285.27
Spending Potential Index	82	83	82
Food Away from Home: Total \$	\$87,213,310	\$115,618,509	\$132,171,189
Average Spent	\$2,725.25	\$2,720.24	\$2,677.43
Spending Potential Index	83	83	81
Health Care: Total \$	\$118,560,501	\$162,328,002	\$189,513,311
Average Spent	\$3,704.78	\$3,819.21	\$3,839.02
Spending Potential Index	78	81	81
HH Furnishings & Equipment: Total \$	\$48,171,049	\$64,546,873	\$74,315,488
Average Spent	\$1,505.25	\$1,518.64	\$1,505.43
Spending Potential Index	82	82	82
Investments: Total \$	\$59,223,391	\$77,254,462	\$87,766,729
Average Spent	\$1,850.62	\$1,817.62	\$1,777.91
Spending Potential Index	67	66	65
Retail Goods: Total \$	\$659,687,079	\$889,966,049	\$1,030,587,049
Average Spent	\$20,613.93	\$20,938.90	\$20,876.88
Spending Potential Index	81	82	82
Shelter: Total \$	\$436,508,491	\$570,144,233	\$643,497,218
Average Spent	\$13,640.04	\$13,414.21	\$13,035.50
Spending Potential Index	83	82	79
TV/Video/Audio: Total \$	\$34,851,248	\$46,512,100	\$53,570,181
Average Spent	\$1,089.03	\$1,094.33	\$1,085.19
Spending Potential Index	83	84	83
Travel: Total \$	\$49,177,975	\$65,371,688	\$74,515,541
Average Spent	\$1,536.72	\$1,538.05	\$1,509.48
Spending Potential Index	79	79	77
Vehicle Maintenance & Repairs: Total \$	\$29,180,532	\$38,959,280	\$44,719,928
Average Spent	\$911.83	\$916.62	\$905.90
Spending Potential Index	82	82	81

**Data Note:** Consumer spending shows the amount spent on a variety of goods and services by households that reside in the area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue. Total and Average Amount Spent Per Household represent annual figures. The Spending Potential Index represents the amount spent in the area relative to a national average of 100.

**Source:** Consumer Spending data are derived from the 2011 and 2012 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020. Esri converted Census 2000 data into 2010 geography.



# Demographic and Income Profile

3040 Scottsville Rd, Bowling Green, Kentucky, 42104  
 Ring: 5 mile radius

Prepared by Esri  
 Latitude: 36.94258  
 Longitude: -86.42137

Summary	Census 2010	2015	2020
Population	77,336	82,554	87,764
Households	29,861	32,002	34,122
Families	17,498	18,633	19,801
Average Household Size	2.38	2.39	2.39
Owner Occupied Housing Units	15,677	15,590	16,698
Renter Occupied Housing Units	14,184	16,412	17,424
Median Age	30.4	31.5	33.0
Trends: 2015 - 2020 Annual Rate	Area	State	National
Population	1.23%	0.52%	0.75%
Households	1.29%	0.55%	0.77%
Families	1.22%	0.46%	0.69%
Owner HHs	1.38%	0.53%	0.70%
Median Household Income	2.96%	2.71%	2.66%

Households by Income	2015		2020	
	Number	Percent	Number	Percent
<\$15,000	5,744	17.9%	5,719	16.8%
\$15,000 - \$24,999	3,951	12.3%	3,173	9.3%
\$25,000 - \$34,999	3,875	12.1%	3,930	11.5%
\$35,000 - \$49,999	4,564	14.3%	4,626	13.6%
\$50,000 - \$74,999	5,331	16.7%	5,506	16.1%
\$75,000 - \$99,999	3,029	9.5%	3,650	10.7%
\$100,000 - \$149,999	3,532	11.0%	4,633	13.6%
\$150,000 - \$199,999	1,001	3.1%	1,632	4.8%
\$200,000+	974	3.0%	1,255	3.7%
Median Household Income	\$41,789		\$48,361	
Average Household Income	\$60,657		\$69,915	
Per Capita Income	\$24,193		\$27,825	

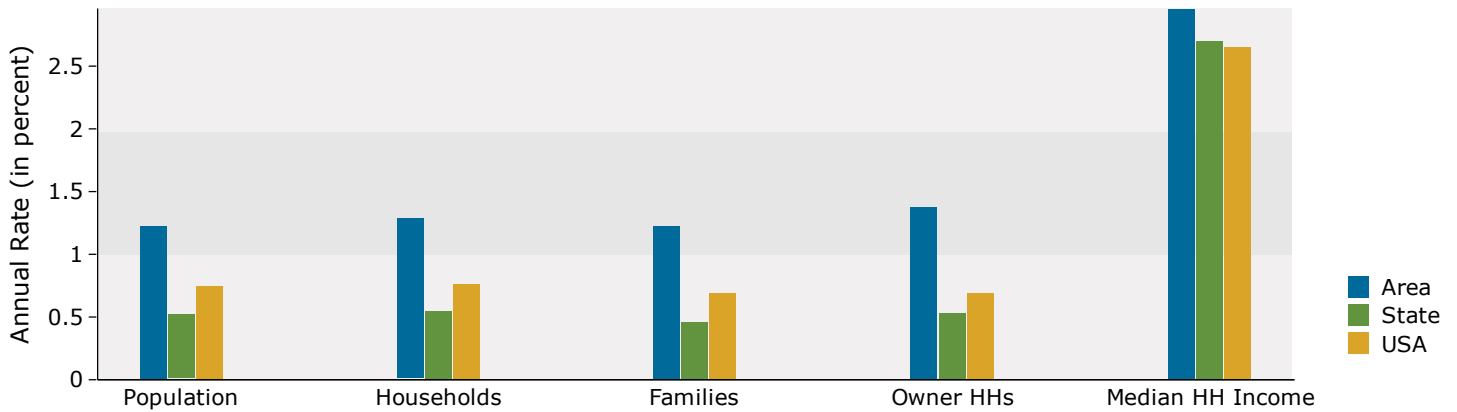
Population by Age	Census 2010		2015		2020	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	4,776	6.2%	4,850	5.9%	5,169	5.9%
5 - 9	4,755	6.1%	4,733	5.7%	4,903	5.6%
10 - 14	4,477	5.8%	4,825	5.8%	4,858	5.5%
15 - 19	7,437	9.6%	7,604	9.2%	7,931	9.0%
20 - 24	10,808	14.0%	10,303	12.5%	10,235	11.7%
25 - 34	10,921	14.1%	12,870	15.6%	13,523	15.4%
35 - 44	9,165	11.9%	9,624	11.7%	10,505	12.0%
45 - 54	9,238	11.9%	9,305	11.3%	9,541	10.9%
55 - 64	7,388	9.6%	8,415	10.2%	9,186	10.5%
65 - 74	4,471	5.8%	5,771	7.0%	6,925	7.9%
75 - 84	2,704	3.5%	2,897	3.5%	3,510	4.0%
85+	1,196	1.5%	1,358	1.6%	1,478	1.7%

Race and Ethnicity	Census 2010		2015		2020	
	Number	Percent	Number	Percent	Number	Percent
White Alone	61,915	80.1%	64,919	78.6%	67,490	76.9%
Black Alone	8,509	11.0%	9,122	11.0%	9,729	11.1%
American Indian Alone	199	0.3%	216	0.3%	241	0.3%
Asian Alone	2,931	3.8%	3,428	4.2%	4,163	4.7%
Pacific Islander Alone	112	0.1%	213	0.3%	323	0.4%
Some Other Race Alone	1,930	2.5%	2,390	2.9%	2,936	3.3%
Two or More Races	1,740	2.2%	2,267	2.7%	2,882	3.3%
Hispanic Origin (Any Race)	4,173	5.4%	5,234	6.3%	6,548	7.5%

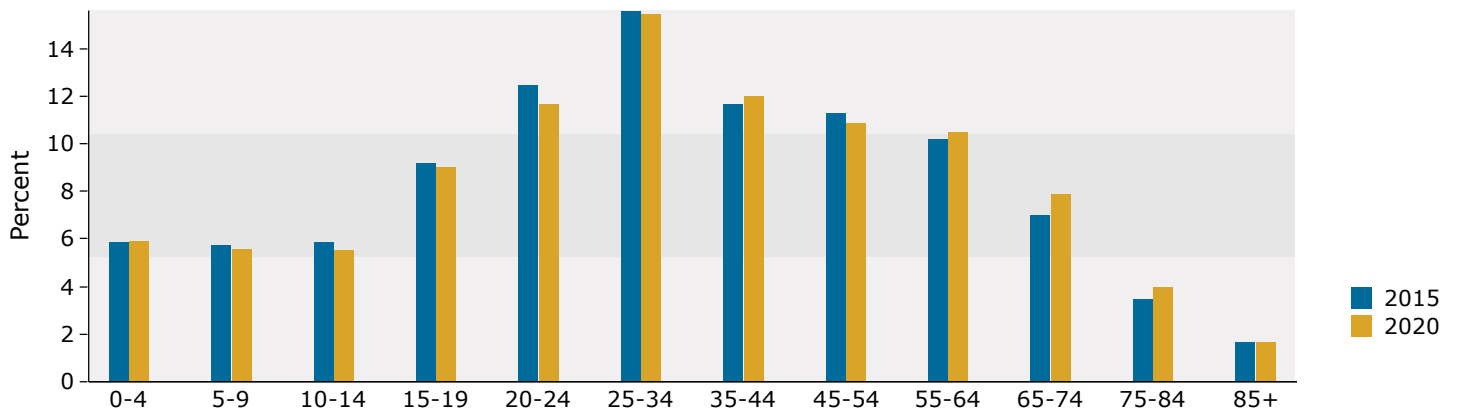
**Data Note:** Income is expressed in current dollars.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020.

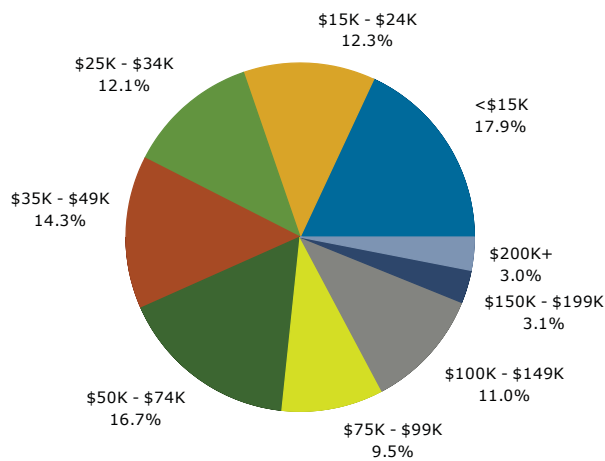
## Trends 2015-2020



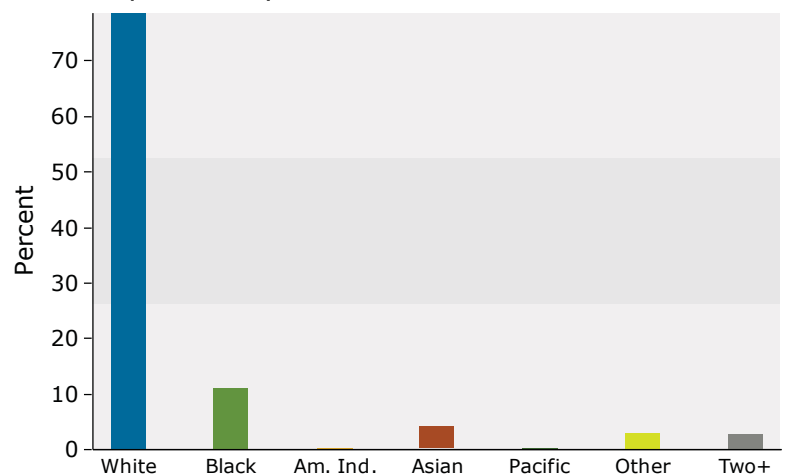
## Population by Age



## 2015 Household Income



## 2015 Population by Race



2015 Percent Hispanic Origin: 6.3%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020.



# Demographic and Income Profile

3040 Scottsville Rd, Bowling Green, Kentucky, 42104  
 Ring: 10 mile radius

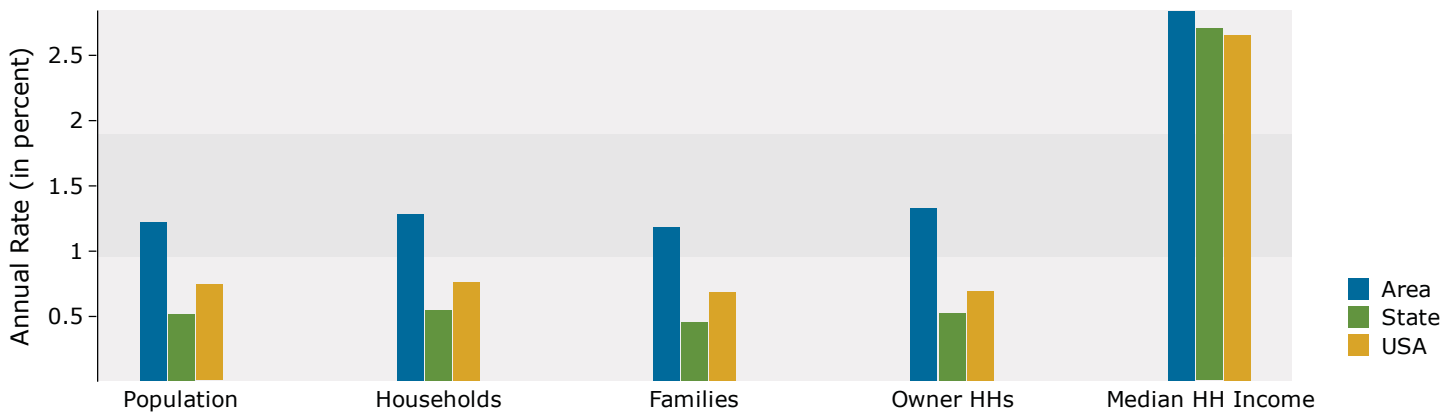
Prepared by Esri  
 Latitude: 36.94258  
 Longitude: -86.42137

Summary	Census 2010	2015	2020			
Population	103,429	110,269	117,219			
Households	39,686	42,503	45,298			
Families	24,793	26,344	27,952			
Average Household Size	2.45	2.45	2.45			
Owner Occupied Housing Units	23,046	22,977	24,547			
Renter Occupied Housing Units	16,640	19,525	20,751			
Median Age	32.0	33.1	34.5			
Trends: 2015 - 2020 Annual Rate	Area	State	National			
Population	1.23%	0.52%	0.75%			
Households	1.28%	0.55%	0.77%			
Families	1.19%	0.46%	0.69%			
Owner HHs	1.33%	0.53%	0.70%			
Median Household Income	2.85%	2.71%	2.66%			
Households by Income	2015		2020			
	Number	Percent	Number	Percent		
<\$15,000	6,786	16.0%	6,747	14.9%		
\$15,000 - \$24,999	5,315	12.5%	4,246	9.4%		
\$25,000 - \$34,999	5,072	11.9%	5,121	11.3%		
\$35,000 - \$49,999	6,505	15.3%	6,623	14.6%		
\$50,000 - \$74,999	7,416	17.4%	7,677	16.9%		
\$75,000 - \$99,999	4,347	10.2%	5,277	11.6%		
\$100,000 - \$149,999	4,621	10.9%	6,017	13.3%		
\$150,000 - \$199,999	1,207	2.8%	2,012	4.4%		
\$200,000+	1,234	2.9%	1,579	3.5%		
Median Household Income	\$43,221		\$49,733			
Average Household Income	\$60,891		\$69,959			
Per Capita Income	\$24,007		\$27,548			
Population by Age	Census 2010		2015		2020	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	6,612	6.4%	6,677	6.1%	7,036	6.0%
5 - 9	6,596	6.4%	6,652	6.0%	6,865	5.9%
10 - 14	6,417	6.2%	6,697	6.1%	6,967	5.9%
15 - 19	9,175	8.9%	9,363	8.5%	9,768	8.3%
20 - 24	12,319	11.9%	11,906	10.8%	11,769	10.0%
25 - 34	14,693	14.2%	16,739	15.2%	17,154	14.6%
35 - 44	12,699	12.3%	13,402	12.2%	14,789	12.6%
45 - 54	13,204	12.8%	13,104	11.9%	13,250	11.3%
55 - 64	10,640	10.3%	12,145	11.0%	13,170	11.2%
65 - 74	6,166	6.0%	8,133	7.4%	9,912	8.5%
75 - 84	3,465	3.4%	3,817	3.5%	4,729	4.0%
85+	1,441	1.4%	1,634	1.5%	1,811	1.5%
Race and Ethnicity	Census 2010		2015		2020	
	Number	Percent	Number	Percent	Number	Percent
White Alone	85,390	82.6%	89,526	81.2%	93,248	79.6%
Black Alone	9,981	9.7%	10,762	9.8%	11,545	9.8%
American Indian Alone	284	0.3%	310	0.3%	345	0.3%
Asian Alone	3,150	3.0%	3,688	3.3%	4,486	3.8%
Pacific Islander Alone	127	0.1%	241	0.2%	370	0.3%
Some Other Race Alone	2,258	2.2%	2,811	2.5%	3,476	3.0%
Two or More Races	2,238	2.2%	2,932	2.7%	3,749	3.2%
Hispanic Origin (Any Race)	5,041	4.9%	6,354	5.8%	8,001	6.8%

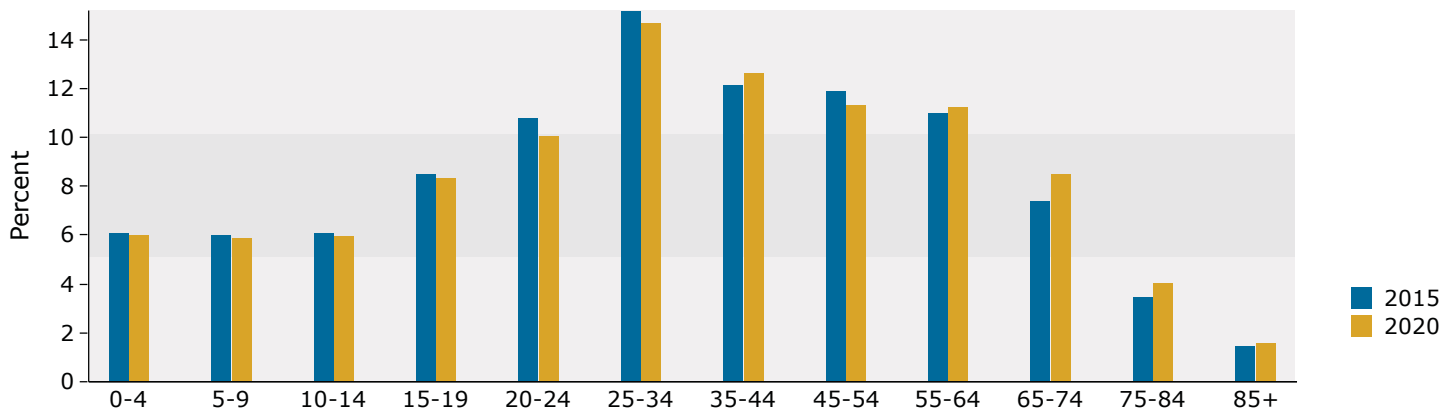
**Data Note:** Income is expressed in current dollars.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020.

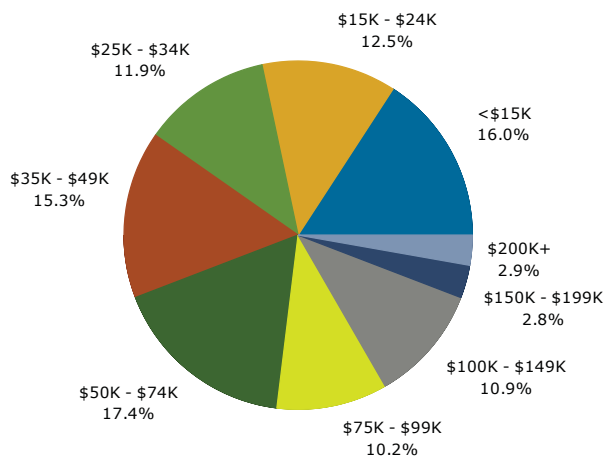
## Trends 2015-2020



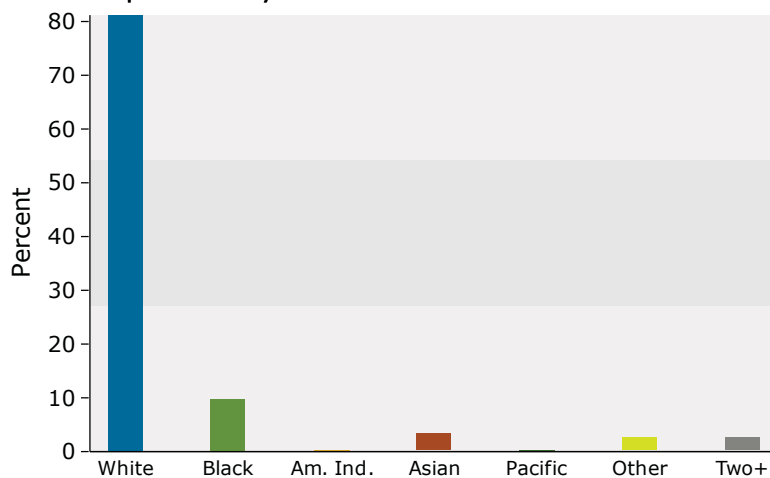
## Population by Age



## 2015 Household Income



## 2015 Population by Race



2015 Percent Hispanic Origin: 5.8%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020.



# Demographic and Income Profile

3040 Scottsville Rd, Bowling Green, Kentucky, 42104  
 Ring: 15 mile radius

Prepared by Esri  
 Latitude: 36.94258  
 Longitude: -86.42137

Summary	Census 2010	2015	2020
Population	120,706	128,198	135,906
Households	46,261	49,365	52,459
Families	29,759	31,487	33,293
Average Household Size	2.47	2.47	2.47
Owner Occupied Housing Units	28,522	28,455	30,252
Renter Occupied Housing Units	17,739	20,911	22,207
Median Age	33.1	34.2	35.6
Trends: 2015 - 2020 Annual Rate	Area	State	National
Population	1.17%	0.52%	0.75%
Households	1.22%	0.55%	0.77%
Families	1.12%	0.46%	0.69%
Owner HHs	1.23%	0.53%	0.70%
Median Household Income	2.78%	2.71%	2.66%

Households by Income	2015		2020	
	Number	Percent	Number	Percent
<\$15,000	7,528	15.2%	7,467	14.2%
\$15,000 - \$24,999	6,319	12.8%	5,008	9.5%
\$25,000 - \$34,999	5,864	11.9%	5,897	11.2%
\$35,000 - \$49,999	7,768	15.7%	7,932	15.1%
\$50,000 - \$74,999	8,784	17.8%	9,171	17.5%
\$75,000 - \$99,999	5,269	10.7%	6,461	12.3%
\$100,000 - \$149,999	5,212	10.6%	6,686	12.7%
\$150,000 - \$199,999	1,317	2.7%	2,167	4.1%
\$200,000+	1,305	2.6%	1,670	3.2%
Median Household Income	\$43,417		\$49,809	
Average Household Income	\$60,124		\$68,951	
Per Capita Income	\$23,597		\$27,039	

Population by Age	Census 2010		2015		2020	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	7,653	6.3%	7,684	6.0%	8,027	5.9%
5 - 9	7,745	6.4%	7,777	6.1%	7,968	5.9%
10 - 14	7,696	6.4%	7,877	6.1%	8,233	6.1%
15 - 19	10,345	8.6%	10,484	8.2%	10,933	8.0%
20 - 24	13,197	10.9%	12,884	10.1%	12,647	9.3%
25 - 34	16,637	13.8%	18,791	14.7%	19,155	14.1%
35 - 44	15,032	12.5%	15,717	12.3%	17,128	12.6%
45 - 54	16,084	13.3%	15,833	12.4%	15,808	11.6%
55 - 64	12,970	10.7%	14,795	11.5%	16,128	11.9%
65 - 74	7,594	6.3%	9,959	7.8%	12,091	8.9%
75 - 84	4,110	3.4%	4,547	3.5%	5,715	4.2%
85+	1,643	1.4%	1,851	1.4%	2,074	1.5%

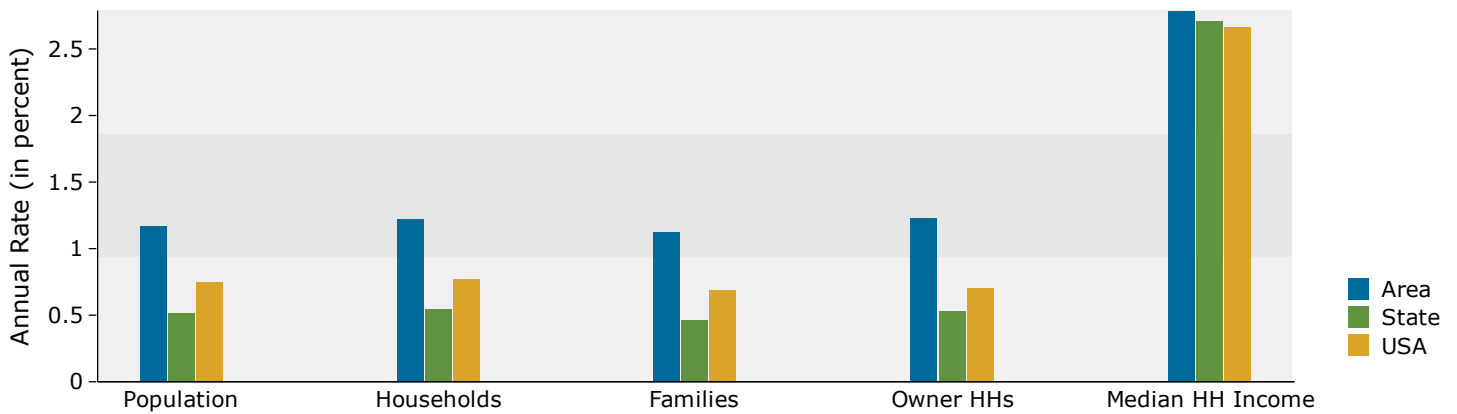
Race and Ethnicity	Census 2010		2015		2020	
	Number	Percent	Number	Percent	Number	Percent
White Alone	101,894	84.4%	106,520	83.1%	110,802	81.5%
Black Alone	10,381	8.6%	11,217	8.7%	12,062	8.9%
American Indian Alone	335	0.3%	369	0.3%	416	0.3%
Asian Alone	3,199	2.7%	3,755	2.9%	4,578	3.4%
Pacific Islander Alone	129	0.1%	245	0.2%	376	0.3%
Some Other Race Alone	2,325	1.9%	2,897	2.3%	3,585	2.6%
Two or More Races	2,443	2.0%	3,196	2.5%	4,087	3.0%
Hispanic Origin (Any Race)	5,276	4.4%	6,666	5.2%	8,406	6.2%

**Data Note:** Income is expressed in current dollars.

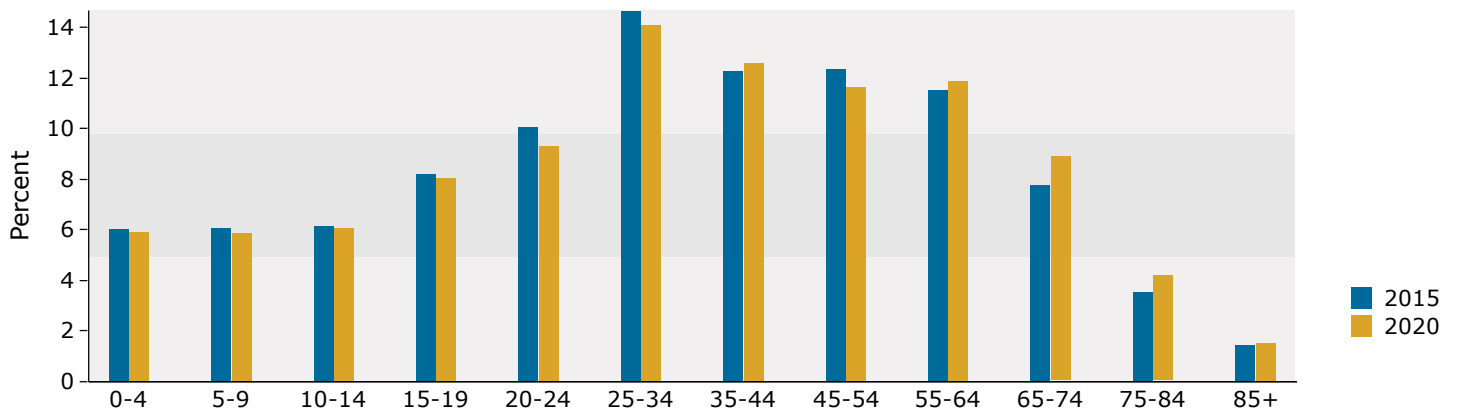
**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020.



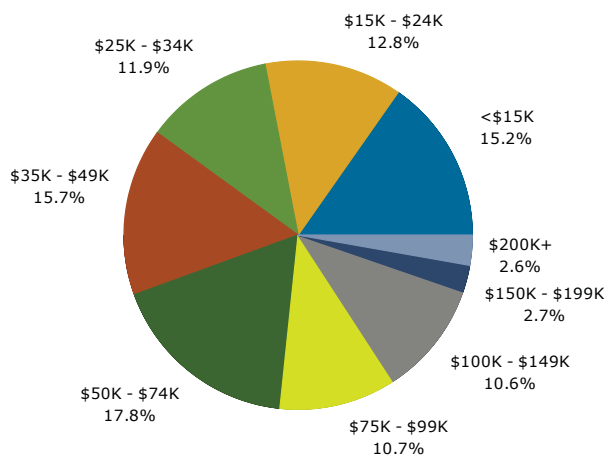
## Trends 2015-2020



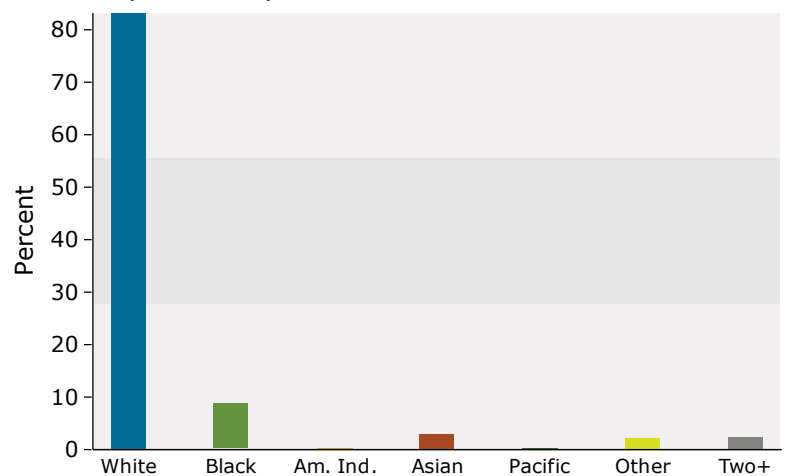
## Population by Age



## 2015 Household Income



## 2015 Population by Race



2015 Percent Hispanic Origin: 5.2%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020.



# Executive Summary

3040 Scottsville Rd, Bowling Green, Kentucky, 42104  
Rings: 5, 10, 15 mile radii

Prepared by Esri  
Latitude: 36.94258  
Longitude: -86.42137

	5 miles	10 miles	15 miles
<b>Population</b>			
2000 Population	61,812	82,658	98,400
2010 Population	77,336	103,429	120,706
2015 Population	82,554	110,269	128,198
2020 Population	87,764	117,219	135,906
2000-2010 Annual Rate	2.27%	2.27%	2.06%
2010-2015 Annual Rate	1.25%	1.23%	1.15%
2015-2020 Annual Rate	1.23%	1.23%	1.17%
2015 Male Population	48.9%	49.1%	49.2%
2015 Female Population	51.1%	50.9%	50.8%
2015 Median Age	31.5	33.1	34.2

In the identified area, the current year population is 128,198. In 2010, the Census count in the area was 120,706. The rate of change since 2010 was 1.15% annually. The five-year projection for the population in the area is 135,906 representing a change of 1.17% annually from 2015 to 2020. Currently, the population is 49.2% male and 50.8% female.

### Median Age

The median age in this area is 31.5, compared to U.S. median age of 37.9.

### Race and Ethnicity

2015 White Alone	78.6%	81.2%	83.1%
2015 Black Alone	11.0%	9.8%	8.7%
2015 American Indian/Alaska Native Alone	0.3%	0.3%	0.3%
2015 Asian Alone	4.2%	3.3%	2.9%
2015 Pacific Islander Alone	0.3%	0.2%	0.2%
2015 Other Race	2.9%	2.5%	2.3%
2015 Two or More Races	2.7%	2.7%	2.5%
2015 Hispanic Origin (Any Race)	6.3%	5.8%	5.2%

Persons of Hispanic origin represent 5.2% of the population in the identified area compared to 17.6% of the U.S. population. Persons of Hispanic Origin may be of any race. The Diversity Index, which measures the probability that two people from the same area will be from different race/ethnic groups, is 37.0 in the identified area, compared to 63.0 for the U.S. as a whole.

### Households

2000 Households	23,860	31,698	37,552
2010 Households	29,861	39,686	46,261
2015 Total Households	32,002	42,503	49,365
2020 Total Households	34,122	45,298	52,459
2000-2010 Annual Rate	2.27%	2.27%	2.11%
2010-2015 Annual Rate	1.33%	1.31%	1.24%
2015-2020 Annual Rate	1.29%	1.28%	1.22%
2015 Average Household Size	2.39	2.45	2.47

The household count in this area has changed from 46,261 in 2010 to 49,365 in the current year, a change of 1.24% annually. The five-year projection of households is 52,459, a change of 1.22% annually from the current year total. Average household size is currently 2.47, compared to 2.47 in the year 2010. The number of families in the current year is 31,487 in the specified area.

**Data Note:** Income is expressed in current dollars

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020. Esri converted Census 2000 data into 2010 geography.



# Executive Summary

3040 Scottsville Rd, Bowling Green, Kentucky, 42104  
Rings: 5, 10, 15 mile radii

Prepared by Esri  
Latitude: 36.94258  
Longitude: -86.42137

	5 miles	10 miles	15 miles
<b>Median Household Income</b>			
2015 Median Household Income	\$41,789	\$43,221	\$43,417
2020 Median Household Income	\$48,361	\$49,733	\$49,809
2015-2020 Annual Rate	2.96%	2.85%	2.78%
<b>Average Household Income</b>			
2015 Average Household Income	\$60,657	\$60,891	\$60,124
2020 Average Household Income	\$69,915	\$69,959	\$68,951
2015-2020 Annual Rate	2.88%	2.82%	2.78%
<b>Per Capita Income</b>			
2015 Per Capita Income	\$24,193	\$24,007	\$23,597
2020 Per Capita Income	\$27,825	\$27,548	\$27,039
2015-2020 Annual Rate	2.84%	2.79%	2.76%

Current median household income is \$43,417 in the area, compared to \$53,217 for all U.S. households. Median household income is projected to be \$49,809 in five years, compared to \$60,683 for all U.S. households

Current average household income is \$60,124 in this area, compared to \$74,699 for all U.S. households. Average household income is projected to be \$68,951 in five years, compared to \$84,910 for all U.S. households

Current per capita income is \$23,597 in the area, compared to the U.S. per capita income of \$28,597. The per capita income is projected to be \$27,039 in five years, compared to \$32,501 for all U.S. households

<b>Housing</b>			
2000 Total Housing Units	26,000	34,410	40,705
2000 Owner Occupied Housing Units	13,221	19,523	24,513
2000 Renter Occupied Housing Units	10,639	12,176	13,038
2000 Vacant Housing Units	2,140	2,711	3,154
2010 Total Housing Units	32,099	42,818	50,087
2010 Owner Occupied Housing Units	15,677	23,046	28,522
2010 Renter Occupied Housing Units	14,184	16,640	17,739
2010 Vacant Housing Units	2,238	3,132	3,826
2015 Total Housing Units	34,618	46,084	53,665
2015 Owner Occupied Housing Units	15,590	22,977	28,455
2015 Renter Occupied Housing Units	16,412	19,525	20,911
2015 Vacant Housing Units	2,616	3,581	4,300
2020 Total Housing Units	36,933	49,134	57,044
2020 Owner Occupied Housing Units	16,698	24,547	30,252
2020 Renter Occupied Housing Units	17,424	20,751	22,207
2020 Vacant Housing Units	2,811	3,836	4,585

Currently, 53.0% of the 53,665 housing units in the area are owner occupied; 39.0%, renter occupied; and 8.0% are vacant. Currently, in the U.S., 55.7% of the housing units in the area are owner occupied; 32.8% are renter occupied; and 11.6% are vacant. In 2010, there were 50,087 housing units in the area - 56.9% owner occupied, 35.4% renter occupied, and 7.6% vacant. The annual rate of change in housing units since 2010 is 3.11%. Median home value in the area is \$130,440, compared to a median home value of \$200,006 for the U.S. In five years, median value is projected to change by 6.25% annually to \$176,644.

**Data Note:** Income is expressed in current dollars

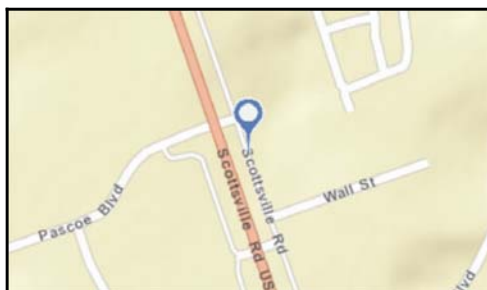
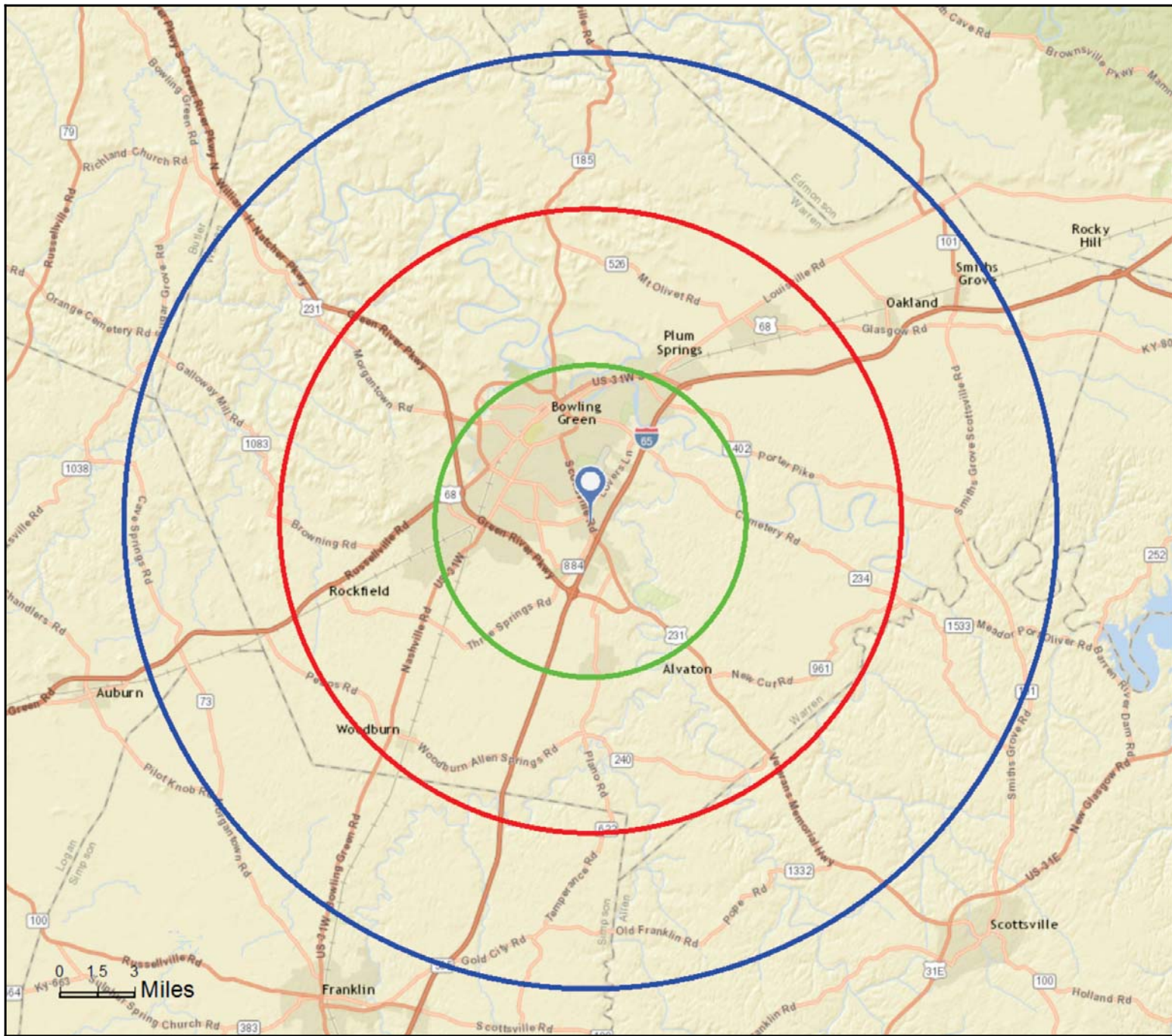
**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020. Esri converted Census 2000 data into 2010 geography.



# Site Map

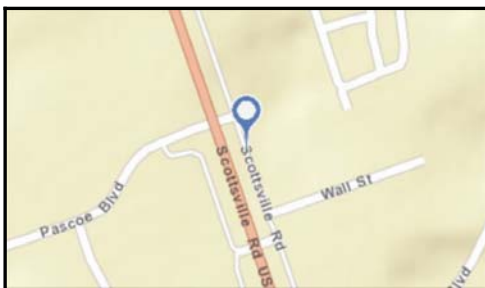
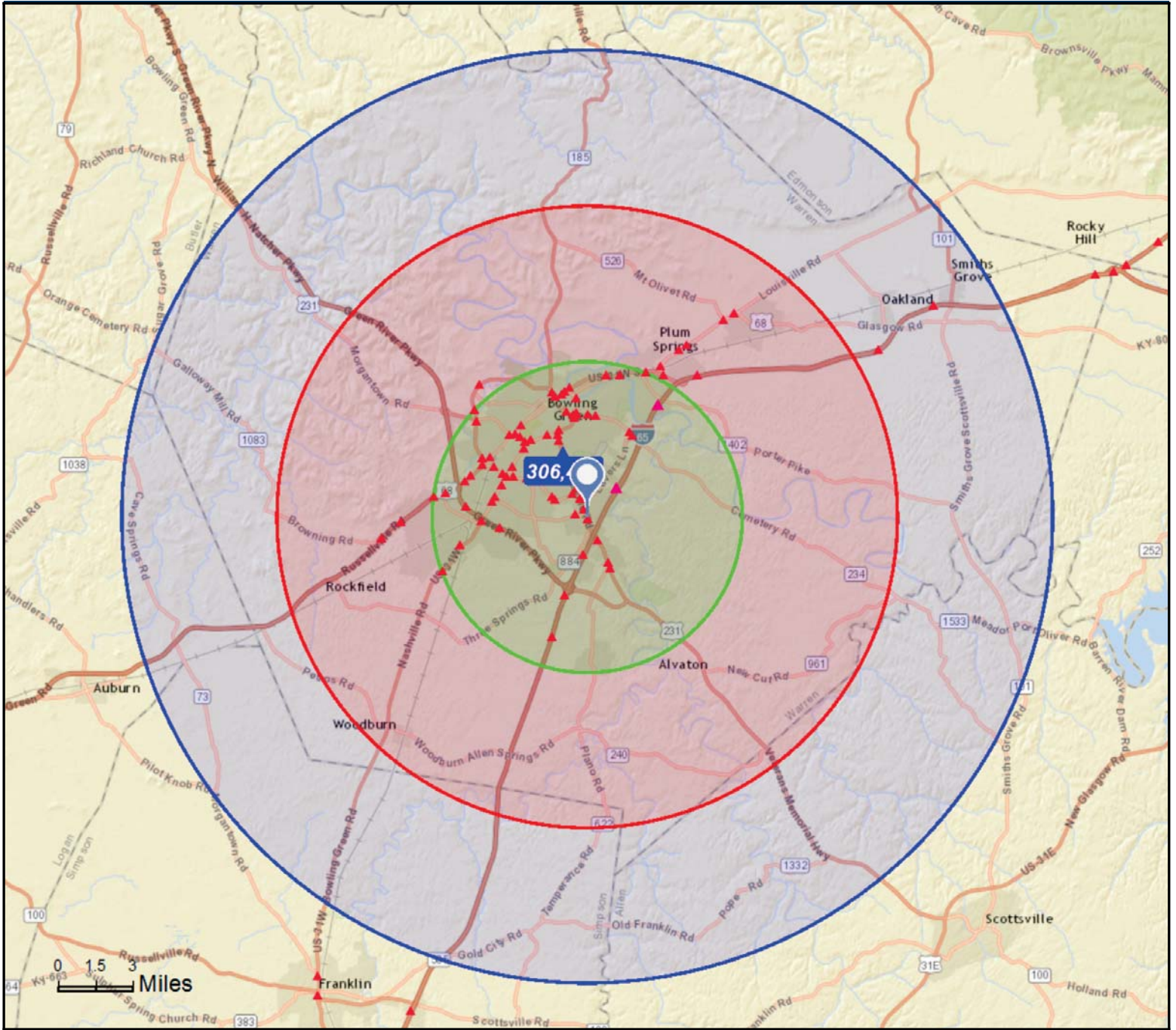
3040 Scottsville Rd, Bowling Green, Kentucky, 42104  
Rings: 5, 10, 15 mile radii

Prepared by Esri  
Latitude: 36.94258  
Longitude: -86.42137



June 17, 2016





- Average Daily Traffic Volume**
- ▲ Up to 6,000 vehicles per day
  - ▲ 6,001 - 15,000
  - ▲ 15,001 - 30,000
  - ▲ 30,001 - 50,000
  - ▲ 50,001 - 100,000
  - ▲ More than 100,000 per day



Source: ©2015 Market Planning Solutions, Inc.