






Silver Run Center
 2868 Charlestown Rd, New Albany, IN 47150-1978
 Ring: 1, 3, 5 Miles

Latitude: 38.332506
 Longitude: -85.799337

	1 mile radius	3 miles radius	5 miles radius
 2000 Total Population	6,359	52,938	112,050
2000 Group Quarters	92	1,220	2,061
2010 Total Population	6,503	54,484	116,885
2015 Total Population	6,680	55,512	119,870
2010 - 2015 Annual Rate	0.54%	0.37%	0.51%
 2000 Households	2,474	21,690	45,128
2000 Average Household Size	2.53	2.38	2.44
2010 Households	2,591	22,769	48,340
2010 Average Household Size	2.48	2.34	2.37
2015 Households	2,677	23,357	49,970
2015 Average Household Size	2.46	2.32	2.36
2010 - 2015 Annual Rate	0.66%	0.51%	0.67%
2000 Families	1,737	14,218	29,927
2000 Average Family Size	3.03	2.93	2.98
2010 Families	1,746	14,332	30,881
2010 Average Family Size	3.02	2.92	2.95
2015 Families	1,782	14,506	31,546
2015 Average Family Size	3.02	2.92	2.94
2010 - 2015 Annual Rate	0.41%	0.24%	0.43%
 2000 Housing Units	2,590	22,944	48,368
Owner Occupied Housing Units	69.4%	60.4%	60.1%
Renter Occupied Housing Units	25.8%	34.0%	33.2%
Vacant Housing Units	4.9%	5.7%	6.7%
2010 Housing Units	2,779	25,017	53,701
Owner Occupied Housing Units	67.0%	57.3%	57.6%
Renter Occupied Housing Units	26.2%	33.8%	32.4%
Vacant Housing Units	6.8%	9.0%	10.0%
2015 Housing Units	2,897	26,079	56,494
Owner Occupied Housing Units	66.5%	56.3%	56.7%
Renter Occupied Housing Units	25.9%	33.3%	31.8%
Vacant Housing Units	7.6%	10.4%	11.5%
Median Household Income			
2000	\$46,383	\$38,486	\$36,377
2010	\$55,874	\$48,732	\$48,243
2015	\$61,911	\$56,098	\$55,810
Median Home Value			
2000	\$109,197	\$91,350	\$85,659
2010	\$129,727	\$113,113	\$109,132
2015	\$142,395	\$125,992	\$123,856
Per Capita Income			
2000	\$22,307	\$20,251	\$19,050
2010	\$27,394	\$25,085	\$24,341
2015	\$31,282	\$28,879	\$27,889
Median Age			
2000	39.4	36.8	36.0
2010	41.9	38.7	38.2
2015	42.5	39.2	38.9

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 2010 and 2015.



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2000 Households by Income			
Household Income Base	2,446	21,650	45,144
< \$15,000	8.5%	16.3%	18.4%
\$15,000 - \$24,999	10.6%	14.2%	15.0%
\$25,000 - \$34,999	16.0%	14.7%	14.7%
\$35,000 - \$49,999	19.3%	19.2%	18.3%
\$50,000 - \$74,999	22.5%	19.0%	18.2%
\$75,000 - \$99,999	14.6%	9.2%	8.4%
\$100,000 - \$149,999	5.6%	5.1%	5.0%
\$150,000 - \$199,999	1.7%	1.1%	1.0%
\$200,000+	1.1%	1.2%	1.0%
Average Household Income	\$56,828	\$48,914	\$46,656
2010 Households by Income			
Household Income Base	2,590	22,766	48,339
< \$15,000	6.0%	12.1%	12.9%
\$15,000 - \$24,999	7.6%	10.6%	10.9%
\$25,000 - \$34,999	9.9%	11.1%	11.6%
\$35,000 - \$49,999	18.6%	17.5%	16.4%
\$50,000 - \$74,999	26.7%	22.2%	21.8%
\$75,000 - \$99,999	17.4%	14.2%	14.4%
\$100,000 - \$149,999	10.2%	8.7%	8.7%
\$150,000 - \$199,999	1.7%	1.8%	1.9%
\$200,000+	1.9%	1.6%	1.4%
Average Household Income	\$65,819	\$59,106	\$58,343
2015 Households by Income			
Household Income Base	2,676	23,355	49,970
< \$15,000	4.6%	10.3%	11.0%
\$15,000 - \$24,999	5.8%	8.8%	9.0%
\$25,000 - \$34,999	7.5%	9.3%	9.8%
\$35,000 - \$49,999	13.0%	12.9%	12.2%
\$50,000 - \$74,999	29.6%	25.0%	24.2%
\$75,000 - \$99,999	19.1%	15.8%	16.3%
\$100,000 - \$149,999	15.1%	13.0%	12.8%
\$150,000 - \$199,999	2.5%	2.8%	2.8%
\$200,000+	2.6%	2.2%	1.9%
Average Household Income	\$74,757	\$67,608	\$66,345
2000 Owner Occupied HUs by Value			
Total	1,781	13,911	29,065
<\$50,000	3.1%	12.0%	17.8%
\$50,000 - 99,999	36.0%	48.7%	47.8%
\$100,000 - 149,999	43.7%	25.9%	21.6%
\$150,000 - 199,999	14.8%	9.1%	7.8%
\$200,000 - \$299,999	1.9%	3.1%	3.6%
\$300,000 - 499,999	0.4%	0.7%	1.1%
\$500,000 - 999,999	0.0%	0.1%	0.1%
\$1,000,000+	0.1%	0.3%	0.2%
Average Home Value	\$114,793	\$103,888	\$97,886
2000 Specified Renter Occupied HUs by Contract Rent			
Total	675	7,753	15,975
With Cash Rent	94.8%	97.0%	96.1%
No Cash Rent	5.2%	3.0%	3.9%
Median Rent	\$490	\$457	\$419
Average Rent	\$484	\$437	\$413


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 Housing Units 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 2010 and 2015.



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2000 Population by Age			
 Total	6,361	52,940	112,050
Age 0 - 4	5.5%	6.8%	6.9%
Age 5 - 9	6.6%	7.0%	7.3%
Age 10 - 14	6.9%	6.7%	7.0%
Age 15 - 19	6.6%	6.3%	6.7%
Age 20 - 24	6.2%	6.5%	6.5%
Age 25 - 34	12.0%	14.0%	13.9%
Age 35 - 44	15.3%	15.4%	15.9%
Age 45 - 54	15.5%	13.3%	13.7%
Age 55 - 64	9.5%	8.9%	8.8%
Age 65 - 74	8.3%	7.4%	6.9%
Age 75 - 84	6.0%	5.7%	4.8%
Age 85+	1.5%	2.2%	1.6%
Age 18+	77.1%	75.8%	74.6%
2010 Population by Age			
Total	6,504	54,484	116,881
Age 0 - 4	5.4%	6.9%	6.9%
Age 5 - 9	5.6%	6.3%	6.6%
Age 10 - 14	5.7%	5.9%	6.3%
Age 15 - 19	6.1%	6.0%	6.5%
Age 20 - 24	5.1%	6.2%	6.2%
Age 25 - 34	13.2%	13.8%	13.3%
Age 35 - 44	12.6%	12.9%	13.1%
Age 45 - 54	15.0%	14.2%	14.7%
Age 55 - 64	14.6%	12.1%	12.3%
Age 65 - 74	8.2%	7.6%	7.3%
Age 75 - 84	6.0%	5.5%	4.7%
Age 85+	2.5%	2.7%	2.1%
Age 18+	79.5%	77.2%	76.3%
2015 Population by Age			
Total	6,683	55,511	119,870
Age 0 - 4	5.5%	6.8%	6.7%
Age 5 - 9	5.5%	6.3%	6.5%
Age 10 - 14	5.9%	6.1%	6.5%
Age 15 - 19	5.4%	5.5%	5.9%
Age 20 - 24	5.1%	6.1%	6.2%
Age 25 - 34	11.7%	13.4%	13.0%
Age 35 - 44	14.2%	13.1%	13.0%
Age 45 - 54	12.7%	12.5%	13.1%
Age 55 - 64	15.1%	12.7%	13.1%
Age 65 - 74	10.4%	9.5%	9.1%
Age 75 - 84	5.7%	5.3%	4.7%
Age 85+	2.7%	2.7%	2.2%
Age 18+	79.7%	77.5%	76.7%
2000 Population by Sex			
Males	47.0%	46.9%	47.7%
Females	53.0%	53.1%	52.3%
2010 Population by Sex			
Males	46.4%	47.2%	47.9%
Females	53.6%	52.8%	52.1%
2015 Population by Sex			
Males	46.3%	47.2%	48.0%
Females	53.7%	52.8%	52.0%

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.



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2000 Population by Race/Ethnicity			
 Total	6,358	52,937	112,049
White Alone	93.0%	90.9%	84.4%
Black Alone	4.4%	6.0%	12.5%
American Indian Alone	0.2%	0.3%	0.3%
Asian or Pacific Islander Alone	0.6%	0.7%	0.7%
Some Other Race Alone	0.7%	0.7%	0.7%
Two or More Races	1.1%	1.5%	1.5%
Hispanic Origin	1.1%	1.8%	1.6%
Diversity Index	15.3	19.9	29.4
2010 Population by Race/Ethnicity			
Total	6,503	54,484	116,884
White Alone	90.6%	88.0%	81.9%
Black Alone	5.5%	7.4%	13.7%
American Indian Alone	0.3%	0.3%	0.3%
Asian or Pacific Islander Alone	0.9%	0.9%	0.9%
Some Other Race Alone	1.2%	1.3%	1.2%
Two or More Races	1.6%	2.1%	2.0%
Hispanic Origin	2.0%	3.3%	3.0%
Diversity Index	20.9	26.9	35.0
2015 Population by Race/Ethnicity			
Total	6,680	55,512	119,869
White Alone	89.3%	86.7%	80.8%
Black Alone	6.1%	8.1%	14.2%
American Indian Alone	0.3%	0.3%	0.3%
Asian or Pacific Islander Alone	1.0%	1.1%	1.1%
Some Other Race Alone	1.3%	1.4%	1.3%
Two or More Races	1.9%	2.4%	2.2%
Hispanic Origin	2.4%	4.0%	3.6%
Diversity Index	23.7	30.0	37.4
2000 Population 3+ by School Enrollment			
 Total	6,185	50,814	107,532
Enrolled in Nursery/Preschool	1.6%	1.6%	1.8%
Enrolled in Kindergarten	1.6%	1.5%	1.6%
Enrolled in Grade 1-8	12.6%	11.8%	12.2%
Enrolled in Grade 9-12	4.4%	4.8%	5.3%
Enrolled in College	4.8%	4.0%	3.6%
Enrolled in Grad/Prof School	0.5%	0.6%	0.6%
Not Enrolled in School	74.6%	75.6%	75.0%
2010 Population 25+ by Educational Attainment			
Total	4,689	37,427	79,006
Less than 9th Grade	2.4%	4.6%	5.1%
9th - 12th Grade, No Diploma	8.0%	10.5%	11.9%
High School Graduate	28.0%	32.0%	33.4%
Some College, No Degree	25.3%	24.0%	22.9%
Associate Degree	9.0%	8.4%	8.1%
Bachelor's Degree	17.3%	13.6%	12.2%
Graduate/Professional Degree	10.1%	7.0%	6.5%




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.

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2010 Population 15+ by Marital Status			
 Total	5,417	44,065	93,799
Never Married	22.4%	25.5%	27.1%
Married	57.4%	50.5%	49.2%
Widowed	6.0%	8.2%	7.5%
Divorced	14.2%	15.9%	16.2%
2000 Population 16+ by Employment Status			
 Total	5,024	41,283	86,531
In Labor Force	68.0%	65.9%	65.5%
Civilian Employed	65.6%	63.2%	61.9%
Civilian Unemployed	2.4%	2.7%	3.6%
In Armed Forces	0.0%	0.0%	0.1%
Not in Labor Force	32.0%	34.1%	34.5%
2010 Civilian Population 16+ in Labor Force			
Civilian Employed	92.8%	91.6%	89.3%
Civilian Unemployed	7.2%	8.4%	10.7%
2015 Civilian Population 16+ in Labor Force			
Civilian Employed	94.5%	93.5%	91.6%
Civilian Unemployed	5.5%	6.5%	8.4%
2000 Females 16+ by Employment Status and Age of Children			
Total	2,665	22,234	45,881
Own Children < 6 Only	7.2%	7.8%	7.8%
Employed/in Armed Forces	5.7%	5.5%	5.3%
Unemployed	0.0%	0.2%	0.4%
Not in Labor Force	1.5%	2.1%	2.1%
Own Children < 6 and 6-17 Only	5.0%	5.3%	5.5%
Employed/in Armed Forces	3.5%	3.4%	3.5%
Unemployed	0.4%	0.2%	0.3%
Not in Labor Force	1.2%	1.7%	1.7%
Own Children 6-17 Only	16.5%	16.7%	17.7%
Employed/in Armed Forces	12.0%	12.5%	12.7%
Unemployed	0.7%	0.6%	0.6%
Not in Labor Force	3.8%	3.6%	4.4%
No Own Children < 18	71.3%	70.2%	69.1%
Employed/in Armed Forces	37.6%	35.1%	34.7%
Unemployed	2.1%	1.7%	2.1%
Not in Labor Force	31.6%	33.4%	32.3%
2010 Employed Population 16+ by Industry			
 Total	3,086	24,084	50,475
Agriculture/Mining	0.4%	0.4%	0.5%
Construction	3.3%	5.6%	5.7%
Manufacturing	14.6%	14.1%	13.7%
Wholesale Trade	2.8%	3.4%	3.3%
Retail Trade	9.4%	9.8%	10.0%
Transportation/Utilities	6.6%	6.4%	6.9%
Information	1.3%	1.6%	1.7%
Finance/Insurance/Real Estate	7.5%	6.1%	6.3%
Services	49.4%	47.1%	45.9%
Public Administration	4.7%	5.4%	6.1%

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.



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2010 Employed Population 16+ by Occupation			
Total	3,086	24,084	50,473
White Collar	63.6%	57.6%	56.6%
Management/Business/Financial	13.6%	10.8%	10.4%
Professional	23.2%	19.5%	19.0%
Sales	12.1%	11.0%	10.7%
Administrative Support	14.8%	16.3%	16.4%
Services	15.6%	17.5%	17.6%
Blue Collar	20.7%	24.9%	25.8%
Farming/Forestry/Fishing	0.1%	0.2%	0.2%
Construction/Extraction	3.4%	5.0%	5.2%
Installation/Maintenance/Repair	3.6%	4.0%	4.0%
Production	6.9%	8.6%	8.9%
Transportation/Material Moving	6.8%	7.2%	7.6%
2000 Workers 16+ by Means of Transportation to Work			
 Total	3,259	25,639	52,513
Drove Alone - Car, Truck, or Van	87.9%	84.7%	82.1%
Carpooled - Car, Truck, or Van	7.3%	10.1%	11.3%
Public Transportation	0.9%	0.6%	1.9%
Walked	1.0%	1.6%	1.8%
Other Means	0.3%	0.8%	0.9%
Worked at Home	2.6%	2.1%	2.0%
2000 Workers 16+ by Travel Time to Work			
Total	3,258	25,639	52,514
Did Not Work at Home	97.4%	97.9%	98.0%
Less than 5 minutes	3.1%	3.3%	3.1%
5 to 9 minutes	13.7%	11.8%	11.0%
10 to 19 minutes	41.3%	39.9%	39.4%
20 to 24 minutes	15.9%	18.0%	18.7%
25 to 34 minutes	15.4%	17.0%	17.7%
35 to 44 minutes	5.3%	3.6%	3.3%
45 to 59 minutes	1.3%	1.6%	2.0%
60 to 89 minutes	1.2%	1.3%	1.2%
90 or more minutes	0.1%	1.4%	1.6%
Worked at Home	2.6%	2.1%	2.0%
Average Travel Time to Work (in min)	17.5	19.5	20.1
2000 Households by Vehicles Available			
Total	2,461	21,684	45,102
None	3.9%	8.5%	10.3%
1	31.9%	36.7%	36.9%
2	45.9%	38.2%	37.1%
3	14.2%	11.9%	11.3%
4	2.4%	3.1%	3.1%
5+	1.8%	1.5%	1.3%
Average Number of Vehicles Available	1.9	1.7	1.6

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2000 Households by Type			
 Total	2,475	21,689	45,127
Family Households	70.2%	65.5%	66.3%
Married-couple Family	55.5%	47.1%	46.0%
With Related Children	23.5%	20.8%	20.9%
Other Family (No Spouse)	14.7%	18.4%	20.3%
With Related Children	8.6%	12.2%	13.7%
Nonfamily Households	29.8%	34.5%	33.7%
Householder Living Alone	24.6%	28.7%	28.0%
Householder Not Living Alone	5.2%	5.8%	5.7%
Households with Related Children	32.1%	33.0%	34.6%
Households with Persons 65+	26.2%	24.9%	23.2%
2000 Households by Size			
Total	2,474	21,690	45,128
1 Person Household	24.5%	28.7%	28.0%
2 Person Household	37.1%	34.2%	32.9%
3 Person Household	17.3%	17.5%	18.0%
4 Person Household	14.2%	12.8%	13.3%
5 Person Household	5.3%	4.8%	5.2%
6 Person Household	1.3%	1.4%	1.7%
7+ Person Household	0.4%	0.6%	0.9%
2000 Households by Year Householder Moved In			
Total	2,461	21,688	45,100
Moved in 1999 to March 2000	15.4%	20.5%	20.3%
Moved in 1995 to 1998	24.6%	28.6%	28.9%
Moved in 1990 to 1994	16.0%	14.9%	15.2%
Moved in 1980 to 1989	18.3%	14.5%	13.9%
Moved in 1970 to 1979	10.6%	10.0%	10.6%
Moved in 1969 or Earlier	15.2%	11.4%	11.2%
Median Year Householder Moved In	1992	1995	1995
2000 Housing Units by Units in Structure			
 Total	2,604	22,974	48,358
1, Detached	72.7%	65.5%	68.2%
1, Attached	0.9%	0.7%	1.1%
2	1.5%	3.9%	4.3%
3 or 4	4.1%	4.7%	5.5%
5 to 9	9.9%	7.8%	5.9%
10 to 19	6.1%	5.7%	4.3%
20+	3.5%	6.8%	5.6%
Mobile Home	1.3%	4.8%	4.9%
Other	0.0%	0.1%	0.1%
2000 Housing Units by Year Structure Built			
Total	2,593	22,927	48,346
1999 to March 2000	0.8%	2.5%	2.2%
1995 to 1998	5.2%	6.0%	7.2%
1990 to 1994	8.3%	7.1%	6.3%
1980 to 1989	21.9%	12.2%	9.5%
1970 to 1979	19.1%	18.3%	17.0%
1969 or Earlier	44.7%	54.0%	57.9%
Median Year Structure Built	1973	1968	1964


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



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Top 3 Tapestry Segments			
1.	Midlife Junction	Midlife Junction	Rustbelt Traditions
2.	Milk and Cookies	Rustbelt Traditions	Midlife Junction
3.	Rustbelt Retirees	Simple Living	Home Town

 **2010 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 \$	\$4,013,557	\$32,544,520	\$68,318,801
Average Spent	\$1,549.04	\$1,429.33	\$1,413.30
Spending Potential Index	65	60	59
Computers & Accessories: Total \$	\$532,017	\$4,294,302	\$8,944,414
Average Spent	\$205.33	\$188.60	\$185.03
Spending Potential Index	93	86	84
Education: Total \$	\$3,011,187	\$24,724,417	\$51,709,375
Average Spent	\$1,162.17	\$1,085.88	\$1,069.70
Spending Potential Index	95	89	88
Entertainment/Recreation: Total \$	\$8,116,448	\$63,362,256	\$132,623,592
Average Spent	\$3,132.55	\$2,782.83	\$2,743.56
Spending Potential Index	97	86	85
Food at Home: Total \$	\$11,033,561	\$88,377,141	\$185,528,559
Average Spent	\$4,258.42	\$3,881.47	\$3,837.99
Spending Potential Index	95	87	86
Food Away from Home: Total \$	\$7,871,741	\$63,258,089	\$132,846,960
Average Spent	\$3,038.11	\$2,778.26	\$2,748.18
Spending Potential Index	94	86	85
Health Care: Total \$	\$9,900,492	\$75,793,290	\$158,591,790
Average Spent	\$3,821.11	\$3,328.79	\$3,280.76
Spending Potential Index	103	89	88
HH Furnishings & Equipment: Total \$	\$4,435,208	\$34,682,064	\$72,522,374
Average Spent	\$1,711.77	\$1,523.21	\$1,500.26
Spending Potential Index	83	74	73
Investments: Total \$	\$4,363,887	\$32,084,026	\$66,050,131
Average Spent	\$1,684.25	\$1,409.11	\$1,366.37
Spending Potential Index	97	81	79
Retail Goods: Total \$	\$59,726,297	\$467,238,366	\$978,696,094
Average Spent	\$23,051.45	\$20,520.81	\$20,246.09
Spending Potential Index	93	83	81
Shelter: Total \$	\$37,182,622	\$299,604,956	\$626,720,801
Average Spent	\$14,350.68	\$13,158.46	\$12,964.85
Spending Potential Index	91	83	82
TV/Video/Audio: Total \$	\$3,063,753	\$24,611,786	\$51,677,770
Average Spent	\$1,182.46	\$1,080.93	\$1,069.05
Spending Potential Index	95	87	86
Travel: Total \$	\$4,550,439	\$35,118,267	\$73,425,708
Average Spent	\$1,756.25	\$1,542.37	\$1,518.94
Spending Potential Index	93	81	80
Vehicle Maintenance & Repairs: Total \$	\$2,346,528	\$18,411,119	\$38,629,928
Average Spent	\$905.65	\$808.60	\$799.13
Spending Potential Index	96	86	85

Data Note: 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 2005 and 2006 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.