






Middletown Centre
 13100 Shelbyville Rd, Louisville, KY 40243-1572, 13100 Shlebyville Road, Louisville, KY
 Ring: 1, 3, 5 Miles

Latitude: 38.242455
 Longitude: -85.512733

	1 mile radius	3 miles radius	5 miles radius
 2000 Total Population	3,366	29,331	89,810
2000 Group Quarters	0	375	1,101
2010 Total Population	3,538	35,123	105,808
2015 Total Population	3,727	37,961	112,928
2010 - 2015 Annual Rate	1.05%	1.57%	1.31%
 2000 Households	1,511	11,176	36,028
2000 Average Household Size	2.23	2.59	2.46
2010 Households	1,561	13,504	42,456
2010 Average Household Size	2.27	2.57	2.47
2015 Households	1,655	14,617	45,335
2015 Average Household Size	2.25	2.57	2.47
2010 - 2015 Annual Rate	1.18%	1.6%	1.32%
2000 Families	1,124	8,239	25,124
2000 Average Family Size	2.61	3.07	2.98
2010 Families	1,089	9,704	28,862
2010 Average Family Size	2.75	3.09	3.02
2015 Families	1,137	10,419	30,553
2015 Average Family Size	2.75	3.1	3.04
2010 - 2015 Annual Rate	0.87%	1.43%	1.15%
 2000 Housing Units	1,569	11,648	38,269
Owner Occupied Housing Units	78.2%	77.6%	69.3%
Renter Occupied Housing Units	17.2%	17.9%	24.7%
Vacant Housing Units	4.5%	4.6%	6.0%
2010 Housing Units	1,684	14,475	46,305
Owner Occupied Housing Units	74.1%	75.7%	68.0%
Renter Occupied Housing Units	18.6%	17.6%	23.7%
Vacant Housing Units	7.3%	6.7%	8.3%
2015 Housing Units	1,803	15,797	49,897
Owner Occupied Housing Units	72.8%	75.5%	67.9%
Renter Occupied Housing Units	19.0%	17.0%	22.9%
Vacant Housing Units	8.2%	7.5%	9.1%
Median Household Income			
2000	\$59,820	\$68,229	\$59,901
2010	\$75,431	\$85,280	\$76,987
2015	\$82,978	\$92,899	\$83,893
Median Home Value			
2000	\$145,791	\$180,954	\$154,320
2010	\$170,505	\$220,925	\$191,385
2015	\$191,622	\$247,856	\$218,362
Per Capita Income			
2000	\$30,275	\$35,015	\$31,299
2010	\$38,202	\$43,903	\$39,848
2015	\$41,407	\$46,842	\$42,754
Median Age			
2000	38.2	39.3	37.7
2010	41.4	41.9	39.9
2015	41.6	41.6	39.9


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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	1 mile radius	3 miles radius	5 miles radius
2000 Households by Income			
 Household Income Base	1,490	11,204	36,016
< \$15,000	9.5%	6.5%	7.1%
\$15,000 - \$24,999	9.0%	6.6%	8.5%
\$25,000 - \$34,999	10.0%	9.1%	10.2%
\$35,000 - \$49,999	12.8%	13.6%	14.9%
\$50,000 - \$74,999	19.9%	18.5%	21.7%
\$75,000 - \$99,999	13.2%	14.2%	14.1%
\$100,000 - \$149,999	14.7%	17.7%	14.1%
\$150,000 - \$199,999	5.3%	6.6%	4.7%
\$200,000+	5.6%	7.0%	4.7%
Average Household Income	\$81,986	\$89,985	\$77,336
2010 Households by Income			
Household Income Base	1,561	13,504	42,457
< \$15,000	6.3%	4.2%	4.6%
\$15,000 - \$24,999	6.1%	4.2%	5.2%
\$25,000 - \$34,999	7.6%	6.0%	6.8%
\$35,000 - \$49,999	11.4%	10.5%	11.1%
\$50,000 - \$74,999	18.1%	17.0%	20.2%
\$75,000 - \$99,999	17.2%	16.5%	17.8%
\$100,000 - \$149,999	18.9%	21.5%	19.6%
\$150,000 - \$199,999	7.2%	9.6%	7.0%
\$200,000+	7.1%	10.5%	7.5%
Average Household Income	\$96,200	\$112,564	\$98,817
2015 Households by Income			
Household Income Base	1,654	14,619	45,336
< \$15,000	5.1%	3.3%	3.7%
\$15,000 - \$24,999	4.8%	3.3%	4.0%
\$25,000 - \$34,999	6.4%	5.0%	5.7%
\$35,000 - \$49,999	9.3%	8.4%	9.0%
\$50,000 - \$74,999	16.1%	14.9%	18.2%
\$75,000 - \$99,999	20.7%	19.5%	20.9%
\$100,000 - \$149,999	22.0%	24.4%	22.8%
\$150,000 - \$199,999	8.0%	10.4%	7.7%
\$200,000+	7.6%	10.9%	7.9%
Average Household Income	\$104,061	\$119,952	\$105,921
2000 Owner Occupied HUs by Value			
Total	1,229	9,068	26,605
<\$50,000	0.6%	0.4%	0.5%
\$50,000 - 99,999	15.7%	10.2%	16.0%
\$100,000 - 149,999	36.5%	22.9%	31.4%
\$150,000 - 199,999	19.0%	26.9%	21.5%
\$200,000 - \$299,999	17.0%	27.3%	20.4%
\$300,000 - 499,999	8.1%	8.7%	7.4%
\$500,000 - 999,999	2.8%	3.1%	2.3%
\$1,000,000+	0.4%	0.6%	0.4%
Average Home Value	\$186,574	\$212,219	\$188,838
2000 Specified Renter Occupied HUs by Contract Rent			
Total	272	2,054	9,345
With Cash Rent	90.4%	93.5%	96.7%
No Cash Rent	9.6%	6.5%	3.3%
Median Rent	\$423	\$595	\$568
Average Rent	\$467	\$728	\$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 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	3,368	29,331	89,810
Age 0 - 4	7.2%	6.6%	6.9%
Age 5 - 9	8.1%	7.9%	7.2%
Age 10 - 14	7.6%	7.5%	6.7%
Age 15 - 19	6.0%	6.3%	5.9%
Age 20 - 24	4.0%	3.9%	4.8%
Age 25 - 34	11.3%	10.5%	13.7%
Age 35 - 44	18.7%	17.7%	17.3%
Age 45 - 54	15.4%	17.6%	16.0%
Age 55 - 64	9.6%	10.3%	9.5%
Age 65 - 74	7.0%	6.2%	6.4%
Age 75 - 84	4.2%	4.0%	4.1%
Age 85+	1.0%	1.4%	1.4%
Age 18+	73.1%	73.5%	75.1%
2010 Population by Age			
Total	3,536	35,125	105,807
Age 0 - 4	6.3%	6.3%	6.7%
Age 5 - 9	6.8%	6.7%	6.8%
Age 10 - 14	7.4%	7.6%	7.2%
Age 15 - 19	7.2%	7.3%	6.5%
Age 20 - 24	4.8%	4.3%	4.6%
Age 25 - 34	9.6%	9.5%	11.5%
Age 35 - 44	12.9%	13.1%	14.4%
Age 45 - 54	17.6%	17.5%	16.2%
Age 55 - 64	13.4%	14.4%	13.1%
Age 65 - 74	7.7%	7.6%	7.0%
Age 75 - 84	4.6%	4.1%	4.1%
Age 85+	1.7%	1.9%	1.9%
Age 18+	75.0%	74.8%	75.1%
2015 Population by Age			
Total	3,724	37,961	112,931
Age 0 - 4	6.2%	6.3%	6.6%
Age 5 - 9	6.6%	6.7%	6.8%
Age 10 - 14	7.2%	7.3%	7.1%
Age 15 - 19	6.8%	6.8%	6.5%
Age 20 - 24	5.3%	4.7%	4.9%
Age 25 - 34	10.2%	10.4%	11.6%
Age 35 - 44	11.9%	12.1%	13.4%
Age 45 - 54	15.3%	15.8%	15.1%
Age 55 - 64	14.6%	14.2%	13.1%
Age 65 - 74	9.6%	9.8%	9.0%
Age 75 - 84	4.6%	4.1%	4.0%
Age 85+	1.8%	1.9%	1.9%
Age 18+	75.7%	75.4%	75.3%
2000 Population by Sex			
Males	47.6%	48.1%	48.3%
Females	52.4%	51.9%	51.7%
2010 Population by Sex			
Males	47.5%	48.0%	48.3%
Females	52.5%	52.0%	51.7%
2015 Population by Sex			
Males	47.7%	48.1%	48.3%
Females	52.3%	51.9%	51.7%

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	3,367	29,332	89,810
White Alone	86.8%	90.1%	88.5%
Black Alone	9.8%	6.6%	7.2%
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	1.3%	0.9%	1.2%
Hispanic Origin	1.3%	1.7%	2.1%
Diversity Index	25.7	21.2	24.4
2010 Population by Race/Ethnicity			
Total	3,538	35,122	105,808
White Alone	82.8%	86.8%	84.6%
Black Alone	12.2%	8.0%	8.7%
American Indian Alone	0.3%	0.2%	0.3%
Asian or Pacific Islander Alone	1.8%	2.6%	3.1%
Some Other Race Alone	1.0%	1.1%	1.5%
Two or More Races	1.9%	1.4%	1.8%
Hispanic Origin	2.7%	3.7%	4.4%
Diversity Index	33.6	29.4	33.6
2015 Population by Race/Ethnicity			
Total	3,727	37,961	112,930
White Alone	81.2%	85.1%	82.9%
Black Alone	13.0%	8.6%	9.4%
American Indian Alone	0.3%	0.2%	0.3%
Asian or Pacific Islander Alone	2.2%	3.2%	3.7%
Some Other Race Alone	1.0%	1.2%	1.7%
Two or More Races	2.2%	1.7%	2.1%
Hispanic Origin	3.4%	4.7%	5.4%
Diversity Index	36.9	33.2	37.4
2000 Population 3+ by School Enrollment			
 Total	3,201	28,248	85,855
Enrolled in Nursery/Preschool	2.5%	3.1%	2.7%
Enrolled in Kindergarten	2.1%	1.7%	1.6%
Enrolled in Grade 1-8	13.0%	12.8%	11.5%
Enrolled in Grade 9-12	5.4%	5.9%	5.5%
Enrolled in College	3.9%	3.8%	3.8%
Enrolled in Grad/Prof School	1.4%	1.3%	1.5%
Not Enrolled in School	71.7%	71.4%	73.3%
2010 Population 25+ by Educational Attainment			
Total	2,388	23,877	72,113
Less than 9th Grade	1.9%	1.2%	1.5%
9th - 12th Grade, No Diploma	4.9%	2.7%	3.3%
High School Graduate	19.3%	17.1%	19.7%
Some College, No Degree	24.1%	19.8%	21.3%
Associate Degree	10.2%	7.2%	7.6%
Bachelor's Degree	23.2%	31.7%	28.9%
Graduate/Professional Degree	16.5%	20.4%	17.8%




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 2010 and 2015.



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2010 Population 15+ by Marital Status			
 Total	2,812	27,924	83,844
Never Married	24.1%	21.2%	22.5%
Married	56.2%	62.5%	60.0%
Widowed	7.1%	6.0%	5.6%
Divorced	12.6%	10.3%	11.9%
2000 Population 16+ by Employment Status			
 Total	2,566	22,489	69,764
In Labor Force	69.4%	68.8%	70.2%
Civilian Employed	68.3%	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	30.6%	31.2%	29.8%
2010 Civilian Population 16+ in Labor Force			
Civilian Employed	92.8%	92.1%	92.0%
Civilian Unemployed	7.2%	7.9%	8.0%
2015 Civilian Population 16+ in Labor Force			
Civilian Employed	94.1%	93.6%	93.5%
Civilian Unemployed	5.9%	6.4%	6.5%
2000 Females 16+ by Employment Status and Age of Children			
Total	1,367	11,805	36,638
Own Children < 6 Only	7.9%	8.3%	8.8%
Employed/in Armed Forces	5.7%	5.3%	5.9%
Unemployed	0.0%	0.0%	0.1%
Not in Labor Force	2.2%	3.0%	2.8%
Own Children < 6 and 6-17 Only	6.9%	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	2.5%	2.9%	2.1%
Own Children 6-17 Only	20.6%	19.8%	17.6%
Employed/in Armed Forces	15.1%	14.3%	12.9%
Unemployed	0.1%	0.3%	0.3%
Not in Labor Force	5.3%	5.2%	4.3%
No Own Children < 18	64.7%	64.8%	67.4%
Employed/in Armed Forces	35.9%	34.9%	38.0%
Unemployed	0.4%	0.4%	0.8%
Not in Labor Force	28.4%	29.5%	28.6%
2010 Employed Population 16+ by Industry			
 Total	1,683	16,591	50,784
Agriculture/Mining	0.1%	0.3%	0.5%
Construction	4.6%	3.8%	4.2%
Manufacturing	7.4%	7.2%	7.7%
Wholesale Trade	3.4%	3.9%	4.1%
Retail Trade	15.3%	12.8%	12.2%
Transportation/Utilities	4.8%	5.9%	5.4%
Information	1.8%	2.2%	2.0%
Finance/Insurance/Real Estate	10.3%	11.9%	11.3%
Services	48.2%	48.6%	48.9%
Public Administration	4.0%	3.5%	3.7%

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	1,683	16,589	50,782
White Collar	74.6%	78.3%	75.8%
Management/Business/Financial	19.1%	24.2%	21.7%
Professional	27.1%	27.6%	26.9%
Sales	14.3%	14.5%	14.1%
Administrative Support	14.1%	12.0%	13.0%
Services	13.1%	11.1%	12.0%
Blue Collar	12.4%	10.6%	12.2%
Farming/Forestry/Fishing	0.1%	0.1%	0.1%
Construction/Extraction	2.7%	2.3%	2.8%
Installation/Maintenance/Repair	2.5%	2.2%	2.3%
Production	2.7%	2.3%	3.0%
Transportation/Material Moving	4.3%	3.7%	3.9%
2000 Workers 16+ by Means of Transportation to Work			
 Total	1,734	15,044	47,261
Drove Alone - Car, Truck, or Van	82.3%	85.5%	86.2%
Carpooled - Car, Truck, or Van	9.8%	8.1%	8.2%
Public Transportation	0.8%	0.5%	0.7%
Walked	2.2%	1.1%	1.0%
Other Means	1.2%	0.9%	0.7%
Worked at Home	3.7%	4.0%	3.3%
2000 Workers 16+ by Travel Time to Work			
Total	1,736	15,042	47,261
Did Not Work at Home	96.3%	96.0%	96.7%
Less than 5 minutes	2.7%	2.1%	2.2%
5 to 9 minutes	13.7%	11.1%	9.9%
10 to 19 minutes	30.2%	29.2%	30.1%
20 to 24 minutes	17.6%	18.9%	19.7%
25 to 34 minutes	21.1%	23.9%	24.9%
35 to 44 minutes	4.8%	4.4%	4.0%
45 to 59 minutes	2.4%	2.5%	2.5%
60 to 89 minutes	2.4%	1.6%	1.7%
90 or more minutes	1.4%	2.2%	1.6%
Worked at Home	3.7%	4.0%	3.3%
Average Travel Time to Work (in min)	21.3	23.0	22.3
2000 Households by Vehicles Available			
Total	1,501	11,153	36,046
None	3.7%	3.3%	3.7%
1	30.2%	28.1%	31.0%
2	48.6%	50.6%	48.7%
3	14.1%	14.6%	13.4%
4	2.9%	2.7%	2.6%
5+	0.4%	0.7%	0.7%
Average Number of Vehicles Available	1.8	1.9	1.8

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 Type			
 Total	1,511	11,176	36,029
Family Households	74.4%	73.7%	69.7%
Married-couple Family	60.7%	64.1%	58.9%
With Related Children	29.4%	31.0%	27.8%
Other Family (No Spouse)	13.7%	9.6%	10.8%
With Related Children	8.9%	5.9%	6.7%
Nonfamily Households	25.6%	26.3%	30.3%
Householder Living Alone	22.4%	22.9%	25.6%
Householder Not Living Alone	3.2%	3.4%	4.7%
Households with Related Children	38.3%	36.9%	34.4%
Households with Persons 65+	21.8%	21.7%	20.5%
2000 Households by Size			
Total	1,511	11,176	36,028
1 Person Household	22.5%	22.9%	25.6%
2 Person Household	34.6%	34.6%	34.9%
3 Person Household	17.9%	17.2%	16.9%
4 Person Household	16.9%	16.9%	15.1%
5 Person Household	5.9%	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			
Total	1,501	11,155	36,045
Moved in 1999 to March 2000	20.7%	20.0%	22.6%
Moved in 1995 to 1998	30.7%	31.1%	31.5%
Moved in 1990 to 1994	18.3%	21.1%	17.7%
Moved in 1980 to 1989	14.5%	15.9%	14.4%
Moved in 1970 to 1979	8.6%	7.8%	8.4%
Moved in 1969 or Earlier	7.3%	4.1%	5.4%
Median Year Householder Moved In	1995	1995	1996
2000 Housing Units by Units in Structure			
 Total	1,573	11,698	38,366
1, Detached	80.4%	73.8%	68.6%
1, Attached	8.3%	7.9%	6.4%
2	1.0%	0.7%	0.5%
3 or 4	0.7%	2.9%	4.0%
5 to 9	3.8%	7.2%	8.5%
10 to 19	3.0%	3.5%	6.2%
20+	2.5%	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			
Total	1,559	11,629	38,300
1999 to March 2000	6.7%	5.3%	5.0%
1995 to 1998	11.8%	12.2%	12.0%
1990 to 1994	11.9%	11.9%	10.8%
1980 to 1989	14.8%	23.5%	20.4%
1970 to 1979	16.4%	24.8%	25.9%
1969 or Earlier	38.6%	22.2%	25.9%
Median Year Structure Built	1977	1981	1979

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



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



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 \$	\$3,551,296	\$36,092,481	\$100,569,259
Average Spent	\$2,275.01	\$2,672.73	\$2,368.79
Spending Potential Index	95	112	99
Computers & Accessories: Total \$	\$469,889	\$4,741,047	\$13,335,814
Average Spent	\$301.02	\$351.08	\$314.11
Spending Potential Index	137	160	143
Education: Total \$	\$2,771,788	\$28,292,027	\$76,890,540
Average Spent	\$1,775.65	\$2,095.08	\$1,811.06
Spending Potential Index	146	172	148
Entertainment/Recreation: Total \$	\$7,152,169	\$72,084,947	\$198,546,670
Average Spent	\$4,581.79	\$5,338.04	\$4,676.53
Spending Potential Index	142	166	145
Food at Home: Total \$	\$9,358,477	\$92,480,072	\$257,546,142
Average Spent	\$5,995.18	\$6,848.35	\$6,066.19
Spending Potential Index	134	153	136
Food Away from Home: Total \$	\$6,843,746	\$68,561,173	\$191,766,657
Average Spent	\$4,384.21	\$5,077.10	\$4,516.83
Spending Potential Index	136	158	140
Health Care: Total \$	\$8,194,959	\$80,027,500	\$215,609,220
Average Spent	\$5,249.81	\$5,926.21	\$5,078.42
Spending Potential Index	141	159	136
HH Furnishings & Equipment: Total \$	\$3,961,728	\$40,325,336	\$111,147,516
Average Spent	\$2,537.94	\$2,986.18	\$2,617.95
Spending Potential Index	123	145	127
Investments: Total \$	\$3,845,673	\$39,631,744	\$103,505,224
Average Spent	\$2,463.60	\$2,934.82	\$2,437.94
Spending Potential Index	142	169	140
Retail Goods: Total \$	\$51,459,154	\$512,500,915	\$1,417,693,745
Average Spent	\$32,965.51	\$37,951.79	\$33,392.07
Spending Potential Index	133	153	134
Shelter: Total \$	\$33,797,407	\$350,764,364	\$972,743,380
Average Spent	\$21,651.13	\$25,974.85	\$22,911.80
Spending Potential Index	137	165	145
TV/Video/Audio: Total \$	\$2,614,999	\$25,971,646	\$72,496,273
Average Spent	\$1,675.21	\$1,923.26	\$1,707.56
Spending Potential Index	135	155	138
Travel: Total \$	\$4,248,576	\$44,342,327	\$120,107,660
Average Spent	\$2,721.70	\$3,283.64	\$2,828.99
Spending Potential Index	144	173	149
Vehicle Maintenance & Repairs: Total \$	\$2,023,444	\$20,228,884	\$56,071,398
Average Spent	\$1,296.25	\$1,497.99	\$1,320.69
Spending Potential Index	138	159	140

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.