



Community Profile

Rings: 1, 3, 5 mile radii

1520 Westpark Dr, Bowling Green, KY

Latitude: 36.9568

Longitude: -86.43135

	1 mile	3 mile	5 mile
Population Summary			
2000 Total Population	4,319	41,403	61,010
2010 Total Population	5,404	49,774	76,813
2019 Total Population	5,954	57,608	90,825
2019 Group Quarters	151	6,464	6,752
2024 Total Population	6,280	61,743	98,156
2019-2024 Annual Rate	1.07%	1.40%	1.56%
2019 Total Daytime Population	17,063	78,066	109,190
Workers	13,815	48,409	61,827
Residents	3,248	29,657	47,363
Household Summary			
2000 Households	1,950	16,027	23,577
2000 Average Household Size	2.15	2.26	2.35
2010 Households	2,483	19,523	29,655
2010 Average Household Size	2.12	2.25	2.38
2019 Households	2,761	22,720	35,144
2019 Average Household Size	2.10	2.25	2.39
2024 Households	2,921	24,524	38,153
2024 Average Household Size	2.10	2.25	2.40
2019-2024 Annual Rate	1.13%	1.54%	1.66%
2010 Families	1,293	10,310	17,242
2010 Average Family Size	2.87	2.92	3.01
2019 Families	1,384	11,726	20,106
2019 Average Family Size	2.88	2.94	3.04
2024 Families	1,443	12,574	21,723
2024 Average Family Size	2.89	2.95	3.05
2019-2024 Annual Rate	0.84%	1.41%	1.56%
Housing Unit Summary			
2000 Housing Units	2,162	17,679	25,750
Owner Occupied Housing Units	43.4%	47.5%	49.9%
Renter Occupied Housing Units	46.7%	43.1%	41.7%
Vacant Housing Units	9.9%	9.3%	8.4%
2010 Housing Units	2,639	21,115	31,938
Owner Occupied Housing Units	35.9%	44.0%	47.9%
Renter Occupied Housing Units	58.2%	48.4%	44.9%
Vacant Housing Units	5.9%	7.5%	7.1%
2019 Housing Units	2,917	24,456	37,597
Owner Occupied Housing Units	35.3%	42.8%	47.4%
Renter Occupied Housing Units	59.3%	50.1%	46.1%
Vacant Housing Units	5.3%	7.1%	6.5%
2024 Housing Units	3,080	26,332	40,713
Owner Occupied Housing Units	36.9%	43.3%	48.1%
Renter Occupied Housing Units	58.0%	49.8%	45.6%
Vacant Housing Units	5.2%	6.9%	6.3%
Median Household Income			
2019	\$44,131	\$45,219	\$47,023
2024	\$50,848	\$50,370	\$52,621
Median Home Value			
2019	\$218,655	\$194,953	\$186,176
2024	\$259,073	\$230,430	\$219,402
Per Capita Income			
2019	\$34,592	\$29,397	\$29,004
2024	\$40,157	\$33,590	\$33,287
Median Age			
2010	35.6	29.1	30.2
2019	37.3	31.5	32.7
2024	38.5	32.6	33.9

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 the total population.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.



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2019 Households by Income			
Household Income Base	2,761	22,720	35,144
<\$15,000	12.2%	12.5%	12.1%
\$15,000 - \$24,999	14.2%	12.9%	12.8%
\$25,000 - \$34,999	11.9%	12.5%	11.8%
\$35,000 - \$49,999	17.0%	16.2%	15.7%
\$50,000 - \$74,999	13.3%	14.8%	15.6%
\$75,000 - \$99,999	10.1%	9.2%	10.3%
\$100,000 - \$149,999	9.1%	11.6%	11.4%
\$150,000 - \$199,999	5.0%	4.2%	4.2%
\$200,000+	7.2%	6.1%	6.2%
Average Household Income	\$76,454	\$73,514	\$74,140
2024 Households by Income			
Household Income Base	2,921	24,524	38,153
<\$15,000	9.8%	10.6%	10.2%
\$15,000 - \$24,999	12.2%	11.4%	11.3%
\$25,000 - \$34,999	11.0%	11.6%	10.9%
\$35,000 - \$49,999	16.3%	16.1%	15.4%
\$50,000 - \$74,999	13.6%	14.7%	15.5%
\$75,000 - \$99,999	11.0%	9.6%	10.8%
\$100,000 - \$149,999	11.0%	13.2%	13.1%
\$150,000 - \$199,999	6.9%	5.6%	5.6%
\$200,000+	8.3%	7.1%	7.3%
Average Household Income	\$88,291	\$83,702	\$84,902
2019 Owner Occupied Housing Units by Value			
Total	1,031	10,461	17,822
<\$50,000	7.9%	6.6%	7.0%
\$50,000 - \$99,999	0.6%	5.5%	7.4%
\$100,000 - \$149,999	14.8%	16.8%	20.6%
\$150,000 - \$199,999	19.6%	23.6%	20.8%
\$200,000 - \$249,999	19.1%	15.5%	13.7%
\$250,000 - \$299,999	9.3%	10.0%	8.6%
\$300,000 - \$399,999	13.8%	10.8%	11.2%
\$400,000 - \$499,999	10.0%	5.9%	5.4%
\$500,000 - \$749,999	2.6%	3.4%	3.0%
\$750,000 - \$999,999	1.6%	1.4%	1.3%
\$1,000,000 - \$1,499,999	0.7%	0.1%	0.7%
\$1,500,000 - \$1,999,999	0.0%	0.4%	0.3%
\$2,000,000 +	0.0%	0.0%	0.1%
Average Home Value	\$256,280	\$237,851	\$232,212
2024 Owner Occupied Housing Units by Value			
Total	1,135	11,399	19,592
<\$50,000	4.8%	3.7%	3.9%
\$50,000 - \$99,999	0.3%	3.4%	5.4%
\$100,000 - \$149,999	8.1%	12.4%	17.1%
\$150,000 - \$199,999	15.9%	20.6%	18.2%
\$200,000 - \$249,999	19.0%	16.1%	13.7%
\$250,000 - \$299,999	10.9%	11.9%	9.9%
\$300,000 - \$399,999	19.6%	15.4%	15.9%
\$400,000 - \$499,999	14.0%	8.6%	7.8%
\$500,000 - \$749,999	3.3%	4.6%	4.2%
\$750,000 - \$999,999	2.6%	2.3%	2.1%
\$1,000,000 - \$1,499,999	1.5%	0.3%	1.1%
\$1,500,000 - \$1,999,999	0.0%	0.8%	0.5%
\$2,000,000 +	0.0%	0.0%	0.2%
Average Home Value	\$306,410	\$281,703	\$276,760

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 2019 and 2024 Esri converted Census 2000 data into 2010 geography.

September 03, 2019



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2010 Population by Age			
Total	5,402	49,773	76,816
0 - 4	5.9%	5.2%	6.2%
5 - 9	5.6%	5.2%	6.1%
10 - 14	5.5%	5.0%	5.7%
15 - 24	16.1%	28.2%	23.8%
25 - 34	16.1%	13.6%	14.3%
35 - 44	11.8%	10.5%	11.8%
45 - 54	12.8%	11.1%	11.8%
55 - 64	10.5%	9.2%	9.4%
65 - 74	6.5%	5.9%	5.8%
75 - 84	5.3%	4.1%	3.5%
85 +	3.9%	2.0%	1.5%
18 +	79.8%	81.6%	78.4%
2019 Population by Age			
Total	5,954	57,606	90,825
0 - 4	5.5%	4.8%	5.6%
5 - 9	5.1%	4.7%	5.6%
10 - 14	5.1%	4.7%	5.5%
15 - 24	12.7%	25.9%	21.1%
25 - 34	18.1%	15.0%	15.6%
35 - 44	12.8%	10.6%	11.8%
45 - 54	11.2%	9.8%	10.8%
55 - 64	11.9%	10.2%	10.5%
65 - 74	9.0%	7.9%	7.8%
75 - 84	5.0%	4.3%	3.9%
85 +	3.6%	2.2%	1.7%
18 +	81.2%	82.8%	79.8%
2024 Population by Age			
Total	6,281	61,744	98,155
0 - 4	5.7%	5.0%	5.7%
5 - 9	5.1%	4.7%	5.5%
10 - 14	4.8%	4.5%	5.4%
15 - 24	12.8%	25.0%	20.4%
25 - 34	15.5%	14.0%	14.4%
35 - 44	15.8%	11.8%	13.0%
45 - 54	10.6%	9.3%	10.4%
55 - 64	11.1%	9.8%	10.2%
65 - 74	9.8%	8.7%	8.5%
75 - 84	5.8%	5.1%	4.7%
85 +	3.0%	2.1%	1.7%
18 +	81.5%	83.0%	80.1%
2010 Population by Sex			
Males	2,587	24,107	37,338
Females	2,817	25,667	39,475
2019 Population by Sex			
Males	2,903	28,213	44,508
Females	3,052	29,396	46,317
2024 Population by Sex			
Males	3,072	30,199	48,052
Females	3,208	31,544	50,104

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.

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Community Profile

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2010 Population by Race/Ethnicity			
Total	5,404	49,774	76,814
White Alone	77.9%	81.6%	79.6%
Black Alone	7.7%	9.7%	11.3%
American Indian Alone	0.2%	0.3%	0.3%
Asian Alone	9.6%	4.3%	3.8%
Pacific Islander Alone	0.6%	0.2%	0.1%
Some Other Race Alone	1.4%	1.9%	2.6%
Two or More Races	2.6%	2.1%	2.3%
Hispanic Origin	4.3%	4.1%	5.6%
Diversity Index	42.8	37.7	42.1
2019 Population by Race/Ethnicity			
Total	5,955	57,608	90,826
White Alone	70.9%	76.9%	75.4%
Black Alone	8.2%	10.6%	12.0%
American Indian Alone	0.1%	0.2%	0.2%
Asian Alone	15.0%	6.8%	6.0%
Pacific Islander Alone	0.6%	0.2%	0.1%
Some Other Race Alone	1.7%	2.4%	3.1%
Two or More Races	3.4%	2.8%	3.1%
Hispanic Origin	5.4%	5.3%	6.9%
Diversity Index	52.2	45.3	48.9
2024 Population by Race/Ethnicity			
Total	6,279	61,744	98,156
White Alone	67.6%	74.5%	73.2%
Black Alone	8.5%	11.2%	12.4%
American Indian Alone	0.1%	0.2%	0.2%
Asian Alone	17.2%	7.8%	6.8%
Pacific Islander Alone	0.7%	0.2%	0.1%
Some Other Race Alone	2.0%	2.8%	3.6%
Two or More Races	4.0%	3.4%	3.7%
Hispanic Origin	6.3%	6.2%	7.9%
Diversity Index	56.5	49.3	52.6
2010 Population by Relationship and Household Type			
Total	5,404	49,774	76,812
In Households	97.4%	88.1%	92.0%
In Family Households	70.6%	62.2%	69.6%
Householder	23.6%	20.7%	22.4%
Spouse	17.2%	14.8%	16.0%
Child	24.8%	22.4%	26.2%
Other relative	2.9%	2.6%	2.9%
Nonrelative	2.0%	1.8%	2.1%
In Nonfamily Households	26.9%	25.9%	22.4%
In Group Quarters	2.6%	11.9%	8.0%
Institutionalized Population	1.5%	2.2%	1.5%
Noninstitutionalized Population	1.0%	9.6%	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.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.



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2019 Population 25+ by Educational Attainment			
Total	4,261	34,509	56,388
Less than 9th Grade	3.1%	3.1%	4.6%
9th - 12th Grade, No Diploma	4.3%	4.5%	5.4%
High School Graduate	17.2%	18.6%	20.3%
GED/Alternative Credential	4.0%	4.8%	5.2%
Some College, No Degree	21.2%	22.3%	21.2%
Associate Degree	6.1%	6.9%	7.4%
Bachelor's Degree	25.1%	22.8%	20.8%
Graduate/Professional Degree	19.0%	17.1%	15.1%
2019 Population 15+ by Marital Status			
Total	5,020	49,434	75,575
Never Married	33.2%	44.7%	41.1%
Married	40.4%	38.7%	42.9%
Widowed	10.6%	4.9%	4.8%
Divorced	15.7%	11.7%	11.2%
2019 Civilian Population 16+ in Labor Force			
Civilian Employed	96.2%	95.8%	96.1%
Civilian Unemployed (Unemployment Rate)	3.7%	4.2%	3.9%
2019 Employed Population 16+ by Industry			
Total	2,711	28,032	43,785
Agriculture/Mining	0.1%	0.5%	0.7%
Construction	1.1%	4.1%	4.4%
Manufacturing	19.1%	14.1%	16.4%
Wholesale Trade	3.2%	2.3%	2.5%
Retail Trade	12.8%	13.5%	13.4%
Transportation/Utilities	5.9%	4.9%	5.0%
Information	0.5%	1.9%	1.6%
Finance/Insurance/Real Estate	10.1%	5.4%	5.1%
Services	44.0%	51.1%	48.6%
Public Administration	3.1%	2.2%	2.4%
2019 Employed Population 16+ by Occupation			
Total	2,710	28,031	43,784
White Collar	65.4%	61.0%	58.9%
Management/Business/Financial	9.7%	11.0%	10.7%
Professional	23.3%	22.3%	21.5%
Sales	12.9%	13.6%	12.9%
Administrative Support	19.5%	14.2%	13.8%
Services	14.1%	19.9%	18.6%
Blue Collar	20.5%	19.1%	22.5%
Farming/Forestry/Fishing	0.0%	0.4%	0.6%
Construction/Extraction	1.0%	2.6%	2.9%
Installation/Maintenance/Repair	4.0%	2.5%	2.6%
Production	10.6%	7.9%	9.5%
Transportation/Material Moving	4.9%	5.7%	7.0%
2010 Population By Urban/ Rural Status			
Total Population	5,404	49,774	76,813
Population Inside Urbanized Area	98.1%	95.7%	92.8%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	1.9%	4.3%	7.2%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.

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2010 Households by Type			
Total	2,483	19,522	29,654
Households with 1 Person	39.5%	35.0%	31.2%
Households with 2+ People	60.5%	65.0%	68.8%
Family Households	52.1%	52.8%	58.1%
Husband-wife Families	38.3%	38.0%	41.6%
With Related Children	15.8%	15.9%	18.9%
Other Family (No Spouse Present)	13.8%	14.8%	16.5%
Other Family with Male Householder	3.7%	3.8%	4.1%
With Related Children	1.9%	2.0%	2.3%
Other Family with Female Householder	10.1%	11.1%	12.4%
With Related Children	6.9%	7.3%	8.4%
Nonfamily Households	8.5%	12.2%	10.7%
All Households with Children	25.0%	25.6%	30.0%
Multigenerational Households	1.9%	2.3%	2.8%
Unmarried Partner Households	6.1%	6.0%	6.5%
Male-female	5.6%	5.4%	5.9%
Same-sex	0.5%	0.6%	0.6%
2010 Households by Size			
Total	2,482	19,523	29,654
1 Person Household	39.5%	35.0%	31.2%
2 Person Household	32.4%	32.5%	32.3%
3 Person Household	12.9%	14.6%	15.9%
4 Person Household	9.1%	11.5%	12.8%
5 Person Household	3.7%	4.2%	5.1%
6 Person Household	1.6%	1.5%	1.8%
7 + Person Household	0.8%	0.7%	0.9%
2010 Households by Tenure and Mortgage Status			
Total	2,483	19,523	29,655
Owner Occupied	38.1%	47.6%	51.6%
Owned with a Mortgage/Loan	21.3%	31.0%	36.0%
Owned Free and Clear	16.8%	16.7%	15.6%
Renter Occupied	61.9%	52.4%	48.4%
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	2,639	21,115	31,938
Housing Units Inside Urbanized Area	97.3%	95.6%	92.8%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	2.7%	4.4%	7.2%

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 2019 and 2024 Esri converted Census 2000 data into 2010 geography.



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Top 3 Tapestry Segments			
1.	In Style (5B)	College Towns (14B)	College Towns (14B)
2.	Set to Impress (11D)	In Style (5B)	In Style (5B)
3.	Young and Restless (11B)	Young and Restless (11B)	Young and Restless (11B)
2019 Consumer Spending			
Apparel & Services: Total \$	\$5,323,321	\$42,408,304	\$66,044,152
Average Spent	\$1,928.04	\$1,866.56	\$1,879.24
Spending Potential Index	90	87	88
Education: Total \$	\$3,798,981	\$30,962,118	\$47,666,750
Average Spent	\$1,375.94	\$1,362.77	\$1,356.33
Spending Potential Index	86	86	85
Entertainment/Recreation: Total \$	\$7,845,032	\$62,122,770	\$97,024,053
Average Spent	\$2,841.37	\$2,734.28	\$2,760.76
Spending Potential Index	87	84	84
Food at Home: Total \$	\$12,754,241	\$101,189,323	\$157,700,268
Average Spent	\$4,619.43	\$4,453.76	\$4,487.26
Spending Potential Index	89	86	87
Food Away from Home: Total \$	\$9,154,081	\$73,148,872	\$113,682,401
Average Spent	\$3,315.49	\$3,219.58	\$3,234.76
Spending Potential Index	90	88	88
Health Care: Total \$	\$14,159,833	\$112,478,920	\$176,095,176
Average Spent	\$5,128.52	\$4,950.66	\$5,010.68
Spending Potential Index	86	83	84
HH Furnishings & Equipment: Total \$	\$5,258,989	\$41,517,499	\$64,789,258
Average Spent	\$1,904.74	\$1,827.35	\$1,843.54
Spending Potential Index	89	86	86
Personal Care Products & Services: Total \$	\$2,213,882	\$17,528,382	\$27,371,063
Average Spent	\$801.84	\$771.50	\$778.83
Spending Potential Index	90	87	88
Shelter: Total \$	\$45,583,110	\$361,709,785	\$559,310,402
Average Spent	\$16,509.64	\$15,920.33	\$15,914.82
Spending Potential Index	89	86	86
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$6,122,466	\$47,882,675	\$74,178,968
Average Spent	\$2,217.48	\$2,107.51	\$2,110.72
Spending Potential Index	89	85	85
Travel: Total \$	\$5,306,024	\$41,512,399	\$64,853,573
Average Spent	\$1,921.78	\$1,827.13	\$1,845.37
Spending Potential Index	86	81	82
Vehicle Maintenance & Repairs: Total \$	\$3,026,240	\$23,853,317	\$36,554,059
Average Spent	\$1,096.07	\$1,049.88	\$1,040.12
Spending Potential Index	96	92	91

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 2016 and 2017 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.

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