



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
2020 Total Population	6,032	59,130	93,219
2020 Group Quarters	153	6,536	6,829
2025 Total Population	6,295	63,838	101,200
2020-2025 Annual Rate	0.86%	1.54%	1.66%
2020 Total Daytime Population	12,481	72,113	105,183
Workers	8,818	37,096	49,607
Residents	3,663	35,017	55,576
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
2020 Households	2,792	23,251	35,963
2020 Average Household Size	2.11	2.26	2.40
2025 Households	2,922	25,220	39,190
2025 Average Household Size	2.10	2.27	2.41
2020-2025 Annual Rate	0.91%	1.64%	1.73%
2010 Families	1,293	10,310	17,242
2010 Average Family Size	2.87	2.92	3.01
2020 Families	1,393	12,013	20,583
2020 Average Family Size	2.88	2.95	3.04
2025 Families	1,438	13,012	22,333
2025 Average Family Size	2.89	2.97	3.06
2020-2025 Annual Rate	0.64%	1.61%	1.65%
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%
2020 Housing Units	2,953	25,050	38,495
Owner Occupied Housing Units	38.6%	44.7%	49.5%
Renter Occupied Housing Units	55.9%	48.1%	44.0%
Vacant Housing Units	5.5%	7.2%	6.6%
2025 Housing Units	3,084	27,105	41,855
Owner Occupied Housing Units	39.1%	43.7%	48.2%
Renter Occupied Housing Units	55.6%	49.3%	45.4%
Vacant Housing Units	5.3%	7.0%	6.4%
Median Household Income			
2020	\$51,313	\$50,708	\$52,190
2025	\$54,188	\$52,931	\$54,461
Median Home Value			
2020	\$212,317	\$191,687	\$184,586
2025	\$231,385	\$207,536	\$199,531
Per Capita Income			
2020	\$32,061	\$27,637	\$27,179
2025	\$34,736	\$29,976	\$29,558
Median Age			
2010	35.6	29.1	30.2
2020	37.5	31.7	32.9
2025	38.9	32.8	34.1

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

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.



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2020 Households by Income			
Household Income Base	2,792	23,251	35,963
<\$15,000	13.0%	15.5%	15.0%
\$15,000 - \$24,999	11.1%	10.4%	10.3%
\$25,000 - \$34,999	11.7%	10.6%	10.0%
\$35,000 - \$49,999	12.9%	12.8%	12.6%
\$50,000 - \$74,999	15.9%	16.0%	16.7%
\$75,000 - \$99,999	16.8%	14.3%	15.3%
\$100,000 - \$149,999	10.9%	12.8%	12.6%
\$150,000 - \$199,999	3.3%	3.6%	3.6%
\$200,000+	4.4%	3.9%	3.8%
Average Household Income	\$70,817	\$69,293	\$69,685
2025 Households by Income			
Household Income Base	2,922	25,220	39,190
<\$15,000	12.0%	14.5%	14.0%
\$15,000 - \$24,999	10.4%	9.9%	9.8%
\$25,000 - \$34,999	11.4%	10.3%	9.7%
\$35,000 - \$49,999	12.5%	12.6%	12.4%
\$50,000 - \$74,999	16.1%	16.2%	16.9%
\$75,000 - \$99,999	17.4%	14.5%	15.5%
\$100,000 - \$149,999	11.7%	13.5%	13.3%
\$150,000 - \$199,999	3.9%	4.2%	4.2%
\$200,000+	4.6%	4.3%	4.3%
Average Household Income	\$76,566	\$74,983	\$75,639
2020 Owner Occupied Housing Units by Value			
Total	1,141	11,200	19,043
<\$50,000	7.3%	6.1%	6.0%
\$50,000 - \$99,999	0.6%	8.2%	10.9%
\$100,000 - \$149,999	14.2%	13.9%	17.1%
\$150,000 - \$199,999	23.4%	26.1%	23.1%
\$200,000 - \$249,999	18.0%	14.7%	13.1%
\$250,000 - \$299,999	10.2%	10.9%	9.5%
\$300,000 - \$399,999	14.4%	9.8%	10.1%
\$400,000 - \$499,999	7.7%	5.4%	5.1%
\$500,000 - \$749,999	1.8%	3.0%	2.9%
\$750,000 - \$999,999	1.1%	1.0%	0.9%
\$1,000,000 - \$1,499,999	1.2%	0.5%	0.8%
\$1,500,000 - \$1,999,999	0.0%	0.5%	0.3%
\$2,000,000 +	0.0%	0.0%	0.1%
Average Home Value	\$251,076	\$233,454	\$230,564
2025 Owner Occupied Housing Units by Value			
Total	1,207	11,854	20,178
<\$50,000	6.1%	4.9%	4.8%
\$50,000 - \$99,999	0.3%	6.6%	8.9%
\$100,000 - \$149,999	9.9%	11.1%	14.3%
\$150,000 - \$199,999	21.5%	25.0%	22.2%
\$200,000 - \$249,999	19.1%	15.6%	13.9%
\$250,000 - \$299,999	10.7%	11.8%	10.3%
\$300,000 - \$399,999	17.5%	11.8%	12.1%
\$400,000 - \$499,999	9.7%	7.0%	6.7%
\$500,000 - \$749,999	2.1%	3.9%	3.9%
\$750,000 - \$999,999	1.5%	1.2%	1.1%
\$1,000,000 - \$1,499,999	1.4%	0.5%	1.1%
\$1,500,000 - \$1,999,999	0.0%	0.5%	0.4%
\$2,000,000 +	0.0%	0.0%	0.2%
Average Home Value	\$272,989	\$254,738	\$255,704

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 2020 and 2025 Esri converted Census 2000 data into 2010 geography.

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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%
2020 Population by Age			
Total	6,034	59,127	93,216
0 - 4	5.5%	4.8%	5.6%
5 - 9	5.1%	4.7%	5.6%
10 - 14	5.0%	4.6%	5.5%
15 - 24	12.8%	26.0%	21.3%
25 - 34	17.7%	14.7%	15.3%
35 - 44	13.3%	10.6%	11.8%
45 - 54	11.1%	9.7%	10.8%
55 - 64	11.8%	10.2%	10.5%
65 - 74	9.2%	8.0%	7.9%
75 - 84	5.1%	4.4%	4.0%
85 +	3.4%	2.2%	1.7%
18 +	81.2%	82.8%	79.9%
2025 Population by Age			
Total	6,294	63,837	101,201
0 - 4	5.7%	5.0%	5.7%
5 - 9	5.1%	4.7%	5.6%
10 - 14	4.8%	4.5%	5.4%
15 - 24	12.7%	24.8%	20.5%
25 - 34	14.8%	13.7%	14.1%
35 - 44	16.5%	11.9%	13.0%
45 - 54	10.6%	9.3%	10.4%
55 - 64	11.0%	9.8%	10.1%
65 - 74	9.9%	8.9%	8.6%
75 - 84	6.0%	5.2%	4.9%
85 +	2.9%	2.1%	1.7%
18 +	81.7%	82.9%	80.1%
2010 Population by Sex			
Males	2,587	24,107	37,338
Females	2,817	25,667	39,475
2020 Population by Sex			
Males	2,944	28,929	45,680
Females	3,089	30,201	47,539
2025 Population by Sex			
Males	3,080	31,169	49,519
Females	3,216	32,669	51,681

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.

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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
2020 Population by Race/Ethnicity			
Total	6,033	59,129	93,218
White Alone	68.7%	75.6%	74.3%
Black Alone	8.2%	10.7%	12.0%
American Indian Alone	0.1%	0.2%	0.2%
Asian Alone	17.2%	7.9%	6.9%
Pacific Islander Alone	0.6%	0.2%	0.1%
Some Other Race Alone	1.8%	2.5%	3.2%
Two or More Races	3.4%	2.9%	3.1%
Hispanic Origin	5.5%	5.5%	7.1%
Diversity Index	54.4	47.1	50.4
2025 Population by Race/Ethnicity			
Total	6,296	63,839	101,200
White Alone	64.9%	73.2%	71.9%
Black Alone	8.4%	11.1%	12.4%
American Indian Alone	0.1%	0.2%	0.2%
Asian Alone	19.9%	9.1%	8.0%
Pacific Islander Alone	0.7%	0.2%	0.1%
Some Other Race Alone	2.0%	2.8%	3.7%
Two or More Races	3.9%	3.3%	3.7%
Hispanic Origin	6.4%	6.3%	8.2%
Diversity Index	58.7	50.9	54.3
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 2020 and 2025 Esri converted Census 2000 data into 2010 geography.

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2020 Population 25+ by Educational Attainment			
Total	4,320	35,380	57,750
Less than 9th Grade	3.4%	3.2%	4.8%
9th - 12th Grade, No Diploma	4.4%	4.8%	5.6%
High School Graduate	16.2%	16.3%	18.8%
GED/Alternative Credential	4.1%	4.9%	5.0%
Some College, No Degree	20.6%	21.5%	20.6%
Associate Degree	7.4%	8.8%	8.9%
Bachelor's Degree	23.5%	22.8%	21.2%
Graduate/Professional Degree	20.3%	17.6%	15.1%
2020 Population 15+ by Marital Status			
Total	5,092	50,761	77,616
Never Married	27.5%	45.1%	41.4%
Married	45.6%	37.8%	42.2%
Widowed	11.0%	5.2%	5.0%
Divorced	15.9%	11.9%	11.3%
2020 Civilian Population 16+ in Labor Force			
Civilian Population 16+	2,817	29,626	46,129
Population 16+ Employed	83.6%	80.4%	81.1%
Population 16+ Unemployment rate	16.4%	19.6%	18.9%
Population 16-24 Employed	15.0%	27.1%	22.5%
Population 16-24 Unemployment rate	25.3%	29.6%	28.9%
Population 25-54 Employed	65.9%	54.4%	59.7%
Population 25-54 Unemployment rate	15.7%	15.9%	15.8%
Population 55-64 Employed	13.9%	12.8%	12.7%
Population 55-64 Unemployment rate	10.4%	12.6%	12.9%
Population 65+ Employed	5.2%	5.7%	5.2%
Population 65+ Unemployment rate	9.6%	13.8%	16.8%
2020 Employed Population 16+ by Industry			
Total	2,356	23,809	37,428
Agriculture/Mining	0.1%	0.5%	0.9%
Construction	1.2%	4.5%	4.9%
Manufacturing	19.6%	15.1%	17.4%
Wholesale Trade	3.1%	2.3%	2.5%
Retail Trade	10.5%	11.5%	11.3%
Transportation/Utilities	5.6%	5.0%	5.0%
Information	0.5%	2.1%	1.7%
Finance/Insurance/Real Estate	11.0%	6.0%	5.6%
Services	45.0%	50.5%	48.1%
Public Administration	3.4%	2.5%	2.6%
2020 Employed Population 16+ by Occupation			
Total	2,358	23,809	37,427
White Collar	66.9%	63.3%	60.9%
Management/Business/Financial	10.3%	11.9%	11.5%
Professional	25.3%	24.7%	23.8%
Sales	11.3%	12.0%	11.4%
Administrative Support	19.9%	14.7%	14.2%
Services	12.4%	16.5%	15.5%
Blue Collar	20.8%	20.2%	23.6%
Farming/Forestry/Fishing	0.0%	0.5%	0.7%
Construction/Extraction	1.2%	3.1%	3.4%
Installation/Maintenance/Repair	3.8%	2.4%	2.5%
Production	10.8%	8.3%	9.8%
Transportation/Material Moving	5.1%	6.0%	7.2%

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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%
2020 Affordability, Mortgage and Wealth			
Housing Affordability Index	135	148	159
Percent of Income for Mortgage	17.3%	15.8%	14.8%
Wealth Index	63	69	68
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%
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%

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 2020 and 2025 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)
2020 Consumer Spending			
Apparel & Services: Total \$	\$4,888,493	\$40,061,519	\$62,156,323
Average Spent	\$1,750.89	\$1,723.00	\$1,728.34
Spending Potential Index	82	80	81
Education: Total \$	\$3,922,947	\$32,920,917	\$50,310,753
Average Spent	\$1,405.07	\$1,415.89	\$1,398.96
Spending Potential Index	79	79	78
Entertainment/Recreation: Total \$	\$7,097,565	\$57,972,008	\$90,299,108
Average Spent	\$2,542.11	\$2,493.31	\$2,510.89
Spending Potential Index	78	77	77
Food at Home: Total \$	\$11,856,050	\$96,782,802	\$150,531,390
Average Spent	\$4,246.44	\$4,162.52	\$4,185.73
Spending Potential Index	80	78	78
Food Away from Home: Total \$	\$8,480,365	\$69,740,736	\$108,118,062
Average Spent	\$3,037.38	\$2,999.47	\$3,006.37
Spending Potential Index	81	80	80
Health Care: Total \$	\$12,460,073	\$102,061,420	\$159,582,223
Average Spent	\$4,462.78	\$4,389.55	\$4,437.40
Spending Potential Index	78	76	77
HH Furnishings & Equipment: Total \$	\$4,888,076	\$39,795,821	\$62,036,017
Average Spent	\$1,750.74	\$1,711.57	\$1,725.00
Spending Potential Index	80	78	79
Personal Care Products & Services: Total \$	\$2,084,941	\$17,102,519	\$26,597,682
Average Spent	\$746.76	\$735.56	\$739.58
Spending Potential Index	81	80	80
Shelter: Total \$	\$43,314,602	\$353,031,166	\$543,947,124
Average Spent	\$15,513.83	\$15,183.48	\$15,125.19
Spending Potential Index	80	78	78
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$5,282,912	\$42,244,211	\$65,662,612
Average Spent	\$1,892.16	\$1,816.88	\$1,825.84
Spending Potential Index	81	78	78
Travel: Total \$	\$5,176,955	\$41,778,882	\$65,060,482
Average Spent	\$1,854.21	\$1,796.86	\$1,809.09
Spending Potential Index	77	75	75
Vehicle Maintenance & Repairs: Total \$	\$2,768,637	\$22,496,778	\$34,465,744
Average Spent	\$991.63	\$967.56	\$958.37
Spending Potential Index	86	83	83

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 2017 and 2018 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.