

**Bowling Green, KY MSA**

**Site Type: Geography**

|                        | <b>Census 2000</b> | <b>2009</b> | <b>2014</b> | <b>2009-2014<br/>Change</b> | <b>2009-2014<br/>Annual Rate</b> |
|------------------------|--------------------|-------------|-------------|-----------------------------|----------------------------------|
| Population             | 104,166            | 119,288     | 127,939     | 8,651                       | 1.41%                            |
| Median Age             | 33.0               | 34.9        | 35.8        | 0.9                         | 0.51%                            |
| Households             | 40,013             | 47,221      | 51,103      | 3,882                       | 1.59%                            |
| Average Household Size | 2.46               | 2.41        | 2.39        | -0.02                       | -0.17%                           |

**2009 Households by Net Worth**

|                       | <b>Number</b> | <b>Percent</b> |
|-----------------------|---------------|----------------|
| Total                 | 47,213        | 100.0%         |
| <\$15,000             | 15,753        | 33.4%          |
| \$15,000 - \$34,999   | 3,972         | 8.4%           |
| \$35,000 - \$49,999   | 2,146         | 4.5%           |
| \$50,000 - \$74,999   | 2,882         | 6.1%           |
| \$75,000 - \$99,999   | 2,423         | 5.1%           |
| \$100,000 - \$149,999 | 3,920         | 8.3%           |
| \$150,000 - \$249,999 | 4,906         | 10.4%          |
| \$250,000 - \$499,999 | 5,502         | 11.7%          |
| \$500,000 - \$999,999 | 3,124         | 6.6%           |
| \$1,000,000+          | 2,585         | 5.5%           |
| Median Net Worth      | \$63,452      |                |
| Average Net Worth     | \$332,341     |                |

**2009 Net Worth by Age of Householder**

|                       | <b>Number of Households</b> |              |              |              |              |              |            |
|-----------------------|-----------------------------|--------------|--------------|--------------|--------------|--------------|------------|
|                       | <b>&lt;25</b>               | <b>25-34</b> | <b>35-44</b> | <b>45-54</b> | <b>55-64</b> | <b>65-74</b> | <b>75+</b> |
| Total                 | 3,668                       | 8,604        | 8,640        | 9,383        | 7,990        | 4,830        | 4,098      |
| <\$15,000             | 3,040                       | 4,408        | 2,933        | 2,347        | 1,383        | 918          | 724        |
| \$15,000 - \$34,999   | 300                         | 1,020        | 857          | 740          | 508          | 353          | 194        |
| \$35,000 - \$49,999   | 65                          | 480          | 504          | 417          | 413          | 135          | 132        |
| \$50,000 - \$99,999   | 134                         | 1,065        | 1,100        | 1,075        | 749          | 670          | 512        |
| \$100,000 - \$149,999 | 38                          | 589          | 856          | 917          | 652          | 434          | 434        |
| \$150,000 - \$249,999 | 26                          | 332          | 989          | 1,151        | 1,131        | 675          | 602        |
| \$250,000 - \$499,999 | 51                          | 339          | 968          | 1,496        | 1,361        | 637          | 650        |
| \$500,000+            | 14                          | 371          | 433          | 1,240        | 1,793        | 1,008        | 850        |
| Median Net Worth      | \$9,049                     | \$14,639     | \$50,718     | \$104,641    | \$168,586    | \$136,421    | \$155,913  |
| Average Net Worth     | \$21,658                    | \$106,716    | \$164,982    | \$355,686    | \$599,941    | \$582,121    | \$473,492  |

**Data Note:** Net Worth is total household wealth minus debt, secured and unsecured. Net worth includes home equity, equity in pension plans, net equity in vehicles, IRAs and Keogh accounts, business equity, interest-earning assets and mutual fund shares, stocks, etc. Examples of secured debt include home mortgages and vehicle loans; examples of unsecured debt include credit card debt, certain bank loans, and other outstanding bills. Forecasts of net worth are based on the Survey of Consumer Finances, Federal Reserve Board. 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 2009 and 2014.