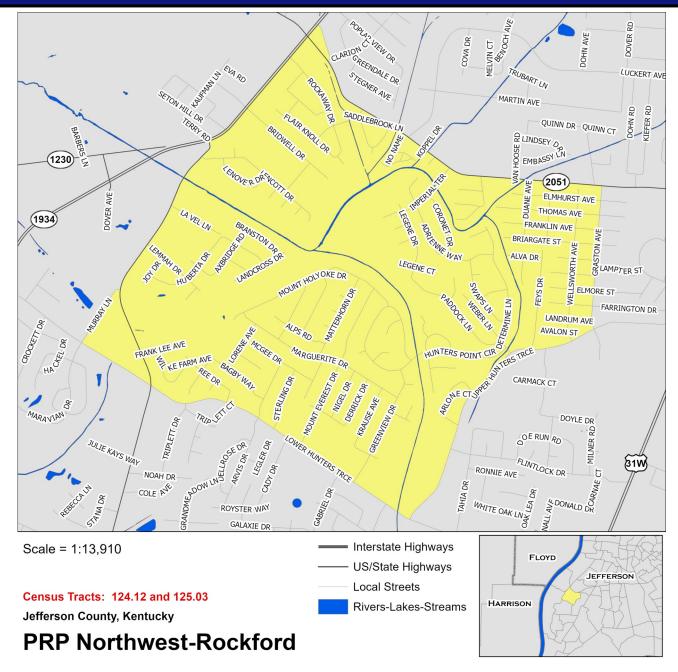
PRP Northwest-Rockford NEIGHBORHOOD PROFILE June 2022



A Partnership Between Metro United Way and the Kentucky State Data Center at the University of Louisville





This profile uses census tracts to approximate neighborhoods. Census tracts are statistical units used by the Census Bureau to enumerate data within small areas, and typically align well (but not perfectly) with traditional neighborhoods.

POPULATION CHARACTERISTICS

Age and Sex

	PRPI	PRPN-R		MSA
	Estimate	Percent	Percent	Percent
Total population	6,655	_	768,419	1,262,287
Male	3,144	47%	48%	49%
Female	3,511	53%	52%	51%
	PRPI	N-R	County	MSA
	Estimate	Percent	Percent	Percent
Population under age 5	524	8%	6%	6%
Under age 3	259	4%	4%	4%
Age 3 and 4	265	4%	3%	2%
Population under age 18	1,533	23%	22%	22%
Age 5 to 14	876	13%	12%	13%
Age 15 to 17	133	2%	4%	4%
Population age 18 to 64	3,999	60%	62%	62%
Population age 65 and over	1,123	17%	16%	16%

Race, Ethnicity, and Nativity

	PRPI	PRPN-R		MSA
	Estimate	Percent	Percent	Percent
White, non-Hispanic/Latino	4,427	67%	67%	75%
Black, non-Hispanic/Latino	1,442	22%	22%	15%
Asian, non-Hispanic/Latino	138	2%	3%	2%
Hispanic/Latino, of any race	61	1%	6%	5%
Multiple races, non-Hispanic/Latino	124	2%	3%	3%
Other, non-Hispanic/Latino	463	7%	1%	0%
Foreign born	248	4%	8%	6%

Veteran Status

	PRPN-R		County	MSA
	Estimate	Percent	Percent	Percent
Civilian population 18 years and over	5,122	_	597,788	978,060
Veterans	353	7%	7%	8%

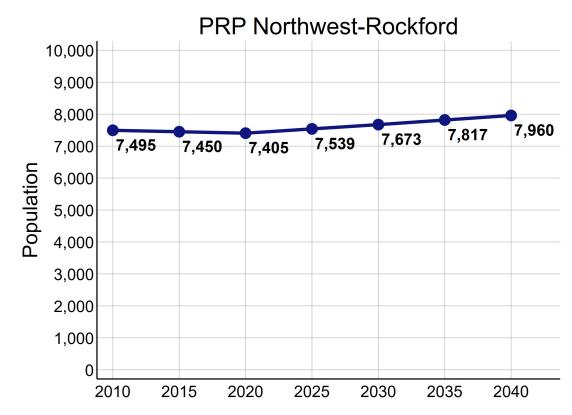
Data Source: U.S. Census Bureau, 2016-2020 American Community Survey. Note: Percentages may not sum to 100 due to rounding. MSA=Metropolitan Statistical Area

POPULATION CHARACTERISTICS

Households and Families

	PRPN	PRPN-R		MSA
	Estimate	Percent	Percent	Percent
Total households	2,640	_	316,411	497,106
Married couple family households	1,097	42%	40%	46%
w/related children	428	16%	16%	18%
Male householder family households	146	6%	5%	5%
w/related children	84	3%	3%	3%
Female householder family households	372	14%	14%	13%
w/related children	229	9%	9%	8%
Non-family households	1,025	39%	41%	37%
Single person households	920	35%	34%	31%
Population in group quarters	0	0%	2%	2%

Population Projections



Data Source: U.S. Census Bureau, 2016-2020 American Community Survey. STATS Indiana, Kentucky State Data Center 2022 Population Projections. Note: Percentages may not sum to 100 due to rounding.

Income

	PRPN-R	County	MSA
Median household income (in 2020 dollars)	\$57,291	\$58,196	\$60,891
Median earnings for full-time male workers	\$51,315	\$52,019	\$52,300
Median earnings for full-time female workers	\$27,320	\$31,143	\$31,196
Gini coefficient	0.38	0.47	0.46

SNAP Benefits

	PRPN-R		County	MSA
	Estimate	Percent	Percent	Percent
Households receiving SNAP Benefits	385	15%	10%	9%
Households with public assistance (PA) income	49	2%	2%	2%
Households receiving either SNAP or PA	385	15%	11%	10%

Vehicles Available

	PRPN	-R	County	MSA
	Estimate	Percent	Percent	Percent
Households with no vehicle	183	7%	9%	7%

Poverty Status of Individuals

	PRPN	I-R	County	MSA
	Estimate	Percent	Percent	Percent
Total population below federal poverty line (FPL)	972	15%	14%	12%
Population under 18 years below FPL	5	1%	21%	17%
Population under 6 years below FPL	147	24%	22%	19%
Population age 6 to 11 below FPL	205	42%	21%	18%
Population age 12 to 17 below FPL	143	33%	18%	16%
Population age 18 to 64 below FPL	422	11%	13%	11%
Population age 65 and over below FPL	55	5%	9%	8%
Total population below 150% of the FPL	1,370	21%	22%	20%
Population under 18 years below 150% of the FPL	106	13%	32%	29%
Population under 6 years below 150% of the FPL	178	29%	35%	32%
Population age 6 to 11 below 150% of the FPL	219	45%	34%	30%
Population age 12 to 17 below 150% of the FPL	171	40%	28%	24%
Population age 18 to 64 below 150% of the FPL	531	13%	20%	18%
Population age 65 and over below 150% of the FPL	271	24%	17%	16%
Total population below 185% of the FPL	1,495	22%	28%	26%
Population under 18 years below 185% of the FPL	110	13%	39%	35%
Population under 6 years below 185% of the FPL	184	30%	43%	40%
Population age 6 to 11 below 185% of the FPL	225	47%	40%	37%
Population age 12 to 17 below 185% of the FPL	171	40%	34%	30%
Population age 18 to 64 below 185% of the FPL	611	15%	25%	23%
Population age 65 and over below 185% of the FPL	304	27%	23%	22%
Total population below 200% of the FPL	1,723	26%	30%	28%
Population under 18 years below 200% of the FPL	149	18%	42%	38%
Population under 6 years below 200% of the FPL	184	30%	46%	42%
Population age 6 to 11 below 200% of the FPL	266	55%	44%	39%
Population age 12 to 17 below 200% of the FPL	171	40%	36%	33%
Population age 18 to 64 below 200% of the FPL	724	18%	27%	25%
Population age 65 and over below 200% of the FPL	378	34%	25%	25%

Poverty Status

Poverty status is determined by comparing a family's income to defined income thresholds that vary by family size and composition. If a family's total income is less than the established threshold for a family of that size, then that family and every individual in it is considered in poverty. The official poverty thresholds do not vary geographically, but they are updated for inflation annually. The official poverty definition uses money income before taxes and does not include capital gains or non-cash benefits (such as public housing, Medicaid, and food stamps).

The 2022 Poverty Guidelines as established by the U.S. Department of Health and Human Services:

Number of persons in household	Poverty guideline
1	\$13,590
2	\$18,310
3	\$23,030
4	\$27,750
5	\$32,470
6	\$37,190
7	\$41,910
8	\$46,630

Poverty Status of Families

	PRPN-R		County	MSA
	Estimate	Percent	Percent	Percent
Families	1,615	_	186,716	314,935
Families below federal poverty line (FPL)	176	11%	10%	8%
Families below 150% of the FPL	241	15%	16%	15%
Families below 185% of the FPL	268	17%	21%	20%
Families below 200% of the FPL	314	19%	24%	22%
Families with related children	741	46%	46%	46%
Families with related children below FPL	155	10%	7%	6%

An **unemployed** person is someone who does not have a job, but is actively looking for a job and is available for work. The unemployment rate is calculated as the number of unemployed persons in an age group divided by the sum of the number of employed and unemployed persons in that age group.

A person who is **not in the labor force** is someone who does not have a job, and is not looking for one. This includes students, retirees, those taking care of children or other family members, and others who are neither working nor seeking work. The rate of labor force participation is calculated as the number of persons not in the labor force in an age group divided by the population in that age group.

Labor Force Status

	PRP	PRPN-R		MSA
	Estimate	Percent	Percent	Percent
Age 16-19—Unemployed	7	4%	13%	13%
Age 20-21—Unemployed	0	0%	8%	9%
Age 22-24—Unemployed	152	67%	9%	9%
Age 25-64—Unemployed	72	3%	5%	4%
Age 65 and over—Unemployed	0	0%	4%	3%
Total unemployed, age 16 and over	231	7%	5%	5%

	PRPN-R		County	MSA
	Estimate	Percent	Percent	Percent
Age 16-19—Not in the labor force	140	47%	53%	53%
Age 20-21—Not in the labor force	23	20%	24%	23%
Age 22-24—Not in the labor force	44	16%	16%	17%
Age 25-64—Not in the labor force	847	25%	20%	21%
Age 65 and over—Not in the labor force	857	76%	80%	80%
Total not in the labor force, age 16 and over	1,911	37%	34%	35%

Class of Worker

	PRPI	PRPN-R		MSA
	Estimate	Percent	Percent	Percent
Private company/organization	2,408	78%	73%	74%
Nonprofit company/organization	225	7%	8%	8%
Local government	131	4%	5%	5%
State government	199	6%	4%	4%
Federal government	65	2%	2%	2%
Self-employed or unpaid family worker	53	2%	8%	8%

Weeks and Hours Usually Worked

	PRPN-R		County	MSA
	Estimate	Percent	Percent	Percent
Works 48-52 weeks/year, 35 or more hours/week	2,114	67%	68%	69%
Works 48-52 weeks/year, less than 35 hours/week	390	12%	11%	11%
Works 0-47 weeks/year, 35 or more hours/week	354	11%	11%	10%
Works 0-47 weeks/year, less than 35 hours/week	290	9%	11%	11%

Data Source: U.S. Census Bureau, 2016-2020 American Community Survey. Note: Percentages may not sum to 100 due to rounding.

Journey to Work

	PRP	PRPN-R		MSA
	Estimate	Percent	Percent	Percent
Drives alone in car	2,794	93%	84%	86%
Bus	0	0%	3%	2%
Bike	0	0%	0%	0%
Walk	15	0%	2%	2%
All other modes	211	7%	11%	10%

	PRPN	PRPN-R		MSA
	Estimate	Percent	Percent	Percent
Commutes less than 10 minutes	276	9%	10%	10%
Commutes 10-19 minutes	705	23%	33%	30%
Commutes 20-29 minutes	951	31%	31%	28%
Commutes 30-44 minutes	639	21%	19%	23%
Commutes 45-59 minutes	325	11%	4%	6%
Commutes 60 or more minutes	124	4%	3%	4%

	PRP	N-R	County	MSA
	Estimate	Percent	Percent	Percent
Works at home	43	1%	7%	7%

Data Source: U.S. Census Bureau, 2016-2020 American Community Survey. Note: Except for "Works at Home", estimates limited to population who commute. Percentages may not sum to 100 due to rounding.

"Place of Work" identifies jobs located within the neighborhood and held by workers from inside or outside of the neighborhood. "Home Neighborhood of Worker" identifies jobs held by neighborhood residents, which may be located *inside* or outside of the neighborhood. The workplace is based on the administrative address, and may or may not be the location that a worker reports to most often.

Jobs by Place of Work (2019)

	PRPN-R		County	MSA
	Estimate	Percent	Percent	Percent
Total full and part-time jobs	4,766	_	487,522	653,432
Agriculture and mining	0	0%	0%	0%
Construction	10	0%	4%	4%
Manufacturing	0	0%	11%	13%
Trade	108	2%	15%	15%
Transportation, warehousing, and utilities	0	0%	9%	9%
Finance, insurance, information, and real estate	11	0%	10%	9%
Professional services	35	1%	6%	5%
Management and administration	153	3%	9%	8%
Education	117	3%	7%	7%
Health care	3,844	81%	13%	13%
Entertainment, arts, and recreation	11	0%	2%	2%
Accommodations and food service	412	9%	9%	9%
Other services	65	1%	3%	3%
Public administration	0	0%	2%	3%

Jobs by Home Neighborhood of Worker (2019)

	PRPN	I-R	County	MSA
	Estimate	Percent	Percent	Percent
Total full and part-time jobs	2,598	_	367,691	613,518
Agriculture and mining	5	0%	0%	0%
Construction	106	4%	4%	4%
Manufacturing	211	8%	11%	13%
Trade	327	13%	15%	15%
Transportation, warehousing, and utilities	210	8%	9%	8%
Finance, insurance, information, and real estate	243	9%	9%	8%
Professional services	173	7%	6%	5%
Management and administration	158	6%	9%	8%
Education	293	11%	8%	8%
Health care	398	15%	13%	13%
Entertainment, arts, and recreation	53	2%	2%	2%
Accommodations and food service	238	9%	10%	9%
Other services	76	3%	3%	3%
Public administration	107	4%	3%	3%

Data Source: U.S. Census Bureau, Longitudinal Employer-Household Dynamics Origin-Destination Employment Statistics (LODES). Note: Percentages may not sum to 100 due to rounding.

School Enrollment

	PRPN-R		County	MSA
	Estimate	Percent	Percent	Percent
Population age 3 and 4	265	_	19,694	31,544
Population age 3 and 4, enrolled in school	62	23%	42%	42%
Enrolled in Public school	8	3%	19%	20%
Population age 5 to 14	876	_	93,803	158,051
Population age 5 to 14, enrolled in school	839	96%	95%	96%
Enrolled in Public school	717	82%	75%	79%
Population age 15 to 17	133	_	28,153	48,770
Population age 15 to 17, enrolled in school	133	100%	96%	97%
Enrolled in Public school	101	76%	74%	79%
Population age 18 to 24	585	_	65,804	105,506
Population age 18 to 24, enrolled in school	259	44%	45%	43%

English Proficiency

	PRPN-R		County	MSA
	Estimate	Percent	Percent	Percent
Population age 3+ speaking Spanish	50	1%	4%	4%
w/limited English proficiency	23	0%	2%	2%
Population age 3+ speaking Asian/PI language	128	2%	2%	1%
w/limited English proficiency	128	2%	1%	1%
Population age 3+ speaking Arabic	53	1%	0%	0%
w/limited English proficiency	29	0%	0%	0%
Population age 3+ speaking other language	17	0%	3%	2%
w/limited English proficiency	0	0%	1%	1%

Educational Attainment

	PRPN	PRPN-R		MSA
	Estimate	Percent	Percent	Percent
Population age 18 to 24	585	_	65,804	105,506
Less than 9th grade education	23	4%	1%	1%
9th thru 12th grade education	184	31%	10%	11%
High school graduate/GED	163	28%	34%	36%
Some college, no degree	127	22%	37%	36%
Associate degree	12	2%	4%	4%
Bachelor's degree	76	13%	13%	11%
Graduate or professional degree	0	0%	1%	1%

	PRP	PRPN-R		MSA
	Estimate	Percent	Percent	Percent
Population age 25 and over	4,537	_	532,550	873,573
Less than 9th grade education	291	6%	3%	3%
9th thru 12th grade education	333	7%	6%	7%
High school graduate/GED	1,859	41%	26%	29%
Some college, no degree	895	20%	23%	22%
Associate degree	419	9%	8%	9%
Bachelor's degree	526	12%	20%	18%
Graduate or professional degree	214	5%	14%	12%

Data Source: U.S. Census Bureau, 2016-2020 American Community Survey, Note: Percentages may not sum to 100 due to rounding.

Field of Degree of Bachelor's Degree Holders

	PRPN-R		County	MSA
	Estimate	Percent	Percent	Percent
Total degrees	843	_	195,331	282,998
Science and engineering				
Computers, mathematics, and statistics	55	7%	4%	4%
Biological, agricultural, environmental sciences	14	2%	5%	5%
Physical and related sciences	14	2%	3%	3%
Psychology	36	4%	5%	5%
Social sciences	82	10%	7%	7%
Engineering	58	7%	6%	6%
Multidisciplinary studies	46	5%	1%	1%
Science and engineering related fields	151	18%	11%	11%
Business	166	20%	20%	21%
Education	93	11%	10%	12%
Arts, humanities, and other				
Literature and languages	19	2%	5%	4%
Liberal arts and history	27	3%	6%	6%
Visual and performing arts	7	1%	4%	4%
Communications	51	6%	6%	5%
Other	24	3%	6%	6%

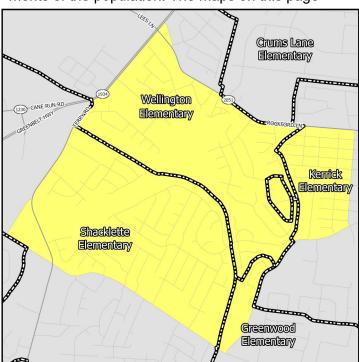
Data Source: U.S. Census Bureau, 2016-2020 American Community Survey. Note: Percentages may not sum to 100 due to rounding.

Jefferson County Public Schools

PRP Northwest-Rockford neighborhood is highlighted in yellow. Thick dashed lines represent school catchment area boundaries.

Neighborhoods in Jefferson County

Jefferson County Public Schools students are assigned to a "resides" (home) school, and for elementary students a cluster, based on their home address. Students may attend their resides school, other schools within the cluster, or apply for traditional and magnet schools within the district. There are also alternative schools serving particular segments of the population. The maps on this page

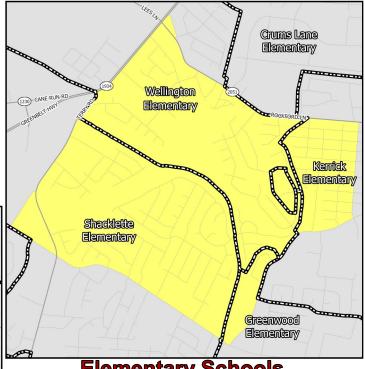


Middle Schools

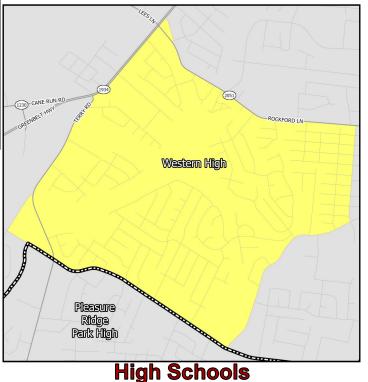
show only the "resides" schools for students within a particular neighborhood. Additional information on JCPS student assignment – which has recently been revised – can be found on their website.

Neighborhoods in Indiana

Indiana schools have open enrollment policies that allow for intra-district and inter-district transfers. The maps on this page show only the schools assigned to a student within a particular neighborhood based on their home address. Additional information on open enrollment policies can be obtained from individual district offices.



Elementary Schools



Jefferson County Public Schools

Schools Serving Neighborhood	Level	Cluster	Enrollment	Non-White	Free Lunch Eligible	Student/ Teacher	KDE/IDOE Grade
Greenwood	Elementary	2	461	52.9%	80.7%	16.4	1
Kerrick	Elementary	3	466	55.8%	82.8%	16.1	2
Shacklette	Elementary	3	435	71.3%	81.2%	12.2	2
Wellington	Elementary	3	450	74.2%	78.6%	14.8	1
Conway	Middle	_	877	54.2%	74.6%	18.5	1
Farnsley	Middle	_	1,161	54.4%	73.9%	19.1	3
Western	High	_	908	79.3%	80.5%	17.6	1

Data Source: National Center for Education Statistics, Kentucky Department of Education (KDE), Indiana Department of Education (IDOE), Jefferson County Public Schools, 2020-2021 Academic Year. Note: KDE grade is the number of stars — out of 5 — that the Kentucky school or district received on the most recent (2018-2019) school accountability report. IDOE grade is the A-F grade that the Indiana school or district received on the most recent (2018-2019) school accountability report.

Jefferson County Public Schools

Schools Serving Neighborhood	Level	Reading Proficiency	Math Proficiency	KG Ready	Graduation Rate	College Transition
Greenwood	Elementary	29.1%	19.6%	32.4%	_	_
Kerrick	Elementary	38.5%	28.9%	44.4%	_	
Shacklette	Elementary	34.4%	26.6%	36.0%	_	_
Wellington	Elementary	24.9%	25.4%	36.4%	_	
Conway	Middle	29.3%	13.6%	_	_	_
Farnsley	Middle	57.5%	43.0%	_	_	
Western	High	23.0%	12.3%	_	77.4%	27.5%

Data Source: Kentucky Department of Education, Indiana Department of Education, 2018-2019 Academic Year. Note: KG=Kindergarten.

HOUSING CHARACTERISTICS

Housing Units

	PRPN:	PRPN-R		MSA
	Estimate	Percent	Percent	Percent
Total housing units	2,948	_	347,172	547,307
Occupied housing units	2,640	90%	91%	91%
Owner occupied	1,980	75%	62%	67%
Renter occupied	660	25%	38%	33%
Vacant housing units	308	10%	9%	9%

	PRPN	PRPN-R		MSA
	Estimate	Percent	Percent	Percent
Single-family housing units	2,519	85%	68%	73%
Multi-family housing units	420	14%	30%	23%
2-4 unit structures	174	6%	10%	8%
5-9 unit structures	106	4%	7%	6%
10+ unit structures	140	5%	13%	10%
Other housing units	9	0%	1%	3%

Home Value/Rent

	PRPN-R	County	MSA
Median reported value of owner occupied housing units	\$132,721	\$178,100	\$177,400
Median gross rent of renter occupied housing units	\$849	\$901	\$882
Median contract rent of renter occupied housing units	\$662	\$741	\$719

Internet Access

	PRPN-R		County	MSA
	Estimate	Percent	Percent	Percent
Households w/internet access of any type	2,168	82%	89%	87%
Households w/any broadband internet access	2,107	80%	87%	85%
Households w/cell phone internet access only	443	17%	13%	12%
Households w/no internet access	472	18%	11%	13%

Data Source: U.S. Census Bureau, 2016-2020 American Community Survey. Note: Percentages may not sum to 100 due to rounding. **Contract rent** is the amount indicated on the lease. **Gross rent** includes the estimated monthly cost of utilities that are paid by the tenant.

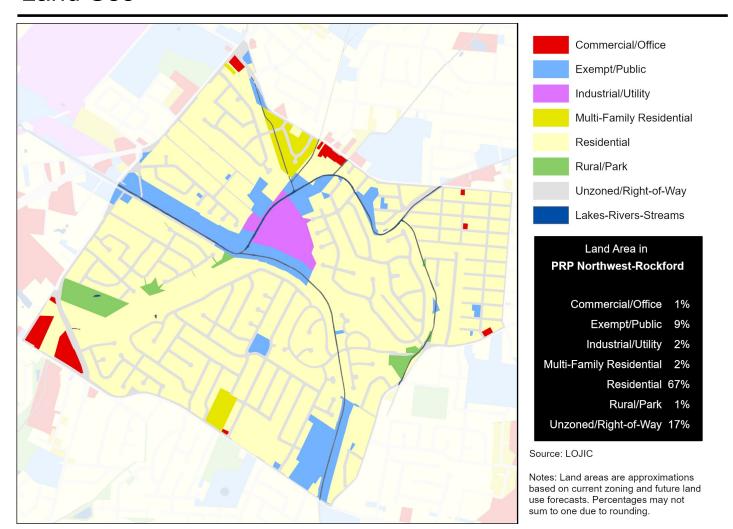
HOUSING CHARACTERISTICS

Housing Cost Burden

According to the U.S. Department of Housing and Urban Development, households that spend more than 30% of their income on housing are considered cost burdened and may have difficulty affording necessities such as food, transportation, and medical care.

	PRPN-R		County	MSA
	Estimate	Percent	Percent	Percent
Renters paying 30%+ income on housing	420	67%	43%	43%
Owners paying 30%+ income on housing (mortgage)	217	18%	21%	20%
Owners paying 30%+ income on housing (no mortgage)	30	4%	11%	10%

Land Use



HEALTH CHARACTERISTICS

Health Insurance Coverage

	PRPN-R		County	MSA
	Estimate	Percent	Percent	Percent
Population under 6 years without health insurance	0	0%	3%	3%
Population under 18 years without health insurance	0	0%	3%	3%
Total population without health insurance	194	3%	5%	5%

Disability Status

	PRPN-R		County	MSA
	Estimate	Percent	Percent	Percent
Population with a disability	1,014	15%	14%	14%

Food Access

	PRPN-R	Jefferson County
Population who are low income and do not live close to a grocery store	1,233	92,837
Census tracts designated a food desert	0	36

Crime (2019)

	PRPN-R	County	MSA
Violent crimes	151	13,314	16,031
Violent crimes per 100,000 population	2,039	1,728	1,262
Property crimes	162	29,085	34,867
Property crimes per 100,000 population	2,188	3,775	2,744

Neighborhood crime includes only incidents reported to Louisville Metro Police Department— it does not include incidents reported to other local agencies. County and MSA crime includes incidents reported to all agencies.

Data Source: U.S. Census Bureau, 2016-2020 American Community Survey. ESRI Business Analyst. FBI, Uniform Crime Reports. Louisville Metro Police Department. Note: Population who are low income is defined as living at or below 200 percent of the federal poverty line. Within an urban area, not living close to a grocery store is defined as living further than one mile from a full service grocery store. Food deserts are defined at the census tract level, when the tract is considered low income and low access. A tract is considered low income if the tract's poverty rate is 20% or greater, or if the tract has a median family income less than or equal to 80% of the metropolitan area's median family income. A census tract is considered to have low access if a significant number (at least 500 people) and share (at least 33%) of individuals in the tract are greater than one mile from the nearest grocery store.

HEALTH CHARACTERISTICS

Fertility Measures

	PRPN-R	County	MSA
Births to mothers who smoked during pregnancy	13%	10%	10%
Births to mothers without a high school degree	17%	13%	_
Births to unmarried mothers	59%	46%	47%
Low birthweight births (<2,500 grams)	8%	9%	9%
Teen birth rate per 1,000 women age 15-19	29	22.0	22.6

Mortality Measures

	PRPN-R	County	MSA
Years of potential life lost (age 75) per 100,000	13,128	8,318	8,186

Health Behaviors

	PRPN-R	County	MSA
Population 18+ currently smokes	22%	22%	17%
Population 18+ obese	27%	34%	34%
Population 18+ binge drinking	13%	18%	16%
Population 18+ reporting 'fair' or 'poor' health	13%	14%	17%

Health Outcomes

	PRPN-R	County	MSA
Population 18+ reports having/had asthma	8%	10%	15%
Population 18+ reports having/had cancer	6%	8%	10%
Population 18+ reports having/had CHD	6%	7%	8%
Population 18+ reports having/had COPD	8%	9%	10%
Population 18+ reports having/had depression	19%	23%	23%
Population 18+ reports having/had diabetes	9%	12%	11%
Population 18+ reports having/had stroke	3%	4%	5%

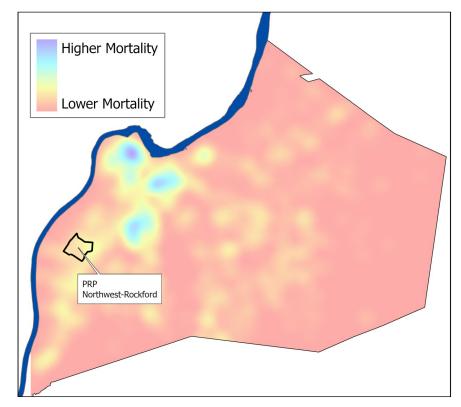
Data Source: Vital Stats: Kentucky Cabinet for Health and Family Services Department of Public Health, Indiana Department of Health, 2015-2019. Health Behaviors and Health Outcomes: Centers for Disease Control, Behavioral Risk Factor Surveillance System, 2019. Note: CHD=coronary heart disease, COPD=chronic obstructive pulmonary disease.

HEALTH CHARACTERISTICS

Drug Overdose Mortality

The age-adjusted rate of drug overdose deaths in Jefferson County was 37 deaths per 100,000 standard population.

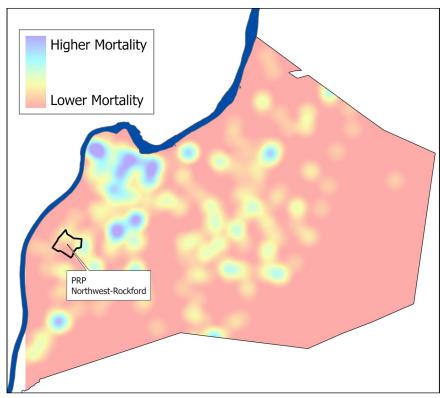
Due to the small number of observations, a drug overdose mortality rate was not calculated for individual neighborhoods.



Infant Mortality

For every 1,000 live births in Jefferson County there were 6.2 infant deaths.

Due to the small number of observations, an infant mortality rate was not calculated for individual neighborhoods.



Data Source: Kentucky Cabinet for Health and Family Services. Note: Mortality data covers the period 2015-2019.