

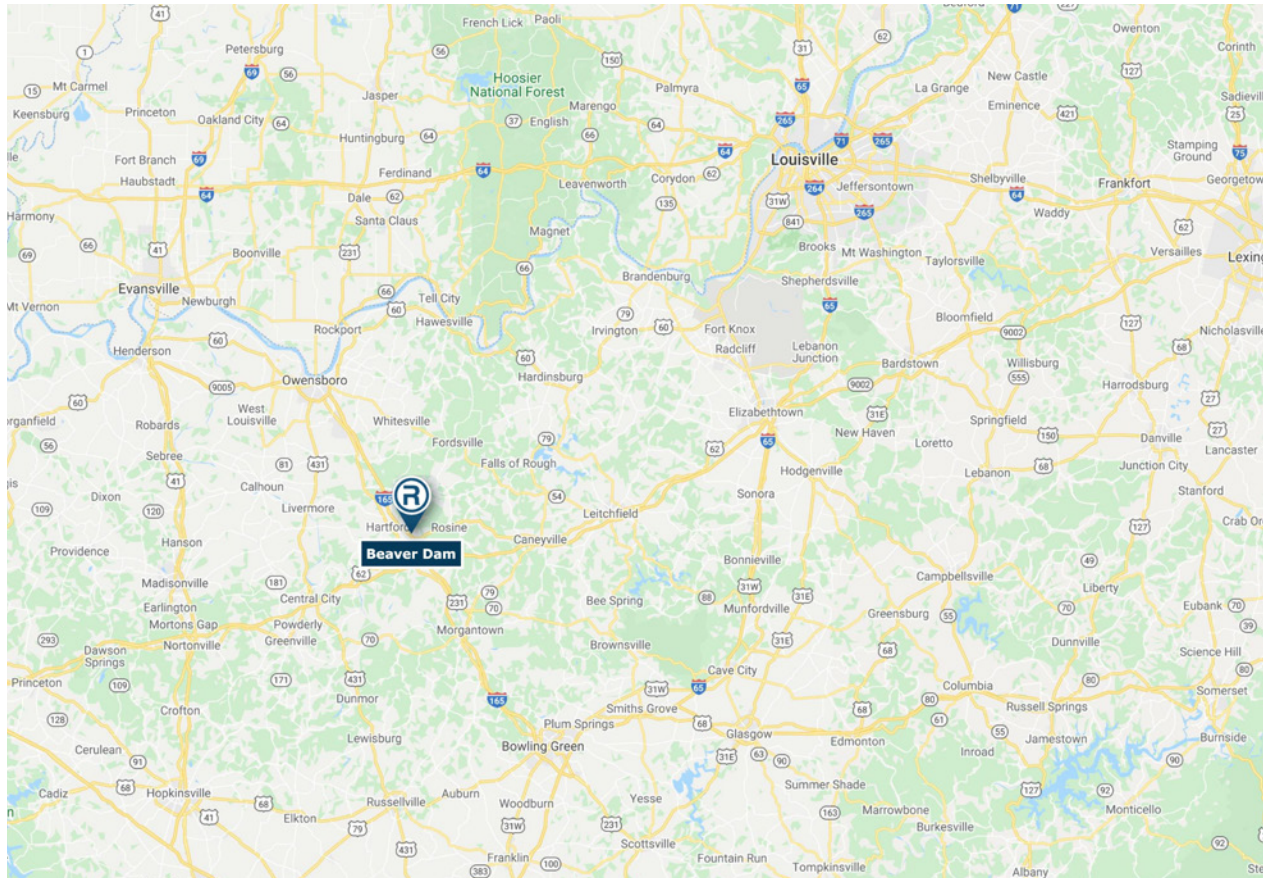


BEAVER DAM, KENTUCKY

Community Demographic Profile



Contact Information



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About The Retail Coach

The Retail Coach is a national retail recruitment and development firm that combines strategy, technology, and creative expertise to develop and deliver high-impact retail recruitment and development plans to local governments, chambers of commerce, economic development organizations and private developers.

Through its unique Retail360® Process, The Retail Coach offers a dynamic system of products and services that better enable communities to maximize their retail development potential.

Retail:360® Process

Providing more than simple data reports of psychographic and demographic trends, The Retail Coach goes well beyond other retail consulting and market research firms' offerings by combining current national and statewide demographics and trend data with real-world, "on-the-ground" information gathered through extensive visits to our clients' communities. Every community is different, and there is no "one size fits all" retail recruitment solution. Compiling the gathered data into client-tailored information packets that are uniquely designed for, and targeted to, specific retailers and restaurants who meet the community's needs help assure our clients that they are receiving the latest and best information for targeted retail recruitment efforts – all with personal service and coaching guidance that continues beyond the initial project scope and timeline.

Our Retail:360® Process assures that communities get timely, accurate and relevant information. Translating that data into the information that retailers need and seek assures our clients even better possibilities for tremendous retail growth and success.



Community • Demographic Profile

Beaver Dam, Kentucky

DESCRIPTION	DATA	%
Population		
2025 Projection	3,618	
2020 Estimate	3,556	
2010 Census	3,409	
2000 Census	3,035	
Growth 2020 - 2025		1.74%
Growth 2010 - 2020		4.31%
Growth 2000 - 2010		12.32%
2020 Est. Population by Single-Classification Race	3,556	
White Alone	3,163	88.95%
Black or African American Alone	76	2.14%
Amer. Indian and Alaska Native Alone	12	0.34%
Asian Alone	31	0.87%
Native Hawaiian and Other Pacific Island Alone	1	0.03%
Some Other Race Alone	215	6.05%
Two or More Races	58	1.63%
2020 Est. Population by Hispanic or Latino Origin	3,556	
Not Hispanic or Latino	3,023	85.01%
Hispanic or Latino	533	14.99%
Mexican	388	72.80%
Puerto Rican	8	1.50%
Cuban	13	2.44%
All Other Hispanic or Latino	124	23.26%
2020 Est. Hisp. or Latino Pop by Single-Class. Race	533	
White Alone	289	54.22%
Black or African American Alone	3	0.56%
American Indian and Alaska Native Alone	7	1.31%
Asian Alone	0	0.00%
Native Hawaiian and Other Pacific Islander Alone	1	0.19%
Some Other Race Alone	214	40.15%
Two or More Races	19	3.57%
2020 Est. Pop by Race, Asian Alone, by Category	31	
Chinese, except Taiwanese	15	48.39%
Filipino	0	0.00%
Japanese	0	0.00%
Asian Indian	0	0.00%
Korean	0	0.00%
Vietnamese	0	0.00%
Cambodian	0	0.00%
Hmong	0	0.00%
Laotian	0	0.00%
Thai	16	51.61%
All Other Asian Races Including 2+ Category	0	0.00%

DESCRIPTION	DATA	%
2020 Est. Population by Ancestry	3,556	
Arab	0	0.00%
Czech	0	0.00%
Danish	0	0.00%
Dutch	22	0.62%
English	243	6.83%
French (except Basque)	25	0.70%
French Canadian	7	0.20%
German	179	5.03%
Greek	0	0.00%
Hungarian	0	0.00%
Irish	203	5.71%
Italian	21	0.59%
Lithuanian	0	0.00%
United States or American	935	26.29%
Norwegian	5	0.14%
Polish	3	0.08%
Portuguese	0	0.00%
Russian	0	0.00%
Scottish	45	1.27%
Scotch-Irish	65	1.83%
Slovak	0	0.00%
Subsaharan African	0	0.00%
Swedish	7	0.20%
Swiss	3	0.08%
Ukrainian	0	0.00%
Welsh	7	0.20%
West Indian (except Hisp. groups)	0	0.00%
Other ancestries	471	13.25%
Ancestry Unclassified	1,315	36.98%
2020 Est. Pop Age 5+ by Language Spoken At Home		
Speak Only English at Home	2,799	85.08%
Speak Asian/Pacific Island Language at Home	8	0.24%
Speak IndoEuropean Language at Home	38	1.16%
Speak Spanish at Home	431	13.10%
Speak Other Language at Home	14	0.43%

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Beaver Dam, Kentucky

DESCRIPTION	DATA	%
2020 Est. Population by Age	3,556	
Age 0 - 4	266	7.48%
Age 5 - 9	265	7.45%
Age 10 - 14	297	8.35%
Age 15 - 17	164	4.61%
Age 18 - 20	137	3.85%
Age 21 - 24	157	4.42%
Age 25 - 34	425	11.95%
Age 35 - 44	461	12.96%
Age 45 - 54	390	10.97%
Age 55 - 64	377	10.60%
Age 65 - 74	362	10.18%
Age 75 - 84	178	5.01%
Age 85 and over	77	2.17%
Age 16 and over	2,675	75.23%
Age 18 and over	2,564	72.10%
Age 21 and over	2,427	68.25%
Age 65 and over	617	17.35%
2020 Est. Median Age		36.46
2020 Est. Average Age		37.90
2020 Est. Population by Sex	3,556	
Male	1,734	48.76%
Female	1,822	51.24%

DESCRIPTION	DATA	%
2020 Est. Male Population by Age	1,734	
Age 0 - 4	135	7.79%
Age 5 - 9	135	7.79%
Age 10 - 14	148	8.54%
Age 15 - 17	78	4.50%
Age 18 - 20	70	4.04%
Age 21 - 24	88	5.08%
Age 25 - 34	224	12.92%
Age 35 - 44	223	12.86%
Age 45 - 54	192	11.07%
Age 55 - 64	177	10.21%
Age 65 - 74	157	9.05%
Age 75 - 84	79	4.56%
Age 85 and over	28	1.62%
2020 Est. Median Age, Male		34.51
2020 Est. Average Age, Male		36.60
2020 Est. Female Population by Age	1,822	
Age 0 - 4	131	7.19%
Age 5 - 9	130	7.14%
Age 10 - 14	149	8.18%
Age 15 - 17	86	4.72%
Age 18 - 20	67	3.68%
Age 21 - 24	69	3.79%
Age 25 - 34	201	11.03%
Age 35 - 44	238	13.06%
Age 45 - 54	198	10.87%
Age 55 - 64	200	10.98%
Age 65 - 74	205	11.25%
Age 75 - 84	99	5.43%
Age 85 and over	49	2.69%
2020 Est. Median Age, Female		38.32
2020 Est. Average Age, Female		39.20

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DESCRIPTION	DATA	%
2020 Est. Pop Age 15+ by Marital Status		
Total, Never Married	568	20.82%
Males, Never Married	415	15.21%
Females, Never Married	153	5.61%
Married, Spouse present	1,436	52.64%
Married, Spouse absent	145	5.32%
Widowed	227	8.32%
Males Widowed	30	1.10%
Females Widowed	197	7.22%
Divorced	352	12.90%
Males Divorced	146	5.35%
Females Divorced	206	7.55%
2020 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	230	10.1%
Some High School, no diploma	259	11.4%
High School Graduate (or GED)	849	37.4%
Some College, no degree	501	22.1%
Associate Degree	139	6.1%
Bachelor's Degree	66	2.9%
Master's Degree	103	4.5%
Professional School Degree	85	3.7%
Doctorate Degree	38	1.7%
2020 Est. Pop Age 25+ by Edu. Attain., Hisp./ Lat.		
No High School Diploma	125	57.08%
High School Graduate	53	24.20%
Some College or Associate's Degree	39	17.81%
Bachelor's Degree or Higher	2	0.91%
Households		
2025 Projection	1,367	
2020 Estimate	1,350	
2010 Census	1,317	
2000 Census	1,262	
Growth 2020 - 2025		1.26%
Growth 2010 - 2020		2.51%
Growth 2000 - 2010		4.36%
2020 Est. Households by Household Type	1,350	
Family Households	937	69.41%
Nonfamily Households	413	30.59%
2020 Est. Group Quarters Population	15	
2020 Households by Ethnicity, Hispanic/Latino	113	

DESCRIPTION	DATA	%
2020 Est. Households by Household Income	1,350	
Income < \$15,000	161	11.93%
Income \$15,000 - \$24,999	218	16.15%
Income \$25,000 - \$34,999	140	10.37%
Income \$35,000 - \$49,999	255	18.89%
Income \$50,000 - \$74,999	266	19.70%
Income \$75,000 - \$99,999	141	10.44%
Income \$100,000 - \$124,999	84	6.22%
Income \$125,000 - \$149,999	31	2.30%
Income \$150,000 - \$199,999	19	1.41%
Income \$200,000 - \$249,999	11	0.82%
Income \$250,000 - \$499,999	16	1.19%
Income \$500,000+	8	0.59%
2020 Est. Average Household Income		\$58,846
2020 Est. Median Household Income		\$44,031
2020 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		\$44,301
Black or African American Alone		\$40,492
American Indian and Alaska Native Alone		\$32,476
Asian Alone		\$8,937
Native Hawaiian and Other Pacific Islander Alone		\$62,894
Some Other Race Alone		\$75,000
Two or More Races		\$62,100
Hispanic or Latino		\$35,684
Not Hispanic or Latino		\$46,683
2020 Est. Family HH Type by Presence of Own Child.	937	
Married-Couple Family, own children	258	27.54%
Married-Couple Family, no own children	416	44.40%
Male Householder, own children	43	4.59%
Male Householder, no own children	34	3.63%
Female Householder, own children	106	11.31%
Female Householder, no own children	80	8.54%
2020 Est. Households by Household Size	1,350	
1-person	351	26.00%
2-person	449	33.26%
3-person	233	17.26%
4-person	144	10.67%
5-person	101	7.48%
6-person	43	3.19%
7-or-more-person	29	2.15%
2020 Est. Average Household Size		2.62

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DESCRIPTION	DATA	%
2020 Est. Households by Presence of People Under 18	1,350	
Households with 1 or More People under Age 18:	474	35.11%
Married-Couple Family	288	60.76%
Other Family, Male Householder	49	10.34%
Other Family, Female Householder	128	27.00%
Nonfamily, Male Householder	8	1.69%
Nonfamily, Female Householder	1	0.21%
Households with No People under Age 18:	876	64.89%
Married-Couple Family	385	43.95%
Other Family, Male Householder	28	3.20%
Other Family, Female Householder	58	6.62%
Nonfamily, Male Householder	164	18.72%
Nonfamily, Female Householder	241	27.51%
2020 Est. Households by Number of Vehicles	1,350	
No Vehicles	70	5.19%
1 Vehicle	467	34.59%
2 Vehicles	435	32.22%
3 Vehicles	246	18.22%
4 Vehicles	96	7.11%
5 or more Vehicles	36	2.67%
2020 Est. Average Number of Vehicles		2
Family Households		
2025 Projection	947	
2020 Estimate	937	
2010 Census	912	
2000 Census	892	
Growth 2020 - 2025		1.07%
Growth 2010 - 2020		2.74%
Growth 2000 - 2010		2.24%

2020 Est. Families by Poverty Status	937	
2020 Families at or Above Poverty	762	81.32%
2020 Families at or Above Poverty with Children	297	31.70%
2020 Families Below Poverty	175	18.68%
2020 Families Below Poverty with Children	121	12.91%
2020 Est. Pop 16+ by Employment Status	2,675	
Civilian Labor Force, Employed	1,309	48.94%
Civilian Labor Force, Unemployed	96	3.59%
Armed Forces	10	0.37%
Not in Labor Force	1,260	47.10%

DESCRIPTION	DATA	%
2020 Est. Civ. Employed Pop 16+ by Class of Worker	1,256	
For-Profit Private Workers	861	68.55%
Non-Profit Private Workers	106	8.44%
Local Government Workers	26	2.07%
State Government Workers	96	7.64%
Federal Government Workers	76	6.05%
Self-Employed Workers	91	7.25%
Unpaid Family Workers	0	0.00%
2020 Est. Civ. Employed Pop 16+ by Occupation	1,256	
Architect/Engineer	83	6.61%
Arts/Entertainment/Sports	12	0.96%
Building Grounds Maintenance	76	6.05%
Business/Financial Operations	5	0.40%
Community/Social Services	30	2.39%
Computer/Mathematical	20	1.59%
Construction/Extraction	121	9.63%
Education/Training/Library	113	9.00%
Farming/Fishing/Forestry	15	1.19%
Food Prep/Serving	62	4.94%
Health Practitioner/Technician	105	8.36%
Healthcare Support	8	0.64%
Maintenance Repair	48	3.82%
Legal	28	2.23%
Life/Physical/Social Science	0	0.00%
Management	63	5.02%
Office/Admin. Support	135	10.75%
Production	143	11.39%
Protective Services	4	0.32%
Sales/Related	49	3.90%
Personal Care/Service	37	2.95%
Transportation/Moving	99	7.88%

2020 Est. Pop 16+ by Occupation Classification	1,256	
White Collar	643	51.19%
Blue Collar	411	32.72%
Service and Farm	202	16.08%
2020 Est. Workers Age 16+ by Transp. to Work	1,274	
Drove Alone	1,019	79.98%
Car Pooled	195	15.31%
Public Transportation	0	0.00%
Walked	46	3.61%
Bicycle	0	0.00%
Other Means	5	0.39%
Worked at Home	9	0.71%

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DESCRIPTION	DATA	%
2020 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	678	
15 - 29 Minutes	341	
30 - 44 Minutes	146	
45 - 59 Minutes	65	
60 or more Minutes	39	
2020 Est. Avg Travel Time to Work in Minutes		19
2020 Est. Occupied Housing Units by Tenure	1,350	
Owner Occupied	808	59.85%
Renter Occupied	542	40.15%
2020 Owner Occ. HUs: Avg. Length of Residence		17.5
2020 Renter Occ. HUs: Avg. Length of Residence		6.9
2020 Est. Owner-Occupied Housing Units by Value	1,350	
Value Less than \$20,000	39	4.83%
Value \$20,000 - \$39,999	32	3.96%
Value \$40,000 - \$59,999	47	5.82%
Value \$60,000 - \$79,999	90	11.14%
Value \$80,000 - \$99,999	89	11.02%
Value \$100,000 - \$149,999	216	26.73%
Value \$150,000 - \$199,999	83	10.27%
Value \$200,000 - \$299,999	95	11.76%
Value \$300,000 - \$399,999	22	2.72%
Value \$400,000 - \$499,999	6	0.74%
Value \$500,000 - \$749,999	0	0.00%
Value \$750,000 - \$999,999	0	0.00%
Value \$1,000,000 or \$1,499,999	42	5.20%
Value \$1,500,000 or \$1,999,999	47	5.82%
Value \$2,000,000+	0	0.00%
2020 Est. Median All Owner-Occupied Housing Value		\$122,729

DESCRIPTION	DATA	%
2020 Est. Housing Units by Year Structure Built		
Housing Units Built 2014 or later	35	2.39%
Housing Units Built 2010 to 2014	9	0.61%
Housing Units Built 2000 to 2009	245	16.70%
Housing Units Built 1990 to 1999	191	13.02%
Housing Units Built 1980 to 1989	59	4.02%
Housing Units Built 1970 to 1979	393	26.79%
Housing Units Built 1960 to 1969	227	15.47%
Housing Units Built 1950 to 1959	152	10.36%
Housing Units Built 1940 to 1949	61	4.16%
Housing Unit Built 1939 or Earlier	95	6.48%
2020 Est. Median Year Structure Built		1975

DESCRIPTION	DATA	%
2020 Est. Housing Units by Units in Structure		
1 Unit Detached	1,047	71.37%
1 Unit Attached	21	1.43%
2 Units	49	3.34%
3 or 4 Units	34	2.32%
5 to 19 Units	188	12.82%
20 to 49 Units	17	1.16%
50 or More Units	7	0.48%
Mobile Home or Trailer	104	7.09%
Boat, RV, Van, etc.	0	0.00%



ACKNOWLEDGMENTS

The observations, conclusions and recommendations contained in this study are solely those of The Retail Coach, LLC and should not be construed to represent the opinions of others, including its clients, or any other entity prior to such entity's express approval of this study.

All information furnished is from sources deemed reliable and is submitted subject to errors, omissions, change of terms and/or conditions.

Sources used in completing this study include: infoUSA™, Applied Geographic Solutions, Environics Analytics, ESRI, U.S. Census Bureau, Economy.com, Placer.AI, Spatial Insights Inc., Urban Land Institute, CensusViewer.com, International Council of Shopping Centers, and/or U.S. Bureau of Labor and Statistics. To better represent current data, where applicable, portions of estimated actual sales may be calculated using an average sales per square foot model. Mapping data is provided by Google, Nielsen, ESRI and/or Microsoft Corporation.

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