

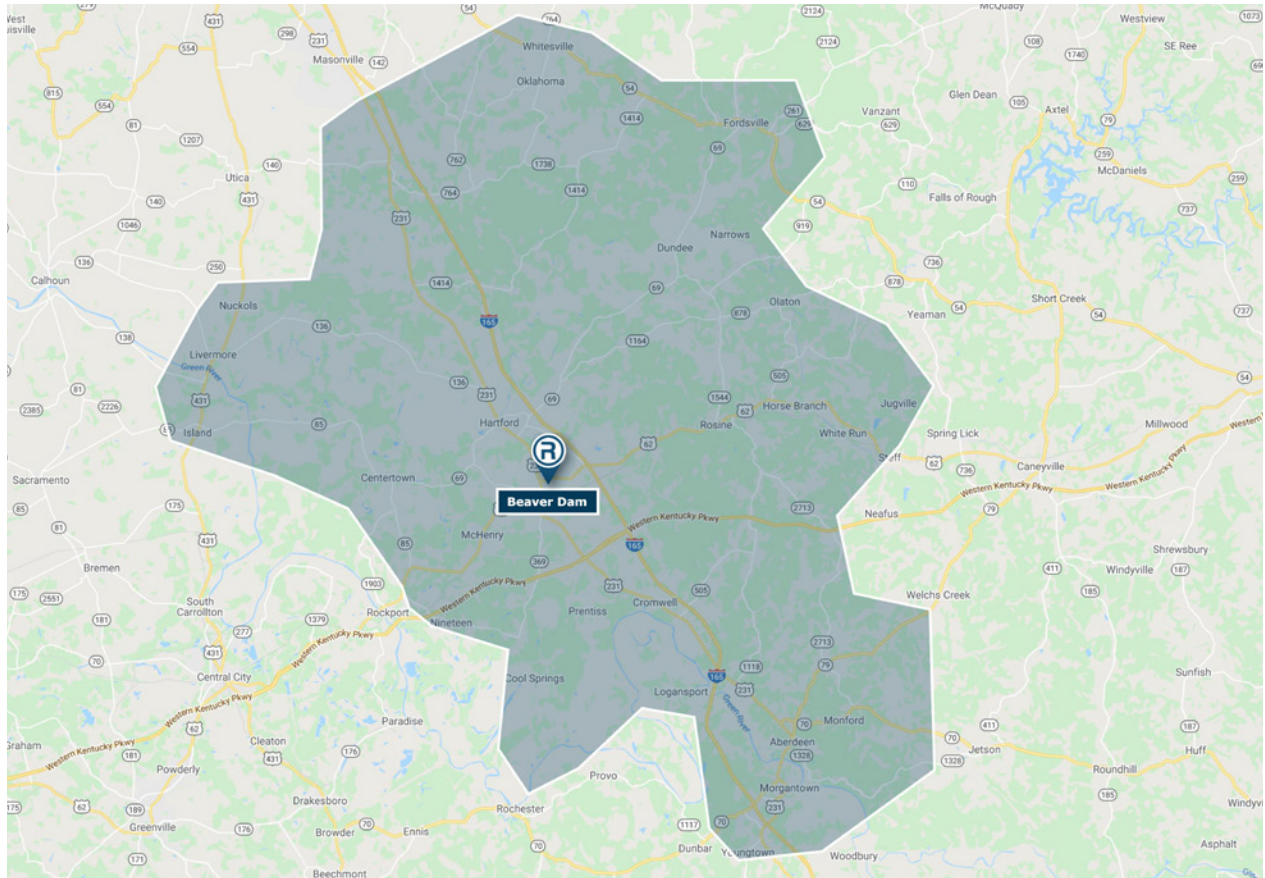


BEAVER DAM, KENTUCKY

Primary Retail Trade Area Demographic Profile



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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.



Primary Retail Trade Area • Demographic Profile

Beaver Dam, Kentucky

DESCRIPTION	DATA	%
Population		
2025 Projection	35,765	
2020 Estimate	35,497	
2010 Census	35,299	
2000 Census	34,458	
Growth 2020 - 2025		0.76%
Growth 2010 - 2020		0.56%
Growth 2000 - 2010		2.44%
2020 Est. Population by Single-Classification Race	35,497	
White Alone	33,817	95.27%
Black or African American Alone	342	0.96%
Amer. Indian and Alaska Native Alone	90	0.25%
Asian Alone	106	0.30%
Native Hawaiian and Other Pacific Island Alone	7	0.02%
Some Other Race Alone	651	1.83%
Two or More Races	483	1.36%
2020 Est. Population by Hispanic or Latino Origin	35,497	
Not Hispanic or Latino	34,045	95.91%
Hispanic or Latino	1,452	4.09%
Mexican	956	65.84%
Puerto Rican	54	3.72%
Cuban	30	2.07%
All Other Hispanic or Latino	412	28.38%
2020 Est. Hisp. or Latino Pop by Single-Class. Race	1,452	
White Alone	648	44.63%
Black or African American Alone	15	1.03%
American Indian and Alaska Native Alone	30	2.07%
Asian Alone	6	0.41%
Native Hawaiian and Other Pacific Islander Alone	3	0.21%
Some Other Race Alone	643	44.28%
Two or More Races	107	7.37%
2020 Est. Pop by Race, Asian Alone, by Category	106	
Chinese, except Taiwanese	27	25.47%
Filipino	0	0.00%
Japanese	0	0.00%
Asian Indian	0	0.00%
Korean	4	3.77%
Vietnamese	9	8.49%
Cambodian	0	0.00%
Hmong	0	0.00%
Laotian	0	0.00%
Thai	52	49.06%
All Other Asian Races Including 2+ Category	15	14.15%

DESCRIPTION	DATA	%
2020 Est. Population by Ancestry	35,497	
Arab	1	0.00%
Czech	18	0.05%
Danish	14	0.04%
Dutch	236	0.67%
English	3,190	8.99%
French (except Basque)	410	1.16%
French Canadian	45	0.13%
German	2,467	6.95%
Greek	24	0.07%
Hungarian	7	0.02%
Irish	2,862	8.06%
Italian	218	0.61%
Lithuanian	0	0.00%
United States or American	7,863	22.15%
Norwegian	35	0.10%
Polish	160	0.45%
Portuguese	2	0.01%
Russian	26	0.07%
Scottish	419	1.18%
Scotch-Irish	479	1.35%
Slovak	3	0.01%
Subsaharan African	12	0.03%
Swedish	55	0.16%
Swiss	17	0.05%
Ukrainian	1	0.00%
Welsh	44	0.12%
West Indian (except Hisp. groups)	9	0.03%
Other ancestries	4,053	11.42%
Ancestry Unclassified	12,827	36.14%
2020 Est. Pop Age 5+ by Language Spoken At Home		
Speak Only English at Home	31,409	94.14%
Speak Asian/Pacific Island Language at Home	61	0.18%
Speak IndoEuropean Language at Home	310	0.93%
Speak Spanish at Home	1,547	4.64%
Speak Other Language at Home	37	0.11%

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DESCRIPTION	DATA	%
2020 Est. Population by Age	35,497	
Age 0 - 4	2,133	6.01%
Age 5 - 9	2,218	6.25%
Age 10 - 14	2,453	6.91%
Age 15 - 17	1,516	4.27%
Age 18 - 20	1,330	3.75%
Age 21 - 24	1,661	4.68%
Age 25 - 34	4,153	11.70%
Age 35 - 44	4,227	11.91%
Age 45 - 54	4,442	12.51%
Age 55 - 64	4,711	13.27%
Age 65 - 74	4,022	11.33%
Age 75 - 84	1,906	5.37%
Age 85 and over	725	2.04%
Age 16 and over	28,199	79.44%
Age 18 and over	27,178	76.56%
Age 21 and over	25,848	72.82%
Age 65 and over	6,653	18.74%
2020 Est. Median Age		40.45
2020 Est. Average Age		40.48
2020 Est. Population by Sex	35,497	
Male	17,658	49.75%
Female	17,839	50.26%

DESCRIPTION	DATA	%
2020 Est. Male Population by Age	17,658	
Age 0 - 4	1,089	6.17%
Age 5 - 9	1,128	6.39%
Age 10 - 14	1,241	7.03%
Age 15 - 17	799	4.53%
Age 18 - 20	711	4.03%
Age 21 - 24	880	4.98%
Age 25 - 34	2,138	12.11%
Age 35 - 44	2,121	12.01%
Age 45 - 54	2,198	12.45%
Age 55 - 64	2,299	13.02%
Age 65 - 74	1,940	10.99%
Age 75 - 84	877	4.97%
Age 85 and over	236	1.34%
2020 Est. Median Age, Male		38.99
2020 Est. Average Age, Male		39.42
2020 Est. Female Population by Age	17,839	
Age 0 - 4	1,044	5.85%
Age 5 - 9	1,090	6.11%
Age 10 - 14	1,212	6.79%
Age 15 - 17	716	4.01%
Age 18 - 20	618	3.46%
Age 21 - 24	781	4.38%
Age 25 - 34	2,015	11.30%
Age 35 - 44	2,106	11.81%
Age 45 - 54	2,244	12.58%
Age 55 - 64	2,412	13.52%
Age 65 - 74	2,082	11.67%
Age 75 - 84	1,030	5.77%
Age 85 and over	488	2.74%
2020 Est. Median Age, Female		41.91
2020 Est. Average Age, Female		41.50

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DESCRIPTION	DATA	%
2020 Est. Pop Age 15+ by Marital Status		
Total, Never Married	6,381	22.24%
Males, Never Married	3,739	13.03%
Females, Never Married	2,642	9.21%
Married, Spouse present	15,183	52.92%
Married, Spouse absent	1,583	5.52%
Widowed	2,235	7.79%
Males Widowed	469	1.63%
Females Widowed	1,766	6.16%
Divorced	3,311	11.54%
Males Divorced	1,683	5.87%
Females Divorced	1,627	5.67%
2020 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	1,944	8.0%
Some High School, no diploma	2,572	10.6%
High School Graduate (or GED)	10,351	42.8%
Some College, no degree	4,646	19.2%
Associate Degree	1,872	7.7%
Bachelor's Degree	1,518	6.3%
Master's Degree	789	3.3%
Professional School Degree	344	1.4%
Doctorate Degree	152	0.6%
2020 Est. Pop Age 25+ by Edu. Attain., Hisp./ Lat.		
No High School Diploma	330	50.93%
High School Graduate	181	27.93%
Some College or Associate's Degree	97	14.97%
Bachelor's Degree or Higher	39	6.02%
Households		
2025 Projection	13,800	
2020 Estimate	13,701	
2010 Census	13,650	
2000 Census	13,341	
Growth 2020 - 2025		0.72%
Growth 2010 - 2020		0.37%
Growth 2000 - 2010		2.32%
2020 Est. Households by Household Type	13,701	
Family Households	9,824	71.70%
Nonfamily Households	3,876	28.29%
2020 Est. Group Quarters Population	504	
2020 Households by Ethnicity, Hispanic/Latino	335	

DESCRIPTION	DATA	%
2020 Est. Households by Household Income	13,701	
Income < \$15,000	2,022	14.76%
Income \$15,000 - \$24,999	1,715	12.52%
Income \$25,000 - \$34,999	1,478	10.79%
Income \$35,000 - \$49,999	2,186	15.96%
Income \$50,000 - \$74,999	2,524	18.42%
Income \$75,000 - \$99,999	1,536	11.21%
Income \$100,000 - \$124,999	1,029	7.51%
Income \$125,000 - \$149,999	527	3.85%
Income \$150,000 - \$199,999	353	2.58%
Income \$200,000 - \$249,999	155	1.13%
Income \$250,000 - \$499,999	127	0.93%
Income \$500,000+	49	0.36%
2020 Est. Average Household Income		\$60,884
2020 Est. Median Household Income		\$45,985
2020 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		\$46,216
Black or African American Alone		\$41,693
American Indian and Alaska Native Alone		\$41,819
Asian Alone		\$11,847
Native Hawaiian and Other Pacific Islander Alone		\$62,894
Some Other Race Alone		\$29,201
Two or More Races		\$65,530
Hispanic or Latino		\$30,045
Not Hispanic or Latino		\$46,807
2020 Est. Family HH Type by Presence of Own Child.	9,824	
Married-Couple Family, own children	2,865	29.16%
Married-Couple Family, no own children	4,769	48.54%
Male Householder, own children	357	3.63%
Male Householder, no own children	321	3.27%
Female Householder, own children	835	8.50%
Female Householder, no own children	677	6.89%
2020 Est. Households by Household Size	13,701	
1-person	3,351	24.46%
2-person	4,773	34.84%
3-person	2,408	17.58%
4-person	1,802	13.15%
5-person	883	6.45%
6-person	309	2.26%
7-or-more-person	175	1.28%
2020 Est. Average Household Size		2.55

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DESCRIPTION	DATA	%
2020 Est. Households by Presence of People Under 18	13,701	
Households with 1 or More People under Age 18:	4,667	34.06%
Married-Couple Family	3,169	67.90%
Other Family, Male Householder	414	8.87%
Other Family, Female Householder	1,009	21.62%
Nonfamily, Male Householder	65	1.39%
Nonfamily, Female Householder	10	0.21%
Households with No People under Age 18:	9,034	65.94%
Married-Couple Family	4,462	49.39%
Other Family, Male Householder	265	2.93%
Other Family, Female Householder	501	5.55%
Nonfamily, Male Householder	1,833	20.29%
Nonfamily, Female Householder	1,972	21.83%
2020 Est. Households by Number of Vehicles	13,701	
No Vehicles	648	4.73%
1 Vehicle	3,637	26.55%
2 Vehicles	5,102	37.24%
3 Vehicles	2,610	19.05%
4 Vehicles	1,063	7.76%
5 or more Vehicles	640	4.67%
2020 Est. Average Number of Vehicles		2.17
Family Households		
2025 Projection	9,893	
2020 Estimate	9,824	
2010 Census	9,785	
2000 Census	9,813	
Growth 2020 - 2025		0.70%
Growth 2010 - 2020		0.40%
Growth 2000 - 2010		-0.29%

2020 Est. Families by Poverty Status	9,824	
2020 Families at or Above Poverty	8,244	83.92%
2020 Families at or Above Poverty with Children	3,172	32.29%
2020 Families Below Poverty	1,580	16.08%
2020 Families Below Poverty with Children	1,220	12.42%
2020 Est. Pop 16+ by Employment Status	28,199	
Civilian Labor Force, Employed	14,526	51.51%
Civilian Labor Force, Unemployed	1,141	4.05%
Armed Forces	40	0.14%
Not in Labor Force	12,492	44.30%

DESCRIPTION	DATA	%
2020 Est. Civ. Employed Pop 16+ by Class of Worker	14,581	
For-Profit Private Workers	10,226	70.13%
Non-Profit Private Workers	908	6.23%
Local Government Workers	298	2.04%
State Government Workers	880	6.04%
Federal Government Workers	758	5.20%
Self-Employed Workers	1,476	10.12%
Unpaid Family Workers	35	0.24%
2020 Est. Civ. Employed Pop 16+ by Occupation	14,581	
Architect/Engineer	315	2.16%
Arts/Entertainment/Sports	92	0.63%
Building Grounds Maintenance	697	4.78%
Business/Financial Operations	234	1.61%
Community/Social Services	254	1.74%
Computer/Mathematical	142	0.97%
Construction/Extraction	1,157	7.94%
Education/Training/Library	789	5.41%
Farming/Fishing/Forestry	162	1.11%
Food Prep/Serving	607	4.16%
Health Practitioner/Technician	862	5.91%
Healthcare Support	232	1.59%
Maintenance Repair	748	5.13%
Legal	127	0.87%
Life/Physical/Social Science	28	0.19%
Management	960	6.58%
Office/Admin. Support	1,861	12.76%
Production	2,076	14.24%
Protective Services	187	1.28%
Sales/Related	1,244	8.53%
Personal Care/Service	547	3.75%
Transportation/Moving	1,260	8.64%

2020 Est. Pop 16+ by Occupation Classification	14,581	
White Collar	6,908	47.38%
Blue Collar	5,242	35.95%
Service and Farm	2,431	16.67%
2020 Est. Workers Age 16+ by Transp. to Work	14,362	
Drove Alone	12,067	84.02%
Car Pooled	1,675	11.66%
Public Transportation	34	0.24%
Walked	207	1.44%
Bicycle	6	0.04%
Other Means	91	0.63%
Worked at Home	281	1.96%

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Beaver Dam, Kentucky

DESCRIPTION	DATA	%
2020 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	4,310	
15 - 29 Minutes	4,587	
30 - 44 Minutes	3,128	
45 - 59 Minutes	958	
60 or more Minutes	1,094	
2020 Est. Avg Travel Time to Work in Minutes		27
2020 Est. Occupied Housing Units by Tenure	13,701	
Owner Occupied	10,343	75.49%
Renter Occupied	3,358	24.51%
2020 Owner Occ. HUs: Avg. Length of Residence		18.98
2020 Renter Occ. HUs: Avg. Length of Residence		7.17
2020 Est. Owner-Occupied Housing Units by Value	13,701	
Value Less than \$20,000	621	6.00%
Value \$20,000 - \$39,999	626	6.05%
Value \$40,000 - \$59,999	842	8.14%
Value \$60,000 - \$79,999	972	9.40%
Value \$80,000 - \$99,999	1,266	12.24%
Value \$100,000 - \$149,999	2,459	23.78%
Value \$150,000 - \$199,999	1,447	13.99%
Value \$200,000 - \$299,999	1,151	11.13%
Value \$300,000 - \$399,999	406	3.93%
Value \$400,000 - \$499,999	193	1.87%
Value \$500,000 - \$749,999	130	1.26%
Value \$750,000 - \$999,999	47	0.45%
Value \$1,000,000 or \$1,499,999	91	0.88%
Value \$1,500,000 or \$1,999,999	89	0.86%
Value \$2,000,000+	3	0.03%
2020 Est. Median All Owner-Occupied Housing Value		\$115,014

DESCRIPTION	DATA	%
2020 Est. Housing Units by Year Structure Built		
Housing Units Built 2014 or later	369	2.41%
Housing Units Built 2010 to 2014	336	2.19%
Housing Units Built 2000 to 2009	2,089	13.63%
Housing Units Built 1990 to 1999	2,679	17.48%
Housing Units Built 1980 to 1989	1,999	13.04%
Housing Units Built 1970 to 1979	3,164	20.64%
Housing Units Built 1960 to 1969	1,637	10.68%
Housing Units Built 1950 to 1959	1,096	7.15%
Housing Units Built 1940 to 1949	742	4.84%
Housing Unit Built 1939 or Earlier	1,218	7.95%
2020 Est. Median Year Structure Built		1979

DESCRIPTION	DATA	%
2020 Est. Housing Units by Units in Structure		
1 Unit Detached	10,863	70.87%
1 Unit Attached	62	0.40%
2 Units	274	1.79%
3 or 4 Units	187	1.22%
5 to 19 Units	648	4.23%
20 to 49 Units	43	0.28%
50 or More Units	57	0.37%
Mobile Home or Trailer	3,193	20.83%
Boat, RV, Van, etc.	3	0.02%



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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