



The**Retail**Coach.®

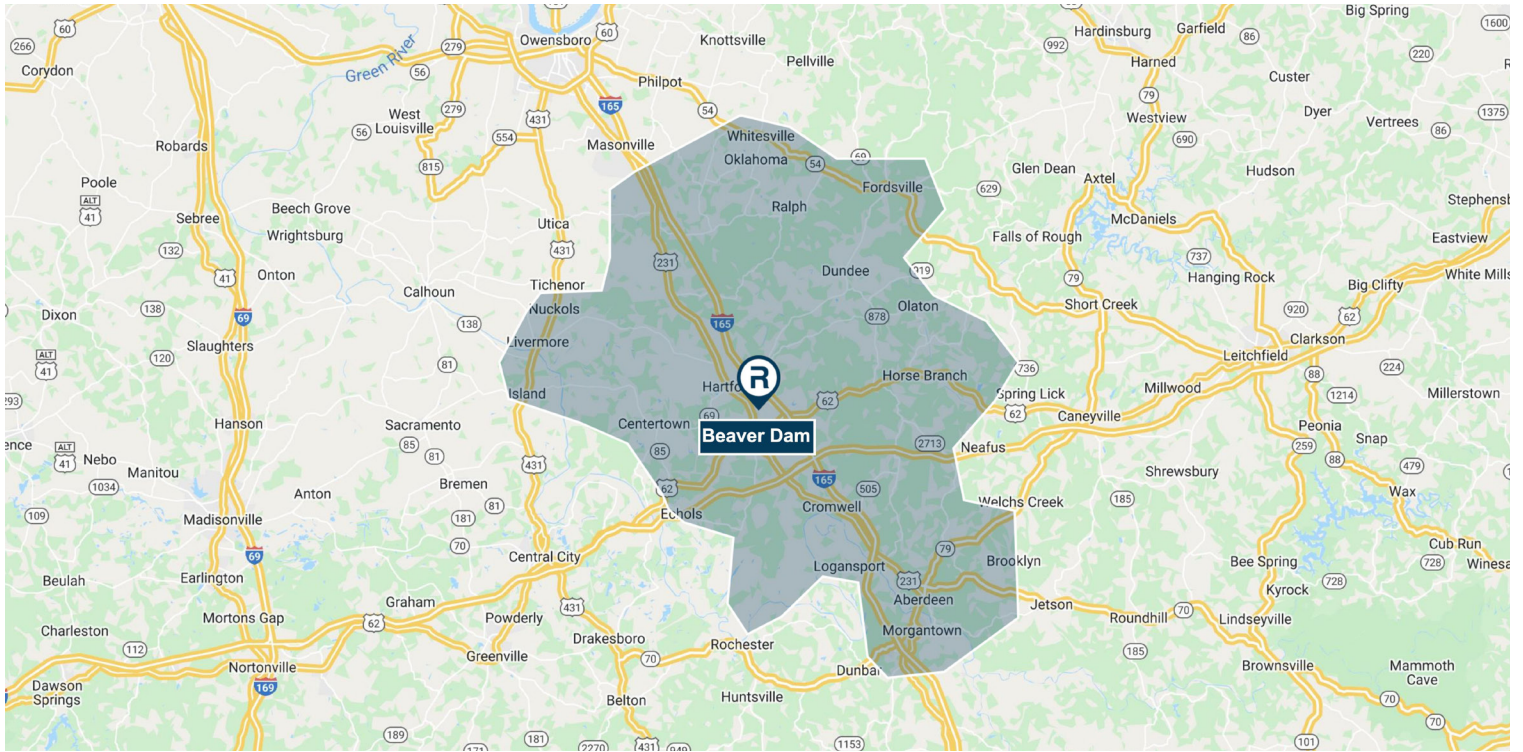
Primary Retail Trade Area Demographic Profile

BEAVER DAM, KENTUCKY

Prepared for City of Beaver Dam
March 2022

Primary Retail Trade Area • Demographic Snapshot

Beaver Dam, Kentucky



Population

2010	35,419
2022	35,535
2027	35,815

Educational Attainment (%)

Graduate or Professional Degree	6.37%
Bachelors Degree	7.67%
Associate Degree	7.93%
Some College	19.83%
High School Graduate (GED)	42.85%
Some High School, No Degree	8.44%
Less than 9th Grade	6.91%

Income

Average HH	\$66,523
Median HH	\$51,455
Per Capita	\$26,052

Age

0 - 9 Years	12.47%
10 - 17 Years	11.02%
18 - 24 Years	8.36%
25 - 34 Years	11.74%
35 - 44 Years	11.82%
45 - 54 Years	12.23%
55 - 64 Years	13.13%
65 and Older	19.22%
Median Age	40.45
Average Age	40.57

Race Distribution (%)

White	95.04%
Black/African American	1.03%
American Indian/Alaskan	0.27%
Asian	0.34%
Native Hawaiian/Islander	0.02%
Other Race	1.80%
Two or More Races	1.51%
Hispanic	3.96%



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Primary Retail Trade Area • Demographic Profile

Beaver Dam, Kentucky

DESCRIPTION	DATA	%
Population		
2027 Projection	35,815	
2022 Estimate	35,535	
2010 Census	35,419	
2000 Census	34,586	
Growth 2022 - 2027		0.79%
Growth 2010 - 2022		0.33%
Growth 2000 - 2010		2.41%
2022 Est. Population by Single-Classification Race	35,535	
White Alone	33,773	95.04%
Black or African American Alone	366	1.03%
Amer. Indian and Alaska Native Alone	95	0.27%
Asian Alone	120	0.34%
Native Hawaiian and Other Pacific Island Alone	6	0.02%
Some Other Race Alone	639	1.80%
Two or More Races	537	1.51%
2022 Est. Population by Hispanic or Latino Origin	35,535	
Not Hispanic or Latino	34,127	96.04%
Hispanic or Latino	1,408	3.96%
Mexican	922	65.48%
Puerto Rican	49	3.48%
Cuban	29	2.06%
All Other Hispanic or Latino	408	28.98%
2022 Est. Hisp. or Latino Pop by Single-Class. Race	1,408	
White Alone	621	44.10%
Black or African American Alone	13	0.92%
American Indian and Alaska Native Alone	32	2.27%
Asian Alone	5	0.36%
Native Hawaiian and Other Pacific Islander Alone	3	0.21%
Some Other Race Alone	630	44.74%
Two or More Races	104	7.39%
2022 Est. Pop by Race, Asian Alone, by Category	120	
Chinese, except Taiwanese	10	8.33%
Filipino	12	10.00%
Japanese	0	0.00%
Asian Indian	8	6.67%
Korean	8	6.67%
Vietnamese	29	24.17%
Cambodian	0	0.00%
Hmong	0	0.00%
Laotian	0	0.00%
Thai	17	14.17%
All Other Asian Races Including 2+ Category	36	30.00%

DESCRIPTION	DATA	%
2022 Est. Population by Ancestry	35,535	
Arab	212	0.60%
Czech	19	0.05%
Danish	22	0.06%
Dutch	146	0.41%
English	2,530	7.12%
French (except Basque)	337	0.95%
French Canadian	14	0.04%
German	2,646	7.45%
Greek	4	0.01%
Hungarian	35	0.10%
Irish	3,218	9.06%
Italian	284	0.80%
Lithuanian	0	0.00%
United States or American	9,888	27.83%
Norwegian	36	0.10%
Polish	89	0.25%
Portuguese	1	0.00%
Russian	4	0.01%
Scottish	394	1.11%
Scotch-Irish	474	1.33%
Slovak	3	0.01%
Subsaharan African	24	0.07%
Swedish	112	0.32%
Swiss	4	0.01%
Ukrainian	4	0.01%
Welsh	81	0.23%
West Indian (except Hisp. groups)	3	0.01%
Other ancestries	5,992	16.86%
Ancestry Unclassified	8,957	25.21%
2022 Est. Pop Age 5+ by Language Spoken At Home		
Speak Only English at Home	32,421	97.24%
Speak Asian/Pacific Island Language at Home	44	0.13%
Speak IndoEuropean Language at Home	97	0.29%
Speak Spanish at Home	727	2.18%
Speak Other Language at Home	51	0.15%

Primary Retail Trade Area • Demographic Profile

Beaver Dam, Kentucky

DESCRIPTION	DATA	%
2022 Est. Population by Age	35,535	
Age 0 - 4	2,195	6.18%
Age 5 - 9	2,237	6.29%
Age 10 - 14	2,414	6.79%
Age 15 - 17	1,502	4.23%
Age 18 - 20	1,328	3.74%
Age 21 - 24	1,644	4.63%
Age 25 - 34	4,172	11.74%
Age 35 - 44	4,199	11.82%
Age 45 - 54	4,346	12.23%
Age 55 - 64	4,666	13.13%
Age 65 - 74	4,082	11.49%
Age 75 - 84	2,013	5.66%
Age 85 and over	736	2.07%
Age 16 and over	28,195	79.34%
Age 18 and over	27,187	76.51%
Age 21 and over	25,859	72.77%
Age 65 and over	6,831	19.22%
2022 Est. Median Age		40.45
2022 Est. Average Age		40.57
2022 Est. Population by Sex	35,535	
Male	17,728	49.89%
Female	17,808	50.11%

DESCRIPTION	DATA	%
2022 Est. Male Population by Age	17,728	
Age 0 - 4	1,135	6.40%
Age 5 - 9	1,147	6.47%
Age 10 - 14	1,216	6.86%
Age 15 - 17	788	4.45%
Age 18 - 20	705	3.98%
Age 21 - 24	873	4.92%
Age 25 - 34	2,149	12.12%
Age 35 - 44	2,119	11.95%
Age 45 - 54	2,164	12.21%
Age 55 - 64	2,277	12.84%
Age 65 - 74	1,981	11.17%
Age 75 - 84	935	5.27%
Age 85 and over	239	1.35%
2022 Est. Median Age, Male		39.02
2022 Est. Average Age, Male		39.53
2022 Est. Female Population by Age	17,808	
Age 0 - 4	1,060	5.95%
Age 5 - 9	1,090	6.12%
Age 10 - 14	1,198	6.73%
Age 15 - 17	714	4.01%
Age 18 - 20	624	3.50%
Age 21 - 24	771	4.33%
Age 25 - 34	2,024	11.37%
Age 35 - 44	2,080	11.68%
Age 45 - 54	2,182	12.25%
Age 55 - 64	2,389	13.41%
Age 65 - 74	2,100	11.79%
Age 75 - 84	1,078	6.05%
Age 85 and over	497	2.79%
2022 Est. Median Age, Female		41.88
2022 Est. Average Age, Female		41.59

Primary Retail Trade Area • Demographic Profile

Beaver Dam, Kentucky

DESCRIPTION	DATA	%
2022 Est. Pop Age 15+ by Marital Status		
Total, Never Married	6,426	22.40%
Males, Never Married	3,573	12.45%
Females, Never Married	2,854	9.95%
Married, Spouse present	15,187	52.94%
Married, Spouse absent	1,420	4.95%
Widowed	2,002	6.98%
Males Widowed	475	1.66%
Females Widowed	1,527	5.32%
Divorced	3,654	12.74%
Males Divorced	1,815	6.33%
Females Divorced	1,838	6.41%
2022 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	1,672	6.91%
Some High School, no diploma	2,044	8.44%
High School Graduate (or GED)	10,377	42.85%
Some College, no degree	4,801	19.83%
Associate Degree	1,920	7.93%
Bachelor's Degree	1,858	7.67%
Master's Degree	1,159	4.79%
Professional School Degree	207	0.86%
Doctorate Degree	177	0.73%
2022 Est. Pop Age 25+ by Edu. Attain., Hisp./ Lat.		
No High School Diploma	397	62.82%
High School Graduate	101	15.98%
Some College or Associate's Degree	79	12.50%
Bachelor's Degree or Higher	54	8.54%
Households		
2027 Projection	13,822	
2022 Estimate	13,718	
2010 Census	13,697	
2000 Census	13,390	
Growth 2022 - 2027		0.76%
Growth 2010 - 2022		0.15%
Growth 2000 - 2010		2.29%
2022 Est. Households by Household Type	13,718	
Family Households	9,840	71.73%
Nonfamily Households	3,878	28.27%
2022 Est. Group Quarters Population	507	
2022 Households by Ethnicity, Hispanic/Latino	317	

DESCRIPTION	DATA	%
2022 Est. Households by Household Income	13,718	
Income < \$15,000	1,794	13.08%
Income \$15,000 - \$24,999	1,323	9.64%
Income \$25,000 - \$34,999	1,529	11.15%
Income \$35,000 - \$49,999	2,026	14.77%
Income \$50,000 - \$74,999	2,798	20.40%
Income \$75,000 - \$99,999	1,553	11.32%
Income \$100,000 - \$124,999	1,111	8.10%
Income \$125,000 - \$149,999	711	5.18%
Income \$150,000 - \$199,999	483	3.52%
Income \$200,000 - \$249,999	185	1.35%
Income \$250,000 - \$499,999	147	1.07%
Income \$500,000+	58	0.42%
2022 Est. Average Household Income		\$66,523
2022 Est. Median Household Income		\$51,455
2022 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		\$51,946
Black or African American Alone		\$37,197
American Indian and Alaska Native Alone		\$42,941
Asian Alone		\$20,262
Native Hawaiian and Other Pacific Islander Alone		\$62,894
Some Other Race Alone		\$22,193
Two or More Races		\$69,238
Hispanic or Latino		\$18,467
Not Hispanic or Latino		\$52,340
2022 Est. Family HH Type by Presence of Own Child.	9,840	
Married-Couple Family, own children	2,873	29.20%
Married-Couple Family, no own children	4,781	48.59%
Male Householder, own children	361	3.67%
Male Householder, no own children	320	3.25%
Female Householder, own children	833	8.47%
Female Householder, no own children	672	6.83%
2022 Est. Households by Household Size	13,718	
1-person	3,359	24.49%
2-person	4,777	34.82%
3-person	2,418	17.63%
4-person	1,797	13.10%
5-person	881	6.42%
6-person	314	2.29%
7-or-more-person	172	1.25%
2022 Est. Average Household Size		2.55

Primary Retail Trade Area • Demographic Profile

Beaver Dam, Kentucky

DESCRIPTION	DATA	%
2022 Est. Households by Presence of People Under 18	13,718	
Households with 1 or More People under Age 18:	4,669	34.04%
Married-Couple Family	3,176	68.02%
Other Family, Male Householder	415	8.89%
Other Family, Female Householder	1,006	21.55%
Nonfamily, Male Householder	62	1.33%
Nonfamily, Female Householder	10	0.21%
Households with No People under Age 18:	9,049	
Married-Couple Family	4,474	49.44%
Other Family, Male Householder	270	2.98%
Other Family, Female Householder	501	5.54%
Nonfamily, Male Householder	1,836	20.29%
Nonfamily, Female Householder	1,969	21.76%
2022 Est. Households by Number of Vehicles	13,718	
No Vehicles	645	4.70%
1 Vehicle	3,523	25.68%
2 Vehicles	5,023	36.62%
3 Vehicles	2,676	19.51%
4 Vehicles	1,154	8.41%
5 or more Vehicles	697	5.08%
2022 Est. Average Number of Vehicles		2.2
Family Households		
2027 Projection	9,914	
2022 Estimate	9,840	
2010 Census	9,821	
2000 Census	9,852	
Growth 2022 - 2027		0.75%
Growth 2010 - 2022		0.19%
Growth 2000 - 2010		0.-31%
2022 Est. Families by Poverty Status	9,840	
2022 Families at or Above Poverty	8,534	86.73%
2022 Families at or Above Poverty with Children	3,478	35.35%
2022 Families Below Poverty	1,306	13.27%
2022 Families Below Poverty with Children	947	9.62%
2022 Est. Pop 16+ by Employment Status		
Civilian Labor Force, Employed	14,642	51.93%
Civilian Labor Force, Unemployed	1,036	3.67%
Armed Forces	50	0.18%
Not in Labor Force	12,468	44.22%

DESCRIPTION	DATA	%
2022 Est. Civ. Employed Pop 16+ by Class of Worker	14,678	
For-Profit Private Workers	9,966	67.90%
Non-Profit Private Workers	1,042	7.10%
Local Government Workers	350	2.38%
State Government Workers	839	5.72%
Federal Government Workers	1,009	6.87%
Self-Employed Workers	1,417	9.65%
Unpaid Family Workers	56	0.38%
2022 Est. Civ. Employed Pop 16+ by Occupation	14,678	
Architect/Engineer	163	1.11%
Arts/Entertainment/Sports	86	0.59%
Building Grounds Maintenance	519	3.54%
Business/Financial Operations	275	1.87%
Community/Social Services	344	2.34%
Computer/Mathematical	129	0.88%
Construction/Extraction	1,204	8.20%
Education/Training/Library	819	5.58%
Farming/Fishing/Forestry	158	1.08%
Food Prep/Serving	561	3.82%
Health Practitioner/Technician	925	6.30%
Healthcare Support	438	2.98%
Maintenance Repair	732	4.99%
Legal	71	0.48%
Life/Physical/Social Science	22	0.15%
Management	1,136	7.74%
Office/Admin. Support	1,689	11.51%
Production	2,067	14.08%
Protective Services	227	1.55%
Sales/Related	1,251	8.52%
Personal Care/Service	287	1.96%
Transportation/Moving	1,574	10.72%
2022 Est. Pop 16+ by Occupation Classification	14,678	
White Collar	6,910	47.08%
Blue Collar	5,577	38.00%
Service and Farm	2,190	14.92%
2022 Est. Workers Age 16+ by Transp. to Work	14,357	
Drove Alone	12,199	84.97%
Car Pooled	1,430	9.96%
Public Transportation	21	0.15%
Walked	179	1.25%
Bicycle	7	0.05%
Other Means	72	0.50%
Worked at Home	451	3.14%

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DESCRIPTION	DATA	%
2022 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	4,162	
15 - 29 Minutes	4,366	
30 - 44 Minutes	3,160	
45 - 59 Minutes	1,149	
60 or more Minutes	1,080	
2022 Est. Avg Travel Time to Work in Minutes		28
2022 Est. Occupied Housing Units by Tenure	13,718	
Owner Occupied	10,368	75.58%
Renter Occupied	3,350	24.42%
2022 Owner Occ. HUs: Avg. Length of Residence		18.28 [†]
2022 Renter Occ. HUs: Avg. Length of Residence		7.49 [†]
2022 Est. Owner-Occupied Housing Units by Value	13,718	
Value Less than \$20,000	546	5.27%
Value \$20,000 - \$39,999	532	5.13%
Value \$40,000 - \$59,999	666	6.42%
Value \$60,000 - \$79,999	865	8.34%
Value \$80,000 - \$99,999	1,192	11.50%
Value \$100,000 - \$149,999	2,289	22.08%
Value \$150,000 - \$199,999	1,531	14.77%
Value \$200,000 - \$299,999	1,474	14.22%
Value \$300,000 - \$399,999	600	5.79%
Value \$400,000 - \$499,999	254	2.45%
Value \$500,000 - \$749,999	151	1.46%
Value \$750,000 - \$999,999	82	0.79%
Value \$1,000,000 or \$1,499,999	94	0.91%
Value \$1,500,000 or \$1,999,999	75	0.72%
Value \$2,000,000+	19	0.18%
2022 Est. Median All Owner-Occupied Housing Value		\$127,943
2022 Est. Housing Units by Units in Structure		
1 Unit Detached	10,886	70.78%
1 Unit Attached	92	0.60%
2 Units	300	1.95%
3 or 4 Units	246	1.60%
5 to 19 Units	567	3.69%
20 to 49 Units	21	0.14%
50 or More Units	14	0.09%
Mobile Home or Trailer	3,253	21.15%
Boat, RV, Van, etc.	0	0.00%

DESCRIPTION	DATA	%
2022 Est. Housing Units by Year Structure Built		
Housing Units Built 2014 or later	665	4.32%
Housing Units Built 2010 to 2014	398	2.59%
Housing Units Built 2000 to 2009	2,061	13.40%
Housing Units Built 1990 to 1999	2,887	18.77%
Housing Units Built 1980 to 1989	1,934	12.58%
Housing Units Built 1970 to 1979	2,812	18.28%
Housing Units Built 1960 to 1969	1,636	10.64%
Housing Units Built 1950 to 1959	1,127	7.33%
Housing Units Built 1940 to 1949	675	4.39%
Housing Unit Built 1939 or Earlier	1,184	7.70%
2022 Est. Median Year Structure Built		1981

[†] Years

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.



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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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