TheRetailCoach®

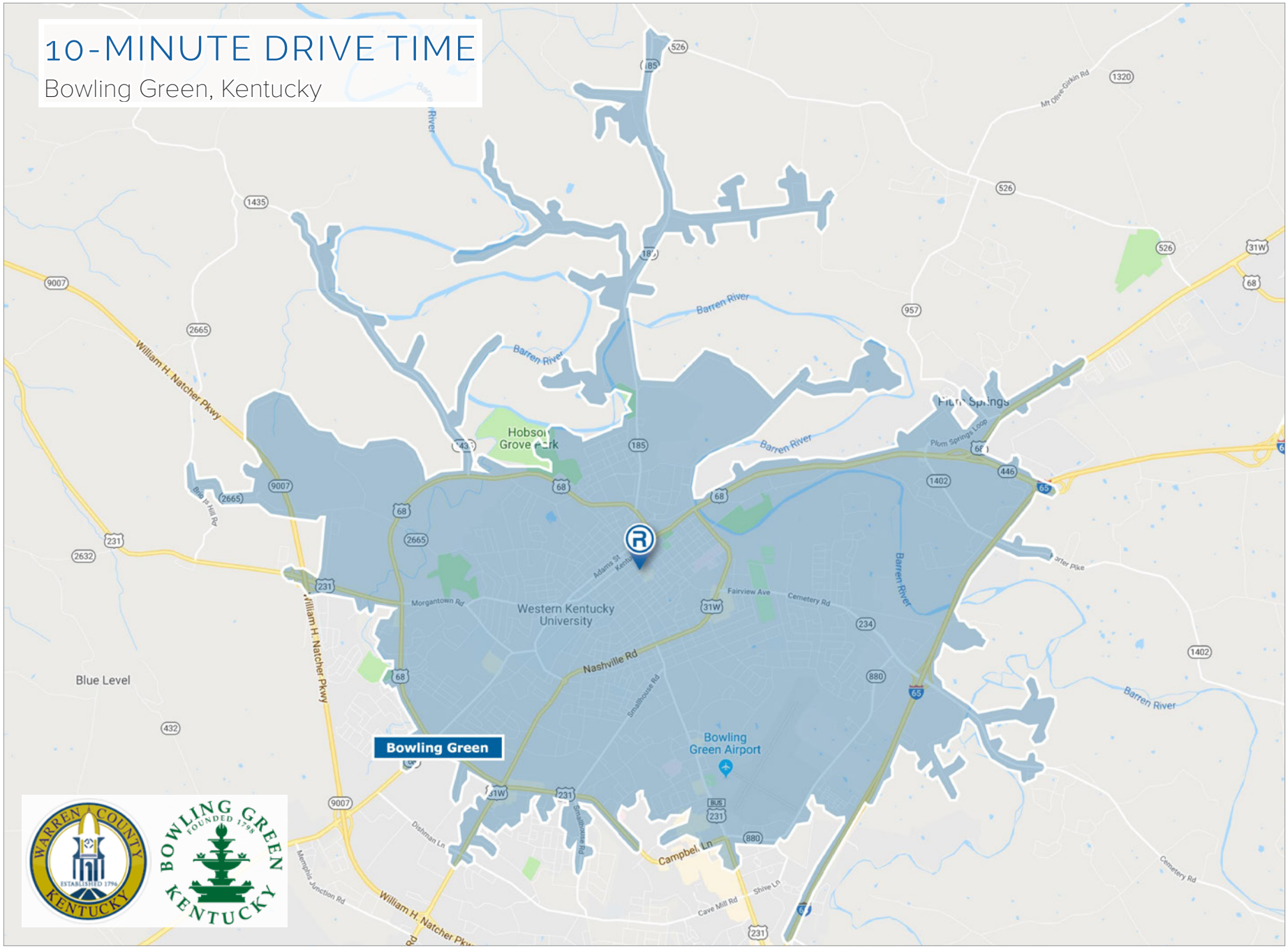
10-MINUTE DRIVE TIME DEMOGRAPHIC PROFILE

Bowling Green, Kentucky

Prepared for
Warren County Downtown Economic Development Authority, Inc.
September 2018

10-MINUTE DRIVE TIME

Bowling Green, Kentucky



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DESCRIPTION	DATA	%
Population		
2023 Projection	52,296	
2018 Estimate	49,991	
2010 Census	45,653	
2000 Census	40,885	
Growth 2018 - 2023		4.61%
Growth 2010 - 2018		9.50%
Growth 2000 - 2010		11.66%
2018 Est. Population by Single-Classification Race	49,991	
White Alone	36,863	73.74%
Black or African American Alone	7,328	14.66%
Amer. Indian and Alaska Native Alone	87	0.17%
Asian Alone	1,880	3.76%
Native Hawaiian and Other Pacific Island Alone	183	0.37%
Some Other Race Alone	1,834	3.67%
Two or More Races	1,816	3.63%
2018 Est. Population by Hispanic or Latino Origin	49,991	
Not Hispanic or Latino	46,108	92.23%
Hispanic or Latino	3,883	7.77%
Mexican	2,098	54.03%
Puerto Rican	147	3.79%
Cuban	116	2.99%
All Other Hispanic or Latino	1,522	39.20%

DESCRIPTION	DATA	%
2018 Est. Hisp. or Latino Pop by Single-Class. Race	3,883	
White Alone	1,634	42.08%
Black or African American Alone	92	2.37%
American Indian and Alaska Native Alone	10	0.26%
Asian Alone	31	0.80%
Native Hawaiian and Other Pacific Islander Alone	9	0.23%
Some Other Race Alone	1,763	45.40%
Two or More Races	343	8.83%
2018 Est. Pop by Race, Asian Alone, by Category	1,880	
Chinese, except Taiwanese	289	15.37%
Filipino	51	2.71%
Japanese	101	5.37%
Asian Indian	260	13.83%
Korean	50	2.66%
Vietnamese	137	7.29%
Cambodian	5	0.27%
Hmong	0	0.00%
Laotian	0	0.00%
Thai	8	0.43%
All Other Asian Races Including 2+ Category	978	52.02%

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DESCRIPTION	DATA	%
2018 Est. Population by Ancestry	49,991	
Arab	702	1.40%
Czech	25	0.05%
Danish	28	0.06%
Dutch	409	0.82%
English	2,986	5.97%
French (except Basque)	467	0.93%
French Canadian	57	0.11%
German	3,757	7.52%
Greek	54	0.11%
Hungarian	45	0.09%
Irish	3,270	6.54%
Italian	725	1.45%
Lithuanian	25	0.05%
United States or American	3,195	6.39%
Norwegian	110	0.22%
Polish	373	0.75%
Portuguese	13	0.03%
Russian	77	0.15%
Scottish	1,253	2.51%
Scotch-Irish	821	1.64%
Slovak	0	0.00%
Subsaharan African	823	1.65%
Swedish	402	0.80%
Swiss	92	0.18%
Ukrainian	3	0.01%
Welsh	255	0.51%
West Indian (except Hisp. groups)	64	0.13%
Other ancestries	16,636	33.28%
Ancestry Unclassified	13,321	26.65%

DESCRIPTION	DATA	%
2018 Est. Pop Age 5+ by Language Spoken At Home		
Speak Only English at Home	39,543	83.83%
Speak Asian/Pacific Island Language at Home	1,176	2.49%
Speak IndoEuropean Language at Home	1,886	4.00%
Speak Spanish at Home	3,195	6.77%
Speak Other Language at Home	1,372	2.91%
2018 Est. Population by Age	49,991	
Age 0 - 4	2,819	5.64%
Age 5 - 9	2,719	5.44%
Age 10 - 14	2,605	5.21%
Age 15 - 17	1,865	3.73%
Age 18 - 20	5,866	11.73%
Age 21 - 24	6,002	12.01%
Age 25 - 34	7,235	14.47%
Age 35 - 44	5,533	11.07%
Age 45 - 54	4,659	9.32%
Age 55 - 64	4,552	9.11%
Age 65 - 74	3,379	6.76%
Age 75 - 84	1,890	3.78%
Age 85 and over	867	1.73%
Age 16 and over	41,254	82.52%
Age 18 and over	39,984	79.98%
Age 21 and over	34,118	68.25%
Age 65 and over	6,136	12.27%
2018 Est. Median Age		28.31
2018 Est. Average Age		34.98

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DESCRIPTION	DATA	%
2018 Est. Population by Sex	49,991	
Male	24,398	48.81%
Female	25,593	51.20%
2018 Est. Male Population by Age	24,398	
Age 0 - 4	1,435	5.88%
Age 5 - 9	1,355	5.55%
Age 10 - 14	1,292	5.30%
Age 15 - 17	943	3.87%
Age 18 - 20	2,766	11.34%
Age 21 - 24	3,075	12.60%
Age 25 - 34	3,706	15.19%
Age 35 - 44	2,833	11.61%
Age 45 - 54	2,333	9.56%
Age 55 - 64	2,138	8.76%
Age 65 - 74	1,519	6.23%
Age 75 - 84	745	3.05%
Age 85 and over	259	1.06%
2018 Est. Median Age, Male		27.68
2018 Est. Average Age, Male		33.85

DESCRIPTION	DATA	%
2018 Est. Female Population by Age	25,593	
Age 0 - 4	1,384	5.41%
Age 5 - 9	1,363	5.33%
Age 10 - 14	1,313	5.13%
Age 15 - 17	921	3.60%
Age 18 - 20	3,100	12.11%
Age 21 - 24	2,927	11.44%
Age 25 - 34	3,529	13.79%
Age 35 - 44	2,701	10.55%
Age 45 - 54	2,326	9.09%
Age 55 - 64	2,414	9.43%
Age 65 - 74	1,861	7.27%
Age 75 - 84	1,145	4.47%
Age 85 and over	608	2.38%
2018 Est. Median Age, Female		29.04
2018 Est. Average Age, Female		36.07
2018 Est. Pop Age 15+ by Marital Status		
Total, Never Married	19,519	46.64%
Males, Never Married	10,649	25.45%
Females, Never Married	8,870	21.20%
Married, Spouse present	12,989	31.04%
Married, Spouse absent	1,726	4.12%
Widowed	2,318	5.54%
Males Widowed	366	0.88%
Females Widowed	1,952	4.67%
Divorced	5,297	12.66%
Males Divorced	2,259	5.40%
Females Divorced	3,038	7.26%

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DESCRIPTION	DATA	%
2018 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	2,229	7.9%
Some High School, no diploma	2,098	7.5%
High School Graduate (or GED)	7,698	27.4%
Some College, no degree	5,810	20.7%
Associate Degree	1,864	6.6%
Bachelor's Degree	5,189	18.5%
Master's Degree	2,277	8.1%
Professional School Degree	442	1.6%
Doctorate Degree	508	1.8%
2018 Est. Pop Age 25+ by Edu. Attain., Hisp./Lat.		
No High School Diploma	924	49.36%
High School Graduate	616	32.91%
Some College or Associate's Degree	195	10.42%
Bachelor's Degree or Higher	137	7.32%
Households		
2023 Projection	20,253	
2018 Estimate	19,274	
2010 Census	17,415	
2000 Census	15,615	
Growth 2018 - 2023		5.08%
Growth 2010 - 2018		10.68%
Growth 2000 - 2010		11.53%

DESCRIPTION	DATA	%
2018 Est. Households by Household Type	19,274	
Family Households	9,923	51.48%
Nonfamily Households	9,351	48.52%
2018 Est. Group Quarters Population	6,203	
2018 Households by Ethnicity, Hispanic/Latino	1,009	
2018 Est. Households by Household Income	19,274	
Income < $15,000	4,179	21.68%
Income $15,000 - $24,999	2,654	13.77%
Income $25,000 - $34,999	2,026	10.51%
Income $35,000 - $49,999	2,852	14.80%
Income $50,000 - $74,999	2,977	15.45%
Income $75,000 - $99,999	1,623	8.42%
Income $100,000 - $124,999	1,007	5.23%
Income $125,000 - $149,999	544	2.82%
Income $150,000 - $199,999	612	3.18%
Income $200,000 - $249,999	322	1.67%
Income $250,000 - $499,999	325	1.69%
Income $500,000+	152	0.79%
2018 Est. Average Household Income		$60,061
2018 Est. Median Household Income		$38,873

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DESCRIPTION	DATA	%
2018 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		$41,426
Black or African American Alone		$24,832
American Indian and Alaska Native Alone		$63,181
Asian Alone		$25,709
Native Hawaiian and Other Pacific Islander Alone		$22,190
Some Other Race Alone		$39,836
Two or More Races		$29,653
Hispanic or Latino		$33,401
Not Hispanic or Latino		$39,376
2018 Est. Family HH Type by Presence of Own Child.	9,923	
Married-Couple Family, own children	2,578	25.98%
Married-Couple Family, no own children	3,865	38.95%
Male Householder, own children	389	3.92%
Male Householder, no own children	461	4.65%
Female Householder, own children	1,561	15.73%
Female Householder, no own children	1,068	10.76%
2018 Est. Households by Household Size	19,274	
1-person	6,944	36.03%
2-person	5,970	30.97%
3-person	2,875	14.92%
4-person	2,081	10.80%
5-person	908	4.71%
6-person	322	1.67%
7-or-more-person	175	0.91%
2018 Est. Average Household Size		2.26

DESCRIPTION	DATA	%
2018 Est. Households by Presence of People Under 18	19,274	
Households with 1 or More People under Age 18:	5,078	26.35%
Married-Couple Family	2,772	54.59%
Other Family, Male Householder	471	9.28%
Other Family, Female Householder	1,769	34.84%
Nonfamily, Male Householder	48	0.95%
Nonfamily, Female Householder	18	0.35%
Households with No People under Age 18:	14,196	73.65%
Married-Couple Family	3,678	25.91%
Other Family, Male Householder	378	2.66%
Other Family, Female Householder	859	6.05%
Nonfamily, Male Householder	4,395	30.96%
Nonfamily, Female Householder	4,887	34.43%
2018 Est. Households by Number of Vehicles	19,274	
No Vehicles	1,845	9.57%
1 Vehicle	7,904	41.01%
2 Vehicles	6,790	35.23%
3 Vehicles	2,066	10.72%
4 Vehicles	472	2.45%
5 or more Vehicles	196	1.02%
2018 Est. Average Number of Vehicles		1.6

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DESCRIPTION	DATA	%
Family Households		
2023 Projection	10,437	
2018 Estimate	9,923	
2010 Census	8,930	
2000 Census	8,716	
Growth 2018 - 2023		5.18%
Growth 2010 - 2018		11.12%
Growth 2000 - 2010		2.46%
2018 Est. Families by Poverty Status	9,923	
2018 Families at or Above Poverty	7,868	79.29%
2018 Families at or Above Poverty with Children	3,216	32.41%
2018 Families Below Poverty	2,055	20.71%
2018 Families Below Poverty with Children	1,635	16.48%
2018 Est. Pop 16+ by Employment Status	41,254	
Civilian Labor Force, Employed	22,196	53.80%
Civilian Labor Force, Unemployed	1,995	4.84%
Armed Forces	26	0.06%
Not in Labor Force	17,037	41.30%
2018 Est. Civ. Employed Pop 16+ by Class of Worker	22,293	
For-Profit Private Workers	15,681	70.34%
Non-Profit Private Workers	1,789	8.03%
Local Government Workers	200	0.90%
State Government Workers	2,480	11.13%
Federal Government Workers	818	3.67%
Self-Employed Workers	1,301	5.84%
Unpaid Family Workers	25	0.11%

DESCRIPTION	DATA	%
2018 Est. Civ. Employed Pop 16+ by Occupation	22,293	
Architect/Engineer	488	2.19%
Arts/Entertainment/Sports	685	3.07%
Building Grounds Maintenance	646	2.90%
Business/Financial Operations	809	3.63%
Community/Social Services	846	3.80%
Computer/Mathematical	179	0.80%
Construction/Extraction	890	3.99%
Education/Training/Library	1,405	6.30%
Farming/Fishing/Forestry	107	0.48%
Food Prep/Serving	2,270	10.18%
Health Practitioner/Technician	795	3.57%
Healthcare Support	480	2.15%
Maintenance Repair	306	1.37%
Legal	168	0.75%
Life/Physical/Social Science	195	0.88%
Management	1,442	6.47%
Office/Admin. Support	2,604	11.68%
Production	2,436	10.93%
Protective Services	234	1.05%
Sales/Related	2,629	11.79%
Personal Care/Service	1,051	4.71%
Transportation/Moving	1,627	7.30%
2018 Est. Pop 16+ by Occupation Classification	22,293	
White Collar	12,244	54.92%
Blue Collar	5,260	23.60%
Service and Farm	4,789	21.48%

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DESCRIPTION	DATA	%
2018 Est. Workers Age 16+ by Transp. to Work	21,222	
Drove Alone	16,222	76.44%
Car Pooled	2,606	12.28%
Public Transportation	218	1.03%
Walked	1,452	6.84%
Bicycle	115	0.54%
Other Means	224	1.06%
Worked at Home	384	1.81%
2018 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	10,268	
15 - 29 Minutes	7,312	
30 - 44 Minutes	1,757	
45 - 59 Minutes	613	
60 or more Minutes	915	
2018 Est. Avg Travel Time to Work in Minutes		19.45
2018 Est. Occupied Housing Units by Tenure	19,274	
Owner Occupied	8,416	43.67%
Renter Occupied	10,858	56.34%
2018 Owner Occ. HUs: Avg. Length of Residence		15.62
2018 Renter Occ. HUs: Avg. Length of Residence		5.24

DESCRIPTION	DATA	%
2018 Est. Owner-Occupied Housing Units by Value	19,274	
Value Less than $20,000	412	4.90%
Value $20,000 - $39,999	196	2.33%
Value $40,000 - $59,999	278	3.30%
Value $60,000 - $79,999	861	10.23%
Value $80,000 - $99,999	766	9.10%
Value $100,000 - $149,999	1,825	21.69%
Value $150,000 - $199,999	1,407	16.72%
Value $200,000 - $299,999	1,367	16.24%
Value $300,000 - $399,999	550	6.54%
Value $400,000 - $499,999	369	4.39%
Value $500,000 - $749,999	272	3.23%
Value $750,000 - $999,999	36	0.43%
Value $1,000,000 or $1,499,999	53	0.63%
Value $1,500,000 or $1,999,999	23	0.27%
Value $2,000,000+	0	0.00%
2018 Est. Median All Owner-Occupied Housing Value		$146,082
2018 Est. Housing Units by Units in Structure		
1 Unit Attached	11,164	53.28%
1 Unit Detached	229	1.09%
2 Units	1,717	8.20%
3 or 4 Units	2,576	12.29%
5 to 19 Units	2,799	13.36%
20 to 49 Units	963	4.60%
50 or More Units	556	2.65%
Mobile Home or Trailer	941	4.49%
Boat, RV, Van, etc.	8	0.04%

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DESCRIPTION	DATA	%
2018 Est. Housing Units by Year Structure Built		
Housing Units Built 2014 or later	1,698	8.10%
Housing Units Built 2010 to 2014	445	2.12%
Housing Units Built 2000 to 2009	3,091	14.75%
Housing Units Built 1990 to 1999	3,039	14.50%
Housing Units Built 1980 to 1989	2,092	9.98%
Housing Units Built 1970 to 1979	2,740	13.08%
Housing Units Built 1960 to 1969	2,713	12.95%
Housing Units Built 1950 to 1959	1,899	9.06%
Housing Units Built 1940 to 1949	1,376	6.57%
Housing Unit Built 1939 or Earlier	1,860	8.88%
2018 Est. Median Year Structure Built		1980

TheRetailCoach®

ABOUT THE RETAIL COACH

The Retail Coach, LLC, is a national retail analytics and locational intelligence firm that specializes in all aspects of retail market analyses and recruitment, from “macro to micro” trade area assessment to actively recruiting retailers on behalf of our clients.

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.

C. Kelly Cofer
President & CEO
The Retail Coach, LLC

Retail360®

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” data gathered through extensive visits within 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 helps assure our clients that they are receiving the latest and best information for their retail recruitment efforts—all with personal service and coaching guidance that continues beyond the initial project scope and timeline.

Our Retail360® 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.

The Retail Coach –
“It’s not about data. It’s about your success.”

ACKNOWLEDGEMENTS

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 2018, ESRI 2017, U.S. Census Bureau, Economy.com, 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 MapInfo, Nielsen, ESRI and/or Microsoft Corporation.

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