



The **Retail** Coach®

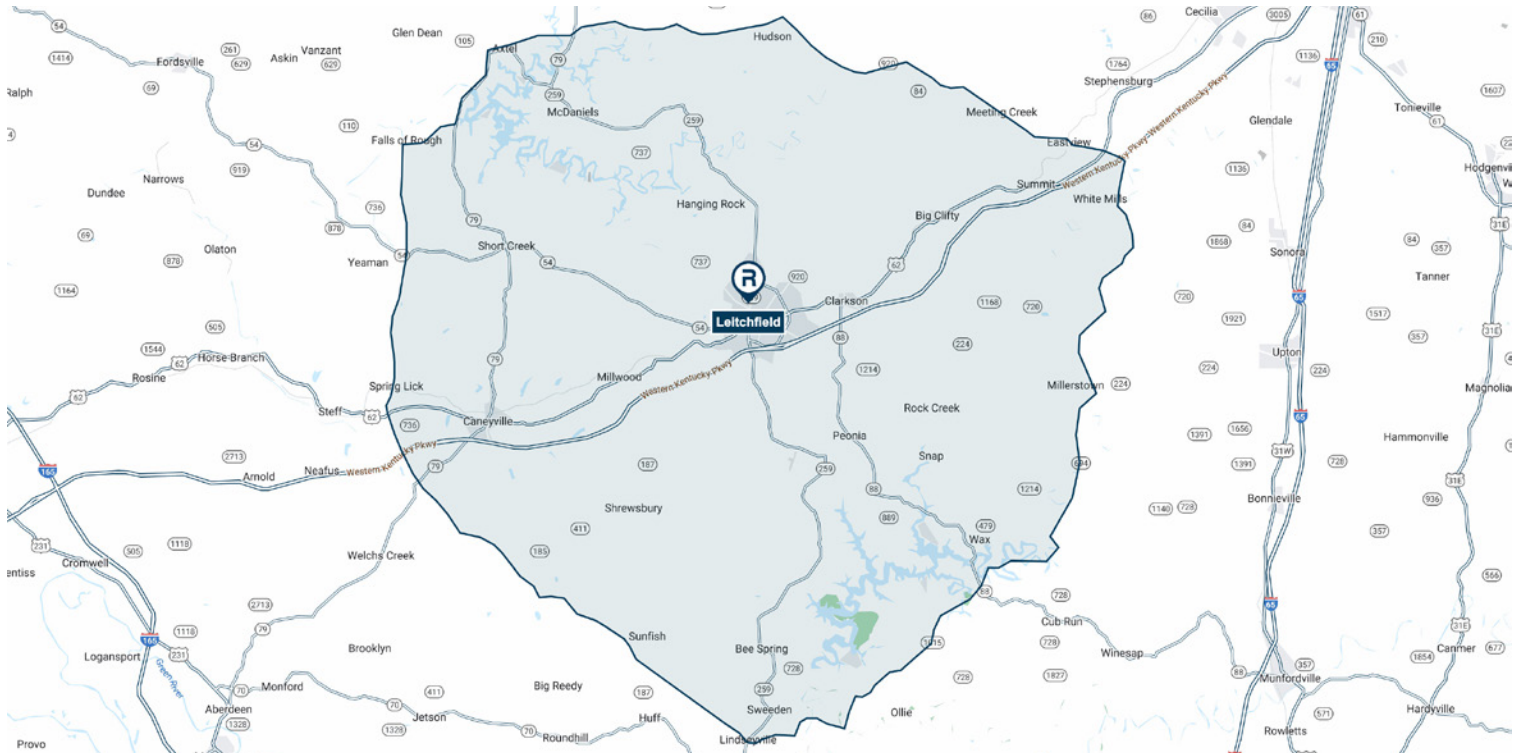
Retail Trade Area Demographic Profile

LEITCHFIELD, KENTUCKY

Prepared for City of Leitchfield Tourism Commission
May 2023

Retail Trade Area • Demographic Snapshot

Leitchfield, Kentucky



Population

2020	34,144
2023	34,362
2028	34,752

Educational Attainment (%)

Graduate or Professional Degree	4.52%
Bachelors Degree	6.53%
Associate Degree	7.45%
Some College	19.50%
High School Graduate (GED)	44.39%
Some High School, No Degree	10.46%
Less than 9th Grade	7.16%

Income

Average HH	\$66,487
Median HH	\$44,972
Per Capita	\$26,966

Age

0 - 9 Years	11.90%
10 - 17 Years	9.97%
18 - 24 Years	7.98%
25 - 34 Years	12.10%
35 - 44 Years	11.22%
45 - 54 Years	12.20%
55 - 64 Years	14.08%
65 and Older	20.55%
Median Age	42.20
Average Age	41.64

Race Distribution (%)

White	93.42%
Black/African American	0.89%
American Indian/Alaskan	0.27%
Asian	0.31%
Native Hawaiian/Islander	0.01%
Other Race	0.56%
Two or More Races	4.55%
Hispanic	1.51%



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Retail Trade Area • Demographic Profile

Leitchfield, Kentucky

DESCRIPTION	DATA	%
Population		
2028 Projection	34,752	
2023 Estimate	34,362	
2020 Census	34,144	
2010 Census	33,517	
Growth 2023 - 2028		1.13%
Growth 2020 - 2023		0.64%
Growth 2010 - 2020		1.87%
2023 Est. Population by Single-Classification Race	34,362	
White Alone	32,100	93.42%
Black or African American Alone	307	0.89%
Amer. Indian and Alaska Native Alone	92	0.27%
Asian Alone	105	0.31%
Native Hawaiian and Other Pacific Island Alone	3	0.01%
Some Other Race Alone	192	0.56%
Two or More Races	1,562	4.55%
2023 Est. Population by Hispanic or Latino Origin	34,362	
Not Hispanic or Latino	33,844	98.49%
Hispanic or Latino	518	1.51%
Mexican	282	54.44%
Puerto Rican	150	28.96%
Cuban	0	0.00%
All Other Hispanic or Latino	86	16.60%
2023 Est. Hisp. or Latino Pop by Single-Class. Race	518	
White Alone	199	38.42%
Black or African American Alone	3	0.58%
American Indian and Alaska Native Alone	7	1.35%
Asian Alone	0	0.00%
Native Hawaiian and Other Pacific Islander Alone	0	0.00%
Some Other Race Alone	116	22.39%
Two or More Races	192	37.07%

DESCRIPTION	DATA	%
2023 Est. Pop by Race, Asian Alone, by Category	105	
Chinese, except Taiwanese	5	4.76%
Filipino	14	13.33%
Japanese	0	0.00%
Asian Indian	0	0.00%
Korean	14	13.33%
Vietnamese	0	0.00%
Cambodian	0	0.00%
Hmong	0	0.00%
Laotian	0	0.00%
Thai	0	0.00%
All Other Asian Races Including 2+ Category	72	68.57%
2023 Est. Pop Age 5+ by Language Spoken At Home		
Speak Only English at Home	31,465	97.31%
Speak Asian/Pacific Island Language at Home	40	0.12%
Speak IndoEuropean Language at Home	543	1.68%
Speak Spanish at Home	266	0.82%
Speak Other Language at Home	22	0.07%

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Leitchfield, Kentucky

DESCRIPTION	DATA	%
2023 Est. Population by Age	34,362	
Age 0 - 4	2,027	5.90%
Age 5 - 9	2,061	6.00%
Age 10 - 14	2,130	6.20%
Age 15 - 17	1,296	3.77%
Age 18 - 20	1,178	3.43%
Age 21 - 24	1,565	4.55%
Age 25 - 34	4,158	12.10%
Age 35 - 44	3,856	11.22%
Age 45 - 54	4,192	12.20%
Age 55 - 64	4,839	14.08%
Age 65 - 74	4,402	12.81%
Age 75 - 84	2,054	5.98%
Age 85 and over	605	1.76%
Age 16 and over	27,720	80.67%
Age 18 and over	26,848	78.13%
Age 21 and over	25,670	74.70%
Age 65 and over	7,061	20.55%
2023 Est. Median Age		42.20
2023 Est. Average Age		41.64
2023 Est. Population by Sex	34,362	
Male	17,344	50.47%
Female	17,018	49.53%

DESCRIPTION	DATA	%
2023 Est. Male Population by Age	17,344	
Age 0 - 4	1,043	6.01%
Age 5 - 9	1,049	6.05%
Age 10 - 14	1,103	6.36%
Age 15 - 17	693	4.00%
Age 18 - 20	633	3.65%
Age 21 - 24	824	4.75%
Age 25 - 34	2,163	12.47%
Age 35 - 44	1,976	11.39%
Age 45 - 54	2,126	12.26%
Age 55 - 64	2,444	14.09%
Age 65 - 74	2,131	12.29%
Age 75 - 84	931	5.37%
Age 85 and over	227	1.31%
2023 Est. Median Age, Male		40.89
2023 Est. Average Age, Male		40.71
2023 Est. Female Population by Age	17,018	
Age 0 - 4	984	5.78%
Age 5 - 9	1,012	5.95%
Age 10 - 14	1,027	6.04%
Age 15 - 17	603	3.54%
Age 18 - 20	544	3.20%
Age 21 - 24	741	4.35%
Age 25 - 34	1,995	11.72%
Age 35 - 44	1,881	11.05%
Age 45 - 54	2,065	12.13%
Age 55 - 64	2,395	14.07%
Age 65 - 74	2,271	13.35%
Age 75 - 84	1,123	6.60%
Age 85 and over	377	2.21%
2023 Est. Median Age, Female		43.55
2023 Est. Average Age, Female		42.58

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Leitchfield, Kentucky

DESCRIPTION	DATA	%
2023 Est. Pop Age 15+ by Marital Status		
Total, Never Married	6,917	24.58%
Males, Never Married	4,065	14.44%
Females, Never Married	2,852	10.13%
Married, Spouse present	13,981	49.68%
Married, Spouse absent	903	3.21%
Widowed	2,601	9.24%
Males Widowed	839	2.98%
Females Widowed	1,763	6.26%
Divorced	3,742	13.30%
Males Divorced	1,963	6.97%
Females Divorced	1,779	6.32%
2023 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	1,727	7.16%
Some High School, no diploma	2,521	10.46%
High School Graduate (or GED)	10,699	44.39%
Some College, no degree	4,701	19.50%
Associate Degree	1,795	7.45%
Bachelor's Degree	1,573	6.53%
Master's Degree	811	3.36%
Professional School Degree	222	0.92%
Doctorate Degree	56	0.23%
2023 Est. Pop Age 25+ by Edu. Attain., Hisp./ Lat.		
No High School Diploma	41	13.99%
High School Graduate	96	32.77%
Some College or Associate's Degree	115	39.25%
Bachelor's Degree or Higher	40	13.65%
Households		
2028 Projection	13,816	
2023 Estimate	13,629	
2020 Census	13,516	
2010 Census	13,128	
Growth 2023 - 2028		1.37%
Growth 2020 - 2023		0.84%
Growth 2010 - 2020		2.96%
2023 Est. Households by Household Type	13,629	
Family Households	9,649	70.80%
Nonfamily Households	3,980	29.20%
2023 Est. Group Quarters Population	758	
2023 Households by Ethnicity, Hispanic/Latino	146	

DESCRIPTION	DATA	%
2023 Est. Households by Household Income	13,629	
Income < \$15,000	1,931	14.17%
Income \$15,000 - \$24,999	1,600	11.74%
Income \$25,000 - \$34,999	1,598	11.73%
Income \$35,000 - \$49,999	2,437	17.88%
Income \$50,000 - \$74,999	1,999	14.67%
Income \$75,000 - \$99,999	1,510	11.08%
Income \$100,000 - \$124,999	1,002	7.35%
Income \$125,000 - \$149,999	535	3.93%
Income \$150,000 - \$199,999	456	3.35%
Income \$200,000 - \$249,999	248	1.82%
Income \$250,000 - \$499,999	223	1.64%
Income \$500,000+	91	0.67%
2023 Est. Average Household Income		\$66,487
2023 Est. Median Household Income		\$44,972
2023 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		\$45,187
Black or African American Alone		\$24,436
American Indian and Alaska Native Alone		\$63,539
Asian Alone		\$47,075
Native Hawaiian and Other Pacific Islander Alone		\$200,001
Some Other Race Alone		\$193,750
Two or More Races		\$42,669
Hispanic or Latino		\$79,961
Not Hispanic or Latino		\$44,892
2023 Est. Family HH Type by Presence of Own Child.	9,649	
Married-Couple Family, own children	2,771	28.72%
Married-Couple Family, no own children	4,865	50.42%
Male Householder, own children	329	3.41%
Male Householder, no own children	301	3.12%
Female Householder, own children	750	7.77%
Female Householder, no own children	633	6.56%
2023 Est. Households by Household Size	13,629	
1-person	3,403	24.97%
2-person	5,658	41.51%
3-person	2,031	14.90%
4-person	1,225	8.99%
5-person	678	4.97%
6-person	396	2.91%
7-or-more-person	237	1.74%
2023 Est. Average Household Size		2.46

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DESCRIPTION	DATA	%
2023 Est. Households by Presence of People Under 18	13,629	
Households with 1 or More People under Age 18:	4,365	32.03%
Married-Couple Family	3,039	69.62%
Other Family, Male Householder	383	8.77%
Other Family, Female Householder	882	20.21%
Nonfamily, Male Householder	49	1.12%
Nonfamily, Female Householder	11	0.25%
Households with No People under Age 18:	9,264	
Married-Couple Family	4,597	49.62%
Other Family, Male Householder	248	2.68%
Other Family, Female Householder	504	5.44%
Nonfamily, Male Householder	1,928	20.81%
Nonfamily, Female Householder	1,988	21.46%
2023 Est. Households by Number of Vehicles	13,629	
No Vehicles	775	5.69%
1 Vehicle	4,182	30.68%
2 Vehicles	4,262	31.27%
3 Vehicles	2,891	21.21%
4 Vehicles	835	6.13%
5 or more Vehicles	684	5.02%
2023 Est. Average Number of Vehicles		2.1
Family Households		
2028 Projection	9,788	
2023 Estimate	9,649	
2010 Census	9,301	
Growth 2023 - 2028		1.44%
Growth 2010 - 2023		3.74%
2023 Est. Families by Poverty Status	9,649	
2023 Families at or Above Poverty	8,007	82.98%
2023 Families at or Above Poverty with Children	2,892	29.97%
2023 Families Below Poverty	1,643	17.03%
2023 Families Below Poverty with Children	1,132	11.73%
2023 Est. Pop 16+ by Employment Status		
Civilian Labor Force, Employed	13,850	49.96%
Civilian Labor Force, Unemployed	647	2.33%
Armed Forces	11	0.04%
Not in Labor Force	13,213	47.67%

DESCRIPTION	DATA	%
2023 Est. Civ. Employed Pop 16+ by Class of Worker	13,945	
For-Profit Private Workers	9,688	69.47%
Non-Profit Private Workers	1,131	8.11%
Local Government Workers	182	1.30%
State Government Workers	557	3.99%
Federal Government Workers	1,084	7.77%
Self-Employed Workers	1,288	9.24%
Unpaid Family Workers	15	0.11%
2023 Est. Civ. Employed Pop 16+ by Occupation	13,945	
Architect/Engineer	91	0.65%
Arts/Entertainment/Sports	29	0.21%
Building Grounds Maintenance	461	3.31%
Business/Financial Operations	333	2.39%
Community/Social Services	173	1.24%
Computer/Mathematical	133	0.95%
Construction/Extraction	1,398	10.03%
Education/Training/Library	850	6.09%
Farming/Fishing/Forestry	156	1.12%
Food Prep/Serving	661	4.74%
Health Practitioner/Technician	814	5.84%
Healthcare Support	350	2.51%
Maintenance Repair	736	5.28%
Legal	48	0.34%
Life/Physical/Social Science	31	0.22%
Management	977	7.01%
Office/Admin. Support	1,266	9.08%
Production	2,044	14.66%
Protective Services	296	2.12%
Sales/Related	1,277	9.16%
Personal Care/Service	351	2.52%
Transportation/Moving	1,470	10.54%
2023 Est. Pop 16+ by Occupation Classification	13,945	
White Collar	6,022	43.18%
Blue Collar	5,648	40.50%
Service and Farm	2,275	16.31%
2023 Est. Workers Age 16+ by Transp. to Work	13,704	
Drove Alone	11,035	80.52%
Car Pooled	1,552	11.33%
Public Transportation	23	0.17%
Walked	358	2.61%
Bicycle	1	0.01%
Other Means	365	2.66%
Worked at Home	369	2.69%

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DESCRIPTION	DATA	%
2023 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	4,248	
15 - 29 Minutes	4,208	
30 - 44 Minutes	1,757	
45 - 59 Minutes	1,206	
60 or more Minutes	1,914	
2023 Est. Avg Travel Time to Work in Minutes		31
2023 Est. Occupied Housing Units by Tenure	13,629	
Owner Occupied	10,434	76.56%
Renter Occupied	3,195	23.44%
2023 Owner Occ. HUs: Avg. Length of Residence		18.68 [†]
2023 Renter Occ. HUs: Avg. Length of Residence		6.93 [†]
2023 Est. Owner-Occupied Housing Units by Value	13,629	
Value Less than \$20,000	556	5.33%
Value \$20,000 - \$39,999	411	3.94%
Value \$40,000 - \$59,999	532	5.10%
Value \$60,000 - \$79,999	592	5.67%
Value \$80,000 - \$99,999	667	6.39%
Value \$100,000 - \$149,999	1,980	18.98%
Value \$150,000 - \$199,999	1,677	16.07%
Value \$200,000 - \$299,999	1,849	17.72%
Value \$300,000 - \$399,999	910	8.72%
Value \$400,000 - \$499,999	541	5.18%
Value \$500,000 - \$749,999	459	4.40%
Value \$750,000 - \$999,999	174	1.67%
Value \$1,000,000 or \$1,499,999	51	0.49%
Value \$1,500,000 or \$1,999,999	15	0.14%
Value \$2,000,000+	18	0.17%
2023 Est. Median All Owner-Occupied Housing Value		\$163,164
2023 Est. Housing Units by Units in Structure		
1 Unit Detached	13,074	69.88%
1 Unit Attached	87	0.47%
2 Units	237	1.27%
3 or 4 Units	442	2.36%
5 to 19 Units	271	1.45%
20 to 49 Units	112	0.60%
50 or More Units	17	0.09%
Mobile Home or Trailer	4,469	23.89%
Boat, RV, Van, etc.	0	0.00%

DESCRIPTION	DATA	%
2023 Est. Housing Units by Year Structure Built		
Housing Units Built 2014 or later	782	4.18%
Housing Units Built 2010 to 2014	625	3.34%
Housing Units Built 2000 to 2009	3,041	16.25%
Housing Units Built 1990 to 1999	3,734	19.96%
Housing Units Built 1980 to 1989	2,623	14.02%
Housing Units Built 1970 to 1979	3,810	20.36%
Housing Units Built 1960 to 1969	1,868	9.99%
Housing Units Built 1950 to 1959	1,011	5.40%
Housing Units Built 1940 to 1949	433	2.31%
Housing Unit Built 1939 or Earlier	782	4.18%
2023 Est. Median Year Structure Built		1986

[†] 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.



The**RetailCoach**.®

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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