



The **Retail**Coach.®

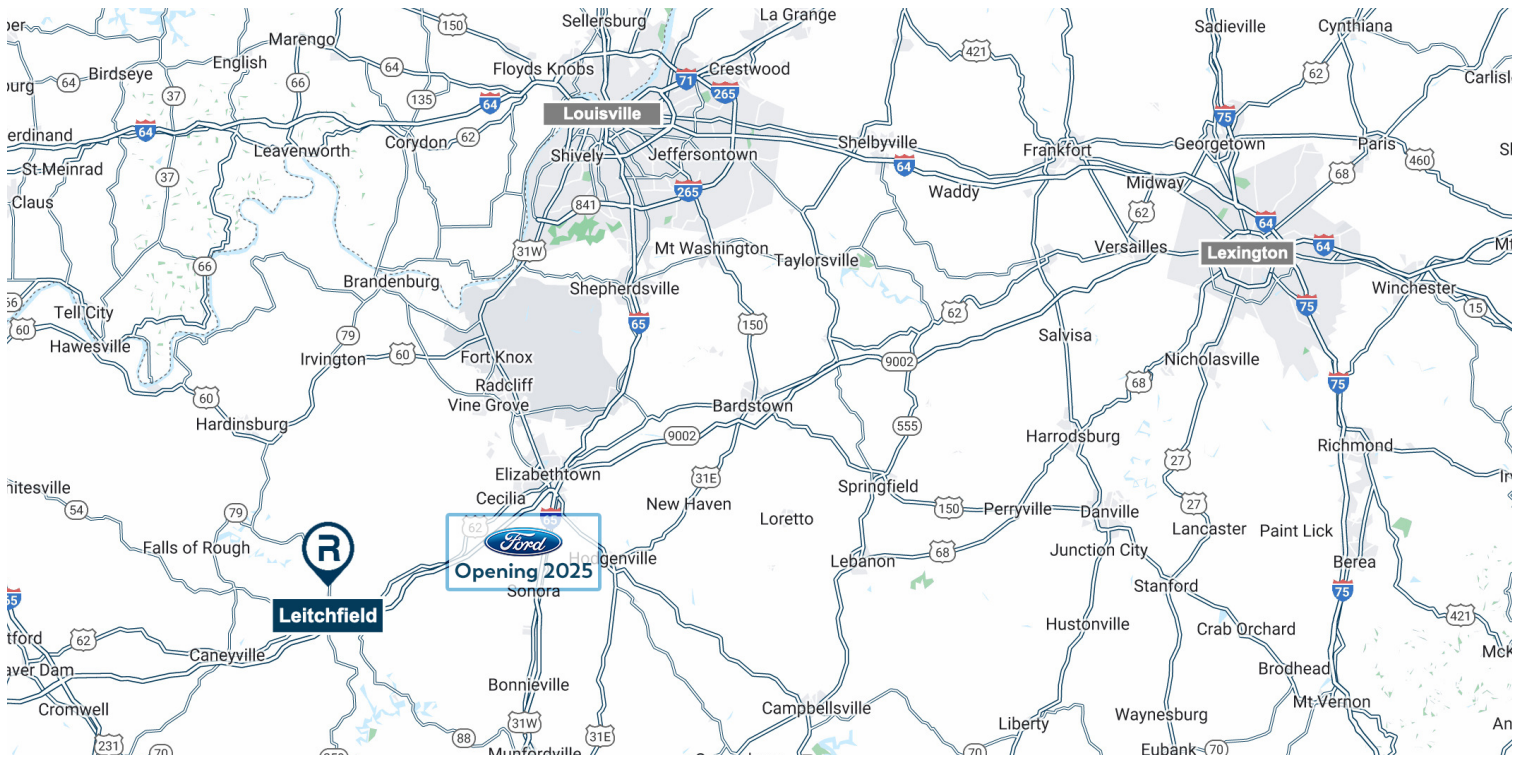
Community Demographic Profile

LEITCHFIELD, KENTUCKY

Prepared for City of Leitchfield Tourism Commission
December 2023

Community • Demographic Snapshot

Leitchfield, Kentucky



Population

Year	Population
2020	6,404
2023	6,741
2028	6,796

Age

Age Group	Percentage
0 - 9 Years	13.54%
10 - 17 Years	10.93%
18 - 24 Years	8.35%
25 - 34 Years	13.41%
35 - 44 Years	12.52%
45 - 54 Years	11.23%
55 - 64 Years	10.98%
65 and Older	19.03%
Median Age	37.92
Average Age	39.60

Educational Attainment (%)

Graduate or Professional Degree	3.91%
Bachelors Degree	6.76%
Associate Degree	7.16%
Some College	20.85%
High School Graduate (GED)	44.83%
Some High School, No Degree	9.74%
Less than 9th Grade	6.76%

Race Distribution (%)

White	91.32%
Black/African American	2.22%
American Indian/Alaskan	0.33%
Asian	0.45%
Native Hawaiian/Islander	0.00%
Other Race	0.82%
Two or More Races	4.87%
Hispanic	2.24%

Income

Average HH	\$56,333
Median HH	\$37,494
Per Capita	\$24,041



Ilsa Johnson

City of Leitchfield Tourism Commission
Tourism Executive Director

425 South Main Street
Leitchfield, Kentucky 42754

Phone 270.259.5587
Cell 270.868.0268
Ilsa.Johnson@Leitchfield.org

Aaron Farmer

The Retail Coach, LLC
President

Office 662.844.2155
Cell 662.231.0608
AFarmer@theretailcoach.net
www.TheRetailCoach.net



Community • Demographic Profile

Leitchfield, Kentucky

DESCRIPTION	DATA	%
Population		
2028 Projection	6,796	
2023 Estimate	6,741	
2020 Census	6,404	
2010 Census	6,157	
Growth 2023 - 2028		0.82%
Growth 2020 - 2023		5.26%
Growth 2010 - 2020		4.01%
2023 Est. Population by Single-Classification Race	6,741	
White Alone	6,156	91.32%
Black or African American Alone	150	2.22%
Amer. Indian and Alaska Native Alone	22	0.33%
Asian Alone	30	0.45%
Native Hawaiian and Other Pacific Island Alone	0	0.00%
Some Other Race Alone	55	0.82%
Two or More Races	328	4.87%
2023 Est. Population by Hispanic or Latino Origin	6,741	
Not Hispanic or Latino	6,590	97.76%
Hispanic or Latino	151	2.24%
Mexican	37	24.50%
Puerto Rican	80	52.98%
Cuban	0	0.00%
All Other Hispanic or Latino	34	22.52%
2023 Est. Hisp. or Latino Pop by Single-Class. Race	151	
White Alone	60	39.74%
Black or African American Alone	2	1.32%
American Indian and Alaska Native Alone	2	1.32%
Asian Alone	0	0.00%
Native Hawaiian and Other Pacific Islander Alone	0	0.00%
Some Other Race Alone	33	21.85%
Two or More Races	54	35.76%

DESCRIPTION	DATA	%
2023 Est. Pop by Race, Asian Alone, by Category	30	
Chinese, except Taiwanese	0	0.00%
Filipino	0	0.00%
Japanese	0	0.00%
Asian Indian	0	0.00%
Korean	4	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	26	86.67%
2023 Est. Pop Age 5+ by Language Spoken At Home		
Speak Only English at Home	6,150	97.84%
Speak Asian/Pacific Island Language at Home	0	0.00%
Speak IndoEuropean Language at Home	35	0.56%
Speak Spanish at Home	101	1.61%
Speak Other Language at Home	0	0.00%

Community • Demographic Profile

Leitchfield, Kentucky

DESCRIPTION	DATA	%
2023 Est. Population by Age	6,741	
Age 0 - 4	455	6.75%
Age 5 - 9	458	6.79%
Age 10 - 14	467	6.93%
Age 15 - 17	270	4.00%
Age 18 - 20	244	3.62%
Age 21 - 24	319	4.73%
Age 25 - 34	904	13.41%
Age 35 - 44	844	12.52%
Age 45 - 54	757	11.23%
Age 55 - 64	740	10.98%
Age 65 - 74	710	10.53%
Age 75 - 84	406	6.02%
Age 85 and over	167	2.48%
Age 16 and over	5,272	78.21%
Age 18 and over	5,091	75.52%
Age 21 and over	4,847	71.90%
Age 65 and over	1,283	19.03%
2023 Est. Median Age		37.92
2023 Est. Average Age		39.60
2023 Est. Population by Sex	6,741	
Male	3,355	49.77%
Female	3,386	50.23%

DESCRIPTION	DATA	%
2023 Est. Male Population by Age	3,355	
Age 0 - 4	235	7.00%
Age 5 - 9	232	6.91%
Age 10 - 14	238	7.09%
Age 15 - 17	149	4.44%
Age 18 - 20	140	4.17%
Age 21 - 24	182	5.42%
Age 25 - 34	503	14.99%
Age 35 - 44	435	12.97%
Age 45 - 54	379	11.30%
Age 55 - 64	354	10.55%
Age 65 - 74	300	8.94%
Age 75 - 84	156	4.65%
Age 85 and over	52	1.55%
2023 Est. Median Age, Male		34.97
2023 Est. Average Age, Male		37.30
2023 Est. Female Population by Age	3,386	
Age 0 - 4	220	6.50%
Age 5 - 9	226	6.67%
Age 10 - 14	229	6.76%
Age 15 - 17	121	3.57%
Age 18 - 20	104	3.07%
Age 21 - 24	137	4.05%
Age 25 - 34	401	11.84%
Age 35 - 44	409	12.08%
Age 45 - 54	378	11.16%
Age 55 - 64	386	11.40%
Age 65 - 74	410	12.11%
Age 75 - 84	250	7.38%
Age 85 and over	115	3.40%
2023 Est. Median Age, Female		41.19
2023 Est. Average Age, Female		41.80

Community • Demographic Profile

Leitchfield, Kentucky

DESCRIPTION	DATA	%
2023 Est. Pop Age 15+ by Marital Status		
Total, Never Married	1,588	29.62%
Males, Never Married	906	16.90%
Females, Never Married	682	12.72%
Married, Spouse present	2,061	38.44%
Married, Spouse absent	158	2.95%
Widowed	635	11.85%
Males Widowed	144	2.69%
Females Widowed	491	9.16%
Divorced	919	17.14%
Males Divorced	505	9.42%
Females Divorced	414	7.72%
2023 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	306	6.76%
Some High School, no diploma	441	9.74%
High School Graduate (or GED)	2,030	44.83%
Some College, no degree	944	20.85%
Associate Degree	324	7.16%
Bachelor's Degree	306	6.76%
Master's Degree	140	3.09%
Professional School Degree	27	0.60%
Doctorate Degree	10	0.22%
2023 Est. Pop Age 25+ by Edu. Attain., Hisp./ Lat.		
No High School Diploma	13	14.77%
High School Graduate	34	38.64%
Some College or Associate's Degree	32	36.36%
Bachelor's Degree or Higher	9	10.23%
Households		
2028 Projection	2,690	
2023 Estimate	2,663	
2020 Census	2,523	
2010 Census	2,383	
Growth 2023 - 2028		1.01%
Growth 2020 - 2023		5.55%
Growth 2010 - 2020		5.87%
2023 Est. Households by Household Type	2,663	
Family Households	1,707	64.10%
Nonfamily Households	956	35.90%
2023 Est. Group Quarters Population	501	
2023 Households by Ethnicity, Hispanic/Latino	39	

DESCRIPTION	DATA	%
2023 Est. Households by Household Income	2,663	
Income < \$15,000	490	18.40%
Income \$15,000 - \$24,999	354	13.29%
Income \$25,000 - \$34,999	391	14.68%
Income \$35,000 - \$49,999	519	19.49%
Income \$50,000 - \$74,999	247	9.28%
Income \$75,000 - \$99,999	273	10.25%
Income \$100,000 - \$124,999	193	7.25%
Income \$125,000 - \$149,999	84	3.15%
Income \$150,000 - \$199,999	47	1.76%
Income \$200,000 - \$249,999	19	0.71%
Income \$250,000 - \$499,999	29	1.09%
Income \$500,000+	17	0.64%
2023 Est. Average Household Income		\$56,333
2023 Est. Median Household Income		\$37,494
2023 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		\$36,448
Black or African American Alone		\$26,167
American Indian and Alaska Native Alone		\$70,703
Asian Alone		\$75,000
Native Hawaiian and Other Pacific Islander Alone		\$0
Some Other Race Alone		\$185,205
Two or More Races		\$42,880
Hispanic or Latino		\$117,601
Not Hispanic or Latino		\$37,273
2023 Est. Family HH Type by Presence of Own Child.	1,707	
Married-Couple Family, own children	478	28.00%
Married-Couple Family, no own children	721	42.24%
Male Householder, own children	68	3.98%
Male Householder, no own children	58	3.40%
Female Householder, own children	218	12.77%
Female Householder, no own children	164	9.61%
2023 Est. Households by Household Size	2,663	
1-person	836	31.39%
2-person	935	35.11%
3-person	411	15.43%
4-person	215	8.07%
5-person	144	5.41%
6-person	81	3.04%
7-or-more-person	41	1.54%
2023 Est. Average Household Size		2.34

Community • Demographic Profile

Leitchfield, Kentucky

DESCRIPTION	DATA	%
2023 Est. Households by Presence of People Under 18	2,663	
Households with 1 or More People under Age 18:	866	32.52%
Married-Couple Family	522	60.28%
Other Family, Male Householder	76	8.78%
Other Family, Female Householder	255	29.45%
Nonfamily, Male Householder	11	1.27%
Nonfamily, Female Householder	2	0.23%
Households with No People under Age 18:	1,797	
Married-Couple Family	676	37.62%
Other Family, Male Householder	50	2.78%
Other Family, Female Householder	129	7.18%
Nonfamily, Male Householder	365	20.31%
Nonfamily, Female Householder	577	32.11%
2023 Est. Households by Number of Vehicles	2,663	
No Vehicles	141	5.29%
1 Vehicle	1,182	44.39%
2 Vehicles	670	25.16%
3 Vehicles	432	16.22%
4 Vehicles	95	3.57%
5 or more Vehicles	143	5.37%
2023 Est. Average Number of Vehicles		1.9
Family Households		
2028 Projection	1,726	
2023 Estimate	1,707	
2010 Census	1,525	
Growth 2023 - 2028		1.11%
Growth 2010 - 2023		11.93%
2023 Est. Families by Poverty Status	1,707	
2023 Families at or Above Poverty	1,304	76.39%
2023 Families at or Above Poverty with Children	538	31.52%
2023 Families Below Poverty	403	23.61%
2023 Families Below Poverty with Children	365	21.38%
2023 Est. Pop 16+ by Employment Status		
Civilian Labor Force, Employed	2,816	53.41%
Civilian Labor Force, Unemployed	99	1.88%
Armed Forces	0	0.00%
Not in Labor Force	2,357	44.71%

DESCRIPTION	DATA	%
2023 Est. Civ. Employed Pop 16+ by Class of Worker	2,870	
For-Profit Private Workers	2,020	70.38%
Non-Profit Private Workers	329	11.46%
Local Government Workers	25	0.87%
State Government Workers	112	3.90%
Federal Government Workers	189	6.58%
Self-Employed Workers	193	6.72%
Unpaid Family Workers	2	0.07%
2023 Est. Civ. Employed Pop 16+ by Occupation	2,870	
Architect/Engineer	16	0.56%
Arts/Entertainment/Sports	7	0.24%
Building Grounds Maintenance	51	1.78%
Business/Financial Operations	92	3.21%
Community/Social Services	33	1.15%
Computer/Mathematical	29	1.01%
Construction/Extraction	268	9.34%
Education/Training/Library	133	4.63%
Farming/Fishing/Forestry	67	2.33%
Food Prep/Serving	187	6.52%
Health Practitioner/Technician	187	6.52%
Healthcare Support	55	1.92%
Maintenance Repair	59	2.06%
Legal	10	0.35%
Life/Physical/Social Science	1	0.04%
Management	184	6.41%
Office/Admin. Support	268	9.34%
Production	454	15.82%
Protective Services	107	3.73%
Sales/Related	287	10.00%
Personal Care/Service	82	2.86%
Transportation/Moving	293	10.21%
2023 Est. Pop 16+ by Occupation Classification	2,870	
White Collar	1,247	43.45%
Blue Collar	1,074	37.42%
Service and Farm	549	19.13%
2023 Est. Workers Age 16+ by Transp. to Work	2,845	
Drove Alone	2,398	84.29%
Car Pooled	276	9.70%
Public Transportation	2	0.07%
Walked	21	0.74%
Bicycle	0	0.00%
Other Means	98	3.44%
Worked at Home	50	1.76%

Community • Demographic Profile

Leitchfield, Kentucky

DESCRIPTION	DATA	%
2023 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	1,471	
15 - 29 Minutes	447	
30 - 44 Minutes	177	
45 - 59 Minutes	252	
60 or more Minutes	449	
2023 Est. Avg Travel Time to Work in Minutes		28
2023 Est. Occupied Housing Units by Tenure	2,663	
Owner Occupied	1,646	61.81%
Renter Occupied	1,017	38.19%
2023 Owner Occ. HUs: Avg. Length of Residence		17.40 [†]
2023 Renter Occ. HUs: Avg. Length of Residence		6.30 [†]
2023 Est. Owner-Occupied Housing Units by Value	2,663	
Value Less than \$20,000	20	1.21%
Value \$20,000 - \$39,999	34	2.07%
Value \$40,000 - \$59,999	48	2.92%
Value \$60,000 - \$79,999	89	5.41%
Value \$80,000 - \$99,999	151	9.17%
Value \$100,000 - \$149,999	383	23.27%
Value \$150,000 - \$199,999	251	15.25%
Value \$200,000 - \$299,999	355	21.57%
Value \$300,000 - \$399,999	135	8.20%
Value \$400,000 - \$499,999	124	7.53%
Value \$500,000 - \$749,999	40	2.43%
Value \$750,000 - \$999,999	15	0.91%
Value \$1,000,000 or \$1,499,999	0	0.00%
Value \$1,500,000 or \$1,999,999	0	0.00%
Value \$2,000,000+	1	0.06%
2023 Est. Median All Owner-Occupied Housing Value		\$167,350
2023 Est. Housing Units by Units in Structure		
1 Unit Detached	1,833	62.71%
1 Unit Attached	28	0.96%
2 Units	167	5.71%
3 or 4 Units	270	9.24%
5 to 19 Units	196	6.71%
20 to 49 Units	90	3.08%
50 or More Units	15	0.51%
Mobile Home or Trailer	324	11.09%
Boat, RV, Van, etc.	0	0.00%

[†] Years

DESCRIPTION	DATA	%
2023 Est. Housing Units by Year Structure Built		
Housing Units Built 2014 or later	38	1.30%
Housing Units Built 2010 to 2014	101	3.45%
Housing Units Built 2000 to 2009	394	13.48%
Housing Units Built 1990 to 1999	481	16.46%
Housing Units Built 1980 to 1989	599	20.49%
Housing Units Built 1970 to 1979	672	22.99%
Housing Units Built 1960 to 1969	299	10.23%
Housing Units Built 1950 to 1959	202	6.91%
Housing Units Built 1940 to 1949	20	0.68%
Housing Unit Built 1939 or Earlier	117	4.00%
2023 Est. Median Year Structure Built		1982

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.

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