



# Market Profile

Dollar General - Hitchins, KY  
 3705 S State Highway 1, Grayson, Kentucky, 41143  
 Rings: 1, 3, 5 mile radii

Prepared by Esri  
 Latitude: 38.28026  
 Longitude: -82.92029

	1 mile	3 miles	5 miles
<b>Population Summary</b>			
2000 Total Population	782	2,995	10,135
2010 Total Population	772	3,031	10,686
2019 Total Population	778	3,079	10,700
2019 Group Quarters	0	34	581
2024 Total Population	774	3,069	10,615
2019-2024 Annual Rate	-0.10%	-0.07%	-0.16%
2019 Total Daytime Population	572	2,269	11,486
Workers	52	217	4,713
Residents	520	2,052	6,773
<b>Household Summary</b>			
2000 Households	274	1,097	3,749
2000 Average Household Size	2.85	2.70	2.54
2010 Households	280	1,144	4,068
2010 Average Household Size	2.76	2.62	2.48
2019 Households	285	1,173	4,101
2019 Average Household Size	2.73	2.60	2.47
2024 Households	285	1,173	4,075
2024 Average Household Size	2.72	2.59	2.46
2019-2024 Annual Rate	0.00%	0.00%	-0.13%
2010 Families	207	834	2,855
2010 Average Family Size	3.22	3.09	2.98
2019 Families	208	843	2,833
2019 Average Family Size	3.20	3.08	2.98
2024 Families	206	839	2,800
2024 Average Family Size	3.21	3.07	2.98
2019-2024 Annual Rate	-0.19%	-0.10%	-0.23%
<b>Housing Unit Summary</b>			
2000 Housing Units	295	1,201	4,070
Owner Occupied Housing Units	82.0%	76.9%	70.2%
Renter Occupied Housing Units	10.5%	14.5%	21.9%
Vacant Housing Units	7.5%	8.7%	7.9%
2010 Housing Units	306	1,265	4,492
Owner Occupied Housing Units	76.8%	72.2%	64.6%
Renter Occupied Housing Units	14.7%	18.3%	25.9%
Vacant Housing Units	8.5%	9.6%	9.4%
2019 Housing Units	317	1,312	4,624
Owner Occupied Housing Units	75.7%	71.9%	64.1%
Renter Occupied Housing Units	14.2%	17.6%	24.5%
Vacant Housing Units	10.1%	10.6%	11.3%
2024 Housing Units	323	1,339	4,713
Owner Occupied Housing Units	74.3%	70.5%	63.2%
Renter Occupied Housing Units	13.6%	17.0%	23.3%
Vacant Housing Units	11.8%	12.4%	13.5%
<b>Median Household Income</b>			
2019	\$39,400	\$37,561	\$36,492
2024	\$41,497	\$39,761	\$39,755
<b>Median Home Value</b>			
2019	\$82,422	\$91,472	\$107,334
2024	\$88,115	\$100,159	\$119,568
<b>Per Capita Income</b>			
2019	\$19,045	\$18,752	\$18,431
2024	\$20,616	\$20,502	\$20,406
<b>Median Age</b>			
2010	40.2	40.3	38.0
2019	42.5	42.5	40.1
2024	44.5	44.0	41.7

**Data Note:** Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households. Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by the total population.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.



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<b>2019 Households by Income</b>			
Household Income Base	285	1,173	4,101
<\$15,000	22.1%	21.9%	20.2%
\$15,000 - \$24,999	11.9%	12.3%	14.8%
\$25,000 - \$34,999	10.9%	12.1%	13.1%
\$35,000 - \$49,999	14.4%	16.5%	14.0%
\$50,000 - \$74,999	20.7%	18.8%	19.9%
\$75,000 - \$99,999	11.6%	8.6%	7.9%
\$100,000 - \$149,999	7.0%	8.0%	8.6%
\$150,000 - \$199,999	1.4%	1.6%	1.2%
\$200,000+	0.4%	0.3%	0.3%
Average Household Income	\$49,002	\$47,833	\$47,513
<b>2024 Households by Income</b>			
Household Income Base	285	1,173	4,075
<\$15,000	21.1%	20.5%	18.5%
\$15,000 - \$24,999	11.2%	11.5%	13.6%
\$25,000 - \$34,999	10.5%	11.6%	12.5%
\$35,000 - \$49,999	14.0%	16.1%	13.8%
\$50,000 - \$74,999	21.4%	19.6%	20.9%
\$75,000 - \$99,999	12.6%	9.5%	9.0%
\$100,000 - \$149,999	7.4%	9.0%	9.8%
\$150,000 - \$199,999	1.4%	2.0%	1.5%
\$200,000+	0.4%	0.3%	0.4%
Average Household Income	\$52,799	\$52,160	\$52,548
<b>2019 Owner Occupied Housing Units by Value</b>			
Total	240	943	2,966
<\$50,000	32.9%	31.1%	23.0%
\$50,000 - \$99,999	26.7%	22.7%	24.7%
\$100,000 - \$149,999	17.9%	16.1%	15.7%
\$150,000 - \$199,999	15.4%	14.6%	15.7%
\$200,000 - \$249,999	3.8%	6.0%	8.8%
\$250,000 - \$299,999	2.1%	1.9%	2.2%
\$300,000 - \$399,999	1.7%	5.7%	8.1%
\$400,000 - \$499,999	0.0%	1.0%	1.0%
\$500,000 - \$749,999	0.0%	0.0%	0.0%
\$750,000 - \$999,999	0.0%	0.0%	0.1%
\$1,000,000 - \$1,499,999	0.0%	0.3%	0.4%
\$1,500,000 - \$1,999,999	0.0%	0.3%	0.3%
\$2,000,000 +	0.0%	0.0%	0.0%
Average Home Value	\$97,199	\$123,539	\$141,121
<b>2024 Owner Occupied Housing Units by Value</b>			
Total	240	944	2,977
<\$50,000	30.4%	28.4%	20.7%
\$50,000 - \$99,999	25.4%	21.6%	23.1%
\$100,000 - \$149,999	18.3%	16.6%	15.9%
\$150,000 - \$199,999	17.1%	16.1%	16.9%
\$200,000 - \$249,999	4.2%	6.6%	9.3%
\$250,000 - \$299,999	2.1%	2.2%	2.4%
\$300,000 - \$399,999	2.1%	6.9%	9.8%
\$400,000 - \$499,999	0.0%	1.1%	1.1%
\$500,000 - \$749,999	0.0%	0.0%	0.0%
\$750,000 - \$999,999	0.0%	0.0%	0.1%
\$1,000,000 - \$1,499,999	0.0%	0.3%	0.4%
\$1,500,000 - \$1,999,999	0.0%	0.3%	0.3%
\$2,000,000 +	0.0%	0.0%	0.0%
Average Home Value	\$102,301	\$131,429	\$149,336

**Data Note:** Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest dividends, net rents, pensions, SSI and welfare payments, child support, and alimony.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.



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	1 mile	3 miles	5 miles
<b>2010 Population by Age</b>			
Total	772	3,033	10,686
0 - 4	6.1%	6.3%	6.2%
5 - 9	5.7%	5.9%	6.0%
10 - 14	7.8%	7.6%	6.7%
15 - 24	13.1%	12.5%	15.5%
25 - 34	10.5%	10.9%	11.9%
35 - 44	14.0%	13.3%	12.4%
45 - 54	15.8%	15.4%	13.9%
55 - 64	13.2%	13.4%	12.3%
65 - 74	8.5%	8.8%	8.8%
75 - 84	4.3%	4.5%	4.8%
85 +	1.2%	1.4%	1.7%
18 +	75.1%	75.2%	76.9%
<b>2019 Population by Age</b>			
Total	779	3,079	10,702
0 - 4	5.4%	5.6%	5.4%
5 - 9	5.9%	5.9%	5.7%
10 - 14	6.0%	6.2%	5.8%
15 - 24	10.9%	11.0%	13.9%
25 - 34	13.1%	12.6%	13.0%
35 - 44	11.6%	11.6%	11.6%
45 - 54	14.2%	13.5%	12.2%
55 - 64	15.3%	14.9%	13.5%
65 - 74	11.4%	11.5%	11.1%
75 - 84	4.9%	5.5%	5.7%
85 +	1.3%	1.7%	2.0%
18 +	79.5%	79.1%	79.7%
<b>2024 Population by Age</b>			
Total	774	3,068	10,614
0 - 4	5.2%	5.4%	5.3%
5 - 9	5.6%	5.6%	5.5%
10 - 14	6.2%	6.3%	6.0%
15 - 24	10.1%	10.4%	13.7%
25 - 34	11.9%	11.9%	11.6%
35 - 44	11.8%	11.5%	11.9%
45 - 54	13.0%	12.5%	11.8%
55 - 64	15.6%	14.8%	13.3%
65 - 74	12.8%	12.5%	11.8%
75 - 84	6.3%	7.0%	7.1%
85 +	1.6%	2.0%	2.1%
18 +	79.5%	79.0%	79.7%
<b>2010 Population by Sex</b>			
Males	390	1,505	5,221
Females	382	1,526	5,465
<b>2019 Population by Sex</b>			
Males	393	1,524	5,238
Females	385	1,555	5,462
<b>2024 Population by Sex</b>			
Males	390	1,515	5,203
Females	384	1,554	5,412

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.



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<b>2010 Population by Race/Ethnicity</b>			
Total	771	3,031	10,686
White Alone	98.3%	98.2%	96.7%
Black Alone	0.3%	0.3%	1.1%
American Indian Alone	0.1%	0.1%	0.2%
Asian Alone	0.1%	0.2%	0.3%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	0.1%	0.2%	0.7%
Two or More Races	1.0%	1.0%	1.0%
Hispanic Origin	0.3%	0.4%	1.6%
Diversity Index	4.1	4.4	9.4
<b>2019 Population by Race/Ethnicity</b>			
Total	779	3,079	10,699
White Alone	97.6%	97.6%	95.8%
Black Alone	0.4%	0.4%	1.3%
American Indian Alone	0.1%	0.1%	0.2%
Asian Alone	0.4%	0.4%	0.5%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	0.1%	0.2%	0.8%
Two or More Races	1.4%	1.3%	1.3%
Hispanic Origin	0.3%	0.5%	1.7%
Diversity Index	5.1	5.5	11.3
<b>2024 Population by Race/Ethnicity</b>			
Total	774	3,069	10,616
White Alone	97.3%	97.2%	95.2%
Black Alone	0.4%	0.4%	1.5%
American Indian Alone	0.1%	0.1%	0.2%
Asian Alone	0.4%	0.5%	0.7%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	0.1%	0.2%	0.8%
Two or More Races	1.7%	1.6%	1.6%
Hispanic Origin	0.3%	0.5%	1.9%
Diversity Index	5.8	6.5	12.7
<b>2010 Population by Relationship and Household Type</b>			
Total	772	3,031	10,686
In Households	100.0%	98.9%	94.6%
In Family Households	88.3%	86.8%	81.6%
Householder	28.6%	28.3%	26.9%
Spouse	22.4%	22.1%	20.4%
Child	32.1%	31.5%	29.4%
Other relative	3.4%	2.9%	2.9%
Nonrelative	2.1%	1.9%	1.9%
In Nonfamily Households	11.7%	12.1%	13.0%
In Group Quarters	0.0%	1.1%	5.4%
Institutionalized Population	0.0%	1.1%	2.1%
Noninstitutionalized Population	0.0%	0.0%	3.3%

**Data Note:** Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.



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<b>2019 Population 25+ by Educational Attainment</b>			
Total	558	2,198	7,392
Less than 9th Grade	8.6%	8.7%	6.8%
9th - 12th Grade, No Diploma	10.9%	8.7%	7.3%
High School Graduate	38.7%	41.0%	36.8%
GED/Alternative Credential	5.2%	4.5%	6.3%
Some College, No Degree	17.2%	17.6%	20.3%
Associate Degree	5.2%	4.1%	4.3%
Bachelor's Degree	11.1%	10.8%	12.2%
Graduate/Professional Degree	3.0%	4.5%	5.9%
<b>2019 Population 15+ by Marital Status</b>			
Total	643	2,536	8,882
Never Married	21.9%	21.2%	28.2%
Married	56.3%	55.3%	49.6%
Widowed	8.1%	9.7%	9.5%
Divorced	13.7%	13.8%	12.7%
<b>2019 Civilian Population 16+ in Labor Force</b>			
Civilian Employed	93.2%	93.5%	93.2%
Civilian Unemployed (Unemployment Rate)	6.8%	6.5%	6.7%
<b>2019 Employed Population 16+ by Industry</b>			
Total	260	1,049	3,878
Agriculture/Mining	1.2%	0.6%	0.7%
Construction	11.5%	12.3%	8.2%
Manufacturing	17.7%	16.5%	12.3%
Wholesale Trade	0.8%	1.0%	1.0%
Retail Trade	13.8%	14.4%	15.3%
Transportation/Utilities	1.2%	2.2%	3.9%
Information	2.7%	1.8%	1.3%
Finance/Insurance/Real Estate	0.0%	0.9%	3.0%
Services	45.8%	45.9%	50.2%
Public Administration	5.4%	4.5%	4.0%
<b>2019 Employed Population 16+ by Occupation</b>			
Total	259	1,048	3,879
White Collar	55.8%	53.6%	56.8%
Management/Business/Financial	7.7%	6.0%	5.9%
Professional	21.5%	20.2%	21.8%
Sales	12.7%	13.4%	11.4%
Administrative Support	13.8%	13.9%	17.6%
Services	13.8%	16.5%	18.7%
Blue Collar	30.0%	29.8%	24.6%
Farming/Forestry/Fishing	0.4%	0.2%	0.3%
Construction/Extraction	6.5%	7.6%	5.5%
Installation/Maintenance/Repair	7.7%	6.4%	3.2%
Production	10.0%	10.1%	8.1%
Transportation/Material Moving	5.4%	5.5%	7.5%
<b>2010 Population By Urban/ Rural Status</b>			
Total Population	772	3,031	10,686
Population Inside Urbanized Area	0.0%	0.0%	0.0%
Population Inside Urbanized Cluster	0.8%	16.4%	47.6%
Rural Population	99.2%	83.6%	52.4%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.



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<b>2010 Households by Type</b>			
Total	280	1,144	4,068
Households with 1 Person	22.9%	23.7%	26.3%
Households with 2+ People	77.1%	76.3%	73.7%
Family Households	73.9%	72.9%	70.2%
Husband-wife Families	57.9%	56.8%	53.3%
With Related Children	23.6%	23.1%	22.0%
Other Family (No Spouse Present)	15.7%	16.1%	16.9%
Other Family with Male Householder	5.4%	4.9%	4.7%
With Related Children	3.6%	3.2%	3.0%
Other Family with Female Householder	10.4%	11.2%	12.2%
With Related Children	7.5%	8.0%	8.3%
Nonfamily Households	3.2%	3.4%	3.5%
All Households with Children	35.4%	34.8%	33.6%
Multigenerational Households	5.0%	4.3%	3.5%
Unmarried Partner Households	4.6%	4.8%	5.2%
Male-female	3.9%	3.9%	4.4%
Same-sex	0.7%	0.9%	0.8%
<b>2010 Households by Size</b>			
Total	279	1,143	4,067
1 Person Household	22.9%	23.7%	26.3%
2 Person Household	35.8%	35.5%	34.2%
3 Person Household	17.6%	17.7%	18.2%
4 Person Household	13.3%	13.6%	12.9%
5 Person Household	6.8%	6.5%	5.8%
6 Person Household	2.5%	2.0%	1.9%
7 + Person Household	1.1%	1.0%	0.7%
<b>2010 Households by Tenure and Mortgage Status</b>			
Total	280	1,144	4,068
Owner Occupied	83.9%	79.8%	71.4%
Owned with a Mortgage/Loan	39.3%	39.9%	37.6%
Owned Free and Clear	44.6%	39.9%	33.8%
Renter Occupied	16.1%	20.2%	28.6%
<b>2010 Housing Units By Urban/ Rural Status</b>			
Total Housing Units	306	1,265	4,492
Housing Units Inside Urbanized Area	0.0%	0.0%	0.0%
Housing Units Inside Urbanized Cluster	1.0%	16.4%	46.7%
Rural Housing Units	99.0%	83.6%	53.3%

**Data Note:** Households with children include any households with people under age 18, related or not. Multigenerational households are families with 3 or more parent-child relationships. Unmarried partner households are usually classified as nonfamily households unless there is another member of the household related to the householder. Multigenerational and unmarried partner households are reported only to the tract level. Esri estimated block group data, which is used to estimate polygons or non-standard geography.

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<b>Top 3 Tapestry Segments</b>			
1.	Rural Bypasses (10E)	Rural Bypasses (10E)	Small Town Simplicity (12C)
2.	Southern Satellites (10A)	Southern Satellites (10A)	Rural Bypasses (10E)
3.	Rooted Rural (10B)	Small Town Simplicity (12C)	Rooted Rural (10B)
<b>2019 Consumer Spending</b>			
Apparel & Services: Total \$	\$353,717	\$1,414,586	\$4,842,179
Average Spent	\$1,241.11	\$1,205.96	\$1,180.73
Spending Potential Index	58	56	55
Education: Total \$	\$212,538	\$864,851	\$2,995,465
Average Spent	\$745.75	\$737.30	\$730.42
Spending Potential Index	47	46	46
Entertainment/Recreation: Total \$	\$575,012	\$2,313,912	\$8,083,636
Average Spent	\$2,017.59	\$1,972.64	\$1,971.14
Spending Potential Index	62	60	60
Food at Home: Total \$	\$939,975	\$3,773,563	\$13,117,847
Average Spent	\$3,298.16	\$3,217.02	\$3,198.69
Spending Potential Index	64	62	62
Food Away from Home: Total \$	\$600,628	\$2,411,244	\$8,295,405
Average Spent	\$2,107.47	\$2,055.62	\$2,022.78
Spending Potential Index	57	56	55
Health Care: Total \$	\$1,100,248	\$4,435,638	\$15,591,671
Average Spent	\$3,860.52	\$3,781.45	\$3,801.92
Spending Potential Index	65	64	64
HH Furnishings & Equipment: Total \$	\$344,677	\$1,384,449	\$4,787,211
Average Spent	\$1,209.39	\$1,180.26	\$1,167.33
Spending Potential Index	57	55	55
Personal Care Products & Services: Total \$	\$137,985	\$553,955	\$1,897,736
Average Spent	\$484.16	\$472.25	\$462.75
Spending Potential Index	55	53	52
Shelter: Total \$	\$2,521,934	\$10,403,063	\$36,627,860
Average Spent	\$8,848.89	\$8,868.77	\$8,931.45
Spending Potential Index	48	48	48
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$439,483	\$1,760,583	\$6,047,403
Average Spent	\$1,542.05	\$1,500.92	\$1,474.62
Spending Potential Index	62	61	59
Travel: Total \$	\$316,619	\$1,283,523	\$4,455,862
Average Spent	\$1,110.94	\$1,094.22	\$1,086.53
Spending Potential Index	50	49	48
Vehicle Maintenance & Repairs: Total \$	\$199,180	\$804,584	\$2,815,556
Average Spent	\$698.88	\$685.92	\$686.55
Spending Potential Index	61	60	60

**Data Note:** Consumer spending shows the amount spent on a variety of goods and services by households that reside in the area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue. Total and Average Amount Spent Per Household represent annual figures. The Spending Potential Index represents the amount spent in the area relative to a national average of 100.

**Source:** Consumer Spending data are derived from the 2016 and 2017 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.