



Retail Market Potential

Independence City, KY
 Independence City, KY (2139142)
 Geography: Place

Prepared by Esri

Demographic Summary		2022	2027
Population		28,866	29,036
Population 18+		20,830	20,784
Households		9,948	9,996
Median Household Income		\$90,011	\$103,853

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's clothing in last 12 months	12,063	57.9%	106
Bought any women's clothing in last 12 months	10,151	48.7%	100
Bought any shoes in last 12 months	15,339	73.6%	102
Bought any fine jewelry in last 12 months	4,242	20.4%	106
Bought a watch in last 12 months	3,187	15.3%	107
Automobiles (Households)			
HH owns/leases any vehicle	9,375	94.2%	105
HH bought/leased new vehicle last 12 months	1,108	11.1%	116
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	19,210	92.2%	104
Bought/changed motor oil in last 12 months	10,725	51.5%	108
Had tune-up in last 12 months	5,287	25.4%	104
Beverages (Adults)			
Drank non-diet (regular) in last 6 months	8,801	42.3%	107
Drank beer/ale in last 6 months	8,949	43.0%	106
Cameras (Adults)			
Own digital point & shoot camera/camcorder	1,803	8.7%	88
Own digital SLR camera/camcorder	2,020	9.7%	99
Printed digital photos in last 12 months	5,588	26.8%	106
Cell Phones (Adults/Households)			
Bought cell phone in last 12 months	6,797	32.6%	100
Have a smartphone	19,609	94.1%	102
Have a smartphone: Android phone (any brand)	8,398	40.3%	101
Have a smartphone: Apple iPhone	11,486	55.1%	105
Number of cell phones in household: 1	2,327	23.4%	76
Number of cell phones in household: 2	3,798	38.2%	99
Number of cell phones in household: 3+	3,704	37.2%	128
HH has cell phone only (no landline telephone)	7,225	72.6%	109
Computers (Households)			
HH owns a computer	8,458	85.0%	105
HH owns desktop computer	4,059	40.8%	108
HH owns laptop/notebook	6,889	69.3%	106
HH owns any Apple/Mac brand computer	2,176	21.9%	98
HH owns any PC/non-Apple brand computer	7,127	71.6%	108
HH purchased most recent computer in a store	3,862	38.8%	105
HH purchased most recent computer online	2,365	23.8%	106
HH spent \$1-\$499 on most recent home computer	1,529	15.4%	99
HH spent \$500-\$999 on most recent home computer	2,114	21.3%	112
HH spent \$1,000-\$1,499 on most recent home computer	1,279	12.9%	107
HH spent \$1,500-\$1,999 on most recent home computer	481	4.8%	92
HH spent \$2,000+ on most recent home computer	439	4.4%	93

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults or households in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2022 and 2027.



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Convenience Stores (Adults)			
Shopped at convenience store in last 6 months	13,722	65.9%	105
Bought brewed coffee at convenience store in last 30 days	2,434	11.7%	94
Bought cigarettes at convenience store in last 30 days	1,390	6.7%	93
Bought gas at convenience store in last 30 days	8,809	42.3%	112
Spent at convenience store in last 30 days: \$1-19	1,586	7.6%	100
Spent at convenience store in last 30 days: \$20-\$39	2,123	10.2%	100
Spent at convenience store in last 30 days: \$40-\$50	1,914	9.2%	108
Spent at convenience store in last 30 days: \$51-\$99	1,367	6.6%	109
Spent at convenience store in last 30 days: \$100+	4,811	23.1%	113
Entertainment (Adults)			
Attended a movie in last 6 months	10,448	50.2%	105
Went to live theater in last 12 months	2,111	10.1%	101
Went to a bar/night club in last 12 months	3,943	18.9%	112
Dined out in last 12 months	10,976	52.7%	104
Gambled at a casino in last 12 months	2,362	11.3%	99
Visited a theme park in last 12 months	3,286	15.8%	110
Viewed movie (video-on-demand) in last 30 days	2,522	12.1%	94
Viewed TV show (video-on-demand) in last 30 days	1,717	8.2%	97
Watched any pay-per-view TV in last 12 months	1,496	7.2%	112
Downloaded a movie over the Internet in last 30 days	1,623	7.8%	102
Downloaded any individual song in last 6 months	4,341	20.8%	106
Used internet to watch a movie online in the last 30 days	7,369	35.4%	104
Used internet to watch a TV program online in last 30 days	4,645	22.3%	102
Played a video/electronic game (console) in last 12 months	2,813	13.5%	115
Played a video/electronic game (portable) in last 12 months	1,488	7.1%	120
Financial (Adults)			
Have home mortgage (1st)	9,403	45.1%	125
Used ATM/cash machine in last 12 months	12,871	61.8%	103
Own any stock	2,350	11.3%	94
Own U.S. savings bond	1,114	5.3%	87
Own shares in mutual fund (stock)	2,233	10.7%	96
Own shares in mutual fund (bonds)	1,312	6.3%	90
Have interest checking account	7,563	36.3%	103
Have non-interest checking account	7,384	35.4%	100
Have savings account	15,034	72.2%	105
Have 401K retirement savings plan	5,162	24.8%	114
Own/used any credit/debit card in last 12 months	18,828	90.4%	102
Avg monthly credit card expenditures: \$1-110	2,560	12.3%	103
Avg monthly credit card expenditures: \$111-\$225	1,865	9.0%	113
Avg monthly credit card expenditures: \$226-\$450	1,793	8.6%	98
Avg monthly credit card expenditures: \$451-\$700	1,709	8.2%	102
Avg monthly credit card expenditures: \$701-\$1,000	1,674	8.0%	107
Avg monthly credit card expenditures: \$1001-2000	2,174	10.4%	105
Avg monthly credit card expenditures: \$2001+	1,749	8.4%	94
Did banking online in last 12 months	11,885	57.1%	108
Did banking on mobile device in last 12 months	9,751	46.8%	112

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Grocery (Adults)			
HH used bread in last 6 months	9,479	95.3%	101
HH used chicken (fresh or frozen) in last 6 months	7,137	71.7%	105
HH used turkey (fresh or frozen) in last 6 months	1,372	13.8%	95
HH used fish/seafood (fresh or frozen) in last 6 months	5,910	59.4%	102
HH used fresh fruit/vegetables in last 6 months	8,866	89.1%	102
HH used fresh milk in last 6 months	8,382	84.3%	101
HH used organic food in last 6 months	2,221	22.3%	89
Health (Adults)			
Exercise at home 2+ times per week	8,751	42.0%	104
Exercise at club 2+ times per week	3,071	14.7%	108
Visited a doctor in last 12 months	16,689	80.1%	101
Used vitamin/dietary supplement in last 6 months	12,829	61.6%	101
Home (Households)			
HH did any home improvement in last 12 months	3,827	38.5%	112
HH used any maid/professional cleaning service in last 12 months	2,083	20.9%	102
HH purchased low ticket HH furnishings in last 12 months	2,225	22.4%	103
HH purchased big ticket HH furnishings in last 12 months	2,742	27.6%	106
HH bought any small kitchen appliance in last 12 months	2,668	26.8%	105
HH bought any large kitchen appliance in last 12 months	1,721	17.3%	111
Insurance (Adults/Households)			
Currently carry life insurance	10,828	52.0%	108
Carry medical/hospital/accident insurance	17,011	81.7%	101
Carry homeowner/personal property insurance	12,966	62.2%	110
Carry renter's insurance	2,047	9.8%	92
HH has auto insurance: 1 vehicle in household covered	2,444	24.6%	84
HH has auto insurance: 2 vehicles in household covered	3,584	36.0%	116
HH has auto insurance: 3+ vehicles in household covered	2,908	29.2%	118
Pets (Households)			
Household owns any pet	5,754	57.8%	110
Household owns any cat	2,215	22.3%	97
Household owns any dog	4,664	46.9%	118
Psychographics (Adults)			
Represents adults who "completely agree" with the statement:			
Buying American is important	7,114	34.2%	96
Buy based on quality not price	3,398	16.3%	95
Buy on credit rather than wait	2,746	13.2%	100
Only use coupons brands: usually buy	2,616	12.6%	92
Will pay more for environmentally safe products	2,525	12.1%	89
Buy based on price not brands	5,933	28.5%	99
Am interested in how to help the environment	3,994	19.2%	94
Reading (Adults)			
Bought digital book in last 12 months	3,587	17.2%	99
Bought hardcover book in last 12 months	5,005	24.0%	99
Bought paperback book in last 12 month	6,492	31.2%	100
Read any daily newspaper (paper version)	2,269	10.9%	71
Read any digital newspaper in last 30 days	9,973	47.9%	96
Read any magazine (paper/electronic version) in last 6 months	18,394	88.3%	100

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Restaurants (Adults)			
Went to family restaurant/steak house in last 6 months	15,093	72.5%	108
Went to family restaurant/steak house: 4+ times a month	4,784	23.0%	111
Went to fast food/drive-in restaurant in last 6 months	19,228	92.3%	102
Went to fast food/drive-in restaurant 9+ times/month	8,815	42.3%	112
Fast food restaurant last 6 months: eat in	5,364	25.8%	113
Fast food restaurant last 6 months: home delivery	2,605	12.5%	108
Fast food restaurant last 6 months: take-out/drive-thru	12,859	61.7%	110
Fast food restaurant last 6 months: take-out/walk-in	4,355	20.9%	98
Television & Electronics (Adults/Households)			
Own any tablet	12,343	59.3%	105
Own any e-reader	2,498	12.0%	98
Own e-reader/tablet: iPad	7,553	36.3%	104
HH has Internet connectable TV	4,616	46.4%	109
Own any portable MP3 player	2,842	13.6%	100
HH owns 1 TV	1,598	16.1%	82
HH owns 2 TVs	2,504	25.2%	92
HH owns 3 TVs	2,440	24.5%	111
HH owns 4+ TVs	2,505	25.2%	121
HH subscribes to cable TV	3,416	34.3%	92
HH subscribes to fiber optic	444	4.5%	82
HH owns portable GPS navigation device	1,947	19.6%	95
HH purchased video game system in last 12 months	774	7.8%	100
HH owns any Internet video device for TV	5,064	50.9%	112
Travel (Adults)			
Took domestic trip in continental US last 12 months	11,952	57.4%	108
Took 3+ domestic non-business trips in last 12 months	2,841	13.6%	108
Spent on domestic vacations in last 12 months: \$1-999	2,870	13.8%	110
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	1,541	7.4%	119
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	823	4.0%	105
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	946	4.5%	121
Spent on domestic vacations in last 12 months: \$3,000+	1,363	6.5%	102
Domestic travel in last 12 months: used general travel website	1,272	6.1%	103
Took foreign trip (including Alaska and Hawaii) in last 3 years	7,232	34.7%	104
Took 3+ foreign trips by plane in last 3 years	1,512	7.3%	92
Spent on foreign vacations in last 12 months: \$1-999	1,644	7.9%	109
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	877	4.2%	109
Spent on foreign vacations in last 12 months: \$3,000+	1,192	5.7%	95
Foreign travel in last 3 years: used general travel website	1,407	6.8%	104
Nights spent in hotel/motel in last 12 months: any	10,029	48.1%	106
Took cruise of more than one day in last 3 years	2,540	12.2%	113
Member of any frequent flyer program	5,294	25.4%	103
Member of any hotel rewards program	5,803	27.9%	108

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