



Retail Market Potential

Independence, KY

Prepared by Esri

Demographic Summary	2020	2025
Population	27,654	28,708
Population 18+	19,858	20,435
Households	9,323	9,648
Median Household Income	\$78,090	\$83,353

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	9,649	48.6%	101
Bought any women's clothing in last 12 months	8,973	45.2%	103
Bought clothing for child <13 years in last 6 months	6,466	32.6%	124
Bought any shoes in last 12 months	10,385	52.3%	100
Bought costume jewelry in last 12 months	3,453	17.4%	102
Bought any fine jewelry in last 12 months	3,479	17.5%	97
Bought a watch in last 12 months	3,060	15.4%	100
Automobiles (Households)			
HH owns/leases any vehicle	8,513	91.3%	107
HH bought/leased new vehicle last 12 months	909	9.8%	103
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	18,040	90.8%	107
Bought/changed motor oil in last 12 months	9,985	50.3%	108
Had tune-up in last 12 months	5,191	26.1%	107
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	14,112	71.1%	99
Drank regular cola in last 6 months	8,830	44.5%	102
Drank beer/ale in last 6 months	8,268	41.6%	101
Cameras (Adults)			
Own digital point & shoot camera/camcorder	1,744	8.8%	104
Own digital SLR camera/camcorder	1,579	8.0%	104
Printed digital photos in last 12 months	4,588	23.1%	105
Cell Phones (Adults/Households)			
Bought cell phone in last 12 months	7,151	36.0%	107
Have a smartphone	18,300	92.2%	106
Have a smartphone: Android phone (any brand)	8,673	43.7%	106
Have a smartphone: Apple iPhone	9,394	47.3%	105
Number of cell phones in household: 1	2,014	21.6%	71
Number of cell phones in household: 2	3,725	40.0%	104
Number of cell phones in household: 3+	3,483	37.4%	129
HH has cell phone only (no landline telephone)	6,022	64.6%	107
Computers (Households)			
HH owns a computer	7,464	80.1%	109
HH owns desktop computer	3,678	39.5%	112
HH owns laptop/notebook	5,913	63.4%	110
HH owns any Apple/Mac brand computer	1,803	19.3%	101
HH owns any PC/non-Apple brand computer	6,334	67.9%	112
HH purchased most recent computer in a store	3,648	39.1%	111
HH purchased most recent computer online	1,336	14.3%	101
HH spent \$1-\$499 on most recent home computer	1,400	15.0%	102
HH spent \$500-\$999 on most recent home computer	1,679	18.0%	112
HH spent \$1,000-\$1,499 on most recent home computer	945	10.1%	104
HH spent \$1,500-\$1,999 on most recent home computer	408	4.4%	98
HH spent \$2,000+ on most recent home computer	429	4.6%	113

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 GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2020 and 2025.

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Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
Convenience Stores (Adults)			
Shopped at convenience store in last 6 months	13,427	67.6%	108
Bought brewed coffee at convenience store in last 30 days	2,744	13.8%	104
Bought cigarettes at convenience store in last 30 days	1,963	9.9%	94
Bought gas at convenience store in last 30 days	8,727	43.9%	118
Spent at convenience store in last 30 days: \$1-19	1,337	6.7%	100
Spent at convenience store in last 30 days: \$20-\$39	1,945	9.8%	106
Spent at convenience store in last 30 days: \$40-\$50	1,626	8.2%	103
Spent at convenience store in last 30 days: \$51-\$99	1,008	5.1%	93
Spent at convenience store in last 30 days: \$100+	5,304	26.7%	118
Entertainment (Adults)			
Attended a movie in last 6 months	12,587	63.4%	108
Went to live theater in last 12 months	2,065	10.4%	91
Went to a bar/night club in last 12 months	3,449	17.4%	102
Dined out in last 12 months	10,531	53.0%	104
Gambled at a casino in last 12 months	2,599	13.1%	96
Visited a theme park in last 12 months	4,252	21.4%	114
Viewed movie (video-on-demand) in last 30 days	3,420	17.2%	104
Viewed TV show (video-on-demand) in last 30 days	2,383	12.0%	103
Watched any pay-per-view TV in last 12 months	2,005	10.1%	114
Downloaded a movie over the Internet in last 30 days	2,098	10.6%	105
Downloaded any individual song in last 6 months	3,940	19.8%	105
Watched a movie online in the last 30 days	6,319	31.8%	106
Watched a TV program online in last 30 days	4,264	21.5%	106
Played a video/electronic game (console) in last 12 months	1,902	9.6%	106
Played a video/electronic game (portable) in last 12 months	828	4.2%	97
Financial (Adults)			
Have home mortgage (1st)	7,551	38.0%	124
Used ATM/cash machine in last 12 months	10,806	54.4%	104
Own any stock	1,311	6.6%	94
Own U.S. savings bond	762	3.8%	91
Own shares in mutual fund (stock)	1,291	6.5%	91
Own shares in mutual fund (bonds)	886	4.5%	94
Have interest checking account	5,655	28.5%	100
Have non-interest checking account	5,872	29.6%	102
Have savings account	12,039	60.6%	107
Have 401K retirement savings plan	3,422	17.2%	107
Own/used any credit/debit card in last 12 months	16,428	82.7%	103
Avg monthly credit card expenditures: \$1-110	2,401	12.1%	107
Avg monthly credit card expenditures: \$111-\$225	1,525	7.7%	106
Avg monthly credit card expenditures: \$226-\$450	1,584	8.0%	116
Avg monthly credit card expenditures: \$451-\$700	1,138	5.7%	92
Avg monthly credit card expenditures: \$701-\$1,000	1,004	5.1%	86
Avg monthly credit card expenditures: \$1,001+	2,344	11.8%	97
Did banking online in last 12 months	8,898	44.8%	114
Did banking on mobile device in last 12 months	6,685	33.7%	119
Paid bills online in last 12 months	11,620	58.5%	115

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Grocery (Adults)			
HH used beef (fresh/frozen) in last 6 months	6,622	71.0%	104
HH used bread in last 6 months	8,773	94.1%	101
HH used chicken (fresh or frozen) in last 6 months	6,652	71.4%	105
HH used turkey (fresh or frozen) in last 6 months	1,355	14.5%	97
HH used fish/seafood (fresh or frozen) in last 6 months	5,212	55.9%	102
HH used fresh fruit/vegetables in last 6 months	7,972	85.5%	102
HH used fresh milk in last 6 months	7,984	85.6%	101
HH used organic food in last 6 months	2,156	23.1%	96
Health (Adults)			
Exercise at home 2+ times per week	5,912	29.8%	109
Exercise at club 2+ times per week	3,111	15.7%	111
Visited a doctor in last 12 months	15,013	75.6%	99
Used vitamin/dietary supplement in last 6 months	10,560	53.2%	99
Home (Households)			
HH did any home improvement in last 12 months	2,930	31.4%	115
HH used any maid/professional cleaning service in last 12 months	1,322	14.2%	95
HH purchased low ticket HH furnishings in last 12 months	1,660	17.8%	102
HH purchased big ticket HH furnishings in last 12 months	2,229	23.9%	105
HH bought any small kitchen appliance in last 12 months	2,193	23.5%	104
HH bought any large kitchen appliance in last 12 months	1,482	15.9%	120
Insurance (Adults/Households)			
Currently carry life insurance	9,339	47.0%	108
Carry medical/hospital/accident insurance	14,978	75.4%	102
Carry homeowner insurance	10,134	51.0%	110
Carry renter's insurance	1,783	9.0%	103
HH has auto insurance: 1 vehicle in household covered	2,396	25.7%	85
HH has auto insurance: 2 vehicles in household covered	3,120	33.5%	121
HH has auto insurance: 3+ vehicles in household covered	2,522	27.1%	120
Pets (Households)			
Household owns any pet	5,883	63.1%	117
Household owns any cat	2,252	24.2%	106
Household owns any dog	4,750	50.9%	124
Psychographics (Adults)			
Buying American is important to me	7,383	37.2%	101
Usually buy items on credit rather than wait	2,604	13.1%	97
Usually buy based on quality - not price	3,481	17.5%	96
Price is usually more important than brand name	5,583	28.1%	100
Usually use coupons for brands I buy often	3,062	15.4%	97
Am interested in how to help the environment	3,715	18.7%	95
Usually pay more for environ safe product	2,883	14.5%	98
Usually value green products over convenience	2,164	10.9%	96
Likely to buy a brand that supports a charity	7,079	35.6%	100
Reading (Adults)			
Bought digital book in last 12 months	2,677	13.5%	103
Bought hardcover book in last 12 months	4,154	20.9%	105
Bought paperback book in last 12 month	5,765	29.0%	103
Read any daily newspaper (paper version)	2,489	12.5%	79
Read any digital newspaper in last 30 days	8,080	40.7%	99
Read any magazine (paper/electronic version) in last 6 months	18,336	92.3%	102

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Restaurants (Adults)			
Went to family restaurant/steak house in last 6 months	15,683	79.0%	107
Went to family restaurant/steak house: 4+ times a month	5,736	28.9%	110
Went to fast food/drive-in restaurant in last 6 months	18,499	93.2%	103
Went to fast food/drive-in restaurant 9+ times/month	8,302	41.8%	107
Fast food restaurant last 6 months: eat in	7,601	38.3%	107
Fast food restaurant last 6 months: home delivery	1,761	8.9%	105
Fast food restaurant last 6 months: take-out/drive-thru	10,472	52.7%	115
Fast food restaurant last 6 months: take-out/walk-in	4,407	22.2%	107
Television & Electronics (Adults/Households)			
Own any tablet	11,002	55.4%	111
Own any e-reader	2,175	11.0%	113
Own e-reader/tablet: iPad	6,351	32.0%	109
HH has Internet connectable TV	3,276	35.1%	111
Own any portable MP3 player	3,457	17.4%	109
HH owns 1 TV	1,542	16.5%	77
HH owns 2 TVs	2,307	24.7%	94
HH owns 3 TVs	2,230	23.9%	114
HH owns 4+ TVs	2,056	22.1%	131
HH subscribes to cable TV	3,609	38.7%	94
HH subscribes to fiber optic	410	4.4%	69
HH owns portable GPS navigation device	2,104	22.6%	111
HH purchased video game system in last 12 months	834	8.9%	105
HH owns any Internet video device for TV	3,030	32.5%	117
Travel (Adults)			
Took domestic trip in continental US last 12 months	11,156	56.2%	107
Took 3+ domestic non-business trips in last 12 months	2,558	12.9%	108
Spent on domestic vacations in last 12 months: \$1-999	2,371	11.9%	111
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	1,394	7.0%	113
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	773	3.9%	101
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	910	4.6%	104
Spent on domestic vacations in last 12 months: \$3,000+	1,249	6.3%	98
Domestic travel in last 12 months: used general travel website	1,324	6.7%	101
Took foreign trip (including Alaska and Hawaii) in last 3 years	5,625	28.3%	98
Took 3+ foreign trips by plane in last 3 years	954	4.8%	82
Spent on foreign vacations in last 12 months: \$1-999	1,036	5.2%	105
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	788	4.0%	92
Spent on foreign vacations in last 12 months: \$3,000+	1,115	5.6%	84
Foreign travel in last 3 years: used general travel website	963	4.8%	83
Nights spent in hotel/motel in last 12 months: any	9,621	48.4%	108
Took cruise of more than one day in last 3 years	1,974	9.9%	108
Member of any frequent flyer program	3,607	18.2%	98
Member of any hotel rewards program	4,121	20.8%	109

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