



# Market Profile

Calloway County, KY 2  
Geography: County

Prepared by Esri

<b>Population Summary</b>	
2000 Total Population	34,177
2010 Total Population	37,191
2016 Total Population	39,247
2016 Group Quarters	3,310
2021 Total Population	40,315
2016-2021 Annual Rate	0.54%
<b>Household Summary</b>	
2000 Households	13,862
2000 Average Household Size	2.25
2010 Households	15,530
2010 Average Household Size	2.20
2016 Households	16,256
2016 Average Household Size	2.21
2021 Households	16,715
2021 Average Household Size	2.21
2016-2021 Annual Rate	0.56%
2010 Families	9,018
2010 Average Family Size	2.81
2016 Families	9,277
2016 Average Family Size	2.83
2021 Families	9,457
2021 Average Family Size	2.84
2016-2021 Annual Rate	0.39%
<b>Housing Unit Summary</b>	
2000 Housing Units	16,069
Owner Occupied Housing Units	59.0%
Renter Occupied Housing Units	27.3%
Vacant Housing Units	13.7%
2010 Housing Units	18,065
Owner Occupied Housing Units	53.8%
Renter Occupied Housing Units	32.2%
Vacant Housing Units	14.0%
2016 Housing Units	18,747
Owner Occupied Housing Units	51.0%
Renter Occupied Housing Units	35.7%
Vacant Housing Units	13.3%
2021 Housing Units	19,296
Owner Occupied Housing Units	50.8%
Renter Occupied Housing Units	35.8%
Vacant Housing Units	13.4%
<b>Median Household Income</b>	
2016	\$39,225
2021	\$42,630
<b>Median Home Value</b>	
2016	\$131,621
2021	\$159,272
<b>Per Capita Income</b>	
2016	\$21,965
2021	\$23,917
<b>Median Age</b>	
2010	34.1
2016	34.9
2021	36.5

**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 2016 and 2021 Esri converted Census 2000 data into 2010 geography.



# Market Profile

Calloway County, KY 2  
Geography: County

Prepared by Esri

## 2016 Households by Income

Household Income Base	16,256
<\$15,000	20.5%
\$15,000 - \$24,999	13.2%
\$25,000 - \$34,999	10.5%
\$35,000 - \$49,999	16.3%
\$50,000 - \$74,999	18.4%
\$75,000 - \$99,999	9.6%
\$100,000 - \$149,999	8.5%
\$150,000 - \$199,999	1.9%
\$200,000+	1.2%

Average Household Income \$51,647

## 2021 Households by Income

Household Income Base	16,715
<\$15,000	21.4%
\$15,000 - \$24,999	12.1%
\$25,000 - \$34,999	7.2%
\$35,000 - \$49,999	15.7%
\$50,000 - \$74,999	18.7%
\$75,000 - \$99,999	11.2%
\$100,000 - \$149,999	9.8%
\$150,000 - \$199,999	2.6%
\$200,000+	1.3%

Average Household Income \$56,341

## 2016 Owner Occupied Housing Units by Value

Total	9,564
<\$50,000	13.8%
\$50,000 - \$99,999	23.0%
\$100,000 - \$149,999	21.0%
\$150,000 - \$199,999	16.8%
\$200,000 - \$249,999	10.9%
\$250,000 - \$299,999	4.7%
\$300,000 - \$399,999	5.0%
\$400,000 - \$499,999	2.7%
\$500,000 - \$749,999	1.4%
\$750,000 - \$999,999	0.6%
\$1,000,000 +	0.2%

Average Home Value \$159,774

## 2021 Owner Occupied Housing Units by Value

Total	9,809
<\$50,000	9.0%
\$50,000 - \$99,999	12.2%
\$100,000 - \$149,999	24.7%
\$150,000 - \$199,999	22.2%
\$200,000 - \$249,999	15.1%
\$250,000 - \$299,999	6.3%
\$300,000 - \$399,999	5.5%
\$400,000 - \$499,999	2.9%
\$500,000 - \$749,999	1.3%
\$750,000 - \$999,999	0.6%
\$1,000,000 +	0.2%

Average Home Value \$180,500

**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 2016 and 2021 Esri converted Census 2000 data into 2010 geography.



# Market Profile

Calloway County, KY 2  
Geography: County

Prepared by Esri

2010 Population by Age	
Total	37,191
0 - 4	5.2%
5 - 9	4.8%
10 - 14	4.9%
15 - 24	24.0%
25 - 34	11.9%
35 - 44	10.3%
45 - 54	12.1%
55 - 64	11.5%
65 - 74	8.6%
75 - 84	4.6%
85 +	1.9%
18 +	82.0%
2016 Population by Age	
Total	39,247
0 - 4	4.9%
5 - 9	4.7%
10 - 14	4.5%
15 - 24	23.5%
25 - 34	12.6%
35 - 44	9.9%
45 - 54	10.8%
55 - 64	12.0%
65 - 74	10.2%
75 - 84	4.8%
85 +	2.2%
18 +	83.2%
2021 Population by Age	
Total	40,315
0 - 4	4.8%
5 - 9	4.5%
10 - 14	4.7%
15 - 24	22.2%
25 - 34	12.2%
35 - 44	10.2%
45 - 54	10.2%
55 - 64	12.1%
65 - 74	11.1%
75 - 84	5.6%
85 +	2.3%
18 +	83.3%
2010 Population by Sex	
Males	17,925
Females	19,266
2016 Population by Sex	
Males	19,019
Females	20,228
2021 Population by Sex	
Males	19,638
Females	20,677

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2016 and 2021 Esri converted Census 2000 data into 2010 geography.



### 2010 Population by Race/Ethnicity

Total	37,191
White Alone	92.0%
Black Alone	3.7%
American Indian Alone	0.2%
Asian Alone	1.8%
Pacific Islander Alone	0.0%
Some Other Race Alone	0.8%
Two or More Races	1.5%
Hispanic Origin	2.4%
Diversity Index	19.2

### 2016 Population by Race/Ethnicity

Total	39,247
White Alone	90.3%
Black Alone	4.2%
American Indian Alone	0.3%
Asian Alone	2.5%
Pacific Islander Alone	0.0%
Some Other Race Alone	0.9%
Two or More Races	1.8%
Hispanic Origin	2.9%
Diversity Index	22.9

### 2021 Population by Race/Ethnicity

Total	40,315
White Alone	88.8%
Black Alone	4.4%
American Indian Alone	0.4%
Asian Alone	3.2%
Pacific Islander Alone	0.0%
Some Other Race Alone	1.1%
Two or More Races	2.1%
Hispanic Origin	3.4%
Diversity Index	26.0

### 2010 Population by Relationship and Household Type

Total	37,191
In Households	92.1%
In Family Households	69.7%
Householder	24.2%
Spouse	19.2%
Child	22.7%
Other relative	1.9%
Nonrelative	1.6%
In Nonfamily Households	22.4%
In Group Quarters	7.9%
Institutionalized Population	1.1%
Noninstitutionalized Population	6.9%

**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 2016 and 2021 Esri converted Census 2000 data into 2010 geography.



### 2016 Population 25+ by Educational Attainment

Total	24,504
Less than 9th Grade	5.5%
9th - 12th Grade, No Diploma	6.5%
High School Graduate	25.4%
GED/Alternative Credential	5.7%
Some College, No Degree	22.2%
Associate Degree	6.2%
Bachelor's Degree	16.7%
Graduate/Professional Degree	11.9%

### 2016 Population 15+ by Marital Status

Total	33,716
Never Married	36.3%
Married	46.0%
Widowed	6.5%
Divorced	11.2%

### 2016 Civilian Population 16+ in Labor Force

Civilian Employed	91.1%
Civilian Unemployed	8.9%

### 2016 Employed Population 16+ by Industry

Total	17,008
Agriculture/Mining	1.5%
Construction	5.7%
Manufacturing	12.6%
Wholesale Trade	1.6%
Retail Trade	12.3%
Transportation/Utilities	4.4%
Information	0.9%
Finance/Insurance/Real Estate	4.6%
Services	53.5%
Public Administration	2.8%

### 2016 Employed Population 16+ by Occupation

Total	17,008
White Collar	56.0%
Management/Business/Financial	11.1%
Professional	21.0%
Sales	8.9%
Administrative Support	15.1%
Services	19.0%
Blue Collar	24.9%
Farming/Forestry/Fishing	0.9%
Construction/Extraction	5.2%
Installation/Maintenance/Repair	3.2%
Production	9.5%
Transportation/Material Moving	6.1%

### 2010 Population By Urban/ Rural Status

Total Population	37,191
Population Inside Urbanized Area	0.0%
Population Inside Urbanized Cluster	51.3%
Rural Population	48.7%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2016 and 2021 Esri converted Census 2000 data into 2010 geography.

**2010 Households by Type**

Total	15,530
Households with 1 Person	33.6%
Households with 2+ People	66.4%
Family Households	58.1%
Husband-wife Families	46.0%
With Related Children	17.0%
Other Family (No Spouse Present)	12.1%
Other Family with Male Householder	3.2%
With Related Children	1.8%
Other Family with Female Householder	8.8%
With Related Children	5.6%
Nonfamily Households	8.3%
All Households with Children	24.8%

**2010 Households by Size**

Multigenerational Households	1.9%
Unmarried Partner Households	5.3%
Male-female	4.9%
Same-sex	0.4%

**2010 Households by Size**

Total	15,530
1 Person Household	33.6%
2 Person Household	36.2%
3 Person Household	14.4%
4 Person Household	10.4%
5 Person Household	3.7%
6 Person Household	1.2%
7 + Person Household	0.5%

**2010 Households by Tenure and Mortgage Status**

Total	15,530
Owner Occupied	62.6%
Owned with a Mortgage/Loan	36.0%
Owned Free and Clear	26.6%
Renter Occupied	37.4%

**2010 Housing Units By Urban/ Rural Status**

Total Housing Units	18,065
Housing Units Inside Urbanized Area	0.0%
Housing Units Inside Urbanized Cluster	48.9%
Rural Housing Units	51.1%

**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.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2016 and 2021 Esri converted Census 2000 data into 2010 geography.



### Top 3 Tapestry Segments

1. College Towns (14B)
2. Salt of the Earth (6B)
3. Southern Satellites (10A)

### 2016 Consumer Spending

Apparel & Services: Total \$	\$22,265,127
Average Spent	\$1,369.66
Spending Potential Index	68
Education: Total \$	\$15,563,496
Average Spent	\$957.40
Spending Potential Index	68
Entertainment/Recreation: Total \$	\$32,624,033
Average Spent	\$2,006.89
Spending Potential Index	69
Food at Home: Total \$	\$58,118,558
Average Spent	\$3,575.21
Spending Potential Index	72
Food Away from Home: Total \$	\$34,809,596
Average Spent	\$2,141.34
Spending Potential Index	69
Health Care: Total \$	\$61,180,302
Average Spent	\$3,763.55
Spending Potential Index	71
HH Furnishings & Equipment: Total \$	\$19,395,521
Average Spent	\$1,193.13
Spending Potential Index	68
Personal Care Products & Services: Total \$	\$8,008,075
Average Spent	\$492.62
Spending Potential Index	67
Shelter: Total \$	\$165,399,191
Average Spent	\$10,174.65
Spending Potential Index	65
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$25,934,756
Average Spent	\$1,595.40
Spending Potential Index	69
Travel: Total \$	\$18,974,632
Average Spent	\$1,167.24
Spending Potential Index	63
Vehicle Maintenance & Repairs: Total \$	\$11,946,179
Average Spent	\$734.88
Spending Potential Index	71

**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 2013 and 2014 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2016 and 2021 Esri converted Census 2000 data into 2010 geography.



# Business Summary

Calloway County, KY 2  
Geography: County

Prepared by Esri

## Data for all businesses in area

Total Businesses:	1,540
Total Employees:	15,791
Total Residential Population:	39,247
Employee/Residential Population Ratio:	0.4:1

by SIC Codes	Businesses		Employees	
	Number	Percent	Number	Percent
Agriculture & Mining	58	3.8%	216	1.4%
Construction	102	6.6%	719	4.6%
Manufacturing	36	2.3%	2,346	14.9%
Transportation	49	3.2%	644	4.1%
Communication	17	1.1%	98	0.6%
Utility	13	0.8%	71	0.4%
Wholesale Trade	56	3.6%	663	4.2%
<b>Retail Trade Summary</b>	<b>354</b>	<b>23.0%</b>	<b>3,585</b>	<b>22.7%</b>
Home Improvement	24	1.6%	276	1.7%
General Merchandise Stores	13	0.8%	228	1.4%
Food Stores	31	2.0%	384	2.4%
Auto Dealers, Gas Stations, Auto Aftermarket	57	3.7%	330	2.1%
Apparel & Accessory Stores	18	1.2%	75	0.5%
Furniture & Home Furnishings	34	2.2%	218	1.4%
Eating & Drinking Places	75	4.9%	1,598	10.1%
Miscellaneous Retail	102	6.6%	476	3.0%
<b>Finance, Insurance, Real Estate Summary</b>	<b>161</b>	<b>10.5%</b>	<b>659</b>	<b>4.2%</b>
Banks, Savings & Lending Institutions	63	4.1%	269	1.7%
Securities Brokers	14	0.9%	57	0.4%
Insurance Carriers & Agents	34	2.2%	140	0.9%
Real Estate, Holding, Other Investment Offices	50	3.2%	193	1.2%
<b>Services Summary</b>	<b>592</b>	<b>38.4%</b>	<b>5,964</b>	<b>37.8%</b>
Hotels & Lodging	21	1.4%	134	0.8%
Automotive Services	74	4.8%	265	1.7%
Motion Pictures & Amusements	36	2.3%	243	1.5%
Health Services	69	4.5%	2,099	13.3%
Legal Services	18	1.2%	78	0.5%
Education Institutions & Libraries	39	2.5%	986	6.2%
Other Services	335	21.8%	2,159	13.7%
<b>Government</b>	<b>79</b>	<b>5.1%</b>	<b>822</b>	<b>5.2%</b>
<b>Unclassified Establishments</b>	<b>23</b>	<b>1.5%</b>	<b>4</b>	<b>0.0%</b>
<b>Totals</b>	<b>1,540</b>	<b>100.0%</b>	<b>15,791</b>	<b>100.0%</b>

Source: Copyright 2016 Infogroup, Inc. All rights reserved. Esri Total Residential Population forecasts for 2016.

August 16, 2016





# Business Summary

Calloway County, KY 2  
Geography: County

Prepared by Esri

by NAICS Codes	Businesses		Employees	
	Number	Percent	Number	Percent
Agriculture, Forestry, Fishing & Hunting	29	1.9%	84	0.5%
Mining	0	0.0%	0	0.0%
Utilities	10	0.6%	60	0.4%
Construction	108	7.0%	736	4.7%
Manufacturing	46	3.0%	2,363	15.0%
Wholesale Trade	54	3.5%	658	4.2%
Retail Trade	268	17.4%	1,924	12.2%
Motor Vehicle & Parts Dealers	50	3.2%	292	1.8%
Furniture & Home Furnishings Stores	9	0.6%	43	0.3%
Electronics & Appliance Stores	24	1.6%	160	1.0%
Bldg Material & Garden Equipment & Supplies Dealers	24	1.6%	276	1.7%
Food & Beverage Stores	24	1.6%	340	2.2%
Health & Personal Care Stores	26	1.7%	218	1.4%
Gasoline Stations	7	0.5%	38	0.2%
Clothing & Clothing Accessories Stores	22	1.4%	83	0.5%
Sport Goods, Hobby, Book, & Music Stores	20	1.3%	88	0.6%
General Merchandise Stores	13	0.8%	228	1.4%
Miscellaneous Store Retailers	48	3.1%	158	1.0%
Nonstore Retailers	1	0.1%	0	0.0%
Transportation & Warehousing	34	2.2%	586	3.7%
Information	26	1.7%	297	1.9%
Finance & Insurance	111	7.2%	466	3.0%
Central Bank/Credit Intermediation & Related Activities	63	4.1%	269	1.7%
Securities, Commodity Contracts & Other Financial	14	0.9%	57	0.4%
Insurance Carriers & Related Activities; Funds, Trusts &	34	2.2%	140	0.9%
Real Estate, Rental & Leasing	80	5.2%	440	2.8%
Professional, Scientific & Tech Services	92	6.0%	509	3.2%
Legal Services	19	1.2%	80	0.5%
Management of Companies & Enterprises	0	0.0%	0	0.0%
Administrative & Support & Waste Management & Remediation	37	2.4%	183	1.2%
Educational Services	47	3.1%	1,015	6.4%
Health Care & Social Assistance	107	6.9%	2,598	16.5%
Arts, Entertainment & Recreation	25	1.6%	173	1.1%
Accommodation & Food Services	98	6.4%	1,748	11.1%
Accommodation	21	1.4%	134	0.8%
Food Services & Drinking Places	77	5.0%	1,614	10.2%
Other Services (except Public Administration)	266	17.3%	1,125	7.1%
Automotive Repair & Maintenance	60	3.9%	222	1.4%
Public Administration	79	5.1%	822	5.2%
Unclassified Establishments	23	1.5%	4	0.0%
<b>Total</b>	<b>1,540</b>	<b>100.0%</b>	<b>15,791</b>	<b>100.0%</b>

Source: Copyright 2016 Infogroup, Inc. All rights reserved. Esri Total Residential Population forecasts for 2016.

August 16, 2016



# Retail MarketPlace Profile

Calloway County, KY 2  
Geography: County

Prepared by Esri

## Summary Demographics

2016 Population	39,247
2016 Households	16,256
2016 Median Disposable Income	\$32,550
2016 Per Capita Income	\$21,965

## Industry Summary

	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45,722	\$486,455,148	\$459,362,043	\$27,093,105	2.9	359
Total Retail Trade	44-45	\$443,463,992	\$412,139,599	\$31,324,393	3.7	275
Total Food & Drink	722	\$42,991,156	\$47,222,444	-\$4,231,288	-4.7	84

## Industry Group

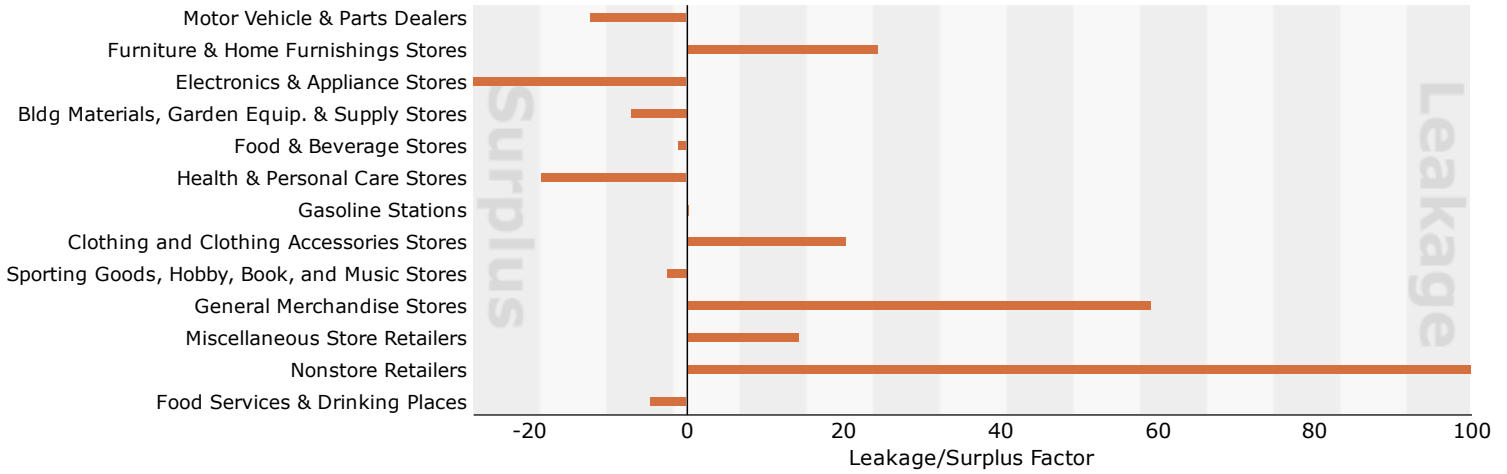
	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$103,955,922	\$133,083,254	-\$29,127,332	-12.3	60
Automobile Dealers	4411	\$85,837,202	\$121,431,318	-\$35,594,116	-17.2	39
Other Motor Vehicle Dealers	4412	\$11,260,248	\$5,386,848	\$5,873,400	35.3	7
Auto Parts, Accessories & Tire Stores	4413	\$6,858,472	\$6,265,088	\$593,384	4.5	14
Furniture & Home Furnishings Stores	442	\$10,945,622	\$6,628,642	\$4,316,980	24.6	10
Furniture Stores	4421	\$6,760,297	\$6,451,581	\$308,716	2.3	9
Home Furnishings Stores	4422	\$4,185,325	\$177,061	\$4,008,264	91.9	1
Electronics & Appliance Stores	443	\$17,103,197	\$29,889,654	-\$12,786,457	-27.2	23
Bldg Materials, Garden Equip. & Supply Stores	444	\$20,294,479	\$23,435,652	-\$3,141,173	-7.2	22
Bldg Material & Supplies Dealers	4441	\$17,330,771	\$19,804,906	-\$2,474,135	-6.7	13
Lawn & Garden Equip & Supply Stores	4442	\$2,963,708	\$3,630,746	-\$667,038	-10.1	9
Food & Beverage Stores	445	\$80,078,641	\$81,871,931	-\$1,793,290	-1.1	18
Grocery Stores	4451	\$72,651,081	\$76,674,150	-\$4,023,069	-2.7	9
Specialty Food Stores	4452	\$2,137,872	\$971,029	\$1,166,843	37.5	4
Beer, Wine & Liquor Stores	4453	\$5,289,688	\$4,226,752	\$1,062,936	11.2	5
Health & Personal Care Stores	446,4461	\$28,034,978	\$40,868,439	-\$12,833,461	-18.6	24
Gasoline Stations	447,4471	\$33,950,972	\$33,843,063	\$107,909	0.2	13
Clothing & Clothing Accessories Stores	448	\$16,828,213	\$11,120,202	\$5,708,011	20.4	23
Clothing Stores	4481	\$10,842,970	\$7,408,127	\$3,434,843	18.8	16
Shoe Stores	4482	\$2,698,266	\$2,414,558	\$283,708	5.5	3
Jewelry, Luggage & Leather Goods Stores	4483	\$3,286,977	\$1,297,517	\$1,989,460	43.4	4
Sporting Goods, Hobby, Book & Music Stores	451	\$11,418,916	\$12,006,620	-\$587,704	-2.5	24
Sporting Goods/Hobby/Musical Instr Stores	4511	\$8,102,581	\$9,051,573	-\$948,992	-5.5	18
Book, Periodical & Music Stores	4512	\$3,316,335	\$2,955,047	\$361,288	5.8	6
General Merchandise Stores	452	\$94,746,764	\$24,201,997	\$70,544,767	59.3	12
Department Stores Excluding Leased Depts.	4521	\$74,480,502	\$16,526,536	\$57,953,966	63.7	5
Other General Merchandise Stores	4529	\$20,266,262	\$7,675,461	\$12,590,801	45.1	7
Miscellaneous Store Retailers	453	\$20,310,276	\$15,190,145	\$5,120,131	14.4	46
Florists	4531	\$770,066	\$680,106	\$89,960	6.2	6
Office Supplies, Stationery & Gift Stores	4532	\$4,692,523	\$3,911,298	\$781,225	9.1	8
Used Merchandise Stores	4533	\$1,464,709	\$3,282,820	-\$1,818,111	-38.3	17
Other Miscellaneous Store Retailers	4539	\$13,382,978	\$7,315,921	\$6,067,057	29.3	15
Nonstore Retailers	454	\$5,796,012	\$0	\$5,796,012	100.0	0
Electronic Shopping & Mail-Order Houses	4541	\$2,602,859	\$0	\$2,602,859	100.0	0
Vending Machine Operators	4542	\$748,595	\$0	\$748,595	100.0	0
Direct Selling Establishments	4543	\$2,444,558	\$0	\$2,444,558	100.0	0
Food Services & Drinking Places	722	\$42,991,156	\$47,222,444	-\$4,231,288	-4.7	84
Full-Service Restaurants	7221	\$21,146,360	\$25,659,737	-\$4,513,377	-9.6	50
Limited-Service Eating Places	7222	\$20,051,570	\$19,734,235	\$317,335	0.8	28
Special Food Services	7223	\$869,228	\$321,617	\$547,611	46.0	4
Drinking Places - Alcoholic Beverages	7224	\$923,998	\$1,506,855	-\$582,857	-24.0	2

Data Note: Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents a snapshot of retail opportunity. This is a measure of the relationship between supply and demand that ranges from +100 (total leakage) to -100 (total surplus). A positive value represents 'leakage' of retail opportunity outside the trade area. A negative value represents a surplus of retail sales, a market where customers are drawn in from outside the trade area. The Retail Gap represents the difference between Retail Potential and Retail Sales. Esri uses the North American Industry Classification System (NAICS) to classify businesses by their primary type of economic activity. Retail establishments are classified into 27 industry groups in the Retail Trade sector, as well as four industry groups within the Food Services & Drinking Establishments subsector. For more information on the Retail MarketPlace data, please click the link below to view the Methodology Statement.

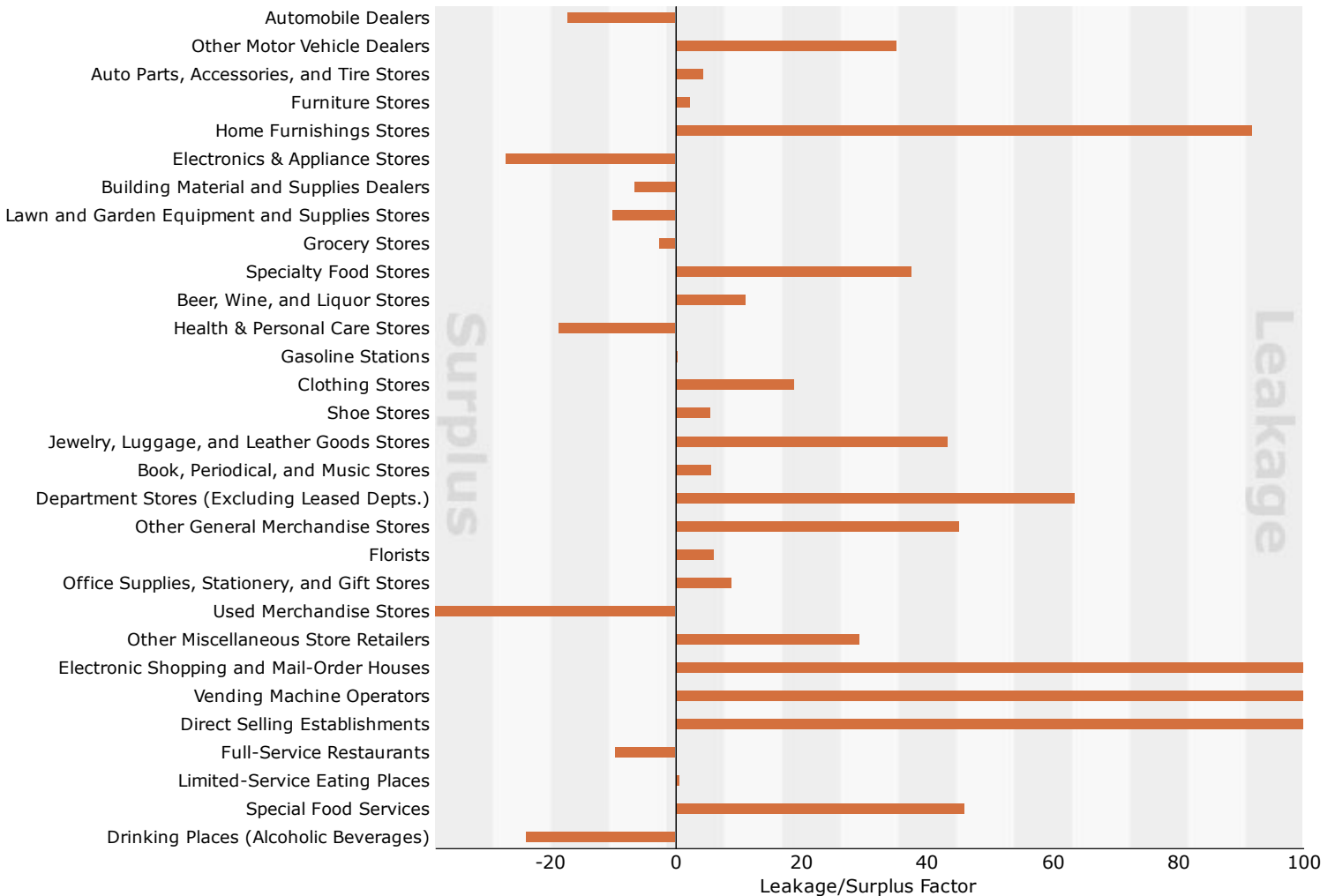
<http://www.esri.com/library/whitepapers/pdfs/esri-data-retail-marketplace.pdf>

Source: Esri and Infogroup. Retail MarketPlace 2016 Release 1 (2015 data in 2016 geography) Copyright 2016 Infogroup, Inc. All rights reserved.

## Leakage/Surplus Factor by Industry Subsector



## Leakage/Surplus Factor by Industry Group



Source: Esri and Infogroup. Retail MarketPlace 2016 Release 1 (2015 data in 2016 geography) Copyright 2016 Infogroup, Inc. All rights reserved.



# Retail Market Potential

Calloway County, KY 2  
Geography: County

Prepared by Esri

<b>Demographic Summary</b>		<b>2016</b>	<b>2021</b>
Population		39,247	40,315
Population 18+		32,666	33,575
Households		16,256	16,715
Median Household Income		\$39,225	\$42,630

<b>Product/Consumer Behavior</b>	<b>Expected Number of Adults/HHs</b>	<b>Percent of Adults/HHs</b>	<b>MPI</b>
<b>Apparel (Adults)</b>			
Bought any men's clothing in last 12 months	16,047	49.1%	104
Bought any women's clothing in last 12 months	14,623	44.8%	102
Bought clothing for child <13 years in last 6 months	8,111	24.8%	90
Bought any shoes in last 12 months	18,116	55.5%	103
Bought costume jewelry in last 12 months	6,333	19.4%	99
Bought any fine jewelry in last 12 months	5,567	17.0%	93
Bought a watch in last 12 months	3,294	10.1%	92
<b>Automobiles (Households)</b>			
HH owns/leases any vehicle	14,426	88.7%	104
HH bought/leased new vehicle last 12 mo	1,277	7.9%	84
<b>Automotive Aftermarket (Adults)</b>			
Bought gasoline in last 6 months	28,600	87.6%	103
Bought/changed motor oil in last 12 months	17,604	53.9%	110
Had tune-up in last 12 months	9,877	30.2%	100
<b>Beverages (Adults)</b>			
Drank bottled water/seltzer in last 6 months	19,908	60.9%	93
Drank regular cola in last 6 months	15,149	46.4%	103
Drank beer/ale in last 6 months	13,479	41.3%	97
<b>Cameras (Adults)</b>			
Own digital point & shoot camera	10,012	30.6%	105
Own digital single-lens reflex (SLR) camera	2,773	8.5%	98
Bought any camera in last 12 months	1,975	6.0%	106
Printed digital photos in last 12 months	1,021	3.1%	107
<b>Cell Phones (Adults/Households)</b>			
Bought cell phone in last 12 months	12,465	38.2%	106
Have a smartphone	18,271	55.9%	95
Have a smartphone: Android phone (any brand)	8,697	26.6%	99
Have a smartphone: Apple iPhone	7,984	24.4%	95
Number of cell phones in household: 1	5,708	35.1%	109
Number of cell phones in household: 2	6,500	40.0%	107
Number of cell phones in household: 3+	3,286	20.2%	79
HH has cell phone only (no landline telephone)	7,987	49.1%	117
<b>Computers (Households)</b>			
HH owns a computer	12,592	77.5%	101
HH owns desktop computer	7,080	43.6%	96
HH owns laptop/notebook	8,908	54.8%	101
HH owns any Apple/Mac brand computer	2,039	12.5%	83
HH owns any PC/non-Apple brand computer	11,358	69.9%	103
HH purchased most recent computer in a store	6,259	38.5%	102
HH purchased most recent computer online	2,241	13.8%	105
Spent <\$500 on most recent home computer	2,895	17.8%	123
Spent \$500-\$999 on most recent home computer	3,176	19.5%	102
Spent \$1,000-\$1,499 on most recent home computer	1,452	8.9%	94
Spent \$1,500-\$1,999 on most recent home computer	618	3.8%	83
Spent \$2,000+ on most recent home computer	492	3.0%	77

**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 2016 and 2021.



# Retail Market Potential

Calloway County, KY 2  
 Geography: County

Prepared by Esri

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
<b>Convenience Stores (Adults)</b>			
Shopped at convenience store in last 6 mos	16,924	51.8%	102
Bought brewed coffee at convenience store in last 30 days	4,989	15.3%	97
Bought cigarettes at convenience store in last 30 days	4,687	14.3%	115
Bought gas at convenience store in last 30 days	13,411	41.1%	124
Spent at convenience store in last 30 days: <\$20	2,449	7.5%	93
Spent at convenience store in last 30 days: \$20-\$39	2,969	9.1%	100
Spent at convenience store in last 30 days: \$40-\$50	2,617	8.0%	105
Spent at convenience store in last 30 days: \$51-\$99	1,841	5.6%	127
Spent at convenience store in last 30 days: \$100+	8,689	26.6%	116
<b>Entertainment (Adults)</b>			
Attended a movie in last 6 months	19,259	59.0%	99
Went to live theater in last 12 months	4,268	13.1%	101
Went to a bar/night club in last 12 months	5,630	17.2%	103
Dined out in last 12 months	14,501	44.4%	99
Gambled at a casino in last 12 months	3,243	9.9%	72
Visited a theme park in last 12 months	5,229	16.0%	91
Viewed movie (video-on-demand) in last 30 days	3,741	11.5%	67
Viewed TV show (video-on-demand) in last 30 days	3,181	9.7%	75
Watched any pay-per-view TV in last 12 months	3,301	10.1%	77
Downloaded a movie over the Internet in last 30 days	2,490	7.6%	106
Downloaded any individual song in last 6 months	6,976	21.4%	105
Watched a movie online in the last 30 days	6,182	18.9%	118
Watched a TV program online in last 30 days	5,805	17.8%	119
Played a video/electronic game (console) in last 12 months	4,250	13.0%	125
Played a video/electronic game (portable) in last 12 months	1,731	5.3%	116
<b>Financial (Adults)</b>			
Have home mortgage (1st)	8,870	27.2%	87
Used ATM/cash machine in last 12 months	15,613	47.8%	97
Own any stock	2,105	6.4%	84
Own U.S. savings bond	2,034	6.2%	118
Own shares in mutual fund (stock)	2,087	6.4%	88
Own shares in mutual fund (bonds)	1,312	4.0%	83
Have interest checking account	9,156	28.0%	99
Have non-interest checking account	10,192	31.2%	110
Have savings account	18,419	56.4%	104
Have 401K retirement savings plan	4,332	13.3%	91
Own/used any credit/debit card in last 12 months	25,071	76.7%	103
Avg monthly credit card expenditures: <\$111	4,748	14.5%	125
Avg monthly credit card expenditures: \$111-\$225	2,611	8.0%	116
Avg monthly credit card expenditures: \$226-\$450	1,802	5.5%	87
Avg monthly credit card expenditures: \$451-\$700	1,619	5.0%	93
Avg monthly credit card expenditures: \$701-\$1,000	1,196	3.7%	85
Avg monthly credit card expenditures: \$1,001+	2,118	6.5%	71
Did banking online in last 12 months	11,496	35.2%	99
Did banking on mobile device in last 12 months	5,083	15.6%	111
Paid bills online in last 12 months	13,303	40.7%	95

**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 2016 and 2021.



# Retail Market Potential

Calloway County, KY 2  
 Geography: County

Prepared by Esri

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
<b>Grocery (Adults)</b>			
Used beef (fresh/frozen) in last 6 months	11,303	69.5%	100
Used bread in last 6 months	15,351	94.4%	101
Used chicken (fresh or frozen) in last 6 months	10,933	67.3%	97
Used turkey (fresh or frozen) in last 6 months	2,557	15.7%	99
Used fish/seafood (fresh or frozen) in last 6 months	8,326	51.2%	94
Used fresh fruit/vegetables in last 6 months	13,785	84.8%	99
Used fresh milk in last 6 months	14,465	89.0%	101
Used organic food in last 6 months	2,691	16.6%	84
<b>Health (Adults)</b>			
Exercise at home 2+ times per week	10,109	30.9%	109
Exercise at club 2+ times per week	3,501	10.7%	82
Visited a doctor in last 12 months	24,160	74.0%	98
Used vitamin/dietary supplement in last 6 months	16,714	51.2%	97
<b>Home (Households)</b>			
Any home improvement in last 12 months	4,497	27.7%	103
Used housekeeper/maid/professional HH cleaning service in last 12	1,755	10.8%	82
Purchased low ticket HH furnishings in last 12 months	2,379	14.6%	91
Purchased big ticket HH furnishings in last 12 months	3,177	19.5%	93
Bought any small kitchen appliance in last 12 months	3,561	21.9%	99
Bought any large kitchen appliance in last 12 months	1,960	12.1%	95
<b>Insurance (Adults/Households)</b>			
Currently carry life insurance	13,787	42.2%	99
Carry medical/hospital/accident insurance	20,658	63.2%	96
Carry homeowner insurance	15,048	46.1%	98
Carry renter's insurance	2,578	7.9%	97
Have auto insurance: 1 vehicle in household covered	5,006	30.8%	100
Have auto insurance: 2 vehicles in household covered	4,914	30.2%	106
Have auto insurance: 3+ vehicles in household covered	3,721	22.9%	105
<b>Pets (Households)</b>			
Household owns any pet	9,078	55.8%	104
Household owns any cat	4,158	25.6%	114
Household owns any dog	7,014	43.1%	106
<b>Psychographics (Adults)</b>			
Buying American is important to me	14,794	45.3%	107
Usually buy items on credit rather than wait	3,158	9.7%	82
Usually buy based on quality - not price	4,953	15.2%	84
Price is usually more important than brand name	9,110	27.9%	106
Usually use coupons for brands I buy often	5,887	18.0%	95
Am interested in how to help the environment	4,482	13.7%	84
Usually pay more for environ safe product	3,187	9.8%	76
Usually value green products over convenience	3,142	9.6%	91
Likely to buy a brand that supports a charity	11,953	36.6%	105
<b>Reading (Adults)</b>			
Bought digital book in last 12 months	4,140	12.7%	96
Bought hardcover book in last 12 months	7,220	22.1%	106
Bought paperback book in last 12 month	10,785	33.0%	105
Read any daily newspaper (paper version)	8,059	24.7%	94
Read any digital newspaper in last 30 days	11,267	34.5%	104
Read any magazine (paper/electronic version) in last 6 months	29,868	91.4%	101

**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 2016 and 2021.



# Retail Market Potential

Calloway County, KY 2  
Geography: County

Prepared by Esri

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
<b>Restaurants (Adults)</b>			
Went to family restaurant/steak house in last 6 months	24,818	76.0%	102
Went to family restaurant/steak house: 4+ times a month	8,920	27.3%	99
Went to fast food/drive-in restaurant in last 6 months	30,050	92.0%	102
Went to fast food/drive-in restaurant 9+ times/mo	13,284	40.7%	103
Fast food/drive-in last 6 months: eat in	13,336	40.8%	112
Fast food/drive-in last 6 months: home delivery	2,470	7.6%	99
Fast food/drive-in last 6 months: take-out/drive-thru	16,285	49.9%	108
Fast food/drive-in last 6 months: take-out/walk-in	6,788	20.8%	107
<b>Television &amp; Electronics (Adults/Households)</b>			
Own any e-reader/tablet	9,004	27.6%	87
Own e-reader/tablet: iPad	3,567	10.9%	71
Own any portable MP3 player	9,876	30.2%	98
HH owns 1 TV	3,364	20.7%	101
HH owns 2 TVs	4,432	27.3%	105
HH owns 3 TVs	3,486	21.4%	100
HH owns 4+ TVs	2,912	17.9%	95
HH subscribes to cable TV	7,107	43.7%	88
HH subscribes to fiber optic	437	2.7%	35
HH has satellite dish	5,165	31.8%	125
HH owns DVD/Blu-ray player	10,271	63.2%	104
HH owns camcorder	2,114	13.0%	93
HH owns portable GPS navigation device	4,536	27.9%	102
HH purchased video game system in last 12 mos	944	5.8%	73
HH owns Internet video device for TV	964	5.9%	84
<b>Travel (Adults)</b>			
Domestic travel in last 12 months	16,140	49.4%	99
Took 3+ domestic non-business trips in last 12 months	3,926	12.0%	108
Spent on domestic vacations in last 12 months: <\$1,000	4,231	13.0%	121
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	1,701	5.2%	89
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	1,047	3.2%	90
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	1,231	3.8%	97
Spent on domestic vacations in last 12 months: \$3,000+	1,433	4.4%	80
Domestic travel in the 12 months: used general travel website	1,626	5.0%	74
Foreign travel in last 3 years	6,618	20.3%	84
Took 3+ foreign trips by plane in last 3 years	886	2.7%	60
Spent on foreign vacations in last 12 months: <\$1,000	993	3.0%	73
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	978	3.0%	92
Spent on foreign vacations in last 12 months: \$3,000+	1,078	3.3%	66
Foreign travel in last 3 years: used general travel website	1,659	5.1%	91
Nights spent in hotel/motel in last 12 months: any	13,460	41.2%	101
Took cruise of more than one day in last 3 years	2,442	7.5%	89
Member of any frequent flyer program	3,180	9.7%	60
Member of any hotel rewards program	3,559	10.9%	77

**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 2016 and 2021.



# Restaurant Market Potential

Calloway County, KY 2  
 Geography: County

Prepared by Esri

Demographic Summary		2016	2021	
Population		39,247	40,315	
Population 18+		32,666	33,575	
Households		16,256	16,715	
Median Household Income		\$39,225	\$42,630	
Product/Consumer Behavior		Expected Number of Adults	Percent	MPI
Went to family restaurant/steak house in last 6 mo		24,818	76.0%	102
Went to family restaurant/steak house 4+ times/mo		8,920	27.3%	99
Spent at family rest/steak hse last 6 months: <\$31		2,769	8.5%	119
Spent at family rest/steak hse last 6 months: \$31-50		3,200	9.8%	119
Spent at family rest/steak hse last 6 months: \$51-100		5,747	17.6%	117
Spent at family rest/steak hse last 6 months: \$101-200		3,578	11.0%	92
Spent at family rest/steak hse last 6 months: \$201-300		1,796	5.5%	101
Spent at family rest/steak hse last 6 months: \$301+		2,033	6.2%	85
Family restaurant/steak house last 6 months: breakfast		4,230	12.9%	103
Family restaurant/steak house last 6 months: lunch		6,999	21.4%	114
Family restaurant/steak house last 6 months: dinner		15,630	47.8%	103
Family restaurant/steak house last 6 months: snack		838	2.6%	135
Family restaurant/steak house last 6 months: weekday		10,717	32.8%	108
Family restaurant/steak house last 6 months: weekend		13,530	41.4%	100
Fam rest/steak hse/6 months: Applebee`s		8,688	26.6%	112
Fam rest/steak hse/6 months: Bob Evans Farms		1,823	5.6%	153
Fam rest/steak hse/6 months: Buffalo Wild Wings		2,910	8.9%	104
Fam rest/steak hse/6 months: California Pizza Kitchen		635	1.9%	58
Fam rest/steak hse/6 months: Carrabba`s Italian Grill		726	2.2%	71
Fam rest/steak hse/6 months: The Cheesecake Factory		1,363	4.2%	64
Fam rest/steak hse/6 months: Chili`s Grill & Bar		3,766	11.5%	95
Fam rest/steak hse/6 months: CiCi`s Pizza		1,408	4.3%	111
Fam rest/steak hse/6 months: Cracker Barrel		3,820	11.7%	116
Fam rest/steak hse/6 months: Denny`s		2,565	7.9%	85
Fam rest/steak hse/6 months: Golden Corral		3,099	9.5%	118
Fam rest/steak hse/6 months: IHOP		3,193	9.8%	87
Fam rest/steak hse/6 months: Logan`s Roadhouse		1,465	4.5%	131
Fam rest/steak hse/6 months: LongHorn Steakhouse		1,483	4.5%	95
Fam rest/steak hse/6 months: Old Country Buffet		577	1.8%	102
Fam rest/steak hse/6 months: Olive Garden		6,297	19.3%	111
Fam rest/steak hse/6 months: Outback Steakhouse		3,257	10.0%	105
Fam rest/steak hse/6 months: Red Lobster		4,071	12.5%	104
Fam rest/steak hse/6 months: Red Robin		1,862	5.7%	93
Fam rest/steak hse/6 months: Ruby Tuesday		2,252	6.9%	113
Fam rest/steak hse/6 months: Texas Roadhouse		3,250	9.9%	131
Fam rest/steak hse/6 months: T.G.I. Friday`s		2,029	6.2%	82
Fam rest/steak hse/6 months: Waffle House		1,985	6.1%	115
Went to fast food/drive-in restaurant in last 6 mo		30,050	92.0%	102
Went to fast food/drive-in restaurant 9+ times/mo		13,284	40.7%	103
Spent at fast food/drive-in last 6 months: <\$11		1,637	5.0%	117
Spent at fast food/drive-in last 6 months: \$11-\$20		2,620	8.0%	108
Spent at fast food/drive-in last 6 months: \$21-\$40		4,232	13.0%	110
Spent at fast food/drive-in last 6 months: \$41-\$50		2,582	7.9%	105
Spent at fast food/drive-in last 6 months: \$51-\$100		5,537	17.0%	102
Spent at fast food/drive-in last 6 months: \$101-\$200		4,820	14.8%	123
Spent at fast food/drive-in last 6 months: \$201+		4,116	12.6%	104

**Data Note:** An MPI (Market Potential Index) measures the relative likelihood of the adults 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 2016 and 2021.

August 16, 2016





# Restaurant Market Potential

Calloway County, KY 2  
 Geography: County

Prepared by Esri

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Fast food/drive-in last 6 months: eat in	13,336	40.8%	112
Fast food/drive-in last 6 months: home delivery	2,470	7.6%	99
Fast food/drive-in last 6 months: take-out/drive-thru	16,285	49.9%	108
Fast food/drive-in last 6 months: take-out/walk-in	6,788	20.8%	107
Fast food/drive-in last 6 months: breakfast	10,824	33.1%	102
Fast food/drive-in last 6 months: lunch	17,626	54.0%	108
Fast food/drive-in last 6 months: dinner	15,844	48.5%	110
Fast food/drive-in last 6 months: snack	4,183	12.8%	106
Fast food/drive-in last 6 months: weekday	20,467	62.7%	108
Fast food/drive-in last 6 months: weekend	15,770	48.3%	106
Fast food/drive-in last 6 months: A & W	1,271	3.9%	140
Fast food/drive-in last 6 months: Arby`s	6,671	20.4%	129
Fast food/drive-in last 6 months: Baskin-Robbins	622	1.9%	58
Fast food/drive-in last 6 months: Boston Market	776	2.4%	70
Fast food/drive-in last 6 months: Burger King	10,833	33.2%	109
Fast food/drive-in last 6 months: Captain D`s	1,105	3.4%	99
Fast food/drive-in last 6 months: Carl`s Jr.	1,257	3.8%	69
Fast food/drive-in last 6 months: Checkers	971	3.0%	104
Fast food/drive-in last 6 months: Chick-fil-A	6,642	20.3%	114
Fast food/drive-in last 6 months: Chipotle Mex. Grill	2,753	8.4%	81
Fast food/drive-in last 6 months: Chuck E. Cheese`s	865	2.6%	79
Fast food/drive-in last 6 months: Church`s Fr. Chicken	659	2.0%	61
Fast food/drive-in last 6 months: Cold Stone Creamery	1,164	3.6%	117
Fast food/drive-in last 6 months: Dairy Queen	6,194	19.0%	134
Fast food/drive-in last 6 months: Del Taco	803	2.5%	68
Fast food/drive-in last 6 months: Domino`s Pizza	4,298	13.2%	111
Fast food/drive-in last 6 months: Dunkin` Donuts	2,870	8.8%	74
Fast food/drive-in last 6 months: Hardee`s	2,758	8.4%	147
Fast food/drive-in last 6 months: Jack in the Box	1,640	5.0%	61
Fast food/drive-in last 6 months: KFC	6,737	20.6%	97
Fast food/drive-in last 6 months: Krispy Kreme	1,761	5.4%	117
Fast food/drive-in last 6 months: Little Caesars	4,933	15.1%	133
Fast food/drive-in last 6 months: Long John Silver`s	2,273	7.0%	137
Fast food/drive-in last 6 months: McDonald`s	19,316	59.1%	107
Went to Panda Express in last 6 months	2,008	6.1%	80
Fast food/drive-in last 6 months: Panera Bread	3,402	10.4%	92
Fast food/drive-in last 6 months: Papa John`s	3,182	9.7%	109
Fast food/drive-in last 6 months: Papa Murphy`s	1,457	4.5%	105
Fast food/drive-in last 6 months: Pizza Hut	8,058	24.7%	123
Fast food/drive-in last 6 months: Popeyes Chicken	1,625	5.0%	64
Fast food/drive-in last 6 months: Quiznos	685	2.1%	65
Fast food/drive-in last 6 months: Sonic Drive-In	4,231	13.0%	125
Fast food/drive-in last 6 months: Starbucks	4,128	12.6%	86
Fast food/drive-in last 6 months: Steak `n Shake	1,922	5.9%	116
Fast food/drive-in last 6 months: Subway	11,463	35.1%	108
Fast food/drive-in last 6 months: Taco Bell	11,321	34.7%	112
Fast food/drive-in last 6 months: Wendy`s	10,416	31.9%	115
Fast food/drive-in last 6 months: Whataburger	1,308	4.0%	95
Fast food/drive-in last 6 months: White Castle	782	2.4%	83

**Data Note:** An MPI (Market Potential Index) measures the relative likelihood of the adults 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 2016 and 2021.



## Restaurant Market Potential

Calloway County, KY 2  
Geography: County

Prepared by Esri

Went to fine dining restaurant last month	2,982	9.1%	81
Went to fine dining restaurant 3+ times last month	748	2.3%	73
Spent at fine dining rest in last 6 months: <\$51	659	2.0%	99
Spent at fine dining rest in last 6 months: \$51-\$100	1,158	3.5%	96
Spent at fine dining rest in last 6 months: \$101-\$200	859	2.6%	71
Spent at fine dining rest in last 6 months: \$201+	765	2.3%	59

**Data Note:** An MPI (Market Potential Index) measures the relative likelihood of the adults 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 2016 and 2021.

August 16, 2016



# Pets and Products Market Potential

Calloway County, KY 2  
 Geography: County

Prepared by Esri

Demographic Summary		2016	2021
Population		39,247	40,315
Population 18+		32,666	33,575
Households		16,256	16,715
Median Household Income		\$39,225	\$42,630
Product/Consumer Behavior	Expected Number of Households	Percent	MPI
HH owns any pet	9,078	55.8%	104
HH owns any bird	490	3.0%	116
HH owns any cat	4,158	25.6%	114
HH owns any dog	7,014	43.1%	106
HH owns 1 cat	2,203	13.6%	112
HH owns 2+ cats	1,955	12.0%	114
HH owns 1 dog	3,941	24.2%	99
HH owns 2+ dogs	3,060	18.8%	116
HH used canned/wet cat food in last 6 months	1,915	11.8%	100
HH used packaged dry cat food in last 6 months	4,077	25.1%	117
HH used cat treats in last 6 months	2,096	12.9%	111
HH used cat litter in last 6 months	3,480	21.4%	111
HH used canned/wet dog food in last 6 months	2,325	14.3%	100
HH used packaged dry dog food in last 6 months	6,686	41.1%	106
HH used dog biscuits/treats in last 6 months	5,599	34.4%	109
HH used flea/tick/parasite product for cat/dog	6,475	39.8%	110
HH Bought pet food from any pet specialty store/12 mo	2,848	17.5%	86
HH Bought pet food in last 12 months: from discount store	1,726	10.6%	116
HH Bought pet food in last 12 months: from grocery store	4,863	29.9%	112
HH Bought pet food in last 12 months: from PETCO	1,045	6.4%	78
HH Bought pet food in last 12 months: from PetSmart	1,701	10.5%	93
HH Bought pet food in last 12 months: from wholesale club	612	3.8%	87
HH Bought pet food in last 12 months: from vet	687	4.2%	98
HH Bought flea control product from vet in last 12 mo	2,227	13.7%	113
HH member took pet to vet in last 12 months: 1 time	2,207	13.6%	101
HH member took pet to vet in last 12 months: 2 times	1,831	11.3%	100
HH member took pet to vet in last 12 months: 3 times	820	5.0%	93
HH member took pet to vet in last 12 months: 4 times	686	4.2%	106
HH member took pet to vet in last 12 months: 5+ times	937	5.8%	110
HH used professional pet service in last 12 months	2,406	14.8%	93
HH used professional pet service 3+ times last 12	1,418	8.7%	95
HH used professional pet service: boarding/kennel	566	3.5%	81
HH used professional pet service: grooming	1,944	12.0%	97
HH has pet insurance	338	2.1%	75

**Data Note:** An MPI (Market Potential Index) measures the relative likelihood of 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 2016 and 2021.



# Health and Beauty Market Potential

Calloway County, KY 2  
 Geography: County

Prepared by Esri

<b>Demographic Summary</b>		<b>2016</b>	<b>2021</b>	
Population		39,247	40,315	
Population 18+		32,666	33,575	
Households		16,256	16,715	
Median Household Income		\$39,225	\$42,630	
<b>Product/Consumer Behavior</b>		<b>Expected Number of Adults</b>	<b>Percent</b>	<b>MPI</b>
Typically spend 7+ hours exercising per week		6,906	21.1%	99
Typically spend 4-6 hours exercising per week		6,032	18.5%	91
Typically spend 1-3 hours exercising per week		8,123	24.9%	108
Exercise at home 2+ times per week		10,109	30.9%	109
Exercise at club 2+ times per week		3,501	10.7%	82
Exercise at other facility (not club) 2+ times/wk		3,424	10.5%	130
Own elliptical		1,309	4.0%	101
Own stationary bicycle		1,789	5.5%	104
Own treadmill		3,337	10.2%	105
Own weight lifting equipment		3,698	11.3%	94
Presently controlling diet		10,918	33.4%	96
Control diet for blood sugar level		2,241	6.9%	94
Control diet for cholesterol level		2,493	7.6%	91
Control diet to maintain weight		3,513	10.8%	102
Control diet for physical fitness		2,871	8.8%	89
Control diet for salt restriction		746	2.3%	77
Control diet for weight loss		3,987	12.2%	96
Used doctor`s care/diet for diet method		771	2.4%	89
Used exercise program for diet method		2,178	6.7%	92
Used Weight Watchers as diet method		590	1.8%	75
Buy foods specifically labeled as fat-free		3,627	11.1%	101
Buy foods specifically labeled as gluten-free		845	2.6%	72
Buy foods specifically labeled as high fiber		2,395	7.3%	88
Buy foods specifically labeled as high protein		1,737	5.3%	90
Buy foods specifically labeled as lactose-free		633	1.9%	84
Buy foods specifically labeled as low-calorie		3,026	9.3%	101
Buy foods specifically labeled as low-carb		2,169	6.6%	105
Buy foods specifically labeled as low-cholesterol		1,643	5.0%	85
Buy foods specifically labeled as low-fat		3,282	10.0%	98
Buy foods specifically labeled as low-sodium		3,135	9.6%	102
Buy foods specifically labeled as natural/organic		2,550	7.8%	85
Buy foods specifically labeled as sugar-free		2,956	9.0%	101
Used meal/dietary/weight loss supplement last 6 mo		1,911	5.9%	80
Used vitamins/dietary supplements in last 6 months		16,714	51.2%	97
Provide services as a primary caregiver/caretaker		2,188	6.7%	103

**Data Note:** An MPI (Market Potential Index) measures the relative likelihood of the adults 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 2016 and 2021.



# Health and Beauty Market Potential

Calloway County, KY 2  
Geography: County

Prepared by Esri

Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Visited doctor in last 12 months	24,160	74.0%	98
Visited doctor in last 12 months: 1-2 times	7,377	22.6%	95
Visited doctor in last 12 months: 3-5 times	7,320	22.4%	98
Visited doctor in last 12 months: 6+ times	9,377	28.7%	98
Visited doctor in last 12 months: cardiologist	2,011	6.2%	90
Visited doctor in last 12 months: chiropractor	2,569	7.9%	114
Visited doctor in last 12 months: dentist	10,388	31.8%	90
Visited doctor in last 12 months: dermatologist	2,349	7.2%	91
Visited doctor in last 12 months: ear/nose/throat	1,209	3.7%	84
Visited doctor in last 12 months: eye	6,735	20.6%	100
Visited doctor in last 12 months: gastroenterologist	1,193	3.7%	92
Visited doctor in last 12 months: general/family	13,383	41.0%	100
Visited doctor in last 12 months: internist	1,532	4.7%	79
Visited doctor in last 12 months: physical therapist	1,429	4.4%	96
Visited doctor in last 12 months: podiatrist	804	2.5%	84
Visited doctor in last 12 months: urologist	1,125	3.4%	89
Visited nurse practitioner in last 12 months	1,910	5.8%	120
Wear regular/sun/tinted prescription eyeglasses	12,082	37.0%	105
Wear bifocals	5,890	18.0%	115
Wear disposable contact lenses	1,988	6.1%	92
Wear soft contact lenses	2,803	8.6%	91
Wear transition lenses	2,189	6.7%	119
Spent on eyeglasses in last 12 months: <\$100	1,015	3.1%	115
Spent on eyeglasses in last 12 months: \$100-\$199	1,619	5.0%	120
Spent on eyeglasses in last 12 months: \$200-\$249	894	2.7%	94
Spent on eyeglasses in last 12 months: \$250+	2,722	8.3%	91
Spent on contact lenses in last 12 months: <\$100	946	2.9%	118
Spent on contact lenses in last 12 months: \$100-\$199	1,074	3.3%	91
Spent on contact lenses in last 12 months: \$200+	820	2.5%	77
Bought prescription eyewear: discount optical ctr	2,969	9.1%	106
Bought prescription eyewear: private eye doctor	8,634	26.4%	110
Bought prescription eyewear: retail optical chain	3,644	11.2%	98
Bought prescription eyewear: online	644	2.0%	83
Used prescription drug for allergy/hay fever	1,749	5.4%	95
Used prescription drug for anxiety/panic	1,749	5.4%	114
Used prescription drug for arthritis/osteoarthritis	1,113	3.4%	105
Used prescription drug for rheumatoid arthritis	754	2.3%	87
Used prescription drug for asthma	1,180	3.6%	87
Used prescription drug for backache/back pain	2,566	7.9%	100
Used prescription drug for depression	2,395	7.3%	116
Used prescription drug for diabetes (insulin dependent)	640	2.0%	94
Used prescription drug for diabetes (non-insulin depend)	1,338	4.1%	103
Used prescription drug for heartburn/acid reflux	2,310	7.1%	119
Used prescription drug for high blood pressure	4,448	13.6%	102
Used prescription drug for high cholesterol	2,776	8.5%	93
Used prescription drug for migraine headache	1,095	3.4%	108
Used prescription drug for sinus congestion/headache	1,516	4.6%	119
Used prescription drug for urinary tract infection	972	3.0%	112
Filled prescription last 12 months: discount/dept store	1,615	4.9%	117
Filled prescription last 12 months: drug store/pharmacy	12,042	36.9%	101
Filled prescription last 12 months: supermarket	2,526	7.7%	106
Filled prescription last 12 months: mail order	2,372	7.3%	93
Amount spent out of pocket for prescription drugs: <\$10	2,225	6.8%	109
Amount spent out of pocket for prescription drugs: \$10-19	2,858	8.7%	103
Amount spent out of pocket for prescription drugs: \$20-29	1,852	5.7%	92
Amount spent out of pocket for prescription drugs: \$30-49	2,318	7.1%	100
Amount spent out of pocket for prescription drugs: \$50-99	2,268	6.9%	103
Amount spent out of pocket for prescription drugs: \$100-149	1,090	3.3%	100
Amount spent out of pocket for prescription drugs: \$150+	1,087	3.3%	101

**Data Note:** An MPI (Market Potential Index) measures the relative likelihood of the adults 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 2016 and 2021.



# Health and Beauty Market Potential

Calloway County, KY 2  
 Geography: County

Prepared by Esri

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Used last 6 months: children`s cold tablets/liquids	4,172	12.8%	92
Used last 6 months: cold/sinus/allergy med (nonprescr)	16,245	49.7%	103
Used last 6 months: children`s cough syrup	3,943	12.1%	87
Used last 6 months: cough syrup/suppressant(nonprescr)	10,577	32.4%	98
Used last 6 months: medicated skin cream/lotion/spray	9,749	29.8%	104
Used last 6 months: nasal spray	4,606	14.1%	88
Used last 6 months: pain reliever/fever reducer (kids)	6,410	19.6%	94
Used last 6 months: pain relieving rub/liquid/patch	7,322	22.4%	101
Used last 6 months: sleeping aid/snore relief	2,777	8.5%	92
Used last 6 months: sore throat remedy/cough drops	16,204	49.6%	104
Used last 12 months: sunburn remedy	5,527	16.9%	122
Used last 12 months: suntan/sunscreen product	13,328	40.8%	105
Used last 12 months: SPF 15 suntan/sunscreen product	2,763	8.5%	95
Used last 12 months: SPF 30-49 suntan/sunscreen prod	5,950	18.2%	111
Used last 12 months: SPF 50+ suntan/sunscreen product	4,202	12.9%	107
Used last 6 months: toothache/gum/canker sore remedy	3,078	9.4%	99
Used last 6 months: vitamins/nutritional suppl (kids)	4,225	12.9%	91
Used body wash/shower gel in last 6 months	19,404	59.4%	101
Used breath freshener in last 6 months	13,174	40.3%	99
Used breath freshener in last 6 months: gum	9,137	28.0%	107
Used breath freshener in last 6 months: mints	5,607	17.2%	97
Used breath freshener in last 6 months: thin film	576	1.8%	79
Used breath freshener 8+ times in last 7 days	3,463	10.6%	102
Used complexion care product in last 6 months	14,817	45.4%	97
Used denture adhesive/fixative in last 6 months	2,044	6.3%	101
Used denture cleaner in last 6 months	3,631	11.1%	105
Used facial moisturizer in last 6 months	12,495	38.3%	91
Used personal foot care product in last 6 months	6,095	18.7%	94
Used hair coloring product (at home) last 6 months	5,471	16.7%	84
Used hair conditioning treatment (at home)/6 mo	6,768	20.7%	87
Used hair growth product in last 6 months	695	2.1%	80
Used hair spray (at home) in last 6 months	11,565	35.4%	106
Used hair styling gel/lotion/mousse in last 6 mo	10,431	31.9%	92
Used mouthwash in last 6 months	20,500	62.8%	97
Used mouthwash 8+ times in last 7 days	4,112	12.6%	81
Used whitening toothpaste in last 6 months	11,188	34.2%	107
Used tooth whitener (not toothpaste) in last 6 mo	2,591	7.9%	84
Used tooth whitener (gel) in last 6 mos	491	1.5%	81
Used tooth whitener (strips) in last 6 months	1,374	4.2%	80
Visited a day spa in last 6 months	1,287	3.9%	72
Purchased product at salon/day spa in last 6 mo	1,995	6.1%	99
Professional srv last 6 months: haircut	20,202	61.8%	101
Professional srv last 6 months: hair color/highlights	5,113	15.7%	95
Professional srv last 6 months: facial	653	2.0%	64
Professional srv last 6 months: massage	2,091	6.4%	77
Professional srv last 6 months: manicure	3,157	9.7%	74
Professional srv last 6 months: pedicure	3,974	12.2%	75
Spent \$150+ at barber shops in last 6 months	543	1.7%	70
Spent \$150+ at beauty salons in last 6 months	2,888	8.8%	78

**Data Note:** An MPI (Market Potential Index) measures the relative likelihood of the adults 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 2016 and 2021.



# Electronics and Internet Market Potential

Calloway County, KY 2  
Geography: County

Prepared by Esri

<b>Demographic Summary</b>		<b>2016</b>	<b>2021</b>	
Population		39,247	40,315	
Population 18+		32,666	33,575	
Households		16,256	16,715	
Median Household Income		\$39,225	\$42,630	
<b>Product/Consumer Behavior</b>		<b>Expected Number of Adults/HHs</b>	<b>Percent</b>	<b>MPI</b>
Own any e-reader/tablet (such as Kindle or iPad)		9,004	27.6%	87
Own e-reader/tablet: iPad		3,567	10.9%	71
Own e-reader/tablet: Barnes & Noble Nook		989	3.0%	87
Own e-reader/tablet: Amazon Kindle		3,712	11.4%	101
Own any portable MP3 player		9,876	30.2%	98
Own Apple iPod nano		2,362	7.2%	86
Own Apple iPod shuffle		1,296	4.0%	91
Own Apple iPod touch		3,133	9.6%	99
Purchased portable MP3 player in last 12 months		1,315	4.0%	107
Own digital point & shoot camera		10,012	30.6%	105
Own digital single-lens reflex (SLR) camera		2,773	8.5%	98
Bought any camera in last 12 months		1,975	6.0%	106
Spent on cameras in last 12 months: \$1-99		3,475	10.6%	123
Spent on cameras in last 12 months: \$100-\$199		1,524	4.7%	103
Spent on cameras in last 12 months: \$200+		1,289	3.9%	76
Own telephoto/zoom lens		1,940	5.9%	96
Own wideangle lens		1,282	3.9%	110
Printed digital photos in last 12 months		1,021	3.1%	107
Use a computer at work		13,312	40.8%	100
Use desktop computer at work		7,553	23.1%	96
Use laptop/notebook at work		4,221	12.9%	95
HH owns a computer		12,592	77.5%	101
Purchased home computer in last 12 months		2,033	12.5%	95
HH owns desktop computer		7,080	43.6%	96
HH owns laptop/notebook		8,908	54.8%	101
HH owns netbook		639	3.9%	88
Child (under 18 yrs) uses home computer		2,280	14.0%	85
HH owns any Apple/Mac brand computer		2,039	12.5%	83
HH owns any PC/non-Apple brand computer		11,358	69.9%	103

**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 2016 and 2021.

August 16, 2016



# Electronics and Internet Market Potential

Calloway County, KY 2  
 Geography: County

Prepared by Esri

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Purchased most recent home computer 1-2 years ago	3,297	20.3%	111
Purchased most recent home computer 3-4 years ago	2,553	15.7%	100
Purchased most recent home computer 5+ years ago	1,484	9.1%	111
HH purchased most recent computer in a store	6,259	38.5%	102
HH purchased most recent computer online	2,241	13.8%	105
Spent on most recent home computer: <\$500	2,895	17.8%	123
Spent on most recent home computer: \$500-\$999	3,176	19.5%	102
Spent on most recent home computer: \$1000-\$1499	1,452	8.9%	94
Spent on most recent home computer: \$1500-\$1999	618	3.8%	83
Spent on most recent home computer: \$2000+	492	3.0%	77
HH owns webcam	3,434	21.1%	105
HH owns wireless router	5,350	32.9%	98
HH owns software: accounting	975	6.0%	96
HH owns software: communications/fax	827	5.1%	92
HH owns software: database/filing	937	5.8%	97
HH owns software: desktop publishing	1,475	9.1%	105
HH owns software: education/training	1,528	9.4%	107
HH owns software: entertainment/games	3,938	24.2%	115
HH owns software: personal finance/tax prep	1,518	9.3%	81
HH owns software: presentation graphics	1,063	6.5%	101
HH owns software: multimedia	2,287	14.1%	109
HH owns software: networking	2,228	13.7%	102
HH owns software: online meeting/conference	560	3.4%	109
HH owns software: security/anti-virus	3,802	23.4%	94
HH owns software: spreadsheet	2,985	18.4%	97
HH owns software: utility	695	4.3%	86
HH owns software: web authoring	330	2.0%	91
HH owns software: word processing	4,964	30.5%	104
HH owns camcorder	2,114	13.0%	93
HH owns CD player	2,934	18.0%	101
HH owns DVD/Blu-ray player	10,271	63.2%	104
HH purchased DVD/Blu-ray player in last 12 months	1,327	8.2%	101

**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 2016 and 2021.





# Electronics and Internet Market Potential

Calloway County, KY 2  
Geography: County

Prepared by Esri

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
HH owns portable GPS navigation device	4,536	27.9%	102
HH purchased portable GPS navigation device/12 mo	599	3.7%	110
HH owns headphones (ear buds)	6,069	37.3%	105
HH owns noise reduction headphones	1,052	6.5%	82
HH owns home theater/entertainment system	1,672	10.3%	96
HH owns 1 TV	3,364	20.7%	101
HH owns 2 TVs	4,432	27.3%	105
HH owns 3 TVs	3,486	21.4%	100
HH owns 4+ TVs	2,912	17.9%	95
HH owns LCD TV	5,402	33.2%	105
HH owns LED TV	3,572	22.0%	105
HH owns plasma TV	2,031	12.5%	83
HH owns projection TV	462	2.8%	105
HH has 3D TV	497	3.1%	65
HH has HDTV	7,650	47.1%	100
HH has Internet connectable TV	2,881	17.7%	94
HH owns miniature screen TV (<13 in)	850	5.2%	113
HH owns regular screen TV (13-26 in)	5,433	33.4%	114
HH owns large screen TV (27-35 in)	6,197	38.1%	103
HH owns big screen TV (36-42 in)	5,228	32.2%	98
HH owns giant screen TV (over 42 in)	3,811	23.4%	90
Most recent HH TV purchase: regular screen (13-26 in)	2,537	15.6%	116
Most recent HH TV purchase: large screen (27-35 in)	3,765	23.2%	105
Most recent HH TV purchase: big screen (36-42 in)	3,616	22.2%	98
Most recent HH TV purchase: giant screen (over 42 in)	2,928	18.0%	90
HH owns Internet video device for TV	964	5.9%	84
HH purchased video game system in last 12 months	944	5.8%	73
HH owns video game system: handheld	2,454	15.1%	101
HH owns video game system: attached to TV/computer	7,203	44.3%	100
HH owns video game system: Nintendo 3DS	546	3.4%	95
HH owns video game system: Nintendo DS/DS Lite	1,060	6.5%	108
HH owns video game system: Nintendo DSi	580	3.6%	88
HH owns video game system: Nintendo Wii	3,681	22.6%	97
HH owns video game system: PlayStation 2 (PS2)	1,884	11.6%	119
HH owns video game system: PlayStation 3 (PS3)	2,107	13.0%	95
HH owns video game system: Sony PSP/PSPgo	323	2.0%	83
HH owns video game system: Xbox 360	2,983	18.4%	98
HH purchased 5+ video games in last 12 months	895	5.5%	90
HH spent \$101+ on video games in last 12 months	1,189	7.3%	88
Have access to Internet at home	26,320	80.6%	99
Connection to Internet at home: via cable modem	10,001	30.6%	87
Connection to Internet at home: via DSL	6,865	21.0%	129
Connection to Internet at home: via fiber optic	1,489	4.6%	41
Access Internet at home via high speed connection	25,090	76.8%	99
Spend 10+ hrs online (excl email/IM time) daily	1,099	3.4%	97
Spend 5-9.9 hrs online (excl email/IM time) daily	3,565	10.9%	107
Spend 2-4.9 hrs online (excl email/IM time) daily	6,752	20.7%	100
Spend 1-1.9 hrs online (excl email/IM time) daily	4,960	15.2%	89
Spend 0.5-0.9 hrs online(excl email/IM time) daily	3,735	11.4%	91
Spend <0.5 hrs online (excl email/IM time) daily	3,349	10.3%	102
Used Internet in last 30 days	26,505	81.1%	100
Used Internet/30 days: at home	24,607	75.3%	99
Used Internet/30 days: at work	12,474	38.2%	98
Used Internet/30 days: at school/library	6,135	18.8%	152

**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 2016 and 2021.

August 16, 2016



# Electronics and Internet Market Potential

Calloway County, KY 2  
 Geography: County

Prepared by Esri

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Used Internet/30 days: not hm/work/school/library	9,357	28.6%	102
Accessed Internet in last 30 days using computer	24,813	76.0%	102
Accessed Internet in last 30 days using cell phone	17,403	53.3%	96
Used Wi-Fi/wireless connection outside hm/30 days	9,644	29.5%	103
Internet last 30 days: visited forum	1,471	4.5%	91
Internet last 30 days: used email	23,189	71.0%	100
Internet last 30 days: used IM	16,671	51.0%	105
Internet last 30 days: made personal purchase	13,283	40.7%	97
Internet last 30 days: made business purchase	3,301	10.1%	91
Internet last 30 days: paid bills online	14,285	43.7%	97
Internet last 30 days: took online class	2,860	8.8%	120
Internet last 30 days: looked for employment	5,521	16.9%	109
Internet last 30 days: traded/tracked investments	3,165	9.7%	84
Internet last 30 days: made travel plans	5,520	16.9%	90
Internet last 30 days: obtained auto info	3,645	11.2%	99
Internet last 30 days: obtained financial info	9,522	29.1%	97
Internet last 30 days: obtained medical info	6,835	20.9%	89
Internet last 30 days: checked movie listing/times	8,397	25.7%	110
Internet last 30 days: obtained latest news	14,900	45.6%	102
Internet last 30 days: obtained parenting info	1,597	4.9%	86
Internet last 30 days: obtained real estate info	3,522	10.8%	83
Internet last 30 days: obtained sports news/info	10,028	30.7%	102
Internet last 30 days: visited online blog	5,034	15.4%	122
Internet last 30 days: wrote online blog	954	2.9%	98
Internet last 30 days: used online dating website	503	1.5%	81
Internet last 30 days: played games online	10,100	30.9%	106
Internet last 30 days: sent greeting card	1,288	3.9%	81
Internet last 30 days: made phone call	5,228	16.0%	90
Internet last 30 days: shared photos via website	9,985	30.6%	105
Internet last 30 days: looked for recipes	11,475	35.1%	104
Internet last 30 days: added video to website	2,114	6.5%	101
Internet last 30 days: downloaded a movie	2,490	7.6%	106
Internet last 30 days: downloaded music	7,490	22.9%	100
Internet last 30 days: downloaded podcast	1,246	3.8%	99
Internet last 30 days: downloaded TV program	1,570	4.8%	100
Internet last 30 days: downloaded a video game	3,377	10.3%	102
Internet last 30 days: watched movie online	6,182	18.9%	118
Internet last 30 days: watched TV program online	5,805	17.8%	119
Purch/rntd video download/strm/30 days: amazon.com	1,515	4.6%	110
Purch/rntd video download/strm/30 days: hulu.com	1,781	5.5%	151
Purch/rntd video download/strm/30 days: itunes.com	1,228	3.8%	118
Purch/rntd video download/strm/30 days: netflix.com	4,129	12.6%	106
Used online gaming srv/30 days: PlayStation Network	1,693	5.2%	113
Used online gaming srv/30 days: Xbox Live	2,178	6.7%	120
Played Massive Multi-Player Online game/30 days	1,387	4.2%	119
Visited any Spanish language website last 30 days	427	1.3%	42
Visited website in last 30 days: facebook.com	18,896	57.8%	104
Visited website in last 30 days: LinkedIn.com	3,129	9.6%	92
Visited website in last 30 days: photobucket.com	697	2.1%	102
Visited website in last 30 days: picasa.com	790	2.4%	96
Visited website in last 30 days: shutterfly.com	718	2.2%	69
Visited website in last 30 days: tumblr.com	1,609	4.9%	139
Visited website in last 30 days: twitter.com	5,204	15.9%	141
Visited website in last 30 days: yelp.com	657	2.0%	49
Visited website in last 30 days: YouTube.com	15,710	48.1%	107

**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 2016 and 2021.



# Electronics and Internet Market Potential

Calloway County, KY 2  
Geography: County

Prepared by Esri

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Used website/search engine/30 days: ask.com	2,996	9.2%	125
Used website/search engine/30 days: bing.com	5,997	18.4%	107
Used website/search engine/30 days: google.com	24,126	73.9%	100
Used website/search engine/30 days: yahoo.com	10,213	31.3%	93
Visited news website in last 30 days: ABCnews.com	1,477	4.5%	88
Visited news website in last 30 days: CBSnews.com	1,076	3.3%	96
Visited news website in last 30 days: cnn.com	3,695	11.3%	95
Visited news website in last 30 days: foxnews.com	3,191	9.8%	101
Visited news website in last 30 days: msnbc.com	1,503	4.6%	90
Visited news website in last 30 days: Yahoo! News	3,973	12.2%	88

**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 2016 and 2021.

August 16, 2016



# Finances Market Potential

Calloway County, KY 2  
Geography: County

Prepared by Esri

Demographic Summary		2016	2021
Population		39,247	40,315
Population 18+		32,666	33,575
Households		16,256	16,715
Median Household Income		\$39,225	\$42,630
Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Did banking in person in last 12 months	18,933	58.0%	107
Bank/financial institution used: Bank of America	3,224	9.9%	70
Bank/financial institution used: Capital One/ING Direct	1,381	4.2%	95
Bank/financial institution used: Chase	3,111	9.5%	79
Bank/financial institution used: Citibank	837	2.6%	75
Bank/financial institution used: PNC	980	3.0%	98
Bank/financial institution used: U.S. Bank	970	3.0%	103
Bank/financial institution used: Wells Fargo	3,234	9.9%	85
Bank/financial institution used: credit union	6,446	19.7%	112
Did banking by mail in last 12 months	1,019	3.1%	93
Did banking by phone in last 12 months	3,297	10.1%	114
Did banking online in last 12 months	11,496	35.2%	99
Did banking on mobile device in last 12 months	5,083	15.6%	111
Used ATM/cash machine in last 12 months	15,613	47.8%	97
Used direct deposit of paycheck in last 12 months	13,588	41.6%	103
Did banking w/paperless statements in last 12 mo	6,011	18.4%	98
Have interest checking account	9,156	28.0%	99
Have non-interest checking account	10,192	31.2%	110
Have savings account	18,419	56.4%	104
Have overdraft protection	9,272	28.4%	107
Have auto loan	5,816	17.8%	101
Have personal loan for education (student loan)	2,529	7.7%	113
Have personal loan - not for education	1,051	3.2%	120
Have home mortgage (1st)	8,870	27.2%	87
Have 2nd mortgage (home equity loan)	1,780	5.4%	90
Have home equity line of credit	1,172	3.6%	94
Have personal line of credit	904	2.8%	88
Have 401(k) retirement savings plan	4,332	13.3%	91
Have 403(b) retirement savings plan	827	2.5%	94
Have IRA retirement savings plan	3,512	10.8%	87
Own any securities investment	9,663	29.6%	99
Own any annuity	711	2.2%	86
Own certificate of deposit (more than 6 months)	1,131	3.5%	105
Own shares in money market fund	1,270	3.9%	81
Own shares in mutual fund (bonds)	1,312	4.0%	83
Own shares in mutual fund (stock)	2,087	6.4%	88
Own any stock	2,105	6.4%	84
Own common/preferred stock in company you work for	516	1.6%	67
Own common stock in company you don` t work for	1,566	4.8%	90
Own U.S. savings bond	2,034	6.2%	118
Own investment real estate	1,133	3.5%	88
Own vacation/weekend home	892	2.7%	76
Used a real estate agent in last 12 months	1,860	5.7%	94
Used financial planner in last 12 months	1,930	5.9%	96
Own 1 credit card	6,076	18.6%	124
Own 2 credit cards	4,127	12.6%	98
Own 3 credit cards	2,788	8.5%	92
Own 4 credit cards	1,541	4.7%	77
Own 5 credit cards	884	2.7%	82
Own 6+ credit cards	1,324	4.1%	73

**Data Note:** An MPI (Market Potential Index) measures the relative likelihood of the adults 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 2016 and 2021.



# Finances Market Potential

Calloway County, KY 2  
Geography: County

Prepared by Esri

Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Avg monthly credit card expenditures: <\$111	4,748	14.5%	125
Avg monthly credit card expenditures: \$111-\$225	2,611	8.0%	116
Avg monthly credit card expenditures: \$226-\$450	1,802	5.5%	87
Avg monthly credit card expenditures: \$451-\$700	1,619	5.0%	93
Avg monthly credit card expenditures: \$701-\$1000	1,196	3.7%	85
Avg monthly credit card expenditures: \$1001+	2,118	6.5%	71
Own 1 debit card	15,342	47.0%	108
Own 2 debit cards	3,297	10.1%	98
Own 3+ debit cards	607	1.9%	83
Avg monthly debit card expenditures: <\$91	1,254	3.8%	101
Avg monthly debit card expenditures: \$91-\$180	2,143	6.6%	136
Avg monthly debit card expenditures: \$181-\$225	2,286	7.0%	139
Avg monthly debit card expenditures: \$226-\$450	2,931	9.0%	113
Avg monthly debit card expenditures: \$451-\$700	3,011	9.2%	109
Avg monthly debit card expenditures: \$701-\$1000	2,347	7.2%	101
Avg monthly debit card expenditures: \$1001+	2,022	6.2%	88
Own/used last 12 months: any credit/debit card	25,071	76.7%	103
Own/used last 12 months: any major credit/debit card	22,638	69.3%	104
Own/used last 12 months: any store credit card	8,068	24.7%	92
Credit/debit card rewards: airline miles	1,738	5.3%	61
Credit/debit card rewards: cash back	6,341	19.4%	95
Credit/debit card rewards: gasoline discounts	917	2.8%	83
Credit/debit card rewards: gifts	1,121	3.4%	75
Credit/debit card rewards: hotel/car rental awards	663	2.0%	68
Have American Express Green card in own name	486	1.5%	49
Have American Express Gold card in own name	606	1.9%	62
Have American Express Platinum card in own name	503	1.5%	64
Have American Express Blue card in own name	575	1.8%	52
Have Discover card in own name	3,523	10.8%	105
Have MasterCard Standard card in own name	4,670	14.3%	105
Have MasterCard Gold card in own name	1,379	4.2%	108
Have MasterCard Platinum card in own name	1,770	5.4%	88
Have MasterCard debit card in own name	2,737	8.4%	112
Have Visa Regular/Classic card in own name	7,340	22.5%	106
Have Visa Gold card in own name	988	3.0%	89
Have Visa Platinum card in own name	3,033	9.3%	94
Have Visa Signature card in own name	1,175	3.6%	86
Have Visa debit card in own name	7,181	22.0%	103
Paid bills last 12 months: by mail	16,081	49.2%	110
Paid bills last 12 months: online	13,303	40.7%	95
Paid bills last 12 months: in person	11,846	36.3%	122
Paid bills last 12 months: by phone using credit card	6,463	19.8%	108
Paid bills last 12 months: by mobile phone	3,807	11.7%	106
Paid bills last 12 months: charged to credit card	3,948	12.1%	103
Paid bills last 12 months: deducted from bank account	8,467	25.9%	108
Wired/sent money in last 6 months	6,394	19.6%	94
Wired/sent money in last 6 months: using MoneyGram	751	2.3%	81
Wired/sent money in last 6 months: using PayPal	3,700	11.3%	103
Wired/sent money in last 6 months: using Western Union	1,050	3.2%	77

**Data Note:** An MPI (Market Potential Index) measures the relative likelihood of the adults 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 2016 and 2021.



## Finances Market Potential

Calloway County, KY 2  
Geography: County

Prepared by Esri

Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Wired/sent money in last 6 months: bank wire transfer	804	2.5%	95
Tax preparation: did manually	3,742	11.5%	99
Tax preparation: used software (TurboTax)	2,881	8.8%	93
Tax preparation: used online tax srv (TurboTax)	2,036	6.2%	114
Tax preparation: used H&R Block on-site	2,028	6.2%	119
Tax preparation: used CPA/other tax professional	6,297	19.3%	98

**Data Note:** An MPI (Market Potential Index) measures the relative likelihood of the adults 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 2016 and 2021.

August 16, 2016



# Sports and Leisure Market Potential

Calloway County, KY 2  
 Geography: County

Prepared by Esri

Demographic Summary		2016	2021
Population		39,247	40,315
Population 18+		32,666	33,575
Households		16,256	16,715
Median Household Income		\$39,225	\$42,630
Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Participated in aerobics in last 12 months	2,736	8.4%	99
Participated in archery in last 12 months	1,194	3.7%	135
Participated in backpacking in last 12 months	1,334	4.1%	133
Participated in baseball in last 12 months	1,622	5.0%	108
Participated in basketball in last 12 months	3,123	9.6%	116
Participated in bicycling (mountain) in last 12 months	1,263	3.9%	100
Participated in bicycling (road) in last 12 months	3,247	9.9%	100
Participated in boating (power) in last 12 months	2,268	6.9%	130
Participated in bowling in last 12 months	3,487	10.7%	113
Participated in canoeing/kayaking in last 12 months	2,163	6.6%	119
Participated in fishing (fresh water) in last 12 months	5,389	16.5%	134
Participated in fishing (salt water) in last 12 months	1,230	3.8%	95
Participated in football in last 12 months	1,873	5.7%	122
Participated in Frisbee in last 12 months	2,103	6.4%	150
Participated in golf in last 12 months	3,205	9.8%	107
Participated in hiking in last 12 months	3,166	9.7%	98
Participated in horseback riding in last 12 months	1,100	3.4%	136
Participated in hunting with rifle in last 12 months	2,205	6.8%	149
Participated in hunting with shotgun in last 12 months	2,001	6.1%	156
Participated in ice skating in last 12 months	868	2.7%	109
Participated in jogging/running in last 12 months	5,015	15.4%	116
Participated in motorcycling in last 12 months	1,135	3.5%	119
Participated in Pilates in last 12 months	887	2.7%	99
Participated in skiing (downhill) in last 12 months	1,061	3.2%	120
Participated in soccer in last 12 months	1,515	4.6%	122
Participated in softball in last 12 months	1,408	4.3%	126
Participated in swimming in last 12 months	5,641	17.3%	112
Participated in target shooting in last 12 months	1,859	5.7%	120
Participated in tennis in last 12 months	1,054	3.2%	81
Participated in volleyball in last 12 months	1,267	3.9%	119
Participated in walking for exercise in last 12 months	8,517	26.1%	98
Participated in weight lifting in last 12 months	3,240	9.9%	100
Participated in yoga in last 12 months	2,039	6.2%	89
Spent on sports/rec equip in last 12 months: \$1-99	1,834	5.6%	98
Spent on sports/rec equip in last 12 months: \$100-\$249	2,136	6.5%	106
Spent on sports/rec equip in last 12 months: \$250+	2,356	7.2%	99
Attend sports events	7,644	23.4%	102
Attend sports events: baseball game - MLB reg seas	2,382	7.3%	79
Attend sports events: basketball game (college)	1,147	3.5%	122
Attend sports events: basketball game-NBA reg seas	754	2.3%	78
Attend sports events: football game (college)	2,023	6.2%	109
Attend sports events: football game-NFL Mon/Thurs	626	1.9%	70
Attend sports events: football game - NFL weekend	1,113	3.4%	74
Attend sports events: high school sports	2,315	7.1%	149

**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 2016 and 2021.



# Sports and Leisure Market Potential

Calloway County, KY 2  
 Geography: County

Prepared by Esri

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Listen to sports on radio	5,057	15.5%	104
Listen to baseball (MLB reg season) on radio often	555	1.7%	77
Listen to football (NFL wknd games) on radio often	507	1.6%	78
Watch sports on TV	20,512	62.8%	102
Watch on TV: alpine skiing/ski jumping	1,952	6.0%	103
Watch on TV: auto racing (NASCAR)	5,720	17.5%	127
Watch on TV: auto racing (not NASCAR)	2,208	6.8%	114
Watch on TV: baseball (MLB regular season)	6,814	20.9%	93
Watch on TV: baseball (MLB playoffs/World Series)	6,711	20.5%	93
Watch on TV: basketball (college)	5,585	17.1%	114
Watch on TV: basketball (NCAA tournament)	5,347	16.4%	109
Watch on TV: basketball (NBA regular season)	4,980	15.2%	87
Watch on TV: basketball (NBA playoffs/finals)	5,900	18.1%	93
Watch on TV: basketball (WNBA)	1,427	4.4%	98
Watch on TV: bicycle racing	887	2.7%	87
Watch on TV: bowling	1,078	3.3%	103
Watch on TV: boxing	1,918	5.9%	73
Watch on TV: bull riding (pro)	2,218	6.8%	133
Watch on TV: Equestrian events	1,445	4.4%	131
Watch on TV: extreme sports (summer)	2,290	7.0%	117
Watch on TV: extreme sports (winter)	2,480	7.6%	117
Watch on TV: figure skating	3,312	10.1%	101
Watch on TV: fishing	2,525	7.7%	117
Watch on TV: football (college)	9,619	29.4%	114
Watch on TV: football (NFL Mon/Thurs night games)	10,884	33.3%	98
Watch on TV: football (NFL weekend games)	11,911	36.5%	101
Watch on TV: football (NFL playoffs/Super Bowl)	12,043	36.9%	100
Watch on TV: golf (PGA)	4,211	12.9%	90
Watch on TV: golf (LPGA)	1,357	4.2%	88
Watch on TV: gymnastics	2,828	8.7%	105
Watch on TV: horse racing (at track or OTB)	1,277	3.9%	138
Watch on TV: ice hockey (NHL regular season)	2,752	8.4%	91
Watch on TV: ice hockey (NHL playoffs/St Stanley Cup)	2,735	8.4%	88
Watch on TV: marathon/road running/triathlon	678	2.1%	82
Watch on TV: mixed martial arts (MMA)	1,750	5.4%	106
Watch on TV: motorcycle racing	1,650	5.1%	114
Watch on TV: Olympics (summer)	8,967	27.5%	101
Watch on TV: Olympics (winter)	8,768	26.8%	103
Watch on TV: poker	1,755	5.4%	96
Watch on TV: rodeo	2,061	6.3%	135
Watch on TV: soccer (MLS)	1,774	5.4%	101
Watch on TV: soccer (World Cup)	2,613	8.0%	91
Watch on TV: tennis (men `s)	2,060	6.3%	75
Watch on TV: tennis (women `s)	2,009	6.2%	74
Watch on TV: track & field	1,705	5.2%	92
Watch on TV: truck and tractor pull/mud racing	1,344	4.1%	139
Watch on TV: volleyball (pro beach)	1,525	4.7%	104
Watch on TV: wrestling (WWE)	1,078	3.3%	103
Interest in sports: college basketball Super Fan	1,050	3.2%	86
Interest in sports: college football Super Fan	2,063	6.3%	96
Interest in sports: golf Super Fan	520	1.6%	77
Interest in sports: high school sports Super Fan	820	2.5%	80
Interest in sports: MLB Super Fan	1,475	4.5%	82
Interest in sports: NASCAR Super Fan	889	2.7%	80
Interest in sports: NBA Super Fan	1,249	3.8%	65
Interest in sports: NFL Super Fan	4,024	12.3%	90
Interest in sports: NHL Super Fan	704	2.2%	62

**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 2016 and 2021.





# Sports and Leisure Market Potential

Calloway County, KY 2  
 Geography: County

Prepared by Esri

Product/Consumer Behavior	Expected		MPI
	Number of Adults/HHs	Percent	
Member of AARP	3,547	10.9%	92
Member of charitable organization	1,326	4.1%	95
Member of church board	1,186	3.6%	118
Member of fraternal order	834	2.6%	97
Member of religious club	1,301	4.0%	106
Member of union	1,091	3.3%	90
Member of veterans club	712	2.2%	97
Attended adult education course in last 12 months	2,184	6.7%	98
Went to art gallery in last 12 months	2,471	7.6%	101
Attended auto show in last 12 months	2,530	7.7%	101
Did baking in last 12 months	7,826	24.0%	111
Went to bar/night club in last 12 months	5,630	17.2%	103
Went to beach in last 12 months	7,388	22.6%	91
Played billiards/pool in last 12 months	2,606	8.0%	103
Played bingo in last 12 months	1,142	3.5%	87
Did birdwatching in last 12 months	1,613	4.9%	114
Played board game in last 12 months	4,588	14.0%	110
Read book in last 12 months	10,903	33.4%	98
Participated in book club in last 12 months	1,105	3.4%	120
Went on overnight camping trip in last 12 months	5,543	17.0%	142
Played cards in last 12 months	6,127	18.8%	121
Played chess in last 12 months	1,064	3.3%	101
Played computer game (offline w/software)/12 months	2,273	7.0%	105
Played computer game (online w/software)/12 months	2,586	7.9%	115
Played computer game (online w/o software)/12 months	3,003	9.2%	102
Cooked for fun in last 12 months	7,695	23.6%	103
Did crossword puzzle in last 12 months	3,772	11.5%	108
Danced/went dancing in last 12 months	2,802	8.6%	107
Attended dance performance in last 12 months	1,885	5.8%	129
Dined out in last 12 months	14,501	44.4%	99
Participated in fantasy sports league last 12 months	1,673	5.1%	123
Did furniture refinishing in last 12 months	1,232	3.8%	113
Gambled at casino in last 12 months	3,243	9.9%	72
Gambled in Atlantic City in last 12 months	296	0.9%	39
Gambled in Las Vegas in last 12 months	662	2.0%	51
Participate in indoor gardening/plant care	2,977	9.1%	98
Attended horse races in last 12 months	689	2.1%	82
Participated in karaoke in last 12 months	907	2.8%	81
Bought lottery ticket in last 12 months	11,175	34.2%	92
Played lottery 6+ times in last 30 days	3,388	10.4%	88
Bought lottery ticket in last 12 months: Daily Drawing	838	2.6%	67
Bought lottery ticket in last 12 months: Instant Game	5,644	17.3%	95
Bought lottery ticket in last 12 months: Mega Millions	4,269	13.1%	73
Bought lottery ticket in last 12 months: Powerball	6,493	19.9%	93
Attended a movie in last 6 months	19,259	59.0%	99
Attended movie in last 90 days: once/week or more	645	2.0%	82
Attended movie in last 90 days: 2-3 times a month	1,640	5.0%	86
Attended movie in last 90 days: once a month	3,602	11.0%	109
Attended movie in last 90 days: < once a month	11,840	36.2%	102
Movie genre seen at theater/6 months: action	8,447	25.9%	100

**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 2016 and 2021.



# Sports and Leisure Market Potential

Calloway County, KY 2  
 Geography: County

Prepared by Esri

Product/Consumer Behavior	Expected		MPI
	Number of Adults/HHs	Percent	
Movie genre seen at theater/6 months: adventure	9,434	28.9%	103
Movie genre seen at theater/6 months: comedy	8,377	25.6%	98
Movie genre seen at theater/6 months: crime	5,977	18.3%	103
Movie genre seen at theater/6 months: drama	8,978	27.5%	100
Movie genre seen at theater/6 months: family	3,044	9.3%	84
Movie genre seen at theater/6 months: fantasy	6,631	20.3%	111
Movie genre seen at theater/6 months: horror	2,291	7.0%	87
Movie genre seen at theater/6 months: romance	4,063	12.4%	106
Movie genre seen at theater/6 months: science fiction	4,814	14.7%	104
Movie genre seen at theater/6 months: thriller	5,322	16.3%	99
Went to museum in last 12 months	3,783	11.6%	94
Attended classical music/opera performance/12 months	1,828	5.6%	134
Attended country music performance in last 12 months	2,410	7.4%	130
Attended rock music performance in last 12 months	3,376	10.3%	109
Played musical instrument in last 12 months	2,243	6.9%	105
Did painting/drawing in last 12 months	2,435	7.5%	122
Did photo album/scrapbooking in last 12 months	2,080	6.4%	113
Did photography in last 12 months	3,481	10.7%	105
Did Sudoku puzzle in last 12 months	3,508	10.7%	108
Went to live theater in last 12 months	4,268	13.1%	101
Visited a theme park in last 12 months	5,229	16.0%	91
Visited a theme park 5+ times in last 12 months	1,331	4.1%	107
Participated in trivia games in last 12 months	2,132	6.5%	127
Played video/electronic game (console) last 12 months	4,250	13.0%	125
Played video/electronic game (portable) last 12 months	1,731	5.3%	116
Visited an indoor water park in last 12 months	740	2.3%	76
Did woodworking in last 12 months	1,670	5.1%	115
Participated in word games in last 12 months	3,720	11.4%	106
Went to zoo in last 12 months	3,861	11.8%	106
Purchased DVDs in last 30 days: 1	1,291	4.0%	116
Purchased DVDs in last 30 days: 2	706	2.2%	83
Purchased DVDs in last 30 days: 3+	1,893	5.8%	112
Purchased DVD/Blu-ray disc online in last 12 months	1,843	5.6%	88
Rented DVDs in last 30 days: 1	1,643	5.0%	132
Rented DVDs in last 30 days: 2	1,919	5.9%	133
Rented DVDs in last 30 days: 3+	5,186	15.9%	112
Rented movie/oth video/30 days: action/adventure	8,866	27.1%	110
Rented movie/oth video/30 days: classics	2,226	6.8%	99
Rented movie/oth video/30 days: comedy	9,076	27.8%	115
Rented movie/oth video/30 days: drama	5,046	15.4%	96
Rented movie/oth video/30 days: family/children	3,831	11.7%	110
Rented movie/oth video/30 days: foreign	710	2.2%	79
Rented movie/oth video/30 days: horror	2,762	8.5%	96
Rented movie/oth video/30 days: musical	1,189	3.6%	123
Rented movie/oth video/30 days: news/documentary	973	3.0%	82
Rented movie/oth video/30 days: romance	3,308	10.1%	108
Rented movie/oth video/30 days: science fiction	2,759	8.4%	110
Rented movie/oth video/30 days: TV show	2,930	9.0%	111
Rented movie/oth video/30 days: western	1,178	3.6%	124

**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 2016 and 2021.



# Sports and Leisure Market Potential

Calloway County, KY 2  
 Geography: County

Prepared by Esri

Product/Consumer Behavior	Expected		MPI
	Number of Adults/HHs	Percent	
Rented/purch DVD/Blu-ray/30 days: from amazon.com	1,147	3.5%	87
Rented DVD/Blu-ray/30 days: from netflix.com	4,102	12.6%	109
Rented/purch DVD/Blu-ray/30 days: from Redbox	7,424	22.7%	121
HH owns ATV/UTV	1,252	7.7%	156
Bought any children`s toy/game in last 12 months	10,836	33.2%	102
Spent on toys/games for child last 12 months: <\$50	2,089	6.4%	109
Spent on toys/games for child last 12 months: \$50-99	835	2.6%	94
Spent on toys/games for child last 12 months: \$100-199	2,780	8.5%	134
Spent on toys/games for child last 12 months: \$200-499	2,989	9.2%	100
Spent on toys/games for child last 12 months: \$500+	1,463	4.5%	95
Bought any toys/games online in last 12 months	2,010	6.2%	87
Bought infant toy in last 12 months	2,265	6.9%	104
Bought pre-school toy in last 12 months	2,164	6.6%	97
Bought for child last 12 months: boy action figure	2,721	8.3%	115
Bought for child last 12 months: girl action figure	921	2.8%	92
Bought for child last 12 months: action game	847	2.6%	102
Bought for child last 12 months: bicycle	2,188	6.7%	100
Bought for child last 12 months: board game	3,199	9.8%	99
Bought for child last 12 months: builder set	1,265	3.9%	90
Bought for child last 12 months: car	3,125	9.6%	105
Bought for child last 12 months: construction toy	1,651	5.1%	105
Bought for child last 12 months: fashion doll	1,638	5.0%	110
Bought for child last 12 months: large/baby doll	1,910	5.8%	88
Bought for child last 12 months: doll accessories	1,033	3.2%	87
Bought for child last 12 months: doll clothing	1,270	3.9%	104
Bought for child last 12 months: educational toy	3,534	10.8%	95
Bought for child last 12 months: electronic doll/animal	879	2.7%	105
Bought for child last 12 months: electronic game	2,423	7.4%	95
Bought for child last 12 months: mechanical toy	967	3.0%	85
Bought for child last 12 months: model kit/set	911	2.8%	113
Bought for child last 12 months: plush doll/animal	2,790	8.5%	117
Bought for child last 12 months: sound game	645	2.0%	100
Bought for child last 12 months: water toy	2,908	8.9%	98
Bought for child last 12 months: word game	1,057	3.2%	109

**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 2016 and 2021.



# Sports and Leisure Market Potential

Calloway County, KY 2  
 Geography: County

Prepared by Esri

Product/Consumer Behavior	Expected		MPI
	Number of Adults/HHs	Percent	
Bought digital book in last 12 months	4,140	12.7%	96
Bought hardcover book in last 12 months	7,220	22.1%	106
Bought paperback book in last 12 months	10,785	33.0%	105
Bought 1-3 books in last 12 months	6,402	19.6%	100
Bought 4-6 books in last 12 months	3,258	10.0%	94
Bought 7+ books in last 12 months	5,880	18.0%	105
Bought book (fiction) in last 12 months	9,501	29.1%	106
Bought book (non-fiction) in last 12 months	7,719	23.6%	103
Bought biography in last 12 months	1,979	6.1%	82
Bought children`s book in last 12 months	2,840	8.7%	96
Bought cookbook in last 12 months	2,532	7.8%	94
Bought history book in last 12 months	2,586	7.9%	100
Bought mystery book in last 12 months	3,746	11.5%	103
Bought novel in last 12 months	5,563	17.0%	109
Bought religious book (not bible) in last 12 mo	2,259	6.9%	105
Bought romance book in last 12 months	2,891	8.9%	117
Bought science fiction book in last 12 months	2,125	6.5%	118
Bought personal/business self-help book last 12 months	1,379	4.2%	73
Bought travel book in last 12 months	583	1.8%	85
Bought book online in last 12 months	6,442	19.7%	102
Bought book last 12 months: amazon.com	5,520	16.9%	97
Bought book last 12 months: barnes&noble.com	799	2.4%	81
Bought book last 12 months: Barnes & Noble book store	4,409	13.5%	92
Bought book last 12 months: other book store (not B&N)	4,810	14.7%	129
Bought book last 12 months: mail order	829	2.5%	112
Listened to/purchased audiobook in last 6 months	1,336	4.1%	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 GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2016 and 2021.