



Market Profile

Murray City, KY 2
Geography: Place

Prepared by Esri

Population Summary	
2000 Total Population	15,547
2010 Total Population	17,790
2016 Total Population	19,130
2016 Group Quarters	3,214
2021 Total Population	19,774
2016-2021 Annual Rate	0.66%
Household Summary	
2000 Households	6,291
2000 Average Household Size	2.04
2010 Households	7,447
2010 Average Household Size	2.00
2016 Households	7,918
2016 Average Household Size	2.01
2021 Households	8,227
2021 Average Household Size	2.01
2016-2021 Annual Rate	0.77%
2010 Families	3,229
2010 Average Family Size	2.79
2016 Families	3,481
2016 Average Family Size	2.81
2021 Families	3,576
2021 Average Family Size	2.82
2016-2021 Annual Rate	0.54%
Housing Unit Summary	
2000 Housing Units	6,928
Owner Occupied Housing Units	45.8%
Renter Occupied Housing Units	45.0%
Vacant Housing Units	9.2%
2010 Housing Units	8,333
Owner Occupied Housing Units	36.2%
Renter Occupied Housing Units	53.2%
Vacant Housing Units	10.6%
2016 Housing Units	8,668
Owner Occupied Housing Units	35.3%
Renter Occupied Housing Units	56.1%
Vacant Housing Units	8.7%
2021 Housing Units	8,979
Owner Occupied Housing Units	35.2%
Renter Occupied Housing Units	56.4%
Vacant Housing Units	8.4%
Median Household Income	
2016	\$35,322
2021	\$38,271
Median Home Value	
2016	\$135,755
2021	\$161,288
Per Capita Income	
2016	\$20,992
2021	\$22,686
Median Age	
2010	25.0
2016	26.0
2021	27.1

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.



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2016 Households by Income

Household Income Base	7,918
<\$15,000	26.0%
\$15,000 - \$24,999	14.1%
\$25,000 - \$34,999	9.5%
\$35,000 - \$49,999	14.6%
\$50,000 - \$74,999	15.9%
\$75,000 - \$99,999	8.7%
\$100,000 - \$149,999	8.0%
\$150,000 - \$199,999	1.9%
\$200,000+	1.3%

Average Household Income \$48,474

2021 Households by Income

Household Income Base	8,228
<\$15,000	26.8%
\$15,000 - \$24,999	13.3%
\$25,000 - \$34,999	5.5%
\$35,000 - \$49,999	15.7%
\$50,000 - \$74,999	16.3%
\$75,000 - \$99,999	9.8%
\$100,000 - \$149,999	8.6%
\$150,000 - \$199,999	2.7%
\$200,000+	1.3%

Average Household Income \$52,394

2016 Owner Occupied Housing Units by Value

Total	3,059
<\$50,000	8.6%
\$50,000 - \$99,999	23.1%
\$100,000 - \$149,999	25.5%
\$150,000 - \$199,999	18.3%
\$200,000 - \$249,999	8.8%
\$250,000 - \$299,999	6.1%
\$300,000 - \$399,999	4.6%
\$400,000 - \$499,999	2.1%
\$500,000 - \$749,999	1.7%
\$750,000 - \$999,999	1.1%
\$1,000,000 +	0.0%

Average Home Value \$166,304

2021 Owner Occupied Housing Units by Value

Total	3,160
<\$50,000	6.1%
\$50,000 - \$99,999	10.6%
\$100,000 - \$149,999	27.8%
\$150,000 - \$199,999	24.8%
\$200,000 - \$249,999	11.9%
\$250,000 - \$299,999	8.7%
\$300,000 - \$399,999	5.5%
\$400,000 - \$499,999	2.1%
\$500,000 - \$749,999	1.5%
\$750,000 - \$999,999	1.1%
\$1,000,000 +	0.0%

Average Home Value \$186,131

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.



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2010 Population by Age	
Total	17,790
0 - 4	5.0%
5 - 9	3.9%
10 - 14	3.7%
15 - 24	37.4%
25 - 34	13.1%
35 - 44	7.8%
45 - 54	8.2%
55 - 64	7.8%
65 - 74	6.2%
75 - 84	4.3%
85 +	2.5%
18 +	85.1%
2016 Population by Age	
Total	19,132
0 - 4	4.8%
5 - 9	4.0%
10 - 14	3.7%
15 - 24	35.9%
25 - 34	14.0%
35 - 44	7.9%
45 - 54	7.6%
55 - 64	8.4%
65 - 74	7.1%
75 - 84	4.2%
85 +	2.5%
18 +	85.5%
2021 Population by Age	
Total	19,775
0 - 4	4.8%
5 - 9	4.0%
10 - 14	3.8%
15 - 24	34.1%
25 - 34	14.2%
35 - 44	8.3%
45 - 54	7.5%
55 - 64	8.5%
65 - 74	7.8%
75 - 84	4.6%
85 +	2.5%
18 +	85.4%
2010 Population by Sex	
Males	8,248
Females	9,542
2016 Population by Sex	
Males	8,989
Females	10,143
2021 Population by Sex	
Males	9,342
Females	10,433

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	17,790
White Alone	86.7%
Black Alone	6.8%
American Indian Alone	0.2%
Asian Alone	3.3%
Pacific Islander Alone	0.0%
Some Other Race Alone	1.1%
Two or More Races	1.9%
Hispanic Origin	3.0%
Diversity Index	28.8

2016 Population by Race/Ethnicity

Total	19,129
White Alone	84.7%
Black Alone	7.0%
American Indian Alone	0.2%
Asian Alone	4.5%
Pacific Islander Alone	0.1%
Some Other Race Alone	1.2%
Two or More Races	2.2%
Hispanic Origin	3.5%
Diversity Index	32.5

2021 Population by Race/Ethnicity

Total	19,773
White Alone	82.6%
Black Alone	7.5%
American Indian Alone	0.3%
Asian Alone	5.6%
Pacific Islander Alone	0.1%
Some Other Race Alone	1.4%
Two or More Races	2.6%
Hispanic Origin	4.1%
Diversity Index	36.3

2010 Population by Relationship and Household Type

Total	17,790
In Households	83.6%
In Family Households	52.2%
Householder	18.2%
Spouse	12.9%
Child	18.1%
Other relative	1.7%
Nonrelative	1.4%
In Nonfamily Households	31.4%
In Group Quarters	16.4%
Institutionalized Population	2.3%
Noninstitutionalized Population	14.2%

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	9,886
Less than 9th Grade	6.5%
9th - 12th Grade, No Diploma	6.7%
High School Graduate	21.6%
GED/Alternative Credential	3.7%
Some College, No Degree	20.2%
Associate Degree	5.9%
Bachelor's Degree	19.0%
Graduate/Professional Degree	16.4%
2016 Population 15+ by Marital Status	
Total	16,756
Never Married	52.3%
Married	31.9%
Widowed	6.3%
Divorced	9.4%
2016 Civilian Population 16+ in Labor Force	
Civilian Employed	89.2%
Civilian Unemployed	10.8%
2016 Employed Population 16+ by Industry	
Total	7,911
Agriculture/Mining	1.1%
Construction	2.7%
Manufacturing	9.8%
Wholesale Trade	1.6%
Retail Trade	11.8%
Transportation/Utilities	3.4%
Information	0.9%
Finance/Insurance/Real Estate	4.7%
Services	62.2%
Public Administration	2.0%
2016 Employed Population 16+ by Occupation	
Total	7,910
White Collar	59.1%
Management/Business/Financial	10.3%
Professional	24.0%
Sales	9.5%
Administrative Support	15.3%
Services	22.8%
Blue Collar	18.1%
Farming/Forestry/Fishing	0.8%
Construction/Extraction	3.3%
Installation/Maintenance/Repair	1.4%
Production	8.2%
Transportation/Material Moving	4.4%
2010 Population By Urban/ Rural Status	
Total Population	17,790
Population Inside Urbanized Area	0.0%
Population Inside Urbanized Cluster	98.6%
Rural Population	1.4%

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	7,447
Households with 1 Person	44.0%
Households with 2+ People	56.0%
Family Households	43.4%
Husband-wife Families	30.7%
With Related Children	11.9%
Other Family (No Spouse Present)	12.6%
Other Family with Male Householder	2.7%
With Related Children	1.5%
Other Family with Female Householder	9.9%
With Related Children	6.5%
Nonfamily Households	12.6%
All Households with Children	20.3%
Multigenerational Households	1.5%
Unmarried Partner Households	5.8%
Male-female	5.5%
Same-sex	0.4%

2010 Households by Size

Total	7,447
1 Person Household	44.0%
2 Person Household	31.5%
3 Person Household	12.1%
4 Person Household	8.1%
5 Person Household	2.8%
6 Person Household	1.0%
7 + Person Household	0.5%

2010 Households by Tenure and Mortgage Status

Total	7,447
Owner Occupied	40.5%
Owned with a Mortgage/Loan	23.1%
Owned Free and Clear	17.4%
Renter Occupied	59.5%

2010 Housing Units By Urban/ Rural Status

Total Housing Units	8,333
Housing Units Inside Urbanized Area	0.0%
Housing Units Inside Urbanized Cluster	98.3%
Rural Housing Units	1.7%

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. Set to Impress (11D)
3. Small Town Simplicity

2016 Consumer Spending

Apparel & Services: Total \$	\$10,613,889
Average Spent	\$1,340.48
Spending Potential Index	67
Education: Total \$	\$8,304,457
Average Spent	\$1,048.81
Spending Potential Index	74
Entertainment/Recreation: Total \$	\$14,702,318
Average Spent	\$1,856.82
Spending Potential Index	64
Food at Home: Total \$	\$26,717,699
Average Spent	\$3,374.30
Spending Potential Index	68
Food Away from Home: Total \$	\$16,420,274
Average Spent	\$2,073.79
Spending Potential Index	67
Health Care: Total \$	\$25,860,360
Average Spent	\$3,266.02
Spending Potential Index	62
HH Furnishings & Equipment: Total \$	\$8,883,582
Average Spent	\$1,121.95
Spending Potential Index	64
Personal Care Products & Services: Total \$	\$3,612,856
Average Spent	\$456.28
Spending Potential Index	62
Shelter: Total \$	\$80,570,019
Average Spent	\$10,175.55
Spending Potential Index	65
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$11,207,787
Average Spent	\$1,415.48
Spending Potential Index	61
Travel: Total \$	\$8,474,227
Average Spent	\$1,070.25
Spending Potential Index	58
Vehicle Maintenance & Repairs: Total \$	\$5,343,072
Average Spent	\$674.80
Spending Potential Index	65

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

Murray City, KY 2
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Data for all businesses in area

Total Businesses:	1,052
Total Employees:	12,233
Total Residential Population:	19,130
Employee/Residential Population Ratio:	0.64:1

by SIC Codes	Businesses		Employees	
	Number	Percent	Number	Percent
Agriculture & Mining	11	1.0%	65	0.5%
Construction	42	4.0%	444	3.6%
Manufacturing	18	1.7%	1,586	13.0%
Transportation	18	1.7%	161	1.3%
Communication	13	1.2%	76	0.6%
Utility	6	0.6%	39	0.3%
Wholesale Trade	31	2.9%	527	4.3%
Retail Trade Summary	268	25.5%	3,145	25.7%
Home Improvement	13	1.2%	223	1.8%
General Merchandise Stores	10	1.0%	207	1.7%
Food Stores	22	2.1%	256	2.1%
Auto Dealers, Gas Stations, Auto Aftermarket	38	3.6%	270	2.2%
Apparel & Accessory Stores	16	1.5%	68	0.6%
Furniture & Home Furnishings	25	2.4%	182	1.5%
Eating & Drinking Places	67	6.4%	1,519	12.4%
Miscellaneous Retail	77	7.3%	420	3.4%
Finance, Insurance, Real Estate Summary	143	13.6%	609	5.0%
Banks, Savings & Lending Institutions	57	5.4%	255	2.1%
Securities Brokers	13	1.2%	55	0.4%
Insurance Carriers & Agents	32	3.0%	133	1.1%
Real Estate, Holding, Other Investment Offices	41	3.9%	166	1.4%
Services Summary	423	40.2%	4,933	40.3%
Hotels & Lodging	10	1.0%	93	0.8%
Automotive Services	43	4.1%	139	1.1%
Motion Pictures & Amusements	26	2.5%	188	1.5%
Health Services	65	6.2%	2,004	16.4%
Legal Services	18	1.7%	78	0.6%
Education Institutions & Libraries	32	3.0%	806	6.6%
Other Services	229	21.8%	1,625	13.3%
Government	66	6.3%	648	5.3%
Unclassified Establishments	13	1.2%	0	0.0%
Totals	1,052	100.0%	12,233	100.0%

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August 16, 2016



Business Summary

Murray City, KY 2
Geography: Place

Prepared by Esri

by NAICS Codes	Businesses		Employees	
	Number	Percent	Number	Percent
Agriculture, Forestry, Fishing & Hunting	2	0.2%	6	0.0%
Mining	0	0.0%	0	0.0%
Utilities	6	0.6%	39	0.3%
Construction	45	4.3%	451	3.7%
Manufacturing	24	2.3%	1,593	13.0%
Wholesale Trade	29	2.8%	522	4.3%
Retail Trade	194	18.4%	1,573	12.9%
Motor Vehicle & Parts Dealers	33	3.1%	235	1.9%
Furniture & Home Furnishings Stores	7	0.7%	33	0.3%
Electronics & Appliance Stores	18	1.7%	136	1.1%
Bldg Material & Garden Equipment & Supplies Dealers	13	1.2%	223	1.8%
Food & Beverage Stores	18	1.7%	220	1.8%
Health & Personal Care Stores	22	2.1%	207	1.7%
Gasoline Stations	5	0.5%	35	0.3%
Clothing & Clothing Accessories Stores	19	1.8%	75	0.6%
Sport Goods, Hobby, Book, & Music Stores	15	1.4%	75	0.6%
General Merchandise Stores	10	1.0%	207	1.7%
Miscellaneous Store Retailers	33	3.1%	127	1.0%
Nonstore Retailers	1	0.1%	0	0.0%
Transportation & Warehousing	9	0.9%	114	0.9%
Information	19	1.8%	164	1.3%
Finance & Insurance	102	9.7%	443	3.6%
Central Bank/Credit Intermediation & Related Activities	57	5.4%	255	2.1%
Securities, Commodity Contracts & Other Financial	13	1.2%	55	0.4%
Insurance Carriers & Related Activities; Funds, Trusts &	32	3.0%	133	1.1%
Real Estate, Rental & Leasing	65	6.2%	401	3.3%
Professional, Scientific & Tech Services	74	7.0%	394	3.2%
Legal Services	19	1.8%	80	0.7%
Management of Companies & Enterprises	0	0.0%	0	0.0%
Administrative & Support & Waste Management & Remediation	13	1.2%	63	0.5%
Educational Services	39	3.7%	825	6.7%
Health Care & Social Assistance	94	8.9%	2,450	20.0%
Arts, Entertainment & Recreation	15	1.4%	125	1.0%
Accommodation & Food Services	79	7.5%	1,628	13.3%
Accommodation	10	1.0%	93	0.8%
Food Services & Drinking Places	69	6.6%	1,535	12.5%
Other Services (except Public Administration)	164	15.6%	794	6.5%
Automotive Repair & Maintenance	32	3.0%	102	0.8%
Public Administration	66	6.3%	648	5.3%
Unclassified Establishments	13	1.2%	0	0.0%
Total	1,052	100.0%	12,233	100.0%

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

August 16, 2016



Retail MarketPlace Profile

Murray City, KY 2
Geography: Place

Prepared by Esri

Summary Demographics

2016 Population	19,130
2016 Households	7,918
2016 Median Disposable Income	\$28,567
2016 Per Capita Income	\$20,992

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	\$213,575,594	\$346,830,655	-\$133,255,061	-23.8	268
Total Retail Trade	44-45	\$193,739,155	\$304,131,511	-\$110,392,356	-22.2	196
Total Food & Drink	722	\$19,836,439	\$42,699,144	-\$22,862,705	-36.6	72

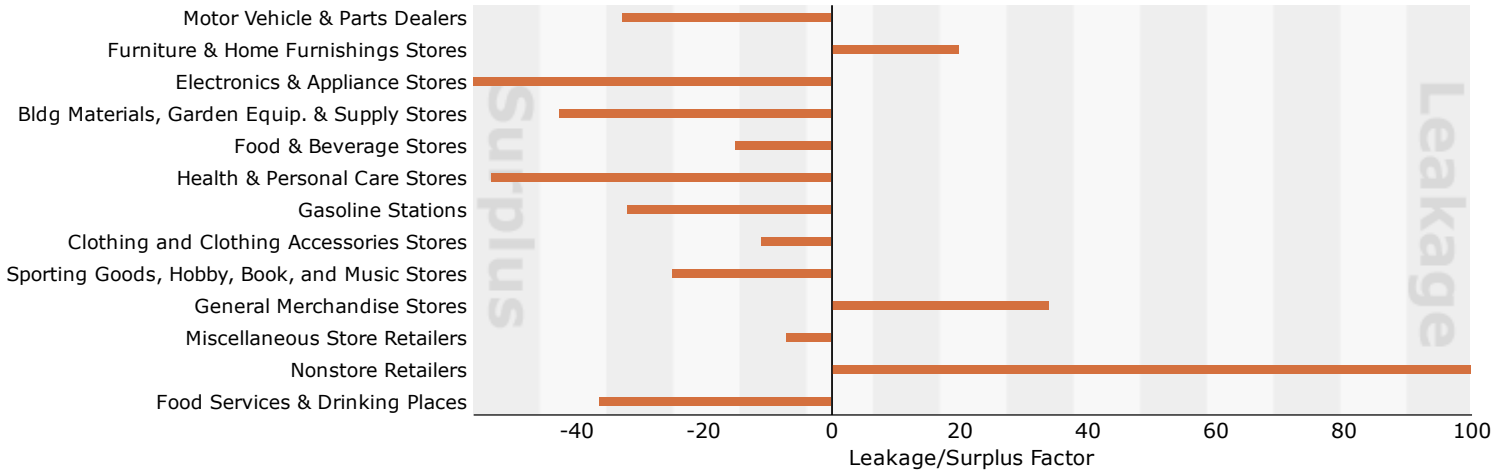
Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$44,293,862	\$87,849,460	-\$43,555,598	-33.0	37
Automobile Dealers	4411	\$37,047,693	\$82,337,195	-\$45,289,502	-37.9	25
Other Motor Vehicle Dealers	4412	\$4,132,566	\$0	\$4,132,566	100.0	0
Auto Parts, Accessories & Tire Stores	4413	\$3,113,603	\$5,512,265	-\$2,398,662	-27.8	12
Furniture & Home Furnishings Stores	442	\$4,892,544	\$3,268,574	\$1,623,970	19.9	7
Furniture Stores	4421	\$3,085,610	\$3,268,574	-\$182,964	-2.9	7
Home Furnishings Stores	4422	\$1,806,934	\$0	\$1,806,934	100.0	0
Electronics & Appliance Stores	443	\$7,830,283	\$27,862,103	-\$20,031,820	-56.1	18
Bldg Materials, Garden Equip. & Supply Stores	444	\$8,135,881	\$20,219,216	-\$12,083,335	-42.6	12
Bldg Material & Supplies Dealers	4441	\$7,002,913	\$17,683,330	-\$10,680,417	-43.3	10
Lawn & Garden Equip & Supply Stores	4442	\$1,132,968	\$2,535,886	-\$1,402,918	-38.2	2
Food & Beverage Stores	445	\$35,536,777	\$48,355,086	-\$12,818,309	-15.3	14
Grocery Stores	4451	\$32,152,414	\$43,555,307	-\$11,402,893	-15.1	7
Specialty Food Stores	4452	\$951,516	\$676,128	\$275,388	16.9	3
Beer, Wine & Liquor Stores	4453	\$2,432,847	\$4,123,651	-\$1,690,804	-25.8	4
Health & Personal Care Stores	446,4461	\$11,695,791	\$38,359,495	-\$26,663,704	-53.3	19
Gasoline Stations	447,4471	\$14,840,457	\$28,870,091	-\$14,029,634	-32.1	9
Clothing & Clothing Accessories Stores	448	\$7,810,756	\$9,772,743	-\$1,961,987	-11.2	21
Clothing Stores	4481	\$5,014,499	\$6,541,835	-\$1,527,336	-13.2	15
Shoe Stores	4482	\$1,238,502	\$2,228,030	-\$989,528	-28.5	3
Jewelry, Luggage & Leather Goods Stores	4483	\$1,557,755	\$1,002,878	\$554,877	21.7	3
Sporting Goods, Hobby, Book & Music Stores	451	\$5,084,601	\$8,504,063	-\$3,419,462	-25.2	18
Sporting Goods/Hobby/Musical Instr Stores	4511	\$3,435,070	\$6,926,582	-\$3,491,512	-33.7	13
Book, Periodical & Music Stores	4512	\$1,649,531	\$1,577,481	\$72,050	2.2	5
General Merchandise Stores	452	\$42,439,807	\$20,966,869	\$21,472,938	33.9	9
Department Stores Excluding Leased Depts.	4521	\$33,514,023	\$15,617,267	\$17,896,756	36.4	5
Other General Merchandise Stores	4529	\$8,925,784	\$5,349,602	\$3,576,182	25.1	4
Miscellaneous Store Retailers	453	\$8,739,246	\$10,103,811	-\$1,364,565	-7.2	32
Florists	4531	\$307,265	\$553,907	-\$246,642	-28.6	5
Office Supplies, Stationery & Gift Stores	4532	\$2,055,595	\$3,559,635	-\$1,504,040	-26.8	6
Used Merchandise Stores	4533	\$693,894	\$2,846,141	-\$2,152,247	-60.8	12
Other Miscellaneous Store Retailers	4539	\$5,682,492	\$3,144,128	\$2,538,364	28.8	9
Nonstore Retailers	454	\$2,439,150	\$0	\$2,439,150	100.0	0
Electronic Shopping & Mail-Order Houses	4541	\$1,148,816	\$0	\$1,148,816	100.0	0
Vending Machine Operators	4542	\$335,673	\$0	\$335,673	100.0	0
Direct Selling Establishments	4543	\$954,661	\$0	\$954,661	100.0	0
Food Services & Drinking Places	722	\$19,836,439	\$42,699,144	-\$22,862,705	-36.6	72
Full-Service Restaurants	7221	\$9,808,590	\$23,097,153	-\$13,288,563	-40.4	42
Limited-Service Eating Places	7222	\$9,162,134	\$17,956,241	-\$8,794,107	-32.4	26
Special Food Services	7223	\$395,489	\$248,433	\$147,056	22.8	2
Drinking Places - Alcoholic Beverages	7224	\$470,226	\$1,397,317	-\$927,091	-49.6	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.

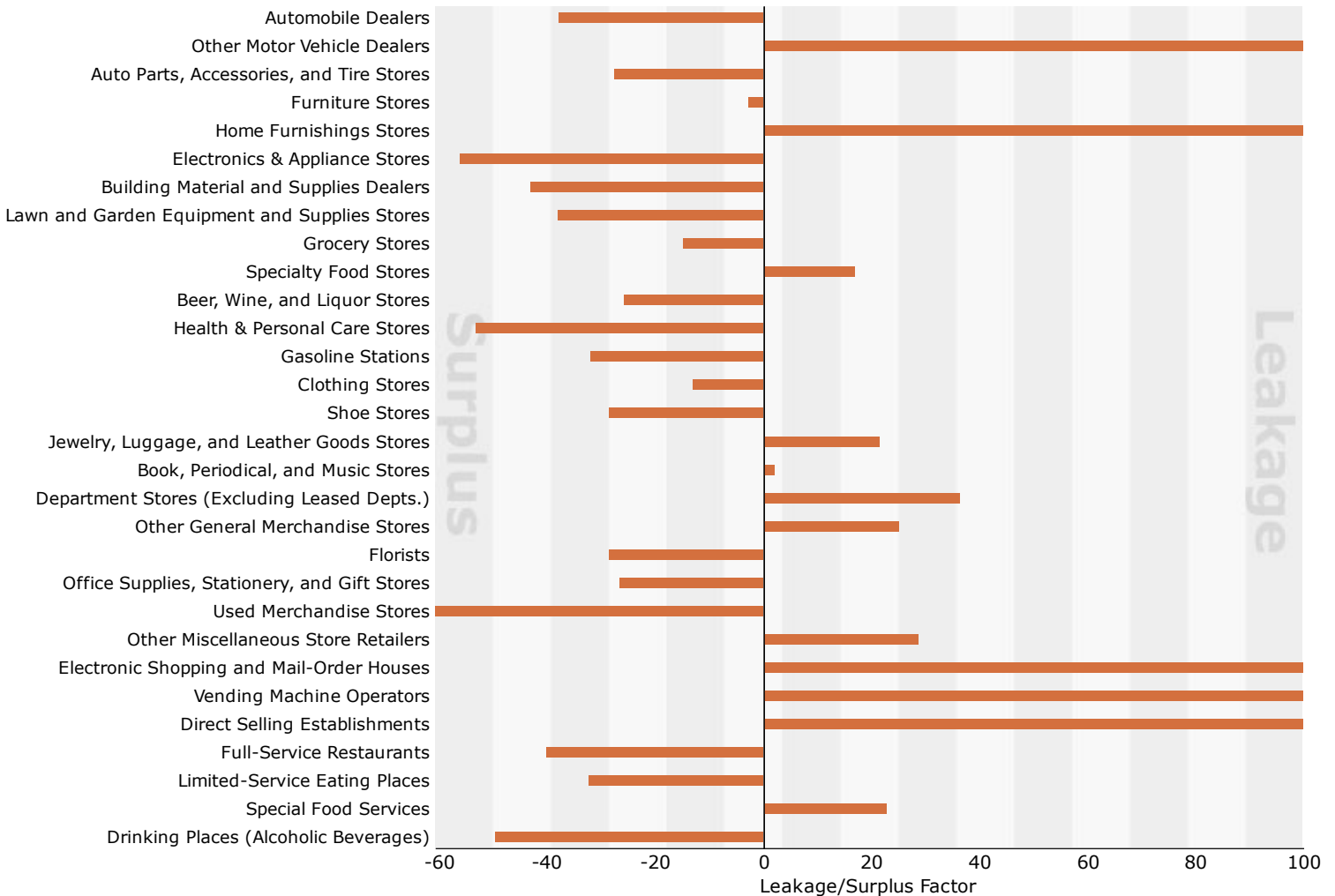
<http://www.esri.com/library/whitepapers/pdfs/esri-data-retail-marketplace.pdf>

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

Murray City, KY 2
Geography: Place

Prepared by Esri

Demographic Summary		2016	2021
Population		19,130	19,774
Population 18+		16,356	16,884
Households		7,918	8,227
Median Household Income		\$35,322	\$38,271

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's clothing in last 12 months	7,839	47.9%	101
Bought any women's clothing in last 12 months	7,227	44.2%	101
Bought clothing for child <13 years in last 6 months	3,938	24.1%	87
Bought any shoes in last 12 months	9,214	56.3%	105
Bought costume jewelry in last 12 months	3,263	19.9%	102
Bought any fine jewelry in last 12 months	2,848	17.4%	95
Bought a watch in last 12 months	1,538	9.4%	85
Automobiles (Households)			
HH owns/leases any vehicle	6,758	85.3%	100
HH bought/leased new vehicle last 12 mo	561	7.1%	75
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	13,799	84.4%	99
Bought/changed motor oil in last 12 months	7,718	47.2%	96
Had tune-up in last 12 months	5,106	31.2%	104
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	10,071	61.6%	94
Drank regular cola in last 6 months	7,624	46.6%	104
Drank beer/ale in last 6 months	6,814	41.7%	98
Cameras (Adults)			
Own digital point & shoot camera	4,792	29.3%	101
Own digital single-lens reflex (SLR) camera	1,544	9.4%	109
Bought any camera in last 12 months	949	5.8%	102
Printed digital photos in last 12 months	484	3.0%	101
Cell Phones (Adults/Households)			
Bought cell phone in last 12 months	6,536	40.0%	111
Have a smartphone	10,476	64.0%	109
Have a smartphone: Android phone (any brand)	4,732	28.9%	107
Have a smartphone: Apple iPhone	5,036	30.8%	119
Number of cell phones in household: 1	2,950	37.3%	116
Number of cell phones in household: 2	3,158	39.9%	107
Number of cell phones in household: 3+	1,577	19.9%	78
HH has cell phone only (no landline telephone)	4,735	59.8%	143
Computers (Households)			
HH owns a computer	6,369	80.4%	105
HH owns desktop computer	3,312	41.8%	92
HH owns laptop/notebook	4,693	59.3%	109
HH owns any Apple/Mac brand computer	1,261	15.9%	106
HH owns any PC/non-Apple brand computer	5,563	70.3%	103
HH purchased most recent computer in a store	3,110	39.3%	104
HH purchased most recent computer online	1,205	15.2%	116
Spent <\$500 on most recent home computer	1,539	19.4%	134
Spent \$500-\$999 on most recent home computer	1,508	19.0%	100
Spent \$1,000-\$1,499 on most recent home computer	786	9.9%	105
Spent \$1,500-\$1,999 on most recent home computer	323	4.1%	90
Spent \$2,000+ on most recent home computer	240	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

Murray City, KY 2
 Geography: Place

Prepared by Esri

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Convenience Stores (Adults)			
Shopped at convenience store in last 6 mos	8,953	54.7%	108
Bought brewed coffee at convenience store in last 30 days	2,352	14.4%	92
Bought cigarettes at convenience store in last 30 days	2,294	14.0%	112
Bought gas at convenience store in last 30 days	6,582	40.2%	122
Spent at convenience store in last 30 days: <\$20	1,320	8.1%	100
Spent at convenience store in last 30 days: \$20-\$39	1,745	10.7%	118
Spent at convenience store in last 30 days: \$40-\$50	1,191	7.3%	96
Spent at convenience store in last 30 days: \$51-\$99	964	5.9%	133
Spent at convenience store in last 30 days: \$100+	3,968	24.3%	106
Entertainment (Adults)			
Attended a movie in last 6 months	10,718	65.5%	110
Went to live theater in last 12 months	2,424	14.8%	114
Went to a bar/night club in last 12 months	3,149	19.3%	115
Dined out in last 12 months	7,187	43.9%	98
Gambled at a casino in last 12 months	1,261	7.7%	56
Visited a theme park in last 12 months	3,031	18.5%	105
Viewed movie (video-on-demand) in last 30 days	1,881	11.5%	68
Viewed TV show (video-on-demand) in last 30 days	1,972	12.1%	93
Watched any pay-per-view TV in last 12 months	1,271	7.8%	59
Downloaded a movie over the Internet in last 30 days	1,686	10.3%	144
Downloaded any individual song in last 6 months	4,207	25.7%	126
Watched a movie online in the last 30 days	4,381	26.8%	168
Watched a TV program online in last 30 days	4,134	25.3%	169
Played a video/electronic game (console) in last 12 months	2,571	15.7%	151
Played a video/electronic game (portable) in last 12 months	982	6.0%	132
Financial (Adults)			
Have home mortgage (1st)	3,725	22.8%	73
Used ATM/cash machine in last 12 months	8,244	50.4%	103
Own any stock	1,032	6.3%	82
Own U.S. savings bond	1,031	6.3%	119
Own shares in mutual fund (stock)	938	5.7%	79
Own shares in mutual fund (bonds)	592	3.6%	74
Have interest checking account	4,138	25.3%	90
Have non-interest checking account	5,019	30.7%	109
Have savings account	9,396	57.4%	106
Have 401K retirement savings plan	2,128	13.0%	90
Own/used any credit/debit card in last 12 months	12,617	77.1%	104
Avg monthly credit card expenditures: <\$111	2,602	15.9%	137
Avg monthly credit card expenditures: \$111-\$225	1,264	7.7%	112
Avg monthly credit card expenditures: \$226-\$450	823	5.0%	79
Avg monthly credit card expenditures: \$451-\$700	775	4.7%	89
Avg monthly credit card expenditures: \$701-\$1,000	600	3.7%	85
Avg monthly credit card expenditures: \$1,001+	1,007	6.2%	68
Did banking online in last 12 months	6,202	37.9%	106
Did banking on mobile device in last 12 months	3,131	19.1%	137
Paid bills online in last 12 months	7,096	43.4%	101

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Retail Market Potential

Murray City, KY 2
Geography: Place

Prepared by Esri

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Grocery (Adults)			
Used beef (fresh/frozen) in last 6 months	5,154	65.1%	94
Used bread in last 6 months	7,357	92.9%	99
Used chicken (fresh or frozen) in last 6 months	5,273	66.6%	96
Used turkey (fresh or frozen) in last 6 months	1,178	14.9%	94
Used fish/seafood (fresh or frozen) in last 6 months	3,991	50.4%	92
Used fresh fruit/vegetables in last 6 months	6,609	83.5%	97
Used fresh milk in last 6 months	6,904	87.2%	99
Used organic food in last 6 months	1,519	19.2%	97
Health (Adults)			
Exercise at home 2+ times per week	5,600	34.2%	121
Exercise at club 2+ times per week	2,073	12.7%	97
Visited a doctor in last 12 months	11,521	70.4%	93
Used vitamin/dietary supplement in last 6 months	7,968	48.7%	92
Home (Households)			
Any home improvement in last 12 months	1,890	23.9%	89
Used housekeeper/maid/professional HH cleaning service in last 12	890	11.2%	85
Purchased low ticket HH furnishings in last 12 months	1,170	14.8%	92
Purchased big ticket HH furnishings in last 12 months	1,608	20.3%	97
Bought any small kitchen appliance in last 12 months	1,674	21.1%	95
Bought any large kitchen appliance in last 12 months	822	10.4%	82
Insurance (Adults/Households)			
Currently carry life insurance	5,759	35.2%	82
Carry medical/hospital/accident insurance	9,496	58.1%	89
Carry homeowner insurance	5,871	35.9%	76
Carry renter's insurance	1,492	9.1%	112
Have auto insurance: 1 vehicle in household covered	2,713	34.3%	111
Have auto insurance: 2 vehicles in household covered	2,402	30.3%	107
Have auto insurance: 3+ vehicles in household covered	1,259	15.9%	73
Pets (Households)			
Household owns any pet	3,802	48.0%	89
Household owns any cat	1,716	21.7%	97
Household owns any dog	2,713	34.3%	84
Psychographics (Adults)			
Buying American is important to me	6,481	39.6%	94
Usually buy items on credit rather than wait	1,541	9.4%	80
Usually buy based on quality - not price	2,258	13.8%	77
Price is usually more important than brand name	4,508	27.6%	105
Usually use coupons for brands I buy often	2,681	16.4%	87
Am interested in how to help the environment	2,543	15.5%	95
Usually pay more for environ safe product	1,651	10.1%	79
Usually value green products over convenience	1,684	10.3%	98
Likely to buy a brand that supports a charity	6,050	37.0%	106
Reading (Adults)			
Bought digital book in last 12 months	2,343	14.3%	108
Bought hardcover book in last 12 months	3,954	24.2%	115
Bought paperback book in last 12 month	5,812	35.5%	113
Read any daily newspaper (paper version)	3,827	23.4%	89
Read any digital newspaper in last 30 days	6,429	39.3%	118
Read any magazine (paper/electronic version) in last 6 months	15,249	93.2%	103

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Retail Market Potential

Murray City, KY 2
 Geography: Place

Prepared by Esri

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Restaurants (Adults)			
Went to family restaurant/steak house in last 6 months	12,452	76.1%	102
Went to family restaurant/steak house: 4+ times a month	4,368	26.7%	97
Went to fast food/drive-in restaurant in last 6 months	15,094	92.3%	103
Went to fast food/drive-in restaurant 9+ times/mo	6,658	40.7%	103
Fast food/drive-in last 6 months: eat in	6,633	40.6%	112
Fast food/drive-in last 6 months: home delivery	1,520	9.3%	121
Fast food/drive-in last 6 months: take-out/drive-thru	8,298	50.7%	109
Fast food/drive-in last 6 months: take-out/walk-in	3,837	23.5%	121
Television & Electronics (Adults/Households)			
Own any e-reader/tablet	4,964	30.3%	96
Own e-reader/tablet: iPad	1,993	12.2%	79
Own any portable MP3 player	5,400	33.0%	107
HH owns 1 TV	1,792	22.6%	111
HH owns 2 TVs	2,176	27.5%	106
HH owns 3 TVs	1,599	20.2%	94
HH owns 4+ TVs	1,219	15.4%	82
HH subscribes to cable TV	4,195	53.0%	107
HH subscribes to fiber optic	236	3.0%	39
HH has satellite dish	1,468	18.5%	73
HH owns DVD/Blu-ray player	4,960	62.6%	104
HH owns camcorder	905	11.4%	82
HH owns portable GPS navigation device	1,963	24.8%	90
HH purchased video game system in last 12 mos	498	6.3%	79
HH owns Internet video device for TV	546	6.9%	98
Travel (Adults)			
Domestic travel in last 12 months	8,037	49.1%	98
Took 3+ domestic non-business trips in last 12 months	2,179	13.3%	120
Spent on domestic vacations in last 12 months: <\$1,000	2,392	14.6%	136
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	783	4.8%	82
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	537	3.3%	92
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	559	3.4%	88
Spent on domestic vacations in last 12 months: \$3,000+	621	3.8%	69
Domestic travel in the 12 months: used general travel website	753	4.6%	68
Foreign travel in last 3 years	3,893	23.8%	99
Took 3+ foreign trips by plane in last 3 years	439	2.7%	60
Spent on foreign vacations in last 12 months: <\$1,000	477	2.9%	70
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	585	3.6%	110
Spent on foreign vacations in last 12 months: \$3,000+	533	3.3%	66
Foreign travel in last 3 years: used general travel website	1,015	6.2%	111
Nights spent in hotel/motel in last 12 months: any	6,741	41.2%	102
Took cruise of more than one day in last 3 years	1,329	8.1%	97
Member of any frequent flyer program	1,569	9.6%	59
Member of any hotel rewards program	1,649	10.1%	71

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Restaurant Market Potential

Murray City, KY 2
Geography: Place

Prepared by Esri

Demographic Summary		2016	2021	
Population		19,130	19,774	
Population 18+		16,356	16,884	
Households		7,918	8,227	
Median Household Income		\$35,322	\$38,271	
Product/Consumer Behavior		Expected Number of Adults	Percent	MPI
Went to family restaurant/steak house in last 6 mo		12,452	76.1%	102
Went to family restaurant/steak house 4+ times/mo		4,368	26.7%	97
Spent at family rest/steak hse last 6 months: <\$31		1,414	8.6%	122
Spent at family rest/steak hse last 6 months: \$31-50		1,672	10.2%	124
Spent at family rest/steak hse last 6 months: \$51-100		3,207	19.6%	130
Spent at family rest/steak hse last 6 months: \$101-200		1,692	10.3%	87
Spent at family rest/steak hse last 6 months: \$201-300		887	5.4%	100
Spent at family rest/steak hse last 6 months: \$301+		917	5.6%	76
Family restaurant/steak house last 6 months: breakfast		2,201	13.5%	107
Family restaurant/steak house last 6 months: lunch		3,515	21.5%	114
Family restaurant/steak house last 6 months: dinner		7,887	48.2%	104
Family restaurant/steak house last 6 months: snack		591	3.6%	190
Family restaurant/steak house last 6 months: weekday		5,349	32.7%	108
Family restaurant/steak house last 6 months: weekend		6,816	41.7%	101
Fam rest/steak hse/6 months: Applebee`s		4,517	27.6%	117
Fam rest/steak hse/6 months: Bob Evans Farms		1,008	6.2%	168
Fam rest/steak hse/6 months: Buffalo Wild Wings		1,674	10.2%	120
Fam rest/steak hse/6 months: California Pizza Kitchen		396	2.4%	72
Fam rest/steak hse/6 months: Carrabba`s Italian Grill		287	1.8%	56
Fam rest/steak hse/6 months: The Cheesecake Factory		780	4.8%	73
Fam rest/steak hse/6 months: Chili`s Grill & Bar		1,910	11.7%	96
Fam rest/steak hse/6 months: CiCi`s Pizza		770	4.7%	121
Fam rest/steak hse/6 months: Cracker Barrel		1,746	10.7%	106
Fam rest/steak hse/6 months: Denny`s		1,397	8.5%	92
Fam rest/steak hse/6 months: Golden Corral		1,416	8.7%	107
Fam rest/steak hse/6 months: IHOP		1,747	10.7%	95
Fam rest/steak hse/6 months: Logan`s Roadhouse		699	4.3%	125
Fam rest/steak hse/6 months: LongHorn Steakhouse		609	3.7%	78
Fam rest/steak hse/6 months: Old Country Buffet		256	1.6%	91
Fam rest/steak hse/6 months: Olive Garden		3,408	20.8%	120
Fam rest/steak hse/6 months: Outback Steakhouse		1,782	10.9%	115
Fam rest/steak hse/6 months: Red Lobster		1,889	11.5%	96
Fam rest/steak hse/6 months: Red Robin		1,091	6.7%	109
Fam rest/steak hse/6 months: Ruby Tuesday		1,093	6.7%	110
Fam rest/steak hse/6 months: Texas Roadhouse		1,637	10.0%	132
Fam rest/steak hse/6 months: T.G.I. Friday`s		1,103	6.7%	90
Fam rest/steak hse/6 months: Waffle House		906	5.5%	105
Went to fast food/drive-in restaurant in last 6 mo		15,094	92.3%	103
Went to fast food/drive-in restaurant 9+ times/mo		6,658	40.7%	103
Spent at fast food/drive-in last 6 months: <\$11		807	4.9%	115
Spent at fast food/drive-in last 6 months: \$11-\$20		1,330	8.1%	110
Spent at fast food/drive-in last 6 months: \$21-\$40		2,300	14.1%	119
Spent at fast food/drive-in last 6 months: \$41-\$50		1,319	8.1%	107
Spent at fast food/drive-in last 6 months: \$51-\$100		2,801	17.1%	103
Spent at fast food/drive-in last 6 months: \$101-\$200		2,573	15.7%	131
Spent at fast food/drive-in last 6 months: \$201+		2,065	12.6%	104

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August 16, 2016



Restaurant Market Potential

Murray City, KY 2
 Geography: Place

Prepared by Esri

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Fast food/drive-in last 6 months: eat in	6,633	40.6%	112
Fast food/drive-in last 6 months: home delivery	1,520	9.3%	121
Fast food/drive-in last 6 months: take-out/drive-thru	8,298	50.7%	109
Fast food/drive-in last 6 months: take-out/walk-in	3,837	23.5%	121
Fast food/drive-in last 6 months: breakfast	5,337	32.6%	101
Fast food/drive-in last 6 months: lunch	8,697	53.2%	106
Fast food/drive-in last 6 months: dinner	8,255	50.5%	114
Fast food/drive-in last 6 months: snack	2,432	14.9%	123
Fast food/drive-in last 6 months: weekday	10,323	63.1%	108
Fast food/drive-in last 6 months: weekend	8,123	49.7%	109
Fast food/drive-in last 6 months: A & W	444	2.7%	98
Fast food/drive-in last 6 months: Arby`s	3,101	19.0%	119
Fast food/drive-in last 6 months: Baskin-Robbins	303	1.9%	56
Fast food/drive-in last 6 months: Boston Market	463	2.8%	83
Fast food/drive-in last 6 months: Burger King	5,423	33.2%	109
Fast food/drive-in last 6 months: Captain D`s	367	2.2%	66
Fast food/drive-in last 6 months: Carl`s Jr.	809	4.9%	89
Fast food/drive-in last 6 months: Checkers	607	3.7%	130
Fast food/drive-in last 6 months: Chick-fil-A	3,959	24.2%	135
Fast food/drive-in last 6 months: Chipotle Mex. Grill	1,763	10.8%	104
Fast food/drive-in last 6 months: Chuck E. Cheese`s	437	2.7%	80
Fast food/drive-in last 6 months: Church`s Fr. Chicken	333	2.0%	62
Fast food/drive-in last 6 months: Cold Stone Creamery	765	4.7%	154
Fast food/drive-in last 6 months: Dairy Queen	2,799	17.1%	121
Fast food/drive-in last 6 months: Del Taco	524	3.2%	89
Fast food/drive-in last 6 months: Domino`s Pizza	2,608	15.9%	135
Fast food/drive-in last 6 months: Dunkin` Donuts	1,515	9.3%	78
Fast food/drive-in last 6 months: Hardee`s	1,074	6.6%	114
Fast food/drive-in last 6 months: Jack in the Box	925	5.7%	68
Fast food/drive-in last 6 months: KFC	3,066	18.7%	88
Fast food/drive-in last 6 months: Krispy Kreme	974	6.0%	129
Fast food/drive-in last 6 months: Little Caesars	2,997	18.3%	162
Fast food/drive-in last 6 months: Long John Silver`s	1,035	6.3%	124
Fast food/drive-in last 6 months: McDonald`s	9,707	59.3%	108
Went to Panda Express in last 6 months	1,253	7.7%	100
Fast food/drive-in last 6 months: Panera Bread	2,095	12.8%	113
Fast food/drive-in last 6 months: Papa John`s	1,884	11.5%	129
Fast food/drive-in last 6 months: Papa Murphy`s	801	4.9%	116
Fast food/drive-in last 6 months: Pizza Hut	3,929	24.0%	120
Fast food/drive-in last 6 months: Popeyes Chicken	838	5.1%	66
Fast food/drive-in last 6 months: Quiznos	306	1.9%	58
Fast food/drive-in last 6 months: Sonic Drive-In	2,025	12.4%	120
Fast food/drive-in last 6 months: Starbucks	2,727	16.7%	113
Fast food/drive-in last 6 months: Steak `n Shake	919	5.6%	111
Fast food/drive-in last 6 months: Subway	5,657	34.6%	107
Fast food/drive-in last 6 months: Taco Bell	6,092	37.2%	120
Fast food/drive-in last 6 months: Wendy`s	5,561	34.0%	122
Fast food/drive-in last 6 months: Whataburger	656	4.0%	95
Fast food/drive-in last 6 months: White Castle	336	2.1%	71

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Restaurant Market Potential

Murray City, KY 2
Geography: Place

Prepared by Esri

Went to fine dining restaurant last month	1,588	9.7%	86
Went to fine dining restaurant 3+ times last month	372	2.3%	73
Spent at fine dining rest in last 6 months: <\$51	351	2.1%	105
Spent at fine dining rest in last 6 months: \$51-\$100	612	3.7%	101
Spent at fine dining rest in last 6 months: \$101-\$200	377	2.3%	62
Spent at fine dining rest in last 6 months: \$201+	368	2.2%	57

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.

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August 16, 2016



Pets and Products Market Potential

Murray City, KY 2
 Geography: Place

Prepared by Esri

Demographic Summary		2016	2021
Population		19,130	19,774
Population 18+		16,356	16,884
Households		7,918	8,227
Median Household Income		\$35,322	\$38,271
Product/Consumer Behavior	Expected Number of Households	Percent	MPI
HH owns any pet	3,802	48.0%	89
HH owns any bird	215	2.7%	104
HH owns any cat	1,716	21.7%	97
HH owns any dog	2,713	34.3%	84
HH owns 1 cat	995	12.6%	104
HH owns 2+ cats	721	9.1%	87
HH owns 1 dog	1,649	20.8%	85
HH owns 2+ dogs	1,052	13.3%	82
HH used canned/wet cat food in last 6 months	802	10.1%	86
HH used packaged dry cat food in last 6 months	1,717	21.7%	101
HH used cat treats in last 6 months	935	11.8%	102
HH used cat litter in last 6 months	1,587	20.0%	104
HH used canned/wet dog food in last 6 months	894	11.3%	79
HH used packaged dry dog food in last 6 months	2,576	32.5%	84
HH used dog biscuits/treats in last 6 months	2,261	28.6%	91
HH used flea/tick/parasite product for cat/dog	2,603	32.9%	91
HH Bought pet food from any pet specialty store/12 mo	1,276	16.1%	79
HH Bought pet food in last 12 months: from discount store	604	7.6%	83
HH Bought pet food in last 12 months: from grocery store	2,011	25.4%	95
HH Bought pet food in last 12 months: from PETCO	486	6.1%	75
HH Bought pet food in last 12 months: from PetSmart	775	9.8%	87
HH Bought pet food in last 12 months: from wholesale club	226	2.9%	66
HH Bought pet food in last 12 months: from vet	266	3.4%	78
HH Bought flea control product from vet in last 12 mo	890	11.2%	93
HH member took pet to vet in last 12 months: 1 time	871	11.0%	82
HH member took pet to vet in last 12 months: 2 times	742	9.4%	83
HH member took pet to vet in last 12 months: 3 times	343	4.3%	80
HH member took pet to vet in last 12 months: 4 times	267	3.4%	85
HH member took pet to vet in last 12 months: 5+ times	420	5.3%	101
HH used professional pet service in last 12 months	997	12.6%	79
HH used professional pet service 3+ times last 12	610	7.7%	84
HH used professional pet service: boarding/kennel	210	2.7%	62
HH used professional pet service: grooming	824	10.4%	85
HH has pet insurance	166	2.1%	76

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

Murray City, KY 2
 Geography: Place

Prepared by Esri

Demographic Summary		2016	2021
Population		19,130	19,774
Population 18+		16,356	16,884
Households		7,918	8,227
Median Household Income		\$35,322	\$38,271

Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Typically spend 7+ hours exercising per week	3,756	23.0%	107
Typically spend 4-6 hours exercising per week	3,084	18.9%	93
Typically spend 1-3 hours exercising per week	4,184	25.6%	111
Exercise at home 2+ times per week	5,600	34.2%	121
Exercise at club 2+ times per week	2,073	12.7%	97
Exercise at other facility (not club) 2+ times/wk	2,186	13.4%	166
Own elliptical	591	3.6%	91
Own stationary bicycle	753	4.6%	87
Own treadmill	1,362	8.3%	85
Own weight lifting equipment	1,882	11.5%	95
Presently controlling diet	5,213	31.9%	91
Control diet for blood sugar level	859	5.3%	72
Control diet for cholesterol level	1,013	6.2%	74
Control diet to maintain weight	1,732	10.6%	100
Control diet for physical fitness	1,527	9.3%	94
Control diet for salt restriction	239	1.5%	50
Control diet for weight loss	1,905	11.6%	91
Used doctor`s care/diet for diet method	258	1.6%	60
Used exercise program for diet method	1,081	6.6%	91
Used Weight Watchers as diet method	209	1.3%	53
Buy foods specifically labeled as fat-free	1,776	10.9%	98
Buy foods specifically labeled as gluten-free	388	2.4%	66
Buy foods specifically labeled as high fiber	940	5.7%	69
Buy foods specifically labeled as high protein	833	5.1%	86
Buy foods specifically labeled as lactose-free	349	2.1%	92
Buy foods specifically labeled as low-calorie	1,527	9.3%	102
Buy foods specifically labeled as low-carb	990	6.1%	95
Buy foods specifically labeled as low-cholesterol	680	4.2%	70
Buy foods specifically labeled as low-fat	1,535	9.4%	92
Buy foods specifically labeled as low-sodium	1,506	9.2%	98
Buy foods specifically labeled as natural/organic	1,354	8.3%	90
Buy foods specifically labeled as sugar-free	1,320	8.1%	90
Used meal/dietary/weight loss supplement last 6 mo	967	5.9%	81
Used vitamins/dietary supplements in last 6 months	7,968	48.7%	92
Provide services as a primary caregiver/caretaker	1,031	6.3%	97

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Health and Beauty Market Potential

Murray City, KY 2
Geography: Place

Prepared by Esri

Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Visited doctor in last 12 months	11,521	70.4%	93
Visited doctor in last 12 months: 1-2 times	3,592	22.0%	93
Visited doctor in last 12 months: 3-5 times	3,435	21.0%	91
Visited doctor in last 12 months: 6+ times	4,409	27.0%	92
Visited doctor in last 12 months: cardiologist	804	4.9%	72
Visited doctor in last 12 months: chiropractor	1,064	6.5%	94
Visited doctor in last 12 months: dentist	5,043	30.8%	87
Visited doctor in last 12 months: dermatologist	1,159	7.1%	90
Visited doctor in last 12 months: ear/nose/throat	588	3.6%	82
Visited doctor in last 12 months: eye	3,192	19.5%	95
Visited doctor in last 12 months: gastroenterologist	657	4.0%	101
Visited doctor in last 12 months: general/family	5,916	36.2%	88
Visited doctor in last 12 months: internist	756	4.6%	78
Visited doctor in last 12 months: physical therapist	727	4.4%	98
Visited doctor in last 12 months: podiatrist	354	2.2%	73
Visited doctor in last 12 months: urologist	442	2.7%	70
Visited nurse practitioner in last 12 months	843	5.2%	106
Wear regular/sun/tinted prescription eyeglasses	5,612	34.3%	98
Wear bifocals	2,391	14.6%	93
Wear disposable contact lenses	913	5.6%	84
Wear soft contact lenses	1,495	9.1%	97
Wear transition lenses	992	6.1%	108
Spent on eyeglasses in last 12 months: <\$100	510	3.1%	115
Spent on eyeglasses in last 12 months: \$100-\$199	810	5.0%	119
Spent on eyeglasses in last 12 months: \$200-\$249	318	1.9%	67
Spent on eyeglasses in last 12 months: \$250+	1,122	6.9%	75
Spent on contact lenses in last 12 months: <\$100	512	3.1%	128
Spent on contact lenses in last 12 months: \$100-\$199	572	3.5%	97
Spent on contact lenses in last 12 months: \$200+	349	2.1%	65
Bought prescription eyewear: discount optical ctr	1,209	7.4%	86
Bought prescription eyewear: private eye doctor	4,017	24.6%	102
Bought prescription eyewear: retail optical chain	1,712	10.5%	92
Bought prescription eyewear: online	327	2.0%	84
Used prescription drug for allergy/hay fever	840	5.1%	91
Used prescription drug for anxiety/panic	854	5.2%	111
Used prescription drug for arthritis/osteoarthritis	396	2.4%	74
Used prescription drug for rheumatoid arthritis	352	2.2%	81
Used prescription drug for asthma	597	3.7%	88
Used prescription drug for backache/back pain	1,101	6.7%	86
Used prescription drug for depression	1,148	7.0%	111
Used prescription drug for diabetes (insulin dependent)	237	1.4%	70
Used prescription drug for diabetes (non-insulin depend)	518	3.2%	80
Used prescription drug for heartburn/acid reflux	1,008	6.2%	104
Used prescription drug for high blood pressure	1,709	10.4%	79
Used prescription drug for high cholesterol	997	6.1%	67
Used prescription drug for migraine headache	557	3.4%	109
Used prescription drug for sinus congestion/headache	746	4.6%	117
Used prescription drug for urinary tract infection	420	2.6%	97
Filled prescription last 12 months: discount/dept store	591	3.6%	86
Filled prescription last 12 months: drug store/pharmacy	5,823	35.6%	98
Filled prescription last 12 months: supermarket	1,129	6.9%	94
Filled prescription last 12 months: mail order	869	5.3%	68
Amount spent out of pocket for prescription drugs: <\$10	1,075	6.6%	105
Amount spent out of pocket for prescription drugs: \$10-19	1,263	7.7%	90
Amount spent out of pocket for prescription drugs: \$20-29	735	4.5%	73
Amount spent out of pocket for prescription drugs: \$30-49	997	6.1%	86
Amount spent out of pocket for prescription drugs: \$50-99	939	5.7%	85
Amount spent out of pocket for prescription drugs: \$100-149	506	3.1%	93
Amount spent out of pocket for prescription drugs: \$150+	400	2.4%	74

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.

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Health and Beauty Market Potential

Murray City, KY 2
 Geography: Place

Prepared by Esri

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Used last 6 months: children`s cold tablets/liquids	2,092	12.8%	92
Used last 6 months: cold/sinus/allergy med (nonprescr)	8,025	49.1%	101
Used last 6 months: children`s cough syrup	1,979	12.1%	87
Used last 6 months: cough syrup/suppressant(nonprescr)	5,308	32.5%	99
Used last 6 months: medicated skin cream/lotion/spray	4,726	28.9%	101
Used last 6 months: nasal spray	2,011	12.3%	77
Used last 6 months: pain reliever/fever reducer (kids)	3,235	19.8%	95
Used last 6 months: pain relieving rub/liquid/patch	3,352	20.5%	93
Used last 6 months: sleeping aid/snore relief	1,232	7.5%	81
Used last 6 months: sore throat remedy/cough drops	8,017	49.0%	103
Used last 12 months: sunburn remedy	2,935	17.9%	129
Used last 12 months: suntan/sunscreen product	7,118	43.5%	112
Used last 12 months: SPF 15 suntan/sunscreen product	1,342	8.2%	92
Used last 12 months: SPF 30-49 suntan/sunscreen prod	3,316	20.3%	124
Used last 12 months: SPF 50+ suntan/sunscreen product	2,332	14.3%	119
Used last 6 months: toothache/gum/canker sore remedy	1,576	9.6%	101
Used last 6 months: vitamins/nutritional suppl (kids)	2,168	13.3%	93
Used body wash/shower gel in last 6 months	9,622	58.8%	100
Used breath freshener in last 6 months	6,738	41.2%	101
Used breath freshener in last 6 months: gum	5,054	30.9%	119
Used breath freshener in last 6 months: mints	2,732	16.7%	95
Used breath freshener in last 6 months: thin film	274	1.7%	75
Used breath freshener 8+ times in last 7 days	1,695	10.4%	100
Used complexion care product in last 6 months	7,947	48.6%	104
Used denture adhesive/fixative in last 6 months	725	4.4%	72
Used denture cleaner in last 6 months	1,361	8.3%	79
Used facial moisturizer in last 6 months	6,408	39.2%	93
Used personal foot care product in last 6 months	2,852	17.4%	88
Used hair coloring product (at home) last 6 months	2,531	15.5%	78
Used hair conditioning treatment (at home)/6 mo	3,487	21.3%	89
Used hair growth product in last 6 months	366	2.2%	84
Used hair spray (at home) in last 6 months	5,225	31.9%	96
Used hair styling gel/lotion/mousse in last 6 mo	5,173	31.6%	91
Used mouthwash in last 6 months	9,994	61.1%	94
Used mouthwash 8+ times in last 7 days	1,958	12.0%	77
Used whitening toothpaste in last 6 months	6,093	37.3%	116
Used tooth whitener (not toothpaste) in last 6 mo	1,283	7.8%	84
Used tooth whitener (gel) in last 6 mos	225	1.4%	74
Used tooth whitener (strips) in last 6 months	675	4.1%	79
Visited a day spa in last 6 months	637	3.9%	71
Purchased product at salon/day spa in last 6 mo	965	5.9%	96
Professional srv last 6 months: haircut	9,729	59.5%	97
Professional srv last 6 months: hair color/highlights	2,427	14.8%	90
Professional srv last 6 months: facial	323	2.0%	63
Professional srv last 6 months: massage	1,053	6.4%	78
Professional srv last 6 months: manicure	1,722	10.5%	81
Professional srv last 6 months: pedicure	2,079	12.7%	79
Spent \$150+ at barber shops in last 6 months	308	1.9%	79
Spent \$150+ at beauty salons in last 6 months	1,342	8.2%	72

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Electronics and Internet Market Potential

Murray City, KY 2
 Geography: Place

Prepared by Esri

Demographic Summary		2016	2021
Population		19,130	19,774
Population 18+		16,356	16,884
Households		7,918	8,227
Median Household Income		\$35,322	\$38,271

Product/Consumer Behavior	Expected		MPI
	Number of Adults/HHs	Percent	
Own any e-reader/tablet (such as Kindle or iPad)	4,964	30.3%	96
Own e-reader/tablet: iPad	1,993	12.2%	79
Own e-reader/tablet: Barnes & Noble Nook	555	3.4%	97
Own e-reader/tablet: Amazon Kindle	1,968	12.0%	107
Own any portable MP3 player	5,400	33.0%	107
Own Apple iPod nano	1,328	8.1%	97
Own Apple iPod shuffle	715	4.4%	100
Own Apple iPod touch	1,819	11.1%	115
Purchased portable MP3 player in last 12 months	768	4.7%	124
Own digital point & shoot camera	4,792	29.3%	101
Own digital single-lens reflex (SLR) camera	1,544	9.4%	109
Bought any camera in last 12 months	949	5.8%	102
Spent on cameras in last 12 months: \$1-99	1,656	10.1%	117
Spent on cameras in last 12 months: \$100-\$199	801	4.9%	108
Spent on cameras in last 12 months: \$200+	584	3.6%	69
Own telephoto/zoom lens	954	5.8%	94
Own wideangle lens	690	4.2%	119
Printed digital photos in last 12 months	484	3.0%	101
Use a computer at work	7,213	44.1%	109
Use desktop computer at work	3,805	23.3%	97
Use laptop/notebook at work	2,307	14.1%	103
HH owns a computer	6,369	80.4%	105
Purchased home computer in last 12 months	1,033	13.0%	99
HH owns desktop computer	3,312	41.8%	92
HH owns laptop/notebook	4,693	59.3%	109
HH owns netbook	363	4.6%	103
Child (under 18 yrs) uses home computer	973	12.3%	74
HH owns any Apple/Mac brand computer	1,261	15.9%	106
HH owns any PC/non-Apple brand computer	5,563	70.3%	103

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Electronics and Internet Market Potential

Murray City, KY 2
 Geography: Place

Prepared by Esri

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Purchased most recent home computer 1-2 years ago	1,772	22.4%	123
Purchased most recent home computer 3-4 years ago	1,278	16.1%	102
Purchased most recent home computer 5+ years ago	639	8.1%	98
HH purchased most recent computer in a store	3,110	39.3%	104
HH purchased most recent computer online	1,205	15.2%	116
Spent on most recent home computer: <\$500	1,539	19.4%	134
Spent on most recent home computer: \$500-\$999	1,508	19.0%	100
Spent on most recent home computer: \$1000-\$1499	786	9.9%	105
Spent on most recent home computer: \$1500-\$1999	323	4.1%	90
Spent on most recent home computer: \$2000+	240	3.0%	77
HH owns webcam	1,920	24.2%	121
HH owns wireless router	2,691	34.0%	101
HH owns software: accounting	469	5.9%	95
HH owns software: communications/fax	401	5.1%	91
HH owns software: database/filing	511	6.5%	109
HH owns software: desktop publishing	784	9.9%	115
HH owns software: education/training	898	11.3%	129
HH owns software: entertainment/games	2,104	26.6%	126
HH owns software: personal finance/tax prep	686	8.7%	75
HH owns software: presentation graphics	639	8.1%	124
HH owns software: multimedia	1,339	16.9%	132
HH owns software: networking	1,222	15.4%	114
HH owns software: online meeting/conference	353	4.5%	141
HH owns software: security/anti-virus	1,836	23.2%	93
HH owns software: spreadsheet	1,581	20.0%	106
HH owns software: utility	370	4.7%	94
HH owns software: web authoring	192	2.4%	109
HH owns software: word processing	2,649	33.5%	114
HH owns camcorder	905	11.4%	82
HH owns CD player	1,394	17.6%	99
HH owns DVD/Blu-ray player	4,960	62.6%	104
HH purchased DVD/Blu-ray player in last 12 months	666	8.4%	104

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Electronics and Internet Market Potential

Murray City, KY 2
Geography: Place

Prepared by Esri

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
HH owns portable GPS navigation device	1,963	24.8%	90
HH purchased portable GPS navigation device/12 mo	250	3.2%	94
HH owns headphones (ear buds)	3,273	41.3%	117
HH owns noise reduction headphones	520	6.6%	84
HH owns home theater/entertainment system	786	9.9%	93
HH owns 1 TV	1,792	22.6%	111
HH owns 2 TVs	2,176	27.5%	106
HH owns 3 TVs	1,599	20.2%	94
HH owns 4+ TVs	1,219	15.4%	82
HH owns LCD TV	2,790	35.2%	112
HH owns LED TV	1,695	21.4%	102
HH owns plasma TV	941	11.9%	79
HH owns projection TV	184	2.3%	86
HH has 3D TV	188	2.4%	50
HH has HDTV	3,725	47.0%	100
HH has Internet connectable TV	1,394	17.6%	93
HH owns miniature screen TV (<13 in)	401	5.1%	110
HH owns regular screen TV (13-26 in)	2,498	31.5%	108
HH owns large screen TV (27-35 in)	2,842	35.9%	97
HH owns big screen TV (36-42 in)	2,495	31.5%	96
HH owns giant screen TV (over 42 in)	1,719	21.7%	83
Most recent HH TV purchase: regular screen (13-26 in)	1,223	15.4%	115
Most recent HH TV purchase: large screen (27-35 in)	1,814	22.9%	104
Most recent HH TV purchase: big screen (36-42 in)	1,706	21.5%	95
Most recent HH TV purchase: giant screen (over 42 in)	1,363	17.2%	86
HH owns Internet video device for TV	546	6.9%	98
HH purchased video game system in last 12 months	498	6.3%	79
HH owns video game system: handheld	1,277	16.1%	108
HH owns video game system: attached to TV/computer	3,807	48.1%	109
HH owns video game system: Nintendo 3DS	273	3.4%	97
HH owns video game system: Nintendo DS/DS Lite	560	7.1%	117
HH owns video game system: Nintendo DSi	260	3.3%	81
HH owns video game system: Nintendo Wii	1,793	22.6%	97
HH owns video game system: PlayStation 2 (PS2)	957	12.1%	124
HH owns video game system: PlayStation 3 (PS3)	1,191	15.0%	110
HH owns video game system: Sony PSP/PSPgo	161	2.0%	85
HH owns video game system: Xbox 360	1,740	22.0%	118
HH purchased 5+ video games in last 12 months	460	5.8%	95
HH spent \$101+ on video games in last 12 months	636	8.0%	96
Have access to Internet at home	13,660	83.5%	102
Connection to Internet at home: via cable modem	5,970	36.5%	104
Connection to Internet at home: via DSL	3,267	20.0%	123
Connection to Internet at home: via fiber optic	830	5.1%	45
Access Internet at home via high speed connection	13,346	81.6%	105
Spend 10+ hrs online (excl email/IM time) daily	690	4.2%	122
Spend 5-9.9 hrs online (excl email/IM time) daily	2,270	13.9%	136
Spend 2-4.9 hrs online (excl email/IM time) daily	4,013	24.5%	119
Spend 1-1.9 hrs online (excl email/IM time) daily	2,590	15.8%	93
Spend 0.5-0.9 hrs online(excl email/IM time) daily	1,699	10.4%	83
Spend <0.5 hrs online (excl email/IM time) daily	1,576	9.6%	96
Used Internet in last 30 days	14,188	86.7%	107
Used Internet/30 days: at home	13,234	80.9%	106
Used Internet/30 days: at work	6,704	41.0%	106
Used Internet/30 days: at school/library	4,472	27.3%	221

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Electronics and Internet Market Potential

Murray City, KY 2
Geography: Place

Prepared by Esri

Product/Consumer Behavior	Expected		MPI
	Number of Adults/HHs	Percent	
Used Internet/30 days: not hm/work/school/library	5,703	34.9%	124
Accessed Internet in last 30 days using computer	13,414	82.0%	110
Accessed Internet in last 30 days using cell phone	10,068	61.6%	111
Used Wi-Fi/wireless connection outside hm/30 days	5,935	36.3%	127
Internet last 30 days: visited forum	917	5.6%	113
Internet last 30 days: used email	12,840	78.5%	111
Internet last 30 days: used IM	9,602	58.7%	121
Internet last 30 days: made personal purchase	7,414	45.3%	108
Internet last 30 days: made business purchase	1,628	10.0%	89
Internet last 30 days: paid bills online	8,238	50.4%	112
Internet last 30 days: took online class	1,840	11.2%	154
Internet last 30 days: looked for employment	3,535	21.6%	139
Internet last 30 days: traded/tracked investments	1,642	10.0%	87
Internet last 30 days: made travel plans	3,248	19.9%	106
Internet last 30 days: obtained auto info	1,893	11.6%	103
Internet last 30 days: obtained financial info	5,348	32.7%	109
Internet last 30 days: obtained medical info	3,610	22.1%	94
Internet last 30 days: checked movie listing/times	5,597	34.2%	146
Internet last 30 days: obtained latest news	8,484	51.9%	116
Internet last 30 days: obtained parenting info	948	5.8%	102
Internet last 30 days: obtained real estate info	1,836	11.2%	87
Internet last 30 days: obtained sports news/info	5,834	35.7%	119
Internet last 30 days: visited online blog	3,417	20.9%	165
Internet last 30 days: wrote online blog	617	3.8%	126
Internet last 30 days: used online dating website	296	1.8%	95
Internet last 30 days: played games online	5,863	35.8%	123
Internet last 30 days: sent greeting card	753	4.6%	95
Internet last 30 days: made phone call	2,985	18.3%	103
Internet last 30 days: shared photos via website	5,803	35.5%	122
Internet last 30 days: looked for recipes	6,370	38.9%	115
Internet last 30 days: added video to website	1,357	8.3%	130
Internet last 30 days: downloaded a movie	1,686	10.3%	144
Internet last 30 days: downloaded music	4,660	28.5%	125
Internet last 30 days: downloaded podcast	846	5.2%	135
Internet last 30 days: downloaded TV program	1,026	6.3%	131
Internet last 30 days: downloaded a video game	2,022	12.4%	122
Internet last 30 days: watched movie online	4,381	26.8%	168
Internet last 30 days: watched TV program online	4,134	25.3%	169
Purch/rntd video download/strm/30 days: amazon.com	911	5.6%	133
Purch/rntd video download/strm/30 days: hulu.com	1,241	7.6%	209
Purch/rntd video download/strm/30 days: itunes.com	742	4.5%	142
Purch/rntd video download/strm/30 days: netflix.com	2,606	15.9%	133
Used online gaming srv/30 days: PlayStation Network	1,135	6.9%	151
Used online gaming srv/30 days: Xbox Live	1,462	8.9%	161
Played Massive Multi-Player Online game/30 days	861	5.3%	147
Visited any Spanish language website last 30 days	277	1.7%	55
Visited website in last 30 days: facebook.com	10,750	65.7%	119
Visited website in last 30 days: LinkedIn.com	2,032	12.4%	119
Visited website in last 30 days: photobucket.com	439	2.7%	129
Visited website in last 30 days: picasa.com	509	3.1%	124
Visited website in last 30 days: shutterfly.com	316	1.9%	61
Visited website in last 30 days: tumblr.com	1,172	7.2%	203
Visited website in last 30 days: twitter.com	3,938	24.1%	213
Visited website in last 30 days: yelp.com	418	2.6%	62
Visited website in last 30 days: YouTube.com	9,559	58.4%	130

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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

Murray City, KY 2
Geography: Place

Prepared by Esri

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Used website/search engine/30 days: ask.com	1,680	10.3%	140
Used website/search engine/30 days: bing.com	3,229	19.7%	116
Used website/search engine/30 days: google.com	13,258	81.1%	110
Used website/search engine/30 days: yahoo.com	5,274	32.2%	96
Visited news website in last 30 days: ABCnews.com	858	5.2%	102
Visited news website in last 30 days: CBSnews.com	638	3.9%	114
Visited news website in last 30 days: cnn.com	2,489	15.2%	127
Visited news website in last 30 days: foxnews.com	1,732	10.6%	109
Visited news website in last 30 days: msnbc.com	802	4.9%	96
Visited news website in last 30 days: Yahoo! News	2,123	13.0%	93

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August 16, 2016



Finances Market Potential

Murray City, KY 2
Geography: Place

Prepared by Esri

Demographic Summary		2016	2021
Population		19,130	19,774
Population 18+		16,356	16,884
Households		7,918	8,227
Median Household Income		\$35,322	\$38,271
Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Did banking in person in last 12 months	9,194	56.2%	104
Bank/financial institution used: Bank of America	1,680	10.3%	72
Bank/financial institution used: Capital One/ING Direct	757	4.6%	104
Bank/financial institution used: Chase	1,847	11.3%	94
Bank/financial institution used: Citibank	466	2.8%	83
Bank/financial institution used: PNC	443	2.7%	88
Bank/financial institution used: U.S. Bank	508	3.1%	108
Bank/financial institution used: Wells Fargo	1,805	11.0%	95
Bank/financial institution used: credit union	3,403	20.8%	118
Did banking by mail in last 12 months	522	3.2%	95
Did banking by phone in last 12 months	1,761	10.8%	121
Did banking online in last 12 months	6,202	37.9%	106
Did banking on mobile device in last 12 months	3,131	19.1%	137
Used ATM/cash machine in last 12 months	8,244	50.4%	103
Used direct deposit of paycheck in last 12 months	6,587	40.3%	100
Did banking w/paperless statements in last 12 mo	3,455	21.1%	112
Have interest checking account	4,138	25.3%	90
Have non-interest checking account	5,019	30.7%	109
Have savings account	9,396	57.4%	106
Have overdraft protection	4,675	28.6%	107
Have auto loan	2,571	15.7%	89
Have personal loan for education (student loan)	1,561	9.5%	140
Have personal loan - not for education	430	2.6%	98
Have home mortgage (1st)	3,725	22.8%	73
Have 2nd mortgage (home equity loan)	755	4.6%	76
Have home equity line of credit	464	2.8%	74
Have personal line of credit	425	2.6%	82
Have 401(k) retirement savings plan	2,128	13.0%	90
Have 403(b) retirement savings plan	340	2.1%	77
Have IRA retirement savings plan	1,394	8.5%	69
Own any securities investment	4,409	27.0%	91
Own any annuity	219	1.3%	53
Own certificate of deposit (more than 6 months)	400	2.4%	74
Own shares in money market fund	559	3.4%	71
Own shares in mutual fund (bonds)	592	3.6%	74
Own shares in mutual fund (stock)	938	5.7%	79
Own any stock	1,032	6.3%	82
Own common/preferred stock in company you work for	201	1.2%	52
Own common stock in company you don't work for	825	5.0%	95
Own U.S. savings bond	1,031	6.3%	119
Own investment real estate	481	2.9%	74
Own vacation/weekend home	216	1.3%	37
Used a real estate agent in last 12 months	924	5.6%	93
Used financial planner in last 12 months	816	5.0%	81
Own 1 credit card	3,304	20.2%	134
Own 2 credit cards	1,906	11.7%	91
Own 3 credit cards	1,367	8.4%	91
Own 4 credit cards	602	3.7%	60
Own 5 credit cards	383	2.3%	71
Own 6+ credit cards	549	3.4%	60

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August 16, 2016



Finances Market Potential

Murray City, KY 2
Geography: Place

Prepared by Esri

Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Avg monthly credit card expenditures: <\$111	2,602	15.9%	137
Avg monthly credit card expenditures: \$111-\$225	1,264	7.7%	112
Avg monthly credit card expenditures: \$226-\$450	823	5.0%	79
Avg monthly credit card expenditures: \$451-\$700	775	4.7%	89
Avg monthly credit card expenditures: \$701-\$1000	600	3.7%	85
Avg monthly credit card expenditures: \$1001+	1,007	6.2%	68
Own 1 debit card	8,152	49.8%	114
Own 2 debit cards	1,727	10.6%	102
Own 3+ debit cards	316	1.9%	87
Avg monthly debit card expenditures: <\$91	662	4.0%	107
Avg monthly debit card expenditures: \$91-\$180	1,365	8.3%	174
Avg monthly debit card expenditures: \$181-\$225	1,493	9.1%	181
Avg monthly debit card expenditures: \$226-\$450	1,611	9.8%	124
Avg monthly debit card expenditures: \$451-\$700	1,688	10.3%	123
Avg monthly debit card expenditures: \$701-\$1000	1,221	7.5%	105
Avg monthly debit card expenditures: \$1001+	949	5.8%	82
Own/used last 12 months: any credit/debit card	12,617	77.1%	104
Own/used last 12 months: any major credit/debit card	11,436	69.9%	105
Own/used last 12 months: any store credit card	3,615	22.1%	82
Credit/debit card rewards: airline miles	826	5.1%	58
Credit/debit card rewards: cash back	3,343	20.4%	100
Credit/debit card rewards: gasoline discounts	482	2.9%	87
Credit/debit card rewards: gifts	508	3.1%	68
Credit/debit card rewards: hotel/car rental awards	356	2.2%	73
Have American Express Green card in own name	184	1.1%	37
Have American Express Gold card in own name	262	1.6%	54
Have American Express Platinum card in own name	244	1.5%	62
Have American Express Blue card in own name	225	1.4%	41
Have Discover card in own name	1,588	9.7%	95
Have MasterCard Standard card in own name	2,367	14.5%	106
Have MasterCard Gold card in own name	642	3.9%	101
Have MasterCard Platinum card in own name	892	5.5%	89
Have MasterCard debit card in own name	1,367	8.4%	112
Have Visa Regular/Classic card in own name	4,050	24.8%	117
Have Visa Gold card in own name	424	2.6%	76
Have Visa Platinum card in own name	1,425	8.7%	89
Have Visa Signature card in own name	562	3.4%	82
Have Visa debit card in own name	3,712	22.7%	106
Paid bills last 12 months: by mail	7,353	45.0%	101
Paid bills last 12 months: online	7,096	43.4%	101
Paid bills last 12 months: in person	5,855	35.8%	120
Paid bills last 12 months: by phone using credit card	3,507	21.4%	117
Paid bills last 12 months: by mobile phone	2,099	12.8%	117
Paid bills last 12 months: charged to credit card	2,084	12.7%	109
Paid bills last 12 months: deducted from bank account	3,975	24.3%	101
Wired/sent money in last 6 months	3,456	21.1%	101
Wired/sent money in last 6 months: using MoneyGram	403	2.5%	87
Wired/sent money in last 6 months: using PayPal	2,102	12.9%	117
Wired/sent money in last 6 months: using Western Union	534	3.3%	78

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Finances Market Potential

Murray City, KY 2
Geography: Place

Prepared by Esri

Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Wired/sent money in last 6 months: bank wire transfer	500	3.1%	118
Tax preparation: did manually	1,954	11.9%	103
Tax preparation: used software (TurboTax)	1,537	9.4%	99
Tax preparation: used online tax srv (TurboTax)	1,228	7.5%	138
Tax preparation: used H&R Block on-site	927	5.7%	109
Tax preparation: used CPA/other tax professional	2,720	16.6%	84

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August 16, 2016



Sports and Leisure Market Potential

Murray City, KY 2
Geography: Place

Prepared by Esri

Demographic Summary		2016	2021
Population		19,130	19,774
Population 18+		16,356	16,884
Households		7,918	8,227
Median Household Income		\$35,322	\$38,271
Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Participated in aerobics in last 12 months	1,637	10.0%	118
Participated in archery in last 12 months	507	3.1%	114
Participated in backpacking in last 12 months	832	5.1%	166
Participated in baseball in last 12 months	898	5.5%	119
Participated in basketball in last 12 months	1,846	11.3%	137
Participated in bicycling (mountain) in last 12 months	699	4.3%	110
Participated in bicycling (road) in last 12 months	1,730	10.6%	106
Participated in boating (power) in last 12 months	931	5.7%	107
Participated in bowling in last 12 months	2,080	12.7%	134
Participated in canoeing/kayaking in last 12 months	1,183	7.2%	130
Participated in fishing (fresh water) in last 12 months	2,225	13.6%	110
Participated in fishing (salt water) in last 12 months	608	3.7%	94
Participated in football in last 12 months	1,176	7.2%	153
Participated in Frisbee in last 12 months	1,408	8.6%	201
Participated in golf in last 12 months	1,693	10.4%	113
Participated in hiking in last 12 months	1,773	10.8%	109
Participated in horseback riding in last 12 months	567	3.5%	140
Participated in hunting with rifle in last 12 months	798	4.9%	108
Participated in hunting with shotgun in last 12 months	737	4.5%	115
Participated in ice skating in last 12 months	508	3.1%	127
Participated in jogging/running in last 12 months	3,342	20.4%	155
Participated in motorcycling in last 12 months	526	3.2%	110
Participated in Pilates in last 12 months	535	3.3%	119
Participated in skiing (downhill) in last 12 months	647	4.0%	146
Participated in soccer in last 12 months	1,034	6.3%	166
Participated in softball in last 12 months	802	4.9%	143
Participated in swimming in last 12 months	3,035	18.6%	120
Participated in target shooting in last 12 months	775	4.7%	100
Participated in tennis in last 12 months	587	3.6%	90
Participated in volleyball in last 12 months	756	4.6%	142
Participated in walking for exercise in last 12 months	4,277	26.1%	98
Participated in weight lifting in last 12 months	2,014	12.3%	124
Participated in yoga in last 12 months	1,296	7.9%	112
Spent on sports/rec equip in last 12 months: \$1-99	985	6.0%	105
Spent on sports/rec equip in last 12 months: \$100-\$249	1,158	7.1%	115
Spent on sports/rec equip in last 12 months: \$250+	1,026	6.3%	86
Attend sports events	3,924	24.0%	105
Attend sports events: baseball game - MLB reg seas	1,128	6.9%	75
Attend sports events: basketball game (college)	685	4.2%	145
Attend sports events: basketball game-NBA reg seas	481	2.9%	100
Attend sports events: football game (college)	1,104	6.7%	118
Attend sports events: football game-NFL Mon/Thurs	313	1.9%	70
Attend sports events: football game - NFL weekend	562	3.4%	74
Attend sports events: high school sports	1,078	6.6%	138

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August 16, 2016



Sports and Leisure Market Potential

Murray City, KY 2
 Geography: Place

Prepared by Esri

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Listen to sports on radio	2,249	13.8%	92
Listen to baseball (MLB reg season) on radio often	167	1.0%	46
Listen to football (NFL wknd games) on radio often	172	1.1%	53
Watch sports on TV	10,059	61.5%	100
Watch on TV: alpine skiing/ski jumping	1,006	6.2%	106
Watch on TV: auto racing (NASCAR)	2,306	14.1%	102
Watch on TV: auto racing (not NASCAR)	979	6.0%	101
Watch on TV: baseball (MLB regular season)	3,176	19.4%	86
Watch on TV: baseball (MLB playoffs/World Series)	3,300	20.2%	92
Watch on TV: basketball (college)	2,924	17.9%	120
Watch on TV: basketball (NCAA tournament)	2,831	17.3%	115
Watch on TV: basketball (NBA regular season)	2,783	17.0%	97
Watch on TV: basketball (NBA playoffs/finals)	3,341	20.4%	106
Watch on TV: basketball (WNBA)	723	4.4%	99
Watch on TV: bicycle racing	474	2.9%	93
Watch on TV: bowling	510	3.1%	97
Watch on TV: boxing	931	5.7%	71
Watch on TV: bull riding (pro)	849	5.2%	101
Watch on TV: Equestrian events	700	4.3%	127
Watch on TV: extreme sports (summer)	1,311	8.0%	134
Watch on TV: extreme sports (winter)	1,426	8.7%	134
Watch on TV: figure skating	1,515	9.3%	92
Watch on TV: fishing	882	5.4%	81
Watch on TV: football (college)	4,825	29.5%	115
Watch on TV: football (NFL Mon/Thurs night games)	5,190	31.7%	94
Watch on TV: football (NFL weekend games)	5,846	35.7%	99
Watch on TV: football (NFL playoffs/Super Bowl)	5,769	35.3%	95
Watch on TV: golf (PGA)	1,808	11.1%	77
Watch on TV: golf (LPGA)	606	3.7%	78
Watch on TV: gymnastics	1,330	8.1%	99
Watch on TV: horse racing (at track or OTB)	600	3.7%	130
Watch on TV: ice hockey (NHL regular season)	1,452	8.9%	95
Watch on TV: ice hockey (NHL playoffs/St Stanley Cup)	1,450	8.9%	94
Watch on TV: marathon/road running/triathlon	342	2.1%	82
Watch on TV: mixed martial arts (MMA)	997	6.1%	120
Watch on TV: motorcycle racing	770	4.7%	106
Watch on TV: Olympics (summer)	4,566	27.9%	103
Watch on TV: Olympics (winter)	4,415	27.0%	104
Watch on TV: poker	862	5.3%	94
Watch on TV: rodeo	829	5.1%	108
Watch on TV: soccer (MLS)	1,121	6.9%	128
Watch on TV: soccer (World Cup)	1,727	10.6%	120
Watch on TV: tennis (men `s)	1,052	6.4%	77
Watch on TV: tennis (women `s)	1,018	6.2%	75
Watch on TV: track & field	944	5.8%	102
Watch on TV: truck and tractor pull/mud racing	586	3.6%	121
Watch on TV: volleyball (pro beach)	800	4.9%	109
Watch on TV: wrestling (WWE)	510	3.1%	98
Interest in sports: college basketball Super Fan	523	3.2%	85
Interest in sports: college football Super Fan	953	5.8%	88
Interest in sports: golf Super Fan	229	1.4%	68
Interest in sports: high school sports Super Fan	347	2.1%	68
Interest in sports: MLB Super Fan	761	4.7%	84
Interest in sports: NASCAR Super Fan	361	2.2%	65
Interest in sports: NBA Super Fan	723	4.4%	75
Interest in sports: NFL Super Fan	2,155	13.2%	97
Interest in sports: NHL Super Fan	359	2.2%	63

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Sports and Leisure Market Potential

Murray City, KY 2
 Geography: Place

Prepared by Esri

Product/Consumer Behavior	Expected		MPI
	Number of Adults/HHs	Percent	
Member of AARP	1,318	8.1%	69
Member of charitable organization	668	4.1%	95
Member of church board	562	3.4%	112
Member of fraternal order	362	2.2%	85
Member of religious club	630	3.9%	102
Member of union	446	2.7%	73
Member of veterans club	245	1.5%	67
Attended adult education course in last 12 months	1,197	7.3%	108
Went to art gallery in last 12 months	1,592	9.7%	130
Attended auto show in last 12 months	1,228	7.5%	98
Did baking in last 12 months	4,271	26.1%	121
Went to bar/night club in last 12 months	3,149	19.3%	115
Went to beach in last 12 months	4,219	25.8%	104
Played billiards/pool in last 12 months	1,449	8.9%	114
Played bingo in last 12 months	536	3.3%	81
Did birdwatching in last 12 months	685	4.2%	96
Played board game in last 12 months	2,603	15.9%	125
Read book in last 12 months	5,381	32.9%	96
Participated in book club in last 12 months	704	4.3%	153
Went on overnight camping trip in last 12 months	3,003	18.4%	154
Played cards in last 12 months	3,311	20.2%	130
Played chess in last 12 months	592	3.6%	112
Played computer game (offline w/software)/12 months	1,114	6.8%	103
Played computer game (online w/software)/12 months	1,488	9.1%	133
Played computer game (online w/o software)/12 months	1,488	9.1%	101
Cooked for fun in last 12 months	4,286	26.2%	115
Did crossword puzzle in last 12 months	1,902	11.6%	108
Danced/went dancing in last 12 months	1,715	10.5%	131
Attended dance performance in last 12 months	1,229	7.5%	168
Dined out in last 12 months	7,187	43.9%	98
Participated in fantasy sports league last 12 months	1,024	6.3%	150
Did furniture refinishing in last 12 months	714	4.4%	130
Gambled at casino in last 12 months	1,261	7.7%	56
Gambled in Atlantic City in last 12 months	162	1.0%	43
Gambled in Las Vegas in last 12 months	276	1.7%	43
Participate in indoor gardening/plant care	1,211	7.4%	80
Attended horse races in last 12 months	354	2.2%	84
Participated in karaoke in last 12 months	453	2.8%	80
Bought lottery ticket in last 12 months	5,102	31.2%	84
Played lottery 6+ times in last 30 days	1,406	8.6%	73
Bought lottery ticket in last 12 months: Daily Drawing	364	2.2%	58
Bought lottery ticket in last 12 months: Instant Game	2,460	15.0%	83
Bought lottery ticket in last 12 months: Mega Millions	1,817	11.1%	62
Bought lottery ticket in last 12 months: Powerball	2,807	17.2%	80
Attended a movie in last 6 months	10,718	65.5%	110
Attended movie in last 90 days: once/week or more	367	2.2%	93
Attended movie in last 90 days: 2-3 times a month	1,005	6.1%	105
Attended movie in last 90 days: once a month	2,291	14.0%	138
Attended movie in last 90 days: < once a month	6,294	38.5%	109
Movie genre seen at theater/6 months: action	5,037	30.8%	119

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Sports and Leisure Market Potential

Murray City, KY 2
 Geography: Place

Prepared by Esri

Product/Consumer Behavior	Expected		MPI
	Number of Adults/HHs	Percent	
Movie genre seen at theater/6 months: adventure	5,674	34.7%	123
Movie genre seen at theater/6 months: comedy	4,913	30.0%	115
Movie genre seen at theater/6 months: crime	3,842	23.5%	133
Movie genre seen at theater/6 months: drama	5,358	32.8%	120
Movie genre seen at theater/6 months: family	1,565	9.6%	86
Movie genre seen at theater/6 months: fantasy	4,123	25.2%	138
Movie genre seen at theater/6 months: horror	1,428	8.7%	108
Movie genre seen at theater/6 months: romance	2,512	15.4%	131
Movie genre seen at theater/6 months: science fiction	3,099	18.9%	133
Movie genre seen at theater/6 months: thriller	3,381	20.7%	126
Went to museum in last 12 months	2,295	14.0%	114
Attended classical music/opera performance/12 months	1,235	7.6%	180
Attended country music performance in last 12 months	1,142	7.0%	123
Attended rock music performance in last 12 months	2,055	12.6%	132
Played musical instrument in last 12 months	1,251	7.6%	117
Did painting/drawing in last 12 months	1,560	9.5%	156
Did photo album/scrapbooking in last 12 months	1,174	7.2%	127
Did photography in last 12 months	1,949	11.9%	118
Did Sudoku puzzle in last 12 months	1,824	11.2%	112
Went to live theater in last 12 months	2,424	14.8%	114
Visited a theme park in last 12 months	3,031	18.5%	105
Visited a theme park 5+ times in last 12 months	836	5.1%	134
Participated in trivia games in last 12 months	1,287	7.9%	153
Played video/electronic game (console) last 12 months	2,571	15.7%	151
Played video/electronic game (portable) last 12 months	982	6.0%	132
Visited an indoor water park in last 12 months	323	2.0%	66
Did woodworking in last 12 months	755	4.6%	104
Participated in word games in last 12 months	1,975	12.1%	112
Went to zoo in last 12 months	2,267	13.9%	124
Purchased DVDs in last 30 days: 1	617	3.8%	111
Purchased DVDs in last 30 days: 2	271	1.7%	63
Purchased DVDs in last 30 days: 3+	955	5.8%	112
Purchased DVD/Blu-ray disc online in last 12 months	959	5.9%	91
Rented DVDs in last 30 days: 1	1,009	6.2%	162
Rented DVDs in last 30 days: 2	1,163	7.1%	161
Rented DVDs in last 30 days: 3+	2,943	18.0%	127
Rented movie/oth video/30 days: action/adventure	5,227	32.0%	130
Rented movie/oth video/30 days: classics	1,270	7.8%	112
Rented movie/oth video/30 days: comedy	5,398	33.0%	136
Rented movie/oth video/30 days: drama	2,880	17.6%	110
Rented movie/oth video/30 days: family/children	2,073	12.7%	118
Rented movie/oth video/30 days: foreign	434	2.7%	96
Rented movie/oth video/30 days: horror	1,599	9.8%	111
Rented movie/oth video/30 days: musical	760	4.6%	156
Rented movie/oth video/30 days: news/documentary	555	3.4%	94
Rented movie/oth video/30 days: romance	1,848	11.3%	121
Rented movie/oth video/30 days: science fiction	1,565	9.6%	124
Rented movie/oth video/30 days: TV show	1,783	10.9%	135
Rented movie/oth video/30 days: western	481	2.9%	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.



Sports and Leisure Market Potential

Murray City, KY 2
 Geography: Place

Prepared by Esri

Product/Consumer Behavior	Expected		MPI
	Number of Adults/HHs	Percent	
Rented/purch DVD/Blu-ray/30 days: from amazon.com	613	3.7%	93
Rented DVD/Blu-ray/30 days: from netflix.com	2,546	15.6%	135
Rented/purch DVD/Blu-ray/30 days: from Redbox	4,545	27.8%	148
HH owns ATV/UTV	310	3.9%	79
Bought any children`s toy/game in last 12 months	5,311	32.5%	100
Spent on toys/games for child last 12 months: <\$50	999	6.1%	104
Spent on toys/games for child last 12 months: \$50-99	406	2.5%	92
Spent on toys/games for child last 12 months: \$100-199	1,573	9.6%	152
Spent on toys/games for child last 12 months: \$200-499	1,460	8.9%	98
Spent on toys/games for child last 12 months: \$500+	691	4.2%	89
Bought any toys/games online in last 12 months	1,015	6.2%	87
Bought infant toy in last 12 months	1,149	7.0%	105
Bought pre-school toy in last 12 months	918	5.6%	82
Bought for child last 12 months: boy action figure	1,478	9.0%	124
Bought for child last 12 months: girl action figure	466	2.8%	93
Bought for child last 12 months: action game	367	2.2%	89
Bought for child last 12 months: bicycle	1,110	6.8%	101
Bought for child last 12 months: board game	1,391	8.5%	86
Bought for child last 12 months: builder set	497	3.0%	71
Bought for child last 12 months: car	1,536	9.4%	103
Bought for child last 12 months: construction toy	817	5.0%	104
Bought for child last 12 months: fashion doll	831	5.1%	111
Bought for child last 12 months: large/baby doll	899	5.5%	83
Bought for child last 12 months: doll accessories	440	2.7%	74
Bought for child last 12 months: doll clothing	601	3.7%	98
Bought for child last 12 months: educational toy	1,650	10.1%	89
Bought for child last 12 months: electronic doll/animal	411	2.5%	98
Bought for child last 12 months: electronic game	1,211	7.4%	95
Bought for child last 12 months: mechanical toy	399	2.4%	70
Bought for child last 12 months: model kit/set	464	2.8%	115
Bought for child last 12 months: plush doll/animal	1,347	8.2%	113
Bought for child last 12 months: sound game	346	2.1%	107
Bought for child last 12 months: water toy	1,286	7.9%	86
Bought for child last 12 months: word game	533	3.3%	109

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Sports and Leisure Market Potential

Murray City, KY 2
 Geography: Place

Prepared by Esri

Product/Consumer Behavior	Expected		MPI
	Number of Adults/HHs	Percent	
Bought digital book in last 12 months	2,343	14.3%	108
Bought hardcover book in last 12 months	3,954	24.2%	115
Bought paperback book in last 12 months	5,812	35.5%	113
Bought 1-3 books in last 12 months	3,350	20.5%	105
Bought 4-6 books in last 12 months	1,746	10.7%	101
Bought 7+ books in last 12 months	3,152	19.3%	113
Bought book (fiction) in last 12 months	5,286	32.3%	118
Bought book (non-fiction) in last 12 months	4,338	26.5%	116
Bought biography in last 12 months	1,048	6.4%	87
Bought children`s book in last 12 months	1,469	9.0%	99
Bought cookbook in last 12 months	1,243	7.6%	92
Bought history book in last 12 months	1,489	9.1%	115
Bought mystery book in last 12 months	1,924	11.8%	105
Bought novel in last 12 months	3,186	19.5%	125
Bought religious book (not bible) in last 12 mo	1,066	6.5%	99
Bought romance book in last 12 months	1,462	8.9%	118
Bought science fiction book in last 12 months	1,256	7.7%	139
Bought personal/business self-help book last 12 months	727	4.4%	77
Bought travel book in last 12 months	299	1.8%	87
Bought book online in last 12 months	3,754	23.0%	119
Bought book last 12 months: amazon.com	3,259	19.9%	114
Bought book last 12 months: barnes&noble.com	360	2.2%	73
Bought book last 12 months: Barnes & Noble book store	2,534	15.5%	106
Bought book last 12 months: other book store (not B&N)	2,901	17.7%	155
Bought book last 12 months: mail order	394	2.4%	106
Listened to/purchased audiobook in last 6 months	734	4.5%	102

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