

2006 and 2011 Field Estimates for Retail and Service Business Market Capture



Market Study Population & Market Capture Tables

Prepared by GEM Public Sector Services from Data provided by demographicsnow.com

Geographies	City of Independence		5 Minutes Drive Time		10 Minutes Drive Time		15 Minutes Drive Time		30 Minutes Drive Time	
	2006	2011	2006	2011	2006	2011	2006	2011	2006	2011
Business Summary Major Industry: Retail Trade Establishments										
Auto Dealers and Gas Stations	8.18%	6.74%	10.87%	8.97%	29.62%	25.10%	99.30%	89.63%	82.51%	82.04%
Bars	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	33.51%	30.25%	339.50%	337.57%
Building Materials Hardware and Garden	13.85%	11.41%	20.86%	17.21%	43.83%	37.14%	93.72%	84.60%	95.94%	95.40%
Catalog and Direct Sales	334.83%	292.29%	558.09%	460.37%	273.67%	231.93%	126.64%	114.32%	480.61%	477.87%
Clothing Stores	0.00%	0.00%	0.00%	0.00%	1.43%	1.21%	108.70%	98.13%	161.42%	160.50%
Convenience Stores	86.89%	71.58%	137.08%	113.08%	110.47%	93.62%	94.14%	84.98%	103.04%	102.46%
Drug Stores	54.10%	44.56%	65.38%	53.93%	49.04%	41.56%	96.65%	87.25%	116.09%	115.43%
Electronics and Computer Stores	8.39%	6.91%	42.12%	34.75%	15.56%	13.19%	76.05%	68.65%	196.77%	195.65%
Food Markets	136.75%	112.65%	117.27%	96.73%	69.30%	58.73%	110.58%	99.82%	159.87%	158.96%
Furniture Stores	3.90%	3.21%	9.78%	8.07%	5.78%	4.90%	39.13%	35.32%	72.05%	71.64%
General Merchandise Stores	44.67%	36.80%	2.16%	1.78%	13.06%	11.07%	38.08%	34.38%	84.47%	83.99%
Home Furnishings	12.61%	10.39%	0.00%	0.00%	18.70%	15.85%	92.58%	83.57%	84.41%	83.93%
Liquor Stores	9.30%	7.66%	0.00%	0.00%	13.80%	11.69%	121.92%	110.06%	208.40%	207.22%
Music Stores	14.81%	12.20%	37.16%	30.66%	10.98%	9.31%	185.79%	167.71%	114.08%	113.43%
Other Food Service	157.62%	129.84%	170.41%	140.57%	142.07%	120.40%	128.47%	115.97%	258.54%	257.06%
Other Food Stores	4.63%	3.82%	0.00%	0.00%	6.87%	5.82%	126.63%	114.30%	206.99%	205.82%
Restaurants	29.90%	24.63%	57.10%	47.10%	31.51%	26.71%	95.57%	86.27%	143.09%	142.28%
Specialty Stores	5.27%	4.34%	4.96%	4.09%	9.76%	8.27%	58.72%	53.01%	110.35%	109.73%
	43.38%	35.73%	49.38%	40.73%	36.99%	31.35%	87.33%	78.83%	131.05%	130.31%
Geographies										
Business Summary Major Industry: Services Establishments										
Advertising	0.00%	0.00%	0.00%	0.00%	14.05%	11.90%	103.51%	93.44%	299.28%	297.58%
Auto Repair/Services	21.90%	18.04%	35.17%	29.01%	38.97%	33.03%	91.34%	82.45%	115.77%	115.12%
Beauty and Barber Shops	45.30%	37.32%	77.15%	63.64%	44.40%	37.62%	141.65%	127.87%	118.46%	117.78%
Child Care Services	78.28%	64.48%	98.23%	81.03%	74.80%	63.39%	112.49%	101.55%	122.28%	121.59%
Colleges and Universities	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	13.11%	11.83%	139.46%	138.66%
Computer Services	2.94%	2.42%	7.38%	6.09%	65.41%	55.43%	120.51%	108.78%	298.53%	296.83%
Dry Cleaning and Laundry	13.17%	10.85%	16.53%	13.64%	17.10%	14.49%	104.68%	94.50%	101.79%	101.21%
Entertainment and Recreation Services	124.94%	102.92%	86.30%	71.19%	85.00%	72.04%	80.54%	72.70%	267.69%	266.17%
Health and Medical Services	5.94%	4.89%	14.90%	12.29%	15.07%	12.77%	70.16%	63.34%	137.21%	136.42%
Hospitals	1.28%	1.05%	5.35%	4.41%	2.21%	1.88%	13.75%	12.42%	182.51%	181.47%
Hotels and Lodging	0.00%	0.00%	0.00%	0.00%	3.36%	2.85%	78.36%	70.73%	161.09%	160.17%
Legal Services	2.91%	2.40%	4.87%	4.02%	5.04%	4.27%	47.91%	43.25%	465.36%	462.71%
Membership Organizations	37.65%	31.02%	42.16%	34.78%	32.22%	27.30%	52.82%	47.68%	129.58%	128.84%
Miscellaneous Repair Services	15.98%	13.16%	24.06%	19.85%	16.59%	14.06%	87.33%	78.83%	123.41%	122.70%
Motion Pictures	59.06%	48.65%	115.28%	95.09%	43.80%	37.11%	47.57%	42.94%	414.67%	412.30%
Museums and Zoos	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Other Business Services	9.77%	8.05%	21.79%	17.97%	74.04%	62.75%	80.03%	72.25%	170.53%	169.56%
Other Personal Service	25.74%	21.20%	64.60%	53.29%	33.40%	28.31%	69.37%	62.62%	119.21%	118.53%
Primary and Secondary Education	46.51%	38.31%	124.98%	103.10%	64.59%	54.73%	95.18%	85.92%	98.52%	97.96%
Professional Services	11.87%	9.78%	23.17%	19.11%	14.18%	12.02%	54.05%	48.79%	305.70%	303.96%
Social Services	46.80%	38.55%	85.05%	70.16%	45.07%	38.20%	72.14%	65.12%	309.34%	307.58%
	22.09%	18.19%	41.23%	34.01%	30.27%	25.65%	62.33%	56.27%	180.67%	179.64%

Population Trends Analysis

CITY OF INDEPENDENCE, KENTUCKY POPULATION TRENDS; 1990-2011										
	1990	80-'90	2000	90-'00	2006	00-'06	2011	06-'11	00-'11	
		CHANGE		CHANGE	Observed Trends	CHANGE	Observed Trends	CHANGE	CHANGE	
Total Population	10,449	N/A	14,981	4,532	22,807	7,826	28,284	5,477	13,303	
Total Households	3,462	N/A	5,181	1,719	8,059	2,878	10,174	2,115	4,993	
Persons per Household	3.02	N/A	2.89	(0.13)	2.83	(0.06)	2.78	(0.05)	(0.11)	
Female Population	5,279	50.52%	7,441	49.67%	2,162	11,253	49.34%	3,812	13,868	49.03%
Male Population	5,170	49.48%	7,540	50.33%	2,370	11,554	50.66%	4,014	14,416	50.97%
Age										
Age 0 - 4	8.70%	909	N/A	8.90%	1,333	424	9.20%	2,098	765	9.30%
Age 5 - 14	18.20%	1,902	N/A	17.30%	2,592	690	16.50%	3,763	1,171	16.30%
Age 15 - 19	7.90%	825	N/A	7.40%	1,109	283	7.50%	1,711	602	7.50%
Age 20 - 24	6.80%	711	N/A	6.10%	914	203	6.00%	1,368	455	6.20%
Age 25 - 34	18.20%	1,902	N/A	17.60%	2,637	735	15.40%	3,512	876	14.30%
Age 35 - 44	16.70%	1,745	N/A	17.60%	2,637	892	16.10%	3,672	1,035	14.50%
Age 45 - 54	10.30%	1,076	N/A	11.90%	1,783	706	13.40%	3,056	1,273	13.40%
Age 55 - 64	6.90%	721	N/A	6.70%	1,004	283	9.00%	2,053	1,049	10.50%
Age 65 - 74	4.30%	449	N/A	4.10%	614	165	4.40%	1,004	389	5.30%
Age 75 - 84	1.70%	178	N/A	2.00%	300	122	2.10%	479	179	2.10%
Age 85 +	0.40%	42	N/A	0.40%	60	18	0.50%	114	54	0.50%
Median Age	29.7		31.4		32.4		32.7			
Workforce Participation										
Population 16+		7,484		10,834		16,626		20,591	3,964	9,756
Participation Rate		0.7509		0.7509		0.7509		0.7509	0.7509	0.7509
Resident Workforce		5,619		8,135		12,485		15,462	2,977	7,326