

CBSA: Bowling Green, KY Metropolitan Statistical Area

Demographic Summary	2008	2013
Population	117,779	128,016
Total Number of Adults	91,802	99,930
Households	46,632	51,202
Median Household Income	\$45,547	\$53,128

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's apparel in last 12 months	46,095	50.2%	100
Bought any women's apparel in last 12 months	41,430	45.1%	101
Bought apparel for child <13 in last 6 months	24,122	26.3%	98
Bought any shoes in last 12 months	47,406	51.6%	101
Bought costume jewelry in last 12 months	18,595	20.3%	98
Bought any fine jewelry in last 12 months	20,979	22.9%	99
Bought a watch in last 12 months	21,357	23.3%	101
Automobiles (Households)			
HH owns/leases any vehicle	41,434	88.9%	102
HH bought new vehicle in last 12 months	4,565	9.8%	91
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	81,455	88.7%	102
Bought/changed motor oil	50,976	55.5%	109
Had tune-up	27,697	30.2%	97
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	53,829	58.6%	95
Drank regular cola in last 6 months	50,342	54.8%	103
Drank beer/ale in last 6 months	37,982	41.4%	97
Cameras & Film (Adults)			
Bought any camera in last 12 months	16,906	18.4%	103
Bought film in last 12 months	25,587	27.9%	103
Bought digital camera in last 12 months	6,831	7.4%	96
Bought memory card for camera in last 12 months	6,190	6.7%	98
Computers (Households)			
HH owns a personal computer	31,579	67.7%	97
HH spent <\$500 on home PC	4,507	9.7%	105
HH spent \$500-\$999 on home PC	8,173	17.5%	103
HH spent \$1000-\$1499 on home PC	6,673	14.3%	98
HH spent \$1500-\$1999 on home PC	3,549	7.6%	89
Spent \$2000+ on home PC	3,244	7.0%	87
Convenience Stores (Adults)			
Shopped at convenience store in last 6 months	56,213	61.2%	104
Bought cigarettes at convenience store in last 30 days	14,362	15.6%	114
Bought gas at convenience store in last 30 days	34,110	37.2%	116
Spent at convenience store in last 30 days: <\$20	8,735	9.5%	95
Spent at convenience store in last 30 days: \$20-39	9,570	10.4%	100
Spent at convenience store in last 30 days: \$40+	32,895	35.8%	111

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults/HHs in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. average. 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 Mediamark Research Inc. in a nationally representative survey of U.S. households. ESRI forecasts for 2008 and 2013.

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Entertainment (Adults)			
Attended movies in last 6 months	51,050	55.6%	98
Went to live theater in last 6 months	10,731	11.7%	92
Went to a bar/night club in last 12 months	17,805	19.4%	106
Dined out in last 12 months	43,847	47.8%	99
Gambled at a casino in last 12 months	14,296	15.6%	94
Visited a theme park in last 12 months	19,291	21.0%	96
Rented 1 DVD in last 30 days	2,921	3.2%	101
Purchased 1 DVD in last 30 days	5,242	5.7%	107
Spent on toys/games in last 12 months: <\$50	5,368	5.8%	102
Spent on toys/games in last 12 months: \$50-\$99	2,579	2.8%	98
Spent on toys/games in last 12 months: \$100-\$199	5,729	6.2%	95
Spent on toys/games in last 12 months: \$200-\$499	8,633	9.4%	101
Spent on toys/games in last 12 months: \$500+	4,543	4.9%	93
Financial (Adults)			
Have home mortgage (1st)	14,688	16.0%	100
Used ATM/cash machine in last 12 months	44,318	48.3%	101
Own any stock	7,277	7.9%	89
Own shares in mutual fund (stock)	7,647	8.3%	91
Own shares in mutual fund (bonds)	4,427	4.8%	88
Own any credit/debit card (in own name)	64,980	70.8%	100
Used full service brokerage firm in last 12 months	4,931	5.4%	89
Have 401K retirement savings	13,202	14.4%	93
Grocery (Adults)			
Used beef (fresh/frozen) in last 6 months	63,700	69.4%	101
Used bread in last 6 months	89,007	97.0%	101
Used chicken/turkey (fresh or frozen) in last 6 months	68,100	74.2%	101
Used fish/seafood (fresh or frozen) in last 6 months	44,722	48.7%	99
Used fresh fruit/vegetables in last 6 months	77,878	84.8%	100
Used fresh milk in last 6 months	83,299	90.7%	101
Health (Adults)			
Exercise at home 2+ times per week	26,135	28.5%	99
Exercise at club 2+ times per week	9,234	10.1%	91
Visited a doctor in last 12 months	71,968	78.4%	100
Home (Households)			
Any home improvement in last 12 months	14,771	31.7%	100
Used housekeeper/maid/professional cleaning service in last 12 months	6,243	13.4%	85
Purchased any HH furnishing in last 12 months	13,729	29.4%	101
Purchased bedding/bath goods in last 12 months	24,418	52.4%	100
Purchased cooking/serving product in last 12 months	12,081	25.9%	99
Bought any kitchen appliance in last 12 months	8,621	18.5%	103
Insurance (Adults)			
Currently carry any life insurance	46,210	50.3%	102
Have medical/hospital/accident insurance	61,569	67.1%	98
Carry homeowner insurance	47,737	52.0%	99
Carry renter insurance	5,242	5.7%	99

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Pets (Households)			
HH owns any pet	20,828	44.7%	106
HH owns any cat	10,837	23.2%	107
HH owns any dog	15,542	33.3%	108
Reading Materials (Adults)			
Bought book in last 12 months	43,547	47.4%	98
Read any daily newspaper	40,355	44.0%	98
Heavy magazine reader	18,246	19.9%	99
Restaurants (Adults)			
Went to family restaurant/steak house last mo: <2 times	23,945	26.1%	98
Went to family restaurant/steak house last mo: 2-4 times	25,552	27.8%	105
Went to family restaurant/steak house last mo: 5+ times	17,157	18.7%	98
Went to fast food/drive-in restaurant in last 6 mo	83,188	90.6%	102
Fast food/drive-in last 6 mo: eat in	35,532	38.7%	104
Fast food/drive-in last 6 mo: home delivery	10,126	11.0%	102
Fast food/drive-in last 6 mo: take-out/drive-thru	51,227	55.8%	107
Fast food/drive-in last 6 mo: take-out/walk-in	21,510	23.4%	97
Telephones & Service (Households)			
HH owns in-home cordless telephone	29,551	63.4%	100
HH owns cellular phone	35,658	76.5%	98
HH average monthly long distance phone bill: <\$16	13,524	29.0%	103
HH average monthly long distance phone bill: \$16-25	5,417	11.6%	95
HH average monthly long distance phone bill: \$26-59	4,553	9.8%	96
HH average monthly long distance phone bill: \$60+	2,070	4.4%	96
HH average monthly cell/digital phone bill: <\$25	3,217	6.9%	99
HH average monthly cell/digital phone bill: \$25-\$49	9,184	19.7%	100
HH average monthly cell/digital phone bill: \$50-\$74	8,609	18.5%	100
HH average monthly cell/digital phone bill: \$75-\$99	4,449	9.5%	95
HH average monthly cell/digital phone bill: \$100+	4,187	9.0%	92
Television & Sound Equipment (Households)			
HH owns 1 TV	9,888	21.2%	104
HH owns 2 TVs	12,280	26.3%	101
HH owns 3 TVs	9,880	21.2%	98
HH owns 4+ TVs	9,428	20.2%	97
HH subscribes to cable TV	25,498	54.7%	93
Purchased audio equipment in last 12 months	3,580	7.7%	96
Purchased CD player in last 12 months	2,970	6.4%	100
Purchased MP3 player in last 12 months	3,069	6.6%	87

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Travel (Adults)			
Domestic travel in last 12 months	47,626	51.9%	98
Took 3+ domestic trips by plane in last 12 months	5,801	6.3%	80
Spent on domestic vacations last 12 mo: <\$1000	13,210	14.4%	110
Spent on domestic vacations last 12 mo: \$1000-\$1499	6,314	6.9%	96
Spent on domestic vacations last 12 mo: \$1500-\$1999	3,023	3.3%	83
Spent on domestic vacations last 12 mo: \$2000-\$2999	3,310	3.6%	89
Spent on domestic vacations last 12 mo: \$3000+	3,382	3.7%	80
Foreign travel in last 3 years	18,994	20.7%	84
Took 3+ foreign trips by plane in last 3 years	2,721	3.0%	67
Spent on foreign vacations last 12 mo: <\$1000	3,938	4.3%	83
Spent on foreign vacations last 12 mo: \$1000-\$2999	3,079	3.4%	82
Spent on foreign vacations: \$3000+	3,201	3.5%	76