

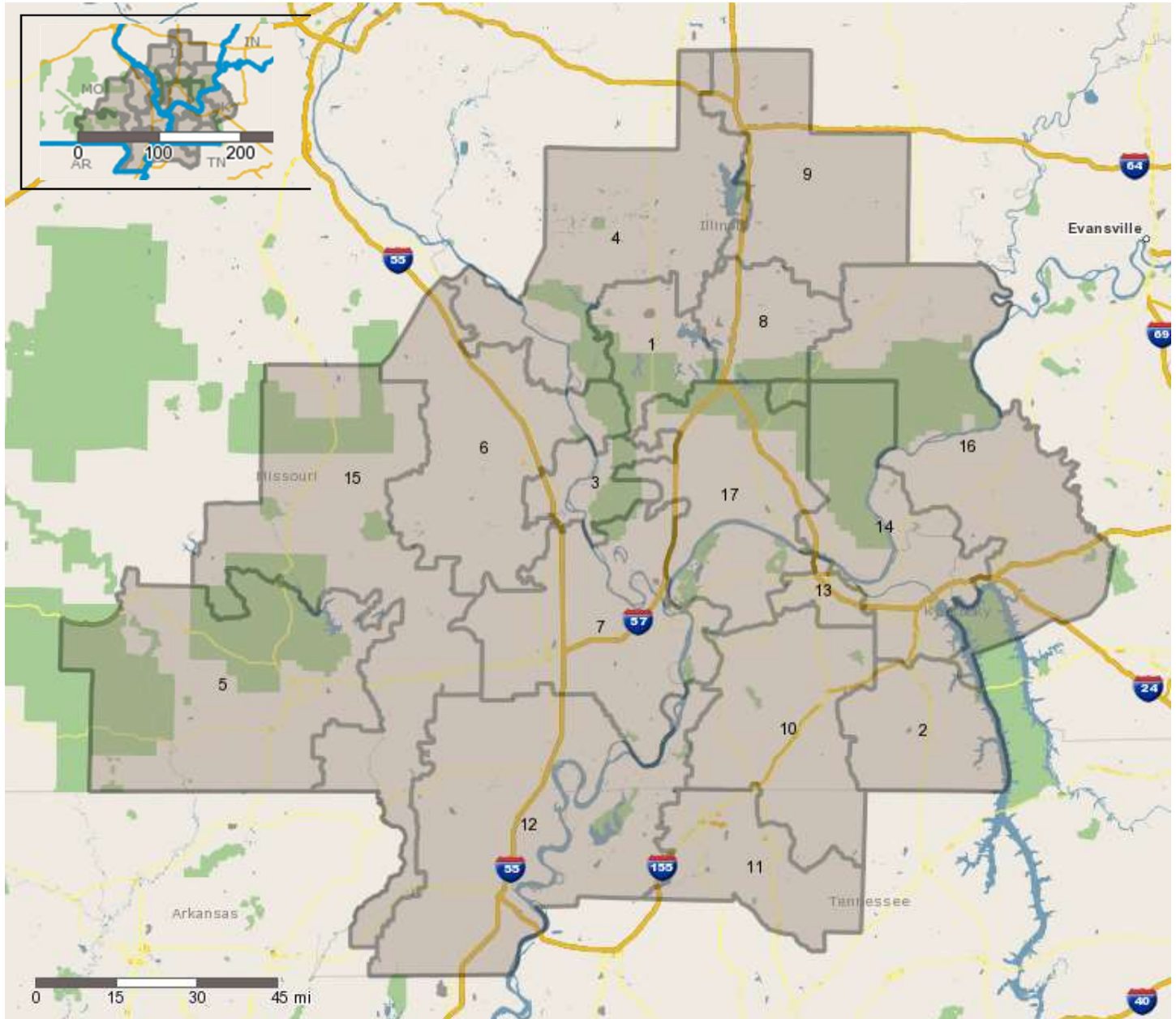
Demographic variable - Total Households

Threshold value - 25,000

Trade areas built using Block Groups

Base geography selected - DMA: Paducah KY-Cape Girardeau MO-Harrisburg IL

Number of created trade areas - 17



Trade Area - 1

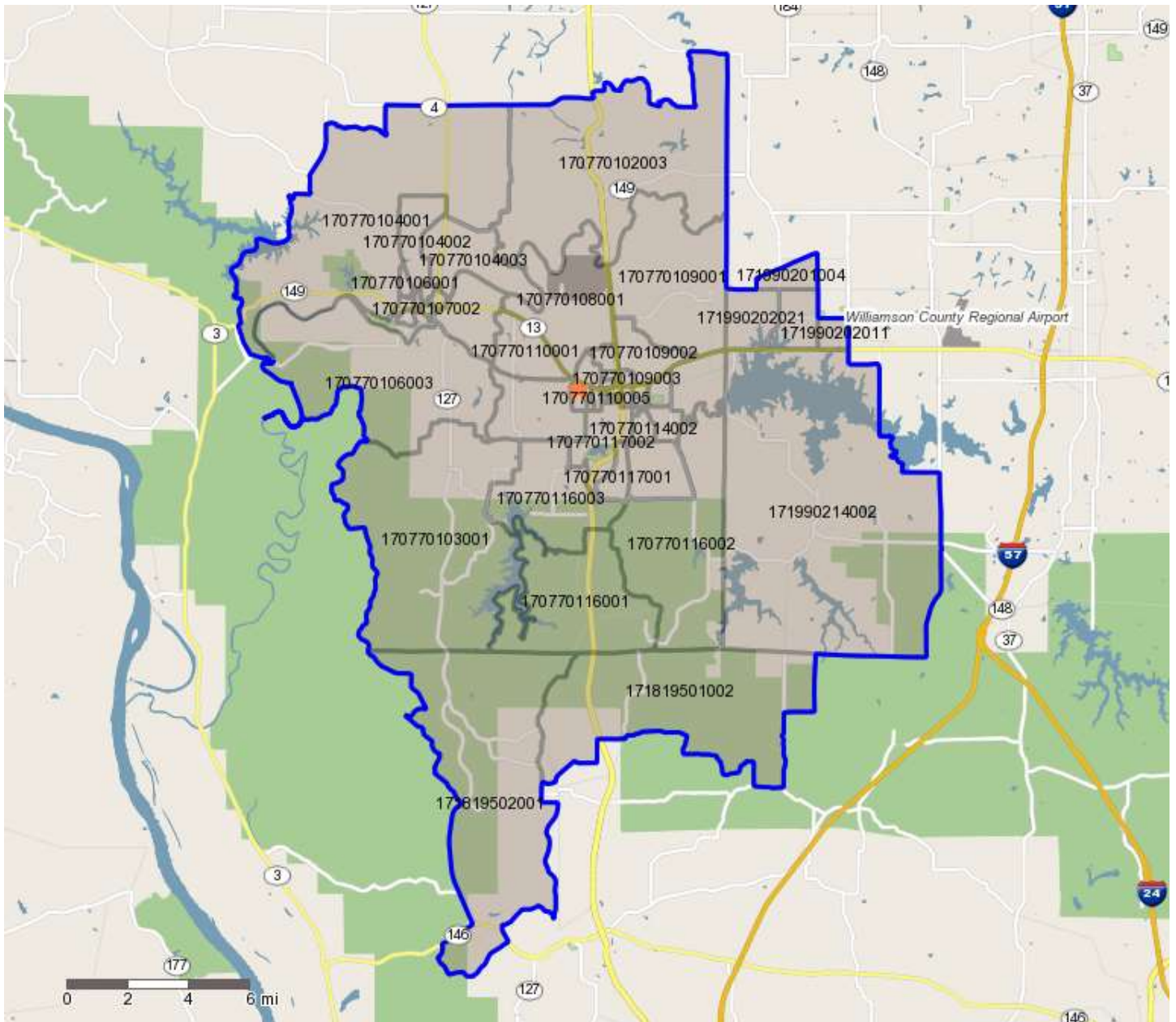
Demographic variable - Total Households

Threshold value - 25,000

Actual value - 59,387

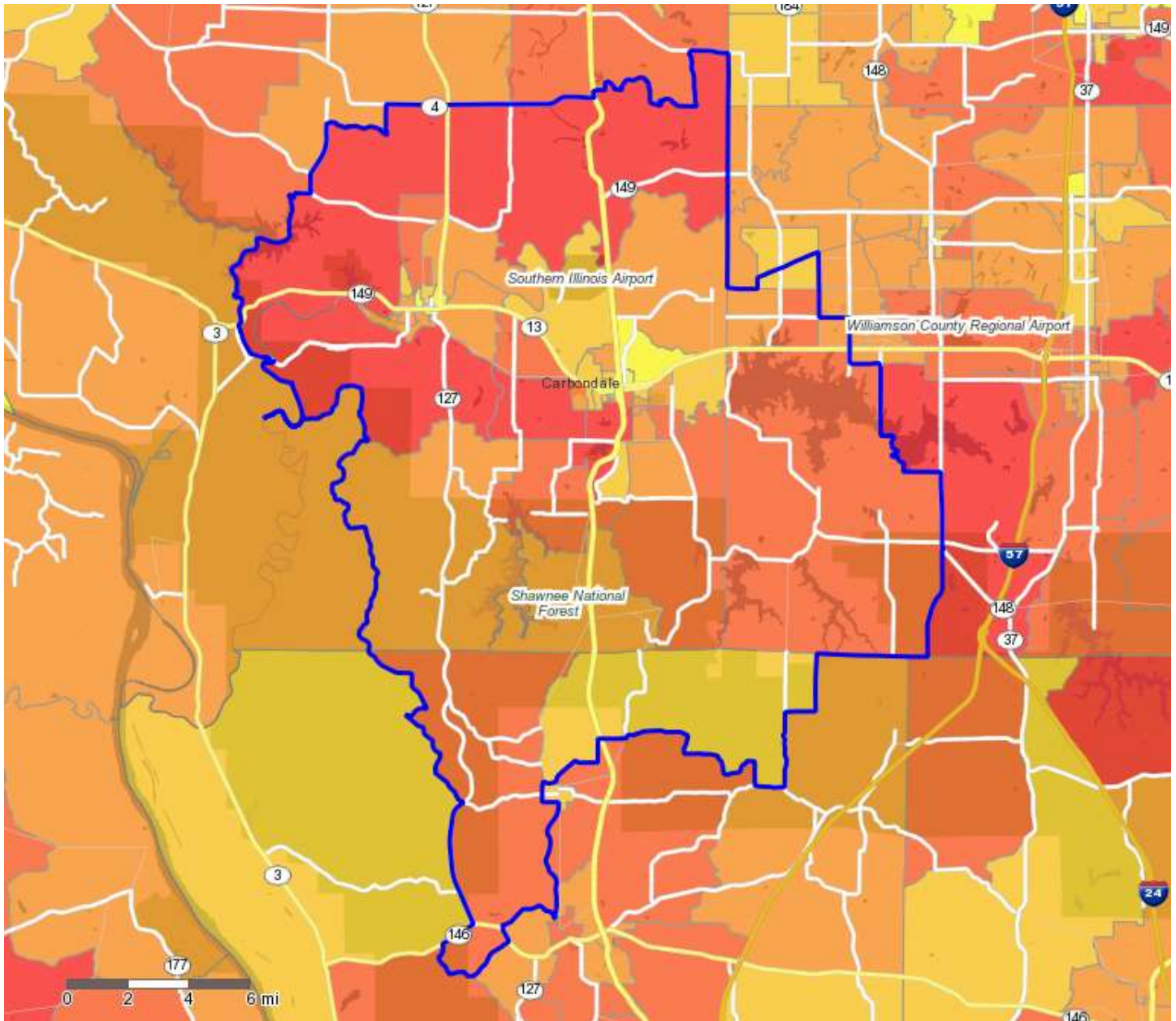
Trade area built using Block Groups

Base geography selected - DMA: Paducah KY-Cape Girardeau MO-Harrisburg IL



★ Total Population weighted centroid of trade area

Geography level - Block Groups
 Demographic variable - Age 21+
 Trade Area - 1

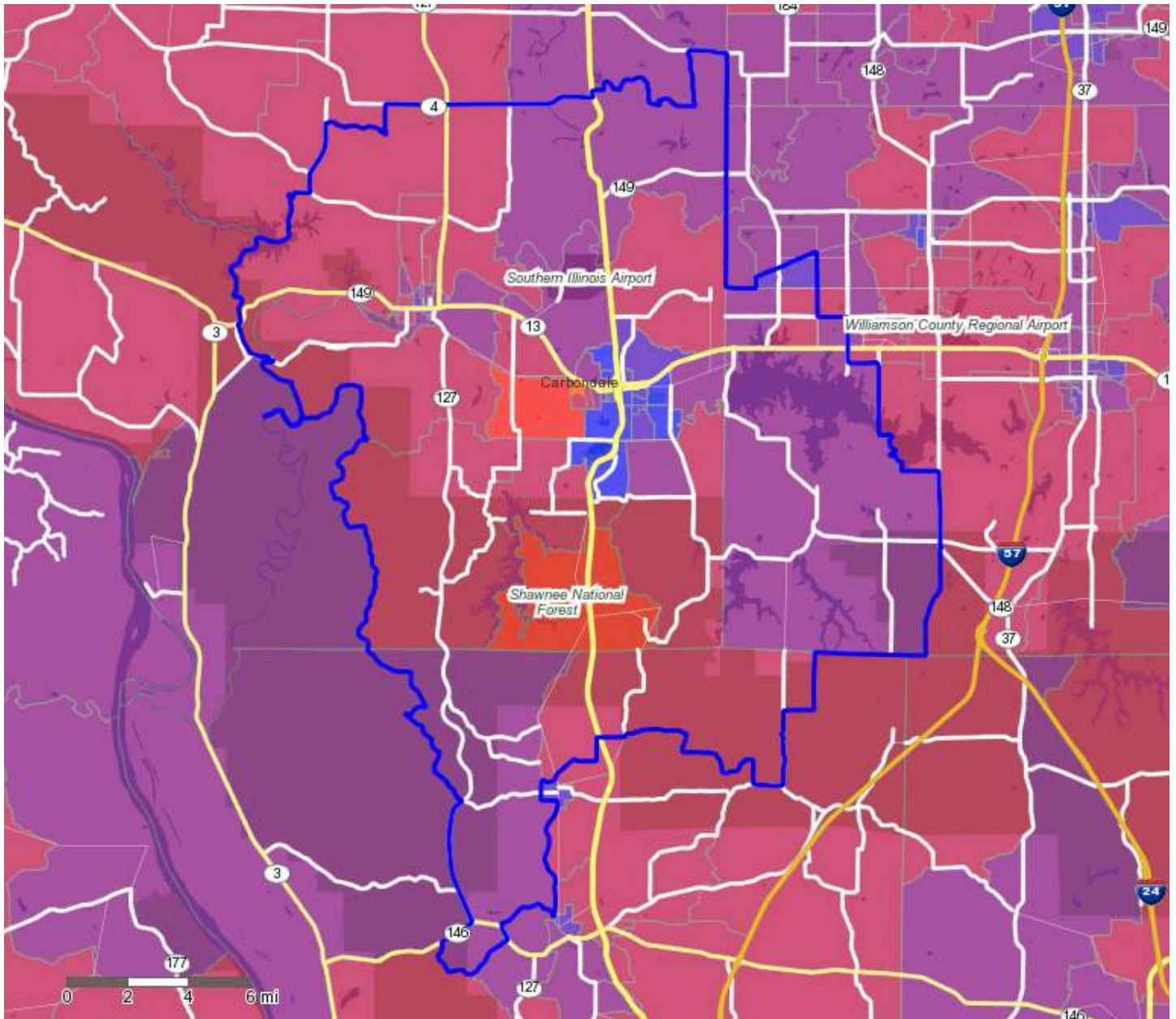


- Block Groups - High (Above 1,375)
- Block Groups - Above Average (960 to 1,375)
- Block Groups - Average (670 to 960)
- Block Groups - Below Average (460 to 670)
- Block Groups - Low (Below 460)

Geography level - Block Groups

Demographic variable - Average Personal care products and services

Trade Area - 1



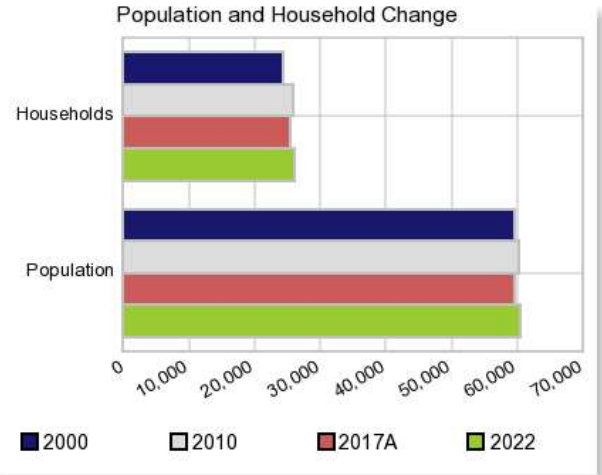
- Block Groups - High (Above 1,050)
- Block Groups - Above Average (700 to 1,050)
- Block Groups - Average (470 to 700)
- Block Groups - Below Average (315 to 470)
- Block Groups - Low (Below 315)

Executive Summary Report with Charts for Trade Area 1:

Population Demographics:

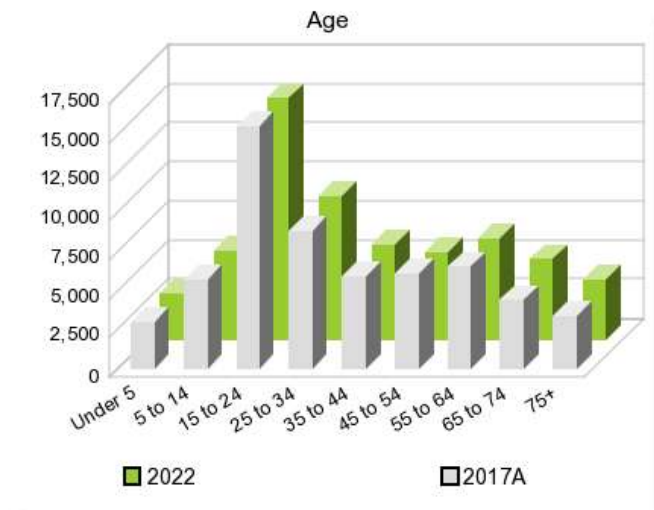
The number of households in the study area in 2000 was **24,388** and changed to **25,770** in 2010, representing a change of **5.7%**. The household count in 2017A was **25,418** and the household projection for 2022 is **26,154**, a change of **2.9%**.

The population in the study area in 2000 was **59,537** and in 2010 it was **60,365**, roughly a **1.4%** change. The population in 2017A was **59,387** and the projection for 2022 is **60,438** representing a change of **1.8%**.



	2000 Census	2010 Census	2017A Estimate	2022 Projection	Percent Change	
					2000 to 2010	2010 to 2022
Total Population	59,537	60,365	59,387	60,438	1.4%	1.8%
Total Households	24,388	25,770	25,418	26,154	5.7%	2.9%

Population by Age

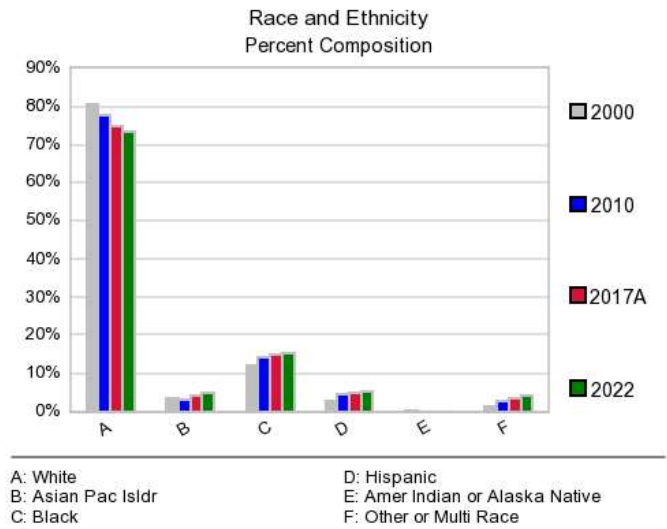


In 2000, the median age of the total population in the study area was **27.6**, and in 2010, it was **29.0**. The median age in 2017A is **30.3** and it is predicted to change in five years to **31.0** years. In 2017A, females represented **49.5%** of the population with a median age of **31.7** and males represented **50.5%** of the population with a median age of **29.2** years. In 2017A, the most prominent age group in this geography is **Age 20 to 24** years. The age group least represented in this geography is **Age 0 to 4** years.

Age Groups

Age Groups	2000		2010		2017A		2022		Percent Change	
	Census	%	Census	%	Estimate	%	Projection	%	2000 to 2010	2017 to 2022
0 to 4	2,957	5.0%	3,093	5.1%	3,000	5.1%	3,007	5.0%	4.6%	0.2%
5 to 14	6,196	10.4%	5,691	9.4%	5,691	9.6%	5,700	9.4%	-8.2%	0.2%
15 to 19	6,279	10.6%	5,508	9.1%	4,986	8.4%	5,116	8.5%	-12.3%	2.6%
20 to 24	11,406	19.2%	11,496	19.0%	10,553	17.8%	10,308	17.1%	0.8%	-2.3%
25 to 34	8,491	14.3%	8,769	14.5%	8,827	14.9%	9,208	15.2%	3.3%	4.3%
35 to 44	7,245	12.2%	5,937	9.8%	5,942	10.0%	6,093	10.1%	-18.1%	2.5%
45 to 54	6,447	10.8%	6,698	11.1%	6,067	10.2%	5,575	9.2%	3.9%	-8.1%
55 to 64	4,143	7.0%	6,252	10.4%	6,570	11.1%	6,416	10.6%	50.9%	-2.3%
65 to 74	3,252	5.5%	3,554	5.9%	4,365	7.4%	5,150	8.5%	9.3%	18.0%
75 +	3,121	5.2%	3,367	5.6%	3,386	5.7%	3,865	6.4%	7.9%	14.1%

Population by Race/Ethnicity



In 2017A, the predominant race/ethnicity category in this study area is **White**. The race & ethnicity category least represented in this geography is **American Indian, Alaska Native**.

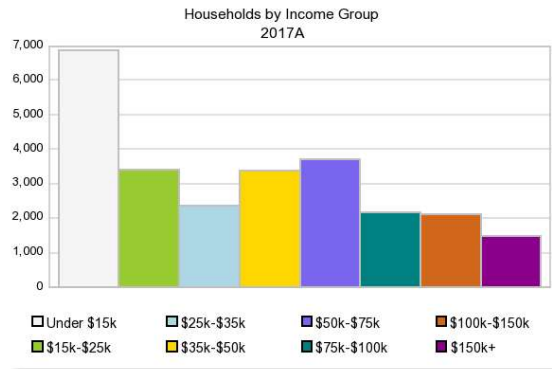
Race & Ethnicity

Race & Ethnicity	2000		2010		2017A		2022		Percent Change	
	Census	%	Census	%	Estimate	%	Projection	%	2000 to 2010	2017 to 2022
White	48,095	80.8%	46,684	77.3%	44,424	74.8%	44,374	73.4%	-2.9%	-0.1%
Black	7,266	12.2%	8,663	14.4%	8,843	14.9%	9,140	15.1%	19.2%	3.4%
American Indian or Alaska Native	193	0.3%	262	0.4%	305	0.5%	319	0.5%	35.7%	4.6%
Asian/Hawaiian/PI	1,987	3.3%	1,991	3.3%	2,564	4.3%	2,881	4.8%	0.2%	12.4%
Some Other Race	750	1.3%	1,099	1.8%	1,159	2.0%	1,274	2.1%	46.5%	9.9%

Two or More Races	1,245	2.1%	1,665	2.8%	2,091	3.5%	2,449	4.1%	33.7%	17.1%
<i>Hispanic Ethnicity</i>	1,555	2.6%	2,721	4.5%	2,912	4.9%	3,234	5.4%	75.0%	11.1%
<i>Not Hispanic or Latino</i>	57,982	97.4%	57,644	95.5%	56,475	95.1%	57,204	94.7%	-0.6%	1.3%

Households by Income

In 2017A the predominant household Current Year income category in this study area is **\$0 - \$15K**, and the income group that is least represented in this geography is **\$150K +**.



HH Income Categories

Income Category	2000 Census		2010 Census		2017A Estimate		2022 Projection		Percent Change	
	Count	%	Count	%	Count	%	Count	%	2000 to 2010	2010 to 2017A
\$0 - \$15,000	8,130	33.3%	7,325	28.4%	6,854	27.0%	6,230	23.8%	-9.9%	-9.1%
\$15,000 - \$24,999	4,018	16.5%	3,471	13.5%	3,392	13.3%	3,265	12.5%	-13.6%	-3.7%
\$25,000 - \$34,999	2,729	11.2%	2,783	10.8%	2,347	9.2%	2,222	8.5%	2.0%	-5.3%
\$35,000 - \$49,999	3,568	14.6%	3,513	13.6%	3,379	13.3%	3,529	13.5%	-1.5%	4.4%
\$50,000 - \$74,999	3,239	13.3%	3,780	14.7%	3,714	14.6%	3,979	15.2%	16.7%	7.1%
\$75,000 - \$99,999	1,405	5.8%	2,151	8.4%	2,163	8.5%	2,446	9.4%	53.1%	13.1%
\$100,000 - \$149,999	899	3.7%	1,845	7.2%	2,103	8.3%	2,641	10.1%	105.2%	25.6%
\$150,000 +	498	2.0%	902	3.5%	1,466	5.8%	1,842	7.0%	81.1%	25.6%
Average Hhld Income	\$37,824		\$48,611		\$55,494		\$62,822		28.5%	13.2%
Median Hhld Income	\$25,310		\$32,660		\$35,479		\$40,838		29.0%	15.1%
Per Capita Income	\$15,494		\$21,597		\$24,560		\$27,972		39.4%	13.9%