



Sports and Leisure Market Potential

Shoppes at Forest Green
10023 Forest Green Blvd, Louisville, Kentucky, 40223
Ring: 1 mile radius

Prepared by Charlotte Hollkamp
Latitude: 38.26339
Longitude: -85.57101

Demographic Summary		2019	2024
Population		9,526	9,928
Population 18+		7,399	7,745
Households		3,760	3,916
Median Household Income		\$94,715	\$106,702
Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Participated in aerobics in last 12 months	608	8.2%	108
Participated in archery in last 12 months	208	2.8%	103
Participated in backpacking in last 12 months	346	4.7%	137
Participated in baseball in last 12 months	281	3.8%	95
Participated in basketball in last 12 months	562	7.6%	95
Participated in bicycling (mountain) in last 12 months	356	4.8%	115
Participated in bicycling (road) in last 12 months	957	12.9%	133
Participated in boating (power) in last 12 months	421	5.7%	121
Participated in bowling in last 12 months	704	9.5%	108
Participated in canoeing/kayaking in last 12 months	705	9.5%	140
Participated in fishing (fresh water) in last 12 months	843	11.4%	98
Participated in fishing (salt water) in last 12 months	278	3.8%	96
Participated in football in last 12 months	290	3.9%	83
Participated in Frisbee in last 12 months	298	4.0%	101
Participated in golf in last 12 months	795	10.7%	129
Participated in hiking in last 12 months	1,140	15.4%	125
Participated in horseback riding in last 12 months	171	2.3%	99
Participated in hunting with rifle in last 12 months	232	3.1%	74
Participated in hunting with shotgun in last 12 months	195	2.6%	78
Participated in ice skating in last 12 months	224	3.0%	106
Participated in jogging/running in last 12 months	1,123	15.2%	118
Participated in motorcycling in last 12 months	195	2.6%	86
Participated in Pilates in last 12 months	213	2.9%	116
Participated in ping pong in last 12 months	366	4.9%	126
Participated in skiing (downhill) in last 12 months	259	3.5%	126
Participated in soccer in last 12 months	282	3.8%	95
Participated in softball in last 12 months	186	2.5%	89
Participated in swimming in last 12 months	1,517	20.5%	126
Participated in target shooting in last 12 months	326	4.4%	101
Participated in tennis in last 12 months	292	3.9%	114
Participated in volleyball in last 12 months	216	2.9%	84
Participated in walking for exercise in last 12 months	2,293	31.0%	126
Participated in weight lifting in last 12 months	1,002	13.5%	131
Participated in yoga in last 12 months	829	11.2%	139
Participated in Zumba in last 12 months	246	3.3%	102
Spent on sports/rec equip in last 12 months: \$1-99	497	6.7%	110
Spent on sports/rec equip in last 12 months: \$100-\$249	587	7.9%	129
Spent on sports/rec equip in last 12 months: \$250+	714	9.6%	120
Attend sports events	1,542	20.8%	125
Attend sports events: baseball game - MLB reg seas	626	8.5%	151
Attend sports events: basketball game-NBA reg seas	152	2.1%	121
Attend sports events: football game (college)	292	3.9%	112
Attend sports events: high school sports	261	3.5%	105

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 2019 and 2024.

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Listen to sports on radio	998	13.5%	123
Watch sports on TV	4,893	66.1%	115
Watch on TV: alpine skiing/ski jumping	363	4.9%	137
Watch on TV: auto racing (NASCAR)	699	9.4%	102
Watch on TV: auto racing (not NASCAR)	319	4.3%	108
Watch on TV: baseball (MLB regular season)	1,876	25.4%	130
Watch on TV: baseball (MLB playoffs/World Series)	1,574	21.3%	121
Watch on TV: basketball (college)	1,231	16.6%	124
Watch on TV: basketball (NCAA tournament)	1,230	16.6%	125
Watch on TV: basketball (NBA regular season)	1,126	15.2%	102
Watch on TV: basketball (NBA playoffs/finals)	1,377	18.6%	113
Watch on TV: basketball (WNBA)	227	3.1%	98
Watch on TV: bicycle racing	205	2.8%	127
Watch on TV: bowling	111	1.5%	78
Watch on TV: boxing	413	5.6%	90
Watch on TV: bull riding (pro)	207	2.8%	93
Watch on TV: Equestrian events	148	2.0%	92
Watch on TV: extreme sports (summer)	298	4.0%	117
Watch on TV: extreme sports (winter)	358	4.8%	127
Watch on TV: figure skating	622	8.4%	136
Watch on TV: fishing	305	4.1%	90
Watch on TV: football (college)	2,128	28.8%	122
Watch on TV: football (NFL Sunday/Monday/Thursday night games)	2,815	38.0%	118
Watch on TV: football (NFL weekend games)	2,666	36.0%	121
Watch on TV: football (NFL playoffs/Super Bowl)	2,870	38.8%	122
Watch on TV: golf (PGA)	1,140	15.4%	137
Watch on TV: golf (LPGA)	321	4.3%	124
Watch on TV: gymnastics	517	7.0%	116
Watch on TV: high school sports	456	6.2%	129
Watch on TV: horse racing (at track or OTB)	200	2.7%	106
Watch on TV: ice hockey (NHL regular season)	839	11.3%	140
Watch on TV: ice hockey (NHL playoffs/Stanley Cup)	822	11.1%	139
Watch on TV: mixed martial arts (MMA)	338	4.6%	109
Watch on TV: motorcycle racing	191	2.6%	96
Watch on TV: Olympics (summer)	1,681	22.7%	133
Watch on TV: Olympics (winter)	1,303	17.6%	129
Watch on TV: rodeo	171	2.3%	77
Watch on TV: soccer (MLS)	373	5.0%	105
Watch on TV: soccer (World Cup)	554	7.5%	107
Watch on TV: tennis (men`s)	542	7.3%	124
Watch on TV: tennis (women`s)	571	7.7%	133
Watch on TV: track & field	334	4.5%	104
Watch on TV: volleyball (pro beach)	261	3.5%	117
Watch on TV: wrestling (WWE)	290	3.9%	85
Interest in sports: college basketball Super Fan	255	3.4%	86
Interest in sports: college football Super Fan	565	7.6%	101
Interest in sports: golf Super Fan	170	2.3%	123
Interest in sports: high school sports Super Fan	147	2.0%	64
Interest in sports: MLB Super Fan	428	5.8%	113
Interest in sports: NASCAR Super Fan	162	2.2%	81
Interest in sports: NBA Super Fan	384	5.2%	94
Interest in sports: NFL Super Fan	880	11.9%	103
Interest in sports: NHL Super Fan	307	4.1%	127
Interest in sports: soccer Super Fan	167	2.3%	82

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Member of AARP	1,150	15.5%	129
Member of charitable organization	449	6.1%	140
Member of church board	174	2.4%	90
Member of fraternal order	212	2.9%	128
Member of religious club	310	4.2%	123
Member of union	360	4.9%	130
Member of veterans club	213	2.9%	115
Attended adult education course in last 12 months	633	8.6%	107
Went to art gallery in last 12 months	797	10.8%	136
Attended auto show in last 12 months	451	6.1%	100
Did baking in last 12 months	1,996	27.0%	120
Barbecued in last 12 months	2,487	33.6%	121
Went to bar/night club in last 12 months	1,499	20.3%	117
Went to beach in last 12 months	2,576	34.8%	120
Played billiards/pool in last 12 months	459	6.2%	94
Played bingo in last 12 months	293	4.0%	89
Did birdwatching in last 12 months	343	4.6%	103
Played board game in last 12 months	1,462	19.8%	126
Read book in last 12 months	3,026	40.9%	128
Participated in book club in last 12 months	261	3.5%	117
Went on overnight camping trip in last 12 months	1,029	13.9%	112
Played cards in last 12 months	1,398	18.9%	116
Played chess in last 12 months	279	3.8%	106
Played computer game (offline w/software)/12 months	551	7.4%	102
Played computer game (online w/o software)/12 months	978	13.2%	112
Cooked for fun in last 12 months	1,711	23.1%	117
Did crossword puzzle in last 12 months	830	11.2%	116
Danced/went dancing in last 12 months	601	8.1%	113
Attended dance performance in last 12 months	385	5.2%	116
Dined out in last 12 months	4,633	62.6%	120
Participated in fantasy sports league last 12 months	471	6.4%	137
Participated in tailgating in last 12 months	404	5.5%	124
Did furniture refinishing in last 12 months	402	5.4%	134
Gambled at casino in last 12 months	1,034	14.0%	106
Gambled in Las Vegas in last 12 months	312	4.2%	119
Participate in indoor gardening/plant care	798	10.8%	121
Attended horse races in last 12 months	183	2.5%	102
Participated in karaoke in last 12 months	247	3.3%	88
Bought lottery ticket in last 12 months	2,537	34.3%	98
Played lottery 6+ times in last 30 days	686	9.3%	90
Bought lottery ticket in last 12 months: Daily Drawing	232	3.1%	100
Bought lottery ticket in last 12 months: Instant Game	1,260	17.0%	94
Bought lottery ticket in last 12 months: Mega Millions	1,228	16.6%	102
Bought lottery ticket in last 12 months: Powerball	1,592	21.5%	104
Attended a movie in last 6 months	4,863	65.7%	112
Attended movie in last 90 days: once/week or more	122	1.6%	69
Attended movie in last 90 days: 2-3 times a month	441	6.0%	97
Attended movie in last 90 days: once a month	829	11.2%	118
Attended movie in last 90 days: < once a month	3,180	43.0%	122
Movie genre seen at theater/6 months: action	2,335	31.6%	109

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Movie genre seen at theater/6 months: adventure	2,606	35.2%	110
Movie genre seen at theater/6 months: comedy	1,937	26.2%	104
Movie genre seen at theater/6 months: crime	809	10.9%	102
Movie genre seen at theater/6 months: drama	2,034	27.5%	117
Movie genre seen at theater/6 months: family	966	13.1%	108
Movie genre seen at theater/6 months: fantasy	1,508	20.4%	120
Movie genre seen at theater/6 months: horror	460	6.2%	84
Movie genre seen at theater/6 months: romance	455	6.1%	100
Movie genre seen at theater/6 months: science fiction	1,424	19.2%	109
Movie genre seen at theater/6 months: thriller	931	12.6%	98
Went to museum in last 12 months	1,497	20.2%	147
Attended classical music/opera performance/12 months	470	6.4%	163
Attended country music performance in last 12 months	552	7.5%	117
Attended rock music performance in last 12 months	950	12.8%	134
Played musical instrument in last 12 months	746	10.1%	128
Did painting/drawing in last 12 months	712	9.6%	123
Did photo album/scrapbooking in last 12 months	377	5.1%	115
Did photography in last 12 months	960	13.0%	132
Did Sudoku puzzle in last 12 months	709	9.6%	121
Went to live theater in last 12 months	1,184	16.0%	145
Visited a theme park in last 12 months	1,376	18.6%	98
Visited a theme park 5+ times in last 12 months	295	4.0%	101
Participated in trivia games in last 12 months	573	7.7%	117
Played video/electronic game (console) last 12 months	702	9.5%	107
Played video/electronic game (portable) last 12 months	383	5.2%	111
Visited an indoor water park in last 12 months	235	3.2%	91
Did woodworking in last 12 months	429	5.8%	116
Participated in word games in last 12 months	918	12.4%	120
Went to zoo in last 12 months	986	13.3%	108
Purchased DVD/Blu-ray disc online in last 12 months	558	7.5%	121
Rented DVDs in last 30 days: 1	292	3.9%	126
Rented DVDs in last 30 days: 2	229	3.1%	99
Rented DVDs in last 30 days: 3+	526	7.1%	91
Rented movie/oth video/30 days: action/adventure	1,703	23.0%	112
Rented movie/oth video/30 days: classics	483	6.5%	108
Rented movie/oth video/30 days: comedy	1,613	21.8%	112
Rented movie/oth video/30 days: drama	1,268	17.1%	123
Rented movie/oth video/30 days: family/children	763	10.3%	106
Rented movie/oth video/30 days: foreign	147	2.0%	83
Rented movie/oth video/30 days: horror	373	5.0%	74
Rented movie/oth video/30 days: musical	219	3.0%	103
Rented movie/oth video/30 days: news/documentary	254	3.4%	89
Rented movie/oth video/30 days: romance	645	8.7%	120
Rented movie/oth video/30 days: science fiction	557	7.5%	103
Rented movie/oth video/30 days: TV show	606	8.2%	105
Rented movie/oth video/30 days: western	117	1.6%	55

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Rented/purch DVD/Blu-ray/30 days: from amazon.com	784	10.6%	129
Rented DVD/Blu-ray/30 days: from netflix.com	1,179	15.9%	123
Rented/purch DVD/Blu-ray/30 days: from Redbox	1,157	15.6%	103
HH owns ATV/UTV	197	5.2%	86
Bought any children`s toy/game in last 12 months	2,496	33.7%	104
Spent on toys/games for child last 12 months: <\$50	404	5.5%	96
Spent on toys/games for child last 12 months: \$50-99	182	2.5%	101
Spent on toys/games for child last 12 months: \$100-199	458	6.2%	107
Spent on toys/games for child last 12 months: \$200-499	711	9.6%	105
Spent on toys/games for child last 12 months: \$500+	401	5.4%	114
Bought any toys/games online in last 12 months	1,003	13.6%	131
Bought infant toy in last 12 months	476	6.4%	102
Bought pre-school toy in last 12 months	519	7.0%	99
Bought for child last 12 months: boy action figure	530	7.2%	99
Bought for child last 12 months: girl action figure	266	3.6%	99
Bought for child last 12 months: action game	218	2.9%	98
Bought for child last 12 months: bicycle	443	6.0%	103
Bought for child last 12 months: board game	931	12.6%	106
Bought for child last 12 months: builder set	411	5.6%	111
Bought for child last 12 months: car	509	6.9%	88
Bought for child last 12 months: construction toy	478	6.5%	113
Bought for child last 12 months: fashion doll	286	3.9%	91
Bought for child last 12 months: large/baby doll	480	6.5%	94
Bought for child last 12 months: doll accessories	278	3.8%	94
Bought for child last 12 months: doll clothing	291	3.9%	97
Bought for child last 12 months: educational toy	944	12.8%	111
Bought for child last 12 months: electronic doll/animal	176	2.4%	89
Bought for child last 12 months: electronic game	400	5.4%	93
Bought for child last 12 months: mechanical toy	287	3.9%	91
Bought for child last 12 months: model kit/set	239	3.2%	107
Bought for child last 12 months: plush doll/animal	619	8.4%	99
Bought for child last 12 months: sound game	89	1.2%	71
Bought for child last 12 months: water toy	657	8.9%	98
Bought for child last 12 months: word game	173	2.3%	91

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Bought digital book in last 12 months	1,195	16.2%	125
Bought hardcover book in last 12 months	1,826	24.7%	123
Bought paperback book in last 12 months	2,474	33.4%	117
Bought 1-3 books in last 12 months	1,632	22.1%	110
Bought 4-6 books in last 12 months	795	10.7%	108
Bought 7+ books in last 12 months	1,413	19.1%	127
Bought book (fiction) in last 12 months	2,288	30.9%	127
Bought book (non-fiction) in last 12 months	2,028	27.4%	124
Bought biography in last 12 months	628	8.5%	124
Bought children`s book in last 12 months	737	10.0%	104
Bought cookbook in last 12 months	545	7.4%	110
Bought history book in last 12 months	792	10.7%	119
Bought mystery book in last 12 months	981	13.3%	125
Bought novel in last 12 months	1,283	17.3%	130
Bought religious book (not bible) in last 12 months	399	5.4%	90
Bought romance book in last 12 months	459	6.2%	111
Bought science fiction book in last 12 months	471	6.4%	114
Bought personal/business self-help book last 12 months	491	6.6%	106
Bought travel book in last 12 months	219	3.0%	132
Bought book online in last 12 months	2,132	28.8%	141
Bought book last 12 months: amazon.com	2,000	27.0%	134
Bought book last 12 months: barnes&noble.com	198	2.7%	114
Bought book last 12 months: Barnes & Noble book store	1,169	15.8%	123
Bought book last 12 months: other book store (not B&N)	841	11.4%	116
Bought book last 12 months: mail order	147	2.0%	108
Listened to/purchased audiobook in last 6 months	504	6.8%	114

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Demographic Summary		2019	2024
Population		73,725	76,292
Population 18+		59,135	61,584
Households		32,554	33,664
Median Household Income		\$78,327	\$90,268
Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Participated in aerobics in last 12 months	5,287	8.9%	117
Participated in archery in last 12 months	1,590	2.7%	98
Participated in backpacking in last 12 months	2,714	4.6%	134
Participated in baseball in last 12 months	2,295	3.9%	97
Participated in basketball in last 12 months	4,600	7.8%	97
Participated in bicycling (mountain) in last 12 months	2,808	4.7%	114
Participated in bicycling (road) in last 12 months	7,164	12.1%	125
Participated in boating (power) in last 12 months	3,030	5.1%	109
Participated in bowling in last 12 months	5,519	9.3%	106
Participated in canoeing/kayaking in last 12 months	5,094	8.6%	126
Participated in fishing (fresh water) in last 12 months	6,501	11.0%	95
Participated in fishing (salt water) in last 12 months	2,271	3.8%	98
Participated in football in last 12 months	2,505	4.2%	90
Participated in Frisbee in last 12 months	2,614	4.4%	111
Participated in golf in last 12 months	6,146	10.4%	125
Participated in hiking in last 12 months	9,391	15.9%	129
Participated in horseback riding in last 12 months	1,364	2.3%	99
Participated in hunting with rifle in last 12 months	1,884	3.2%	75
Participated in hunting with shotgun in last 12 months	1,552	2.6%	78
Participated in ice skating in last 12 months	1,915	3.2%	113
Participated in jogging/running in last 12 months	9,234	15.6%	122
Participated in motorcycling in last 12 months	1,622	2.7%	90
Participated in Pilates in last 12 months	1,811	3.1%	124
Participated in ping pong in last 12 months	2,759	4.7%	119
Participated in skiing (downhill) in last 12 months	2,153	3.6%	131
Participated in soccer in last 12 months	2,232	3.8%	94
Participated in softball in last 12 months	1,488	2.5%	89
Participated in swimming in last 12 months	11,293	19.1%	117
Participated in target shooting in last 12 months	2,492	4.2%	97
Participated in tennis in last 12 months	2,428	4.1%	119
Participated in volleyball in last 12 months	1,873	3.2%	91
Participated in walking for exercise in last 12 months	17,701	29.9%	122
Participated in weight lifting in last 12 months	7,812	13.2%	127
Participated in yoga in last 12 months	6,605	11.2%	138
Participated in Zumba in last 12 months	2,162	3.7%	112
Spent on sports/rec equip in last 12 months: \$1-99	3,760	6.4%	105
Spent on sports/rec equip in last 12 months: \$100-\$249	4,197	7.1%	116
Spent on sports/rec equip in last 12 months: \$250+	5,282	8.9%	111
Attend sports events	11,770	19.9%	119
Attend sports events: baseball game - MLB reg seas	4,259	7.2%	129
Attend sports events: basketball game-NBA reg seas	1,114	1.9%	111
Attend sports events: football game (college)	2,269	3.8%	109
Attend sports events: high school sports	2,118	3.6%	106

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Listen to sports on radio	7,417	12.5%	114
Watch sports on TV	37,293	63.1%	109
Watch on TV: alpine skiing/ski jumping	2,647	4.5%	125
Watch on TV: auto racing (NASCAR)	5,395	9.1%	98
Watch on TV: auto racing (not NASCAR)	2,303	3.9%	97
Watch on TV: baseball (MLB regular season)	13,521	22.9%	117
Watch on TV: baseball (MLB playoffs/World Series)	12,052	20.4%	116
Watch on TV: basketball (college)	9,218	15.6%	116
Watch on TV: basketball (NCAA tournament)	9,211	15.6%	117
Watch on TV: basketball (NBA regular season)	8,718	14.7%	99
Watch on TV: basketball (NBA playoffs/finals)	10,542	17.8%	108
Watch on TV: basketball (WNBA)	1,787	3.0%	96
Watch on TV: bicycle racing	1,607	2.7%	125
Watch on TV: bowling	1,103	1.9%	97
Watch on TV: boxing	3,234	5.5%	88
Watch on TV: bull riding (pro)	1,679	2.8%	94
Watch on TV: Equestrian events	1,251	2.1%	97
Watch on TV: extreme sports (summer)	2,142	3.6%	105
Watch on TV: extreme sports (winter)	2,664	4.5%	118
Watch on TV: figure skating	4,668	7.9%	128
Watch on TV: fishing	2,744	4.6%	102
Watch on TV: football (college)	16,227	27.4%	117
Watch on TV: football (NFL Sunday/Monday/Thursday night games)	21,262	36.0%	112
Watch on TV: football (NFL weekend games)	20,148	34.1%	114
Watch on TV: football (NFL playoffs/Super Bowl)	21,707	36.7%	116
Watch on TV: golf (PGA)	8,937	15.1%	135
Watch on TV: golf (LPGA)	2,465	4.2%	119
Watch on TV: gymnastics	4,062	6.9%	114
Watch on TV: high school sports	3,216	5.4%	113
Watch on TV: horse racing (at track or OTB)	1,616	2.7%	107
Watch on TV: ice hockey (NHL regular season)	6,174	10.4%	129
Watch on TV: ice hockey (NHL playoffs/St Stanley Cup)	6,058	10.2%	128
Watch on TV: mixed martial arts (MMA)	2,438	4.1%	99
Watch on TV: motorcycle racing	1,470	2.5%	93
Watch on TV: Olympics (summer)	12,162	20.6%	121
Watch on TV: Olympics (winter)	9,443	16.0%	117
Watch on TV: rodeo	1,529	2.6%	86
Watch on TV: soccer (MLS)	2,991	5.1%	105
Watch on TV: soccer (World Cup)	4,344	7.3%	105
Watch on TV: tennis (men`s)	4,270	7.2%	122
Watch on TV: tennis (women`s)	4,146	7.0%	120
Watch on TV: track & field	2,725	4.6%	106
Watch on TV: volleyball (pro beach)	1,899	3.2%	106
Watch on TV: wrestling (WWE)	2,130	3.6%	79
Interest in sports: college basketball Super Fan	2,097	3.5%	89
Interest in sports: college football Super Fan	4,367	7.4%	98
Interest in sports: golf Super Fan	1,272	2.2%	116
Interest in sports: high school sports Super Fan	1,344	2.3%	73
Interest in sports: MLB Super Fan	2,977	5.0%	98
Interest in sports: NASCAR Super Fan	1,409	2.4%	88
Interest in sports: NBA Super Fan	2,599	4.4%	80
Interest in sports: NFL Super Fan	6,638	11.2%	97
Interest in sports: NHL Super Fan	2,018	3.4%	105
Interest in sports: soccer Super Fan	1,393	2.4%	85

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December 31, 2019



Sports and Leisure Market Potential

Shoppes at Forest Green
10023 Forest Green Blvd, Louisville, Kentucky, 40223
Ring: 3 mile radius

Prepared by Charlotte Hollkamp
Latitude: 38.26339
Longitude: -85.57101

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Member of AARP	8,860	15.0%	124
Member of charitable organization	3,561	6.0%	139
Member of church board	1,529	2.6%	99
Member of fraternal order	1,484	2.5%	112
Member of religious club	2,277	3.9%	113
Member of union	2,636	4.5%	119
Member of veterans club	1,549	2.6%	105
Attended adult education course in last 12 months	5,246	8.9%	111
Went to art gallery in last 12 months	6,435	10.9%	137
Attended auto show in last 12 months	3,844	6.5%	106
Did baking in last 12 months	15,513	26.2%	117
Barbecued in last 12 months	18,248	30.9%	111
Went to bar/night club in last 12 months	11,860	20.1%	116
Went to beach in last 12 months	20,779	35.1%	121
Played billiards/pool in last 12 months	3,981	6.7%	102
Played bingo in last 12 months	2,463	4.2%	94
Did birdwatching in last 12 months	2,863	4.8%	108
Played board game in last 12 months	11,521	19.5%	124
Read book in last 12 months	23,734	40.1%	125
Participated in book club in last 12 months	2,314	3.9%	130
Went on overnight camping trip in last 12 months	7,487	12.7%	102
Played cards in last 12 months	11,056	18.7%	114
Played chess in last 12 months	2,231	3.8%	106
Played computer game (offline w/software)/12 months	4,561	7.7%	106
Played computer game (online w/o software)/12 months	7,566	12.8%	109
Cooked for fun in last 12 months	13,885	23.5%	119
Did crossword puzzle in last 12 months	6,654	11.3%	116
Danced/went dancing in last 12 months	4,612	7.8%	108
Attended dance performance in last 12 months	3,107	5.3%	117
Dined out in last 12 months	35,934	60.8%	117
Participated in fantasy sports league last 12 months	3,233	5.5%	118
Participated in tailgating in last 12 months	2,963	5.0%	114
Did furniture refinishing in last 12 months	2,816	4.8%	117
Gambled at casino in last 12 months	8,414	14.2%	108
Gambled in Las Vegas in last 12 months	2,392	4.0%	114
Participate in indoor gardening/plant care	6,196	10.5%	117
Attended horse races in last 12 months	1,542	2.6%	107
Participated in karaoke in last 12 months	2,031	3.4%	90
Bought lottery ticket in last 12 months	20,187	34.1%	98
Played lottery 6+ times in last 30 days	5,309	9.0%	87
Bought lottery ticket in last 12 months: Daily Drawing	1,668	2.8%	90
Bought lottery ticket in last 12 months: Instant Game	9,491	16.0%	89
Bought lottery ticket in last 12 months: Mega Millions	9,612	16.3%	100
Bought lottery ticket in last 12 months: Powerball	12,916	21.8%	105
Attended a movie in last 6 months	38,199	64.6%	110
Attended movie in last 90 days: once/week or more	1,127	1.9%	80
Attended movie in last 90 days: 2-3 times a month	3,806	6.4%	105
Attended movie in last 90 days: once a month	6,512	11.0%	116
Attended movie in last 90 days: < once a month	24,159	40.9%	116
Movie genre seen at theater/6 months: action	18,660	31.6%	109

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December 31, 2019



Sports and Leisure Market Potential

Shoppes at Forest Green
10023 Forest Green Blvd, Louisville, Kentucky, 40223
Ring: 3 mile radius

Prepared by Charlotte Hollkamp
Latitude: 38.26339
Longitude: -85.57101

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Movie genre seen at theater/6 months: adventure	20,836	35.2%	110
Movie genre seen at theater/6 months: comedy	15,731	26.6%	106
Movie genre seen at theater/6 months: crime	6,569	11.1%	103
Movie genre seen at theater/6 months: drama	16,533	28.0%	119
Movie genre seen at theater/6 months: fantasy	7,477	12.6%	105
Movie genre seen at theater/6 months: horror	11,628	19.7%	115
Movie genre seen at theater/6 months: romance	4,082	6.9%	93
Movie genre seen at theater/6 months: science fiction	3,861	6.5%	107
Movie genre seen at theater/6 months: thriller	11,453	19.4%	110
Went to museum in last 12 months	8,057	13.6%	106
Attended classical music/opera performance/12 months	11,313	19.1%	139
Attended country music performance in last 12 months	3,667	6.2%	159
Attended rock music performance in last 12 months	4,088	6.9%	108
Played musical instrument in last 12 months	7,234	12.2%	128
Did painting/drawing in last 12 months	5,611	9.5%	120
Did photo album/scrapbooking in last 12 months	5,845	9.9%	126
Did photography in last 12 months	3,002	5.1%	115
Did Sudoku puzzle in last 12 months	7,173	12.1%	124
Went to live theater in last 12 months	5,622	9.5%	120
Visited a theme park in last 12 months	9,458	16.0%	145
Visited a theme park 5+ times in last 12 months	11,048	18.7%	99
Participated in trivia games in last 12 months	2,385	4.0%	102
Played video/electronic game (console) last 12 months	4,350	7.4%	111
Played video/electronic game (portable) last 12 months	5,486	9.3%	105
Visited an indoor water park in last 12 months	2,770	4.7%	100
Did woodworking in last 12 months	1,875	3.2%	91
Participated in word games in last 12 months	3,195	5.4%	109
Went to zoo in last 12 months	7,242	12.2%	119
Purchased DVD/Blu-ray disc online in last 12 months	7,796	13.2%	107
Rented DVDs in last 30 days: 1	4,485	7.6%	122
Rented DVDs in last 30 days: 2	2,052	3.5%	111
Rented DVDs in last 30 days: 3+	1,718	2.9%	93
Rented movie/oth video/30 days: action/adventure	4,314	7.3%	93
Rented movie/oth video/30 days: classics	12,916	21.8%	106
Rented movie/oth video/30 days: comedy	3,920	6.6%	109
Rented movie/oth video/30 days: drama	12,401	21.0%	108
Rented movie/oth video/30 days: family/children	9,680	16.4%	117
Rented movie/oth video/30 days: foreign	5,452	9.2%	94
Rented movie/oth video/30 days: horror	1,547	2.6%	109
Rented movie/oth video/30 days: musical	3,411	5.8%	84
Rented movie/oth video/30 days: news/documentary	1,924	3.3%	113
Rented movie/oth video/30 days: romance	2,431	4.1%	106
Rented movie/oth video/30 days: science fiction	5,007	8.5%	116
Rented movie/oth video/30 days: TV show	4,588	7.8%	106
Rented movie/oth video/30 days: western	5,078	8.6%	110
	1,439	2.4%	85

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Sports and Leisure Market Potential

Shoppes at Forest Green
10023 Forest Green Blvd, Louisville, Kentucky, 40223
Ring: 3 mile radius

Prepared by Charlotte Hollkamp
Latitude: 38.26339
Longitude: -85.57101

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Rented/purch DVD/Blu-ray/30 days: from amazon.com	6,052	10.2%	125
Rented DVD/Blu-ray/30 days: from netflix.com	8,855	15.0%	116
Rented/purch DVD/Blu-ray/30 days: from Redbox	9,077	15.3%	101
HH owns ATV/UTV	1,394	4.3%	70
Bought any children`s toy/game in last 12 months	18,883	31.9%	99
Spent on toys/games for child last 12 months: <\$50	3,200	5.4%	96
Spent on toys/games for child last 12 months: \$50-99	1,397	2.4%	97
Spent on toys/games for child last 12 months: \$100-199	3,386	5.7%	99
Spent on toys/games for child last 12 months: \$200-499	5,356	9.1%	99
Spent on toys/games for child last 12 months: \$500+	3,053	5.2%	108
Bought any toys/games online in last 12 months	7,207	12.2%	118
Bought infant toy in last 12 months	3,622	6.1%	97
Bought pre-school toy in last 12 months	4,133	7.0%	99
Bought for child last 12 months: boy action figure	4,221	7.1%	99
Bought for child last 12 months: girl action figure	1,821	3.1%	85
Bought for child last 12 months: action game	1,763	3.0%	99
Bought for child last 12 months: bicycle	3,144	5.3%	91
Bought for child last 12 months: board game	6,999	11.8%	100
Bought for child last 12 months: builder set	3,184	5.4%	107
Bought for child last 12 months: car	4,114	7.0%	89
Bought for child last 12 months: construction toy	3,515	5.9%	104
Bought for child last 12 months: fashion doll	2,199	3.7%	88
Bought for child last 12 months: large/baby doll	3,590	6.1%	88
Bought for child last 12 months: doll accessories	2,027	3.4%	86
Bought for child last 12 months: doll clothing	2,149	3.6%	89
Bought for child last 12 months: educational toy	7,394	12.5%	108
Bought for child last 12 months: electronic doll/animal	1,311	2.2%	83
Bought for child last 12 months: electronic game	3,064	5.2%	89
Bought for child last 12 months: mechanical toy	2,337	4.0%	93
Bought for child last 12 months: model kit/set	1,931	3.3%	109
Bought for child last 12 months: plush doll/animal	5,117	8.7%	103
Bought for child last 12 months: sound game	822	1.4%	82
Bought for child last 12 months: water toy	5,414	9.2%	101
Bought for child last 12 months: word game	1,278	2.2%	84

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December 31, 2019



Sports and Leisure Market Potential

Shoppes at Forest Green
10023 Forest Green Blvd, Louisville, Kentucky, 40223
Ring: 3 mile radius

Prepared by Charlotte Hollkamp
Latitude: 38.26339
Longitude: -85.57101

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Bought digital book in last 12 months	9,488	16.0%	124
Bought hardcover book in last 12 months	14,251	24.1%	120
Bought paperback book in last 12 months	19,574	33.1%	116
Bought 1-3 books in last 12 months	12,626	21.4%	107
Bought 4-6 books in last 12 months	6,771	11.5%	116
Bought 7+ books in last 12 months	10,894	18.4%	123
Bought book (fiction) in last 12 months	17,466	29.5%	121
Bought book (non-fiction) in last 12 months	16,253	27.5%	124
Bought biography in last 12 months	5,172	8.7%	128
Bought children`s book in last 12 months	5,670	9.6%	100
Bought cookbook in last 12 months	4,401	7.4%	111
Bought history book in last 12 months	6,382	10.8%	120
Bought mystery book in last 12 months	7,738	13.1%	123
Bought novel in last 12 months	9,868	16.7%	125
Bought religious book (not bible) in last 12 months	3,311	5.6%	93
Bought romance book in last 12 months	3,808	6.4%	115
Bought science fiction book in last 12 months	3,690	6.2%	112
Bought personal/business self-help book last 12 months	4,381	7.4%	118
Bought travel book in last 12 months	1,537	2.6%	116
Bought book online in last 12 months	15,893	26.9%	131
Bought book last 12 months: amazon.com	15,333	25.9%	129
Bought book last 12 months: barnes&noble.com	1,638	2.8%	118
Bought book last 12 months: Barnes & Noble book store	8,975	15.2%	118
Bought book last 12 months: other book store (not B&N)	6,744	11.4%	116
Bought book last 12 months: mail order	1,045	1.8%	96
Listened to/purchased audiobook in last 6 months	4,401	7.4%	124

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December 31, 2019



Sports and Leisure Market Potential

Shoppes at Forest Green
10023 Forest Green Blvd, Louisville, Kentucky, 40223
Ring: 5 mile radius

Prepared by Charlotte Hollkamp
Latitude: 38.26339
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Demographic Summary		2019	2024
Population		189,101	196,232
Population 18+		149,908	156,548
Households		81,527	84,571
Median Household Income		\$81,837	\$94,808
Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Participated in aerobics in last 12 months	13,641	9.1%	119
Participated in archery in last 12 months	3,937	2.6%	96
Participated in backpacking in last 12 months	6,526	4.4%	127
Participated in baseball in last 12 months	6,050	4.0%	101
Participated in basketball in last 12 months	11,912	7.9%	99
Participated in bicycling (mountain) in last 12 months	7,190	4.8%	115
Participated in bicycling (road) in last 12 months	18,163	12.1%	125
Participated in boating (power) in last 12 months	7,720	5.1%	109
Participated in bowling in last 12 months	14,380	9.6%	109
Participated in canoeing/kayaking in last 12 months	12,403	8.3%	121
Participated in fishing (fresh water) in last 12 months	16,781	11.2%	97
Participated in fishing (salt water) in last 12 months	5,950	4.0%	102
Participated in football in last 12 months	6,503	4.3%	92
Participated in Frisbee in last 12 months	6,876	4.6%	115
Participated in golf in last 12 months	15,829	10.6%	127
Participated in hiking in last 12 months	23,800	15.9%	129
Participated in horseback riding in last 12 months	3,553	2.4%	102
Participated in hunting with rifle in last 12 months	4,772	3.2%	75
Participated in hunting with shotgun in last 12 months	3,893	2.6%	77
Participated in ice skating in last 12 months	5,078	3.4%	118
Participated in jogging/running in last 12 months	23,899	15.9%	124
Participated in motorcycling in last 12 months	4,174	2.8%	91
Participated in Pilates in last 12 months	4,741	3.2%	128
Participated in ping pong in last 12 months	6,956	4.6%	119
Participated in skiing (downhill) in last 12 months	5,479	3.7%	132
Participated in soccer in last 12 months	5,847	3.9%	97
Participated in softball in last 12 months	4,013	2.7%	95
Participated in swimming in last 12 months	28,873	19.3%	118
Participated in target shooting in last 12 months	6,454	4.3%	99
Participated in tennis in last 12 months	6,244	4.2%	121
Participated in volleyball in last 12 months	4,854	3.2%	93
Participated in walking for exercise in last 12 months	44,483	29.7%	121
Participated in weight lifting in last 12 months	20,050	13.4%	129
Participated in yoga in last 12 months	16,357	10.9%	135
Participated in Zumba in last 12 months	5,402	3.6%	110
Spent on sports/rec equip in last 12 months: \$1-99	9,729	6.5%	107
Spent on sports/rec equip in last 12 months: \$100-\$249	10,459	7.0%	114
Spent on sports/rec equip in last 12 months: \$250+	13,588	9.1%	112
Attend sports events	30,694	20.5%	123
Attend sports events: baseball game - MLB reg seas	10,978	7.3%	131
Attend sports events: basketball game-NBA reg seas	2,902	1.9%	114
Attend sports events: football game (college)	5,974	4.0%	113
Attend sports events: high school sports	5,509	3.7%	109

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December 31, 2019



Sports and Leisure Market Potential

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Ring: 5 mile radius

Prepared by Charlotte Hollkamp
Latitude: 38.26339
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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Listen to sports on radio	19,025	12.7%	116
Watch sports on TV	94,705	63.2%	110
Watch on TV: alpine skiing/ski jumping	6,662	4.4%	124
Watch on TV: auto racing (NASCAR)	13,640	9.1%	98
Watch on TV: auto racing (not NASCAR)	5,984	4.0%	100
Watch on TV: baseball (MLB regular season)	34,704	23.2%	118
Watch on TV: baseball (MLB playoffs/World Series)	30,944	20.6%	117
Watch on TV: basketball (college)	23,168	15.5%	115
Watch on TV: basketball (NCAA tournament)	23,133	15.4%	116
Watch on TV: basketball (NBA regular season)	22,725	15.2%	102
Watch on TV: basketball (NBA playoffs/finals)	26,738	17.8%	108
Watch on TV: basketball (WNBA)	4,399	2.9%	94
Watch on TV: bicycle racing	4,119	2.7%	126
Watch on TV: bowling	2,808	1.9%	97
Watch on TV: boxing	8,364	5.6%	90
Watch on TV: bull riding (pro)	4,075	2.7%	90
Watch on TV: Equestrian events	3,302	2.2%	101
Watch on TV: extreme sports (summer)	5,365	3.6%	104
Watch on TV: extreme sports (winter)	6,600	4.4%	116
Watch on TV: figure skating	11,346	7.6%	123
Watch on TV: fishing	6,984	4.7%	102
Watch on TV: football (college)	40,900	27.3%	116
Watch on TV: football (NFL Sunday/Monday/Thursday night games)	54,307	36.2%	113
Watch on TV: football (NFL weekend games)	51,036	34.0%	114
Watch on TV: football (NFL playoffs/Super Bowl)	54,898	36.6%	115
Watch on TV: golf (PGA)	22,431	15.0%	133
Watch on TV: golf (LPGA)	6,214	4.1%	119
Watch on TV: gymnastics	10,471	7.0%	116
Watch on TV: high school sports	8,064	5.4%	112
Watch on TV: horse racing (at track or OTB)	4,074	2.7%	107
Watch on TV: ice hockey (NHL regular season)	15,390	10.3%	127
Watch on TV: ice hockey (NHL playoffs/St Stanley Cup)	15,077	10.1%	126
Watch on TV: mixed martial arts (MMA)	6,427	4.3%	103
Watch on TV: motorcycle racing	3,646	2.4%	91
Watch on TV: Olympics (summer)	30,585	20.4%	120
Watch on TV: Olympics (winter)	23,729	15.8%	116
Watch on TV: rodeo	3,808	2.5%	84
Watch on TV: soccer (MLS)	7,797	5.2%	108
Watch on TV: soccer (World Cup)	11,120	7.4%	106
Watch on TV: tennis (men`s)	11,012	7.3%	124
Watch on TV: tennis (women`s)	10,522	7.0%	121
Watch on TV: track & field	7,067	4.7%	108
Watch on TV: volleyball (pro beach)	4,955	3.3%	109
Watch on TV: wrestling (WWE)	5,369	3.6%	78
Interest in sports: college basketball Super Fan	5,321	3.5%	89
Interest in sports: college football Super Fan	11,089	7.4%	98
Interest in sports: golf Super Fan	3,108	2.1%	111
Interest in sports: high school sports Super Fan	3,410	2.3%	73
Interest in sports: MLB Super Fan	7,441	5.0%	97
Interest in sports: NASCAR Super Fan	3,488	2.3%	86
Interest in sports: NBA Super Fan	6,515	4.3%	79
Interest in sports: NFL Super Fan	17,076	11.4%	98
Interest in sports: NHL Super Fan	4,943	3.3%	101
Interest in sports: soccer Super Fan	3,515	2.3%	85

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December 31, 2019



Sports and Leisure Market Potential

Shoppes at Forest Green
10023 Forest Green Blvd, Louisville, Kentucky, 40223
Ring: 5 mile radius

Prepared by Charlotte Hollkamp
Latitude: 38.26339
Longitude: -85.57101

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Member of AARP	21,725	14.5%	120
Member of charitable organization	9,005	6.0%	139
Member of church board	4,131	2.8%	106
Member of fraternal order	3,666	2.4%	109
Member of religious club	5,684	3.8%	111
Member of union	6,414	4.3%	114
Member of veterans club	3,894	2.6%	104
Attended adult education course in last 12 months	13,911	9.3%	116
Went to art gallery in last 12 months	15,832	10.6%	133
Attended auto show in last 12 months	9,815	6.5%	107
Did baking in last 12 months	39,377	26.3%	117
Barbecued in last 12 months	46,133	30.8%	111
Went to bar/night club in last 12 months	29,839	19.9%	115
Went to beach in last 12 months	52,688	35.1%	121
Played billiards/pool in last 12 months	10,049	6.7%	101
Played bingo in last 12 months	6,455	4.3%	97
Did birdwatching in last 12 months	7,221	4.8%	107
Played board game in last 12 months	28,863	19.3%	123
Read book in last 12 months	59,258	39.5%	123
Participated in book club in last 12 months	5,880	3.9%	131
Went on overnight camping trip in last 12 months	19,138	12.8%	103
Played cards in last 12 months	27,688	18.5%	113
Played chess in last 12 months	5,545	3.7%	104
Played computer game (offline w/software)/12 months	11,574	7.7%	106
Played computer game (online w/o software)/12 months	19,346	12.9%	110
Cooked for fun in last 12 months	34,885	23.3%	118
Did crossword puzzle in last 12 months	16,882	11.3%	116
Danced/went dancing in last 12 months	11,242	7.5%	104
Attended dance performance in last 12 months	7,982	5.3%	119
Dined out in last 12 months	90,542	60.4%	116
Participated in fantasy sports league last 12 months	8,136	5.4%	117
Participated in tailgating in last 12 months	7,674	5.1%	116
Did furniture refinishing in last 12 months	6,796	4.5%	112
Gambled at casino in last 12 months	21,429	14.3%	108
Gambled in Las Vegas in last 12 months	6,087	4.1%	115
Participate in indoor gardening/plant care	15,129	10.1%	113
Attended horse races in last 12 months	4,048	2.7%	111
Participated in karaoke in last 12 months	5,374	3.6%	94
Bought lottery ticket in last 12 months	51,806	34.6%	99
Played lottery 6+ times in last 30 days	13,709	9.1%	89
Bought lottery ticket in last 12 months: Daily Drawing	3,940	2.6%	84
Bought lottery ticket in last 12 months: Instant Game	23,925	16.0%	88
Bought lottery ticket in last 12 months: Mega Millions	25,314	16.9%	104
Bought lottery ticket in last 12 months: Powerball	33,213	22.2%	107
Attended a movie in last 6 months	97,214	64.8%	111
Attended movie in last 90 days: once/week or more	2,994	2.0%	83
Attended movie in last 90 days: 2-3 times a month	9,730	6.5%	106
Attended movie in last 90 days: once a month	16,612	11.1%	117
Attended movie in last 90 days: < once a month	60,922	40.6%	115
Movie genre seen at theater/6 months: action	47,921	32.0%	110

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Movie genre seen at theater/6 months: adventure	53,492	35.7%	111
Movie genre seen at theater/6 months: comedy	40,522	27.0%	108
Movie genre seen at theater/6 months: crime	16,674	11.1%	103
Movie genre seen at theater/6 months: drama	41,391	27.6%	117
Movie genre seen at theater/6 months: family	19,343	12.9%	107
Movie genre seen at theater/6 months: fantasy	29,510	19.7%	116
Movie genre seen at theater/6 months: horror	10,326	6.9%	93
Movie genre seen at theater/6 months: romance	9,668	6.4%	105
Movie genre seen at theater/6 months: science fiction	29,217	19.5%	110
Movie genre seen at theater/6 months: thriller	20,637	13.8%	107
Went to museum in last 12 months	27,765	18.5%	135
Attended classical music/opera performance/12 months	8,645	5.8%	148
Attended country music performance in last 12 months	10,523	7.0%	110
Attended rock music performance in last 12 months	18,145	12.1%	126
Played musical instrument in last 12 months	13,584	9.1%	115
Did painting/drawing in last 12 months	14,377	9.6%	122
Did photo album/scrapbooking in last 12 months	7,469	5.0%	112
Did photography in last 12 months	17,614	11.7%	120
Did Sudoku puzzle in last 12 months	14,202	9.5%	120
Went to live theater in last 12 months	22,917	15.3%	139
Visited a theme park in last 12 months	29,355	19.6%	104
Visited a theme park 5+ times in last 12 months	6,529	4.4%	110
Participated in trivia games in last 12 months	11,178	7.5%	113
Played video/electronic game (console) last 12 months	13,906	9.3%	105
Played video/electronic game (portable) last 12 months	7,100	4.7%	101
Visited an indoor water park in last 12 months	4,991	3.3%	95
Did woodworking in last 12 months	8,091	5.4%	108
Participated in word games in last 12 months	18,286	12.2%	118
Went to zoo in last 12 months	20,740	13.8%	112
Purchased DVD/Blu-ray disc online in last 12 months	11,345	7.6%	122
Rented DVDs in last 30 days: 1	5,032	3.4%	107
Rented DVDs in last 30 days: 2	4,475	3.0%	95
Rented DVDs in last 30 days: 3+	11,263	7.5%	96
Rented movie/oth video/30 days: action/adventure	33,570	22.4%	109
Rented movie/oth video/30 days: classics	10,069	6.7%	111
Rented movie/oth video/30 days: comedy	31,984	21.3%	110
Rented movie/oth video/30 days: drama	24,460	16.3%	117
Rented movie/oth video/30 days: family/children	14,761	9.8%	101
Rented movie/oth video/30 days: foreign	3,869	2.6%	108
Rented movie/oth video/30 days: horror	9,004	6.0%	88
Rented movie/oth video/30 days: musical	4,825	3.2%	112
Rented movie/oth video/30 days: news/documentary	6,371	4.2%	110
Rented movie/oth video/30 days: romance	12,605	8.4%	115
Rented movie/oth video/30 days: science fiction	11,995	8.0%	109
Rented movie/oth video/30 days: TV show	13,097	8.7%	112
Rented movie/oth video/30 days: western	3,914	2.6%	91

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Rented/purch DVD/Blu-ray/30 days: from amazon.com	15,384	10.3%	125
Rented DVD/Blu-ray/30 days: from netflix.com	22,848	15.2%	118
Rented/purch DVD/Blu-ray/30 days: from Redbox	23,368	15.6%	103
HH owns ATV/UTV	3,451	4.2%	70
Bought any children`s toy/game in last 12 months	49,065	32.7%	101
Spent on toys/games for child last 12 months: <\$50	8,194	5.5%	96
Spent on toys/games for child last 12 months: \$50-99	3,507	2.3%	96
Spent on toys/games for child last 12 months: \$100-199	8,843	5.9%	102
Spent on toys/games for child last 12 months: \$200-499	14,118	9.4%	103
Spent on toys/games for child last 12 months: \$500+	8,089	5.4%	113
Bought any toys/games online in last 12 months	18,458	12.3%	119
Bought infant toy in last 12 months	9,341	6.2%	99
Bought pre-school toy in last 12 months	11,003	7.3%	104
Bought for child last 12 months: boy action figure	10,861	7.2%	100
Bought for child last 12 months: girl action figure	4,703	3.1%	86
Bought for child last 12 months: action game	4,458	3.0%	99
Bought for child last 12 months: bicycle	8,407	5.6%	96
Bought for child last 12 months: board game	18,493	12.3%	104
Bought for child last 12 months: builder set	8,196	5.5%	109
Bought for child last 12 months: car	10,881	7.3%	93
Bought for child last 12 months: construction toy	9,006	6.0%	105
Bought for child last 12 months: fashion doll	5,742	3.8%	91
Bought for child last 12 months: large/baby doll	9,293	6.2%	90
Bought for child last 12 months: doll accessories	5,589	3.7%	94
Bought for child last 12 months: doll clothing	5,734	3.8%	94
Bought for child last 12 months: educational toy	18,984	12.7%	110
Bought for child last 12 months: electronic doll/animal	3,395	2.3%	85
Bought for child last 12 months: electronic game	8,148	5.4%	93
Bought for child last 12 months: mechanical toy	6,317	4.2%	99
Bought for child last 12 months: model kit/set	4,943	3.3%	110
Bought for child last 12 months: plush doll/animal	13,311	8.9%	106
Bought for child last 12 months: sound game	2,122	1.4%	83
Bought for child last 12 months: water toy	14,051	9.4%	104
Bought for child last 12 months: word game	3,328	2.2%	86

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Bought digital book in last 12 months	24,100	16.1%	124
Bought hardcover book in last 12 months	36,239	24.2%	121
Bought paperback book in last 12 months	49,778	33.2%	116
Bought 1-3 books in last 12 months	32,397	21.6%	108
Bought 4-6 books in last 12 months	17,471	11.7%	118
Bought 7+ books in last 12 months	27,282	18.2%	121
Bought book (fiction) in last 12 months	43,978	29.3%	120
Bought book (non-fiction) in last 12 months	41,062	27.4%	124
Bought biography in last 12 months	13,022	8.7%	127
Bought children`s book in last 12 months	15,168	10.1%	105
Bought cookbook in last 12 months	11,129	7.4%	111
Bought history book in last 12 months	16,263	10.8%	121
Bought mystery book in last 12 months	19,169	12.8%	121
Bought novel in last 12 months	25,078	16.7%	126
Bought religious book (not bible) in last 12 months	8,849	5.9%	98
Bought romance book in last 12 months	9,237	6.2%	110
Bought science fiction book in last 12 months	9,171	6.1%	110
Bought personal/business self-help book last 12 months	11,369	7.6%	121
Bought travel book in last 12 months	3,804	2.5%	113
Bought book online in last 12 months	40,225	26.8%	131
Bought book last 12 months: amazon.com	38,787	25.9%	129
Bought book last 12 months: barnes&noble.com	4,308	2.9%	122
Bought book last 12 months: Barnes & Noble book store	23,428	15.6%	121
Bought book last 12 months: other book store (not B&N)	16,723	11.2%	114
Bought book last 12 months: mail order	2,677	1.8%	97
Listened to/purchased audiobook in last 6 months	11,453	7.6%	127

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