



Retail Market Potential

4208 Bishop Lane, Louisville, KY, 40218
Oriental Garden
Ring: 1 mile radius

Prepared by Charlotte Hollkamp
Latitude: 38.20047
Longitude: -85.68667

Demographic Summary		2019	2024
Population		9,597	9,668
Population 18+		7,706	7,789
Households		4,502	4,526
Median Household Income		\$45,816	\$52,315

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's clothing in last 12 months	3,432	44.5%	94
Bought any women's clothing in last 12 months	3,322	43.1%	101
Bought clothing for child <13 years in last 6 months	1,738	22.6%	85
Bought any shoes in last 12 months	3,980	51.6%	99
Bought costume jewelry in last 12 months	1,353	17.6%	101
Bought any fine jewelry in last 12 months	1,271	16.5%	92
Bought a watch in last 12 months	1,133	14.7%	95
Automobiles (Households)			
HH owns/leases any vehicle	3,826	85.0%	99
HH bought/leased new vehicle last 12 months	404	9.0%	91
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	6,541	84.9%	99
Bought/changed motor oil in last 12 months	3,415	44.3%	93
Had tune-up in last 12 months	1,925	25.0%	101
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	5,265	68.3%	95
Drank regular cola in last 6 months	3,315	43.0%	97
Drank beer/ale in last 6 months	3,056	39.7%	94
Cameras (Adults)			
Own digital point & shoot camera/camcorder	663	8.6%	86
Own digital SLR camera/camcorder	508	6.6%	84
Printed digital photos in last 12 months	1,646	21.4%	93
Cell Phones (Adults/Households)			
Bought cell phone in last 12 months	2,513	32.6%	94
Have a smartphone	6,410	83.2%	99
Have a smartphone: Android phone (any brand)	3,138	40.7%	101
Have a smartphone: Apple iPhone	3,142	40.8%	97
Number of cell phones in household: 1	1,719	38.2%	125
Number of cell phones in household: 2	1,701	37.8%	98
Number of cell phones in household: 3+	937	20.8%	74
HH has cell phone only (no landline telephone)	2,455	54.5%	97
Computers (Households)			
HH owns a computer	3,268	72.6%	99
HH owns desktop computer	1,646	36.6%	99
HH owns laptop/notebook	2,406	53.4%	94
HH owns any Apple/Mac brand computer	698	15.5%	86
HH owns any PC/non-Apple brand computer	2,747	61.0%	99
HH purchased most recent computer in a store	1,585	35.2%	97
HH purchased most recent computer online	612	13.6%	100
Spent <\$1-499 on most recent home computer	675	15.0%	102
Spent \$500-\$999 on most recent home computer	748	16.6%	99
Spent \$1,000-\$1,499 on most recent home computer	434	9.6%	101
Spent \$1,500-\$1,999 on most recent home computer	202	4.5%	101
Spent \$2,000+ on most recent home computer	141	3.1%	79

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 or HHs	Percent of Adults/HHs	MPI
Convenience Stores (Adults)			
Shopped at convenience store in last 6 months	4,572	59.3%	94
Bought brewed coffee at convenience store in last 30 days	926	12.0%	86
Bought cigarettes at convenience store in last 30 days	886	11.5%	106
Bought gas at convenience store in last 30 days	2,729	35.4%	95
Spent at convenience store in last 30 days: <\$1-19	487	6.3%	92
Spent at convenience store in last 30 days: \$20-\$39	734	9.5%	100
Spent at convenience store in last 30 days: \$40-\$50	596	7.7%	94
Spent at convenience store in last 30 days: \$51-\$99	453	5.9%	106
Spent at convenience store in last 30 days: \$100+	1,529	19.8%	89
Entertainment (Adults)			
Attended a movie in last 6 months	4,432	57.5%	98
Went to live theater in last 12 months	950	12.3%	112
Went to a bar/night club in last 12 months	1,308	17.0%	98
Dined out in last 12 months	4,123	53.5%	103
Gambled at a casino in last 12 months	1,043	13.5%	102
Visited a theme park in last 12 months	1,270	16.5%	87
Viewed movie (video-on-demand) in last 30 days	1,456	18.9%	108
Viewed TV show (video-on-demand) in last 30 days	1,069	13.9%	110
Watched any pay-per-view TV in last 12 months	689	8.9%	91
Downloaded a movie over the Internet in last 30 days	734	9.5%	100
Downloaded any individual song in last 6 months	1,426	18.5%	97
Watched a movie online in the last 30 days	2,152	27.9%	103
Watched a TV program online in last 30 days	1,509	19.6%	103
Played a video/electronic game (console) in last 12 months	703	9.1%	103
Played a video/electronic game (portable) in last 12 months	351	4.6%	97
Financial (Adults)			
Have home mortgage (1st)	2,235	29.0%	93
Used ATM/cash machine in last 12 months	3,979	51.6%	98
Own any stock	638	8.3%	116
Own U.S. savings bond	320	4.2%	95
Own shares in mutual fund (stock)	637	8.3%	116
Own shares in mutual fund (bonds)	431	5.6%	117
Have interest checking account	2,335	30.3%	106
Have non-interest checking account	2,209	28.7%	98
Have savings account	4,412	57.3%	100
Have 401K retirement savings plan	1,240	16.1%	100
Own/used any credit/debit card in last 12 months	6,127	79.5%	100
Avg monthly credit card expenditures: <\$1-110	929	12.1%	105
Avg monthly credit card expenditures: \$111-\$225	586	7.6%	103
Avg monthly credit card expenditures: \$226-\$450	472	6.1%	90
Avg monthly credit card expenditures: \$451-\$700	421	5.5%	89
Avg monthly credit card expenditures: \$701-\$1,000	461	6.0%	107
Avg monthly credit card expenditures: \$1,001+	872	11.3%	97
Did banking online in last 12 months	2,993	38.8%	100
Did banking on mobile device in last 12 months	1,882	24.4%	94
Paid bills online in last 12 months	3,835	49.8%	99

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Grocery (Adults)			
Used beef (fresh/frozen) in last 6 months	3,040	67.5%	98
Used bread in last 6 months	4,141	92.0%	99
Used chicken (fresh or frozen) in last 6 months	3,016	67.0%	97
Used turkey (fresh or frozen) in last 6 months	650	14.4%	96
Used fish/seafood (fresh or frozen) in last 6 months	2,399	53.3%	96
Used fresh fruit/vegetables in last 6 months	3,840	85.3%	99
Used fresh milk in last 6 months	3,812	84.7%	98
Used organic food in last 6 months	1,082	24.0%	101
Health (Adults)			
Exercise at home 2+ times per week	2,095	27.2%	99
Exercise at club 2+ times per week	1,088	14.1%	98
Visited a doctor in last 12 months	5,968	77.4%	101
Used vitamin/dietary supplement in last 6 months	4,347	56.4%	104
Home (Households)			
Did any home improvement in last 12 months	1,087	24.1%	87
Used any housekeeper/professional cleaning service in last 12 months	678	15.1%	103
Purchased low ticket HH furnishings in last 12 months	807	17.9%	105
Purchased big ticket HH furnishings in last 12 months	1,050	23.3%	105
Bought any small kitchen appliance in last 12 months	1,012	22.5%	101
Bought any large kitchen appliance in last 12 months	561	12.5%	89
Insurance (Adults/Households)			
Currently carry life insurance	3,421	44.4%	100
Carry medical/hospital/accident insurance	5,782	75.0%	100
Carry homeowner insurance	3,500	45.4%	96
Carry renter's insurance	839	10.9%	128
Have auto insurance: 1 vehicle in household covered	1,695	37.6%	121
Have auto insurance: 2 vehicles in household covered	1,145	25.4%	89
Have auto insurance: 3+ vehicles in household covered	782	17.4%	76
Pets (Households)			
Household owns any pet	2,188	48.6%	89
Household owns any cat	1,010	22.4%	99
Household owns any dog	1,519	33.7%	81
Psychographics (Adults)			
Buying American is important to me	2,977	38.6%	98
Usually buy items on credit rather than wait	1,084	14.1%	107
Usually buy based on quality - not price	1,550	20.1%	106
Price is usually more important than brand name	2,124	27.6%	100
Usually use coupons for brands I buy often	1,398	18.1%	105
Am interested in how to help the environment	1,488	19.3%	100
Usually pay more for environ safe product	1,033	13.4%	95
Usually value green products over convenience	783	10.2%	90
Likely to buy a brand that supports a charity	2,817	36.6%	104
Reading (Adults)			
Bought digital book in last 12 months	984	12.8%	99
Bought hardcover book in last 12 months	1,652	21.4%	107
Bought paperback book in last 12 month	2,355	30.6%	107
Read any daily newspaper (paper version)	1,742	22.6%	123
Read any digital newspaper in last 30 days	3,191	41.4%	104
Read any magazine (paper/electronic version) in last 6 months	7,110	92.3%	101

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Restaurants (Adults)			
Went to family restaurant/steak house in last 6 months	5,724	74.3%	99
Went to family restaurant/steak house: 4+ times a month	1,903	24.7%	93
Went to fast food/drive-in restaurant in last 6 months	7,084	91.9%	101
Went to fast food/drive-in restaurant 9+ times/month	2,859	37.1%	95
Fast food restaurant last 6 months: eat in	2,704	35.1%	94
Fast food restaurant last 6 months: home delivery	605	7.9%	91
Fast food restaurant last 6 months: take-out/drive-thru	3,667	47.6%	101
Fast food restaurant last 6 months: take-out/walk-in	1,611	20.9%	100
Television & Electronics (Adults/Households)			
Own any tablet	3,697	48.0%	100
Own any e-reader	632	8.2%	98
Own e-reader/tablet: iPad	2,144	27.8%	99
HH has Internet connectable TV	1,214	27.0%	94
Own any portable MP3 player	1,403	18.2%	98
HH owns 1 TV	1,072	23.8%	113
HH owns 2 TVs	1,247	27.7%	103
HH owns 3 TVs	865	19.2%	92
HH owns 4+ TVs	669	14.9%	85
HH subscribes to cable TV	2,309	51.3%	117
HH subscribes to fiber optic	247	5.5%	78
HH owns portable GPS navigation device	936	20.8%	91
HH purchased video game system in last 12 months	292	6.5%	79
HH owns any Internet video device for TV	1,030	22.9%	95
Travel (Adults)			
Took domestic trip in continental US last 12 months	3,993	51.8%	99
Took 3+ domestic non-business trips in last 12 months	858	11.1%	94
Spent on domestic vacations in last 12 months: <\$1-999	828	10.7%	99
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	488	6.3%	101
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	285	3.7%	92
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	239	3.1%	74
Spent on domestic vacations in last 12 months: \$3,000+	497	6.4%	100
Domestic travel in last 12 months: used general travel website	433	5.6%	82
Took foreign trip (including Alaska and Hawaii) in last 3 years	2,105	27.3%	99
Took 3+ foreign trips by plane in last 3 years	478	6.2%	114
Spent on foreign vacations in last 12 months: <\$1-999	338	4.4%	94
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	288	3.7%	93
Spent on foreign vacations in last 12 months: \$3,000+	520	6.7%	107
Foreign travel in last 3 years: used general travel website	381	4.9%	86
Nights spent in hotel/motel in last 12 months: any	3,283	42.6%	96
Took cruise of more than one day in last 3 years	765	9.9%	112
Member of any frequent flyer program	1,383	17.9%	99
Member of any hotel rewards program	1,397	18.1%	101

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Demographic Summary		2019	2024
Population		93,687	94,616
Population 18+		74,753	75,591
Households		40,762	41,120
Median Household Income		\$52,057	\$59,456

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's clothing in last 12 months	34,221	45.8%	97
Bought any women's clothing in last 12 months	32,063	42.9%	100
Bought clothing for child <13 years in last 6 months	17,916	24.0%	90
Bought any shoes in last 12 months	38,950	52.1%	100
Bought costume jewelry in last 12 months	13,430	18.0%	103
Bought any fine jewelry in last 12 months	12,976	17.4%	97
Bought a watch in last 12 months	12,147	16.2%	105
Automobiles (Households)			
HH owns/leases any vehicle	34,907	85.6%	100
HH bought/leased new vehicle last 12 months	3,549	8.7%	89
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	63,568	85.0%	99
Bought/changed motor oil in last 12 months	34,736	46.5%	98
Had tune-up in last 12 months	18,704	25.0%	101
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	51,711	69.2%	97
Drank regular cola in last 6 months	32,632	43.7%	98
Drank beer/ale in last 6 months	31,288	41.9%	99
Cameras (Adults)			
Own digital point & shoot camera/camcorder	7,022	9.4%	94
Own digital SLR camera/camcorder	5,737	7.7%	97
Printed digital photos in last 12 months	16,919	22.6%	99
Cell Phones (Adults/Households)			
Bought cell phone in last 12 months	25,895	34.6%	100
Have a smartphone	62,811	84.0%	100
Have a smartphone: Android phone (any brand)	31,129	41.6%	103
Have a smartphone: Apple iPhone	30,469	40.8%	97
Number of cell phones in household: 1	14,025	34.4%	113
Number of cell phones in household: 2	16,182	39.7%	103
Number of cell phones in household: 3+	9,400	23.1%	82
HH has cell phone only (no landline telephone)	24,035	59.0%	105
Computers (Households)			
HH owns a computer	29,849	73.2%	100
HH owns desktop computer	14,273	35.0%	95
HH owns laptop/notebook	22,936	56.3%	99
HH owns any Apple/Mac brand computer	6,931	17.0%	94
HH owns any PC/non-Apple brand computer	24,946	61.2%	100
HH purchased most recent computer in a store	14,701	36.1%	100
HH purchased most recent computer online	5,282	13.0%	95
Spent <\$1-499 on most recent home computer	6,147	15.1%	102
Spent \$500-\$999 on most recent home computer	7,056	17.3%	103
Spent \$1,000-\$1,499 on most recent home computer	3,825	9.4%	98
Spent \$1,500-\$1,999 on most recent home computer	1,622	4.0%	90
Spent \$2,000+ on most recent home computer	1,301	3.2%	81

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Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
Convenience Stores (Adults)			
Shopped at convenience store in last 6 months	46,408	62.1%	98
Bought brewed coffee at convenience store in last 30 days	9,581	12.8%	92
Bought cigarettes at convenience store in last 30 days	9,044	12.1%	112
Bought gas at convenience store in last 30 days	28,424	38.0%	102
Spent at convenience store in last 30 days: <\$1-19	5,016	6.7%	97
Spent at convenience store in last 30 days: \$20-\$39	7,337	9.8%	103
Spent at convenience store in last 30 days: \$40-\$50	6,086	8.1%	99
Spent at convenience store in last 30 days: \$51-\$99	4,256	5.7%	103
Spent at convenience store in last 30 days: \$100+	16,252	21.7%	97
Entertainment (Adults)			
Attended a movie in last 6 months	43,841	58.6%	100
Went to live theater in last 12 months	8,619	11.5%	105
Went to a bar/night club in last 12 months	13,610	18.2%	106
Dined out in last 12 months	38,987	52.2%	100
Gambled at a casino in last 12 months	10,083	13.5%	102
Visited a theme park in last 12 months	12,553	16.8%	89
Viewed movie (video-on-demand) in last 30 days	13,369	17.9%	102
Viewed TV show (video-on-demand) in last 30 days	9,332	12.5%	99
Watched any pay-per-view TV in last 12 months	6,504	8.7%	89
Downloaded a movie over the Internet in last 30 days	7,332	9.8%	102
Downloaded any individual song in last 6 months	13,746	18.4%	97
Watched a movie online in the last 30 days	21,250	28.4%	105
Watched a TV program online in last 30 days	15,689	21.0%	110
Played a video/electronic game (console) in last 12 months	7,198	9.6%	109
Played a video/electronic game (portable) in last 12 months	3,660	4.9%	105
Financial (Adults)			
Have home mortgage (1st)	22,413	30.0%	96
Used ATM/cash machine in last 12 months	39,626	53.0%	100
Own any stock	5,549	7.4%	104
Own U.S. savings bond	3,067	4.1%	94
Own shares in mutual fund (stock)	5,213	7.0%	98
Own shares in mutual fund (bonds)	3,438	4.6%	96
Have interest checking account	21,848	29.2%	102
Have non-interest checking account	20,870	27.9%	95
Have savings account	43,229	57.8%	101
Have 401K retirement savings plan	12,173	16.3%	101
Own/used any credit/debit card in last 12 months	58,679	78.5%	99
Avg monthly credit card expenditures: <\$1-110	9,494	12.7%	110
Avg monthly credit card expenditures: \$111-\$225	5,222	7.0%	95
Avg monthly credit card expenditures: \$226-\$450	5,406	7.2%	106
Avg monthly credit card expenditures: \$451-\$700	4,257	5.7%	93
Avg monthly credit card expenditures: \$701-\$1,000	4,211	5.6%	101
Avg monthly credit card expenditures: \$1,001+	7,880	10.5%	91
Did banking online in last 12 months	29,483	39.4%	101
Did banking on mobile device in last 12 months	19,792	26.5%	102
Paid bills online in last 12 months	37,710	50.4%	101

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Grocery (Adults)			
Used beef (fresh/frozen) in last 6 months	27,573	67.6%	98
Used bread in last 6 months	37,780	92.7%	99
Used chicken (fresh or frozen) in last 6 months	27,784	68.2%	98
Used turkey (fresh or frozen) in last 6 months	6,323	15.5%	104
Used fish/seafood (fresh or frozen) in last 6 months	22,321	54.8%	99
Used fresh fruit/vegetables in last 6 months	34,507	84.7%	99
Used fresh milk in last 6 months	34,201	83.9%	98
Used organic food in last 6 months	9,714	23.8%	100
Health (Adults)			
Exercise at home 2+ times per week	21,244	28.4%	104
Exercise at club 2+ times per week	11,290	15.1%	105
Visited a doctor in last 12 months	57,255	76.6%	100
Used vitamin/dietary supplement in last 6 months	39,441	52.8%	98
Home (Households)			
Did any home improvement in last 12 months	10,956	26.9%	97
Used any housekeeper/professional cleaning service in last 12 months	5,657	13.9%	95
Purchased low ticket HH furnishings in last 12 months	7,021	17.2%	101
Purchased big ticket HH furnishings in last 12 months	9,482	23.3%	105
Bought any small kitchen appliance in last 12 months	8,929	21.9%	98
Bought any large kitchen appliance in last 12 months	5,521	13.5%	97
Insurance (Adults/Households)			
Currently carry life insurance	33,951	45.4%	103
Carry medical/hospital/accident insurance	55,745	74.6%	100
Carry homeowner insurance	33,887	45.3%	96
Carry renter's insurance	7,151	9.6%	112
Have auto insurance: 1 vehicle in household covered	14,215	34.9%	112
Have auto insurance: 2 vehicles in household covered	11,415	28.0%	98
Have auto insurance: 3+ vehicles in household covered	7,565	18.6%	81
Pets (Households)			
Household owns any pet	21,326	52.3%	96
Household owns any cat	9,228	22.6%	99
Household owns any dog	15,537	38.1%	91
Psychographics (Adults)			
Buying American is important to me	29,660	39.7%	101
Usually buy items on credit rather than wait	10,452	14.0%	106
Usually buy based on quality - not price	14,165	18.9%	100
Price is usually more important than brand name	21,400	28.6%	104
Usually use coupons for brands I buy often	12,687	17.0%	98
Am interested in how to help the environment	14,903	19.9%	103
Usually pay more for environ safe product	10,535	14.1%	99
Usually value green products over convenience	8,413	11.3%	100
Likely to buy a brand that supports a charity	27,506	36.8%	105
Reading (Adults)			
Bought digital book in last 12 months	9,255	12.4%	96
Bought hardcover book in last 12 months	15,498	20.7%	104
Bought paperback book in last 12 month	21,713	29.0%	102
Read any daily newspaper (paper version)	15,256	20.4%	111
Read any digital newspaper in last 30 days	31,299	41.9%	105
Read any magazine (paper/electronic version) in last 6 months	68,823	92.1%	101

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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 2019 and 2024.

December 31, 2019



Retail Market Potential

4208 Bishop Lane, Louisville, KY, 40218
Oriental Garden
Ring: 3 mile radius

Prepared by Charlotte Hollkamp
Latitude: 38.20047
Longitude: -85.68667

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
Restaurants (Adults)			
Went to family restaurant/steak house in last 6 months	55,862	74.7%	100
Went to family restaurant/steak house: 4+ times a month	19,686	26.3%	99
Went to fast food/drive-in restaurant in last 6 months	68,278	91.3%	101
Went to fast food/drive-in restaurant 9+ times/month	28,663	38.3%	98
Fast food restaurant last 6 months: eat in	26,689	35.7%	96
Fast food restaurant last 6 months: home delivery	6,322	8.5%	98
Fast food restaurant last 6 months: take-out/drive-thru	36,791	49.2%	105
Fast food restaurant last 6 months: take-out/walk-in	16,214	21.7%	104
Television & Electronics (Adults/Households)			
Own any tablet	35,092	46.9%	97
Own any e-reader	6,417	8.6%	103
Own e-reader/tablet: iPad	20,072	26.9%	95
HH has Internet connectable TV	11,340	27.8%	97
Own any portable MP3 player	13,345	17.9%	96
HH owns 1 TV	8,910	21.9%	104
HH owns 2 TVs	11,082	27.2%	101
HH owns 3 TVs	8,694	21.3%	102
HH owns 4+ TVs	6,397	15.7%	90
HH subscribes to cable TV	19,497	47.8%	110
HH subscribes to fiber optic	2,543	6.2%	88
HH owns portable GPS navigation device	8,725	21.4%	94
HH purchased video game system in last 12 months	2,886	7.1%	86
HH owns any Internet video device for TV	10,162	24.9%	104
Travel (Adults)			
Took domestic trip in continental US last 12 months	38,809	51.9%	99
Took 3+ domestic non-business trips in last 12 months	8,675	11.6%	98
Spent on domestic vacations in last 12 months: <\$1-999	8,521	11.4%	106
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	4,361	5.8%	93
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	3,254	4.4%	108
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	2,837	3.8%	91
Spent on domestic vacations in last 12 months: \$3,000+	4,115	5.5%	85
Domestic travel in last 12 months: used general travel website	4,673	6.3%	92
Took foreign trip (including Alaska and Hawaii) in last 3 years	20,043	26.8%	98
Took 3+ foreign trips by plane in last 3 years	3,920	5.2%	96
Spent on foreign vacations in last 12 months: <\$1-999	3,700	4.9%	106
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	2,822	3.8%	94
Spent on foreign vacations in last 12 months: \$3,000+	4,593	6.1%	97
Foreign travel in last 3 years: used general travel website	3,811	5.1%	89
Nights spent in hotel/motel in last 12 months: any	32,878	44.0%	99
Took cruise of more than one day in last 3 years	6,598	8.8%	99
Member of any frequent flyer program	13,629	18.2%	101
Member of any hotel rewards program	13,221	17.7%	98

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December 31, 2019



Retail Market Potential

4208 Bishop Lane, Louisville, KY, 40218
Oriental Garden
Ring: 5 mile radius

Prepared by Charlotte Hollkamp
Latitude: 38.20047
Longitude: -85.68667

Demographic Summary		2019	2024
Population		260,724	266,936
Population 18+		210,777	216,056
Households		116,614	119,439
Median Household Income		\$50,538	\$57,615

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's clothing in last 12 months	97,974	46.5%	98
Bought any women's clothing in last 12 months	89,723	42.6%	99
Bought clothing for child <13 years in last 6 months	50,214	23.8%	89
Bought any shoes in last 12 months	109,769	52.1%	99
Bought costume jewelry in last 12 months	36,553	17.3%	99
Bought any fine jewelry in last 12 months	36,637	17.4%	97
Bought a watch in last 12 months	34,031	16.1%	104
Automobiles (Households)			
HH owns/leases any vehicle	98,155	84.2%	98
HH bought/leased new vehicle last 12 months	10,528	9.0%	92
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	177,908	84.4%	99
Bought/changed motor oil in last 12 months	97,577	46.3%	97
Had tune-up in last 12 months	51,915	24.6%	99
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	144,720	68.7%	96
Drank regular cola in last 6 months	94,218	44.7%	101
Drank beer/ale in last 6 months	88,804	42.1%	100
Cameras (Adults)			
Own digital point & shoot camera/camcorder	20,127	9.5%	95
Own digital SLR camera/camcorder	15,680	7.4%	94
Printed digital photos in last 12 months	46,508	22.1%	97
Cell Phones (Adults/Households)			
Bought cell phone in last 12 months	73,904	35.1%	101
Have a smartphone	177,514	84.2%	100
Have a smartphone: Android phone (any brand)	88,151	41.8%	103
Have a smartphone: Apple iPhone	86,050	40.8%	98
Number of cell phones in household: 1	41,862	35.9%	118
Number of cell phones in household: 2	45,172	38.7%	100
Number of cell phones in household: 3+	26,151	22.4%	80
HH has cell phone only (no landline telephone)	70,789	60.7%	108
Computers (Households)			
HH owns a computer	85,003	72.9%	99
HH owns desktop computer	40,705	34.9%	95
HH owns laptop/notebook	65,420	56.1%	99
HH owns any Apple/Mac brand computer	20,255	17.4%	96
HH owns any PC/non-Apple brand computer	70,735	60.7%	99
HH purchased most recent computer in a store	41,701	35.8%	99
HH purchased most recent computer online	15,656	13.4%	99
Spent <\$1-499 on most recent home computer	17,795	15.3%	104
Spent \$500-\$999 on most recent home computer	19,694	16.9%	101
Spent \$1,000-\$1,499 on most recent home computer	11,152	9.6%	100
Spent \$1,500-\$1,999 on most recent home computer	5,026	4.3%	97
Spent \$2,000+ on most recent home computer	4,011	3.4%	87

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December 31, 2019



Retail Market Potential

4208 Bishop Lane, Louisville, KY, 40218
Oriental Garden
Ring: 5 mile radius

Prepared by Charlotte Hollkamp
Latitude: 38.20047
Longitude: -85.68667

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
Convenience Stores (Adults)			
Shopped at convenience store in last 6 months	133,263	63.2%	100
Bought brewed coffee at convenience store in last 30 days	27,403	13.0%	94
Bought cigarettes at convenience store in last 30 days	25,966	12.3%	114
Bought gas at convenience store in last 30 days	79,941	37.9%	102
Spent at convenience store in last 30 days: <\$1-19	14,413	6.8%	99
Spent at convenience store in last 30 days: \$20-\$39	20,430	9.7%	102
Spent at convenience store in last 30 days: \$40-\$50	17,844	8.5%	103
Spent at convenience store in last 30 days: \$51-\$99	12,132	5.8%	104
Spent at convenience store in last 30 days: \$100+	46,575	22.1%	99
Entertainment (Adults)			
Attended a movie in last 6 months	124,148	58.9%	101
Went to live theater in last 12 months	25,222	12.0%	109
Went to a bar/night club in last 12 months	38,995	18.5%	107
Dined out in last 12 months	108,690	51.6%	99
Gambled at a casino in last 12 months	28,393	13.5%	102
Visited a theme park in last 12 months	35,605	16.9%	89
Viewed movie (video-on-demand) in last 30 days	35,926	17.0%	97
Viewed TV show (video-on-demand) in last 30 days	25,422	12.1%	95
Watched any pay-per-view TV in last 12 months	18,573	8.8%	90
Downloaded a movie over the Internet in last 30 days	21,266	10.1%	105
Downloaded any individual song in last 6 months	38,771	18.4%	97
Watched a movie online in the last 30 days	62,723	29.8%	110
Watched a TV program online in last 30 days	45,130	21.4%	112
Played a video/electronic game (console) in last 12 months	21,079	10.0%	113
Played a video/electronic game (portable) in last 12 months	10,745	5.1%	109
Financial (Adults)			
Have home mortgage (1st)	62,595	29.7%	96
Used ATM/cash machine in last 12 months	110,796	52.6%	99
Own any stock	15,576	7.4%	103
Own U.S. savings bond	8,699	4.1%	95
Own shares in mutual fund (stock)	14,617	6.9%	97
Own shares in mutual fund (bonds)	9,963	4.7%	99
Have interest checking account	60,877	28.9%	101
Have non-interest checking account	59,830	28.4%	97
Have savings account	120,995	57.4%	100
Have 401K retirement savings plan	33,808	16.0%	100
Own/used any credit/debit card in last 12 months	164,907	78.2%	99
Avg monthly credit card expenditures: <\$1-110	25,676	12.2%	106
Avg monthly credit card expenditures: \$111-\$225	15,072	7.2%	97
Avg monthly credit card expenditures: \$226-\$450	14,672	7.0%	102
Avg monthly credit card expenditures: \$451-\$700	12,405	5.9%	96
Avg monthly credit card expenditures: \$701-\$1,000	11,951	5.7%	101
Avg monthly credit card expenditures: \$1,001+	22,773	10.8%	93
Did banking online in last 12 months	81,869	38.8%	100
Did banking on mobile device in last 12 months	55,247	26.2%	101
Paid bills online in last 12 months	105,347	50.0%	100

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December 31, 2019



Retail Market Potential

4208 Bishop Lane, Louisville, KY, 40218
Oriental Garden
Ring: 5 mile radius

Prepared by Charlotte Hollkamp

Latitude: 38.20047
Longitude: -85.68667

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Grocery (Adults)			
Used beef (fresh/frozen) in last 6 months	78,854	67.6%	98
Used bread in last 6 months	108,245	92.8%	100
Used chicken (fresh or frozen) in last 6 months	78,923	67.7%	98
Used turkey (fresh or frozen) in last 6 months	17,902	15.4%	103
Used fish/seafood (fresh or frozen) in last 6 months	63,109	54.1%	98
Used fresh fruit/vegetables in last 6 months	98,128	84.1%	98
Used fresh milk in last 6 months	97,859	83.9%	98
Used organic food in last 6 months	27,266	23.4%	98
Health (Adults)			
Exercise at home 2+ times per week	59,198	28.1%	102
Exercise at club 2+ times per week	31,254	14.8%	103
Visited a doctor in last 12 months	159,948	75.9%	99
Used vitamin/dietary supplement in last 6 months	110,414	52.4%	97
Home (Households)			
Did any home improvement in last 12 months	30,238	25.9%	94
Used any housekeeper/professional cleaning service in last 12 months	15,761	13.5%	93
Purchased low ticket HH furnishings in last 12 months	20,045	17.2%	100
Purchased big ticket HH furnishings in last 12 months	27,089	23.2%	104
Bought any small kitchen appliance in last 12 months	25,669	22.0%	99
Bought any large kitchen appliance in last 12 months	15,618	13.4%	96
Insurance (Adults/Households)			
Currently carry life insurance	94,112	44.7%	101
Carry medical/hospital/accident insurance	156,045	74.0%	99
Carry homeowner insurance	92,791	44.0%	93
Carry renter's insurance	21,505	10.2%	120
Have auto insurance: 1 vehicle in household covered	40,461	34.7%	112
Have auto insurance: 2 vehicles in household covered	32,263	27.7%	97
Have auto insurance: 3+ vehicles in household covered	21,212	18.2%	79
Pets (Households)			
Household owns any pet	60,141	51.6%	95
Household owns any cat	26,302	22.6%	99
Household owns any dog	43,413	37.2%	89
Psychographics (Adults)			
Buying American is important to me	81,865	38.8%	99
Usually buy items on credit rather than wait	28,697	13.6%	104
Usually buy based on quality - not price	40,600	19.3%	101
Price is usually more important than brand name	59,180	28.1%	102
Usually use coupons for brands I buy often	35,806	17.0%	98
Am interested in how to help the environment	41,690	19.8%	102
Usually pay more for environ safe product	29,841	14.2%	100
Usually value green products over convenience	23,942	11.4%	101
Likely to buy a brand that supports a charity	76,817	36.4%	104
Reading (Adults)			
Bought digital book in last 12 months	26,530	12.6%	97
Bought hardcover book in last 12 months	42,578	20.2%	101
Bought paperback book in last 12 month	59,448	28.2%	99
Read any daily newspaper (paper version)	43,191	20.5%	111
Read any digital newspaper in last 30 days	89,423	42.4%	107
Read any magazine (paper/electronic version) in last 6 months	193,620	91.9%	101

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December 31, 2019



Retail Market Potential

4208 Bishop Lane, Louisville, KY, 40218
Oriental Garden
Ring: 5 mile radius

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Longitude: -85.68667

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
Restaurants (Adults)			
Went to family restaurant/steak house in last 6 months	157,035	74.5%	99
Went to family restaurant/steak house: 4+ times a month	55,423	26.3%	99
Went to fast food/drive-in restaurant in last 6 months	192,447	91.3%	101
Went to fast food/drive-in restaurant 9+ times/month	80,844	38.4%	98
Fast food restaurant last 6 months: eat in	76,890	36.5%	98
Fast food restaurant last 6 months: home delivery	18,678	8.9%	103
Fast food restaurant last 6 months: take-out/drive-thru	102,691	48.7%	104
Fast food restaurant last 6 months: take-out/walk-in	44,877	21.3%	102
Television & Electronics (Adults/Households)			
Own any tablet	97,479	46.2%	96
Own any e-reader	17,524	8.3%	100
Own e-reader/tablet: iPad	55,565	26.4%	93
HH has Internet connectable TV	32,117	27.5%	96
Own any portable MP3 player	37,723	17.9%	96
HH owns 1 TV	26,315	22.6%	108
HH owns 2 TVs	32,148	27.6%	103
HH owns 3 TVs	24,008	20.6%	98
HH owns 4+ TVs	17,449	15.0%	86
HH subscribes to cable TV	54,666	46.9%	107
HH subscribes to fiber optic	7,051	6.0%	86
HH owns portable GPS navigation device	24,238	20.8%	91
HH purchased video game system in last 12 months	8,008	6.9%	83
HH owns any Internet video device for TV	28,030	24.0%	100
Travel (Adults)			
Took domestic trip in continental US last 12 months	108,945	51.7%	98
Took 3+ domestic non-business trips in last 12 months	24,586	11.7%	99
Spent on domestic vacations in last 12 months: <\$1-999	24,188	11.5%	106
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	12,712	6.0%	96
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	9,158	4.3%	108
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	8,336	4.0%	95
Spent on domestic vacations in last 12 months: \$3,000+	12,063	5.7%	88
Domestic travel in last 12 months: used general travel website	13,846	6.6%	96
Took foreign trip (including Alaska and Hawaii) in last 3 years	55,571	26.4%	96
Took 3+ foreign trips by plane in last 3 years	10,941	5.2%	95
Spent on foreign vacations in last 12 months: <\$1-999	10,849	5.1%	111
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	8,082	3.8%	96
Spent on foreign vacations in last 12 months: \$3,000+	12,656	6.0%	95
Foreign travel in last 3 years: used general travel website	10,732	5.1%	89
Nights spent in hotel/motel in last 12 months: any	91,555	43.4%	98
Took cruise of more than one day in last 3 years	18,229	8.6%	97
Member of any frequent flyer program	37,429	17.8%	98
Member of any hotel rewards program	36,846	17.5%	97

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