



# Retail Market Potential

Epic Plaza  
12910 Factory Ln, Louisville, Kentucky, 40245  
Ring: 1 mile radius

Prepared by Charlotte Hollkamp  
Latitude: 38.28821  
Longitude: -85.51154

Demographic Summary		2019	2024
Population		4,267	4,503
Population 18+		3,111	3,284
Households		1,857	1,984
Median Household Income		\$109,381	\$121,727

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
<b>Apparel (Adults)</b>			
Bought any men's clothing in last 12 months	1,560	50.1%	106
Bought any women's clothing in last 12 months	1,411	45.4%	106
Bought clothing for child <13 years in last 6 months	998	32.1%	120
Bought any shoes in last 12 months	1,784	57.3%	110
Bought costume jewelry in last 12 months	593	19.1%	109
Bought any fine jewelry in last 12 months	600	19.3%	108
Bought a watch in last 12 months	493	15.8%	102
<b>Automobiles (Households)</b>			
HH owns/leases any vehicle	1,701	91.6%	107
HH bought/leased new vehicle last 12 months	254	13.7%	139
<b>Automotive Aftermarket (Adults)</b>			
Bought gasoline in last 6 months	2,838	91.2%	107
Bought/changed motor oil in last 12 months	1,502	48.3%	101
Had tune-up in last 12 months	827	26.6%	107
<b>Beverages (Adults)</b>			
Drank bottled water/seltzer in last 6 months	2,291	73.6%	103
Drank regular cola in last 6 months	1,247	40.1%	90
Drank beer/ale in last 6 months	1,492	48.0%	114
<b>Cameras (Adults)</b>			
Own digital point & shoot camera/camcorder	414	13.3%	133
Own digital SLR camera/camcorder	378	12.2%	154
Printed digital photos in last 12 months	912	29.3%	128
<b>Cell Phones (Adults/Households)</b>			
Bought cell phone in last 12 months	1,102	35.4%	102
Have a smartphone	2,907	93.4%	111
Have a smartphone: Android phone (any brand)	1,188	38.2%	94
Have a smartphone: Apple iPhone	1,699	54.6%	131
Number of cell phones in household: 1	405	21.8%	72
Number of cell phones in household: 2	740	39.8%	103
Number of cell phones in household: 3+	691	37.2%	132
HH has cell phone only (no landline telephone)	1,131	60.9%	109
<b>Computers (Households)</b>			
HH owns a computer	1,577	84.9%	115
HH owns desktop computer	790	42.5%	115
HH owns laptop/notebook	1,284	69.1%	122
HH owns any Apple/Mac brand computer	430	23.2%	128
HH owns any PC/non-Apple brand computer	1,306	70.3%	115
HH purchased most recent computer in a store	818	44.0%	122
HH purchased most recent computer online	340	18.3%	135
Spent <\$1-499 on most recent home computer	269	14.5%	98
Spent \$500-\$999 on most recent home computer	372	20.0%	119
Spent \$1,000-\$1,499 on most recent home computer	215	11.6%	121
Spent \$1,500-\$1,999 on most recent home computer	128	6.9%	156
Spent \$2,000+ on most recent home computer	126	6.8%	171

**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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<b>Convenience Stores (Adults)</b>			
Shopped at convenience store in last 6 months	2,070	66.5%	105
Bought brewed coffee at convenience store in last 30 days	424	13.6%	98
Bought cigarettes at convenience store in last 30 days	263	8.5%	78
Bought gas at convenience store in last 30 days	1,241	39.9%	107
Spent at convenience store in last 30 days: <\$1-19	267	8.6%	125
Spent at convenience store in last 30 days: \$20-\$39	287	9.2%	97
Spent at convenience store in last 30 days: \$40-\$50	262	8.4%	102
Spent at convenience store in last 30 days: \$51-\$99	176	5.7%	102
Spent at convenience store in last 30 days: \$100+	699	22.5%	101
<b>Entertainment (Adults)</b>			
Attended a movie in last 6 months	2,174	69.9%	119
Went to live theater in last 12 months	422	13.6%	123
Went to a bar/night club in last 12 months	636	20.4%	119
Dined out in last 12 months	1,852	59.5%	114
Gambled at a casino in last 12 months	410	13.2%	100
Visited a theme park in last 12 months	739	23.8%	126
Viewed movie (video-on-demand) in last 30 days	765	24.6%	141
Viewed TV show (video-on-demand) in last 30 days	556	17.9%	141
Watched any pay-per-view TV in last 12 months	414	13.3%	136
Downloaded a movie over the Internet in last 30 days	404	13.0%	136
Downloaded any individual song in last 6 months	782	25.1%	132
Watched a movie online in the last 30 days	1,016	32.7%	121
Watched a TV program online in last 30 days	780	25.1%	131
Played a video/electronic game (console) in last 12 months	333	10.7%	121
Played a video/electronic game (portable) in last 12 months	196	6.3%	135
<b>Financial (Adults)</b>			
Have home mortgage (1st)	1,382	44.4%	143
Used ATM/cash machine in last 12 months	1,883	60.5%	114
Own any stock	294	9.5%	132
Own U.S. savings bond	170	5.5%	125
Own shares in mutual fund (stock)	309	9.9%	139
Own shares in mutual fund (bonds)	199	6.4%	134
Have interest checking account	1,036	33.3%	116
Have non-interest checking account	957	30.8%	105
Have savings account	2,034	65.4%	114
Have 401K retirement savings plan	699	22.5%	140
Own/used any credit/debit card in last 12 months	2,639	84.8%	107
Avg monthly credit card expenditures: <\$1-110	318	10.2%	89
Avg monthly credit card expenditures: \$111-\$225	194	6.2%	85
Avg monthly credit card expenditures: \$226-\$450	204	6.6%	96
Avg monthly credit card expenditures: \$451-\$700	253	8.1%	132
Avg monthly credit card expenditures: \$701-\$1,000	208	6.7%	119
Avg monthly credit card expenditures: \$1,001+	528	17.0%	146
Did banking online in last 12 months	1,601	51.5%	132
Did banking on mobile device in last 12 months	1,128	36.3%	140
Paid bills online in last 12 months	1,890	60.8%	121

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<b>Grocery (Adults)</b>			
Used beef (fresh/frozen) in last 6 months	1,328	71.5%	104
Used bread in last 6 months	1,731	93.2%	100
Used chicken (fresh or frozen) in last 6 months	1,328	71.5%	103
Used turkey (fresh or frozen) in last 6 months	260	14.0%	93
Used fish/seafood (fresh or frozen) in last 6 months	1,029	55.4%	100
Used fresh fruit/vegetables in last 6 months	1,620	87.2%	102
Used fresh milk in last 6 months	1,647	88.7%	103
Used organic food in last 6 months	517	27.8%	117
<b>Health (Adults)</b>			
Exercise at home 2+ times per week	1,017	32.7%	119
Exercise at club 2+ times per week	590	19.0%	132
Visited a doctor in last 12 months	2,509	80.6%	105
Used vitamin/dietary supplement in last 6 months	1,709	54.9%	102
<b>Home (Households)</b>			
Did any home improvement in last 12 months	550	29.6%	107
Used any housekeeper/professional cleaning service in last 12 months	348	18.7%	129
Purchased low ticket HH furnishings in last 12 months	368	19.8%	116
Purchased big ticket HH furnishings in last 12 months	512	27.6%	124
Bought any small kitchen appliance in last 12 months	472	25.4%	114
Bought any large kitchen appliance in last 12 months	312	16.8%	121
<b>Insurance (Adults/Households)</b>			
Currently carry life insurance	1,654	53.2%	120
Carry medical/hospital/accident insurance	2,489	80.0%	107
Carry homeowner insurance	1,712	55.0%	116
Carry renter's insurance	314	10.1%	119
Have auto insurance: 1 vehicle in household covered	521	28.1%	90
Have auto insurance: 2 vehicles in household covered	658	35.4%	124
Have auto insurance: 3+ vehicles in household covered	477	25.7%	112
<b>Pets (Households)</b>			
Household owns any pet	1,046	56.3%	103
Household owns any cat	366	19.7%	87
Household owns any dog	825	44.4%	107
<b>Psychographics (Adults)</b>			
Buying American is important to me	1,050	33.8%	86
Usually buy items on credit rather than wait	390	12.5%	95
Usually buy based on quality - not price	565	18.2%	96
Price is usually more important than brand name	842	27.1%	99
Usually use coupons for brands I buy often	469	15.1%	87
Am interested in how to help the environment	572	18.4%	95
Usually pay more for environ safe product	412	13.2%	93
Usually value green products over convenience	293	9.4%	83
Likely to buy a brand that supports a charity	1,114	35.8%	102
<b>Reading (Adults)</b>			
Bought digital book in last 12 months	542	17.4%	135
Bought hardcover book in last 12 months	750	24.1%	120
Bought paperback book in last 12 month	1,070	34.4%	121
Read any daily newspaper (paper version)	426	13.7%	74
Read any digital newspaper in last 30 days	1,482	47.6%	120
Read any magazine (paper/electronic version) in last 6 months	2,952	94.9%	104

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<b>Restaurants (Adults)</b>			
Went to family restaurant/steak house in last 6 months	2,577	82.8%	110
Went to family restaurant/steak house: 4+ times a month	1,015	32.6%	123
Went to fast food/drive-in restaurant in last 6 months	2,911	93.6%	103
Went to fast food/drive-in restaurant 9+ times/month	1,349	43.4%	110
Fast food restaurant last 6 months: eat in	1,237	39.8%	107
Fast food restaurant last 6 months: home delivery	323	10.4%	120
Fast food restaurant last 6 months: take-out/drive-thru	1,666	53.6%	114
Fast food restaurant last 6 months: take-out/walk-in	783	25.2%	121
<b>Television &amp; Electronics (Adults/Households)</b>			
Own any tablet	1,920	61.7%	128
Own any e-reader	307	9.9%	118
Own e-reader/tablet: iPad	1,323	42.5%	151
HH has Internet connectable TV	665	35.8%	125
Own any portable MP3 player	744	23.9%	129
HH owns 1 TV	296	15.9%	76
HH owns 2 TVs	520	28.0%	104
HH owns 3 TVs	434	23.4%	111
HH owns 4+ TVs	387	20.8%	120
HH subscribes to cable TV	824	44.4%	102
HH subscribes to fiber optic	196	10.6%	150
HH owns portable GPS navigation device	459	24.7%	108
HH purchased video game system in last 12 months	172	9.3%	113
HH owns any Internet video device for TV	608	32.7%	136
<b>Travel (Adults)</b>			
Took domestic trip in continental US last 12 months	1,952	62.7%	119
Took 3+ domestic non-business trips in last 12 months	457	14.7%	124
Spent on domestic vacations in last 12 months: <\$1-999	337	10.8%	100
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	230	7.4%	118
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	184	5.9%	147
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	181	5.8%	140
Spent on domestic vacations in last 12 months: \$3,000+	245	7.9%	122
Domestic travel in last 12 months: used general travel website	307	9.9%	145
Took foreign trip (including Alaska and Hawaii) in last 3 years	1,163	37.4%	136
Took 3+ foreign trips by plane in last 3 years	262	8.4%	154
Spent on foreign vacations in last 12 months: <\$1-999	212	6.8%	146
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	175	5.6%	140
Spent on foreign vacations in last 12 months: \$3,000+	279	9.0%	142
Foreign travel in last 3 years: used general travel website	274	8.8%	154
Nights spent in hotel/motel in last 12 months: any	1,736	55.8%	125
Took cruise of more than one day in last 3 years	341	11.0%	123
Member of any frequent flyer program	909	29.2%	162
Member of any hotel rewards program	819	26.3%	146

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# Retail Market Potential

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Demographic Summary		2019	2024
Population		46,130	48,276
Population 18+		34,525	36,523
Households		17,743	18,632
Median Household Income		\$97,046	\$107,576

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
<b>Apparel (Adults)</b>			
Bought any men's clothing in last 12 months	17,552	50.8%	107
Bought any women's clothing in last 12 months	15,744	45.6%	106
Bought clothing for child <13 years in last 6 months	10,072	29.2%	109
Bought any shoes in last 12 months	19,637	56.9%	109
Bought costume jewelry in last 12 months	6,548	19.0%	109
Bought any fine jewelry in last 12 months	6,257	18.1%	101
Bought a watch in last 12 months	5,678	16.4%	106
<b>Automobiles (Households)</b>			
HH owns/leases any vehicle	16,367	92.2%	108
HH bought/leased new vehicle last 12 months	2,366	13.3%	136
<b>Automotive Aftermarket (Adults)</b>			
Bought gasoline in last 6 months	31,404	91.0%	106
Bought/changed motor oil in last 12 months	16,284	47.2%	99
Had tune-up in last 12 months	9,432	27.3%	110
<b>Beverages (Adults)</b>			
Drank bottled water/seltzer in last 6 months	25,580	74.1%	103
Drank regular cola in last 6 months	13,540	39.2%	88
Drank beer/ale in last 6 months	16,190	46.9%	111
<b>Cameras (Adults)</b>			
Own digital point & shoot camera/camcorder	4,696	13.6%	136
Own digital SLR camera/camcorder	3,640	10.5%	134
Printed digital photos in last 12 months	10,070	29.2%	128
<b>Cell Phones (Adults/Households)</b>			
Bought cell phone in last 12 months	12,062	34.9%	101
Have a smartphone	31,251	90.5%	108
Have a smartphone: Android phone (any brand)	12,573	36.4%	90
Have a smartphone: Apple iPhone	18,455	53.5%	128
Number of cell phones in household: 1	4,002	22.6%	74
Number of cell phones in household: 2	7,344	41.4%	107
Number of cell phones in household: 3+	6,118	34.5%	123
HH has cell phone only (no landline telephone)	9,171	51.7%	92
<b>Computers (Households)</b>			
HH owns a computer	15,094	85.1%	116
HH owns desktop computer	7,738	43.6%	118
HH owns laptop/notebook	11,985	67.5%	119
HH owns any Apple/Mac brand computer	4,273	24.1%	133
HH owns any PC/non-Apple brand computer	12,329	69.5%	113
HH purchased most recent computer in a store	7,679	43.3%	119
HH purchased most recent computer online	3,050	17.2%	126
Spent <\$1-499 on most recent home computer	2,602	14.7%	100
Spent \$500-\$999 on most recent home computer	3,646	20.5%	122
Spent \$1,000-\$1,499 on most recent home computer	2,052	11.6%	121
Spent \$1,500-\$1,999 on most recent home computer	1,088	6.1%	138
Spent \$2,000+ on most recent home computer	1,030	5.8%	147

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Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
<b>Convenience Stores (Adults)</b>			
Shopped at convenience store in last 6 months	22,240	64.4%	102
Bought brewed coffee at convenience store in last 30 days	4,878	14.1%	102
Bought cigarettes at convenience store in last 30 days	2,744	7.9%	74
Bought gas at convenience store in last 30 days	13,160	38.1%	102
Spent at convenience store in last 30 days: <\$1-19	2,822	8.2%	119
Spent at convenience store in last 30 days: \$20-\$39	3,400	9.8%	104
Spent at convenience store in last 30 days: \$40-\$50	2,779	8.0%	98
Spent at convenience store in last 30 days: \$51-\$99	1,774	5.1%	93
Spent at convenience store in last 30 days: \$100+	7,598	22.0%	99
<b>Entertainment (Adults)</b>			
Attended a movie in last 6 months	23,151	67.1%	115
Went to live theater in last 12 months	4,848	14.0%	127
Went to a bar/night club in last 12 months	6,671	19.3%	112
Dined out in last 12 months	21,011	60.9%	117
Gambled at a casino in last 12 months	4,870	14.1%	107
Visited a theme park in last 12 months	7,732	22.4%	118
Viewed movie (video-on-demand) in last 30 days	8,438	24.4%	140
Viewed TV show (video-on-demand) in last 30 days	6,064	17.6%	139
Watched any pay-per-view TV in last 12 months	4,383	12.7%	130
Downloaded a movie over the Internet in last 30 days	4,028	11.7%	122
Downloaded any individual song in last 6 months	8,155	23.6%	124
Watched a movie online in the last 30 days	10,429	30.2%	112
Watched a TV program online in last 30 days	7,875	22.8%	120
Played a video/electronic game (console) in last 12 months	3,214	9.3%	105
Played a video/electronic game (portable) in last 12 months	1,767	5.1%	109
<b>Financial (Adults)</b>			
Have home mortgage (1st)	14,903	43.2%	139
Used ATM/cash machine in last 12 months	20,856	60.4%	114
Own any stock	3,631	10.5%	147
Own U.S. savings bond	1,987	5.8%	132
Own shares in mutual fund (stock)	3,723	10.8%	151
Own shares in mutual fund (bonds)	2,535	7.3%	154
Have interest checking account	12,414	36.0%	125
Have non-interest checking account	10,610	30.7%	105
Have savings account	22,991	66.6%	116
Have 401K retirement savings plan	7,641	22.1%	138
Own/used any credit/debit card in last 12 months	29,804	86.3%	109
Avg monthly credit card expenditures: <\$1-110	3,801	11.0%	96
Avg monthly credit card expenditures: \$111-\$225	2,561	7.4%	101
Avg monthly credit card expenditures: \$226-\$450	2,497	7.2%	106
Avg monthly credit card expenditures: \$451-\$700	2,546	7.4%	120
Avg monthly credit card expenditures: \$701-\$1,000	2,482	7.2%	128
Avg monthly credit card expenditures: \$1,001+	6,256	18.1%	156
Did banking online in last 12 months	17,242	49.9%	128
Did banking on mobile device in last 12 months	11,548	33.4%	129
Paid bills online in last 12 months	20,621	59.7%	119

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
<b>Grocery (Adults)</b>			
Used beef (fresh/frozen) in last 6 months	12,584	70.9%	103
Used bread in last 6 months	16,547	93.3%	100
Used chicken (fresh or frozen) in last 6 months	12,846	72.4%	104
Used turkey (fresh or frozen) in last 6 months	2,706	15.3%	102
Used fish/seafood (fresh or frozen) in last 6 months	10,098	56.9%	103
Used fresh fruit/vegetables in last 6 months	15,668	88.3%	103
Used fresh milk in last 6 months	15,551	87.6%	102
Used organic food in last 6 months	4,975	28.0%	117
<b>Health (Adults)</b>			
Exercise at home 2+ times per week	11,481	33.3%	121
Exercise at club 2+ times per week	6,832	19.8%	138
Visited a doctor in last 12 months	27,668	80.1%	104
Used vitamin/dietary supplement in last 6 months	19,751	57.2%	106
<b>Home (Households)</b>			
Did any home improvement in last 12 months	5,933	33.4%	121
Used any housekeeper/professional cleaning service in last 12 months	3,568	20.1%	138
Purchased low ticket HH furnishings in last 12 months	3,340	18.8%	110
Purchased big ticket HH furnishings in last 12 months	4,589	25.9%	116
Bought any small kitchen appliance in last 12 months	4,255	24.0%	108
Bought any large kitchen appliance in last 12 months	2,873	16.2%	116
<b>Insurance (Adults/Households)</b>			
Currently carry life insurance	17,894	51.8%	117
Carry medical/hospital/accident insurance	28,029	81.2%	109
Carry homeowner insurance	19,906	57.7%	122
Carry renter's insurance	2,986	8.6%	102
Have auto insurance: 1 vehicle in household covered	4,780	26.9%	87
Have auto insurance: 2 vehicles in household covered	6,148	34.7%	122
Have auto insurance: 3+ vehicles in household covered	4,933	27.8%	121
<b>Pets (Households)</b>			
Household owns any pet	10,376	58.5%	107
Household owns any cat	3,798	21.4%	94
Household owns any dog	8,093	45.6%	109
<b>Psychographics (Adults)</b>			
Buying American is important to me	12,640	36.6%	93
Usually buy items on credit rather than wait	4,687	13.6%	103
Usually buy based on quality - not price	6,427	18.6%	98
Price is usually more important than brand name	9,234	26.7%	98
Usually use coupons for brands I buy often	5,780	16.7%	97
Am interested in how to help the environment	6,495	18.8%	97
Usually pay more for environ safe product	4,758	13.8%	97
Usually value green products over convenience	3,527	10.2%	90
Likely to buy a brand that supports a charity	12,299	35.6%	101
<b>Reading (Adults)</b>			
Bought digital book in last 12 months	5,883	17.0%	132
Bought hardcover book in last 12 months	8,537	24.7%	124
Bought paperback book in last 12 month	11,812	34.2%	120
Read any daily newspaper (paper version)	6,453	18.7%	102
Read any digital newspaper in last 30 days	16,673	48.3%	121
Read any magazine (paper/electronic version) in last 6 months	32,749	94.9%	104

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December 31, 2019





# Retail Market Potential

Epic Plaza  
12910 Factory Ln, Louisville, Kentucky, 40245  
Ring: 3 mile radius

Prepared by Charlotte Hollkamp  
Latitude: 38.28821  
Longitude: -85.51154

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
<b>Restaurants (Adults)</b>			
Went to family restaurant/steak house in last 6 months	27,838	80.6%	108
Went to family restaurant/steak house: 4+ times a month	10,249	29.7%	112
Went to fast food/drive-in restaurant in last 6 months	31,858	92.3%	102
Went to fast food/drive-in restaurant 9+ times/month	13,967	40.5%	103
Fast food restaurant last 6 months: eat in	13,445	38.9%	105
Fast food restaurant last 6 months: home delivery	2,990	8.7%	100
Fast food restaurant last 6 months: take-out/drive-thru	17,363	50.3%	107
Fast food restaurant last 6 months: take-out/walk-in	8,331	24.1%	116
<b>Television &amp; Electronics (Adults/Households)</b>			
Own any tablet	20,675	59.9%	124
Own any e-reader	3,899	11.3%	136
Own e-reader/tablet: iPad	13,719	39.7%	141
HH has Internet connectable TV	6,419	36.2%	126
Own any portable MP3 player	7,892	22.9%	123
HH owns 1 TV	2,945	16.6%	79
HH owns 2 TVs	4,766	26.9%	100
HH owns 3 TVs	4,149	23.4%	112
HH owns 4+ TVs	3,936	22.2%	127
HH subscribes to cable TV	8,656	48.8%	112
HH subscribes to fiber optic	2,003	11.3%	160
HH owns portable GPS navigation device	4,810	27.1%	118
HH purchased video game system in last 12 months	1,632	9.2%	112
HH owns any Internet video device for TV	5,573	31.4%	131
<b>Travel (Adults)</b>			
Took domestic trip in continental US last 12 months	22,258	64.5%	123
Took 3+ domestic non-business trips in last 12 months	5,336	15.5%	131
Spent on domestic vacations in last 12 months: <\$1-999	3,967	11.5%	106
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	2,787	8.1%	129
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	1,918	5.6%	138
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	2,053	5.9%	143
Spent on domestic vacations in last 12 months: \$3,000+	3,112	9.0%	139
Domestic travel in last 12 months: used general travel website	3,286	9.5%	139
Took foreign trip (including Alaska and Hawaii) in last 3 years	12,602	36.5%	133
Took 3+ foreign trips by plane in last 3 years	2,846	8.2%	151
Spent on foreign vacations in last 12 months: <\$1-999	2,034	5.9%	127
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	1,801	5.2%	130
Spent on foreign vacations in last 12 months: \$3,000+	3,293	9.5%	151
Foreign travel in last 3 years: used general travel website	2,851	8.3%	144
Nights spent in hotel/motel in last 12 months: any	19,322	56.0%	126
Took cruise of more than one day in last 3 years	3,959	11.5%	129
Member of any frequent flyer program	9,802	28.4%	157
Member of any hotel rewards program	9,163	26.5%	147

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December 31, 2019





# Retail Market Potential

Epic Plaza  
12910 Factory Ln, Louisville, Kentucky, 40245  
Ring: 5 mile radius

Prepared by Charlotte Hollkamp  
Latitude: 38.28821  
Longitude: -85.51154

Demographic Summary		2019	2024
Population		122,354	129,557
Population 18+		93,631	100,036
Households		48,433	51,318
Median Household Income		\$95,819	\$107,133

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
<b>Apparel (Adults)</b>			
Bought any men's clothing in last 12 months	47,279	50.5%	107
Bought any women's clothing in last 12 months	42,749	45.7%	106
Bought clothing for child <13 years in last 6 months	25,119	26.8%	101
Bought any shoes in last 12 months	53,183	56.8%	108
Bought costume jewelry in last 12 months	17,712	18.9%	109
Bought any fine jewelry in last 12 months	16,909	18.1%	101
Bought a watch in last 12 months	15,271	16.3%	105
<b>Automobiles (Households)</b>			
HH owns/leases any vehicle	44,864	92.6%	108
HH bought/leased new vehicle last 12 months	6,293	13.0%	132
<b>Automotive Aftermarket (Adults)</b>			
Bought gasoline in last 6 months	85,260	91.1%	106
Bought/changed motor oil in last 12 months	43,806	46.8%	98
Had tune-up in last 12 months	25,602	27.3%	110
<b>Beverages (Adults)</b>			
Drank bottled water/seltzer in last 6 months	68,324	73.0%	102
Drank regular cola in last 6 months	36,157	38.6%	87
Drank beer/ale in last 6 months	43,496	46.5%	110
<b>Cameras (Adults)</b>			
Own digital point & shoot camera/camcorder	12,903	13.8%	138
Own digital SLR camera/camcorder	9,873	10.5%	134
Printed digital photos in last 12 months	27,164	29.0%	127
<b>Cell Phones (Adults/Households)</b>			
Bought cell phone in last 12 months	31,930	34.1%	99
Have a smartphone	83,297	89.0%	106
Have a smartphone: Android phone (any brand)	32,762	35.0%	86
Have a smartphone: Apple iPhone	49,824	53.2%	127
Number of cell phones in household: 1	11,852	24.5%	80
Number of cell phones in household: 2	20,138	41.6%	107
Number of cell phones in household: 3+	15,627	32.3%	115
HH has cell phone only (no landline telephone)	23,989	49.5%	88
<b>Computers (Households)</b>			
HH owns a computer	40,770	84.2%	114
HH owns desktop computer	21,181	43.7%	118
HH owns laptop/notebook	32,096	66.3%	117
HH owns any Apple/Mac brand computer	11,462	23.7%	131
HH owns any PC/non-Apple brand computer	33,234	68.6%	112
HH purchased most recent computer in a store	20,730	42.8%	118
HH purchased most recent computer online	8,102	16.7%	123
Spent <\$1-499 on most recent home computer	6,999	14.5%	98
Spent \$500-\$999 on most recent home computer	10,033	20.7%	123
Spent \$1,000-\$1,499 on most recent home computer	5,699	11.8%	123
Spent \$1,500-\$1,999 on most recent home computer	2,926	6.0%	136
Spent \$2,000+ on most recent home computer	2,547	5.3%	133

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December 31, 2019



## Retail Market Potential

Epic Plaza  
12910 Factory Ln, Louisville, Kentucky, 40245  
Ring: 5 mile radius

Prepared by Charlotte Hollkamp  
Latitude: 38.28821  
Longitude: -85.51154

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
<b>Convenience Stores (Adults)</b>			
Shopped at convenience store in last 6 months	59,616	63.7%	101
Bought brewed coffee at convenience store in last 30 days	12,982	13.9%	100
Bought cigarettes at convenience store in last 30 days	7,309	7.8%	72
Bought gas at convenience store in last 30 days	35,275	37.7%	101
Spent at convenience store in last 30 days: <\$1-19	7,755	8.3%	120
Spent at convenience store in last 30 days: \$20-\$39	9,073	9.7%	102
Spent at convenience store in last 30 days: \$40-\$50	7,815	8.3%	101
Spent at convenience store in last 30 days: \$51-\$99	4,879	5.2%	94
Spent at convenience store in last 30 days: \$100+	20,145	21.5%	96
<b>Entertainment (Adults)</b>			
Attended a movie in last 6 months	61,846	66.1%	113
Went to live theater in last 12 months	13,911	14.9%	135
Went to a bar/night club in last 12 months	18,640	19.9%	115
Dined out in last 12 months	57,916	61.9%	119
Gambled at a casino in last 12 months	13,475	14.4%	109
Visited a theme park in last 12 months	19,471	20.8%	110
Viewed movie (video-on-demand) in last 30 days	22,827	24.4%	139
Viewed TV show (video-on-demand) in last 30 days	16,204	17.3%	137
Watched any pay-per-view TV in last 12 months	11,283	12.1%	123
Downloaded a movie over the Internet in last 30 days	10,141	10.8%	113
Downloaded any individual song in last 6 months	20,843	22.3%	117
Watched a movie online in the last 30 days	26,698	28.5%	106
Watched a TV program online in last 30 days	20,670	22.1%	116
Played a video/electronic game (console) in last 12 months	8,521	9.1%	103
Played a video/electronic game (portable) in last 12 months	4,611	4.9%	105
<b>Financial (Adults)</b>			
Have home mortgage (1st)	39,168	41.8%	135
Used ATM/cash machine in last 12 months	56,272	60.1%	114
Own any stock	10,014	10.7%	149
Own U.S. savings bond	5,416	5.8%	133
Own shares in mutual fund (stock)	10,373	11.1%	155
Own shares in mutual fund (bonds)	7,183	7.7%	161
Have interest checking account	34,677	37.0%	129
Have non-interest checking account	29,116	31.1%	106
Have savings account	62,480	66.7%	116
Have 401K retirement savings plan	20,402	21.8%	135
Own/used any credit/debit card in last 12 months	80,790	86.3%	109
Avg monthly credit card expenditures: <\$1-110	10,595	11.3%	98
Avg monthly credit card expenditures: \$111-\$225	7,077	7.6%	103
Avg monthly credit card expenditures: \$226-\$450	6,897	7.4%	108
Avg monthly credit card expenditures: \$451-\$700	7,036	7.5%	122
Avg monthly credit card expenditures: \$701-\$1,000	6,923	7.4%	132
Avg monthly credit card expenditures: \$1,001+	17,002	18.2%	156
Did banking online in last 12 months	46,484	49.6%	127
Did banking on mobile device in last 12 months	29,979	32.0%	124
Paid bills online in last 12 months	55,261	59.0%	118

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December 31, 2019



# Retail Market Potential

Epic Plaza  
12910 Factory Ln, Louisville, Kentucky, 40245  
Ring: 5 mile radius

Prepared by Charlotte Hollkamp  
Latitude: 38.28821  
Longitude: -85.51154

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
<b>Grocery (Adults)</b>			
Used beef (fresh/frozen) in last 6 months	34,023	70.2%	102
Used bread in last 6 months	45,136	93.2%	100
Used chicken (fresh or frozen) in last 6 months	34,780	71.8%	104
Used turkey (fresh or frozen) in last 6 months	7,464	15.4%	103
Used fish/seafood (fresh or frozen) in last 6 months	27,590	57.0%	103
Used fresh fruit/vegetables in last 6 months	42,674	88.1%	103
Used fresh milk in last 6 months	42,100	86.9%	101
Used organic food in last 6 months	13,668	28.2%	118
<b>Health (Adults)</b>			
Exercise at home 2+ times per week	31,593	33.7%	123
Exercise at club 2+ times per week	18,166	19.4%	135
Visited a doctor in last 12 months	75,836	81.0%	105
Used vitamin/dietary supplement in last 6 months	54,404	58.1%	108
<b>Home (Households)</b>			
Did any home improvement in last 12 months	16,612	34.3%	124
Used any housekeeper/professional cleaning service in last 12 months	9,621	19.9%	136
Purchased low ticket HH furnishings in last 12 months	9,339	19.3%	113
Purchased big ticket HH furnishings in last 12 months	12,288	25.4%	114
Bought any small kitchen appliance in last 12 months	11,394	23.5%	106
Bought any large kitchen appliance in last 12 months	7,641	15.8%	113
<b>Insurance (Adults/Households)</b>			
Currently carry life insurance	48,365	51.7%	117
Carry medical/hospital/accident insurance	75,874	81.0%	108
Carry homeowner insurance	54,756	58.5%	124
Carry renter's insurance	7,856	8.4%	99
Have auto insurance: 1 vehicle in household covered	13,323	27.5%	89
Have auto insurance: 2 vehicles in household covered	16,490	34.0%	119
Have auto insurance: 3+ vehicles in household covered	13,520	27.9%	122
<b>Pets (Households)</b>			
Household owns any pet	28,263	58.4%	107
Household owns any cat	11,091	22.9%	101
Household owns any dog	21,576	44.5%	107
<b>Psychographics (Adults)</b>			
Buying American is important to me	36,104	38.6%	98
Usually buy items on credit rather than wait	13,050	13.9%	106
Usually buy based on quality - not price	18,105	19.3%	102
Price is usually more important than brand name	24,965	26.7%	97
Usually use coupons for brands I buy often	16,352	17.5%	101
Am interested in how to help the environment	17,523	18.7%	97
Usually pay more for environ safe product	13,162	14.1%	99
Usually value green products over convenience	9,364	10.0%	89
Likely to buy a brand that supports a charity	33,485	35.8%	102
<b>Reading (Adults)</b>			
Bought digital book in last 12 months	15,838	16.9%	131
Bought hardcover book in last 12 months	23,183	24.8%	124
Bought paperback book in last 12 month	31,793	34.0%	119
Read any daily newspaper (paper version)	19,544	20.9%	113
Read any digital newspaper in last 30 days	44,809	47.9%	120
Read any magazine (paper/electronic version) in last 6 months	88,538	94.6%	104

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December 31, 2019



# Retail Market Potential

Epic Plaza  
12910 Factory Ln, Louisville, Kentucky, 40245  
Ring: 5 mile radius

Prepared by Charlotte Hollkamp  
Latitude: 38.28821  
Longitude: -85.51154

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
<b>Restaurants (Adults)</b>			
Went to family restaurant/steak house in last 6 months	74,785	79.9%	107
Went to family restaurant/steak house: 4+ times a month	27,324	29.2%	110
Went to fast food/drive-in restaurant in last 6 months	86,258	92.1%	101
Went to fast food/drive-in restaurant 9+ times/month	36,793	39.3%	100
Fast food restaurant last 6 months: eat in	36,473	39.0%	105
Fast food restaurant last 6 months: home delivery	7,783	8.3%	96
Fast food restaurant last 6 months: take-out/drive-thru	46,040	49.2%	105
Fast food restaurant last 6 months: take-out/walk-in	22,158	23.7%	114
<b>Television &amp; Electronics (Adults/Households)</b>			
Own any tablet	54,577	58.3%	121
Own any e-reader	10,845	11.6%	139
Own e-reader/tablet: iPad	36,258	38.7%	137
HH has Internet connectable TV	17,201	35.5%	124
Own any portable MP3 player	20,859	22.3%	120
HH owns 1 TV	8,388	17.3%	83
HH owns 2 TVs	12,951	26.7%	100
HH owns 3 TVs	11,371	23.5%	112
HH owns 4+ TVs	10,451	21.6%	124
HH subscribes to cable TV	24,182	49.9%	114
HH subscribes to fiber optic	5,165	10.7%	151
HH owns portable GPS navigation device	13,439	27.7%	121
HH purchased video game system in last 12 months	4,159	8.6%	104
HH owns any Internet video device for TV	14,754	30.5%	127
<b>Travel (Adults)</b>			
Took domestic trip in continental US last 12 months	60,981	65.1%	124
Took 3+ domestic non-business trips in last 12 months	14,796	15.8%	134
Spent on domestic vacations in last 12 months: <\$1-999	10,877	11.6%	108
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	7,716	8.2%	132
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	5,116	5.5%	136
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	5,478	5.9%	140
Spent on domestic vacations in last 12 months: \$3,000+	8,891	9.5%	147
Domestic travel in last 12 months: used general travel website	8,686	9.3%	136
Took foreign trip (including Alaska and Hawaii) in last 3 years	33,886	36.2%	132
Took 3+ foreign trips by plane in last 3 years	7,723	8.2%	151
Spent on foreign vacations in last 12 months: <\$1-999	5,561	5.9%	128
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	4,714	5.0%	126
Spent on foreign vacations in last 12 months: \$3,000+	8,920	9.5%	151
Foreign travel in last 3 years: used general travel website	7,684	8.2%	143
Nights spent in hotel/motel in last 12 months: any	52,241	55.8%	125
Took cruise of more than one day in last 3 years	11,233	12.0%	135
Member of any frequent flyer program	26,285	28.1%	155
Member of any hotel rewards program	24,613	26.3%	146

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