



Sports and Leisure Market Potential

Anchorage Plaza
12907 Factory Ln, Louisville, Kentucky, 40245
Ring: 1 mile radius

Prepared by Charlotte Hollkamp
Latitude: 38.28861
Longitude: -85.51168

Demographic Summary		2018	2023
Population		4,694	5,038
Population 18+		3,386	3,642
Households		1,984	2,138
Median Household Income		\$102,049	\$106,993
Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Participated in aerobics in last 12 months	342	10.1%	128
Participated in archery in last 12 months	78	2.3%	86
Participated in backpacking in last 12 months	118	3.5%	97
Participated in baseball in last 12 months	154	4.5%	110
Participated in basketball in last 12 months	315	9.3%	113
Participated in bicycling (mountain) in last 12 months	183	5.4%	133
Participated in bicycling (road) in last 12 months	445	13.1%	130
Participated in boating (power) in last 12 months	224	6.6%	129
Participated in bowling in last 12 months	393	11.6%	120
Participated in canoeing/kayaking in last 12 months	229	6.8%	103
Participated in fishing (fresh water) in last 12 months	388	11.5%	100
Participated in fishing (salt water) in last 12 months	155	4.6%	121
Participated in football in last 12 months	161	4.8%	108
Participated in Frisbee in last 12 months	145	4.3%	103
Participated in golf in last 12 months	436	12.9%	149
Participated in hiking in last 12 months	534	15.8%	130
Participated in horseback riding in last 12 months	53	1.6%	69
Participated in hunting with rifle in last 12 months	110	3.2%	76
Participated in hunting with shotgun in last 12 months	81	2.4%	71
Participated in ice skating in last 12 months	131	3.9%	129
Participated in jogging/running in last 12 months	678	20.0%	155
Participated in motorcycling in last 12 months	78	2.3%	72
Participated in Pilates in last 12 months	133	3.9%	140
Participated in ping pong in last 12 mos	167	4.9%	130
Participated in rock climbing in last 12 mos	83	2.5%	143
Participated in skiing (downhill) in last 12 months	123	3.6%	121
Participated in soccer in last 12 months	150	4.4%	107
Participated in softball in last 12 months	108	3.2%	116
Participated in swimming in last 12 months	636	18.8%	116
Participated in target shooting in last 12 months	161	4.8%	109
Participated in tennis in last 12 months	167	4.9%	142
Participated in volleyball in last 12 months	115	3.4%	103
Participated in walking for exercise in last 12 months	1,021	30.2%	124
Participated in weight lifting in last 12 months	549	16.2%	155
Participated in yoga in last 12 months	387	11.4%	140
Participated in Zumba in last 12 mos	139	4.1%	110
Spent on sports/rec equip in last 12 months: \$1-99	265	7.8%	116
Spent on sports/rec equip in last 12 months: \$100-\$249	282	8.3%	132
Spent on sports/rec equip in last 12 months: \$250+	333	9.8%	125
Attend sports events	818	24.2%	143
Attend sports events: baseball game - MLB reg seas	312	9.2%	161
Attend sports events: basketball game-NBA reg seas	63	1.9%	113
Attend sports events: football game (college)	193	5.7%	164
Attend sports events: football game - NFL weekend	113	3.3%	159
Attend sports events: high school sports	157	4.6%	144

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 2018 and 2023.

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Listen to sports on radio	482	14.2%	123
Watch sports on TV	2,196	64.9%	111
Watch on TV: alpine skiing/ski jumping	122	3.6%	122
Watch on TV: auto racing (NASCAR)	284	8.4%	80
Watch on TV: auto racing (not NASCAR)	141	4.2%	98
Watch on TV: baseball (MLB regular season)	771	22.8%	116
Watch on TV: baseball (MLB playoffs/World Series)	694	20.5%	120
Watch on TV: basketball (college)	573	16.9%	131
Watch on TV: basketball (NCAA tournament)	546	16.1%	125
Watch on TV: basketball (NBA regular season)	611	18.0%	117
Watch on TV: basketball (NBA playoffs/finals)	715	21.1%	126
Watch on TV: basketball (WNBA)	80	2.4%	81
Watch on TV: bicycle racing	101	3.0%	133
Watch on TV: bowling	65	1.9%	91
Watch on TV: boxing	233	6.9%	103
Watch on TV: bull riding (pro)	95	2.8%	95
Watch on TV: Equestrian events	52	1.5%	68
Watch on TV: extreme sports (summer)	132	3.9%	108
Watch on TV: extreme sports (winter)	162	4.8%	119
Watch on TV: figure skating	163	4.8%	87
Watch on TV: fishing	153	4.5%	97
Watch on TV: football (college)	1,010	29.8%	126
Watch on TV: football (NFL Mon/Thurs night games)	1,316	38.9%	121
Watch on TV: football (NFL weekend games)	1,297	38.3%	117
Watch on TV: football (NFL playoffs/Super Bowl)	1,327	39.2%	117
Watch on TV: golf (PGA)	495	14.6%	125
Watch on TV: golf (LPGA)	133	3.9%	102
Watch on TV: gymnastics	238	7.0%	123
Watch on TV: high school sports	248	7.3%	150
Watch on TV: horse racing (at track or OTB)	75	2.2%	75
Watch on TV: ice hockey (NHL regular season)	298	8.8%	100
Watch on TV: ice hockey (NHL playoffs/Stamley Cup)	282	8.3%	97
Watch on TV: mixed martial arts (MMA)	135	4.0%	100
Watch on TV: motorcycle racing	78	2.3%	78
Watch on TV: Olympics (summer)	660	19.5%	123
Watch on TV: Olympics (winter)	388	11.5%	102
Watch on TV: rodeo	91	2.7%	86
Watch on TV: soccer (MLS)	243	7.2%	143
Watch on TV: soccer (World Cup)	364	10.8%	132
Watch on TV: tennis (men`s)	236	7.0%	116
Watch on TV: tennis (women`s)	207	6.1%	100
Watch on TV: track & field	177	5.2%	132
Watch on TV: volleyball (pro beach)	119	3.5%	129
Watch on TV: wrestling (WWE)	146	4.3%	85
Interest in sports: college basketball Super Fan	120	3.5%	95
Interest in sports: college football Super Fan	265	7.8%	98
Interest in sports: golf Super Fan	53	1.6%	79
Interest in sports: high school sports Super Fan	88	2.6%	87
Interest in sports: MLB Super Fan	153	4.5%	88
Interest in sports: NASCAR Super Fan	55	1.6%	54
Interest in sports: NBA Super Fan	154	4.5%	82
Interest in sports: NFL Super Fan	418	12.3%	98
Interest in sports: NHL Super Fan	85	2.5%	73
Interest in sports: soccer Super Fan	102	3.0%	103

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Member of AARP	370	10.9%	92
Member of charitable organization	177	5.2%	118
Member of church board	110	3.2%	112
Member of fraternal order	76	2.2%	93
Member of religious club	138	4.1%	112
Member of union	121	3.6%	94
Member of veterans club	79	2.3%	94
Attended adult education course in last 12 months	312	9.2%	118
Went to art gallery in last 12 months	291	8.6%	109
Attended auto show in last 12 months	209	6.2%	104
Did baking in last 12 months	863	25.5%	109
Went to bar/night club in last 12 months	709	20.9%	120
Went to beach in last 12 months	1,226	36.2%	129
Played billiards/pool in last 12 months	227	6.7%	101
Played bingo in last 12 months	153	4.5%	112
Did birdwatching in last 12 months	105	3.1%	70
Played board game in last 12 months	660	19.5%	133
Read book in last 12 months	1,347	39.8%	118
Participated in book club in last 12 months	97	2.9%	97
Went on overnight camping trip in last 12 months	444	13.1%	107
Played cards in last 12 months	648	19.1%	119
Played chess in last 12 months	134	4.0%	113
Played computer game (offline w/software)/12 months	236	7.0%	105
Played computer game (online w/o software)/12 months	449	13.3%	109
Cooked for fun in last 12 months	848	25.0%	114
Did crossword puzzle in last 12 months	307	9.1%	92
Danced/went dancing in last 12 months	299	8.8%	116
Attended dance performance in last 12 months	207	6.1%	144
Dined out in last 12 months	2,028	59.9%	117
Participated in fantasy sports league last 12 months	217	6.4%	132
Participated in tailgating in last 12 months	233	6.9%	148
Did furniture refinishing in last 12 months	109	3.2%	87
Gambled at casino in last 12 months	447	13.2%	102
Gambled in Las Vegas in last 12 months	169	5.0%	148
Participate in indoor gardening/plant care	299	8.8%	96
Attended horse races in last 12 months	87	2.6%	111
Participated in karaoke in last 12 months	154	4.5%	115
Bought lottery ticket in last 12 months	1,212	35.8%	100
Played lottery 6+ times in last 30 days	314	9.3%	87
Bought lottery ticket in last 12 months: Daily Drawing	67	2.0%	59
Bought lottery ticket in last 12 months: Instant Game	479	14.1%	80
Bought lottery ticket in last 12 months: Mega Millions	570	16.8%	108
Bought lottery ticket in last 12 months: Powerball	812	24.0%	109
Attended a movie in last 6 months	2,419	71.4%	120
Attended movie in last 90 days: once/week or more	68	2.0%	85
Attended movie in last 90 days: 2-3 times a month	296	8.7%	141
Attended movie in last 90 days: once a month	488	14.4%	145
Attended movie in last 90 days: < once a month	1,409	41.6%	116
Movie genre seen at theater/6 months: action	1,211	35.8%	130

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Movie genre seen at theater/6 months: adventure	1,369	40.4%	130
Movie genre seen at theater/6 months: comedy	1,078	31.8%	131
Movie genre seen at theater/6 months: crime	442	13.1%	119
Movie genre seen at theater/6 months: drama	990	29.2%	124
Movie genre seen at theater/6 months: family	446	13.2%	129
Movie genre seen at theater/6 months: fantasy	644	19.0%	137
Movie genre seen at theater/6 months: horror	166	4.9%	92
Movie genre seen at theater/6 months: romance	279	8.2%	105
Movie genre seen at theater/6 months: science fiction	878	25.9%	132
Movie genre seen at theater/6 months: thriller	752	22.2%	129
Went to museum in last 12 months	477	14.1%	109
Attended classical music/opera performance/12 months	151	4.5%	119
Attended country music performance in last 12 months	250	7.4%	113
Attended rock music performance in last 12 months	421	12.4%	132
Played musical instrument in last 12 months	241	7.1%	95
Did painting/drawing in last 12 months	241	7.1%	93
Did photo album/scrapbooking in last 12 months	181	5.3%	120
Did photography in last 12 months	410	12.1%	116
Did Sudoku puzzle in last 12 months	298	8.8%	112
Went to live theater in last 12 months	457	13.5%	116
Visited a theme park in last 12 months	889	26.3%	139
Visited a theme park 5+ times in last 12 months	177	5.2%	131
Participated in trivia games in last 12 months	248	7.3%	110
Played video/electronic game (console) last 12 months	339	10.0%	110
Played video/electronic game (portable) last 12 months	189	5.6%	108
Visited an indoor water park in last 12 months	130	3.8%	118
Did woodworking in last 12 months	151	4.5%	98
Participated in word games in last 12 months	338	10.0%	97
Went to zoo in last 12 months	543	16.0%	126
Purchased DVDs in last 30 days: 1	131	3.9%	149
Purchased DVDs in last 30 days: 2	60	1.8%	87
Purchased DVDs in last 30 days: 3+	108	3.2%	83
Purchased DVD/Blu-ray disc online in last 12 months	295	8.7%	131
Rented DVDs in last 30 days: 1	175	5.2%	145
Rented DVDs in last 30 days: 2	176	5.2%	140
Rented DVDs in last 30 days: 3+	317	9.4%	104
Rented movie/oth video/30 days: action/adventure	916	27.1%	126
Rented movie/oth video/30 days: classics	262	7.7%	121
Rented movie/oth video/30 days: comedy	894	26.4%	127
Rented movie/oth video/30 days: drama	610	18.0%	123
Rented movie/oth video/30 days: family/children	497	14.7%	146
Rented movie/oth video/30 days: foreign	93	2.7%	109
Rented movie/oth video/30 days: horror	217	6.4%	89
Rented movie/oth video/30 days: musical	111	3.3%	119
Rented movie/oth video/30 days: news/documentary	134	4.0%	95
Rented movie/oth video/30 days: romance	336	9.9%	127
Rented movie/oth video/30 days: science fiction	299	8.8%	120
Rented movie/oth video/30 days: TV show	285	8.4%	107
Rented movie/oth video/30 days: western	71	2.1%	77

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Product/Consumer Behavior	Expected		MPI
	Number of Adults/HHs	Percent	
Rented/purch DVD/Blu-ray/30 days: from amazon.com	390	11.5%	153
Rented DVD/Blu-ray/30 days: from netflix.com	622	18.4%	137
Rented/purch DVD/Blu-ray/30 days: from Redbox	783	23.1%	136
HH owns ATV/UTV	93	4.7%	80
Bought any children`s toy/game in last 12 months	1,256	37.1%	113
Spent on toys/games for child last 12 months: <\$50	202	6.0%	99
Spent on toys/games for child last 12 months: \$50-99	79	2.3%	92
Spent on toys/games for child last 12 months: \$100-199	222	6.6%	106
Spent on toys/games for child last 12 months: \$200-499	374	11.0%	124
Spent on toys/games for child last 12 months: \$500+	213	6.3%	135
Bought any toys/games online in last 12 months	448	13.2%	142
Bought infant toy in last 12 months	236	7.0%	105
Bought pre-school toy in last 12 months	299	8.8%	129
Bought for child last 12 months: boy action figure	300	8.9%	111
Bought for child last 12 months: girl action figure	148	4.4%	128
Bought for child last 12 months: action game	90	2.7%	105
Bought for child last 12 months: bicycle	268	7.9%	133
Bought for child last 12 months: board game	510	15.1%	136
Bought for child last 12 months: builder set	194	5.7%	111
Bought for child last 12 months: car	303	8.9%	111
Bought for child last 12 months: construction toy	206	6.1%	106
Bought for child last 12 months: fashion doll	162	4.8%	111
Bought for child last 12 months: large/baby doll	228	6.7%	97
Bought for child last 12 months: doll accessories	173	5.1%	132
Bought for child last 12 months: doll clothing	142	4.2%	102
Bought for child last 12 months: educational toy	485	14.3%	122
Bought for child last 12 months: electronic doll/animal	98	2.9%	105
Bought for child last 12 months: electronic game	214	6.3%	114
Bought for child last 12 months: mechanical toy	136	4.0%	102
Bought for child last 12 months: model kit/set	108	3.2%	109
Bought for child last 12 months: plush doll/animal	285	8.4%	103
Bought for child last 12 months: sound game	53	1.6%	82
Bought for child last 12 months: water toy	357	10.5%	114
Bought for child last 12 months: word game	90	2.7%	106

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Bought digital book in last 12 months	602	17.8%	133
Bought hardcover book in last 12 months	818	24.2%	122
Bought paperback book in last 12 months	1,180	34.8%	120
Bought 1-3 books in last 12 months	767	22.7%	115
Bought 4-6 books in last 12 months	336	9.9%	107
Bought 7+ books in last 12 months	681	20.1%	125
Bought book (fiction) in last 12 months	1,018	30.1%	122
Bought book (non-fiction) in last 12 months	973	28.7%	128
Bought biography in last 12 months	281	8.3%	122
Bought children`s book in last 12 months	372	11.0%	121
Bought cookbook in last 12 months	201	5.9%	82
Bought history book in last 12 months	286	8.4%	100
Bought mystery book in last 12 months	384	11.3%	111
Bought novel in last 12 months	559	16.5%	121
Bought religious book (not bible) in last 12 mo	230	6.8%	104
Bought romance book in last 12 months	203	6.0%	101
Bought science fiction book in last 12 months	236	7.0%	123
Bought personal/business self-help book last 12 months	310	9.2%	144
Bought travel book in last 12 months	62	1.8%	88
Bought book online in last 12 months	978	28.9%	143
Bought book last 12 months: amazon.com	932	27.5%	141
Bought book last 12 months: barnes&noble.com	111	3.3%	149
Bought book last 12 months: Barnes & Noble book store	621	18.3%	141
Bought book last 12 months: other book store (not B&N)	386	11.4%	113
Bought book last 12 months: mail order	52	1.5%	78
Listened to/purchased audiobook in last 6 months	222	6.6%	121

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Demographic Summary		2018	2023
Population		45,494	47,929
Population 18+		33,891	36,084
Households		17,388	18,360
Median Household Income		\$88,522	\$96,254
Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Participated in aerobics in last 12 months	3,475	10.3%	130
Participated in archery in last 12 months	925	2.7%	102
Participated in backpacking in last 12 months	1,449	4.3%	119
Participated in baseball in last 12 months	1,431	4.2%	102
Participated in basketball in last 12 months	2,968	8.8%	106
Participated in bicycling (mountain) in last 12 months	1,883	5.6%	136
Participated in bicycling (road) in last 12 months	4,486	13.2%	131
Participated in boating (power) in last 12 months	2,072	6.1%	119
Participated in bowling in last 12 months	3,761	11.1%	115
Participated in canoeing/kayaking in last 12 months	2,683	7.9%	120
Participated in fishing (fresh water) in last 12 months	3,804	11.2%	98
Participated in fishing (salt water) in last 12 months	1,467	4.3%	114
Participated in football in last 12 months	1,613	4.8%	108
Participated in Frisbee in last 12 months	1,648	4.9%	117
Participated in golf in last 12 months	4,117	12.1%	141
Participated in hiking in last 12 months	5,654	16.7%	138
Participated in horseback riding in last 12 months	714	2.1%	93
Participated in hunting with rifle in last 12 months	1,090	3.2%	76
Participated in hunting with shotgun in last 12 months	973	2.9%	85
Participated in ice skating in last 12 months	1,284	3.8%	127
Participated in jogging/running in last 12 months	6,284	18.5%	143
Participated in motorcycling in last 12 months	975	2.9%	90
Participated in Pilates in last 12 months	1,322	3.9%	140
Participated in ping pong in last 12 mos	1,802	5.3%	140
Participated in rock climbing in last 12 mos	642	1.9%	111
Participated in skiing (downhill) in last 12 months	1,557	4.6%	154
Participated in soccer in last 12 months	1,479	4.4%	106
Participated in softball in last 12 months	1,000	3.0%	107
Participated in swimming in last 12 months	6,886	20.3%	125
Participated in target shooting in last 12 months	1,554	4.6%	105
Participated in tennis in last 12 months	1,600	4.7%	135
Participated in volleyball in last 12 months	1,090	3.2%	98
Participated in walking for exercise in last 12 months	10,360	30.6%	126
Participated in weight lifting in last 12 months	5,081	15.0%	143
Participated in yoga in last 12 months	3,813	11.3%	138
Participated in Zumba in last 12 mos	1,468	4.3%	116
Spent on sports/rec equip in last 12 months: \$1-99	2,618	7.7%	115
Spent on sports/rec equip in last 12 months: \$100-\$249	2,470	7.3%	116
Spent on sports/rec equip in last 12 months: \$250+	3,210	9.5%	120
Attend sports events	7,687	22.7%	134
Attend sports events: baseball game - MLB reg seas	2,770	8.2%	143
Attend sports events: basketball game-NBA reg seas	787	2.3%	141
Attend sports events: football game (college)	1,627	4.8%	138
Attend sports events: football game - NFL weekend	984	2.9%	139
Attend sports events: high school sports	1,354	4.0%	124

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Listen to sports on radio	4,874	14.4%	125
Watch sports on TV	22,123	65.3%	112
Watch on TV: alpine skiing/ski jumping	1,257	3.7%	126
Watch on TV: auto racing (NASCAR)	3,069	9.1%	87
Watch on TV: auto racing (not NASCAR)	1,408	4.2%	97
Watch on TV: baseball (MLB regular season)	8,046	23.7%	121
Watch on TV: baseball (MLB playoffs/World Series)	7,070	20.9%	122
Watch on TV: basketball (college)	5,221	15.4%	119
Watch on TV: basketball (NCAA tournament)	5,284	15.6%	121
Watch on TV: basketball (NBA regular season)	5,764	17.0%	111
Watch on TV: basketball (NBA playoffs/finals)	6,592	19.5%	116
Watch on TV: basketball (WNBA)	793	2.3%	80
Watch on TV: bicycle racing	1,037	3.1%	136
Watch on TV: bowling	594	1.8%	83
Watch on TV: boxing	2,132	6.3%	94
Watch on TV: bull riding (pro)	832	2.5%	83
Watch on TV: Equestrian events	702	2.1%	92
Watch on TV: extreme sports (summer)	1,218	3.6%	100
Watch on TV: extreme sports (winter)	1,460	4.3%	107
Watch on TV: figure skating	2,017	6.0%	108
Watch on TV: fishing	1,447	4.3%	92
Watch on TV: football (college)	9,631	28.4%	120
Watch on TV: football (NFL Mon/Thurs night games)	12,778	37.7%	117
Watch on TV: football (NFL weekend games)	13,121	38.7%	118
Watch on TV: football (NFL playoffs/Super Bowl)	13,387	39.5%	118
Watch on TV: golf (PGA)	5,200	15.3%	131
Watch on TV: golf (LPGA)	1,533	4.5%	117
Watch on TV: gymnastics	2,299	6.8%	119
Watch on TV: high school sports	1,927	5.7%	116
Watch on TV: horse racing (at track or OTB)	968	2.9%	97
Watch on TV: ice hockey (NHL regular season)	3,511	10.4%	117
Watch on TV: ice hockey (NHL playoffs/Stanley Cup)	3,429	10.1%	118
Watch on TV: mixed martial arts (MMA)	1,416	4.2%	105
Watch on TV: motorcycle racing	912	2.7%	91
Watch on TV: Olympics (summer)	6,810	20.1%	127
Watch on TV: Olympics (winter)	4,355	12.9%	114
Watch on TV: rodeo	815	2.4%	77
Watch on TV: soccer (MLS)	2,146	6.3%	126
Watch on TV: soccer (World Cup)	3,667	10.8%	133
Watch on TV: tennis (men`s)	2,626	7.7%	129
Watch on TV: tennis (women`s)	2,544	7.5%	122
Watch on TV: track & field	1,620	4.8%	120
Watch on TV: volleyball (pro beach)	1,080	3.2%	117
Watch on TV: wrestling (WWE)	1,314	3.9%	76
Interest in sports: college basketball Super Fan	1,095	3.2%	87
Interest in sports: college football Super Fan	2,656	7.8%	98
Interest in sports: golf Super Fan	639	1.9%	95
Interest in sports: high school sports Super Fan	768	2.3%	76
Interest in sports: MLB Super Fan	1,641	4.8%	94
Interest in sports: NASCAR Super Fan	640	1.9%	63
Interest in sports: NBA Super Fan	1,584	4.7%	85
Interest in sports: NFL Super Fan	4,135	12.2%	97
Interest in sports: NHL Super Fan	1,001	3.0%	86
Interest in sports: soccer Super Fan	1,103	3.3%	111

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September 17, 2018



Sports and Leisure Market Potential

Anchorage Plaza
12907 Factory Ln, Louisville, Kentucky, 40245
Ring: 3 mile radius

Prepared by Charlotte Hollkamp
Latitude: 38.28861
Longitude: -85.51168

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Member of AARP	4,563	13.5%	113
Member of charitable organization	2,002	5.9%	133
Member of church board	1,071	3.2%	109
Member of fraternal order	886	2.6%	108
Member of religious club	1,353	4.0%	110
Member of union	1,397	4.1%	108
Member of veterans club	780	2.3%	92
Attended adult education course in last 12 months	3,166	9.3%	119
Went to art gallery in last 12 months	3,267	9.6%	122
Attended auto show in last 12 months	2,120	6.3%	106
Did baking in last 12 months	9,385	27.7%	118
Went to bar/night club in last 12 months	6,869	20.3%	116
Went to beach in last 12 months	12,122	35.8%	127
Played billiards/pool in last 12 months	2,419	7.1%	107
Played bingo in last 12 months	1,312	3.9%	96
Did birdwatching in last 12 months	1,576	4.7%	104
Played board game in last 12 months	6,449	19.0%	130
Read book in last 12 months	13,975	41.2%	122
Participated in book club in last 12 months	1,359	4.0%	136
Went on overnight camping trip in last 12 months	4,594	13.6%	111
Played cards in last 12 months	6,244	18.4%	114
Played chess in last 12 months	1,232	3.6%	103
Played computer game (offline w/software)/12 months	2,435	7.2%	108
Played computer game (online w/o software)/12 months	4,588	13.5%	112
Cooked for fun in last 12 months	8,622	25.4%	116
Did crossword puzzle in last 12 months	3,654	10.8%	110
Danced/went dancing in last 12 months	2,935	8.7%	114
Attended dance performance in last 12 months	1,794	5.3%	125
Dined out in last 12 months	20,475	60.4%	118
Participated in fantasy sports league last 12 months	2,050	6.0%	125
Participated in tailgating in last 12 months	1,892	5.6%	120
Did furniture refinishing in last 12 months	1,285	3.8%	102
Gambled at casino in last 12 months	4,676	13.8%	107
Gambled in Las Vegas in last 12 months	1,614	4.8%	142
Participate in indoor gardening/plant care	3,443	10.2%	111
Attended horse races in last 12 months	947	2.8%	121
Participated in karaoke in last 12 months	1,394	4.1%	104
Bought lottery ticket in last 12 months	12,265	36.2%	101
Played lottery 6+ times in last 30 days	3,057	9.0%	85
Bought lottery ticket in last 12 months: Daily Drawing	756	2.2%	67
Bought lottery ticket in last 12 months: Instant Game	5,099	15.0%	85
Bought lottery ticket in last 12 months: Mega Millions	5,736	16.9%	108
Bought lottery ticket in last 12 months: Powerball	8,161	24.1%	109
Attended a movie in last 6 months	23,299	68.7%	116
Attended movie in last 90 days: once/week or more	813	2.4%	102
Attended movie in last 90 days: 2-3 times a month	2,495	7.4%	118
Attended movie in last 90 days: once a month	4,180	12.3%	124
Attended movie in last 90 days: < once a month	14,220	42.0%	117
Movie genre seen at theater/6 months: action	10,905	32.2%	117

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Movie genre seen at theater/6 months: adventure	12,681	37.4%	120
Movie genre seen at theater/6 months: comedy	9,557	28.2%	116
Movie genre seen at theater/6 months: crime	3,937	11.6%	106
Movie genre seen at theater/6 months: drama	9,386	27.7%	118
Movie genre seen at theater/6 months: family	3,869	11.4%	112
Movie genre seen at theater/6 months: fantasy	5,670	16.7%	121
Movie genre seen at theater/6 months: horror	1,573	4.6%	87
Movie genre seen at theater/6 months: romance	2,844	8.4%	107
Movie genre seen at theater/6 months: science fiction	8,041	23.7%	120
Movie genre seen at theater/6 months: thriller	6,968	20.6%	119
Went to museum in last 12 months	5,614	16.6%	128
Attended classical music/opera performance/12 months	1,689	5.0%	133
Attended country music performance in last 12 months	2,624	7.7%	118
Attended rock music performance in last 12 months	4,196	12.4%	131
Played musical instrument in last 12 months	2,710	8.0%	107
Did painting/drawing in last 12 months	2,759	8.1%	107
Did photo album/scrapbooking in last 12 months	1,888	5.6%	125
Did photography in last 12 months	4,546	13.4%	129
Did Sudoku puzzle in last 12 months	3,093	9.1%	116
Went to live theater in last 12 months	5,123	15.1%	130
Visited a theme park in last 12 months	7,580	22.4%	118
Visited a theme park 5+ times in last 12 months	1,706	5.0%	126
Participated in trivia games in last 12 months	2,549	7.5%	113
Played video/electronic game (console) last 12 months	3,048	9.0%	98
Played video/electronic game (portable) last 12 months	1,847	5.4%	105
Visited an indoor water park in last 12 months	1,203	3.5%	109
Did woodworking in last 12 months	1,621	4.8%	106
Participated in word games in last 12 months	3,889	11.5%	111
Went to zoo in last 12 months	5,202	15.3%	121
Purchased DVDs in last 30 days: 1	942	2.8%	107
Purchased DVDs in last 30 days: 2	580	1.7%	84
Purchased DVDs in last 30 days: 3+	1,059	3.1%	81
Purchased DVD/Blu-ray disc online in last 12 months	2,977	8.8%	132
Rented DVDs in last 30 days: 1	1,460	4.3%	121
Rented DVDs in last 30 days: 2	1,425	4.2%	113
Rented DVDs in last 30 days: 3+	2,974	8.8%	97
Rented movie/oth video/30 days: action/adventure	8,637	25.5%	119
Rented movie/oth video/30 days: classics	2,548	7.5%	118
Rented movie/oth video/30 days: comedy	8,237	24.3%	117
Rented movie/oth video/30 days: drama	5,826	17.2%	117
Rented movie/oth video/30 days: family/children	4,271	12.6%	125
Rented movie/oth video/30 days: foreign	938	2.8%	110
Rented movie/oth video/30 days: horror	2,172	6.4%	89
Rented movie/oth video/30 days: musical	1,027	3.0%	110
Rented movie/oth video/30 days: news/documentary	1,520	4.5%	108
Rented movie/oth video/30 days: romance	2,996	8.8%	113
Rented movie/oth video/30 days: science fiction	3,084	9.1%	123
Rented movie/oth video/30 days: TV show	3,085	9.1%	115
Rented movie/oth video/30 days: western	823	2.4%	90

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Rented/purch DVD/Blu-ray/30 days: from amazon.com	3,406	10.0%	134
Rented DVD/Blu-ray/30 days: from netflix.com	5,816	17.2%	128
Rented/purch DVD/Blu-ray/30 days: from Redbox	6,605	19.5%	115
HH owns ATV/UTV	801	4.6%	79
Bought any children`s toy/game in last 12 months	12,067	35.6%	109
Spent on toys/games for child last 12 months: <\$50	1,888	5.6%	93
Spent on toys/games for child last 12 months: \$50-99	789	2.3%	91
Spent on toys/games for child last 12 months: \$100-199	2,366	7.0%	113
Spent on toys/games for child last 12 months: \$200-499	3,476	10.3%	115
Spent on toys/games for child last 12 months: \$500+	2,015	5.9%	127
Bought any toys/games online in last 12 months	4,250	12.5%	134
Bought infant toy in last 12 months	2,324	6.9%	103
Bought pre-school toy in last 12 months	2,709	8.0%	117
Bought for child last 12 months: boy action figure	2,704	8.0%	100
Bought for child last 12 months: girl action figure	1,173	3.5%	101
Bought for child last 12 months: action game	770	2.3%	90
Bought for child last 12 months: bicycle	2,144	6.3%	106
Bought for child last 12 months: board game	4,557	13.4%	121
Bought for child last 12 months: builder set	1,996	5.9%	114
Bought for child last 12 months: car	2,722	8.0%	100
Bought for child last 12 months: construction toy	2,056	6.1%	106
Bought for child last 12 months: fashion doll	1,347	4.0%	92
Bought for child last 12 months: large/baby doll	2,191	6.5%	93
Bought for child last 12 months: doll accessories	1,348	4.0%	103
Bought for child last 12 months: doll clothing	1,369	4.0%	99
Bought for child last 12 months: educational toy	4,577	13.5%	115
Bought for child last 12 months: electronic doll/animal	864	2.5%	92
Bought for child last 12 months: electronic game	2,120	6.3%	113
Bought for child last 12 months: mechanical toy	1,447	4.3%	108
Bought for child last 12 months: model kit/set	1,108	3.3%	112
Bought for child last 12 months: plush doll/animal	2,994	8.8%	108
Bought for child last 12 months: sound game	461	1.4%	71
Bought for child last 12 months: water toy	3,550	10.5%	114
Bought for child last 12 months: word game	806	2.4%	95

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Ring: 3 mile radius

Prepared by Charlotte Hollkamp
Latitude: 38.28861
Longitude: -85.51168

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Bought digital book in last 12 months	6,214	18.3%	138
Bought hardcover book in last 12 months	8,330	24.6%	124
Bought paperback book in last 12 months	11,782	34.8%	120
Bought 1-3 books in last 12 months	7,492	22.1%	112
Bought 4-6 books in last 12 months	3,846	11.3%	122
Bought 7+ books in last 12 months	6,984	20.6%	128
Bought book (fiction) in last 12 months	10,563	31.2%	127
Bought book (non-fiction) in last 12 months	9,739	28.7%	128
Bought biography in last 12 months	2,896	8.5%	125
Bought children`s book in last 12 months	3,789	11.2%	123
Bought cookbook in last 12 months	2,595	7.7%	106
Bought history book in last 12 months	3,364	9.9%	118
Bought mystery book in last 12 months	4,080	12.0%	118
Bought novel in last 12 months	6,138	18.1%	133
Bought religious book (not bible) in last 12 mo	2,368	7.0%	107
Bought romance book in last 12 months	2,211	6.5%	110
Bought science fiction book in last 12 months	2,175	6.4%	113
Bought personal/business self-help book last 12 months	2,845	8.4%	132
Bought travel book in last 12 months	810	2.4%	115
Bought book online in last 12 months	9,807	28.9%	143
Bought book last 12 months: amazon.com	9,208	27.2%	139
Bought book last 12 months: barnes&noble.com	998	2.9%	134
Bought book last 12 months: Barnes & Noble book store	5,976	17.6%	135
Bought book last 12 months: other book store (not B&N)	3,720	11.0%	109
Bought book last 12 months: mail order	685	2.0%	103
Listened to/purchased audiobook in last 6 months	2,368	7.0%	129

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Sports and Leisure Market Potential

Anchorage Plaza
12907 Factory Ln, Louisville, Kentucky, 40245
Ring: 5 mile radius

Prepared by Charlotte Hollkamp
Latitude: 38.28861
Longitude: -85.51168

Demographic Summary		2018	2023
Population		120,918	127,894
Population 18+		92,319	98,478
Households		47,703	50,390
Median Household Income		\$87,458	\$95,475
Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Participated in aerobics in last 12 months	9,042	9.8%	125
Participated in archery in last 12 months	2,592	2.8%	105
Participated in backpacking in last 12 months	4,182	4.5%	126
Participated in baseball in last 12 months	4,050	4.4%	106
Participated in basketball in last 12 months	7,853	8.5%	103
Participated in bicycling (mountain) in last 12 months	4,865	5.3%	129
Participated in bicycling (road) in last 12 months	12,145	13.2%	130
Participated in boating (power) in last 12 months	5,679	6.2%	120
Participated in bowling in last 12 months	10,213	11.1%	114
Participated in canoeing/kayaking in last 12 months	7,640	8.3%	126
Participated in fishing (fresh water) in last 12 months	10,537	11.4%	99
Participated in fishing (salt water) in last 12 months	3,787	4.1%	108
Participated in football in last 12 months	4,197	4.5%	104
Participated in Frisbee in last 12 months	4,622	5.0%	121
Participated in golf in last 12 months	11,207	12.1%	140
Participated in hiking in last 12 months	15,086	16.3%	135
Participated in horseback riding in last 12 months	1,854	2.0%	89
Participated in hunting with rifle in last 12 months	3,130	3.4%	80
Participated in hunting with shotgun in last 12 months	2,675	2.9%	86
Participated in ice skating in last 12 months	3,535	3.8%	128
Participated in jogging/running in last 12 months	16,137	17.5%	135
Participated in motorcycling in last 12 months	2,857	3.1%	97
Participated in Pilates in last 12 months	3,285	3.6%	127
Participated in ping pong in last 12 mos	4,740	5.1%	136
Participated in rock climbing in last 12 mos	1,649	1.8%	104
Participated in skiing (downhill) in last 12 months	4,019	4.4%	146
Participated in soccer in last 12 months	3,856	4.2%	101
Participated in softball in last 12 months	2,587	2.8%	102
Participated in swimming in last 12 months	18,901	20.5%	126
Participated in target shooting in last 12 months	4,358	4.7%	109
Participated in tennis in last 12 months	4,090	4.4%	127
Participated in volleyball in last 12 months	2,824	3.1%	93
Participated in walking for exercise in last 12 months	28,378	30.7%	126
Participated in weight lifting in last 12 months	13,166	14.3%	136
Participated in yoga in last 12 months	10,181	11.0%	135
Participated in Zumba in last 12 mos	3,714	4.0%	108
Spent on sports/rec equip in last 12 months: \$1-99	7,075	7.7%	114
Spent on sports/rec equip in last 12 months: \$100-\$249	6,701	7.3%	115
Spent on sports/rec equip in last 12 months: \$250+	9,031	9.8%	124
Attend sports events	20,275	22.0%	130
Attend sports events: baseball game - MLB reg seas	7,201	7.8%	137
Attend sports events: basketball game-NBA reg seas	1,839	2.0%	121
Attend sports events: football game (college)	4,345	4.7%	135
Attend sports events: football game - NFL weekend	2,541	2.8%	131
Attend sports events: high school sports	3,885	4.2%	130

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Listen to sports on radio	13,456	14.6%	126
Watch sports on TV	60,564	65.6%	112
Watch on TV: alpine skiing/ski jumping	3,405	3.7%	125
Watch on TV: auto racing (NASCAR)	9,089	9.8%	94
Watch on TV: auto racing (not NASCAR)	3,923	4.2%	100
Watch on TV: baseball (MLB regular season)	22,378	24.2%	124
Watch on TV: baseball (MLB playoffs/World Series)	19,275	20.9%	122
Watch on TV: basketball (college)	14,227	15.4%	119
Watch on TV: basketball (NCAA tournament)	14,562	15.8%	122
Watch on TV: basketball (NBA regular season)	14,954	16.2%	105
Watch on TV: basketball (NBA playoffs/finals)	17,114	18.5%	110
Watch on TV: basketball (WNBA)	2,134	2.3%	79
Watch on TV: bicycle racing	2,652	2.9%	128
Watch on TV: bowling	1,525	1.7%	79
Watch on TV: boxing	5,658	6.1%	91
Watch on TV: bull riding (pro)	2,263	2.5%	83
Watch on TV: Equestrian events	2,060	2.2%	99
Watch on TV: extreme sports (summer)	3,310	3.6%	100
Watch on TV: extreme sports (winter)	3,998	4.3%	108
Watch on TV: figure skating	5,940	6.4%	116
Watch on TV: fishing	4,085	4.4%	95
Watch on TV: football (college)	26,605	28.8%	122
Watch on TV: football (NFL Mon/Thurs night games)	34,256	37.1%	115
Watch on TV: football (NFL weekend games)	35,594	38.6%	118
Watch on TV: football (NFL playoffs/Super Bowl)	36,161	39.2%	117
Watch on TV: golf (PGA)	14,527	15.7%	134
Watch on TV: golf (LPGA)	4,332	4.7%	122
Watch on TV: gymnastics	6,151	6.7%	117
Watch on TV: high school sports	5,232	5.7%	116
Watch on TV: horse racing (at track or OTB)	2,859	3.1%	105
Watch on TV: ice hockey (NHL regular season)	10,128	11.0%	124
Watch on TV: ice hockey (NHL playoffs/Stanley Cup)	10,157	11.0%	128
Watch on TV: mixed martial arts (MMA)	3,824	4.1%	104
Watch on TV: motorcycle racing	2,494	2.7%	91
Watch on TV: Olympics (summer)	18,257	19.8%	125
Watch on TV: Olympics (winter)	12,061	13.1%	116
Watch on TV: rodeo	2,221	2.4%	77
Watch on TV: soccer (MLS)	5,321	5.8%	115
Watch on TV: soccer (World Cup)	9,625	10.4%	128
Watch on TV: tennis (men`s)	7,280	7.9%	131
Watch on TV: tennis (women`s)	7,183	7.8%	127
Watch on TV: track & field	4,418	4.8%	121
Watch on TV: volleyball (pro beach)	2,803	3.0%	111
Watch on TV: wrestling (WWE)	3,488	3.8%	74
Interest in sports: college basketball Super Fan	2,944	3.2%	85
Interest in sports: college football Super Fan	7,328	7.9%	100
Interest in sports: golf Super Fan	1,861	2.0%	101
Interest in sports: high school sports Super Fan	2,140	2.3%	78
Interest in sports: MLB Super Fan	4,575	5.0%	97
Interest in sports: NASCAR Super Fan	1,677	1.8%	60
Interest in sports: NBA Super Fan	4,101	4.4%	80
Interest in sports: NFL Super Fan	11,346	12.3%	98
Interest in sports: NHL Super Fan	3,020	3.3%	95
Interest in sports: soccer Super Fan	2,622	2.8%	97

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September 17, 2018



Sports and Leisure Market Potential

Anchorage Plaza
12907 Factory Ln, Louisville, Kentucky, 40245
Ring: 5 mile radius

Prepared by Charlotte Hollkamp
Latitude: 38.28861
Longitude: -85.51168

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Member of AARP	13,357	14.5%	121
Member of charitable organization	5,288	5.7%	129
Member of church board	2,896	3.1%	108
Member of fraternal order	2,637	2.9%	118
Member of religious club	3,706	4.0%	111
Member of union	4,205	4.6%	119
Member of veterans club	2,388	2.6%	104
Attended adult education course in last 12 months	8,473	9.2%	117
Went to art gallery in last 12 months	9,329	10.1%	128
Attended auto show in last 12 months	5,903	6.4%	108
Did baking in last 12 months	26,270	28.5%	122
Went to bar/night club in last 12 months	18,479	20.0%	115
Went to beach in last 12 months	32,367	35.1%	124
Played billiards/pool in last 12 months	6,625	7.2%	108
Played bingo in last 12 months	3,481	3.8%	93
Did birdwatching in last 12 months	4,635	5.0%	113
Played board game in last 12 months	17,330	18.8%	128
Read book in last 12 months	38,816	42.0%	124
Participated in book club in last 12 months	3,728	4.0%	137
Went on overnight camping trip in last 12 months	12,711	13.8%	113
Played cards in last 12 months	17,123	18.5%	115
Played chess in last 12 months	3,251	3.5%	100
Played computer game (offline w/software)/12 months	6,604	7.2%	108
Played computer game (online w/o software)/12 months	12,539	13.6%	112
Cooked for fun in last 12 months	23,510	25.5%	116
Did crossword puzzle in last 12 months	10,447	11.3%	115
Danced/went dancing in last 12 months	7,846	8.5%	112
Attended dance performance in last 12 months	4,676	5.1%	119
Dined out in last 12 months	56,191	60.9%	119
Participated in fantasy sports league last 12 months	5,511	6.0%	123
Participated in tailgating in last 12 months	5,188	5.6%	121
Did furniture refinishing in last 12 months	3,744	4.1%	109
Gambled at casino in last 12 months	12,814	13.9%	107
Gambled in Las Vegas in last 12 months	3,875	4.2%	125
Participate in indoor gardening/plant care	9,715	10.5%	115
Attended horse races in last 12 months	2,420	2.6%	113
Participated in karaoke in last 12 months	3,339	3.6%	91
Bought lottery ticket in last 12 months	33,781	36.6%	102
Played lottery 6+ times in last 30 days	8,525	9.2%	87
Bought lottery ticket in last 12 months: Daily Drawing	2,414	2.6%	78
Bought lottery ticket in last 12 months: Instant Game	14,612	15.8%	90
Bought lottery ticket in last 12 months: Mega Millions	15,518	16.8%	108
Bought lottery ticket in last 12 months: Powerball	22,396	24.3%	110
Attended a movie in last 6 months	62,194	67.4%	113
Attended movie in last 90 days: once/week or more	2,068	2.2%	95
Attended movie in last 90 days: 2-3 times a month	6,256	6.8%	109
Attended movie in last 90 days: once a month	10,932	11.8%	119
Attended movie in last 90 days: < once a month	38,901	42.1%	117
Movie genre seen at theater/6 months: action	27,962	30.3%	110

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Movie genre seen at theater/6 months: adventure	33,197	36.0%	115
Movie genre seen at theater/6 months: comedy	24,754	26.8%	110
Movie genre seen at theater/6 months: crime	9,958	10.8%	98
Movie genre seen at theater/6 months: drama	25,050	27.1%	115
Movie genre seen at theater/6 months: family	10,273	11.1%	109
Movie genre seen at theater/6 months: fantasy	14,875	16.1%	116
Movie genre seen at theater/6 months: horror	3,887	4.2%	79
Movie genre seen at theater/6 months: romance	7,626	8.3%	106
Movie genre seen at theater/6 months: science fiction	20,896	22.6%	115
Movie genre seen at theater/6 months: thriller	17,789	19.3%	112
Went to museum in last 12 months	15,605	16.9%	131
Attended classical music/opera performance/12 months	4,741	5.1%	137
Attended country music performance in last 12 months	7,279	7.9%	120
Attended rock music performance in last 12 months	11,308	12.2%	130
Played musical instrument in last 12 months	7,509	8.1%	109
Did painting/drawing in last 12 months	7,974	8.6%	113
Did photo album/scrapbooking in last 12 months	5,072	5.5%	123
Did photography in last 12 months	12,157	13.2%	126
Did Sudoku puzzle in last 12 months	8,458	9.2%	116
Went to live theater in last 12 months	14,316	15.5%	134
Visited a theme park in last 12 months	19,256	20.9%	110
Visited a theme park 5+ times in last 12 months	4,275	4.6%	116
Participated in trivia games in last 12 months	7,055	7.6%	115
Played video/electronic game (console) last 12 months	8,368	9.1%	99
Played video/electronic game (portable) last 12 months	5,075	5.5%	106
Visited an indoor water park in last 12 months	3,094	3.4%	103
Did woodworking in last 12 months	4,487	4.9%	107
Participated in word games in last 12 months	10,978	11.9%	115
Went to zoo in last 12 months	13,915	15.1%	119
Purchased DVDs in last 30 days: 1	2,495	2.7%	104
Purchased DVDs in last 30 days: 2	1,644	1.8%	88
Purchased DVDs in last 30 days: 3+	2,794	3.0%	79
Purchased DVD/Blu-ray disc online in last 12 months	7,877	8.5%	128
Rented DVDs in last 30 days: 1	4,042	4.4%	123
Rented DVDs in last 30 days: 2	3,787	4.1%	110
Rented DVDs in last 30 days: 3+	8,079	8.8%	97
Rented movie/oth video/30 days: action/adventure	22,483	24.4%	114
Rented movie/oth video/30 days: classics	6,420	7.0%	109
Rented movie/oth video/30 days: comedy	21,740	23.5%	113
Rented movie/oth video/30 days: drama	15,699	17.0%	116
Rented movie/oth video/30 days: family/children	10,410	11.3%	112
Rented movie/oth video/30 days: foreign	2,345	2.5%	101
Rented movie/oth video/30 days: horror	5,756	6.2%	87
Rented movie/oth video/30 days: musical	2,503	2.7%	99
Rented movie/oth video/30 days: news/documentary	4,058	4.4%	106
Rented movie/oth video/30 days: romance	7,800	8.4%	108
Rented movie/oth video/30 days: science fiction	7,801	8.5%	115
Rented movie/oth video/30 days: TV show	8,161	8.8%	112
Rented movie/oth video/30 days: western	2,073	2.2%	83

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Rented/purch DVD/Blu-ray/30 days: from amazon.com	8,917	9.7%	129
Rented DVD/Blu-ray/30 days: from netflix.com	15,284	16.6%	123
Rented/purch DVD/Blu-ray/30 days: from Redbox	17,392	18.8%	111
HH owns ATV/UTV	2,231	4.7%	80
Bought any children`s toy/game in last 12 months	32,226	34.9%	107
Spent on toys/games for child last 12 months: <\$50	5,109	5.5%	92
Spent on toys/games for child last 12 months: \$50-99	2,226	2.4%	95
Spent on toys/games for child last 12 months: \$100-199	6,312	6.8%	110
Spent on toys/games for child last 12 months: \$200-499	9,122	9.9%	111
Spent on toys/games for child last 12 months: \$500+	5,336	5.8%	124
Bought any toys/games online in last 12 months	11,081	12.0%	128
Bought infant toy in last 12 months	6,220	6.7%	101
Bought pre-school toy in last 12 months	7,000	7.6%	111
Bought for child last 12 months: boy action figure	7,184	7.8%	98
Bought for child last 12 months: girl action figure	2,959	3.2%	94
Bought for child last 12 months: action game	2,085	2.3%	89
Bought for child last 12 months: bicycle	5,398	5.8%	98
Bought for child last 12 months: board game	12,006	13.0%	117
Bought for child last 12 months: builder set	5,578	6.0%	117
Bought for child last 12 months: car	7,264	7.9%	98
Bought for child last 12 months: construction toy	5,798	6.3%	110
Bought for child last 12 months: fashion doll	3,637	3.9%	91
Bought for child last 12 months: large/baby doll	5,981	6.5%	93
Bought for child last 12 months: doll accessories	3,611	3.9%	101
Bought for child last 12 months: doll clothing	3,634	3.9%	96
Bought for child last 12 months: educational toy	12,407	13.4%	114
Bought for child last 12 months: electronic doll/animal	2,328	2.5%	91
Bought for child last 12 months: electronic game	5,424	5.9%	106
Bought for child last 12 months: mechanical toy	3,798	4.1%	104
Bought for child last 12 months: model kit/set	3,073	3.3%	114
Bought for child last 12 months: plush doll/animal	8,377	9.1%	111
Bought for child last 12 months: sound game	1,389	1.5%	79
Bought for child last 12 months: water toy	9,766	10.6%	115
Bought for child last 12 months: word game	2,220	2.4%	96

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Bought digital book in last 12 months	16,670	18.1%	136
Bought hardcover book in last 12 months	22,460	24.3%	122
Bought paperback book in last 12 months	31,729	34.4%	119
Bought 1-3 books in last 12 months	20,011	21.7%	110
Bought 4-6 books in last 12 months	10,195	11.0%	119
Bought 7+ books in last 12 months	19,006	20.6%	128
Bought book (fiction) in last 12 months	28,685	31.1%	126
Bought book (non-fiction) in last 12 months	25,933	28.1%	125
Bought biography in last 12 months	7,965	8.6%	127
Bought children`s book in last 12 months	9,813	10.6%	117
Bought cookbook in last 12 months	7,303	7.9%	109
Bought history book in last 12 months	9,295	10.1%	119
Bought mystery book in last 12 months	11,511	12.5%	122
Bought novel in last 12 months	16,720	18.1%	133
Bought religious book (not bible) in last 12 mo	6,484	7.0%	108
Bought romance book in last 12 months	6,048	6.6%	111
Bought science fiction book in last 12 months	5,813	6.3%	111
Bought personal/business self-help book last 12 months	7,398	8.0%	126
Bought travel book in last 12 months	2,248	2.4%	117
Bought book online in last 12 months	26,265	28.5%	140
Bought book last 12 months: amazon.com	24,523	26.6%	136
Bought book last 12 months: barnes&noble.com	2,651	2.9%	131
Bought book last 12 months: Barnes & Noble book store	15,495	16.8%	129
Bought book last 12 months: other book store (not B&N)	10,233	11.1%	110
Bought book last 12 months: mail order	2,014	2.2%	111
Listened to/purchased audiobook in last 6 months	6,296	6.8%	126

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