



Retail 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 of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's clothing in last 12 months	1,667	49.2%	104
Bought any women's clothing in last 12 months	1,620	47.8%	111
Bought clothing for child <13 years in last 6 months	1,112	32.8%	122
Bought any shoes in last 12 months	1,989	58.7%	110
Bought costume jewelry in last 12 months	674	19.9%	109
Bought any fine jewelry in last 12 months	694	20.5%	115
Bought a watch in last 12 months	571	16.9%	107
Automobiles (Households)			
HH owns/leases any vehicle	1,832	92.3%	108
HH bought/leased new vehicle last 12 mo	252	12.7%	131
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	3,125	92.3%	108
Bought/changed motor oil in last 12 months	1,608	47.5%	100
Had tune-up in last 12 months	962	28.4%	110
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	2,405	71.0%	102
Drank regular cola in last 6 months	1,330	39.3%	89
Drank beer/ale in last 6 months	1,587	46.9%	111
Cameras (Adults)			
Own digital point & shoot camera/camcorder	554	16.4%	140
Own digital SLR camera/camcorder	405	12.0%	153
Printed digital photos in last 12 months	1,025	30.3%	130
Cell Phones (Adults/Households)			
Bought cell phone in last 12 months	1,268	37.4%	104
Have a smartphone	3,114	92.0%	115
Have a smartphone: Android phone (any brand)	1,251	36.9%	95
Have a smartphone: Apple iPhone	1,795	53.0%	138
Number of cell phones in household: 1	403	20.3%	66
Number of cell phones in household: 2	811	40.9%	106
Number of cell phones in household: 3+	750	37.8%	137
HH has cell phone only (no landline telephone)	1,069	53.9%	102
Computers (Households)			
HH owns a computer	1,725	86.9%	117
HH owns desktop computer	912	46.0%	120
HH owns laptop/notebook	1,352	68.1%	120
HH owns any Apple/Mac brand computer	496	25.0%	141
HH owns any PC/non-Apple brand computer	1,413	71.2%	113
HH purchased most recent computer in a store	879	44.3%	120
HH purchased most recent computer online	371	18.7%	139
Spent <\$500 on most recent home computer	277	14.0%	92
Spent \$500-\$999 on most recent home computer	424	21.4%	121
Spent \$1,000-\$1,499 on most recent home computer	253	12.8%	134
Spent \$1,500-\$1,999 on most recent home computer	138	7.0%	151
Spent \$2,000+ on most recent home computer	143	7.2%	178

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.

September 17, 2018



Retail Market Potential

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

Prepared by Charlotte Hollkamp
Latitude: 38.28861
Longitude: -85.51168

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Convenience Stores (Adults)			
Shopped at convenience store in last 6 mos	2,157	63.7%	102
Bought brewed coffee at convenience store in last 30 days	440	13.0%	96
Bought cigarettes at convenience store in last 30 days	265	7.8%	72
Bought gas at convenience store in last 30 days	1,297	38.3%	104
Spent at convenience store in last 30 days: <\$20	289	8.5%	118
Spent at convenience store in last 30 days: \$20-\$39	307	9.1%	95
Spent at convenience store in last 30 days: \$40-\$50	297	8.8%	106
Spent at convenience store in last 30 days: \$51-\$99	184	5.4%	97
Spent at convenience store in last 30 days: \$100+	730	21.6%	97
Entertainment (Adults)			
Attended a movie in last 6 months	2,419	71.4%	120
Went to live theater in last 12 months	457	13.5%	116
Went to a bar/night club in last 12 months	709	20.9%	120
Dined out in last 12 months	2,028	59.9%	117
Gambled at a casino in last 12 months	447	13.2%	102
Visited a theme park in last 12 months	889	26.3%	139
Viewed movie (video-on-demand) in last 30 days	898	26.5%	146
Viewed TV show (video-on-demand) in last 30 days	677	20.0%	143
Watched any pay-per-view TV in last 12 months	534	15.8%	143
Downloaded a movie over the Internet in last 30 days	412	12.2%	134
Downloaded any individual song in last 6 months	943	27.8%	138
Watched a movie online in the last 30 days	1,033	30.5%	127
Watched a TV program online in last 30 days	798	23.6%	131
Played a video/electronic game (console) in last 12 months	339	10.0%	110
Played a video/electronic game (portable) in last 12 months	189	5.6%	108
Financial (Adults)			
Have home mortgage (1st)	1,604	47.4%	150
Used ATM/cash machine in last 12 months	2,065	61.0%	114
Own any stock	326	9.6%	133
Own U.S. savings bond	230	6.8%	141
Own shares in mutual fund (stock)	333	9.8%	143
Own shares in mutual fund (bonds)	241	7.1%	149
Have interest checking account	1,171	34.6%	117
Have non-interest checking account	1,046	30.9%	105
Have savings account	2,329	68.8%	118
Have 401K retirement savings plan	693	20.5%	132
Own/used any credit/debit card in last 12 months	2,980	88.0%	110
Avg monthly credit card expenditures: <\$111	414	12.2%	102
Avg monthly credit card expenditures: \$111-\$225	231	6.8%	95
Avg monthly credit card expenditures: \$226-\$450	234	6.9%	102
Avg monthly credit card expenditures: \$451-\$700	296	8.7%	141
Avg monthly credit card expenditures: \$701-\$1,000	240	7.1%	122
Avg monthly credit card expenditures: \$1,001+	583	17.2%	158
Did banking online in last 12 months	1,834	54.2%	138
Did banking on mobile device in last 12 months	1,164	34.4%	146
Paid bills online in last 12 months	2,143	63.3%	128

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.

September 17, 2018



Retail Market Potential

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

Prepared by Charlotte Hollkamp
Latitude: 38.28861
Longitude: -85.51168

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Grocery (Adults)			
Used beef (fresh/frozen) in last 6 months	1,428	72.0%	105
Used bread in last 6 months	1,860	93.8%	100
Used chicken (fresh or frozen) in last 6 months	1,438	72.5%	105
Used turkey (fresh or frozen) in last 6 months	284	14.3%	93
Used fish/seafood (fresh or frozen) in last 6 months	1,126	56.8%	104
Used fresh fruit/vegetables in last 6 months	1,778	89.6%	103
Used fresh milk in last 6 months	1,756	88.5%	103
Used organic food in last 6 months	593	29.9%	126
Health (Adults)			
Exercise at home 2+ times per week	1,155	34.1%	122
Exercise at club 2+ times per week	713	21.1%	146
Visited a doctor in last 12 months	2,778	82.0%	107
Used vitamin/dietary supplement in last 6 months	1,855	54.8%	101
Home (Households)			
Any home improvement in last 12 months	623	31.4%	113
Used housekeeper/maid/professional HH cleaning service in last 12	373	18.8%	134
Purchased low ticket HH furnishings in last 12 months	388	19.6%	117
Purchased big ticket HH furnishings in last 12 months	549	27.7%	126
Bought any small kitchen appliance in last 12 months	482	24.3%	108
Bought any large kitchen appliance in last 12 months	330	16.6%	118
Insurance (Adults/Households)			
Currently carry life insurance	1,804	53.3%	120
Carry medical/hospital/accident insurance	2,725	80.5%	108
Carry homeowner insurance	1,925	56.9%	120
Carry renter's insurance	305	9.0%	105
Have auto insurance: 1 vehicle in household covered	526	26.5%	87
Have auto insurance: 2 vehicles in household covered	697	35.1%	122
Have auto insurance: 3+ vehicles in household covered	569	28.7%	126
Pets (Households)			
Household owns any pet	1,123	56.6%	104
Household owns any cat	404	20.4%	89
Household owns any dog	889	44.8%	107
Psychographics (Adults)			
Buying American is important to me	1,112	32.8%	81
Usually buy items on credit rather than wait	458	13.5%	103
Usually buy based on quality - not price	622	18.4%	95
Price is usually more important than brand name	872	25.8%	92
Usually use coupons for brands I buy often	490	14.5%	81
Am interested in how to help the environment	589	17.4%	95
Usually pay more for environ safe product	444	13.1%	92
Usually value green products over convenience	342	10.1%	89
Likely to buy a brand that supports a charity	1,186	35.0%	101
Reading (Adults)			
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 month	1,180	34.8%	120
Read any daily newspaper (paper version)	530	15.7%	76
Read any digital newspaper in last 30 days	1,612	47.6%	127
Read any magazine (paper/electronic version) in last 6 months	3,225	95.2%	105

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults or households in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2018 and 2023.

September 17, 2018



Retail Market Potential

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

Prepared by Charlotte Hollkamp
Latitude: 38.28861
Longitude: -85.51168

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Restaurants (Adults)			
Went to family restaurant/steak house in last 6 months	2,793	82.5%	109
Went to family restaurant/steak house: 4+ times a month	1,104	32.6%	121
Went to fast food/drive-in restaurant in last 6 months	3,138	92.7%	103
Went to fast food/drive-in restaurant 9+ times/mo	1,509	44.6%	112
Fast food/drive-in last 6 months: eat in	1,342	39.6%	108
Fast food/drive-in last 6 months: home delivery	331	9.8%	116
Fast food/drive-in last 6 months: take-out/drive-thru	1,813	53.5%	113
Fast food/drive-in last 6 months: take-out/walk-in	825	24.4%	116
Television & Electronics (Adults/Households)			
Own any tablet	2,048	60.5%	132
Own any e-reader	306	9.0%	122
Own e-reader/tablet: iPad	1,430	42.2%	159
HH has Internet connectable TV	649	32.7%	127
Own any portable MP3 player	977	28.9%	134
HH owns 1 TV	313	15.8%	75
HH owns 2 TVs	549	27.7%	103
HH owns 3 TVs	453	22.8%	109
HH owns 4+ TVs	437	22.0%	124
HH subscribes to cable TV	946	47.7%	107
HH subscribes to fiber optic	243	12.2%	154
HH owns portable GPS navigation device	571	28.8%	116
HH purchased video game system in last 12 mos	187	9.4%	111
HH owns any Internet video device for TV	572	28.8%	141
Travel (Adults)			
Domestic travel in last 12 months	2,184	64.5%	124
Took 3+ domestic non-business trips in last 12 months	515	15.2%	128
Spent on domestic vacations in last 12 months: <\$1,000	383	11.3%	105
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	229	6.8%	113
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	222	6.6%	166
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	170	5.0%	132
Spent on domestic vacations in last 12 months: \$3,000+	283	8.4%	133
Domestic travel in the 12 months: used general travel website	362	10.7%	154
Foreign travel in last 3 years	1,279	37.8%	143
Took 3+ foreign trips by plane in last 3 years	235	6.9%	144
Spent on foreign vacations in last 12 months: <\$1,000	228	6.7%	144
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	181	5.3%	142
Spent on foreign vacations in last 12 months: \$3,000+	303	8.9%	151
Foreign travel in last 3 years: used general travel website	338	10.0%	165
Nights spent in hotel/motel in last 12 months: any	1,946	57.5%	132
Took cruise of more than one day in last 3 years	381	11.3%	131
Member of any frequent flyer program	968	28.6%	164
Member of any hotel rewards program	837	24.7%	147

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.

September 17, 2018



Retail Market Potential

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

Prepared by Charlotte Hollkamp
Latitude: 38.28861
Longitude: -85.51168

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 of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's clothing in last 12 months	16,892	49.8%	106
Bought any women's clothing in last 12 months	15,653	46.2%	107
Bought clothing for child <13 years in last 6 months	10,019	29.6%	110
Bought any shoes in last 12 months	19,865	58.6%	110
Bought costume jewelry in last 12 months	6,837	20.2%	111
Bought any fine jewelry in last 12 months	6,306	18.6%	104
Bought a watch in last 12 months	5,655	16.7%	106
Automobiles (Households)			
HH owns/leases any vehicle	16,122	92.7%	108
HH bought/leased new vehicle last 12 mo	2,299	13.2%	137
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	30,901	91.2%	107
Bought/changed motor oil in last 12 months	15,760	46.5%	98
Had tune-up in last 12 months	9,913	29.2%	114
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	24,321	71.8%	103
Drank regular cola in last 6 months	12,879	38.0%	86
Drank beer/ale in last 6 months	15,713	46.4%	110
Cameras (Adults)			
Own digital point & shoot camera/camcorder	5,399	15.9%	137
Own digital SLR camera/camcorder	3,814	11.3%	144
Printed digital photos in last 12 months	10,081	29.7%	128
Cell Phones (Adults/Households)			
Bought cell phone in last 12 months	12,393	36.6%	101
Have a smartphone	29,746	87.8%	110
Have a smartphone: Android phone (any brand)	11,602	34.2%	88
Have a smartphone: Apple iPhone	17,525	51.7%	135
Number of cell phones in household: 1	3,906	22.5%	73
Number of cell phones in household: 2	7,119	40.9%	106
Number of cell phones in household: 3+	6,093	35.0%	127
HH has cell phone only (no landline telephone)	8,087	46.5%	88
Computers (Households)			
HH owns a computer	15,030	86.4%	116
HH owns desktop computer	8,098	46.6%	121
HH owns laptop/notebook	11,661	67.1%	119
HH owns any Apple/Mac brand computer	4,299	24.7%	139
HH owns any PC/non-Apple brand computer	12,320	70.9%	113
HH purchased most recent computer in a store	7,550	43.4%	117
HH purchased most recent computer online	3,091	17.8%	132
Spent <\$500 on most recent home computer	2,580	14.8%	98
Spent \$500-\$999 on most recent home computer	3,695	21.3%	121
Spent \$1,000-\$1,499 on most recent home computer	2,189	12.6%	132
Spent \$1,500-\$1,999 on most recent home computer	1,203	6.9%	150
Spent \$2,000+ on most recent home computer	1,045	6.0%	148

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.

September 17, 2018



Retail 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 of Adults/HHs	MPI
Convenience Stores (Adults)			
Shopped at convenience store in last 6 mos	21,252	62.7%	100
Bought brewed coffee at convenience store in last 30 days	4,476	13.2%	98
Bought cigarettes at convenience store in last 30 days	2,645	7.8%	71
Bought gas at convenience store in last 30 days	12,384	36.5%	99
Spent at convenience store in last 30 days: <\$20	2,815	8.3%	115
Spent at convenience store in last 30 days: \$20-\$39	3,474	10.3%	107
Spent at convenience store in last 30 days: \$40-\$50	2,766	8.2%	99
Spent at convenience store in last 30 days: \$51-\$99	1,795	5.3%	95
Spent at convenience store in last 30 days: \$100+	6,992	20.6%	93
Entertainment (Adults)			
Attended a movie in last 6 months	23,299	68.7%	116
Went to live theater in last 12 months	5,123	15.1%	130
Went to a bar/night club in last 12 months	6,869	20.3%	116
Dined out in last 12 months	20,475	60.4%	118
Gambled at a casino in last 12 months	4,676	13.8%	107
Visited a theme park in last 12 months	7,580	22.4%	118
Viewed movie (video-on-demand) in last 30 days	8,911	26.3%	145
Viewed TV show (video-on-demand) in last 30 days	6,707	19.8%	142
Watched any pay-per-view TV in last 12 months	4,943	14.6%	133
Downloaded a movie over the Internet in last 30 days	3,752	11.1%	122
Downloaded any individual song in last 6 months	8,550	25.2%	125
Watched a movie online in the last 30 days	9,547	28.2%	118
Watched a TV program online in last 30 days	7,532	22.2%	124
Played a video/electronic game (console) in last 12 months	3,048	9.0%	98
Played a video/electronic game (portable) in last 12 months	1,847	5.4%	105
Financial (Adults)			
Have home mortgage (1st)	15,143	44.7%	141
Used ATM/cash machine in last 12 months	20,785	61.3%	115
Own any stock	3,750	11.1%	153
Own U.S. savings bond	2,243	6.6%	137
Own shares in mutual fund (stock)	3,612	10.7%	155
Own shares in mutual fund (bonds)	2,537	7.5%	157
Have interest checking account	12,487	36.8%	125
Have non-interest checking account	10,682	31.5%	107
Have savings account	23,165	68.4%	117
Have 401K retirement savings plan	7,250	21.4%	138
Own/used any credit/debit card in last 12 months	29,608	87.4%	110
Avg monthly credit card expenditures: <\$111	3,888	11.5%	95
Avg monthly credit card expenditures: \$111-\$225	2,472	7.3%	102
Avg monthly credit card expenditures: \$226-\$450	2,527	7.5%	110
Avg monthly credit card expenditures: \$451-\$700	2,645	7.8%	126
Avg monthly credit card expenditures: \$701-\$1,000	2,605	7.7%	132
Avg monthly credit card expenditures: \$1,001+	5,966	17.6%	161
Did banking online in last 12 months	17,497	51.6%	131
Did banking on mobile device in last 12 months	10,365	30.6%	130
Paid bills online in last 12 months	20,552	60.6%	123

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.

September 17, 2018



Retail 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 of Adults/HHs	MPI
Grocery (Adults)			
Used beef (fresh/frozen) in last 6 months	12,312	70.8%	103
Used bread in last 6 months	16,314	93.8%	100
Used chicken (fresh or frozen) in last 6 months	12,499	71.9%	104
Used turkey (fresh or frozen) in last 6 months	2,760	15.9%	104
Used fish/seafood (fresh or frozen) in last 6 months	9,901	56.9%	104
Used fresh fruit/vegetables in last 6 months	15,546	89.4%	103
Used fresh milk in last 6 months	15,296	88.0%	102
Used organic food in last 6 months	5,089	29.3%	124
Health (Adults)			
Exercise at home 2+ times per week	11,655	34.4%	123
Exercise at club 2+ times per week	6,997	20.6%	143
Visited a doctor in last 12 months	27,413	80.9%	105
Used vitamin/dietary supplement in last 6 months	19,580	57.8%	107
Home (Households)			
Any home improvement in last 12 months	5,897	33.9%	122
Used housekeeper/maid/professional HH cleaning service in last 12	3,503	20.1%	144
Purchased low ticket HH furnishings in last 12 months	3,340	19.2%	115
Purchased big ticket HH furnishings in last 12 months	4,540	26.1%	119
Bought any small kitchen appliance in last 12 months	4,184	24.1%	107
Bought any large kitchen appliance in last 12 months	2,880	16.6%	117
Insurance (Adults/Households)			
Currently carry life insurance	17,690	52.2%	117
Carry medical/hospital/accident insurance	27,645	81.6%	109
Carry homeowner insurance	19,914	58.8%	124
Carry renter's insurance	3,072	9.1%	105
Have auto insurance: 1 vehicle in household covered	4,460	25.6%	84
Have auto insurance: 2 vehicles in household covered	6,195	35.6%	124
Have auto insurance: 3+ vehicles in household covered	4,983	28.7%	126
Pets (Households)			
Household owns any pet	10,081	58.0%	106
Household owns any cat	3,762	21.6%	94
Household owns any dog	7,905	45.5%	109
Psychographics (Adults)			
Buying American is important to me	12,629	37.3%	92
Usually buy items on credit rather than wait	4,810	14.2%	108
Usually buy based on quality - not price	6,372	18.8%	97
Price is usually more important than brand name	9,349	27.6%	99
Usually use coupons for brands I buy often	5,624	16.6%	93
Am interested in how to help the environment	6,028	17.8%	97
Usually pay more for environ safe product	4,783	14.1%	99
Usually value green products over convenience	3,421	10.1%	89
Likely to buy a brand that supports a charity	11,815	34.9%	101
Reading (Adults)			
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 month	11,782	34.8%	120
Read any daily newspaper (paper version)	6,935	20.5%	99
Read any digital newspaper in last 30 days	15,945	47.0%	125
Read any magazine (paper/electronic version) in last 6 months	31,925	94.2%	104

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.

September 17, 2018



Retail 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 of Adults/HHs	MPI
Restaurants (Adults)			
Went to family restaurant/steak house in last 6 months	27,306	80.6%	107
Went to family restaurant/steak house: 4+ times a month	10,217	30.1%	112
Went to fast food/drive-in restaurant in last 6 months	31,048	91.6%	102
Went to fast food/drive-in restaurant 9+ times/mo	13,898	41.0%	103
Fast food/drive-in last 6 months: eat in	12,912	38.1%	104
Fast food/drive-in last 6 months: home delivery	2,743	8.1%	96
Fast food/drive-in last 6 months: take-out/drive-thru	16,844	49.7%	105
Fast food/drive-in last 6 months: take-out/walk-in	7,966	23.5%	112
Television & Electronics (Adults/Households)			
Own any tablet	19,558	57.7%	126
Own any e-reader	3,567	10.5%	142
Own e-reader/tablet: iPad	13,225	39.0%	146
HH has Internet connectable TV	5,745	33.0%	128
Own any portable MP3 player	9,153	27.0%	126
HH owns 1 TV	2,881	16.6%	79
HH owns 2 TVs	4,647	26.7%	99
HH owns 3 TVs	3,995	23.0%	109
HH owns 4+ TVs	4,043	23.3%	131
HH subscribes to cable TV	8,628	49.6%	111
HH subscribes to fiber optic	2,247	12.9%	162
HH owns portable GPS navigation device	5,233	30.1%	121
HH purchased video game system in last 12 mos	1,603	9.2%	108
HH owns any Internet video device for TV	4,885	28.1%	138
Travel (Adults)			
Domestic travel in last 12 months	22,163	65.4%	126
Took 3+ domestic non-business trips in last 12 months	5,376	15.9%	133
Spent on domestic vacations in last 12 months: <\$1,000	3,998	11.8%	109
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	2,671	7.9%	131
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	1,910	5.6%	143
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	1,907	5.6%	147
Spent on domestic vacations in last 12 months: \$3,000+	3,244	9.6%	152
Domestic travel in the 12 months: used general travel website	3,350	9.9%	143
Foreign travel in last 3 years	12,424	36.7%	138
Took 3+ foreign trips by plane in last 3 years	2,500	7.4%	153
Spent on foreign vacations in last 12 months: <\$1,000	2,085	6.2%	131
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	1,700	5.0%	133
Spent on foreign vacations in last 12 months: \$3,000+	3,235	9.5%	161
Foreign travel in last 3 years: used general travel website	3,064	9.0%	150
Nights spent in hotel/motel in last 12 months: any	19,128	56.4%	129
Took cruise of more than one day in last 3 years	3,751	11.1%	129
Member of any frequent flyer program	9,893	29.2%	168
Member of any hotel rewards program	8,417	24.8%	148

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.

September 17, 2018



Retail 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 of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's clothing in last 12 months	45,970	49.8%	106
Bought any women's clothing in last 12 months	42,553	46.1%	107
Bought clothing for child <13 years in last 6 months	25,561	27.7%	103
Bought any shoes in last 12 months	54,230	58.7%	110
Bought costume jewelry in last 12 months	18,642	20.2%	111
Bought any fine jewelry in last 12 months	17,107	18.5%	104
Bought a watch in last 12 months	15,353	16.6%	105
Automobiles (Households)			
HH owns/leases any vehicle	44,236	92.7%	108
HH bought/leased new vehicle last 12 mo	6,207	13.0%	135
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	84,191	91.2%	107
Bought/changed motor oil in last 12 months	42,994	46.6%	98
Had tune-up in last 12 months	26,727	29.0%	113
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	65,402	70.8%	102
Drank regular cola in last 6 months	34,607	37.5%	85
Drank beer/ale in last 6 months	42,855	46.4%	110
Cameras (Adults)			
Own digital point & shoot camera/camcorder	14,764	16.0%	137
Own digital SLR camera/camcorder	10,174	11.0%	141
Printed digital photos in last 12 months	27,449	29.7%	128
Cell Phones (Adults/Households)			
Bought cell phone in last 12 months	33,297	36.1%	100
Have a smartphone	79,128	85.7%	107
Have a smartphone: Android phone (any brand)	30,758	33.3%	86
Have a smartphone: Apple iPhone	46,662	50.5%	132
Number of cell phones in household: 1	11,849	24.8%	81
Number of cell phones in household: 2	19,598	41.1%	107
Number of cell phones in household: 3+	15,396	32.3%	117
HH has cell phone only (no landline telephone)	21,411	44.9%	85
Computers (Households)			
HH owns a computer	40,691	85.3%	115
HH owns desktop computer	21,910	45.9%	120
HH owns laptop/notebook	31,488	66.0%	117
HH owns any Apple/Mac brand computer	11,299	23.7%	134
HH owns any PC/non-Apple brand computer	33,526	70.3%	112
HH purchased most recent computer in a store	20,551	43.1%	116
HH purchased most recent computer online	8,263	17.3%	129
Spent <\$500 on most recent home computer	7,033	14.7%	97
Spent \$500-\$999 on most recent home computer	10,182	21.3%	121
Spent \$1,000-\$1,499 on most recent home computer	5,975	12.5%	132
Spent \$1,500-\$1,999 on most recent home computer	3,157	6.6%	143
Spent \$2,000+ on most recent home computer	2,664	5.6%	138

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.

September 17, 2018



Retail 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 of Adults/HHs	MPI
Convenience Stores (Adults)			
Shopped at convenience store in last 6 mos	58,326	63.2%	101
Bought brewed coffee at convenience store in last 30 days	12,451	13.5%	100
Bought cigarettes at convenience store in last 30 days	7,520	8.1%	75
Bought gas at convenience store in last 30 days	33,781	36.6%	99
Spent at convenience store in last 30 days: <\$20	7,874	8.5%	118
Spent at convenience store in last 30 days: \$20-\$39	9,416	10.2%	107
Spent at convenience store in last 30 days: \$40-\$50	7,741	8.4%	101
Spent at convenience store in last 30 days: \$51-\$99	4,974	5.4%	96
Spent at convenience store in last 30 days: \$100+	19,137	20.7%	93
Entertainment (Adults)			
Attended a movie in last 6 months	62,194	67.4%	113
Went to live theater in last 12 months	14,316	15.5%	134
Went to a bar/night club in last 12 months	18,479	20.0%	115
Dined out in last 12 months	56,191	60.9%	119
Gambled at a casino in last 12 months	12,814	13.9%	107
Visited a theme park in last 12 months	19,256	20.9%	110
Viewed movie (video-on-demand) in last 30 days	24,026	26.0%	143
Viewed TV show (video-on-demand) in last 30 days	18,205	19.7%	141
Watched any pay-per-view TV in last 12 months	12,881	14.0%	127
Downloaded a movie over the Internet in last 30 days	9,210	10.0%	110
Downloaded any individual song in last 6 months	22,066	23.9%	118
Watched a movie online in the last 30 days	24,477	26.5%	111
Watched a TV program online in last 30 days	19,617	21.2%	118
Played a video/electronic game (console) in last 12 months	8,368	9.1%	99
Played a video/electronic game (portable) in last 12 months	5,075	5.5%	106
Financial (Adults)			
Have home mortgage (1st)	40,110	43.4%	137
Used ATM/cash machine in last 12 months	55,772	60.4%	113
Own any stock	10,409	11.3%	156
Own U.S. savings bond	6,231	6.7%	140
Own shares in mutual fund (stock)	9,982	10.8%	157
Own shares in mutual fund (bonds)	7,077	7.7%	161
Have interest checking account	34,742	37.6%	128
Have non-interest checking account	29,377	31.8%	108
Have savings account	62,824	68.1%	117
Have 401K retirement savings plan	19,155	20.7%	134
Own/used any credit/debit card in last 12 months	80,626	87.3%	110
Avg monthly credit card expenditures: <\$111	10,813	11.7%	97
Avg monthly credit card expenditures: \$111-\$225	6,852	7.4%	103
Avg monthly credit card expenditures: \$226-\$450	7,022	7.6%	113
Avg monthly credit card expenditures: \$451-\$700	7,209	7.8%	126
Avg monthly credit card expenditures: \$701-\$1,000	7,113	7.7%	132
Avg monthly credit card expenditures: \$1,001+	16,074	17.4%	159
Did banking online in last 12 months	46,510	50.4%	128
Did banking on mobile device in last 12 months	26,997	29.2%	124
Paid bills online in last 12 months	54,486	59.0%	120

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.

September 17, 2018



Retail 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 of Adults/HHs	MPI
Grocery (Adults)			
Used beef (fresh/frozen) in last 6 months	33,409	70.0%	102
Used bread in last 6 months	44,726	93.8%	100
Used chicken (fresh or frozen) in last 6 months	34,010	71.3%	104
Used turkey (fresh or frozen) in last 6 months	7,713	16.2%	106
Used fish/seafood (fresh or frozen) in last 6 months	27,186	57.0%	104
Used fresh fruit/vegetables in last 6 months	42,578	89.3%	102
Used fresh milk in last 6 months	41,686	87.4%	102
Used organic food in last 6 months	13,582	28.5%	120
Health (Adults)			
Exercise at home 2+ times per week	31,935	34.6%	124
Exercise at club 2+ times per week	18,394	19.9%	138
Visited a doctor in last 12 months	74,899	81.1%	106
Used vitamin/dietary supplement in last 6 months	53,924	58.4%	108
Home (Households)			
Any home improvement in last 12 months	16,249	34.1%	122
Used housekeeper/maid/professional HH cleaning service in last 12	9,321	19.5%	140
Purchased low ticket HH furnishings in last 12 months	9,176	19.2%	115
Purchased big ticket HH furnishings in last 12 months	12,154	25.5%	116
Bought any small kitchen appliance in last 12 months	11,365	23.8%	106
Bought any large kitchen appliance in last 12 months	7,772	16.3%	115
Insurance (Adults/Households)			
Currently carry life insurance	48,169	52.2%	117
Carry medical/hospital/accident insurance	75,647	81.9%	110
Carry homeowner insurance	55,169	59.8%	126
Carry renter's insurance	8,168	8.8%	103
Have auto insurance: 1 vehicle in household covered	12,661	26.5%	87
Have auto insurance: 2 vehicles in household covered	16,706	35.0%	121
Have auto insurance: 3+ vehicles in household covered	13,536	28.4%	124
Pets (Households)			
Household owns any pet	27,739	58.1%	107
Household owns any cat	10,970	23.0%	100
Household owns any dog	21,351	44.8%	107
Psychographics (Adults)			
Buying American is important to me	36,356	39.4%	97
Usually buy items on credit rather than wait	13,152	14.2%	109
Usually buy based on quality - not price	17,792	19.3%	100
Price is usually more important than brand name	25,183	27.3%	98
Usually use coupons for brands I buy often	16,093	17.4%	97
Am interested in how to help the environment	16,001	17.3%	95
Usually pay more for environ safe product	13,040	14.1%	99
Usually value green products over convenience	9,292	10.1%	89
Likely to buy a brand that supports a charity	32,141	34.8%	100
Reading (Adults)			
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 month	31,729	34.4%	119
Read any daily newspaper (paper version)	21,365	23.1%	112
Read any digital newspaper in last 30 days	42,480	46.0%	122
Read any magazine (paper/electronic version) in last 6 months	86,897	94.1%	104

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.

September 17, 2018



Retail 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 of Adults/HHs	MPI
Restaurants (Adults)			
Went to family restaurant/steak house in last 6 months	73,927	80.1%	106
Went to family restaurant/steak house: 4+ times a month	27,713	30.0%	112
Went to fast food/drive-in restaurant in last 6 months	84,473	91.5%	101
Went to fast food/drive-in restaurant 9+ times/mo	36,979	40.1%	101
Fast food/drive-in last 6 months: eat in	35,258	38.2%	104
Fast food/drive-in last 6 months: home delivery	7,263	7.9%	94
Fast food/drive-in last 6 months: take-out/drive-thru	45,188	48.9%	104
Fast food/drive-in last 6 months: take-out/walk-in	21,089	22.8%	108
Television & Electronics (Adults/Households)			
Own any tablet	51,500	55.8%	122
Own any e-reader	9,710	10.5%	142
Own e-reader/tablet: iPad	34,434	37.3%	140
HH has Internet connectable TV	15,347	32.2%	124
Own any portable MP3 player	24,478	26.5%	123
HH owns 1 TV	8,334	17.5%	83
HH owns 2 TVs	12,640	26.5%	98
HH owns 3 TVs	11,055	23.2%	110
HH owns 4+ TVs	10,746	22.5%	127
HH subscribes to cable TV	24,553	51.5%	115
HH subscribes to fiber optic	5,728	12.0%	151
HH owns portable GPS navigation device	14,659	30.7%	124
HH purchased video game system in last 12 mos	4,012	8.4%	99
HH owns any Internet video device for TV	12,721	26.7%	131
Travel (Adults)			
Domestic travel in last 12 months	60,188	65.2%	125
Took 3+ domestic non-business trips in last 12 months	15,108	16.4%	138
Spent on domestic vacations in last 12 months: <\$1,000	10,708	11.6%	107
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	7,441	8.1%	134
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	4,812	5.2%	132
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	5,141	5.6%	146
Spent on domestic vacations in last 12 months: \$3,000+	8,911	9.7%	154
Domestic travel in the 12 months: used general travel website	8,691	9.4%	136
Foreign travel in last 3 years	32,644	35.4%	134
Took 3+ foreign trips by plane in last 3 years	6,467	7.0%	146
Spent on foreign vacations in last 12 months: <\$1,000	5,622	6.1%	130
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	4,325	4.7%	124
Spent on foreign vacations in last 12 months: \$3,000+	8,259	8.9%	151
Foreign travel in last 3 years: used general travel website	7,988	8.7%	143
Nights spent in hotel/motel in last 12 months: any	51,290	55.6%	127
Took cruise of more than one day in last 3 years	10,543	11.4%	133
Member of any frequent flyer program	26,034	28.2%	162
Member of any hotel rewards program	22,844	24.7%	148

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.

September 17, 2018