



# Sports and Leisure Market Potential

Anchorage Plaza  
12903 Factory Ln, Louisville, Kentucky, 40245  
Ring: 1 mile radius

Prepared by Charlotte Hollkamp  
Latitude: 38.28833  
Longitude: -85.51225

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/HHs	Percent	MPI
Participated in aerobics in last 12 months	273	8.8%	115
Participated in archery in last 12 months	85	2.7%	100
Participated in backpacking in last 12 months	125	4.0%	118
Participated in baseball in last 12 months	158	5.1%	127
Participated in basketball in last 12 months	288	9.3%	116
Participated in bicycling (mountain) in last 12 months	145	4.7%	111
Participated in bicycling (road) in last 12 months	385	12.4%	127
Participated in boating (power) in last 12 months	172	5.5%	117
Participated in bowling in last 12 months	348	11.2%	127
Participated in canoeing/kayaking in last 12 months	190	6.1%	90
Participated in fishing (fresh water) in last 12 months	342	11.0%	95
Participated in fishing (salt water) in last 12 months	120	3.9%	99
Participated in football in last 12 months	150	4.8%	102
Participated in Frisbee in last 12 months	125	4.0%	101
Participated in golf in last 12 months	341	11.0%	132
Participated in hiking in last 12 months	485	15.6%	127
Participated in horseback riding in last 12 months	49	1.6%	68
Participated in hunting with rifle in last 12 months	104	3.3%	79
Participated in hunting with shotgun in last 12 months	86	2.8%	82
Participated in ice skating in last 12 months	104	3.3%	117
Participated in jogging/running in last 12 months	570	18.3%	143
Participated in motorcycling in last 12 months	80	2.6%	84
Participated in Pilates in last 12 months	108	3.5%	140
Participated in ping pong in last 12 months	158	5.1%	130
Participated in skiing (downhill) in last 12 months	110	3.5%	128
Participated in soccer in last 12 months	149	4.8%	120
Participated in softball in last 12 months	110	3.5%	125
Participated in swimming in last 12 months	608	19.5%	120
Participated in target shooting in last 12 months	163	5.2%	120
Participated in tennis in last 12 months	160	5.1%	149
Participated in volleyball in last 12 months	126	4.1%	116
Participated in walking for exercise in last 12 months	937	30.1%	122
Participated in weight lifting in last 12 months	504	16.2%	156
Participated in yoga in last 12 months	296	9.5%	118
Participated in Zumba in last 12 months	105	3.4%	103
Spent on sports/rec equip in last 12 months: \$1-99	240	7.7%	127
Spent on sports/rec equip in last 12 months: \$100-\$249	230	7.4%	120
Spent on sports/rec equip in last 12 months: \$250+	321	10.3%	128
Attend sports events	710	22.8%	137
Attend sports events: baseball game - MLB reg seas	248	8.0%	142
Attend sports events: basketball game-NBA reg seas	59	1.9%	112
Attend sports events: football game (college)	163	5.2%	148
Attend sports events: high school sports	134	4.3%	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 2019 and 2024.

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Listen to sports on radio	404	13.0%	118
Watch sports on TV	1,993	64.1%	111
Watch on TV: alpine skiing/ski jumping	119	3.8%	107
Watch on TV: auto racing (NASCAR)	263	8.5%	91
Watch on TV: auto racing (not NASCAR)	139	4.5%	111
Watch on TV: baseball (MLB regular season)	739	23.8%	121
Watch on TV: baseball (MLB playoffs/World Series)	652	21.0%	119
Watch on TV: basketball (college)	527	16.9%	126
Watch on TV: basketball (NCAA tournament)	482	15.5%	116
Watch on TV: basketball (NBA regular season)	544	17.5%	118
Watch on TV: basketball (NBA playoffs/finals)	628	20.2%	123
Watch on TV: basketball (WNBA)	87	2.8%	89
Watch on TV: bicycle racing	91	2.9%	134
Watch on TV: bowling	56	1.8%	93
Watch on TV: boxing	219	7.0%	114
Watch on TV: bull riding (pro)	87	2.8%	93
Watch on TV: Equestrian events	58	1.9%	86
Watch on TV: extreme sports (summer)	125	4.0%	116
Watch on TV: extreme sports (winter)	151	4.9%	127
Watch on TV: figure skating	186	6.0%	97
Watch on TV: fishing	119	3.8%	84
Watch on TV: football (college)	913	29.3%	125
Watch on TV: football (NFL Sunday/Monday/Thursday night games)	1,216	39.1%	122
Watch on TV: football (NFL weekend games)	1,075	34.6%	116
Watch on TV: football (NFL playoffs/Super Bowl)	1,146	36.8%	116
Watch on TV: golf (PGA)	431	13.9%	123
Watch on TV: golf (LPGA)	103	3.3%	95
Watch on TV: gymnastics	235	7.6%	126
Watch on TV: high school sports	171	5.5%	115
Watch on TV: horse racing (at track or OTB)	69	2.2%	87
Watch on TV: ice hockey (NHL regular season)	254	8.2%	101
Watch on TV: ice hockey (NHL playoffs/St Stanley Cup)	256	8.2%	103
Watch on TV: mixed martial arts (MMA)	157	5.0%	121
Watch on TV: motorcycle racing	67	2.2%	80
Watch on TV: Olympics (summer)	640	20.6%	121
Watch on TV: Olympics (winter)	410	13.2%	96
Watch on TV: rodeo	94	3.0%	100
Watch on TV: soccer (MLS)	236	7.6%	158
Watch on TV: soccer (World Cup)	282	9.1%	129
Watch on TV: tennis (men`s)	212	6.8%	115
Watch on TV: tennis (women`s)	176	5.7%	97
Watch on TV: track & field	171	5.5%	126
Watch on TV: volleyball (pro beach)	118	3.8%	125
Watch on TV: wrestling (WWE)	132	4.2%	93
Interest in sports: college basketball Super Fan	116	3.7%	93
Interest in sports: college football Super Fan	246	7.9%	105
Interest in sports: golf Super Fan	50	1.6%	86
Interest in sports: high school sports Super Fan	66	2.1%	68
Interest in sports: MLB Super Fan	121	3.9%	76
Interest in sports: NASCAR Super Fan	72	2.3%	85
Interest in sports: NBA Super Fan	143	4.6%	83
Interest in sports: NFL Super Fan	358	11.5%	99
Interest in sports: NHL Super Fan	83	2.7%	82
Interest in sports: soccer Super Fan	88	2.8%	102

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Member of AARP	327	10.5%	87
Member of charitable organization	157	5.0%	117
Member of church board	71	2.3%	88
Member of fraternal order	46	1.5%	66
Member of religious club	128	4.1%	120
Member of union	102	3.3%	87
Member of veterans club	71	2.3%	91
Attended adult education course in last 12 months	301	9.7%	121
Went to art gallery in last 12 months	278	8.9%	113
Attended auto show in last 12 months	185	5.9%	97
Did baking in last 12 months	828	26.6%	118
Barbecued in last 12 months	986	31.7%	114
Went to bar/night club in last 12 months	636	20.4%	119
Went to beach in last 12 months	1,128	36.3%	125
Played billiards/pool in last 12 months	210	6.8%	102
Played bingo in last 12 months	161	5.2%	117
Did birdwatching in last 12 months	96	3.1%	69
Played board game in last 12 months	664	21.3%	136
Read book in last 12 months	1,213	39.0%	122
Participated in book club in last 12 months	90	2.9%	96
Went on overnight camping trip in last 12 months	417	13.4%	108
Played cards in last 12 months	588	18.9%	116
Played chess in last 12 months	128	4.1%	115
Played computer game (offline w/software)/12 months	247	7.9%	109
Played computer game (online w/o software)/12 months	420	13.5%	115
Cooked for fun in last 12 months	712	22.9%	116
Did crossword puzzle in last 12 months	297	9.5%	98
Danced/went dancing in last 12 months	233	7.5%	104
Attended dance performance in last 12 months	156	5.0%	112
Dined out in last 12 months	1,852	59.5%	114
Participated in fantasy sports league last 12 months	193	6.2%	134
Participated in tailgating in last 12 months	210	6.8%	153
Did furniture refinishing in last 12 months	127	4.1%	101
Gambled at casino in last 12 months	410	13.2%	100
Gambled in Las Vegas in last 12 months	133	4.3%	121
Participate in indoor gardening/plant care	253	8.1%	91
Attended horse races in last 12 months	77	2.5%	102
Participated in karaoke in last 12 months	136	4.4%	115
Bought lottery ticket in last 12 months	1,048	33.7%	96
Played lottery 6+ times in last 30 days	232	7.5%	73
Bought lottery ticket in last 12 months: Daily Drawing	59	1.9%	61
Bought lottery ticket in last 12 months: Instant Game	424	13.6%	75
Bought lottery ticket in last 12 months: Mega Millions	548	17.6%	109
Bought lottery ticket in last 12 months: Powerball	690	22.2%	107
Attended a movie in last 6 months	2,174	69.9%	119
Attended movie in last 90 days: once/week or more	63	2.0%	85
Attended movie in last 90 days: 2-3 times a month	265	8.5%	139
Attended movie in last 90 days: once a month	428	13.8%	145
Attended movie in last 90 days: < once a month	1,262	40.6%	115
Movie genre seen at theater/6 months: action	1,133	36.4%	126

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Movie genre seen at theater/6 months: adventure	1,258	40.4%	126
Movie genre seen at theater/6 months: comedy	995	32.0%	127
Movie genre seen at theater/6 months: crime	420	13.5%	125
Movie genre seen at theater/6 months: drama	894	28.7%	122
Movie genre seen at theater/6 months: family	422	13.6%	113
Movie genre seen at theater/6 months: fantasy	699	22.5%	132
Movie genre seen at theater/6 months: horror	223	7.2%	96
Movie genre seen at theater/6 months: romance	214	6.9%	112
Movie genre seen at theater/6 months: science fiction	717	23.0%	131
Movie genre seen at theater/6 months: thriller	512	16.5%	128
Went to museum in last 12 months	526	16.9%	123
Attended classical music/opera performance/12 months	138	4.4%	114
Attended country music performance in last 12 months	252	8.1%	127
Attended rock music performance in last 12 months	364	11.7%	122
Played musical instrument in last 12 months	243	7.8%	99
Did painting/drawing in last 12 months	298	9.6%	122
Did photo album/scrapbooking in last 12 months	153	4.9%	111
Did photography in last 12 months	347	11.2%	114
Did Sudoku puzzle in last 12 months	300	9.6%	122
Went to live theater in last 12 months	422	13.6%	123
Visited a theme park in last 12 months	739	23.8%	126
Visited a theme park 5+ times in last 12 months	160	5.1%	130
Participated in trivia games in last 12 months	231	7.4%	112
Played video/electronic game (console) last 12 months	333	10.7%	121
Played video/electronic game (portable) last 12 months	196	6.3%	135
Visited an indoor water park in last 12 months	98	3.2%	90
Did woodworking in last 12 months	160	5.1%	103
Participated in word games in last 12 months	339	10.9%	106
Went to zoo in last 12 months	488	15.7%	127
Purchased DVD/Blu-ray disc online in last 12 months	244	7.8%	126
Rented DVDs in last 30 days: 1	123	4.0%	126
Rented DVDs in last 30 days: 2	112	3.6%	115
Rented DVDs in last 30 days: 3+	294	9.5%	121
Rented movie/oth video/30 days: action/adventure	818	26.3%	127
Rented movie/oth video/30 days: classics	222	7.1%	118
Rented movie/oth video/30 days: comedy	767	24.7%	127
Rented movie/oth video/30 days: drama	541	17.4%	125
Rented movie/oth video/30 days: family/children	408	13.1%	134
Rented movie/oth video/30 days: foreign	77	2.5%	103
Rented movie/oth video/30 days: horror	210	6.8%	99
Rented movie/oth video/30 days: musical	110	3.5%	123
Rented movie/oth video/30 days: news/documentary	122	3.9%	101
Rented movie/oth video/30 days: romance	293	9.4%	129
Rented movie/oth video/30 days: science fiction	274	8.8%	120
Rented movie/oth video/30 days: TV show	276	8.9%	114
Rented movie/oth video/30 days: western	89	2.9%	100

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Rented/purch DVD/Blu-ray/30 days: from amazon.com	408	13.1%	160
Rented DVD/Blu-ray/30 days: from netflix.com	546	17.6%	135
Rented/purch DVD/Blu-ray/30 days: from Redbox	600	19.3%	127
HH owns ATV/UTV	77	4.1%	68
Bought any children`s toy/game in last 12 months	1,163	37.4%	115
Spent on toys/games for child last 12 months: <\$50	158	5.1%	90
Spent on toys/games for child last 12 months: \$50-99	88	2.8%	116
Spent on toys/games for child last 12 months: \$100-199	218	7.0%	121
Spent on toys/games for child last 12 months: \$200-499	357	11.5%	125
Spent on toys/games for child last 12 months: \$500+	186	6.0%	125
Bought any toys/games online in last 12 months	453	14.6%	141
Bought infant toy in last 12 months	247	7.9%	126
Bought pre-school toy in last 12 months	281	9.0%	128
Bought for child last 12 months: boy action figure	247	7.9%	110
Bought for child last 12 months: girl action figure	113	3.6%	100
Bought for child last 12 months: action game	110	3.5%	117
Bought for child last 12 months: bicycle	215	6.9%	119
Bought for child last 12 months: board game	440	14.1%	119
Bought for child last 12 months: builder set	192	6.2%	123
Bought for child last 12 months: car	282	9.1%	116
Bought for child last 12 months: construction toy	241	7.7%	136
Bought for child last 12 months: fashion doll	120	3.9%	91
Bought for child last 12 months: large/baby doll	245	7.9%	115
Bought for child last 12 months: doll accessories	159	5.1%	128
Bought for child last 12 months: doll clothing	124	4.0%	98
Bought for child last 12 months: educational toy	455	14.6%	127
Bought for child last 12 months: electronic doll/animal	92	3.0%	111
Bought for child last 12 months: electronic game	198	6.4%	109
Bought for child last 12 months: mechanical toy	150	4.8%	114
Bought for child last 12 months: model kit/set	97	3.1%	104
Bought for child last 12 months: plush doll/animal	311	10.0%	119
Bought for child last 12 months: sound game	47	1.5%	89
Bought for child last 12 months: water toy	332	10.7%	118
Bought for child last 12 months: word game	75	2.4%	94

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
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 months	1,070	34.4%	121
Bought 1-3 books in last 12 months	660	21.2%	106
Bought 4-6 books in last 12 months	384	12.3%	125
Bought 7+ books in last 12 months	587	18.9%	126
Bought book (fiction) in last 12 months	945	30.4%	125
Bought book (non-fiction) in last 12 months	877	28.2%	128
Bought biography in last 12 months	246	7.9%	116
Bought children`s book in last 12 months	346	11.1%	116
Bought cookbook in last 12 months	210	6.8%	101
Bought history book in last 12 months	312	10.0%	112
Bought mystery book in last 12 months	340	10.9%	103
Bought novel in last 12 months	518	16.7%	125
Bought religious book (not bible) in last 12 months	213	6.8%	114
Bought romance book in last 12 months	166	5.3%	95
Bought science fiction book in last 12 months	208	6.7%	120
Bought personal/business self-help book last 12 months	280	9.0%	144
Bought travel book in last 12 months	88	2.8%	126
Bought book online in last 12 months	929	29.9%	146
Bought book last 12 months: amazon.com	839	27.0%	134
Bought book last 12 months: barnes&noble.com	97	3.1%	133
Bought book last 12 months: Barnes & Noble book store	547	17.6%	136
Bought book last 12 months: other book store (not B&N)	337	10.8%	110
Bought book last 12 months: mail order	47	1.5%	82
Listened to/purchased audiobook in last 6 months	247	7.9%	132

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Demographic Summary		2019	2024
Population		45,839	47,952
Population 18+		34,317	36,283
Households		17,617	18,493
Median Household Income		\$96,598	\$107,308
Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Participated in aerobics in last 12 months	3,305	9.6%	126
Participated in archery in last 12 months	955	2.8%	102
Participated in backpacking in last 12 months	1,410	4.1%	120
Participated in baseball in last 12 months	1,477	4.3%	108
Participated in basketball in last 12 months	2,880	8.4%	105
Participated in bicycling (mountain) in last 12 months	1,800	5.2%	125
Participated in bicycling (road) in last 12 months	4,252	12.4%	128
Participated in boating (power) in last 12 months	1,833	5.3%	113
Participated in bowling in last 12 months	3,601	10.5%	119
Participated in canoeing/kayaking in last 12 months	2,764	8.1%	118
Participated in fishing (fresh water) in last 12 months	3,928	11.4%	99
Participated in fishing (salt water) in last 12 months	1,510	4.4%	113
Participated in football in last 12 months	1,668	4.9%	103
Participated in Frisbee in last 12 months	1,667	4.9%	122
Participated in golf in last 12 months	3,857	11.2%	135
Participated in hiking in last 12 months	5,683	16.6%	134
Participated in horseback riding in last 12 months	882	2.6%	110
Participated in hunting with rifle in last 12 months	1,120	3.3%	77
Participated in hunting with shotgun in last 12 months	923	2.7%	80
Participated in ice skating in last 12 months	1,319	3.8%	134
Participated in jogging/running in last 12 months	6,060	17.7%	138
Participated in motorcycling in last 12 months	1,003	2.9%	95
Participated in Pilates in last 12 months	1,175	3.4%	138
Participated in ping pong in last 12 months	1,777	5.2%	132
Participated in skiing (downhill) in last 12 months	1,307	3.8%	138
Participated in soccer in last 12 months	1,492	4.3%	109
Participated in softball in last 12 months	1,114	3.2%	115
Participated in swimming in last 12 months	6,900	20.1%	123
Participated in target shooting in last 12 months	1,542	4.5%	103
Participated in tennis in last 12 months	1,659	4.8%	140
Participated in volleyball in last 12 months	1,280	3.7%	107
Participated in walking for exercise in last 12 months	10,191	29.7%	121
Participated in weight lifting in last 12 months	4,970	14.5%	140
Participated in yoga in last 12 months	3,603	10.5%	130
Participated in Zumba in last 12 months	1,224	3.6%	109
Spent on sports/rec equip in last 12 months: \$1-99	2,408	7.0%	115
Spent on sports/rec equip in last 12 months: \$100-\$249	2,441	7.1%	116
Spent on sports/rec equip in last 12 months: \$250+	3,316	9.7%	120
Attend sports events	7,579	22.1%	133
Attend sports events: baseball game - MLB reg seas	2,649	7.7%	138
Attend sports events: basketball game-NBA reg seas	750	2.2%	129
Attend sports events: football game (college)	1,611	4.7%	133
Attend sports events: high school sports	1,339	3.9%	116

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Listen to sports on radio	4,510	13.1%	120
Watch sports on TV	22,110	64.4%	112
Watch on TV: alpine skiing/ski jumping	1,515	4.4%	124
Watch on TV: auto racing (NASCAR)	3,002	8.7%	94
Watch on TV: auto racing (not NASCAR)	1,451	4.2%	106
Watch on TV: baseball (MLB regular season)	8,057	23.5%	120
Watch on TV: baseball (MLB playoffs/World Series)	7,223	21.0%	120
Watch on TV: basketball (college)	5,400	15.7%	117
Watch on TV: basketball (NCAA tournament)	5,263	15.3%	115
Watch on TV: basketball (NBA regular season)	5,784	16.9%	113
Watch on TV: basketball (NBA playoffs/finals)	6,479	18.9%	115
Watch on TV: basketball (WNBA)	1,002	2.9%	93
Watch on TV: bicycle racing	1,041	3.0%	139
Watch on TV: bowling	639	1.9%	96
Watch on TV: boxing	2,099	6.1%	99
Watch on TV: bull riding (pro)	862	2.5%	83
Watch on TV: Equestrian events	706	2.1%	94
Watch on TV: extreme sports (summer)	1,225	3.6%	103
Watch on TV: extreme sports (winter)	1,521	4.4%	116
Watch on TV: figure skating	2,445	7.1%	115
Watch on TV: fishing	1,588	4.6%	101
Watch on TV: football (college)	9,476	27.6%	117
Watch on TV: football (NFL Sunday/Monday/Thursday night games)	13,077	38.1%	119
Watch on TV: football (NFL weekend games)	12,065	35.2%	118
Watch on TV: football (NFL playoffs/Super Bowl)	12,933	37.7%	119
Watch on TV: golf (PGA)	5,063	14.8%	131
Watch on TV: golf (LPGA)	1,398	4.1%	117
Watch on TV: gymnastics	2,640	7.7%	128
Watch on TV: high school sports	1,912	5.6%	116
Watch on TV: horse racing (at track or OTB)	917	2.7%	105
Watch on TV: ice hockey (NHL regular season)	3,367	9.8%	122
Watch on TV: ice hockey (NHL playoffs/Stanley Cup)	3,235	9.4%	118
Watch on TV: mixed martial arts (MMA)	1,579	4.6%	110
Watch on TV: motorcycle racing	760	2.2%	83
Watch on TV: Olympics (summer)	7,226	21.1%	124
Watch on TV: Olympics (winter)	5,245	15.3%	112
Watch on TV: rodeo	885	2.6%	86
Watch on TV: soccer (MLS)	2,019	5.9%	122
Watch on TV: soccer (World Cup)	2,804	8.2%	117
Watch on TV: tennis (men`s)	2,756	8.0%	136
Watch on TV: tennis (women`s)	2,564	7.5%	128
Watch on TV: track & field	1,747	5.1%	117
Watch on TV: volleyball (pro beach)	1,189	3.5%	115
Watch on TV: wrestling (WWE)	1,246	3.6%	79
Interest in sports: college basketball Super Fan	1,216	3.5%	88
Interest in sports: college football Super Fan	2,603	7.6%	101
Interest in sports: golf Super Fan	638	1.9%	100
Interest in sports: high school sports Super Fan	733	2.1%	69
Interest in sports: MLB Super Fan	1,647	4.8%	94
Interest in sports: NASCAR Super Fan	760	2.2%	82
Interest in sports: NBA Super Fan	1,617	4.7%	86
Interest in sports: NFL Super Fan	4,013	11.7%	101
Interest in sports: NHL Super Fan	1,020	3.0%	91
Interest in sports: soccer Super Fan	903	2.6%	95

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January 22, 2020





## Sports and Leisure Market Potential

Anchorage Plaza  
12903 Factory Ln, Louisville, Kentucky, 40245  
Ring: 3 mile radius

Prepared by Charlotte Hollkamp  
Latitude: 38.28833  
Longitude: -85.51225

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Member of AARP	4,541	13.2%	110
Member of charitable organization	1,993	5.8%	134
Member of church board	895	2.6%	100
Member of fraternal order	725	2.1%	94
Member of religious club	1,359	4.0%	116
Member of union	1,321	3.8%	103
Member of veterans club	827	2.4%	96
Attended adult education course in last 12 months	3,393	9.9%	123
Went to art gallery in last 12 months	3,307	9.6%	122
Attended auto show in last 12 months	2,203	6.4%	105
Did baking in last 12 months	9,026	26.3%	117
Barbecued in last 12 months	10,874	31.7%	114
Went to bar/night club in last 12 months	6,628	19.3%	112
Went to beach in last 12 months	12,545	36.6%	126
Played billiards/pool in last 12 months	2,273	6.6%	100
Played bingo in last 12 months	1,565	4.6%	103
Did birdwatching in last 12 months	1,442	4.2%	94
Played board game in last 12 months	6,868	20.0%	127
Read book in last 12 months	13,422	39.1%	122
Participated in book club in last 12 months	1,206	3.5%	117
Went on overnight camping trip in last 12 months	4,526	13.2%	106
Played cards in last 12 months	6,367	18.6%	114
Played chess in last 12 months	1,348	3.9%	110
Played computer game (offline w/software)/12 months	2,614	7.6%	105
Played computer game (online w/o software)/12 months	4,522	13.2%	112
Cooked for fun in last 12 months	7,895	23.0%	117
Did crossword puzzle in last 12 months	3,648	10.6%	110
Danced/went dancing in last 12 months	2,464	7.2%	100
Attended dance performance in last 12 months	1,864	5.4%	121
Dined out in last 12 months	20,856	60.8%	117
Participated in fantasy sports league last 12 months	1,971	5.7%	124
Participated in tailgating in last 12 months	1,914	5.6%	126
Did furniture refinishing in last 12 months	1,507	4.4%	108
Gambled at casino in last 12 months	4,837	14.1%	107
Gambled in Las Vegas in last 12 months	1,527	4.4%	126
Participate in indoor gardening/plant care	3,142	9.2%	102
Attended horse races in last 12 months	938	2.7%	113
Participated in karaoke in last 12 months	1,268	3.7%	97
Bought lottery ticket in last 12 months	11,727	34.2%	98
Played lottery 6+ times in last 30 days	2,937	8.6%	83
Bought lottery ticket in last 12 months: Daily Drawing	772	2.2%	72
Bought lottery ticket in last 12 months: Instant Game	4,982	14.5%	80
Bought lottery ticket in last 12 months: Mega Millions	6,008	17.5%	108
Bought lottery ticket in last 12 months: Powerball	7,781	22.7%	109
Attended a movie in last 6 months	23,006	67.0%	115
Attended movie in last 90 days: once/week or more	734	2.1%	89
Attended movie in last 90 days: 2-3 times a month	2,459	7.2%	117
Attended movie in last 90 days: once a month	4,162	12.1%	128
Attended movie in last 90 days: < once a month	13,874	40.4%	115
Movie genre seen at theater/6 months: action	11,600	33.8%	117

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January 22, 2020



# Sports and Leisure Market Potential

Anchorage Plaza  
12903 Factory Ln, Louisville, Kentucky, 40245  
Ring: 3 mile radius

Prepared by Charlotte Hollkamp  
Latitude: 38.28833  
Longitude: -85.51225

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Movie genre seen at theater/6 months: adventure	12,969	37.8%	118
Movie genre seen at theater/6 months: comedy	9,896	28.8%	115
Movie genre seen at theater/6 months: crime	4,119	12.0%	111
Movie genre seen at theater/6 months: drama	9,507	27.7%	118
Movie genre seen at theater/6 months: family	4,649	13.5%	112
Movie genre seen at theater/6 months: fantasy	7,106	20.7%	122
Movie genre seen at theater/6 months: horror	2,361	6.9%	92
Movie genre seen at theater/6 months: romance	2,218	6.5%	106
Movie genre seen at theater/6 months: science fiction	7,101	20.7%	117
Movie genre seen at theater/6 months: thriller	5,114	14.9%	116
Went to museum in last 12 months	6,179	18.0%	131
Attended classical music/opera performance/12 months	1,692	4.9%	127
Attended country music performance in last 12 months	2,568	7.5%	117
Attended rock music performance in last 12 months	4,140	12.1%	126
Played musical instrument in last 12 months	2,858	8.3%	105
Did painting/drawing in last 12 months	3,087	9.0%	115
Did photo album/scrapbooking in last 12 months	1,721	5.0%	113
Did photography in last 12 months	3,988	11.6%	119
Did Sudoku puzzle in last 12 months	3,275	9.5%	120
Went to live theater in last 12 months	4,818	14.0%	127
Visited a theme park in last 12 months	7,671	22.4%	118
Visited a theme park 5+ times in last 12 months	1,847	5.4%	136
Participated in trivia games in last 12 months	2,597	7.6%	114
Played video/electronic game (console) last 12 months	3,202	9.3%	105
Played video/electronic game (portable) last 12 months	1,762	5.1%	110
Visited an indoor water park in last 12 months	1,272	3.7%	106
Did woodworking in last 12 months	1,850	5.4%	108
Participated in word games in last 12 months	4,085	11.9%	115
Went to zoo in last 12 months	5,085	14.8%	120
Purchased DVD/Blu-ray disc online in last 12 months	2,734	8.0%	128
Rented DVDs in last 30 days: 1	1,194	3.5%	111
Rented DVDs in last 30 days: 2	1,133	3.3%	106
Rented DVDs in last 30 days: 3+	2,716	7.9%	101
Rented movie/oth video/30 days: action/adventure	8,385	24.4%	118
Rented movie/oth video/30 days: classics	2,499	7.3%	120
Rented movie/oth video/30 days: comedy	7,846	22.9%	118
Rented movie/oth video/30 days: drama	5,879	17.1%	123
Rented movie/oth video/30 days: family/children	4,119	12.0%	123
Rented movie/oth video/30 days: foreign	866	2.5%	105
Rented movie/oth video/30 days: horror	2,107	6.1%	90
Rented movie/oth video/30 days: musical	1,123	3.3%	114
Rented movie/oth video/30 days: news/documentary	1,519	4.4%	114
Rented movie/oth video/30 days: romance	3,066	8.9%	123
Rented movie/oth video/30 days: science fiction	3,047	8.9%	121
Rented movie/oth video/30 days: TV show	3,106	9.1%	116
Rented movie/oth video/30 days: western	925	2.7%	94

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January 22, 2020



## Sports and Leisure Market Potential

Anchorage Plaza  
12903 Factory Ln, Louisville, Kentucky, 40245  
Ring: 3 mile radius

Prepared by Charlotte Hollkamp  
Latitude: 38.28833  
Longitude: -85.51225

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Rented/purch DVD/Blu-ray/30 days: from amazon.com	3,846	11.2%	137
Rented DVD/Blu-ray/30 days: from netflix.com	5,644	16.4%	127
Rented/purch DVD/Blu-ray/30 days: from Redbox	5,739	16.7%	110
HH owns ATV/UTV	762	4.3%	71
Bought any children`s toy/game in last 12 months	12,303	35.9%	111
Spent on toys/games for child last 12 months: <\$50	1,842	5.4%	95
Spent on toys/games for child last 12 months: \$50-99	847	2.5%	101
Spent on toys/games for child last 12 months: \$100-199	2,289	6.7%	116
Spent on toys/games for child last 12 months: \$200-499	3,612	10.5%	115
Spent on toys/games for child last 12 months: \$500+	2,127	6.2%	130
Bought any toys/games online in last 12 months	4,775	13.9%	134
Bought infant toy in last 12 months	2,379	6.9%	110
Bought pre-school toy in last 12 months	2,881	8.4%	119
Bought for child last 12 months: boy action figure	2,656	7.7%	107
Bought for child last 12 months: girl action figure	1,187	3.5%	95
Bought for child last 12 months: action game	1,063	3.1%	103
Bought for child last 12 months: bicycle	2,161	6.3%	108
Bought for child last 12 months: board game	4,774	13.9%	117
Bought for child last 12 months: builder set	2,022	5.9%	117
Bought for child last 12 months: car	2,799	8.2%	104
Bought for child last 12 months: construction toy	2,217	6.5%	113
Bought for child last 12 months: fashion doll	1,390	4.1%	96
Bought for child last 12 months: large/baby doll	2,486	7.2%	105
Bought for child last 12 months: doll accessories	1,569	4.6%	115
Bought for child last 12 months: doll clothing	1,470	4.3%	105
Bought for child last 12 months: educational toy	4,731	13.8%	120
Bought for child last 12 months: electronic doll/animal	865	2.5%	95
Bought for child last 12 months: electronic game	2,159	6.3%	108
Bought for child last 12 months: mechanical toy	1,684	4.9%	116
Bought for child last 12 months: model kit/set	1,176	3.4%	114
Bought for child last 12 months: plush doll/animal	3,296	9.6%	114
Bought for child last 12 months: sound game	468	1.4%	80
Bought for child last 12 months: water toy	3,457	10.1%	111
Bought for child last 12 months: word game	784	2.3%	89

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January 22, 2020



## Sports and Leisure Market Potential

Anchorage Plaza  
12903 Factory Ln, Louisville, Kentucky, 40245  
Ring: 3 mile radius

Prepared by Charlotte Hollkamp  
Latitude: 38.28833  
Longitude: -85.51225

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Bought digital book in last 12 months	5,834	17.0%	131
Bought hardcover book in last 12 months	8,482	24.7%	124
Bought paperback book in last 12 months	11,734	34.2%	120
Bought 1-3 books in last 12 months	7,636	22.3%	111
Bought 4-6 books in last 12 months	4,211	12.3%	124
Bought 7+ books in last 12 months	6,430	18.7%	125
Bought book (fiction) in last 12 months	10,326	30.1%	124
Bought book (non-fiction) in last 12 months	9,690	28.2%	128
Bought biography in last 12 months	2,891	8.4%	123
Bought children`s book in last 12 months	3,801	11.1%	115
Bought cookbook in last 12 months	2,445	7.1%	107
Bought history book in last 12 months	3,739	10.9%	121
Bought mystery book in last 12 months	4,131	12.0%	113
Bought novel in last 12 months	5,910	17.2%	129
Bought religious book (not bible) in last 12 months	2,251	6.6%	109
Bought romance book in last 12 months	1,984	5.8%	103
Bought science fiction book in last 12 months	2,062	6.0%	108
Bought personal/business self-help book last 12 months	2,842	8.3%	132
Bought travel book in last 12 months	905	2.6%	117
Bought book online in last 12 months	9,798	28.6%	139
Bought book last 12 months: amazon.com	9,262	27.0%	134
Bought book last 12 months: barnes&noble.com	1,100	3.2%	136
Bought book last 12 months: Barnes & Noble book store	5,845	17.0%	132
Bought book last 12 months: other book store (not B&N)	3,707	10.8%	110
Bought book last 12 months: mail order	627	1.8%	99
Listened to/purchased audiobook in last 6 months	2,839	8.3%	138

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January 22, 2020



# Sports and Leisure Market Potential

Anchorage Plaza  
12903 Factory Ln, Louisville, Kentucky, 40245  
Ring: 5 mile radius

Prepared by Charlotte Hollkamp  
Latitude: 38.28833  
Longitude: -85.51225

Demographic Summary		2019	2024
Population		122,833	130,039
Population 18+		94,019	100,430
Households		48,681	51,568
Median Household Income		\$95,830	\$107,125
Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Participated in aerobics in last 12 months	8,684	9.2%	121
Participated in archery in last 12 months	2,645	2.8%	103
Participated in backpacking in last 12 months	4,099	4.4%	128
Participated in baseball in last 12 months	3,903	4.2%	104
Participated in basketball in last 12 months	7,479	8.0%	99
Participated in bicycling (mountain) in last 12 months	4,773	5.1%	121
Participated in bicycling (road) in last 12 months	11,824	12.6%	129
Participated in boating (power) in last 12 months	5,207	5.5%	118
Participated in bowling in last 12 months	9,483	10.1%	114
Participated in canoeing/kayaking in last 12 months	8,082	8.6%	126
Participated in fishing (fresh water) in last 12 months	10,915	11.6%	100
Participated in fishing (salt water) in last 12 months	3,934	4.2%	107
Participated in football in last 12 months	4,211	4.5%	95
Participated in Frisbee in last 12 months	4,517	4.8%	121
Participated in golf in last 12 months	10,646	11.3%	136
Participated in hiking in last 12 months	15,543	16.5%	134
Participated in horseback riding in last 12 months	2,379	2.5%	108
Participated in hunting with rifle in last 12 months	3,193	3.4%	80
Participated in hunting with shotgun in last 12 months	2,617	2.8%	83
Participated in ice skating in last 12 months	3,361	3.6%	125
Participated in jogging/running in last 12 months	15,707	16.7%	130
Participated in motorcycling in last 12 months	2,690	2.9%	93
Participated in Pilates in last 12 months	3,048	3.2%	131
Participated in ping pong in last 12 months	4,673	5.0%	127
Participated in skiing (downhill) in last 12 months	3,561	3.8%	137
Participated in soccer in last 12 months	3,852	4.1%	102
Participated in softball in last 12 months	2,705	2.9%	102
Participated in swimming in last 12 months	19,077	20.3%	125
Participated in target shooting in last 12 months	4,251	4.5%	104
Participated in tennis in last 12 months	4,100	4.4%	126
Participated in volleyball in last 12 months	3,171	3.4%	97
Participated in walking for exercise in last 12 months	28,673	30.5%	124
Participated in weight lifting in last 12 months	13,446	14.3%	138
Participated in yoga in last 12 months	10,200	10.8%	134
Participated in Zumba in last 12 months	3,255	3.5%	106
Spent on sports/rec equip in last 12 months: \$1-99	6,401	6.8%	112
Spent on sports/rec equip in last 12 months: \$100-\$249	6,996	7.4%	121
Spent on sports/rec equip in last 12 months: \$250+	9,130	9.7%	120
Attend sports events	20,496	21.8%	131
Attend sports events: baseball game - MLB reg seas	7,524	8.0%	143
Attend sports events: basketball game-NBA reg seas	1,998	2.1%	125
Attend sports events: football game (college)	4,134	4.4%	124
Attend sports events: high school sports	3,707	3.9%	117

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# Sports and Leisure Market Potential

Anchorage Plaza  
12903 Factory Ln, Louisville, Kentucky, 40245  
Ring: 5 mile radius

Prepared by Charlotte Hollkamp  
Latitude: 38.28833  
Longitude: -85.51225

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Listen to sports on radio	12,521	13.3%	121
Watch sports on TV	61,259	65.2%	113
Watch on TV: alpine skiing/ski jumping	4,381	4.7%	130
Watch on TV: auto racing (NASCAR)	8,677	9.2%	99
Watch on TV: auto racing (not NASCAR)	3,813	4.1%	101
Watch on TV: baseball (MLB regular season)	23,071	24.5%	125
Watch on TV: baseball (MLB playoffs/World Series)	20,351	21.6%	123
Watch on TV: basketball (college)	15,166	16.1%	120
Watch on TV: basketball (NCAA tournament)	14,865	15.8%	119
Watch on TV: basketball (NBA regular season)	14,923	15.9%	107
Watch on TV: basketball (NBA playoffs/finals)	17,187	18.3%	111
Watch on TV: basketball (WNBA)	2,745	2.9%	93
Watch on TV: bicycle racing	2,779	3.0%	135
Watch on TV: bowling	1,734	1.8%	96
Watch on TV: boxing	5,397	5.7%	93
Watch on TV: bull riding (pro)	2,426	2.6%	86
Watch on TV: Equestrian events	2,029	2.2%	99
Watch on TV: extreme sports (summer)	3,410	3.6%	105
Watch on TV: extreme sports (winter)	4,196	4.5%	117
Watch on TV: figure skating	7,287	7.8%	125
Watch on TV: fishing	4,480	4.8%	104
Watch on TV: football (college)	26,490	28.2%	120
Watch on TV: football (NFL Sunday/Monday/Thursday night games)	35,699	38.0%	118
Watch on TV: football (NFL weekend games)	33,478	35.6%	120
Watch on TV: football (NFL playoffs/Super Bowl)	35,652	37.9%	119
Watch on TV: golf (PGA)	14,558	15.5%	138
Watch on TV: golf (LPGA)	4,021	4.3%	123
Watch on TV: gymnastics	6,851	7.3%	121
Watch on TV: high school sports	5,393	5.7%	120
Watch on TV: horse racing (at track or OTB)	2,553	2.7%	107
Watch on TV: ice hockey (NHL regular season)	10,005	10.6%	132
Watch on TV: ice hockey (NHL playoffs/Stamley Cup)	9,906	10.5%	132
Watch on TV: mixed martial arts (MMA)	4,213	4.5%	107
Watch on TV: motorcycle racing	2,271	2.4%	90
Watch on TV: Olympics (summer)	20,124	21.4%	126
Watch on TV: Olympics (winter)	15,259	16.2%	119
Watch on TV: rodeo	2,341	2.5%	83
Watch on TV: soccer (MLS)	5,264	5.6%	116
Watch on TV: soccer (World Cup)	7,472	7.9%	113
Watch on TV: tennis (men`s)	7,394	7.9%	133
Watch on TV: tennis (women`s)	7,067	7.5%	129
Watch on TV: track & field	4,663	5.0%	114
Watch on TV: volleyball (pro beach)	3,169	3.4%	111
Watch on TV: wrestling (WWE)	3,326	3.5%	77
Interest in sports: college basketball Super Fan	3,272	3.5%	87
Interest in sports: college football Super Fan	7,042	7.5%	100
Interest in sports: golf Super Fan	1,953	2.1%	112
Interest in sports: high school sports Super Fan	2,102	2.2%	72
Interest in sports: MLB Super Fan	4,742	5.0%	98
Interest in sports: NASCAR Super Fan	2,015	2.1%	79
Interest in sports: NBA Super Fan	4,237	4.5%	82
Interest in sports: NFL Super Fan	11,027	11.7%	101
Interest in sports: NHL Super Fan	3,097	3.3%	101
Interest in sports: soccer Super Fan	2,275	2.4%	88

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January 22, 2020



## Sports and Leisure Market Potential

Anchorage Plaza  
12903 Factory Ln, Louisville, Kentucky, 40245  
Ring: 5 mile radius

Prepared by Charlotte Hollkamp  
Latitude: 38.28833  
Longitude: -85.51225

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Member of AARP	13,586	14.5%	120
Member of charitable organization	5,563	5.9%	137
Member of church board	2,532	2.7%	104
Member of fraternal order	2,295	2.4%	109
Member of religious club	3,709	3.9%	115
Member of union	4,109	4.4%	116
Member of veterans club	2,450	2.6%	104
Attended adult education course in last 12 months	8,894	9.5%	118
Went to art gallery in last 12 months	9,650	10.3%	130
Attended auto show in last 12 months	6,049	6.4%	105
Did baking in last 12 months	25,290	26.9%	120
Barbecued in last 12 months	30,534	32.5%	117
Went to bar/night club in last 12 months	18,724	19.9%	115
Went to beach in last 12 months	34,181	36.4%	125
Played billiards/pool in last 12 months	6,178	6.6%	99
Played bingo in last 12 months	3,954	4.2%	95
Did birdwatching in last 12 months	4,446	4.7%	105
Played board game in last 12 months	18,849	20.0%	128
Read book in last 12 months	37,564	40.0%	125
Participated in book club in last 12 months	3,466	3.7%	123
Went on overnight camping trip in last 12 months	12,513	13.3%	107
Played cards in last 12 months	17,521	18.6%	114
Played chess in last 12 months	3,467	3.7%	104
Played computer game (offline w/software)/12 months	7,221	7.7%	106
Played computer game (online w/o software)/12 months	12,367	13.2%	112
Cooked for fun in last 12 months	21,831	23.2%	118
Did crossword puzzle in last 12 months	10,495	11.2%	115
Danced/went dancing in last 12 months	7,022	7.5%	104
Attended dance performance in last 12 months	5,039	5.4%	120
Dined out in last 12 months	58,170	61.9%	119
Participated in fantasy sports league last 12 months	5,400	5.7%	124
Participated in tailgating in last 12 months	5,140	5.5%	124
Did furniture refinishing in last 12 months	4,429	4.7%	116
Gambled at casino in last 12 months	13,534	14.4%	109
Gambled in Las Vegas in last 12 months	4,004	4.3%	120
Participate in indoor gardening/plant care	9,336	9.9%	111
Attended horse races in last 12 months	2,535	2.7%	111
Participated in karaoke in last 12 months	3,111	3.3%	87
Bought lottery ticket in last 12 months	32,767	34.9%	100
Played lottery 6+ times in last 30 days	8,361	8.9%	87
Bought lottery ticket in last 12 months: Daily Drawing	2,341	2.5%	80
Bought lottery ticket in last 12 months: Instant Game	14,698	15.6%	87
Bought lottery ticket in last 12 months: Mega Millions	16,558	17.6%	109
Bought lottery ticket in last 12 months: Powerball	21,585	23.0%	111
Attended a movie in last 6 months	62,101	66.1%	113
Attended movie in last 90 days: once/week or more	1,830	1.9%	81
Attended movie in last 90 days: 2-3 times a month	6,267	6.7%	109
Attended movie in last 90 days: once a month	10,730	11.4%	120
Attended movie in last 90 days: < once a month	38,844	41.3%	117
Movie genre seen at theater/6 months: action	30,648	32.6%	113

**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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Movie genre seen at theater/6 months: adventure	34,592	36.8%	114
Movie genre seen at theater/6 months: comedy	26,200	27.9%	111
Movie genre seen at theater/6 months: crime	10,690	11.4%	106
Movie genre seen at theater/6 months: drama	25,953	27.6%	117
Movie genre seen at theater/6 months: family	12,569	13.4%	111
Movie genre seen at theater/6 months: fantasy	18,999	20.2%	119
Movie genre seen at theater/6 months: horror	6,068	6.5%	87
Movie genre seen at theater/6 months: romance	5,916	6.3%	103
Movie genre seen at theater/6 months: science fiction	18,787	20.0%	113
Movie genre seen at theater/6 months: thriller	12,953	13.8%	107
Went to museum in last 12 months	17,440	18.5%	135
Attended classical music/opera performance/12 months	5,159	5.5%	141
Attended country music performance in last 12 months	7,056	7.5%	118
Attended rock music performance in last 12 months	11,660	12.4%	130
Played musical instrument in last 12 months	8,309	8.8%	112
Did painting/drawing in last 12 months	8,628	9.2%	117
Did photo album/scrapbooking in last 12 months	4,704	5.0%	113
Did photography in last 12 months	11,191	11.9%	122
Did Sudoku puzzle in last 12 months	9,126	9.7%	122
Went to live theater in last 12 months	13,988	14.9%	135
Visited a theme park in last 12 months	19,547	20.8%	110
Visited a theme park 5+ times in last 12 months	4,483	4.8%	120
Participated in trivia games in last 12 months	7,161	7.6%	115
Played video/electronic game (console) last 12 months	8,548	9.1%	103
Played video/electronic game (portable) last 12 months	4,624	4.9%	105
Visited an indoor water park in last 12 months	3,381	3.6%	103
Did woodworking in last 12 months	5,186	5.5%	111
Participated in word games in last 12 months	11,509	12.2%	119
Went to zoo in last 12 months	13,496	14.4%	117
Purchased DVD/Blu-ray disc online in last 12 months	7,287	7.8%	124
Rented DVDs in last 30 days: 1	3,426	3.6%	117
Rented DVDs in last 30 days: 2	2,984	3.2%	101
Rented DVDs in last 30 days: 3+	7,105	7.6%	97
Rented movie/oth video/30 days: action/adventure	22,067	23.5%	114
Rented movie/oth video/30 days: classics	6,392	6.8%	112
Rented movie/oth video/30 days: comedy	20,685	22.0%	113
Rented movie/oth video/30 days: drama	15,610	16.6%	119
Rented movie/oth video/30 days: family/children	10,301	11.0%	112
Rented movie/oth video/30 days: foreign	2,202	2.3%	98
Rented movie/oth video/30 days: horror	5,452	5.8%	85
Rented movie/oth video/30 days: musical	2,867	3.0%	106
Rented movie/oth video/30 days: news/documentary	3,909	4.2%	107
Rented movie/oth video/30 days: romance	7,958	8.5%	116
Rented movie/oth video/30 days: science fiction	7,665	8.2%	111
Rented movie/oth video/30 days: TV show	8,154	8.7%	111
Rented movie/oth video/30 days: western	2,233	2.4%	83

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Rented/purch DVD/Blu-ray/30 days: from amazon.com	10,137	10.8%	131
Rented DVD/Blu-ray/30 days: from netflix.com	15,034	16.0%	123
Rented/purch DVD/Blu-ray/30 days: from Redbox	15,232	16.2%	107
HH owns ATV/UTV	2,285	4.7%	77
Bought any children`s toy/game in last 12 months	32,505	34.6%	107
Spent on toys/games for child last 12 months: <\$50	5,098	5.4%	96
Spent on toys/games for child last 12 months: \$50-99	2,236	2.4%	98
Spent on toys/games for child last 12 months: \$100-199	5,966	6.3%	110
Spent on toys/games for child last 12 months: \$200-499	9,571	10.2%	111
Spent on toys/games for child last 12 months: \$500+	5,593	5.9%	125
Bought any toys/games online in last 12 months	12,579	13.4%	129
Bought infant toy in last 12 months	6,169	6.6%	104
Bought pre-school toy in last 12 months	7,453	7.9%	112
Bought for child last 12 months: boy action figure	7,042	7.5%	104
Bought for child last 12 months: girl action figure	3,147	3.3%	92
Bought for child last 12 months: action game	2,865	3.0%	101
Bought for child last 12 months: bicycle	5,656	6.0%	103
Bought for child last 12 months: board game	12,643	13.4%	113
Bought for child last 12 months: builder set	5,521	5.9%	117
Bought for child last 12 months: car	7,130	7.6%	97
Bought for child last 12 months: construction toy	6,050	6.4%	113
Bought for child last 12 months: fashion doll	3,797	4.0%	95
Bought for child last 12 months: large/baby doll	6,321	6.7%	98
Bought for child last 12 months: doll accessories	3,936	4.2%	105
Bought for child last 12 months: doll clothing	3,868	4.1%	101
Bought for child last 12 months: educational toy	12,507	13.3%	115
Bought for child last 12 months: electronic doll/animal	2,229	2.4%	89
Bought for child last 12 months: electronic game	5,645	6.0%	103
Bought for child last 12 months: mechanical toy	4,348	4.6%	109
Bought for child last 12 months: model kit/set	3,223	3.4%	114
Bought for child last 12 months: plush doll/animal	8,733	9.3%	110
Bought for child last 12 months: sound game	1,249	1.3%	78
Bought for child last 12 months: water toy	9,308	9.9%	109
Bought for child last 12 months: word game	2,047	2.2%	85

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Bought digital book in last 12 months	15,904	16.9%	131
Bought hardcover book in last 12 months	23,287	24.8%	124
Bought paperback book in last 12 months	31,939	34.0%	119
Bought 1-3 books in last 12 months	20,794	22.1%	111
Bought 4-6 books in last 12 months	11,241	12.0%	121
Bought 7+ books in last 12 months	17,747	18.9%	126
Bought book (fiction) in last 12 months	28,513	30.3%	124
Bought book (non-fiction) in last 12 months	26,558	28.2%	128
Bought biography in last 12 months	8,056	8.6%	125
Bought children`s book in last 12 months	10,033	10.7%	111
Bought cookbook in last 12 months	6,847	7.3%	109
Bought history book in last 12 months	10,396	11.1%	123
Bought mystery book in last 12 months	11,881	12.6%	119
Bought novel in last 12 months	16,155	17.2%	129
Bought religious book (not bible) in last 12 months	5,913	6.3%	105
Bought romance book in last 12 months	5,551	5.9%	106
Bought science fiction book in last 12 months	5,660	6.0%	108
Bought personal/business self-help book last 12 months	7,451	7.9%	127
Bought travel book in last 12 months	2,523	2.7%	119
Bought book online in last 12 months	26,665	28.4%	138
Bought book last 12 months: amazon.com	25,497	27.1%	135
Bought book last 12 months: barnes&noble.com	2,911	3.1%	132
Bought book last 12 months: Barnes & Noble book store	15,461	16.4%	128
Bought book last 12 months: other book store (not B&N)	10,396	11.1%	113
Bought book last 12 months: mail order	1,748	1.9%	101
Listened to/purchased audiobook in last 6 months	7,308	7.8%	130

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