



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

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

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2019 and 2024.

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

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

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

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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 or HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's clothing in last 12 months	17,433	50.8%	107
Bought any women's clothing in last 12 months	15,639	45.6%	106
Bought clothing for child <13 years in last 6 months	10,005	29.2%	109
Bought any shoes in last 12 months	19,504	56.8%	109
Bought costume jewelry in last 12 months	6,502	18.9%	109
Bought any fine jewelry in last 12 months	6,225	18.1%	101
Bought a watch in last 12 months	5,646	16.5%	106
Automobiles (Households)			
HH owns/leases any vehicle	16,247	92.2%	108
HH bought/leased new vehicle last 12 months	2,346	13.3%	136
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	31,207	90.9%	106
Bought/changed motor oil in last 12 months	16,187	47.2%	99
Had tune-up in last 12 months	9,374	27.3%	110
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	25,417	74.1%	103
Drank regular cola in last 6 months	13,461	39.2%	88
Drank beer/ale in last 6 months	16,081	46.9%	111
Cameras (Adults)			
Own digital point & shoot camera/camcorder	4,654	13.6%	135
Own digital SLR camera/camcorder	3,612	10.5%	133
Printed digital photos in last 12 months	9,995	29.1%	127
Cell Phones (Adults/Households)			
Bought cell phone in last 12 months	11,993	34.9%	101
Have a smartphone	31,061	90.5%	108
Have a smartphone: Android phone (any brand)	12,535	36.5%	90
Have a smartphone: Apple iPhone	18,303	53.3%	127
Number of cell phones in household: 1	3,990	22.6%	74
Number of cell phones in household: 2	7,294	41.4%	107
Number of cell phones in household: 3+	6,056	34.4%	122
HH has cell phone only (no landline telephone)	9,138	51.9%	93
Computers (Households)			
HH owns a computer	14,983	85.0%	116
HH owns desktop computer	7,677	43.6%	118
HH owns laptop/notebook	11,894	67.5%	119
HH owns any Apple/Mac brand computer	4,229	24.0%	133
HH owns any PC/non-Apple brand computer	12,245	69.5%	113
HH purchased most recent computer in a store	7,624	43.3%	119
HH purchased most recent computer online	3,025	17.2%	126
Spent <\$1-499 on most recent home computer	2,587	14.7%	100
Spent \$500-\$999 on most recent home computer	3,618	20.5%	122
Spent \$1,000-\$1,499 on most recent home computer	2,034	11.5%	121
Spent \$1,500-\$1,999 on most recent home computer	1,078	6.1%	138
Spent \$2,000+ on most recent home computer	1,021	5.8%	146

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Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
Convenience Stores (Adults)			
Shopped at convenience store in last 6 months	22,106	64.4%	102
Bought brewed coffee at convenience store in last 30 days	4,853	14.1%	102
Bought cigarettes at convenience store in last 30 days	2,736	8.0%	74
Bought gas at convenience store in last 30 days	13,084	38.1%	102
Spent at convenience store in last 30 days: <\$1-19	2,796	8.1%	118
Spent at convenience store in last 30 days: \$20-\$39	3,377	9.8%	104
Spent at convenience store in last 30 days: \$40-\$50	2,763	8.1%	98
Spent at convenience store in last 30 days: \$51-\$99	1,770	5.2%	93
Spent at convenience store in last 30 days: \$100+	7,558	22.0%	99
Entertainment (Adults)			
Attended a movie in last 6 months	23,006	67.0%	115
Went to live theater in last 12 months	4,818	14.0%	127
Went to a bar/night club in last 12 months	6,628	19.3%	112
Dined out in last 12 months	20,856	60.8%	117
Gambled at a casino in last 12 months	4,837	14.1%	107
Visited a theme park in last 12 months	7,671	22.4%	118
Viewed movie (video-on-demand) in last 30 days	8,366	24.4%	139
Viewed TV show (video-on-demand) in last 30 days	6,011	17.5%	139
Watched any pay-per-view TV in last 12 months	4,349	12.7%	129
Downloaded a movie over the Internet in last 30 days	4,004	11.7%	122
Downloaded any individual song in last 6 months	8,111	23.6%	124
Watched a movie online in the last 30 days	10,385	30.3%	112
Watched a TV program online in last 30 days	7,831	22.8%	120
Played a video/electronic game (console) in last 12 months	3,202	9.3%	105
Played a video/electronic game (portable) in last 12 months	1,762	5.1%	110
Financial (Adults)			
Have home mortgage (1st)	14,787	43.1%	139
Used ATM/cash machine in last 12 months	20,712	60.4%	114
Own any stock	3,598	10.5%	146
Own U.S. savings bond	1,967	5.7%	131
Own shares in mutual fund (stock)	3,683	10.7%	150
Own shares in mutual fund (bonds)	2,511	7.3%	153
Have interest checking account	12,311	35.9%	125
Have non-interest checking account	10,544	30.7%	105
Have savings account	22,830	66.5%	116
Have 401K retirement savings plan	7,575	22.1%	137
Own/used any credit/debit card in last 12 months	29,608	86.3%	109
Avg monthly credit card expenditures: <\$1-110	3,787	11.0%	96
Avg monthly credit card expenditures: \$111-\$225	2,545	7.4%	101
Avg monthly credit card expenditures: \$226-\$450	2,479	7.2%	106
Avg monthly credit card expenditures: \$451-\$700	2,523	7.4%	120
Avg monthly credit card expenditures: \$701-\$1,000	2,460	7.2%	128
Avg monthly credit card expenditures: \$1,001+	6,193	18.0%	155
Did banking online in last 12 months	17,114	49.9%	128
Did banking on mobile device in last 12 months	11,475	33.4%	129
Paid bills online in last 12 months	20,481	59.7%	119

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Grocery (Adults)			
Used beef (fresh/frozen) in last 6 months	12,486	70.9%	103
Used bread in last 6 months	16,426	93.2%	100
Used chicken (fresh or frozen) in last 6 months	12,747	72.4%	104
Used turkey (fresh or frozen) in last 6 months	2,683	15.2%	102
Used fish/seafood (fresh or frozen) in last 6 months	10,020	56.9%	103
Used fresh fruit/vegetables in last 6 months	15,555	88.3%	103
Used fresh milk in last 6 months	15,436	87.6%	102
Used organic food in last 6 months	4,933	28.0%	117
Health (Adults)			
Exercise at home 2+ times per week	11,402	33.2%	121
Exercise at club 2+ times per week	6,775	19.7%	138
Visited a doctor in last 12 months	27,488	80.1%	104
Used vitamin/dietary supplement in last 6 months	19,616	57.2%	106
Home (Households)			
Did any home improvement in last 12 months	5,873	33.3%	121
Used any housekeeper/professional cleaning service in last 12 months	3,529	20.0%	137
Purchased low ticket HH furnishings in last 12 months	3,315	18.8%	110
Purchased big ticket HH furnishings in last 12 months	4,559	25.9%	116
Bought any small kitchen appliance in last 12 months	4,229	24.0%	108
Bought any large kitchen appliance in last 12 months	2,850	16.2%	116
Insurance (Adults/Households)			
Currently carry life insurance	17,761	51.8%	117
Carry medical/hospital/accident insurance	27,846	81.1%	109
Carry homeowner insurance	19,739	57.5%	122
Carry renter's insurance	2,984	8.7%	102
Have auto insurance: 1 vehicle in household covered	4,769	27.1%	87
Have auto insurance: 2 vehicles in household covered	6,098	34.6%	121
Have auto insurance: 3+ vehicles in household covered	4,875	27.7%	121
Pets (Households)			
Household owns any pet	10,291	58.4%	107
Household owns any cat	3,767	21.4%	94
Household owns any dog	8,022	45.5%	109
Psychographics (Adults)			
Buying American is important to me	12,548	36.6%	93
Usually buy items on credit rather than wait	4,660	13.6%	103
Usually buy based on quality - not price	6,382	18.6%	98
Price is usually more important than brand name	9,187	26.8%	98
Usually use coupons for brands I buy often	5,746	16.7%	97
Am interested in how to help the environment	6,472	18.9%	97
Usually pay more for environ safe product	4,738	13.8%	97
Usually value green products over convenience	3,512	10.2%	91
Likely to buy a brand that supports a charity	12,231	35.6%	101
Reading (Adults)			
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 month	11,734	34.2%	120
Read any daily newspaper (paper version)	6,405	18.7%	101
Read any digital newspaper in last 30 days	16,565	48.3%	121
Read any magazine (paper/electronic version) in last 6 months	32,547	94.8%	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 2019 and 2024.

January 22, 2020



Retail 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 or HHs	Percent of Adults/HHs	MPI
Restaurants (Adults)			
Went to family restaurant/steak house in last 6 months	27,668	80.6%	108
Went to family restaurant/steak house: 4+ times a month	10,189	29.7%	112
Went to fast food/drive-in restaurant in last 6 months	31,665	92.3%	102
Went to fast food/drive-in restaurant 9+ times/month	13,886	40.5%	103
Fast food restaurant last 6 months: eat in	13,355	38.9%	105
Fast food restaurant last 6 months: home delivery	2,975	8.7%	100
Fast food restaurant last 6 months: take-out/drive-thru	17,257	50.3%	107
Fast food restaurant last 6 months: take-out/walk-in	8,297	24.2%	116
Television & Electronics (Adults/Households)			
Own any tablet	20,533	59.8%	124
Own any e-reader	3,868	11.3%	135
Own e-reader/tablet: iPad	13,607	39.7%	141
HH has Internet connectable TV	6,370	36.2%	126
Own any portable MP3 player	7,838	22.8%	123
HH owns 1 TV	2,937	16.7%	79
HH owns 2 TVs	4,737	26.9%	100
HH owns 3 TVs	4,114	23.4%	111
HH owns 4+ TVs	3,894	22.1%	127
HH subscribes to cable TV	8,591	48.8%	112
HH subscribes to fiber optic	1,988	11.3%	160
HH owns portable GPS navigation device	4,767	27.1%	118
HH purchased video game system in last 12 months	1,620	9.2%	112
HH owns any Internet video device for TV	5,529	31.4%	131
Travel (Adults)			
Took domestic trip in continental US last 12 months	22,083	64.4%	122
Took 3+ domestic non-business trips in last 12 months	5,286	15.4%	130
Spent on domestic vacations in last 12 months: <\$1-999	3,940	11.5%	106
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	2,768	8.1%	129
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	1,906	5.6%	138
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	2,034	5.9%	142
Spent on domestic vacations in last 12 months: \$3,000+	3,071	8.9%	138
Domestic travel in last 12 months: used general travel website	3,252	9.5%	139
Took foreign trip (including Alaska and Hawaii) in last 3 years	12,495	36.4%	132
Took 3+ foreign trips by plane in last 3 years	2,818	8.2%	150
Spent on foreign vacations in last 12 months: <\$1-999	2,017	5.9%	126
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	1,792	5.2%	130
Spent on foreign vacations in last 12 months: \$3,000+	3,259	9.5%	150
Foreign travel in last 3 years: used general travel website	2,823	8.2%	143
Nights spent in hotel/motel in last 12 months: any	19,172	55.9%	125
Took cruise of more than one day in last 3 years	3,925	11.4%	129
Member of any frequent flyer program	9,710	28.3%	157
Member of any hotel rewards program	9,081	26.5%	147

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January 22, 2020



Retail 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 or HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's clothing in last 12 months	47,466	50.5%	107
Bought any women's clothing in last 12 months	42,935	45.7%	107
Bought clothing for child <13 years in last 6 months	25,197	26.8%	101
Bought any shoes in last 12 months	53,401	56.8%	108
Bought costume jewelry in last 12 months	17,792	18.9%	109
Bought any fine jewelry in last 12 months	16,979	18.1%	101
Bought a watch in last 12 months	15,335	16.3%	105
Automobiles (Households)			
HH owns/leases any vehicle	45,087	92.6%	108
HH bought/leased new vehicle last 12 months	6,322	13.0%	132
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	85,606	91.1%	106
Bought/changed motor oil in last 12 months	43,960	46.8%	98
Had tune-up in last 12 months	25,712	27.3%	110
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	68,595	73.0%	102
Drank regular cola in last 6 months	36,286	38.6%	87
Drank beer/ale in last 6 months	43,664	46.4%	110
Cameras (Adults)			
Own digital point & shoot camera/camcorder	12,953	13.8%	138
Own digital SLR camera/camcorder	9,911	10.5%	134
Printed digital photos in last 12 months	27,267	29.0%	127
Cell Phones (Adults/Households)			
Bought cell phone in last 12 months	32,051	34.1%	99
Have a smartphone	83,635	89.0%	106
Have a smartphone: Android phone (any brand)	32,883	35.0%	86
Have a smartphone: Apple iPhone	50,037	53.2%	127
Number of cell phones in household: 1	11,942	24.5%	81
Number of cell phones in household: 2	20,238	41.6%	107
Number of cell phones in household: 3+	15,679	32.2%	115
HH has cell phone only (no landline telephone)	24,099	49.5%	88
Computers (Households)			
HH owns a computer	40,984	84.2%	114
HH owns desktop computer	21,296	43.7%	118
HH owns laptop/notebook	32,252	66.3%	117
HH owns any Apple/Mac brand computer	11,524	23.7%	131
HH owns any PC/non-Apple brand computer	33,401	68.6%	112
HH purchased most recent computer in a store	20,832	42.8%	118
HH purchased most recent computer online	8,148	16.7%	123
Spent <\$1-499 on most recent home computer	7,037	14.5%	98
Spent \$500-\$999 on most recent home computer	10,076	20.7%	123
Spent \$1,000-\$1,499 on most recent home computer	5,737	11.8%	123
Spent \$1,500-\$1,999 on most recent home computer	2,943	6.0%	136
Spent \$2,000+ on most recent home computer	2,560	5.3%	133

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Retail Market Potential

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

Prepared by Charlotte Hollkamp
Latitude: 38.28833
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Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
Convenience Stores (Adults)			
Shopped at convenience store in last 6 months	59,832	63.6%	101
Bought brewed coffee at convenience store in last 30 days	13,029	13.9%	100
Bought cigarettes at convenience store in last 30 days	7,330	7.8%	72
Bought gas at convenience store in last 30 days	35,390	37.6%	101
Spent at convenience store in last 30 days: <\$1-19	7,787	8.3%	120
Spent at convenience store in last 30 days: \$20-\$39	9,110	9.7%	102
Spent at convenience store in last 30 days: \$40-\$50	7,845	8.3%	101
Spent at convenience store in last 30 days: \$51-\$99	4,898	5.2%	94
Spent at convenience store in last 30 days: \$100+	20,211	21.5%	96
Entertainment (Adults)			
Attended a movie in last 6 months	62,101	66.1%	113
Went to live theater in last 12 months	13,988	14.9%	135
Went to a bar/night club in last 12 months	18,724	19.9%	115
Dined out in last 12 months	58,170	61.9%	119
Gambled at a casino in last 12 months	13,534	14.4%	109
Visited a theme park in last 12 months	19,547	20.8%	110
Viewed movie (video-on-demand) in last 30 days	22,928	24.4%	139
Viewed TV show (video-on-demand) in last 30 days	16,278	17.3%	137
Watched any pay-per-view TV in last 12 months	11,331	12.1%	123
Downloaded a movie over the Internet in last 30 days	10,179	10.8%	113
Downloaded any individual song in last 6 months	20,934	22.3%	117
Watched a movie online in the last 30 days	26,806	28.5%	106
Watched a TV program online in last 30 days	20,756	22.1%	116
Played a video/electronic game (console) in last 12 months	8,548	9.1%	103
Played a video/electronic game (portable) in last 12 months	4,624	4.9%	105
Financial (Adults)			
Have home mortgage (1st)	39,312	41.8%	135
Used ATM/cash machine in last 12 months	56,498	60.1%	114
Own any stock	10,065	10.7%	149
Own U.S. savings bond	5,437	5.8%	133
Own shares in mutual fund (stock)	10,427	11.1%	155
Own shares in mutual fund (bonds)	7,222	7.7%	161
Have interest checking account	34,832	37.0%	129
Have non-interest checking account	29,234	31.1%	106
Have savings account	62,740	66.7%	117
Have 401K retirement savings plan	20,480	21.8%	135
Own/used any credit/debit card in last 12 months	81,130	86.3%	109
Avg monthly credit card expenditures: <\$1-110	10,637	11.3%	98
Avg monthly credit card expenditures: \$111-\$225	7,107	7.6%	103
Avg monthly credit card expenditures: \$226-\$450	6,929	7.4%	108
Avg monthly credit card expenditures: \$451-\$700	7,067	7.5%	122
Avg monthly credit card expenditures: \$701-\$1,000	6,955	7.4%	132
Avg monthly credit card expenditures: \$1,001+	17,078	18.2%	156
Did banking online in last 12 months	46,676	49.6%	127
Did banking on mobile device in last 12 months	30,090	32.0%	124
Paid bills online in last 12 months	55,484	59.0%	118

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Retail 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 of Adults/HHs	MPI
Grocery (Adults)			
Used beef (fresh/frozen) in last 6 months	34,187	70.2%	102
Used bread in last 6 months	45,364	93.2%	100
Used chicken (fresh or frozen) in last 6 months	34,947	71.8%	104
Used turkey (fresh or frozen) in last 6 months	7,499	15.4%	103
Used fish/seafood (fresh or frozen) in last 6 months	27,733	57.0%	103
Used fresh fruit/vegetables in last 6 months	42,900	88.1%	103
Used fresh milk in last 6 months	42,304	86.9%	101
Used organic food in last 6 months	13,749	28.2%	118
Health (Adults)			
Exercise at home 2+ times per week	31,717	33.7%	123
Exercise at club 2+ times per week	18,246	19.4%	135
Visited a doctor in last 12 months	76,162	81.0%	105
Used vitamin/dietary supplement in last 6 months	54,655	58.1%	108
Home (Households)			
Did any home improvement in last 12 months	16,686	34.3%	124
Used any housekeeper/professional cleaning service in last 12 months	9,677	19.9%	136
Purchased low ticket HH furnishings in last 12 months	9,387	19.3%	113
Purchased big ticket HH furnishings in last 12 months	12,346	25.4%	114
Bought any small kitchen appliance in last 12 months	11,448	23.5%	106
Bought any large kitchen appliance in last 12 months	7,674	15.8%	113
Insurance (Adults/Households)			
Currently carry life insurance	48,555	51.6%	117
Carry medical/hospital/accident insurance	76,190	81.0%	108
Carry homeowner insurance	54,972	58.5%	124
Carry renter's insurance	7,899	8.4%	99
Have auto insurance: 1 vehicle in household covered	13,414	27.6%	89
Have auto insurance: 2 vehicles in household covered	16,569	34.0%	119
Have auto insurance: 3+ vehicles in household covered	13,563	27.9%	122
Pets (Households)			
Household owns any pet	28,384	58.3%	107
Household owns any cat	11,147	22.9%	101
Household owns any dog	21,660	44.5%	107
Psychographics (Adults)			
Buying American is important to me	36,243	38.5%	98
Usually buy items on credit rather than wait	13,104	13.9%	106
Usually buy based on quality - not price	18,187	19.3%	102
Price is usually more important than brand name	25,062	26.7%	97
Usually use coupons for brands I buy often	16,425	17.5%	101
Am interested in how to help the environment	17,603	18.7%	97
Usually pay more for environ safe product	13,215	14.1%	99
Usually value green products over convenience	9,406	10.0%	89
Likely to buy a brand that supports a charity	33,634	35.8%	102
Reading (Adults)			
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 month	31,939	34.0%	119
Read any daily newspaper (paper version)	19,642	20.9%	114
Read any digital newspaper in last 30 days	45,003	47.9%	120
Read any magazine (paper/electronic version) in last 6 months	88,905	94.6%	104

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Retail Market Potential

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

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Latitude: 38.28833
Longitude: -85.51225

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
Restaurants (Adults)			
Went to family restaurant/steak house in last 6 months	75,083	79.9%	106
Went to family restaurant/steak house: 4+ times a month	27,431	29.2%	110
Went to fast food/drive-in restaurant in last 6 months	86,614	92.1%	101
Went to fast food/drive-in restaurant 9+ times/month	36,935	39.3%	100
Fast food restaurant last 6 months: eat in	36,622	39.0%	105
Fast food restaurant last 6 months: home delivery	7,814	8.3%	96
Fast food restaurant last 6 months: take-out/drive-thru	46,216	49.2%	105
Fast food restaurant last 6 months: take-out/walk-in	22,246	23.7%	114
Television & Electronics (Adults/Households)			
Own any tablet	54,788	58.3%	121
Own any e-reader	10,889	11.6%	139
Own e-reader/tablet: iPad	36,406	38.7%	137
HH has Internet connectable TV	17,283	35.5%	124
Own any portable MP3 player	20,949	22.3%	120
HH owns 1 TV	8,447	17.4%	83
HH owns 2 TVs	13,022	26.7%	100
HH owns 3 TVs	11,421	23.5%	112
HH owns 4+ TVs	10,489	21.5%	124
HH subscribes to cable TV	24,321	50.0%	114
HH subscribes to fiber optic	5,190	10.7%	151
HH owns portable GPS navigation device	13,495	27.7%	121
HH purchased video game system in last 12 months	4,176	8.6%	104
HH owns any Internet video device for TV	14,829	30.5%	127
Travel (Adults)			
Took domestic trip in continental US last 12 months	61,233	65.1%	124
Took 3+ domestic non-business trips in last 12 months	14,861	15.8%	134
Spent on domestic vacations in last 12 months: <\$1-999	10,921	11.6%	108
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	7,750	8.2%	132
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	5,141	5.5%	136
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	5,498	5.8%	140
Spent on domestic vacations in last 12 months: \$3,000+	8,931	9.5%	147
Domestic travel in last 12 months: used general travel website	8,718	9.3%	136
Took foreign trip (including Alaska and Hawaii) in last 3 years	34,040	36.2%	132
Took 3+ foreign trips by plane in last 3 years	7,762	8.3%	151
Spent on foreign vacations in last 12 months: <\$1-999	5,589	5.9%	128
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	4,737	5.0%	126
Spent on foreign vacations in last 12 months: \$3,000+	8,962	9.5%	151
Foreign travel in last 3 years: used general travel website	7,715	8.2%	143
Nights spent in hotel/motel in last 12 months: any	52,450	55.8%	125
Took cruise of more than one day in last 3 years	11,286	12.0%	135
Member of any frequent flyer program	26,405	28.1%	156
Member of any hotel rewards program	24,712	26.3%	146

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