



Sports and Leisure Market Potential

1253 S Preston St, Louisville, Kentucky, 40203
Ring: 1 mile radius

Prepared by Charlotte Hollkamp
Latitude: 38.23219
Longitude: -85.74940

Demographic Summary		2019	2024
Population		23,993	24,628
Population 18+		19,783	20,253
Households		12,135	12,487
Median Household Income		\$28,729	\$32,834
Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Participated in aerobics in last 12 months	1,643	8.3%	109
Participated in archery in last 12 months	479	2.4%	89
Participated in backpacking in last 12 months	771	3.9%	114
Participated in baseball in last 12 months	950	4.8%	120
Participated in basketball in last 12 months	2,322	11.7%	147
Participated in bicycling (mountain) in last 12 months	827	4.2%	100
Participated in bicycling (road) in last 12 months	1,636	8.3%	85
Participated in boating (power) in last 12 months	768	3.9%	82
Participated in bowling in last 12 months	2,074	10.5%	119
Participated in canoeing/kayaking in last 12 months	1,371	6.9%	102
Participated in fishing (fresh water) in last 12 months	2,334	11.8%	102
Participated in fishing (salt water) in last 12 months	764	3.9%	99
Participated in football in last 12 months	1,153	5.8%	124
Participated in Frisbee in last 12 months	1,049	5.3%	133
Participated in golf in last 12 months	1,510	7.6%	92
Participated in hiking in last 12 months	2,018	10.2%	83
Participated in horseback riding in last 12 months	397	2.0%	86
Participated in hunting with rifle in last 12 months	551	2.8%	66
Participated in hunting with shotgun in last 12 months	420	2.1%	63
Participated in ice skating in last 12 months	669	3.4%	118
Participated in jogging/running in last 12 months	2,241	11.3%	88
Participated in motorcycling in last 12 months	578	2.9%	95
Participated in Pilates in last 12 months	491	2.5%	100
Participated in ping pong in last 12 months	816	4.1%	105
Participated in skiing (downhill) in last 12 months	653	3.3%	119
Participated in soccer in last 12 months	1,149	5.8%	145
Participated in softball in last 12 months	649	3.3%	116
Participated in swimming in last 12 months	3,037	15.4%	94
Participated in target shooting in last 12 months	769	3.9%	89
Participated in tennis in last 12 months	884	4.5%	130
Participated in volleyball in last 12 months	864	4.4%	125
Participated in walking for exercise in last 12 months	3,609	18.2%	74
Participated in weight lifting in last 12 months	1,908	9.6%	93
Participated in yoga in last 12 months	1,361	6.9%	85
Participated in Zumba in last 12 months	660	3.3%	102
Spent on sports/rec equip in last 12 months: \$1-99	1,342	6.8%	112
Spent on sports/rec equip in last 12 months: \$100-\$249	1,139	5.8%	94
Spent on sports/rec equip in last 12 months: \$250+	1,270	6.4%	80
Attend sports events	2,811	14.2%	85
Attend sports events: baseball game - MLB reg seas	1,071	5.4%	97
Attend sports events: basketball game-NBA reg seas	299	1.5%	89
Attend sports events: football game (college)	663	3.4%	95
Attend sports events: high school sports	623	3.1%	94

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	1,891	9.6%	87
Watch sports on TV	10,282	52.0%	90
Watch on TV: alpine skiing/ski jumping	644	3.3%	91
Watch on TV: auto racing (NASCAR)	1,698	8.6%	92
Watch on TV: auto racing (not NASCAR)	903	4.6%	114
Watch on TV: baseball (MLB regular season)	3,083	15.6%	80
Watch on TV: baseball (MLB playoffs/World Series)	2,864	14.5%	82
Watch on TV: basketball (college)	2,586	13.1%	97
Watch on TV: basketball (NCAA tournament)	2,419	12.2%	92
Watch on TV: basketball (NBA regular season)	3,374	17.1%	115
Watch on TV: basketball (NBA playoffs/finals)	3,608	18.2%	111
Watch on TV: basketball (WNBA)	869	4.4%	140
Watch on TV: bicycle racing	451	2.3%	104
Watch on TV: bowling	500	2.5%	131
Watch on TV: boxing	1,524	7.7%	125
Watch on TV: bull riding (pro)	652	3.3%	109
Watch on TV: Equestrian events	446	2.3%	103
Watch on TV: extreme sports (summer)	746	3.8%	109
Watch on TV: extreme sports (winter)	724	3.7%	96
Watch on TV: figure skating	1,101	5.6%	90
Watch on TV: fishing	924	4.7%	102
Watch on TV: football (college)	4,025	20.3%	86
Watch on TV: football (NFL Sunday/Monday/Thursday night games)	5,672	28.7%	89
Watch on TV: football (NFL weekend games)	5,149	26.0%	87
Watch on TV: football (NFL playoffs/Super Bowl)	5,621	28.4%	90
Watch on TV: golf (PGA)	1,770	8.9%	80
Watch on TV: golf (LPGA)	738	3.7%	107
Watch on TV: gymnastics	1,120	5.7%	94
Watch on TV: high school sports	856	4.3%	90
Watch on TV: horse racing (at track or OTB)	511	2.6%	102
Watch on TV: ice hockey (NHL regular season)	1,487	7.5%	93
Watch on TV: ice hockey (NHL playoffs/Stanley Cup)	1,399	7.1%	88
Watch on TV: mixed martial arts (MMA)	811	4.1%	98
Watch on TV: motorcycle racing	532	2.7%	100
Watch on TV: Olympics (summer)	2,809	14.2%	83
Watch on TV: Olympics (winter)	2,403	12.1%	89
Watch on TV: rodeo	721	3.6%	121
Watch on TV: soccer (MLS)	838	4.2%	88
Watch on TV: soccer (World Cup)	1,205	6.1%	87
Watch on TV: tennis (men`s)	1,018	5.1%	87
Watch on TV: tennis (women`s)	895	4.5%	78
Watch on TV: track & field	944	4.8%	109
Watch on TV: volleyball (pro beach)	616	3.1%	103
Watch on TV: wrestling (WWE)	1,138	5.8%	125
Interest in sports: college basketball Super Fan	777	3.9%	98
Interest in sports: college football Super Fan	1,357	6.9%	91
Interest in sports: golf Super Fan	453	2.3%	123
Interest in sports: high school sports Super Fan	571	2.9%	93
Interest in sports: MLB Super Fan	857	4.3%	85
Interest in sports: NASCAR Super Fan	557	2.8%	104
Interest in sports: NBA Super Fan	1,441	7.3%	132
Interest in sports: NFL Super Fan	2,395	12.1%	105
Interest in sports: NHL Super Fan	552	2.8%	86
Interest in sports: soccer Super Fan	473	2.4%	87

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Member of AARP	1,784	9.0%	75
Member of charitable organization	827	4.2%	97
Member of church board	483	2.4%	94
Member of fraternal order	525	2.7%	118
Member of religious club	677	3.4%	100
Member of union	640	3.2%	86
Member of veterans club	529	2.7%	107
Attended adult education course in last 12 months	1,444	7.3%	91
Went to art gallery in last 12 months	1,666	8.4%	106
Attended auto show in last 12 months	1,145	5.8%	95
Did baking in last 12 months	3,891	19.7%	87
Barbecued in last 12 months	4,450	22.5%	81
Went to bar/night club in last 12 months	3,479	17.6%	102
Went to beach in last 12 months	3,980	20.1%	69
Played billiards/pool in last 12 months	1,521	7.7%	116
Played bingo in last 12 months	1,061	5.4%	121
Did birdwatching in last 12 months	876	4.4%	99
Played board game in last 12 months	2,576	13.0%	83
Read book in last 12 months	5,469	27.6%	86
Participated in book club in last 12 months	609	3.1%	102
Went on overnight camping trip in last 12 months	2,629	13.3%	107
Played cards in last 12 months	3,108	15.7%	96
Played chess in last 12 months	812	4.1%	115
Played computer game (offline w/software)/12 months	1,323	6.7%	92
Played computer game (online w/o software)/12 months	2,213	11.2%	95
Cooked for fun in last 12 months	3,549	17.9%	91
Did crossword puzzle in last 12 months	1,817	9.2%	95
Danced/went dancing in last 12 months	1,462	7.4%	103
Attended dance performance in last 12 months	772	3.9%	87
Dined out in last 12 months	8,134	41.1%	79
Participated in fantasy sports league last 12 months	1,036	5.2%	113
Participated in tailgating in last 12 months	945	4.8%	108
Did furniture refinishing in last 12 months	773	3.9%	96
Gambled at casino in last 12 months	2,502	12.6%	96
Gambled in Las Vegas in last 12 months	641	3.2%	91
Participate in indoor gardening/plant care	1,548	7.8%	88
Attended horse races in last 12 months	497	2.5%	103
Participated in karaoke in last 12 months	966	4.9%	128
Bought lottery ticket in last 12 months	6,597	33.3%	95
Played lottery 6+ times in last 30 days	2,373	12.0%	117
Bought lottery ticket in last 12 months: Daily Drawing	807	4.1%	131
Bought lottery ticket in last 12 months: Instant Game	3,922	19.8%	110
Bought lottery ticket in last 12 months: Mega Millions	2,440	12.3%	76
Bought lottery ticket in last 12 months: Powerball	3,441	17.4%	84
Attended a movie in last 6 months	11,031	55.8%	95
Attended movie in last 90 days: once/week or more	514	2.6%	109
Attended movie in last 90 days: 2-3 times a month	1,064	5.4%	88
Attended movie in last 90 days: once a month	1,850	9.4%	98
Attended movie in last 90 days: < once a month	6,383	32.3%	92
Movie genre seen at theater/6 months: action	5,493	27.8%	96

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Movie genre seen at theater/6 months: adventure	5,924	29.9%	93
Movie genre seen at theater/6 months: comedy	5,007	25.3%	101
Movie genre seen at theater/6 months: crime	2,185	11.0%	103
Movie genre seen at theater/6 months: drama	4,205	21.3%	90
Movie genre seen at theater/6 months: fantasy	2,242	11.3%	94
Movie genre seen at theater/6 months: horror	3,192	16.1%	95
Movie genre seen at theater/6 months: romance	1,987	10.0%	135
Movie genre seen at theater/6 months: science fiction	1,278	6.5%	105
Movie genre seen at theater/6 months: thriller	3,381	17.1%	97
Went to museum in last 12 months	2,481	12.5%	98
Attended classical music/opera performance/12 months	2,159	10.9%	79
Attended country music performance in last 12 months	846	4.3%	110
Attended rock music performance in last 12 months	1,188	6.0%	94
Played musical instrument in last 12 months	1,895	9.6%	100
Did painting/drawing in last 12 months	1,644	8.3%	105
Did photo album/scrapbooking in last 12 months	1,532	7.7%	99
Did photography in last 12 months	848	4.3%	97
Did Sudoku puzzle in last 12 months	1,663	8.4%	86
Went to live theater in last 12 months	1,512	7.6%	96
Visited a theme park in last 12 months	2,035	10.3%	93
Visited a theme park 5+ times in last 12 months	2,995	15.1%	80
Participated in trivia games in last 12 months	528	2.7%	67
Played video/electronic game (console) last 12 months	1,565	7.9%	120
Played video/electronic game (portable) last 12 months	2,200	11.1%	126
Visited an indoor water park in last 12 months	1,312	6.6%	142
Did woodworking in last 12 months	827	4.2%	119
Participated in word games in last 12 months	1,026	5.2%	104
Went to zoo in last 12 months	1,807	9.1%	88
Purchased DVD/Blu-ray disc online in last 12 months	2,141	10.8%	88
Rented DVDs in last 30 days: 1	1,278	6.5%	104
Rented DVDs in last 30 days: 2	680	3.4%	110
Rented DVDs in last 30 days: 3+	671	3.4%	108
Rented movie/oth video/30 days: action/adventure	1,629	8.2%	105
Rented movie/oth video/30 days: classics	4,409	22.3%	108
Rented movie/oth video/30 days: comedy	1,351	6.8%	113
Rented movie/oth video/30 days: drama	4,111	20.8%	107
Rented movie/oth video/30 days: family/children	2,665	13.5%	96
Rented movie/oth video/30 days: foreign	1,844	9.3%	95
Rented movie/oth video/30 days: horror	580	2.9%	122
Rented movie/oth video/30 days: musical	1,761	8.9%	130
Rented movie/oth video/30 days: news/documentary	749	3.8%	131
Rented movie/oth video/30 days: romance	807	4.1%	105
Rented movie/oth video/30 days: science fiction	1,500	7.6%	104
Rented movie/oth video/30 days: TV show	1,788	9.0%	123
Rented movie/oth video/30 days: western	1,752	8.9%	113
	712	3.6%	126

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Rented/purch DVD/Blu-ray/30 days: from amazon.com	1,455	7.4%	90
Rented DVD/Blu-ray/30 days: from netflix.com	2,599	13.1%	101
Rented/purch DVD/Blu-ray/30 days: from Redbox	3,039	15.4%	101
HH owns ATV/UTV	440	3.6%	60
Bought any children`s toy/game in last 12 months	5,401	27.3%	84
Spent on toys/games for child last 12 months: <\$50	1,049	5.3%	94
Spent on toys/games for child last 12 months: \$50-99	587	3.0%	122
Spent on toys/games for child last 12 months: \$100-199	922	4.7%	81
Spent on toys/games for child last 12 months: \$200-499	1,345	6.8%	74
Spent on toys/games for child last 12 months: \$500+	870	4.4%	92
Bought any toys/games online in last 12 months	1,792	9.1%	87
Bought infant toy in last 12 months	1,077	5.4%	86
Bought pre-school toy in last 12 months	1,194	6.0%	85
Bought for child last 12 months: boy action figure	1,270	6.4%	89
Bought for child last 12 months: girl action figure	752	3.8%	104
Bought for child last 12 months: action game	573	2.9%	96
Bought for child last 12 months: bicycle	1,067	5.4%	93
Bought for child last 12 months: board game	1,902	9.6%	81
Bought for child last 12 months: builder set	810	4.1%	81
Bought for child last 12 months: car	1,434	7.2%	93
Bought for child last 12 months: construction toy	924	4.7%	82
Bought for child last 12 months: fashion doll	935	4.7%	112
Bought for child last 12 months: large/baby doll	1,379	7.0%	101
Bought for child last 12 months: doll accessories	765	3.9%	97
Bought for child last 12 months: doll clothing	796	4.0%	99
Bought for child last 12 months: educational toy	1,656	8.4%	73
Bought for child last 12 months: electronic doll/animal	583	2.9%	111
Bought for child last 12 months: electronic game	940	4.8%	81
Bought for child last 12 months: mechanical toy	795	4.0%	95
Bought for child last 12 months: model kit/set	586	3.0%	98
Bought for child last 12 months: plush doll/animal	1,308	6.6%	79
Bought for child last 12 months: sound game	382	1.9%	114
Bought for child last 12 months: water toy	1,559	7.9%	87
Bought for child last 12 months: word game	533	2.7%	105

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Bought digital book in last 12 months	2,250	11.4%	88
Bought hardcover book in last 12 months	3,401	17.2%	86
Bought paperback book in last 12 months	4,665	23.6%	83
Bought 1-3 books in last 12 months	3,362	17.0%	85
Bought 4-6 books in last 12 months	1,588	8.0%	81
Bought 7+ books in last 12 months	2,328	11.8%	79
Bought book (fiction) in last 12 months	3,889	19.7%	81
Bought book (non-fiction) in last 12 months	3,462	17.5%	79
Bought biography in last 12 months	1,100	5.6%	81
Bought children`s book in last 12 months	1,295	6.5%	68
Bought cookbook in last 12 months	1,177	5.9%	89
Bought history book in last 12 months	1,471	7.4%	83
Bought mystery book in last 12 months	1,980	10.0%	94
Bought novel in last 12 months	2,119	10.7%	81
Bought religious book (not bible) in last 12 months	1,260	6.4%	106
Bought romance book in last 12 months	943	4.8%	85
Bought science fiction book in last 12 months	1,122	5.7%	102
Bought personal/business self-help book last 12 months	960	4.9%	78
Bought travel book in last 12 months	415	2.1%	93
Bought book online in last 12 months	3,080	15.6%	76
Bought book last 12 months: amazon.com	3,012	15.2%	76
Bought book last 12 months: barnes&noble.com	325	1.6%	70
Bought book last 12 months: Barnes & Noble book store	1,737	8.8%	68
Bought book last 12 months: other book store (not B&N)	1,821	9.2%	94
Bought book last 12 months: mail order	291	1.5%	80
Listened to/purchased audiobook in last 6 months	1,178	6.0%	99

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Demographic Summary		2019	2024
Population		122,263	125,019
Population 18+		98,988	101,486
Households		53,863	55,379
Median Household Income		\$36,350	\$41,482
Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Participated in aerobics in last 12 months	7,743	7.8%	103
Participated in archery in last 12 months	2,250	2.3%	83
Participated in backpacking in last 12 months	3,784	3.8%	112
Participated in baseball in last 12 months	4,253	4.3%	107
Participated in basketball in last 12 months	9,732	9.8%	123
Participated in bicycling (mountain) in last 12 months	3,864	3.9%	93
Participated in bicycling (road) in last 12 months	8,712	8.8%	91
Participated in boating (power) in last 12 months	4,040	4.1%	87
Participated in bowling in last 12 months	9,143	9.2%	105
Participated in canoeing/kayaking in last 12 months	6,522	6.6%	97
Participated in fishing (fresh water) in last 12 months	10,297	10.4%	90
Participated in fishing (salt water) in last 12 months	3,899	3.9%	101
Participated in football in last 12 months	5,433	5.5%	117
Participated in Frisbee in last 12 months	4,144	4.2%	105
Participated in golf in last 12 months	6,998	7.1%	85
Participated in hiking in last 12 months	10,330	10.4%	85
Participated in horseback riding in last 12 months	2,170	2.2%	94
Participated in hunting with rifle in last 12 months	3,073	3.1%	73
Participated in hunting with shotgun in last 12 months	2,498	2.5%	75
Participated in ice skating in last 12 months	2,741	2.8%	97
Participated in jogging/running in last 12 months	11,996	12.1%	95
Participated in motorcycling in last 12 months	2,910	2.9%	96
Participated in Pilates in last 12 months	2,433	2.5%	99
Participated in ping pong in last 12 months	3,543	3.6%	91
Participated in skiing (downhill) in last 12 months	2,959	3.0%	108
Participated in soccer in last 12 months	4,238	4.3%	107
Participated in softball in last 12 months	2,707	2.7%	97
Participated in swimming in last 12 months	13,864	14.0%	86
Participated in target shooting in last 12 months	3,342	3.4%	77
Participated in tennis in last 12 months	3,988	4.0%	117
Participated in volleyball in last 12 months	3,367	3.4%	97
Participated in walking for exercise in last 12 months	19,412	19.6%	80
Participated in weight lifting in last 12 months	8,645	8.7%	84
Participated in yoga in last 12 months	7,322	7.4%	91
Participated in Zumba in last 12 months	3,555	3.6%	110
Spent on sports/rec equip in last 12 months: \$1-99	5,229	5.3%	87
Spent on sports/rec equip in last 12 months: \$100-\$249	5,416	5.5%	89
Spent on sports/rec equip in last 12 months: \$250+	6,358	6.4%	80
Attend sports events	13,288	13.4%	81
Attend sports events: baseball game - MLB reg seas	5,089	5.1%	92
Attend sports events: basketball game-NBA reg seas	1,394	1.4%	83
Attend sports events: football game (college)	3,173	3.2%	91
Attend sports events: high school sports	2,677	2.7%	80

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Listen to sports on radio	8,912	9.0%	82
Watch sports on TV	51,216	51.7%	90
Watch on TV: alpine skiing/ski jumping	3,072	3.1%	87
Watch on TV: auto racing (NASCAR)	8,349	8.4%	91
Watch on TV: auto racing (not NASCAR)	4,200	4.2%	106
Watch on TV: baseball (MLB regular season)	14,599	14.7%	75
Watch on TV: baseball (MLB playoffs/World Series)	13,556	13.7%	78
Watch on TV: basketball (college)	12,602	12.7%	95
Watch on TV: basketball (NCAA tournament)	12,648	12.8%	96
Watch on TV: basketball (NBA regular season)	16,281	16.4%	111
Watch on TV: basketball (NBA playoffs/finals)	17,597	17.8%	108
Watch on TV: basketball (WNBA)	4,142	4.2%	133
Watch on TV: bicycle racing	2,145	2.2%	99
Watch on TV: bowling	2,362	2.4%	124
Watch on TV: boxing	7,200	7.3%	118
Watch on TV: bull riding (pro)	2,897	2.9%	97
Watch on TV: Equestrian events	2,320	2.3%	108
Watch on TV: extreme sports (summer)	3,283	3.3%	96
Watch on TV: extreme sports (winter)	3,545	3.6%	94
Watch on TV: figure skating	5,421	5.5%	89
Watch on TV: fishing	4,682	4.7%	104
Watch on TV: football (college)	20,847	21.1%	89
Watch on TV: football (NFL Sunday/Monday/Thursday night games)	29,763	30.1%	94
Watch on TV: football (NFL weekend games)	26,664	26.9%	90
Watch on TV: football (NFL playoffs/Super Bowl)	28,749	29.0%	92
Watch on TV: golf (PGA)	8,716	8.8%	78
Watch on TV: golf (LPGA)	3,328	3.4%	96
Watch on TV: gymnastics	5,306	5.4%	89
Watch on TV: high school sports	4,544	4.6%	96
Watch on TV: horse racing (at track or OTB)	2,692	2.7%	107
Watch on TV: ice hockey (NHL regular season)	6,793	6.9%	85
Watch on TV: ice hockey (NHL playoffs/Stanley Cup)	6,682	6.8%	84
Watch on TV: mixed martial arts (MMA)	3,720	3.8%	90
Watch on TV: motorcycle racing	2,785	2.8%	105
Watch on TV: Olympics (summer)	13,289	13.4%	79
Watch on TV: Olympics (winter)	10,908	11.0%	81
Watch on TV: rodeo	3,026	3.1%	101
Watch on TV: soccer (MLS)	4,200	4.2%	88
Watch on TV: soccer (World Cup)	5,640	5.7%	81
Watch on TV: tennis (men`s)	4,489	4.5%	77
Watch on TV: tennis (women`s)	4,630	4.7%	80
Watch on TV: track & field	4,506	4.6%	104
Watch on TV: volleyball (pro beach)	2,811	2.8%	94
Watch on TV: wrestling (WWE)	5,447	5.5%	120
Interest in sports: college basketball Super Fan	4,238	4.3%	107
Interest in sports: college football Super Fan	7,364	7.4%	99
Interest in sports: golf Super Fan	1,789	1.8%	97
Interest in sports: high school sports Super Fan	3,109	3.1%	101
Interest in sports: MLB Super Fan	3,986	4.0%	79
Interest in sports: NASCAR Super Fan	2,925	3.0%	109
Interest in sports: NBA Super Fan	7,152	7.2%	131
Interest in sports: NFL Super Fan	12,892	13.0%	112
Interest in sports: NHL Super Fan	2,650	2.7%	82
Interest in sports: soccer Super Fan	2,117	2.1%	77

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April 15, 2020



Sports and Leisure Market Potential

1253 S Preston St, Louisville, Kentucky, 40203
Ring: 3 mile radius

Prepared by Charlotte Hollkamp
Latitude: 38.23219
Longitude: -85.74940

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Member of AARP	9,279	9.4%	78
Member of charitable organization	4,392	4.4%	103
Member of church board	2,812	2.8%	109
Member of fraternal order	2,228	2.3%	100
Member of religious club	2,898	2.9%	86
Member of union	3,036	3.1%	82
Member of veterans club	2,232	2.3%	90
Attended adult education course in last 12 months	7,374	7.4%	93
Went to art gallery in last 12 months	7,585	7.7%	97
Attended auto show in last 12 months	5,912	6.0%	98
Did baking in last 12 months	18,313	18.5%	82
Barbecued in last 12 months	21,840	22.1%	79
Went to bar/night club in last 12 months	16,805	17.0%	98
Went to beach in last 12 months	22,153	22.4%	77
Played billiards/pool in last 12 months	6,785	6.9%	103
Played bingo in last 12 months	5,110	5.2%	116
Did birdwatching in last 12 months	4,226	4.3%	95
Played board game in last 12 months	12,631	12.8%	81
Read book in last 12 months	27,071	27.3%	85
Participated in book club in last 12 months	3,328	3.4%	112
Went on overnight camping trip in last 12 months	10,720	10.8%	87
Played cards in last 12 months	15,360	15.5%	95
Played chess in last 12 months	3,859	3.9%	109
Played computer game (offline w/software)/12 months	6,541	6.6%	91
Played computer game (online w/o software)/12 months	10,326	10.4%	89
Cooked for fun in last 12 months	17,786	18.0%	91
Did crossword puzzle in last 12 months	8,945	9.0%	93
Danced/went dancing in last 12 months	7,182	7.3%	101
Attended dance performance in last 12 months	3,830	3.9%	86
Dined out in last 12 months	42,147	42.6%	82
Participated in fantasy sports league last 12 months	4,524	4.6%	99
Participated in tailgating in last 12 months	4,599	4.6%	105
Did furniture refinishing in last 12 months	3,619	3.7%	90
Gambled at casino in last 12 months	12,236	12.4%	93
Gambled in Las Vegas in last 12 months	2,929	3.0%	84
Participate in indoor gardening/plant care	8,066	8.1%	91
Attended horse races in last 12 months	2,478	2.5%	103
Participated in karaoke in last 12 months	4,043	4.1%	107
Bought lottery ticket in last 12 months	33,752	34.1%	97
Played lottery 6+ times in last 30 days	12,205	12.3%	120
Bought lottery ticket in last 12 months: Daily Drawing	4,074	4.1%	132
Bought lottery ticket in last 12 months: Instant Game	19,435	19.6%	109
Bought lottery ticket in last 12 months: Mega Millions	13,265	13.4%	83
Bought lottery ticket in last 12 months: Powerball	17,700	17.9%	86
Attended a movie in last 6 months	54,110	54.7%	93
Attended movie in last 90 days: once/week or more	2,690	2.7%	114
Attended movie in last 90 days: 2-3 times a month	5,343	5.4%	88
Attended movie in last 90 days: once a month	8,817	8.9%	94
Attended movie in last 90 days: < once a month	31,640	32.0%	91
Movie genre seen at theater/6 months: action	26,228	26.5%	92

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April 15, 2020



Sports and Leisure Market Potential

1253 S Preston St, Louisville, Kentucky, 40203
Ring: 3 mile radius

Prepared by Charlotte Hollkamp

Latitude: 38.23219
Longitude: -85.74940

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Movie genre seen at theater/6 months: adventure	27,964	28.2%	88
Movie genre seen at theater/6 months: comedy	23,727	24.0%	95
Movie genre seen at theater/6 months: crime	10,934	11.0%	103
Movie genre seen at theater/6 months: drama	21,763	22.0%	93
Movie genre seen at theater/6 months: family	11,123	11.2%	93
Movie genre seen at theater/6 months: fantasy	14,829	15.0%	88
Movie genre seen at theater/6 months: horror	9,283	9.4%	126
Movie genre seen at theater/6 months: romance	6,477	6.5%	107
Movie genre seen at theater/6 months: science fiction	15,793	16.0%	90
Movie genre seen at theater/6 months: thriller	11,996	12.1%	94
Went to museum in last 12 months	11,544	11.7%	85
Attended classical music/opera performance/12 months	4,251	4.3%	110
Attended country music performance in last 12 months	5,499	5.6%	87
Attended rock music performance in last 12 months	9,041	9.1%	95
Played musical instrument in last 12 months	7,549	7.6%	96
Did painting/drawing in last 12 months	7,587	7.7%	98
Did photo album/scrapbooking in last 12 months	4,012	4.1%	91
Did photography in last 12 months	8,128	8.2%	84
Did Sudoku puzzle in last 12 months	6,900	7.0%	88
Went to live theater in last 12 months	10,559	10.7%	97
Visited a theme park in last 12 months	15,303	15.5%	82
Visited a theme park 5+ times in last 12 months	2,743	2.8%	70
Participated in trivia games in last 12 months	6,804	6.9%	104
Played video/electronic game (console) last 12 months	9,687	9.8%	111
Played video/electronic game (portable) last 12 months	5,437	5.5%	117
Visited an indoor water park in last 12 months	3,607	3.6%	104
Did woodworking in last 12 months	4,637	4.7%	94
Participated in word games in last 12 months	9,011	9.1%	88
Went to zoo in last 12 months	10,428	10.5%	86
Purchased DVD/Blu-ray disc online in last 12 months	5,737	5.8%	93
Rented DVDs in last 30 days: 1	2,883	2.9%	93
Rented DVDs in last 30 days: 2	2,907	2.9%	94
Rented DVDs in last 30 days: 3+	7,074	7.1%	91
Rented movie/oth video/30 days: action/adventure	19,456	19.7%	95
Rented movie/oth video/30 days: classics	6,024	6.1%	100
Rented movie/oth video/30 days: comedy	18,189	18.4%	95
Rented movie/oth video/30 days: drama	12,750	12.9%	92
Rented movie/oth video/30 days: family/children	8,169	8.3%	85
Rented movie/oth video/30 days: foreign	2,696	2.7%	114
Rented movie/oth video/30 days: horror	8,053	8.1%	119
Rented movie/oth video/30 days: musical	3,291	3.3%	115
Rented movie/oth video/30 days: news/documentary	4,083	4.1%	106
Rented movie/oth video/30 days: romance	6,976	7.0%	97
Rented movie/oth video/30 days: science fiction	7,446	7.5%	103
Rented movie/oth video/30 days: TV show	8,027	8.1%	104
Rented movie/oth video/30 days: western	3,148	3.2%	111

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April 15, 2020



Sports and Leisure Market Potential

1253 S Preston St, Louisville, Kentucky, 40203
Ring: 3 mile radius

Prepared by Charlotte Hollkamp
Latitude: 38.23219
Longitude: -85.74940

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Rented/purch DVD/Blu-ray/30 days: from amazon.com	6,879	6.9%	85
Rented DVD/Blu-ray/30 days: from netflix.com	11,795	11.9%	92
Rented/purch DVD/Blu-ray/30 days: from Redbox	13,888	14.0%	93
HH owns ATV/UTV	1,730	3.2%	53
Bought any children`s toy/game in last 12 months	27,514	27.8%	86
Spent on toys/games for child last 12 months: <\$50	5,331	5.4%	95
Spent on toys/games for child last 12 months: \$50-99	2,611	2.6%	108
Spent on toys/games for child last 12 months: \$100-199	4,417	4.5%	77
Spent on toys/games for child last 12 months: \$200-499	7,200	7.3%	79
Spent on toys/games for child last 12 months: \$500+	4,201	4.2%	89
Bought any toys/games online in last 12 months	8,059	8.1%	79
Bought infant toy in last 12 months	5,535	5.6%	88
Bought pre-school toy in last 12 months	6,107	6.2%	87
Bought for child last 12 months: boy action figure	6,688	6.8%	93
Bought for child last 12 months: girl action figure	3,613	3.6%	100
Bought for child last 12 months: action game	3,139	3.2%	105
Bought for child last 12 months: bicycle	5,496	5.6%	95
Bought for child last 12 months: board game	9,765	9.9%	83
Bought for child last 12 months: builder set	4,306	4.4%	87
Bought for child last 12 months: car	7,235	7.3%	93
Bought for child last 12 months: construction toy	4,317	4.4%	77
Bought for child last 12 months: fashion doll	4,548	4.6%	109
Bought for child last 12 months: large/baby doll	6,732	6.8%	99
Bought for child last 12 months: doll accessories	3,420	3.5%	87
Bought for child last 12 months: doll clothing	3,673	3.7%	91
Bought for child last 12 months: educational toy	9,395	9.5%	82
Bought for child last 12 months: electronic doll/animal	2,780	2.8%	105
Bought for child last 12 months: electronic game	4,588	4.6%	79
Bought for child last 12 months: mechanical toy	3,710	3.7%	88
Bought for child last 12 months: model kit/set	2,964	3.0%	100
Bought for child last 12 months: plush doll/animal	7,186	7.3%	86
Bought for child last 12 months: sound game	1,996	2.0%	119
Bought for child last 12 months: water toy	7,963	8.0%	89
Bought for child last 12 months: word game	2,325	2.3%	91

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April 15, 2020



Sports and Leisure Market Potential

1253 S Preston St, Louisville, Kentucky, 40203
Ring: 3 mile radius

Prepared by Charlotte Hollkamp
Latitude: 38.23219
Longitude: -85.74940

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Bought digital book in last 12 months	10,516	10.6%	82
Bought hardcover book in last 12 months	16,948	17.1%	86
Bought paperback book in last 12 months	23,191	23.4%	82
Bought 1-3 books in last 12 months	16,150	16.3%	82
Bought 4-6 books in last 12 months	8,887	9.0%	91
Bought 7+ books in last 12 months	11,861	12.0%	80
Bought book (fiction) in last 12 months	19,298	19.5%	80
Bought book (non-fiction) in last 12 months	17,349	17.5%	79
Bought biography in last 12 months	5,508	5.6%	81
Bought children`s book in last 12 months	6,684	6.8%	70
Bought cookbook in last 12 months	6,514	6.6%	98
Bought history book in last 12 months	7,125	7.2%	80
Bought mystery book in last 12 months	9,393	9.5%	89
Bought novel in last 12 months	10,440	10.5%	79
Bought religious book (not bible) in last 12 months	5,767	5.8%	97
Bought romance book in last 12 months	5,584	5.6%	101
Bought science fiction book in last 12 months	4,936	5.0%	90
Bought personal/business self-help book last 12 months	5,258	5.3%	85
Bought travel book in last 12 months	2,013	2.0%	90
Bought book online in last 12 months	14,592	14.7%	72
Bought book last 12 months: amazon.com	14,618	14.8%	73
Bought book last 12 months: barnes&noble.com	1,806	1.8%	78
Bought book last 12 months: Barnes & Noble book store	9,207	9.3%	72
Bought book last 12 months: other book store (not B&N)	9,068	9.2%	93
Bought book last 12 months: mail order	1,589	1.6%	87
Listened to/purchased audiobook in last 6 months	5,255	5.3%	88

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April 15, 2020



Sports and Leisure Market Potential

1253 S Preston St, Louisville, Kentucky, 40203
Ring: 5 mile radius

Prepared by Charlotte Hollkamp
Latitude: 38.23219
Longitude: -85.74940

Demographic Summary		2019	2024
Population		270,530	274,622
Population 18+		214,790	218,530
Households		117,349	119,423
Median Household Income		\$39,919	\$45,584
Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Participated in aerobics in last 12 months	15,575	7.3%	95
Participated in archery in last 12 months	5,053	2.4%	86
Participated in backpacking in last 12 months	7,257	3.4%	99
Participated in baseball in last 12 months	8,664	4.0%	101
Participated in basketball in last 12 months	19,368	9.0%	113
Participated in bicycling (mountain) in last 12 months	7,891	3.7%	88
Participated in bicycling (road) in last 12 months	17,867	8.3%	86
Participated in boating (power) in last 12 months	8,235	3.8%	81
Participated in bowling in last 12 months	18,402	8.6%	97
Participated in canoeing/kayaking in last 12 months	13,606	6.3%	93
Participated in fishing (fresh water) in last 12 months	21,991	10.2%	88
Participated in fishing (salt water) in last 12 months	7,667	3.6%	91
Participated in football in last 12 months	10,892	5.1%	108
Participated in Frisbee in last 12 months	8,401	3.9%	98
Participated in golf in last 12 months	14,199	6.6%	80
Participated in hiking in last 12 months	21,023	9.8%	79
Participated in horseback riding in last 12 months	4,505	2.1%	90
Participated in hunting with rifle in last 12 months	6,958	3.2%	76
Participated in hunting with shotgun in last 12 months	5,850	2.7%	81
Participated in ice skating in last 12 months	5,297	2.5%	86
Participated in jogging/running in last 12 months	23,895	11.1%	87
Participated in motorcycling in last 12 months	6,368	3.0%	97
Participated in Pilates in last 12 months	4,856	2.3%	91
Participated in ping pong in last 12 months	7,194	3.3%	86
Participated in skiing (downhill) in last 12 months	5,577	2.6%	94
Participated in soccer in last 12 months	8,164	3.8%	95
Participated in softball in last 12 months	5,929	2.8%	98
Participated in swimming in last 12 months	29,015	13.5%	83
Participated in target shooting in last 12 months	7,219	3.4%	77
Participated in tennis in last 12 months	7,268	3.4%	98
Participated in volleyball in last 12 months	6,914	3.2%	92
Participated in walking for exercise in last 12 months	42,870	20.0%	81
Participated in weight lifting in last 12 months	17,743	8.3%	80
Participated in yoga in last 12 months	14,493	6.7%	83
Participated in Zumba in last 12 months	6,870	3.2%	98
Spent on sports/rec equip in last 12 months: \$1-99	11,598	5.4%	89
Spent on sports/rec equip in last 12 months: \$100-\$249	11,358	5.3%	86
Spent on sports/rec equip in last 12 months: \$250+	13,821	6.4%	80
Attend sports events	28,324	13.2%	79
Attend sports events: baseball game - MLB reg seas	10,625	4.9%	88
Attend sports events: basketball game-NBA reg seas	3,130	1.5%	86
Attend sports events: football game (college)	6,602	3.1%	87
Attend sports events: high school sports	5,657	2.6%	78

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April 15, 2020



Sports and Leisure Market Potential

1253 S Preston St, Louisville, Kentucky, 40203
Ring: 5 mile radius

Prepared by Charlotte Hollkamp

Latitude: 38.23219
Longitude: -85.74940

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Listen to sports on radio	20,004	9.3%	85
Watch sports on TV	112,791	52.5%	91
Watch on TV: alpine skiing/ski jumping	6,870	3.2%	89
Watch on TV: auto racing (NASCAR)	18,613	8.7%	93
Watch on TV: auto racing (not NASCAR)	9,497	4.4%	110
Watch on TV: baseball (MLB regular season)	33,064	15.4%	79
Watch on TV: baseball (MLB playoffs/World Series)	30,731	14.3%	81
Watch on TV: basketball (college)	28,331	13.2%	98
Watch on TV: basketball (NCAA tournament)	28,673	13.3%	100
Watch on TV: basketball (NBA regular season)	35,109	16.3%	110
Watch on TV: basketball (NBA playoffs/finals)	38,606	18.0%	109
Watch on TV: basketball (WNBA)	9,652	4.5%	143
Watch on TV: bicycle racing	4,719	2.2%	101
Watch on TV: bowling	5,120	2.4%	123
Watch on TV: boxing	15,362	7.2%	116
Watch on TV: bull riding (pro)	6,173	2.9%	95
Watch on TV: Equestrian events	4,982	2.3%	106
Watch on TV: extreme sports (summer)	7,016	3.3%	95
Watch on TV: extreme sports (winter)	7,889	3.7%	96
Watch on TV: figure skating	12,278	5.7%	93
Watch on TV: fishing	10,262	4.8%	105
Watch on TV: football (college)	46,390	21.6%	92
Watch on TV: football (NFL Sunday/Monday/Thursday night games)	65,477	30.5%	95
Watch on TV: football (NFL weekend games)	59,104	27.5%	92
Watch on TV: football (NFL playoffs/Super Bowl)	63,583	29.6%	93
Watch on TV: golf (PGA)	19,299	9.0%	80
Watch on TV: golf (LPGA)	6,930	3.2%	92
Watch on TV: gymnastics	11,726	5.5%	91
Watch on TV: high school sports	10,369	4.8%	101
Watch on TV: horse racing (at track or OTB)	6,003	2.8%	110
Watch on TV: ice hockey (NHL regular season)	15,070	7.0%	87
Watch on TV: ice hockey (NHL playoffs/Stanley Cup)	14,900	6.9%	87
Watch on TV: mixed martial arts (MMA)	8,259	3.8%	92
Watch on TV: motorcycle racing	6,393	3.0%	111
Watch on TV: Olympics (summer)	29,849	13.9%	82
Watch on TV: Olympics (winter)	24,516	11.4%	83
Watch on TV: rodeo	6,412	3.0%	99
Watch on TV: soccer (MLS)	8,906	4.1%	86
Watch on TV: soccer (World Cup)	11,792	5.5%	78
Watch on TV: tennis (men`s)	10,287	4.8%	81
Watch on TV: tennis (women`s)	10,863	5.1%	87
Watch on TV: track & field	10,502	4.9%	112
Watch on TV: volleyball (pro beach)	6,581	3.1%	101
Watch on TV: wrestling (WWE)	12,197	5.7%	124
Interest in sports: college basketball Super Fan	9,697	4.5%	113
Interest in sports: college football Super Fan	16,754	7.8%	104
Interest in sports: golf Super Fan	3,673	1.7%	92
Interest in sports: high school sports Super Fan	6,867	3.2%	103
Interest in sports: MLB Super Fan	8,823	4.1%	80
Interest in sports: NASCAR Super Fan	6,176	2.9%	106
Interest in sports: NBA Super Fan	15,444	7.2%	130
Interest in sports: NFL Super Fan	28,397	13.2%	114
Interest in sports: NHL Super Fan	5,992	2.8%	86
Interest in sports: soccer Super Fan	4,536	2.1%	76

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April 15, 2020



Sports and Leisure Market Potential

1253 S Preston St, Louisville, Kentucky, 40203
Ring: 5 mile radius

Prepared by Charlotte Hollkamp
Latitude: 38.23219
Longitude: -85.74940

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Member of AARP	21,976	10.2%	85
Member of charitable organization	8,623	4.0%	93
Member of church board	5,714	2.7%	102
Member of fraternal order	4,881	2.3%	101
Member of religious club	6,569	3.1%	89
Member of union	6,710	3.1%	83
Member of veterans club	4,824	2.2%	90
Attended adult education course in last 12 months	15,784	7.3%	92
Went to art gallery in last 12 months	14,901	6.9%	88
Attended auto show in last 12 months	11,943	5.6%	91
Did baking in last 12 months	40,661	18.9%	84
Barbecued in last 12 months	49,643	23.1%	83
Went to bar/night club in last 12 months	34,312	16.0%	93
Went to beach in last 12 months	48,359	22.5%	78
Played billiards/pool in last 12 months	14,064	6.5%	99
Played bingo in last 12 months	10,692	5.0%	112
Did birdwatching in last 12 months	8,791	4.1%	91
Played board game in last 12 months	27,533	12.8%	82
Read book in last 12 months	58,603	27.3%	85
Participated in book club in last 12 months	6,667	3.1%	103
Went on overnight camping trip in last 12 months	21,958	10.2%	82
Played cards in last 12 months	33,279	15.5%	95
Played chess in last 12 months	8,189	3.8%	107
Played computer game (offline w/software)/12 months	14,366	6.7%	92
Played computer game (online w/o software)/12 months	23,096	10.8%	91
Cooked for fun in last 12 months	38,223	17.8%	90
Did crossword puzzle in last 12 months	19,874	9.3%	95
Danced/went dancing in last 12 months	14,433	6.7%	93
Attended dance performance in last 12 months	7,969	3.7%	83
Dined out in last 12 months	93,843	43.7%	84
Participated in fantasy sports league last 12 months	9,555	4.4%	96
Participated in tailgating in last 12 months	9,412	4.4%	99
Did furniture refinishing in last 12 months	7,757	3.6%	89
Gambled at casino in last 12 months	26,426	12.3%	93
Gambled in Las Vegas in last 12 months	5,945	2.8%	78
Participate in indoor gardening/plant care	17,364	8.1%	90
Attended horse races in last 12 months	4,760	2.2%	91
Participated in karaoke in last 12 months	8,322	3.9%	102
Bought lottery ticket in last 12 months	74,388	34.6%	99
Played lottery 6+ times in last 30 days	25,791	12.0%	117
Bought lottery ticket in last 12 months: Daily Drawing	9,233	4.3%	138
Bought lottery ticket in last 12 months: Instant Game	42,848	19.9%	110
Bought lottery ticket in last 12 months: Mega Millions	29,918	13.9%	86
Bought lottery ticket in last 12 months: Powerball	39,438	18.4%	89
Attended a movie in last 6 months	116,041	54.0%	92
Attended movie in last 90 days: once/week or more	5,630	2.6%	110
Attended movie in last 90 days: 2-3 times a month	11,580	5.4%	88
Attended movie in last 90 days: once a month	18,838	8.8%	92
Attended movie in last 90 days: < once a month	67,942	31.6%	90
Movie genre seen at theater/6 months: action	56,026	26.1%	90

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Sports and Leisure Market Potential

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Prepared by Charlotte Hollkamp

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Movie genre seen at theater/6 months: adventure	59,937	27.9%	87
Movie genre seen at theater/6 months: comedy	49,661	23.1%	92
Movie genre seen at theater/6 months: crime	22,617	10.5%	98
Movie genre seen at theater/6 months: drama	46,171	21.5%	91
Movie genre seen at theater/6 months: family	23,744	11.1%	92
Movie genre seen at theater/6 months: fantasy	31,975	14.9%	87
Movie genre seen at theater/6 months: horror	18,938	8.8%	119
Movie genre seen at theater/6 months: romance	12,654	5.9%	96
Movie genre seen at theater/6 months: science fiction	33,561	15.6%	88
Movie genre seen at theater/6 months: thriller	25,903	12.1%	94
Went to museum in last 12 months	23,882	11.1%	81
Attended classical music/opera performance/12 months	8,755	4.1%	105
Attended country music performance in last 12 months	11,465	5.3%	84
Attended rock music performance in last 12 months	17,898	8.3%	87
Played musical instrument in last 12 months	15,377	7.2%	91
Did painting/drawing in last 12 months	15,837	7.4%	94
Did photo album/scrapbooking in last 12 months	8,497	4.0%	89
Did photography in last 12 months	16,876	7.9%	80
Did Sudoku puzzle in last 12 months	14,464	6.7%	85
Went to live theater in last 12 months	21,314	9.9%	90
Visited a theme park in last 12 months	32,970	15.3%	81
Visited a theme park 5+ times in last 12 months	6,169	2.9%	73
Participated in trivia games in last 12 months	13,980	6.5%	98
Played video/electronic game (console) last 12 months	20,472	9.5%	108
Played video/electronic game (portable) last 12 months	11,562	5.4%	115
Visited an indoor water park in last 12 months	7,588	3.5%	101
Did woodworking in last 12 months	9,856	4.6%	92
Participated in word games in last 12 months	19,827	9.2%	89
Went to zoo in last 12 months	21,930	10.2%	83
Purchased DVD/Blu-ray disc online in last 12 months	11,716	5.5%	88
Rented DVDs in last 30 days: 1	6,236	2.9%	93
Rented DVDs in last 30 days: 2	6,315	2.9%	94
Rented DVDs in last 30 days: 3+	15,842	7.4%	94
Rented movie/oth video/30 days: action/adventure	41,583	19.4%	94
Rented movie/oth video/30 days: classics	12,246	5.7%	94
Rented movie/oth video/30 days: comedy	38,762	18.0%	93
Rented movie/oth video/30 days: drama	27,088	12.6%	90
Rented movie/oth video/30 days: family/children	17,518	8.2%	84
Rented movie/oth video/30 days: foreign	4,990	2.3%	97
Rented movie/oth video/30 days: horror	16,849	7.8%	115
Rented movie/oth video/30 days: musical	6,615	3.1%	107
Rented movie/oth video/30 days: news/documentary	8,232	3.8%	99
Rented movie/oth video/30 days: romance	14,684	6.8%	94
Rented movie/oth video/30 days: science fiction	15,225	7.1%	97
Rented movie/oth video/30 days: TV show	16,391	7.6%	98
Rented movie/oth video/30 days: western	6,364	3.0%	103

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Rented/purch DVD/Blu-ray/30 days: from amazon.com	14,300	6.7%	81
Rented DVD/Blu-ray/30 days: from netflix.com	25,306	11.8%	91
Rented/purch DVD/Blu-ray/30 days: from Redbox	30,021	14.0%	92
HH owns ATV/UTV	4,352	3.7%	61
Bought any children`s toy/game in last 12 months	61,724	28.7%	89
Spent on toys/games for child last 12 months: <\$50	11,503	5.4%	95
Spent on toys/games for child last 12 months: \$50-99	5,621	2.6%	107
Spent on toys/games for child last 12 months: \$100-199	10,284	4.8%	83
Spent on toys/games for child last 12 months: \$200-499	16,052	7.5%	81
Spent on toys/games for child last 12 months: \$500+	9,563	4.5%	93
Bought any toys/games online in last 12 months	17,073	7.9%	77
Bought infant toy in last 12 months	12,246	5.7%	90
Bought pre-school toy in last 12 months	13,599	6.3%	90
Bought for child last 12 months: boy action figure	15,022	7.0%	97
Bought for child last 12 months: girl action figure	8,009	3.7%	102
Bought for child last 12 months: action game	7,082	3.3%	109
Bought for child last 12 months: bicycle	12,232	5.7%	98
Bought for child last 12 months: board game	22,452	10.5%	88
Bought for child last 12 months: builder set	9,999	4.7%	93
Bought for child last 12 months: car	16,365	7.6%	97
Bought for child last 12 months: construction toy	9,748	4.5%	80
Bought for child last 12 months: fashion doll	9,795	4.6%	108
Bought for child last 12 months: large/baby doll	14,667	6.8%	99
Bought for child last 12 months: doll accessories	7,925	3.7%	93
Bought for child last 12 months: doll clothing	8,500	4.0%	97
Bought for child last 12 months: educational toy	21,275	9.9%	86
Bought for child last 12 months: electronic doll/animal	6,042	2.8%	106
Bought for child last 12 months: electronic game	10,513	4.9%	84
Bought for child last 12 months: mechanical toy	8,344	3.9%	92
Bought for child last 12 months: model kit/set	6,349	3.0%	98
Bought for child last 12 months: plush doll/animal	15,848	7.4%	88
Bought for child last 12 months: sound game	4,291	2.0%	118
Bought for child last 12 months: water toy	17,561	8.2%	90
Bought for child last 12 months: word game	5,068	2.4%	92

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Bought digital book in last 12 months	22,790	10.6%	82
Bought hardcover book in last 12 months	37,006	17.2%	86
Bought paperback book in last 12 months	50,581	23.5%	83
Bought 1-3 books in last 12 months	35,278	16.4%	82
Bought 4-6 books in last 12 months	18,746	8.7%	88
Bought 7+ books in last 12 months	26,845	12.5%	83
Bought book (fiction) in last 12 months	43,076	20.1%	82
Bought book (non-fiction) in last 12 months	38,048	17.7%	80
Bought biography in last 12 months	11,978	5.6%	81
Bought children`s book in last 12 months	15,771	7.3%	76
Bought cookbook in last 12 months	13,984	6.5%	97
Bought history book in last 12 months	15,777	7.3%	82
Bought mystery book in last 12 months	20,577	9.6%	90
Bought novel in last 12 months	22,797	10.6%	80
Bought religious book (not bible) in last 12 months	12,414	5.8%	96
Bought romance book in last 12 months	12,368	5.8%	103
Bought science fiction book in last 12 months	10,640	5.0%	89
Bought personal/business self-help book last 12 months	10,697	5.0%	80
Bought travel book in last 12 months	4,242	2.0%	88
Bought book online in last 12 months	31,352	14.6%	71
Bought book last 12 months: amazon.com	32,220	15.0%	75
Bought book last 12 months: barnes&noble.com	4,002	1.9%	79
Bought book last 12 months: Barnes & Noble book store	20,946	9.8%	76
Bought book last 12 months: other book store (not B&N)	19,162	8.9%	91
Bought book last 12 months: mail order	3,510	1.6%	89
Listened to/purchased audiobook in last 6 months	10,373	4.8%	80

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