



Retail 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 or HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's clothing in last 12 months	8,643	43.7%	92
Bought any women's clothing in last 12 months	7,712	39.0%	91
Bought clothing for child <13 years in last 6 months	4,530	22.9%	86
Bought any shoes in last 12 months	9,537	48.2%	92
Bought costume jewelry in last 12 months	3,125	15.8%	91
Bought any fine jewelry in last 12 months	3,537	17.9%	100
Bought a watch in last 12 months	3,303	16.7%	108
Automobiles (Households)			
HH owns/leases any vehicle	8,745	72.1%	84
HH bought/leased new vehicle last 12 months	966	8.0%	81
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	14,560	73.6%	86
Bought/changed motor oil in last 12 months	8,658	43.8%	92
Had tune-up in last 12 months	4,172	21.1%	85
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	12,798	64.7%	90
Drank regular cola in last 6 months	9,956	50.3%	113
Drank beer/ale in last 6 months	7,994	40.4%	96
Cameras (Adults)			
Own digital point & shoot camera/camcorder	1,427	7.2%	72
Own digital SLR camera/camcorder	1,169	5.9%	75
Printed digital photos in last 12 months	3,234	16.3%	71
Cell Phones (Adults/Households)			
Bought cell phone in last 12 months	7,321	37.0%	107
Have a smartphone	16,292	82.4%	98
Have a smartphone: Android phone (any brand)	9,409	47.6%	118
Have a smartphone: Apple iPhone	6,525	33.0%	79
Number of cell phones in household: 1	5,310	43.8%	144
Number of cell phones in household: 2	4,129	34.0%	88
Number of cell phones in household: 3+	2,215	18.3%	65
HH has cell phone only (no landline telephone)	8,399	69.2%	123
Computers (Households)			
HH owns a computer	7,956	65.6%	89
HH owns desktop computer	3,541	29.2%	79
HH owns laptop/notebook	6,125	50.5%	89
HH owns any Apple/Mac brand computer	1,814	14.9%	83
HH owns any PC/non-Apple brand computer	6,639	54.7%	89
HH purchased most recent computer in a store	3,640	30.0%	83
HH purchased most recent computer online	1,607	13.2%	97
Spent <\$1-499 on most recent home computer	1,816	15.0%	102
Spent \$500-\$999 on most recent home computer	1,703	14.0%	84
Spent \$1,000-\$1,499 on most recent home computer	1,090	9.0%	94
Spent \$1,500-\$1,999 on most recent home computer	526	4.3%	98
Spent \$2,000+ on most recent home computer	411	3.4%	86

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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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	12,736	64.4%	102
Bought brewed coffee at convenience store in last 30 days	2,509	12.7%	91
Bought cigarettes at convenience store in last 30 days	3,272	16.5%	153
Bought gas at convenience store in last 30 days	6,746	34.1%	91
Spent at convenience store in last 30 days: <\$1-19	1,358	6.9%	100
Spent at convenience store in last 30 days: \$20-\$39	1,921	9.7%	102
Spent at convenience store in last 30 days: \$40-\$50	1,793	9.1%	110
Spent at convenience store in last 30 days: \$51-\$99	1,160	5.9%	106
Spent at convenience store in last 30 days: \$100+	4,309	21.8%	98
Entertainment (Adults)			
Attended a movie in last 6 months	11,031	55.8%	95
Went to live theater in last 12 months	2,035	10.3%	93
Went to a bar/night club in last 12 months	3,479	17.6%	102
Dined out in last 12 months	8,134	41.1%	79
Gambled at a casino in last 12 months	2,502	12.6%	96
Visited a theme park in last 12 months	2,995	15.1%	80
Viewed movie (video-on-demand) in last 30 days	2,412	12.2%	70
Viewed TV show (video-on-demand) in last 30 days	1,853	9.4%	74
Watched any pay-per-view TV in last 12 months	1,582	8.0%	82
Downloaded a movie over the Internet in last 30 days	2,395	12.1%	126
Downloaded any individual song in last 6 months	3,628	18.3%	96
Watched a movie online in the last 30 days	6,830	34.5%	128
Watched a TV program online in last 30 days	4,518	22.8%	120
Played a video/electronic game (console) in last 12 months	2,200	11.1%	126
Played a video/electronic game (portable) in last 12 months	1,312	6.6%	142
Financial (Adults)			
Have home mortgage (1st)	4,057	20.5%	66
Used ATM/cash machine in last 12 months	9,074	45.9%	87
Own any stock	1,094	5.5%	77
Own U.S. savings bond	662	3.3%	77
Own shares in mutual fund (stock)	970	4.9%	69
Own shares in mutual fund (bonds)	647	3.3%	68
Have interest checking account	4,186	21.2%	74
Have non-interest checking account	5,109	25.8%	88
Have savings account	10,020	50.6%	88
Have 401K retirement savings plan	2,294	11.6%	72
Own/used any credit/debit card in last 12 months	14,499	73.3%	92
Avg monthly credit card expenditures: <\$1-110	2,115	10.7%	93
Avg monthly credit card expenditures: \$111-\$225	1,254	6.3%	86
Avg monthly credit card expenditures: \$226-\$450	1,310	6.6%	97
Avg monthly credit card expenditures: \$451-\$700	1,124	5.7%	93
Avg monthly credit card expenditures: \$701-\$1,000	960	4.9%	87
Avg monthly credit card expenditures: \$1,001+	1,592	8.0%	69
Did banking online in last 12 months	6,144	31.1%	80
Did banking on mobile device in last 12 months	4,333	21.9%	85
Paid bills online in last 12 months	8,672	43.8%	87

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Grocery (Adults)			
Used beef (fresh/frozen) in last 6 months	8,202	67.6%	98
Used bread in last 6 months	11,247	92.7%	99
Used chicken (fresh or frozen) in last 6 months	7,988	65.8%	95
Used turkey (fresh or frozen) in last 6 months	2,144	17.7%	118
Used fish/seafood (fresh or frozen) in last 6 months	6,429	53.0%	96
Used fresh fruit/vegetables in last 6 months	9,839	81.1%	94
Used fresh milk in last 6 months	10,081	83.1%	97
Used organic food in last 6 months	2,767	22.8%	96
Health (Adults)			
Exercise at home 2+ times per week	4,480	22.6%	83
Exercise at club 2+ times per week	2,145	10.8%	76
Visited a doctor in last 12 months	14,002	70.8%	92
Used vitamin/dietary supplement in last 6 months	9,198	46.5%	86
Home (Households)			
Did any home improvement in last 12 months	2,122	17.5%	63
Used any housekeeper/professional cleaning service in last 12 months	1,294	10.7%	73
Purchased low ticket HH furnishings in last 12 months	1,932	15.9%	93
Purchased big ticket HH furnishings in last 12 months	2,691	22.2%	100
Bought any small kitchen appliance in last 12 months	2,706	22.3%	100
Bought any large kitchen appliance in last 12 months	1,439	11.9%	85
Insurance (Adults/Households)			
Currently carry life insurance	7,462	37.7%	85
Carry medical/hospital/accident insurance	13,348	67.5%	90
Carry homeowner insurance	5,851	29.6%	63
Carry renter's insurance	2,352	11.9%	140
Have auto insurance: 1 vehicle in household covered	4,221	34.8%	112
Have auto insurance: 2 vehicles in household covered	2,584	21.3%	75
Have auto insurance: 3+ vehicles in household covered	1,653	13.6%	60
Pets (Households)			
Household owns any pet	5,437	44.8%	82
Household owns any cat	2,472	20.4%	89
Household owns any dog	3,717	30.6%	73
Psychographics (Adults)			
Buying American is important to me	7,173	36.3%	92
Usually buy items on credit rather than wait	2,593	13.1%	100
Usually buy based on quality - not price	3,728	18.8%	99
Price is usually more important than brand name	5,574	28.2%	103
Usually use coupons for brands I buy often	3,264	16.5%	96
Am interested in how to help the environment	4,155	21.0%	108
Usually pay more for environ safe product	2,866	14.5%	102
Usually value green products over convenience	2,308	11.7%	103
Likely to buy a brand that supports a charity	6,912	34.9%	99
Reading (Adults)			
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 month	4,665	23.6%	83
Read any daily newspaper (paper version)	3,884	19.6%	107
Read any digital newspaper in last 30 days	8,082	40.9%	103
Read any magazine (paper/electronic version) in last 6 months	17,858	90.3%	99

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Restaurants (Adults)			
Went to family restaurant/steak house in last 6 months	13,806	69.8%	93
Went to family restaurant/steak house: 4+ times a month	4,627	23.4%	88
Went to fast food/drive-in restaurant in last 6 months	17,802	90.0%	99
Went to fast food/drive-in restaurant 9+ times/month	7,166	36.2%	92
Fast food restaurant last 6 months: eat in	7,006	35.4%	95
Fast food restaurant last 6 months: home delivery	2,084	10.5%	122
Fast food restaurant last 6 months: take-out/drive-thru	9,235	46.7%	100
Fast food restaurant last 6 months: take-out/walk-in	4,167	21.1%	101
Television & Electronics (Adults/Households)			
Own any tablet	7,702	38.9%	81
Own any e-reader	1,096	5.5%	66
Own e-reader/tablet: iPad	3,741	18.9%	67
HH has Internet connectable TV	2,643	21.8%	76
Own any portable MP3 player	2,929	14.8%	80
HH owns 1 TV	3,209	26.4%	126
HH owns 2 TVs	3,415	28.1%	105
HH owns 3 TVs	2,002	16.5%	79
HH owns 4+ TVs	1,356	11.2%	64
HH subscribes to cable TV	5,107	42.1%	96
HH subscribes to fiber optic	551	4.5%	64
HH owns portable GPS navigation device	1,871	15.4%	67
HH purchased video game system in last 12 months	882	7.3%	88
HH owns any Internet video device for TV	2,287	18.8%	78
Travel (Adults)			
Took domestic trip in continental US last 12 months	8,148	41.2%	78
Took 3+ domestic non-business trips in last 12 months	1,844	9.3%	79
Spent on domestic vacations in last 12 months: <\$1-999	2,234	11.3%	105
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	1,080	5.5%	87
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	588	3.0%	74
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	549	2.8%	67
Spent on domestic vacations in last 12 months: \$3,000+	815	4.1%	64
Domestic travel in last 12 months: used general travel website	1,139	5.8%	84
Took foreign trip (including Alaska and Hawaii) in last 3 years	3,951	20.0%	73
Took 3+ foreign trips by plane in last 3 years	765	3.9%	71
Spent on foreign vacations in last 12 months: <\$1-999	944	4.8%	103
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	661	3.3%	83
Spent on foreign vacations in last 12 months: \$3,000+	848	4.3%	68
Foreign travel in last 3 years: used general travel website	789	4.0%	70
Nights spent in hotel/motel in last 12 months: any	6,879	34.8%	78
Took cruise of more than one day in last 3 years	1,291	6.5%	73
Member of any frequent flyer program	2,151	10.9%	60
Member of any hotel rewards program	2,476	12.5%	70

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Retail Market Potential

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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 or HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's clothing in last 12 months	43,269	43.7%	92
Bought any women's clothing in last 12 months	39,099	39.5%	92
Bought clothing for child <13 years in last 6 months	23,208	23.4%	88
Bought any shoes in last 12 months	48,398	48.9%	93
Bought costume jewelry in last 12 months	17,113	17.3%	99
Bought any fine jewelry in last 12 months	18,342	18.5%	104
Bought a watch in last 12 months	16,632	16.8%	108
Automobiles (Households)			
HH owns/leases any vehicle	40,024	74.3%	87
HH bought/leased new vehicle last 12 months	4,127	7.7%	78
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	75,138	75.9%	89
Bought/changed motor oil in last 12 months	42,529	43.0%	90
Had tune-up in last 12 months	21,839	22.1%	89
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	65,821	66.5%	93
Drank regular cola in last 6 months	48,031	48.5%	109
Drank beer/ale in last 6 months	39,589	40.0%	95
Cameras (Adults)			
Own digital point & shoot camera/camcorder	7,531	7.6%	76
Own digital SLR camera/camcorder	6,495	6.6%	83
Printed digital photos in last 12 months	16,688	16.9%	74
Cell Phones (Adults/Households)			
Bought cell phone in last 12 months	35,796	36.2%	105
Have a smartphone	81,221	82.1%	98
Have a smartphone: Android phone (any brand)	45,800	46.3%	114
Have a smartphone: Apple iPhone	33,696	34.0%	81
Number of cell phones in household: 1	22,031	40.9%	134
Number of cell phones in household: 2	19,204	35.7%	92
Number of cell phones in household: 3+	10,770	20.0%	71
HH has cell phone only (no landline telephone)	35,258	65.5%	117
Computers (Households)			
HH owns a computer	34,886	64.8%	88
HH owns desktop computer	16,142	30.0%	81
HH owns laptop/notebook	26,657	49.5%	87
HH owns any Apple/Mac brand computer	8,143	15.1%	84
HH owns any PC/non-Apple brand computer	28,981	53.8%	88
HH purchased most recent computer in a store	15,875	29.5%	81
HH purchased most recent computer online	6,521	12.1%	89
Spent <\$1-499 on most recent home computer	7,572	14.1%	96
Spent \$500-\$999 on most recent home computer	7,159	13.3%	79
Spent \$1,000-\$1,499 on most recent home computer	4,523	8.4%	88
Spent \$1,500-\$1,999 on most recent home computer	2,132	4.0%	89
Spent \$2,000+ on most recent home computer	1,719	3.2%	81

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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	62,344	63.0%	100
Bought brewed coffee at convenience store in last 30 days	12,199	12.3%	89
Bought cigarettes at convenience store in last 30 days	15,088	15.2%	141
Bought gas at convenience store in last 30 days	34,852	35.2%	94
Spent at convenience store in last 30 days: <\$1-19	6,551	6.6%	96
Spent at convenience store in last 30 days: \$20-\$39	9,189	9.3%	98
Spent at convenience store in last 30 days: \$40-\$50	8,222	8.3%	101
Spent at convenience store in last 30 days: \$51-\$99	5,918	6.0%	108
Spent at convenience store in last 30 days: \$100+	21,714	21.9%	98
Entertainment (Adults)			
Attended a movie in last 6 months	54,110	54.7%	93
Went to live theater in last 12 months	10,559	10.7%	97
Went to a bar/night club in last 12 months	16,805	17.0%	98
Dined out in last 12 months	42,147	42.6%	82
Gambled at a casino in last 12 months	12,236	12.4%	93
Visited a theme park in last 12 months	15,303	15.5%	82
Viewed movie (video-on-demand) in last 30 days	14,664	14.8%	85
Viewed TV show (video-on-demand) in last 30 days	10,655	10.8%	85
Watched any pay-per-view TV in last 12 months	8,487	8.6%	87
Downloaded a movie over the Internet in last 30 days	10,242	10.3%	108
Downloaded any individual song in last 6 months	17,525	17.7%	93
Watched a movie online in the last 30 days	29,498	29.8%	110
Watched a TV program online in last 30 days	20,771	21.0%	110
Played a video/electronic game (console) in last 12 months	9,687	9.8%	111
Played a video/electronic game (portable) in last 12 months	5,437	5.5%	117
Financial (Adults)			
Have home mortgage (1st)	22,407	22.6%	73
Used ATM/cash machine in last 12 months	45,098	45.6%	86
Own any stock	6,140	6.2%	87
Own U.S. savings bond	3,385	3.4%	78
Own shares in mutual fund (stock)	5,510	5.6%	78
Own shares in mutual fund (bonds)	3,827	3.9%	81
Have interest checking account	21,827	22.1%	77
Have non-interest checking account	24,248	24.5%	84
Have savings account	48,541	49.0%	86
Have 401K retirement savings plan	11,659	11.8%	73
Own/used any credit/debit card in last 12 months	69,444	70.2%	88
Avg monthly credit card expenditures: <\$1-110	10,112	10.2%	89
Avg monthly credit card expenditures: \$111-\$225	6,077	6.1%	83
Avg monthly credit card expenditures: \$226-\$450	6,313	6.4%	93
Avg monthly credit card expenditures: \$451-\$700	5,119	5.2%	84
Avg monthly credit card expenditures: \$701-\$1,000	4,747	4.8%	86
Avg monthly credit card expenditures: \$1,001+	9,039	9.1%	78
Did banking online in last 12 months	29,906	30.2%	77
Did banking on mobile device in last 12 months	20,894	21.1%	82
Paid bills online in last 12 months	41,429	41.9%	83

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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	35,445	65.8%	95
Used bread in last 6 months	50,142	93.1%	100
Used chicken (fresh or frozen) in last 6 months	35,745	66.4%	96
Used turkey (fresh or frozen) in last 6 months	9,170	17.0%	114
Used fish/seafood (fresh or frozen) in last 6 months	29,738	55.2%	100
Used fresh fruit/vegetables in last 6 months	43,787	81.3%	95
Used fresh milk in last 6 months	44,583	82.8%	96
Used organic food in last 6 months	12,210	22.7%	95
Health (Adults)			
Exercise at home 2+ times per week	23,889	24.1%	88
Exercise at club 2+ times per week	11,889	12.0%	84
Visited a doctor in last 12 months	71,676	72.4%	94
Used vitamin/dietary supplement in last 6 months	46,184	46.7%	86
Home (Households)			
Did any home improvement in last 12 months	11,352	21.1%	76
Used any housekeeper/professional cleaning service in last 12 months	6,064	11.3%	77
Purchased low ticket HH furnishings in last 12 months	8,609	16.0%	93
Purchased big ticket HH furnishings in last 12 months	11,682	21.7%	97
Bought any small kitchen appliance in last 12 months	11,331	21.0%	94
Bought any large kitchen appliance in last 12 months	6,734	12.5%	90
Insurance (Adults/Households)			
Currently carry life insurance	38,957	39.4%	89
Carry medical/hospital/accident insurance	66,349	67.0%	90
Carry homeowner insurance	32,861	33.2%	70
Carry renter's insurance	10,326	10.4%	123
Have auto insurance: 1 vehicle in household covered	18,737	34.8%	112
Have auto insurance: 2 vehicles in household covered	12,114	22.5%	79
Have auto insurance: 3+ vehicles in household covered	7,439	13.8%	60
Pets (Households)			
Household owns any pet	24,534	45.5%	84
Household owns any cat	10,558	19.6%	86
Household owns any dog	17,551	32.6%	78
Psychographics (Adults)			
Buying American is important to me	36,654	37.0%	94
Usually buy items on credit rather than wait	13,635	13.8%	105
Usually buy based on quality - not price	19,901	20.1%	106
Price is usually more important than brand name	28,222	28.5%	104
Usually use coupons for brands I buy often	16,078	16.2%	94
Am interested in how to help the environment	20,828	21.0%	109
Usually pay more for environ safe product	14,324	14.5%	102
Usually value green products over convenience	12,746	12.9%	114
Likely to buy a brand that supports a charity	35,651	36.0%	102
Reading (Adults)			
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 month	23,191	23.4%	82
Read any daily newspaper (paper version)	19,497	19.7%	107
Read any digital newspaper in last 30 days	39,035	39.4%	99
Read any magazine (paper/electronic version) in last 6 months	89,523	90.4%	99

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.

April 15, 2020



Retail 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 or HHs	Percent of Adults/HHs	MPI
Restaurants (Adults)			
Went to family restaurant/steak house in last 6 months	68,800	69.5%	93
Went to family restaurant/steak house: 4+ times a month	24,980	25.2%	95
Went to fast food/drive-in restaurant in last 6 months	88,888	89.8%	99
Went to fast food/drive-in restaurant 9+ times/month	37,726	38.1%	97
Fast food restaurant last 6 months: eat in	33,038	33.4%	90
Fast food restaurant last 6 months: home delivery	9,233	9.3%	108
Fast food restaurant last 6 months: take-out/drive-thru	45,262	45.7%	97
Fast food restaurant last 6 months: take-out/walk-in	20,741	21.0%	101
Television & Electronics (Adults/Households)			
Own any tablet	39,945	40.4%	84
Own any e-reader	6,252	6.3%	76
Own e-reader/tablet: iPad	20,314	20.5%	73
HH has Internet connectable TV	12,406	23.0%	80
Own any portable MP3 player	14,723	14.9%	80
HH owns 1 TV	12,541	23.3%	111
HH owns 2 TVs	14,768	27.4%	102
HH owns 3 TVs	10,607	19.7%	94
HH owns 4+ TVs	6,767	12.6%	72
HH subscribes to cable TV	23,836	44.3%	101
HH subscribes to fiber optic	2,767	5.1%	73
HH owns portable GPS navigation device	8,658	16.1%	70
HH purchased video game system in last 12 months	3,819	7.1%	86
HH owns any Internet video device for TV	11,010	20.4%	85
Travel (Adults)			
Took domestic trip in continental US last 12 months	40,497	40.9%	78
Took 3+ domestic non-business trips in last 12 months	9,372	9.5%	80
Spent on domestic vacations in last 12 months: <\$1-999	9,598	9.7%	90
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	5,086	5.1%	82
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	3,625	3.7%	91
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	3,570	3.6%	87
Spent on domestic vacations in last 12 months: \$3,000+	4,562	4.6%	71
Domestic travel in last 12 months: used general travel website	5,982	6.0%	89
Took foreign trip (including Alaska and Hawaii) in last 3 years	20,683	20.9%	76
Took 3+ foreign trips by plane in last 3 years	4,627	4.7%	86
Spent on foreign vacations in last 12 months: <\$1-999	4,944	5.0%	107
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	3,324	3.4%	84
Spent on foreign vacations in last 12 months: \$3,000+	5,270	5.3%	84
Foreign travel in last 3 years: used general travel website	4,300	4.3%	76
Nights spent in hotel/motel in last 12 months: any	34,460	34.8%	78
Took cruise of more than one day in last 3 years	7,237	7.3%	82
Member of any frequent flyer program	12,911	13.0%	72
Member of any hotel rewards program	13,010	13.1%	73

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Retail 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 or HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's clothing in last 12 months	93,593	43.6%	92
Bought any women's clothing in last 12 months	85,141	39.6%	92
Bought clothing for child <13 years in last 6 months	53,819	25.1%	94
Bought any shoes in last 12 months	104,000	48.4%	92
Bought costume jewelry in last 12 months	36,990	17.2%	99
Bought any fine jewelry in last 12 months	39,770	18.5%	104
Bought a watch in last 12 months	35,088	16.3%	105
Automobiles (Households)			
HH owns/leases any vehicle	90,043	76.7%	90
HH bought/leased new vehicle last 12 months	8,821	7.5%	77
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	168,031	78.2%	91
Bought/changed motor oil in last 12 months	95,245	44.3%	93
Had tune-up in last 12 months	48,995	22.8%	92
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	146,613	68.3%	95
Drank regular cola in last 6 months	104,199	48.5%	109
Drank beer/ale in last 6 months	83,691	39.0%	92
Cameras (Adults)			
Own digital point & shoot camera/camcorder	16,077	7.5%	75
Own digital SLR camera/camcorder	13,593	6.3%	80
Printed digital photos in last 12 months	37,220	17.3%	76
Cell Phones (Adults/Households)			
Bought cell phone in last 12 months	76,871	35.8%	103
Have a smartphone	175,318	81.6%	97
Have a smartphone: Android phone (any brand)	99,823	46.5%	115
Have a smartphone: Apple iPhone	71,430	33.3%	79
Number of cell phones in household: 1	45,319	38.6%	127
Number of cell phones in household: 2	42,280	36.0%	93
Number of cell phones in household: 3+	25,755	21.9%	78
HH has cell phone only (no landline telephone)	73,360	62.5%	112
Computers (Households)			
HH owns a computer	74,900	63.8%	87
HH owns desktop computer	35,914	30.6%	83
HH owns laptop/notebook	56,864	48.5%	86
HH owns any Apple/Mac brand computer	16,308	13.9%	77
HH owns any PC/non-Apple brand computer	63,277	53.9%	88
HH purchased most recent computer in a store	34,780	29.6%	82
HH purchased most recent computer online	13,212	11.3%	83
Spent <\$1-499 on most recent home computer	16,271	13.9%	94
Spent \$500-\$999 on most recent home computer	15,711	13.4%	80
Spent \$1,000-\$1,499 on most recent home computer	8,907	7.6%	79
Spent \$1,500-\$1,999 on most recent home computer	4,380	3.7%	84
Spent \$2,000+ on most recent home computer	3,375	2.9%	73

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April 15, 2020



Retail Market Potential

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

Prepared by Charlotte Hollkamp

Latitude: 38.23219
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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	134,981	62.8%	99
Bought brewed coffee at convenience store in last 30 days	27,058	12.6%	91
Bought cigarettes at convenience store in last 30 days	32,121	15.0%	138
Bought gas at convenience store in last 30 days	77,516	36.1%	97
Spent at convenience store in last 30 days: <\$1-19	13,494	6.3%	91
Spent at convenience store in last 30 days: \$20-\$39	19,890	9.3%	98
Spent at convenience store in last 30 days: \$40-\$50	17,452	8.1%	99
Spent at convenience store in last 30 days: \$51-\$99	12,637	5.9%	106
Spent at convenience store in last 30 days: \$100+	47,608	22.2%	99
Entertainment (Adults)			
Attended a movie in last 6 months	116,041	54.0%	92
Went to live theater in last 12 months	21,314	9.9%	90
Went to a bar/night club in last 12 months	34,312	16.0%	93
Dined out in last 12 months	93,843	43.7%	84
Gambled at a casino in last 12 months	26,426	12.3%	93
Visited a theme park in last 12 months	32,970	15.3%	81
Viewed movie (video-on-demand) in last 30 days	33,430	15.6%	89
Viewed TV show (video-on-demand) in last 30 days	24,523	11.4%	90
Watched any pay-per-view TV in last 12 months	18,067	8.4%	86
Downloaded a movie over the Internet in last 30 days	20,468	9.5%	100
Downloaded any individual song in last 6 months	37,571	17.5%	92
Watched a movie online in the last 30 days	59,060	27.5%	102
Watched a TV program online in last 30 days	40,923	19.1%	100
Played a video/electronic game (console) in last 12 months	20,472	9.5%	108
Played a video/electronic game (portable) in last 12 months	11,562	5.4%	115
Financial (Adults)			
Have home mortgage (1st)	50,458	23.5%	76
Used ATM/cash machine in last 12 months	98,438	45.8%	87
Own any stock	12,453	5.8%	81
Own U.S. savings bond	7,345	3.4%	78
Own shares in mutual fund (stock)	11,434	5.3%	75
Own shares in mutual fund (bonds)	7,881	3.7%	77
Have interest checking account	48,308	22.5%	78
Have non-interest checking account	52,642	24.5%	84
Have savings account	105,374	49.1%	86
Have 401K retirement savings plan	26,341	12.3%	76
Own/used any credit/debit card in last 12 months	151,417	70.5%	89
Avg monthly credit card expenditures: <\$1-110	23,178	10.8%	94
Avg monthly credit card expenditures: \$111-\$225	13,641	6.4%	86
Avg monthly credit card expenditures: \$226-\$450	12,925	6.0%	88
Avg monthly credit card expenditures: \$451-\$700	9,867	4.6%	75
Avg monthly credit card expenditures: \$701-\$1,000	9,675	4.5%	80
Avg monthly credit card expenditures: \$1,001+	18,568	8.6%	74
Did banking online in last 12 months	64,266	29.9%	77
Did banking on mobile device in last 12 months	44,298	20.6%	80
Paid bills online in last 12 months	89,276	41.6%	83

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Retail 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 of Adults/HHs	MPI
Grocery (Adults)			
Used beef (fresh/frozen) in last 6 months	77,989	66.5%	96
Used bread in last 6 months	109,547	93.4%	100
Used chicken (fresh or frozen) in last 6 months	78,499	66.9%	96
Used turkey (fresh or frozen) in last 6 months	19,945	17.0%	113
Used fish/seafood (fresh or frozen) in last 6 months	64,748	55.2%	100
Used fresh fruit/vegetables in last 6 months	95,800	81.6%	95
Used fresh milk in last 6 months	98,362	83.8%	97
Used organic food in last 6 months	25,631	21.8%	92
Health (Adults)			
Exercise at home 2+ times per week	51,423	23.9%	87
Exercise at club 2+ times per week	24,204	11.3%	79
Visited a doctor in last 12 months	157,058	73.1%	95
Used vitamin/dietary supplement in last 6 months	101,913	47.4%	88
Home (Households)			
Did any home improvement in last 12 months	26,055	22.2%	80
Used any housekeeper/professional cleaning service in last 12 months	13,241	11.3%	77
Purchased low ticket HH furnishings in last 12 months	18,653	15.9%	93
Purchased big ticket HH furnishings in last 12 months	24,641	21.0%	94
Bought any small kitchen appliance in last 12 months	24,310	20.7%	93
Bought any large kitchen appliance in last 12 months	15,097	12.9%	92
Insurance (Adults/Households)			
Currently carry life insurance	86,599	40.3%	91
Carry medical/hospital/accident insurance	145,301	67.6%	90
Carry homeowner insurance	77,033	35.9%	76
Carry renter's insurance	20,842	9.7%	114
Have auto insurance: 1 vehicle in household covered	41,080	35.0%	113
Have auto insurance: 2 vehicles in household covered	26,839	22.9%	80
Have auto insurance: 3+ vehicles in household covered	17,919	15.3%	67
Pets (Households)			
Household owns any pet	55,073	46.9%	86
Household owns any cat	23,074	19.7%	86
Household owns any dog	40,481	34.5%	83
Psychographics (Adults)			
Buying American is important to me	81,869	38.1%	97
Usually buy items on credit rather than wait	30,119	14.0%	107
Usually buy based on quality - not price	42,364	19.7%	104
Price is usually more important than brand name	60,845	28.3%	103
Usually use coupons for brands I buy often	35,463	16.5%	96
Am interested in how to help the environment	42,354	19.7%	102
Usually pay more for environ safe product	31,106	14.5%	102
Usually value green products over convenience	27,256	12.7%	112
Likely to buy a brand that supports a charity	77,092	35.9%	102
Reading (Adults)			
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 month	50,581	23.5%	83
Read any daily newspaper (paper version)	42,342	19.7%	107
Read any digital newspaper in last 30 days	80,797	37.6%	95
Read any magazine (paper/electronic version) in last 6 months	193,826	90.2%	99

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April 15, 2020



Retail 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 or HHs	Percent of Adults/HHs	MPI
Restaurants (Adults)			
Went to family restaurant/steak house in last 6 months	150,927	70.3%	94
Went to family restaurant/steak house: 4+ times a month	54,565	25.4%	96
Went to fast food/drive-in restaurant in last 6 months	193,320	90.0%	99
Went to fast food/drive-in restaurant 9+ times/month	83,977	39.1%	100
Fast food restaurant last 6 months: eat in	70,852	33.0%	89
Fast food restaurant last 6 months: home delivery	19,107	8.9%	103
Fast food restaurant last 6 months: take-out/drive-thru	99,041	46.1%	98
Fast food restaurant last 6 months: take-out/walk-in	44,366	20.7%	99
Television & Electronics (Adults/Households)			
Own any tablet	88,428	41.2%	85
Own any e-reader	13,294	6.2%	74
Own e-reader/tablet: iPad	44,338	20.6%	73
HH has Internet connectable TV	27,491	23.4%	82
Own any portable MP3 player	32,258	15.0%	81
HH owns 1 TV	25,621	21.8%	104
HH owns 2 TVs	32,033	27.3%	102
HH owns 3 TVs	23,775	20.3%	97
HH owns 4+ TVs	16,250	13.8%	80
HH subscribes to cable TV	52,820	45.0%	103
HH subscribes to fiber optic	6,391	5.4%	77
HH owns portable GPS navigation device	20,464	17.4%	76
HH purchased video game system in last 12 months	8,529	7.3%	88
HH owns any Internet video device for TV	23,821	20.3%	84
Travel (Adults)			
Took domestic trip in continental US last 12 months	88,048	41.0%	78
Took 3+ domestic non-business trips in last 12 months	19,311	9.0%	76
Spent on domestic vacations in last 12 months: <\$1-999	19,931	9.3%	86
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	10,442	4.9%	78
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	7,339	3.4%	85
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	7,448	3.5%	83
Spent on domestic vacations in last 12 months: \$3,000+	9,747	4.5%	70
Domestic travel in last 12 months: used general travel website	12,057	5.6%	82
Took foreign trip (including Alaska and Hawaii) in last 3 years	43,632	20.3%	74
Took 3+ foreign trips by plane in last 3 years	8,977	4.2%	77
Spent on foreign vacations in last 12 months: <\$1-999	9,302	4.3%	93
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	6,744	3.1%	78
Spent on foreign vacations in last 12 months: \$3,000+	10,602	4.9%	78
Foreign travel in last 3 years: used general travel website	8,459	3.9%	69
Nights spent in hotel/motel in last 12 months: any	75,414	35.1%	79
Took cruise of more than one day in last 3 years	15,257	7.1%	80
Member of any frequent flyer program	27,020	12.6%	70
Member of any hotel rewards program	28,142	13.1%	73

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