



Sports and Leisure Market Potential

2614 Chamberlain Ln, Louisville, Kentucky, 40245
Ring: 1 mile radius

Prepared by Charlotte Hollkamp

Latitude: 38.28911
Longitude: -85.51468

Demographic Summary		2020	2025
Population		3,556	3,805
Population 18+		2,520	2,717
Households		1,458	1,597
Median Household Income		\$114,936	\$125,067
Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Participated in aerobics in last 12 months	220	8.7%	124
Participated in archery in last 12 months	62	2.5%	94
Participated in backpacking in last 12 months	111	4.4%	129
Participated in baseball in last 12 months	129	5.1%	128
Participated in basketball in last 12 months	238	9.4%	120
Participated in bicycling (mountain) in last 12 months	123	4.9%	120
Participated in bicycling (road) in last 12 months	294	11.7%	126
Participated in boating (power) in last 12 months	119	4.7%	111
Participated in bowling in last 12 months	279	11.1%	127
Participated in canoeing/kayaking in last 12 months	142	5.6%	89
Participated in fishing (fresh water) in last 12 months	253	10.0%	92
Participated in fishing (salt water) in last 12 months	94	3.7%	95
Participated in football in last 12 months	124	4.9%	106
Participated in Frisbee in last 12 months	106	4.2%	113
Participated in golf in last 12 months	276	11.0%	137
Participated in hiking in last 12 months	382	15.2%	125
Participated in horseback riding in last 12 months	52	2.1%	90
Participated in hunting with rifle in last 12 months	72	2.9%	72
Participated in hunting with shotgun in last 12 months	59	2.3%	74
Participated in ice skating in last 12 months	73	2.9%	102
Participated in jogging/running in last 12 months	436	17.3%	142
Participated in motorcycling in last 12 months	67	2.7%	94
Participated in Pilates in last 12 months	82	3.3%	127
Participated in ping pong in last 12 months	119	4.7%	137
Participated in skiing (downhill) in last 12 months	88	3.5%	142
Participated in soccer in last 12 months	128	5.1%	121
Participated in softball in last 12 months	78	3.1%	109
Participated in swimming in last 12 months	514	20.4%	133
Participated in target shooting in last 12 months	135	5.4%	120
Participated in tennis in last 12 months	124	4.9%	137
Participated in volleyball in last 12 months	97	3.8%	114
Participated in walking for exercise in last 12 months	715	28.4%	120
Participated in weight lifting in last 12 months	372	14.8%	144
Participated in yoga in last 12 months	239	9.5%	115
Participated in Zumba in last 12 months	101	4.0%	123
Spent on sports/rec equip in last 12 months: \$1-99	180	7.1%	122
Spent on sports/rec equip in last 12 months: \$100-\$249	171	6.8%	121
Spent on sports/rec equip in last 12 months: \$250+	255	10.1%	137
Attend sports events	537	21.3%	137
Attend sports events: baseball game - MLB reg seas	175	6.9%	146
Attend sports events: football game (college)	116	4.6%	145
Attend sports events: high school sports	93	3.7%	117

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 2020 and 2025.

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Listen to sports on radio	289	11.5%	112
Watch sports on TV	1,553	61.6%	109
Watch on TV: alpine skiing/ski jumping	124	4.9%	115
Watch on TV: auto racing (NASCAR)	180	7.1%	84
Watch on TV: auto racing (not NASCAR)	113	4.5%	114
Watch on TV: baseball (MLB regular season)	581	23.1%	123
Watch on TV: baseball (MLB playoffs/World Series)	500	19.8%	119
Watch on TV: basketball (college)	447	17.7%	128
Watch on TV: basketball (NCAA tournament)	376	14.9%	121
Watch on TV: basketball (NBA regular season)	452	17.9%	125
Watch on TV: basketball (NBA playoffs/finals)	490	19.4%	128
Watch on TV: basketball (WNBA)	84	3.3%	106
Watch on TV: bicycle racing	74	2.9%	136
Watch on TV: bowling	50	2.0%	102
Watch on TV: boxing	172	6.8%	113
Watch on TV: bull riding (pro)	51	2.0%	74
Watch on TV: Equestrian events	46	1.8%	84
Watch on TV: extreme sports (summer)	99	3.9%	127
Watch on TV: extreme sports (winter)	113	4.5%	122
Watch on TV: figure skating	193	7.7%	120
Watch on TV: fishing	89	3.5%	88
Watch on TV: football (college)	733	29.1%	124
Watch on TV: football (NFL Sunday/Monday/Thursday night games)	901	35.8%	118
Watch on TV: football (NFL weekend games)	831	33.0%	122
Watch on TV: football (NFL playoffs/Super Bowl)	865	34.3%	116
Watch on TV: golf (PGA)	356	14.1%	128
Watch on TV: golf (LPGA)	94	3.7%	115
Watch on TV: gymnastics	140	5.6%	118
Watch on TV: high school sports	122	4.8%	108
Watch on TV: horse racing (at track or OTB)	62	2.5%	93
Watch on TV: ice hockey (NHL regular season)	215	8.5%	116
Watch on TV: ice hockey (NHL playoffs/Stanley Cup)	217	8.6%	120
Watch on TV: mixed martial arts (MMA)	154	6.1%	132
Watch on TV: motorcycle racing	64	2.5%	111
Watch on TV: Olympics (summer)	340	13.5%	109
Watch on TV: Olympics (winter)	439	17.4%	112
Watch on TV: rodeo	50	2.0%	80
Watch on TV: soccer (MLS)	173	6.9%	153
Watch on TV: soccer (World Cup)	275	10.9%	131
Watch on TV: tennis (men`s)	178	7.1%	121
Watch on TV: tennis (women`s)	160	6.3%	111
Watch on TV: track & field	109	4.3%	120
Watch on TV: volleyball (pro beach)	78	3.1%	119
Watch on TV: wrestling (WWE)	73	2.9%	70
Interest in sports: college basketball Super Fan	103	4.1%	103
Interest in sports: college football Super Fan	198	7.9%	109
Interest in sports: golf Super Fan	43	1.7%	89
Interest in sports: high school sports Super Fan	46	1.8%	62
Interest in sports: MLB Super Fan	100	4.0%	82
Interest in sports: NASCAR Super Fan	52	2.1%	87
Interest in sports: NBA Super Fan	126	5.0%	95
Interest in sports: NFL Super Fan	278	11.0%	103
Interest in sports: NHL Super Fan	67	2.7%	80
Interest in sports: soccer Super Fan	98	3.9%	116

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Member of AARP	286	11.3%	94
Member of charitable organization	126	5.0%	118
Member of church board	64	2.5%	100
Member of fraternal order	42	1.7%	82
Member of religious club	97	3.8%	118
Member of union	74	2.9%	85
Member of veterans club	65	2.6%	101
Attended adult education course in last 12 months	223	8.8%	115
Visited an aquarium in last 12 months	171	6.8%	121
Went to art gallery in last 12 months	212	8.4%	110
Attended auto show in last 12 months	140	5.6%	94
Did baking in last 12 months	685	27.2%	126
Barbecued in last 12 months	801	31.8%	121
Went to bar/night club in last 12 months	471	18.7%	110
Went to beach in last 12 months	911	36.2%	124
Played billiards/pool in last 12 months	165	6.5%	100
Played bingo in last 12 months	132	5.2%	116
Did birdwatching in last 12 months	91	3.6%	85
Played board game in last 12 months	504	20.0%	128
Read book in last 12 months	945	37.5%	121
Participated in book club in last 12 months	91	3.6%	123
Went on overnight camping trip in last 12 months	357	14.2%	117
Played cards in last 12 months	455	18.1%	110
Played chess in last 12 months	110	4.4%	125
Played computer game (offline w/software)/12 months	195	7.7%	110
Played computer game (online w/o software)/12 months	321	12.7%	109
Cooked for fun in last 12 months	545	21.6%	116
Did crossword puzzle in last 12 months	253	10.0%	107
Danced/went dancing in last 12 months	197	7.8%	104
Attended dance performance in last 12 months	140	5.6%	124
Dined out in last 12 months	1,477	58.6%	115
Flew a drone in last 12 months	94	3.7%	136
Attended state/county fair in last 12 months	321	12.7%	97
Participated in fantasy sports league last 12 months	169	6.7%	145
Did furniture refinishing in last 12 months	110	4.4%	113
Gambled at casino in last 12 months	386	15.3%	112
Gambled in Las Vegas in last 12 months	146	5.8%	141
Participate in indoor gardening/plant care	217	8.6%	100
Participated in genealogy in last 12 months	104	4.1%	100
Attended horse races in last 12 months	63	2.5%	103
Participated in karaoke in last 12 months	115	4.6%	119
Bought lottery ticket in last 12 months	888	35.2%	99
Played lottery 6+ times in last 30 days	212	8.4%	77
Bought lottery ticket in last 12 months: Daily Drawing	51	2.0%	62
Bought lottery ticket in last 12 months: Instant Game	387	15.4%	82
Bought lottery ticket in last 12 months: Mega Millions	544	21.6%	114
Bought lottery ticket in last 12 months: Powerball	590	23.4%	110
Attended a movie in last 6 months	1,744	69.2%	118
Attended movie in last 90 days: once/week or more	68	2.7%	109
Attended movie in last 90 days: 2-3 times a month	232	9.2%	156
Attended movie in last 90 days: once a month	321	12.7%	129
Attended movie in last 90 days: < once a month	984	39.0%	112
Movie genre seen at theater/6 months: action	971	38.5%	127

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Movie genre seen at theater/6 months: adventure	1,016	40.3%	127
Movie genre seen at theater/6 months: animation genre	474	18.8%	125
Movie genre seen at theater/6 months: biography genre	343	13.6%	130
Movie genre seen at theater/6 months: comedy	767	30.4%	121
Movie genre seen at theater/6 months: crime	382	15.2%	128
Movie genre seen at theater/6 months: drama	704	27.9%	124
Movie genre seen at theater/6 months: family	295	11.7%	120
Movie genre seen at theater/6 months: fantasy	564	22.4%	132
Movie genre seen at theater/6 months: horror	229	9.1%	106
Movie genre seen at theater/6 months: romance	187	7.4%	119
Movie genre seen at theater/6 months: science fiction	607	24.1%	128
Movie genre seen at theater/6 months: thriller	395	15.7%	132
Went to museum in last 12 months	462	18.3%	124
Attended classical music/opera performance/12 months	106	4.2%	107
Attended country music performance in last 12 months	224	8.9%	139
Attended rock music performance in last 12 months	312	12.4%	129
Played musical instrument in last 12 months	205	8.1%	115
Did painting/drawing in last 12 months	249	9.9%	126
Did photo album/scrapbooking in last 12 months	153	6.1%	144
Did photography in last 12 months	266	10.6%	120
Did Sudoku puzzle in last 12 months	251	10.0%	121
Participated in tailgating in last 12 months	136	5.4%	130
Went to live theater in last 12 months	364	14.4%	127
Visited a theme park in last 12 months	640	25.4%	136
Visited a theme park 5+ times in last 12 months	152	6.0%	144
Participated in trivia games in last 12 months	189	7.5%	123
Played video/electronic game (console) last 12 months	244	9.7%	107
Played video/electronic game (portable) last 12 months	127	5.0%	117
Visited an indoor water park in last 12 months	98	3.9%	117
Did woodworking in last 12 months	108	4.3%	88
Participated in word games in last 12 months	290	11.5%	113
Went to zoo in last 12 months	366	14.5%	123
Purchased DVD/Blu-ray disc online in last 12 months	191	7.6%	126
Rented DVDs (movie or other video) in last 30 days: 1	70	2.8%	97
Rented DVDs (movie or other video) in last 30 days: 2	68	2.7%	97
Rented DVDs (movie or other video) in last 30 days: 3+	191	7.6%	114
Rented movie or other video/30 days: action/adventure	625	24.8%	127
Rented movie or other video/30 days: classics	165	6.5%	115
Rented movie or other video/30 days: comedy	594	23.6%	132
Rented movie or other video/30 days: drama	432	17.1%	133
Rented movie or other video/30 days: family/children	283	11.2%	130
Rented movie or other video/30 days: foreign	66	2.6%	132
Rented movie or other video/30 days: horror	144	5.7%	89
Rented movie or other video/30 days: musical	80	3.2%	106
Rented movie or other video/30 days: news/documentary	105	4.2%	112
Rented movie or other video/30 days: romance	200	7.9%	125
Rented movie or other video/30 days: science fiction	202	8.0%	112
Rented movie or other video/30 days: TV show	220	8.7%	118
Rented movie or other video/30 days: western	79	3.1%	116

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Rented/purchased DVD/Blu-ray/30 days: from amazon.com	347	13.8%	149
Rented DVD/Blu-ray/30 days: from netflix.com	434	17.2%	137
Rented/purchased DVD/Blu-ray/30 days: from Redbox	343	13.6%	108
HH owns ATV/UTV	58	4.0%	68
Bought any children`s toy/game in last 12 months	933	37.0%	116
Spent on toys/games for child last 12 months: \$1-49	126	5.0%	93
Spent on toys/games for child last 12 months: \$50-99	63	2.5%	109
Spent on toys/games for child last 12 months: \$100-199	202	8.0%	134
Spent on toys/games for child last 12 months: \$200-499	267	10.6%	116
Spent on toys/games for child last 12 months: \$500+	163	6.5%	133
Bought any toys/games online in last 12 months	399	15.8%	137
Bought infant toy in last 12 months	184	7.3%	116
Bought pre-school toy in last 12 months	185	7.3%	106
Bought for child last 12 months: boy action figure	177	7.0%	100
Bought for child last 12 months: girl action figure	97	3.8%	101
Bought for child last 12 months: action game	80	3.2%	104
Bought for child last 12 months: bicycle	172	6.8%	117
Bought for child last 12 months: board game	357	14.2%	120
Bought for child last 12 months: builder set	153	6.1%	117
Bought for child last 12 months: car	219	8.7%	114
Bought for child last 12 months: construction toy	219	8.7%	147
Bought for child last 12 months: fashion doll	90	3.6%	90
Bought for child last 12 months: large/baby doll	192	7.6%	113
Bought for child last 12 months: doll accessories	133	5.3%	136
Bought for child last 12 months: doll clothing	110	4.4%	111
Bought for child last 12 months: educational toy	377	15.0%	127
Bought for child last 12 months: electronic doll/animal	77	3.1%	111
Bought for child last 12 months: electronic game	179	7.1%	122
Bought for child last 12 months: mechanical toy	123	4.9%	111
Bought for child last 12 months: model kit/set	91	3.6%	120
Bought for child last 12 months: plush doll/animal	262	10.4%	122
Bought for child last 12 months: water toy	282	11.2%	131
Bought for child last 12 months: word game	72	2.9%	115

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Bought digital book in last 12 months	445	17.7%	135
Bought hardcover book in last 12 months	598	23.7%	119
Bought paperback book in last 12 months	826	32.8%	117
Bought 1-3 books in last 12 months	493	19.6%	99
Bought 4-6 books in last 12 months	354	14.0%	140
Bought 7+ books in last 12 months	467	18.5%	123
Bought book (fiction) in last 12 months	780	31.0%	129
Bought book (non-fiction) in last 12 months	683	27.1%	123
Bought biography in last 12 months	208	8.3%	118
Bought children`s book in last 12 months	297	11.8%	123
Bought cookbook in last 12 months	182	7.2%	108
Bought history book in last 12 months	234	9.3%	109
Bought mystery book in last 12 months	280	11.1%	106
Bought novel in last 12 months	418	16.6%	130
Bought religious book (Not Bible) in last 12 months	166	6.6%	109
Bought romance book in last 12 months	121	4.8%	92
Bought science fiction book in last 12 months	144	5.7%	102
Bought personal/business self-help book last 12 months	246	9.8%	151
Bought travel book in last 12 months	73	2.9%	127
Bought book online in last 12 months	793	31.5%	143
Listened to/purchased audiobook in last 6 months	225	8.9%	132

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Population		47,637	50,876
Population 18+		35,785	38,711
Households		18,421	19,829
Median Household Income		\$95,444	\$103,452
Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Participated in aerobics in last 12 months	2,987	8.3%	119
Participated in archery in last 12 months	868	2.4%	92
Participated in backpacking in last 12 months	1,502	4.2%	123
Participated in baseball in last 12 months	1,495	4.2%	104
Participated in basketball in last 12 months	3,093	8.6%	110
Participated in bicycling (mountain) in last 12 months	1,751	4.9%	120
Participated in bicycling (road) in last 12 months	4,117	11.5%	124
Participated in boating (power) in last 12 months	1,743	4.9%	115
Participated in bowling in last 12 months	3,444	9.6%	110
Participated in canoeing/kayaking in last 12 months	2,623	7.3%	115
Participated in fishing (fresh water) in last 12 months	3,740	10.5%	96
Participated in fishing (salt water) in last 12 months	1,567	4.4%	111
Participated in football in last 12 months	1,675	4.7%	101
Participated in Frisbee in last 12 months	1,501	4.2%	113
Participated in golf in last 12 months	3,691	10.3%	129
Participated in hiking in last 12 months	5,542	15.5%	128
Participated in horseback riding in last 12 months	904	2.5%	110
Participated in hunting with rifle in last 12 months	1,033	2.9%	73
Participated in hunting with shotgun in last 12 months	814	2.3%	72
Participated in ice skating in last 12 months	1,278	3.6%	126
Participated in jogging/running in last 12 months	5,750	16.1%	131
Participated in motorcycling in last 12 months	960	2.7%	95
Participated in Pilates in last 12 months	1,093	3.1%	120
Participated in ping pong in last 12 months	1,578	4.4%	128
Participated in skiing (downhill) in last 12 months	1,251	3.5%	142
Participated in soccer in last 12 months	1,624	4.5%	108
Participated in softball in last 12 months	1,023	2.9%	101
Participated in swimming in last 12 months	6,918	19.3%	126
Participated in target shooting in last 12 months	1,660	4.6%	104
Participated in tennis in last 12 months	1,658	4.6%	129
Participated in volleyball in last 12 months	1,302	3.6%	108
Participated in walking for exercise in last 12 months	9,919	27.7%	117
Participated in weight lifting in last 12 months	4,748	13.3%	129
Participated in yoga in last 12 months	3,608	10.1%	122
Participated in Zumba in last 12 months	1,190	3.3%	102
Spent on sports/rec equip in last 12 months: \$1-99	2,317	6.5%	110
Spent on sports/rec equip in last 12 months: \$100-\$249	2,371	6.6%	118
Spent on sports/rec equip in last 12 months: \$250+	3,318	9.3%	126
Attend sports events	7,081	19.8%	127
Attend sports events: baseball game - MLB reg seas	2,279	6.4%	134
Attend sports events: football game (college)	1,446	4.0%	127
Attend sports events: high school sports	1,270	3.5%	112

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Listen to sports on radio	4,178	11.7%	114
Watch sports on TV	22,437	62.7%	111
Watch on TV: alpine skiing/ski jumping	2,015	5.6%	131
Watch on TV: auto racing (NASCAR)	2,862	8.0%	94
Watch on TV: auto racing (not NASCAR)	1,503	4.2%	106
Watch on TV: baseball (MLB regular season)	8,130	22.7%	121
Watch on TV: baseball (MLB playoffs/World Series)	7,051	19.7%	118
Watch on TV: basketball (college)	5,950	16.6%	120
Watch on TV: basketball (NCAA tournament)	5,323	14.9%	121
Watch on TV: basketball (NBA regular season)	5,860	16.4%	114
Watch on TV: basketball (NBA playoffs/finals)	6,167	17.2%	114
Watch on TV: basketball (WNBA)	1,105	3.1%	98
Watch on TV: bicycle racing	1,003	2.8%	130
Watch on TV: bowling	679	1.9%	98
Watch on TV: boxing	2,323	6.5%	108
Watch on TV: bull riding (pro)	781	2.2%	80
Watch on TV: Equestrian events	761	2.1%	98
Watch on TV: extreme sports (summer)	1,202	3.4%	109
Watch on TV: extreme sports (winter)	1,532	4.3%	117
Watch on TV: figure skating	2,881	8.1%	126
Watch on TV: fishing	1,478	4.1%	102
Watch on TV: football (college)	9,793	27.4%	116
Watch on TV: football (NFL Sunday/Monday/Thursday night games)	12,782	35.7%	118
Watch on TV: football (NFL weekend games)	11,554	32.3%	119
Watch on TV: football (NFL playoffs/Super Bowl)	12,564	35.1%	118
Watch on TV: golf (PGA)	5,193	14.5%	131
Watch on TV: golf (LPGA)	1,411	3.9%	121
Watch on TV: gymnastics	2,080	5.8%	123
Watch on TV: high school sports	1,749	4.9%	109
Watch on TV: horse racing (at track or OTB)	1,011	2.8%	106
Watch on TV: ice hockey (NHL regular season)	3,288	9.2%	125
Watch on TV: ice hockey (NHL playoffs/Stanley Cup)	3,197	8.9%	124
Watch on TV: mixed martial arts (MMA)	1,811	5.1%	109
Watch on TV: motorcycle racing	798	2.2%	98
Watch on TV: Olympics (summer)	5,256	14.7%	119
Watch on TV: Olympics (winter)	6,828	19.1%	123
Watch on TV: rodeo	798	2.2%	90
Watch on TV: soccer (MLS)	1,999	5.6%	124
Watch on TV: soccer (World Cup)	3,571	10.0%	120
Watch on TV: tennis (men`s)	2,826	7.9%	135
Watch on TV: tennis (women`s)	2,685	7.5%	131
Watch on TV: track & field	1,497	4.2%	116
Watch on TV: volleyball (pro beach)	1,015	2.8%	109
Watch on TV: wrestling (WWE)	1,195	3.3%	81
Interest in sports: college basketball Super Fan	1,306	3.6%	92
Interest in sports: college football Super Fan	2,638	7.4%	102
Interest in sports: golf Super Fan	682	1.9%	99
Interest in sports: high school sports Super Fan	776	2.2%	74
Interest in sports: MLB Super Fan	1,632	4.6%	94
Interest in sports: NASCAR Super Fan	666	1.9%	79
Interest in sports: NBA Super Fan	1,737	4.9%	92
Interest in sports: NFL Super Fan	3,842	10.7%	100
Interest in sports: NHL Super Fan	1,092	3.1%	92
Interest in sports: soccer Super Fan	1,086	3.0%	90

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July 20, 2020



Sports and Leisure Market Potential

2614 Chamberlain Ln, Louisville, Kentucky, 40245
Ring: 3 mile radius

Prepared by Charlotte Hollkamp

Latitude: 38.28911
Longitude: -85.51468

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Member of AARP	4,962	13.9%	115
Member of charitable organization	2,002	5.6%	132
Member of church board	940	2.6%	103
Member of fraternal order	718	2.0%	99
Member of religious club	1,317	3.7%	112
Member of union	1,206	3.4%	98
Member of veterans club	917	2.6%	101
Attended adult education course in last 12 months	3,220	9.0%	117
Visited an aquarium in last 12 months	2,385	6.7%	119
Went to art gallery in last 12 months	3,445	9.6%	126
Attended auto show in last 12 months	2,226	6.2%	105
Did baking in last 12 months	8,892	24.8%	116
Barbecued in last 12 months	10,793	30.2%	115
Went to bar/night club in last 12 months	6,748	18.9%	111
Went to beach in last 12 months	12,725	35.6%	122
Played billiards/pool in last 12 months	2,267	6.3%	97
Played bingo in last 12 months	1,673	4.7%	103
Did birdwatching in last 12 months	1,437	4.0%	94
Played board game in last 12 months	6,821	19.1%	122
Read book in last 12 months	13,472	37.6%	121
Participated in book club in last 12 months	1,343	3.8%	128
Went on overnight camping trip in last 12 months	4,805	13.4%	111
Played cards in last 12 months	6,562	18.3%	112
Played chess in last 12 months	1,379	3.9%	110
Played computer game (offline w/software)/12 months	2,649	7.4%	105
Played computer game (online w/o software)/12 months	4,486	12.5%	107
Cooked for fun in last 12 months	7,516	21.0%	112
Did crossword puzzle in last 12 months	3,714	10.4%	111
Danced/went dancing in last 12 months	2,652	7.4%	98
Attended dance performance in last 12 months	1,954	5.5%	121
Dined out in last 12 months	21,128	59.0%	116
Flew a drone in last 12 months	1,136	3.2%	116
Attended state/county fair in last 12 months	4,586	12.8%	97
Participated in fantasy sports league last 12 months	1,924	5.4%	116
Did furniture refinishing in last 12 months	1,552	4.3%	112
Gambled at casino in last 12 months	5,205	14.5%	106
Gambled in Las Vegas in last 12 months	1,710	4.8%	116
Participate in indoor gardening/plant care	3,180	8.9%	103
Participated in genealogy in last 12 months	1,665	4.7%	113
Attended horse races in last 12 months	864	2.4%	99
Participated in karaoke in last 12 months	1,352	3.8%	99
Bought lottery ticket in last 12 months	12,651	35.4%	99
Played lottery 6+ times in last 30 days	3,338	9.3%	86
Bought lottery ticket in last 12 months: Daily Drawing	927	2.6%	79
Bought lottery ticket in last 12 months: Instant Game	5,682	15.9%	85
Bought lottery ticket in last 12 months: Mega Millions	7,484	20.9%	111
Bought lottery ticket in last 12 months: Powerball	8,292	23.2%	108
Attended a movie in last 6 months	23,812	66.5%	114
Attended movie in last 90 days: once/week or more	795	2.2%	90
Attended movie in last 90 days: 2-3 times a month	2,642	7.4%	125
Attended movie in last 90 days: once a month	4,137	11.6%	117
Attended movie in last 90 days: < once a month	14,229	39.8%	114
Movie genre seen at theater/6 months: action	12,804	35.8%	118

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Sports and Leisure Market Potential

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Ring: 3 mile radius

Prepared by Charlotte Hollkamp
Latitude: 38.28911
Longitude: -85.51468

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Movie genre seen at theater/6 months: adventure	13,295	37.2%	117
Movie genre seen at theater/6 months: animation genre	6,317	17.7%	117
Movie genre seen at theater/6 months: biography genre	4,996	14.0%	134
Movie genre seen at theater/6 months: comedy	10,356	28.9%	115
Movie genre seen at theater/6 months: crime	5,121	14.3%	121
Movie genre seen at theater/6 months: drama	9,725	27.2%	121
Movie genre seen at theater/6 months: family	4,135	11.6%	118
Movie genre seen at theater/6 months: fantasy	7,298	20.4%	120
Movie genre seen at theater/6 months: horror	3,038	8.5%	99
Movie genre seen at theater/6 months: romance	2,469	6.9%	111
Movie genre seen at theater/6 months: science fiction	7,869	22.0%	116
Movie genre seen at theater/6 months: thriller	4,888	13.7%	115
Went to museum in last 12 months	6,884	19.2%	130
Attended classical music/opera performance/12 months	1,756	4.9%	125
Attended country music performance in last 12 months	2,599	7.3%	114
Attended rock music performance in last 12 months	4,428	12.4%	129
Played musical instrument in last 12 months	2,830	7.9%	112
Did painting/drawing in last 12 months	3,271	9.1%	116
Did photo album/scrapbooking in last 12 months	1,781	5.0%	118
Did photography in last 12 months	3,715	10.4%	118
Did Sudoku puzzle in last 12 months	3,482	9.7%	119
Participated in tailgating in last 12 months	1,671	4.7%	113
Went to live theater in last 12 months	5,426	15.2%	133
Visited a theme park in last 12 months	7,927	22.2%	118
Visited a theme park 5+ times in last 12 months	2,021	5.6%	134
Participated in trivia games in last 12 months	2,629	7.3%	120
Played video/electronic game (console) last 12 months	3,344	9.3%	103
Played video/electronic game (portable) last 12 months	1,559	4.4%	102
Visited an indoor water park in last 12 months	1,319	3.7%	111
Did woodworking in last 12 months	1,824	5.1%	105
Participated in word games in last 12 months	4,036	11.3%	111
Went to zoo in last 12 months	5,031	14.1%	119
Purchased DVD/Blu-ray disc online in last 12 months	2,474	6.9%	115
Rented DVDs (movie or other video) in last 30 days: 1	996	2.8%	97
Rented DVDs (movie or other video) in last 30 days: 2	1,028	2.9%	103
Rented DVDs (movie or other video) in last 30 days: 3+	2,377	6.6%	100
Rented movie or other video/30 days: action/adventure	7,978	22.3%	114
Rented movie or other video/30 days: classics	2,332	6.5%	115
Rented movie or other video/30 days: comedy	7,434	20.8%	116
Rented movie or other video/30 days: drama	5,738	16.0%	124
Rented movie or other video/30 days: family/children	3,674	10.3%	119
Rented movie or other video/30 days: foreign	758	2.1%	107
Rented movie or other video/30 days: horror	2,059	5.8%	89
Rented movie or other video/30 days: musical	1,217	3.4%	114
Rented movie or other video/30 days: news/documentary	1,525	4.3%	115
Rented movie or other video/30 days: romance	2,772	7.7%	122
Rented movie or other video/30 days: science fiction	2,689	7.5%	105
Rented movie or other video/30 days: TV show	2,988	8.3%	113
Rented movie or other video/30 days: western	929	2.6%	96

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Sports and Leisure Market Potential

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Ring: 3 mile radius

Prepared by Charlotte Hollkamp
Latitude: 38.28911
Longitude: -85.51468

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Rented/purchased DVD/Blu-ray/30 days: from amazon.com	4,268	11.9%	129
Rented DVD/Blu-ray/30 days: from netflix.com	5,646	15.8%	126
Rented/purchased DVD/Blu-ray/30 days: from Redbox	4,804	13.4%	107
HH owns ATV/UTV	750	4.1%	69
Bought any children`s toy/game in last 12 months	12,571	35.1%	110
Spent on toys/games for child last 12 months: \$1-49	1,885	5.3%	98
Spent on toys/games for child last 12 months: \$50-99	790	2.2%	96
Spent on toys/games for child last 12 months: \$100-199	2,360	6.6%	110
Spent on toys/games for child last 12 months: \$200-499	3,725	10.4%	114
Spent on toys/games for child last 12 months: \$500+	2,261	6.3%	130
Bought any toys/games online in last 12 months	5,260	14.7%	127
Bought infant toy in last 12 months	2,376	6.6%	106
Bought pre-school toy in last 12 months	2,708	7.6%	109
Bought for child last 12 months: boy action figure	2,649	7.4%	105
Bought for child last 12 months: girl action figure	1,381	3.9%	101
Bought for child last 12 months: action game	1,119	3.1%	102
Bought for child last 12 months: bicycle	2,295	6.4%	110
Bought for child last 12 months: board game	4,851	13.6%	115
Bought for child last 12 months: builder set	2,046	5.7%	110
Bought for child last 12 months: car	2,868	8.0%	105
Bought for child last 12 months: construction toy	2,531	7.1%	119
Bought for child last 12 months: fashion doll	1,417	4.0%	100
Bought for child last 12 months: large/baby doll	2,417	6.8%	101
Bought for child last 12 months: doll accessories	1,640	4.6%	118
Bought for child last 12 months: doll clothing	1,535	4.3%	109
Bought for child last 12 months: educational toy	4,943	13.8%	118
Bought for child last 12 months: electronic doll/animal	908	2.5%	92
Bought for child last 12 months: electronic game	2,248	6.3%	108
Bought for child last 12 months: mechanical toy	1,771	4.9%	112
Bought for child last 12 months: model kit/set	1,217	3.4%	113
Bought for child last 12 months: plush doll/animal	3,397	9.5%	112
Bought for child last 12 months: water toy	3,366	9.4%	110
Bought for child last 12 months: word game	927	2.6%	105

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Sports and Leisure Market Potential

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Ring: 3 mile radius

Prepared by Charlotte Hollkamp

Latitude: 38.28911
Longitude: -85.51468

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Bought digital book in last 12 months	5,920	16.5%	126
Bought hardcover book in last 12 months	8,482	23.7%	119
Bought paperback book in last 12 months	11,937	33.4%	119
Bought 1-3 books in last 12 months	7,694	21.5%	109
Bought 4-6 books in last 12 months	4,403	12.3%	123
Bought 7+ books in last 12 months	6,555	18.3%	121
Bought book (fiction) in last 12 months	10,434	29.2%	121
Bought book (non-fiction) in last 12 months	9,764	27.3%	124
Bought biography in last 12 months	3,091	8.6%	123
Bought children`s book in last 12 months	3,903	10.9%	114
Bought cookbook in last 12 months	2,493	7.0%	105
Bought history book in last 12 months	3,560	9.9%	117
Bought mystery book in last 12 months	4,322	12.1%	115
Bought novel in last 12 months	5,731	16.0%	125
Bought religious book (Not Bible) in last 12 months	2,311	6.5%	107
Bought romance book in last 12 months	1,923	5.4%	103
Bought science fiction book in last 12 months	2,065	5.8%	103
Bought personal/business self-help book last 12 months	3,040	8.5%	132
Bought travel book in last 12 months	1,011	2.8%	124
Bought book online in last 12 months	10,306	28.8%	131
Listened to/purchased audiobook in last 6 months	3,212	9.0%	133

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Sports and Leisure Market Potential

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Ring: 5 mile radius

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Latitude: 38.28911
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Demographic Summary		2020	2025
Population		126,116	135,193
Population 18+		96,748	104,708
Households		50,040	53,686
Median Household Income		\$95,169	\$103,637
Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Participated in aerobics in last 12 months	7,921	8.2%	116
Participated in archery in last 12 months	2,448	2.5%	96
Participated in backpacking in last 12 months	4,159	4.3%	126
Participated in baseball in last 12 months	4,097	4.2%	106
Participated in basketball in last 12 months	8,072	8.3%	106
Participated in bicycling (mountain) in last 12 months	4,732	4.9%	120
Participated in bicycling (road) in last 12 months	11,361	11.7%	127
Participated in boating (power) in last 12 months	5,020	5.2%	122
Participated in bowling in last 12 months	9,254	9.6%	110
Participated in canoeing/kayaking in last 12 months	7,733	8.0%	126
Participated in fishing (fresh water) in last 12 months	10,432	10.8%	99
Participated in fishing (salt water) in last 12 months	4,106	4.2%	108
Participated in football in last 12 months	4,314	4.5%	96
Participated in Frisbee in last 12 months	4,071	4.2%	113
Participated in golf in last 12 months	10,389	10.7%	134
Participated in hiking in last 12 months	15,556	16.1%	132
Participated in horseback riding in last 12 months	2,556	2.6%	115
Participated in hunting with rifle in last 12 months	3,106	3.2%	81
Participated in hunting with shotgun in last 12 months	2,399	2.5%	78
Participated in ice skating in last 12 months	3,313	3.4%	121
Participated in jogging/running in last 12 months	15,059	15.6%	127
Participated in motorcycling in last 12 months	2,604	2.7%	95
Participated in Pilates in last 12 months	2,924	3.0%	118
Participated in ping pong in last 12 months	4,258	4.4%	128
Participated in skiing (downhill) in last 12 months	3,390	3.5%	142
Participated in soccer in last 12 months	4,188	4.3%	103
Participated in softball in last 12 months	2,574	2.7%	94
Participated in swimming in last 12 months	18,596	19.2%	126
Participated in target shooting in last 12 months	4,509	4.7%	104
Participated in tennis in last 12 months	4,310	4.5%	124
Participated in volleyball in last 12 months	3,357	3.5%	103
Participated in walking for exercise in last 12 months	28,215	29.2%	123
Participated in weight lifting in last 12 months	12,928	13.4%	130
Participated in yoga in last 12 months	10,290	10.6%	129
Participated in Zumba in last 12 months	3,185	3.3%	101
Spent on sports/rec equip in last 12 months: \$1-99	6,207	6.4%	109
Spent on sports/rec equip in last 12 months: \$100-\$249	6,690	6.9%	124
Spent on sports/rec equip in last 12 months: \$250+	8,973	9.3%	126
Attend sports events	19,479	20.1%	130
Attend sports events: baseball game - MLB reg seas	6,791	7.0%	147
Attend sports events: football game (college)	3,880	4.0%	126
Attend sports events: high school sports	3,471	3.6%	114

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Sports and Leisure Market Potential

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Latitude: 38.28911
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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Listen to sports on radio	11,690	12.1%	118
Watch sports on TV	61,608	63.7%	113
Watch on TV: alpine skiing/ski jumping	5,628	5.8%	135
Watch on TV: auto racing (NASCAR)	8,058	8.3%	98
Watch on TV: auto racing (not NASCAR)	3,905	4.0%	102
Watch on TV: baseball (MLB regular season)	22,876	23.6%	126
Watch on TV: baseball (MLB playoffs/World Series)	19,840	20.5%	123
Watch on TV: basketball (college)	16,709	17.3%	125
Watch on TV: basketball (NCAA tournament)	14,498	15.0%	122
Watch on TV: basketball (NBA regular season)	15,120	15.6%	109
Watch on TV: basketball (NBA playoffs/finals)	16,367	16.9%	112
Watch on TV: basketball (WNBA)	2,861	3.0%	94
Watch on TV: bicycle racing	2,745	2.8%	131
Watch on TV: bowling	1,787	1.8%	95
Watch on TV: boxing	5,692	5.9%	98
Watch on TV: bull riding (pro)	2,225	2.3%	84
Watch on TV: Equestrian events	2,248	2.3%	107
Watch on TV: extreme sports (summer)	3,230	3.3%	108
Watch on TV: extreme sports (winter)	4,176	4.3%	118
Watch on TV: figure skating	8,134	8.4%	132
Watch on TV: fishing	4,047	4.2%	104
Watch on TV: football (college)	27,294	28.2%	120
Watch on TV: football (NFL Sunday/Monday/Thursday night games)	34,657	35.8%	119
Watch on TV: football (NFL weekend games)	31,456	32.5%	120
Watch on TV: football (NFL playoffs/Super Bowl)	34,634	35.8%	120
Watch on TV: golf (PGA)	14,945	15.4%	140
Watch on TV: golf (LPGA)	3,932	4.1%	125
Watch on TV: gymnastics	5,474	5.7%	120
Watch on TV: high school sports	4,935	5.1%	114
Watch on TV: horse racing (at track or OTB)	2,897	3.0%	113
Watch on TV: ice hockey (NHL regular season)	9,470	9.8%	133
Watch on TV: ice hockey (NHL playoffs/Stanley Cup)	9,472	9.8%	136
Watch on TV: mixed martial arts (MMA)	4,632	4.8%	103
Watch on TV: motorcycle racing	2,105	2.2%	95
Watch on TV: Olympics (summer)	14,956	15.5%	125
Watch on TV: Olympics (winter)	19,336	20.0%	128
Watch on TV: rodeo	2,157	2.2%	90
Watch on TV: soccer (MLS)	5,025	5.2%	116
Watch on TV: soccer (World Cup)	9,725	10.1%	121
Watch on TV: tennis (men`s)	7,690	7.9%	136
Watch on TV: tennis (women`s)	7,250	7.5%	131
Watch on TV: track & field	3,790	3.9%	108
Watch on TV: volleyball (pro beach)	2,782	2.9%	110
Watch on TV: wrestling (WWE)	3,087	3.2%	77
Interest in sports: college basketball Super Fan	3,551	3.7%	92
Interest in sports: college football Super Fan	7,047	7.3%	101
Interest in sports: golf Super Fan	2,091	2.2%	112
Interest in sports: high school sports Super Fan	2,137	2.2%	75
Interest in sports: MLB Super Fan	4,872	5.0%	104
Interest in sports: NASCAR Super Fan	1,789	1.8%	78
Interest in sports: NBA Super Fan	4,436	4.6%	87
Interest in sports: NFL Super Fan	10,142	10.5%	98
Interest in sports: NHL Super Fan	3,185	3.3%	99
Interest in sports: soccer Super Fan	2,883	3.0%	89

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Sports and Leisure Market Potential

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Member of AARP	14,384	14.9%	123
Member of charitable organization	5,660	5.9%	138
Member of church board	2,522	2.6%	103
Member of fraternal order	2,198	2.3%	112
Member of religious club	3,529	3.6%	111
Member of union	3,742	3.9%	112
Member of veterans club	2,494	2.6%	101
Attended adult education course in last 12 months	8,684	9.0%	117
Visited an aquarium in last 12 months	6,330	6.5%	117
Went to art gallery in last 12 months	9,818	10.1%	133
Attended auto show in last 12 months	6,093	6.3%	106
Did baking in last 12 months	24,626	25.5%	118
Barbecued in last 12 months	29,913	30.9%	118
Went to bar/night club in last 12 months	19,329	20.0%	118
Went to beach in last 12 months	35,071	36.2%	125
Played billiards/pool in last 12 months	6,317	6.5%	100
Played bingo in last 12 months	4,096	4.2%	93
Did birdwatching in last 12 months	4,386	4.5%	106
Played board game in last 12 months	18,747	19.4%	124
Read book in last 12 months	37,300	38.6%	124
Participated in book club in last 12 months	3,767	3.9%	133
Went on overnight camping trip in last 12 months	13,028	13.5%	111
Played cards in last 12 months	17,979	18.6%	113
Played chess in last 12 months	3,470	3.6%	103
Played computer game (offline w/software)/12 months	7,196	7.4%	106
Played computer game (online w/o software)/12 months	12,424	12.8%	110
Cooked for fun in last 12 months	20,746	21.4%	115
Did crossword puzzle in last 12 months	10,371	10.7%	115
Danced/went dancing in last 12 months	7,263	7.5%	100
Attended dance performance in last 12 months	5,295	5.5%	122
Dined out in last 12 months	58,612	60.6%	119
Flew a drone in last 12 months	2,927	3.0%	110
Attended state/county fair in last 12 months	13,066	13.5%	102
Participated in fantasy sports league last 12 months	5,287	5.5%	118
Did furniture refinishing in last 12 months	4,360	4.5%	116
Gambled at casino in last 12 months	14,300	14.8%	108
Gambled in Las Vegas in last 12 months	4,506	4.7%	113
Participate in indoor gardening/plant care	9,191	9.5%	111
Participated in genealogy in last 12 months	4,819	5.0%	121
Attended horse races in last 12 months	2,535	2.6%	108
Participated in karaoke in last 12 months	3,276	3.4%	89
Bought lottery ticket in last 12 months	34,849	36.0%	101
Played lottery 6+ times in last 30 days	9,199	9.5%	87
Bought lottery ticket in last 12 months: Daily Drawing	2,519	2.6%	79
Bought lottery ticket in last 12 months: Instant Game	16,100	16.6%	89
Bought lottery ticket in last 12 months: Mega Millions	20,158	20.8%	110
Bought lottery ticket in last 12 months: Powerball	22,568	23.3%	109
Attended a movie in last 6 months	63,758	65.9%	112
Attended movie in last 90 days: once/week or more	2,040	2.1%	85
Attended movie in last 90 days: 2-3 times a month	6,617	6.8%	116
Attended movie in last 90 days: once a month	10,891	11.3%	114
Attended movie in last 90 days: < once a month	39,137	40.5%	116
Movie genre seen at theater/6 months: action	33,495	34.6%	114

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July 20, 2020



Sports and Leisure Market Potential

2614 Chamberlain Ln, Louisville, Kentucky, 40245
Ring: 5 mile radius

Prepared by Charlotte Hollkamp
Latitude: 38.28911
Longitude: -85.51468

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Movie genre seen at theater/6 months: adventure	34,711	35.9%	113
Movie genre seen at theater/6 months: animation genre	16,203	16.7%	111
Movie genre seen at theater/6 months: biography genre	13,159	13.6%	130
Movie genre seen at theater/6 months: comedy	27,307	28.2%	112
Movie genre seen at theater/6 months: crime	13,100	13.5%	115
Movie genre seen at theater/6 months: drama	25,991	26.9%	120
Movie genre seen at theater/6 months: family	10,774	11.1%	114
Movie genre seen at theater/6 months: fantasy	19,093	19.7%	116
Movie genre seen at theater/6 months: horror	7,762	8.0%	94
Movie genre seen at theater/6 months: romance	6,317	6.5%	105
Movie genre seen at theater/6 months: science fiction	20,540	21.2%	112
Movie genre seen at theater/6 months: thriller	12,306	12.7%	107
Went to museum in last 12 months	19,030	19.7%	133
Attended classical music/opera performance/12 months	5,388	5.6%	141
Attended country music performance in last 12 months	7,167	7.4%	116
Attended rock music performance in last 12 months	12,825	13.3%	138
Played musical instrument in last 12 months	7,947	8.2%	116
Did painting/drawing in last 12 months	8,697	9.0%	114
Did photo album/scrapbooking in last 12 months	4,676	4.8%	115
Did photography in last 12 months	10,386	10.7%	122
Did Sudoku puzzle in last 12 months	9,943	10.3%	125
Participated in tailgating in last 12 months	4,670	4.8%	116
Went to live theater in last 12 months	15,439	16.0%	140
Visited a theme park in last 12 months	20,228	20.9%	112
Visited a theme park 5+ times in last 12 months	5,136	5.3%	126
Participated in trivia games in last 12 months	7,141	7.4%	121
Played video/electronic game (console) last 12 months	8,941	9.2%	102
Played video/electronic game (portable) last 12 months	4,049	4.2%	98
Visited an indoor water park in last 12 months	3,568	3.7%	111
Did woodworking in last 12 months	5,138	5.3%	109
Participated in word games in last 12 months	11,500	11.9%	117
Went to zoo in last 12 months	13,724	14.2%	120
Purchased DVD/Blu-ray disc online in last 12 months	6,768	7.0%	117
Rented DVDs (movie or other video) in last 30 days: 1	2,976	3.1%	107
Rented DVDs (movie or other video) in last 30 days: 2	2,791	2.9%	103
Rented DVDs (movie or other video) in last 30 days: 3+	6,307	6.5%	98
Rented movie or other video/30 days: action/adventure	21,436	22.2%	114
Rented movie or other video/30 days: classics	6,367	6.6%	116
Rented movie or other video/30 days: comedy	19,852	20.5%	115
Rented movie or other video/30 days: drama	15,216	15.7%	122
Rented movie or other video/30 days: family/children	9,659	10.0%	115
Rented movie or other video/30 days: foreign	2,053	2.1%	107
Rented movie or other video/30 days: horror	5,511	5.7%	88
Rented movie or other video/30 days: musical	3,374	3.5%	117
Rented movie or other video/30 days: news/documentary	4,043	4.2%	113
Rented movie or other video/30 days: romance	7,158	7.4%	117
Rented movie or other video/30 days: science fiction	7,295	7.5%	106
Rented movie or other video/30 days: TV show	8,167	8.4%	114
Rented movie or other video/30 days: western	2,349	2.4%	90

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Prepared by Charlotte Hollkamp
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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Rented/purchased DVD/Blu-ray/30 days: from amazon.com	11,614	12.0%	130
Rented DVD/Blu-ray/30 days: from netflix.com	15,312	15.8%	126
Rented/purchased DVD/Blu-ray/30 days: from Redbox	13,224	13.7%	109
HH owns ATV/UTV	2,191	4.4%	74
Bought any children`s toy/game in last 12 months	33,083	34.2%	107
Spent on toys/games for child last 12 months: \$1-49	5,208	5.4%	100
Spent on toys/games for child last 12 months: \$50-99	2,061	2.1%	93
Spent on toys/games for child last 12 months: \$100-199	6,197	6.4%	107
Spent on toys/games for child last 12 months: \$200-499	9,781	10.1%	111
Spent on toys/games for child last 12 months: \$500+	5,769	6.0%	122
Bought any toys/games online in last 12 months	14,004	14.5%	125
Bought infant toy in last 12 months	6,258	6.5%	103
Bought pre-school toy in last 12 months	7,470	7.7%	111
Bought for child last 12 months: boy action figure	6,979	7.2%	102
Bought for child last 12 months: girl action figure	3,560	3.7%	96
Bought for child last 12 months: action game	2,919	3.0%	99
Bought for child last 12 months: bicycle	5,896	6.1%	105
Bought for child last 12 months: board game	12,910	13.3%	113
Bought for child last 12 months: builder set	5,465	5.6%	109
Bought for child last 12 months: car	7,423	7.7%	101
Bought for child last 12 months: construction toy	6,646	6.9%	116
Bought for child last 12 months: fashion doll	3,872	4.0%	101
Bought for child last 12 months: large/baby doll	5,891	6.1%	91
Bought for child last 12 months: doll accessories	4,019	4.2%	107
Bought for child last 12 months: doll clothing	4,034	4.2%	106
Bought for child last 12 months: educational toy	12,772	13.2%	112
Bought for child last 12 months: electronic doll/animal	2,355	2.4%	88
Bought for child last 12 months: electronic game	5,877	6.1%	105
Bought for child last 12 months: mechanical toy	4,508	4.7%	106
Bought for child last 12 months: model kit/set	3,188	3.3%	110
Bought for child last 12 months: plush doll/animal	8,958	9.3%	109
Bought for child last 12 months: water toy	8,989	9.3%	109
Bought for child last 12 months: word game	2,181	2.3%	91

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Bought digital book in last 12 months	16,273	16.8%	128
Bought hardcover book in last 12 months	23,633	24.4%	122
Bought paperback book in last 12 months	32,894	34.0%	121
Bought 1-3 books in last 12 months	20,898	21.6%	110
Bought 4-6 books in last 12 months	11,755	12.2%	121
Bought 7+ books in last 12 months	18,299	18.9%	125
Bought book (fiction) in last 12 months	29,177	30.2%	125
Bought book (non-fiction) in last 12 months	27,299	28.2%	128
Bought biography in last 12 months	8,590	8.9%	126
Bought children`s book in last 12 months	10,491	10.8%	113
Bought cookbook in last 12 months	7,062	7.3%	110
Bought history book in last 12 months	10,304	10.7%	125
Bought mystery book in last 12 months	12,405	12.8%	122
Bought novel in last 12 months	16,339	16.9%	132
Bought religious book (Not Bible) in last 12 months	6,291	6.5%	108
Bought romance book in last 12 months	5,316	5.5%	106
Bought science fiction book in last 12 months	5,708	5.9%	105
Bought personal/business self-help book last 12 months	8,069	8.3%	129
Bought travel book in last 12 months	2,777	2.9%	126
Bought book online in last 12 months	28,664	29.6%	134
Listened to/purchased audiobook in last 6 months	8,349	8.6%	128

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