



Retail 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 or HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's clothing in last 12 months	1,302	51.7%	107
Bought any women's clothing in last 12 months	1,189	47.2%	107
Bought clothing for child <13 years in last 6 months	823	32.7%	124
Bought any shoes in last 12 months	1,421	56.4%	107
Bought costume jewelry in last 12 months	503	20.0%	117
Bought any fine jewelry in last 12 months	497	19.7%	109
Bought a watch in last 12 months	439	17.4%	114
Automobiles (Households)			
HH owns/leases any vehicle	1,337	91.7%	107
HH bought/leased new vehicle last 12 months	191	13.1%	138
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	2,303	91.4%	107
Bought/changed motor oil in last 12 months	1,175	46.6%	100
Had tune-up in last 12 months	657	26.1%	107
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	1,875	74.4%	103
Drank regular cola in last 6 months	1,017	40.4%	93
Drank beer/ale in last 6 months	1,158	46.0%	111
Cameras (Adults)			
Own digital point & shoot camera/camcorder	272	10.8%	128
Own digital SLR camera/camcorder	296	11.7%	154
Printed digital photos in last 12 months	727	28.8%	131
Cell Phones (Adults/Households)			
Bought cell phone in last 12 months	876	34.8%	103
Have a smartphone	2,408	95.6%	110
Have a smartphone: Android phone (any brand)	891	35.4%	86
Have a smartphone: Apple iPhone	1,520	60.3%	134
Number of cell phones in household: 1	266	18.2%	60
Number of cell phones in household: 2	574	39.4%	103
Number of cell phones in household: 3+	606	41.6%	144
HH has cell phone only (no landline telephone)	925	63.4%	105
Computers (Households)			
HH owns a computer	1,258	86.3%	117
HH owns desktop computer	617	42.3%	120
HH owns laptop/notebook	1,027	70.4%	123
HH owns any Apple/Mac brand computer	362	24.8%	130
HH owns any PC/non-Apple brand computer	1,035	71.0%	117
HH purchased most recent computer in a store	617	42.3%	120
HH purchased most recent computer online	265	18.2%	129
HH spent \$1-\$499 on most recent home computer	203	13.9%	95
HH spent \$500-\$999 on most recent home computer	275	18.9%	118
HH spent \$1,000-\$1,499 on most recent home computer	195	13.4%	138
HH spent \$1,500-\$1,999 on most recent home computer	98	6.7%	151
HH spent \$2,000+ on most recent home computer	82	5.6%	139

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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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	1,583	62.8%	101
Bought brewed coffee at convenience store in last 30 days	297	11.8%	89
Bought cigarettes at convenience store in last 30 days	199	7.9%	75
Bought gas at convenience store in last 30 days	930	36.9%	99
Spent at convenience store in last 30 days: \$1-19	201	8.0%	118
Spent at convenience store in last 30 days: \$20-\$39	235	9.3%	100
Spent at convenience store in last 30 days: \$40-\$50	197	7.8%	98
Spent at convenience store in last 30 days: \$51-\$99	110	4.4%	80
Spent at convenience store in last 30 days: \$100+	548	21.7%	96
Entertainment (Adults)			
Attended a movie in last 6 months	1,744	69.2%	118
Went to live theater in last 12 months	364	14.4%	127
Went to a bar/night club in last 12 months	471	18.7%	110
Dined out in last 12 months	1,477	58.6%	115
Gambled at a casino in last 12 months	386	15.3%	112
Visited a theme park in last 12 months	640	25.4%	136
Viewed movie (video-on-demand) in last 30 days	642	25.5%	153
Viewed TV show (video-on-demand) in last 30 days	433	17.2%	148
Watched any pay-per-view TV in last 12 months	341	13.5%	153
Downloaded a movie over the Internet in last 30 days	301	11.9%	119
Downloaded any individual song in last 6 months	597	23.7%	126
Watched a movie online in the last 30 days	848	33.7%	112
Watched a TV program online in last 30 days	648	25.7%	127
Played a video/electronic game (console) in last 12 months	244	9.7%	107
Played a video/electronic game (portable) in last 12 months	127	5.0%	117
Financial (Adults)			
Have home mortgage (1st)	1,125	44.6%	145
Used ATM/cash machine in last 12 months	1,522	60.4%	115
Own any stock	250	9.9%	141
Own U.S. savings bond	118	4.7%	112
Own shares in mutual fund (stock)	244	9.7%	136
Own shares in mutual fund (bonds)	149	5.9%	125
Have interest checking account	869	34.5%	121
Have non-interest checking account	769	30.5%	105
Have savings account	1,647	65.4%	115
Have 401K retirement savings plan	609	24.2%	151
Own/used any credit/debit card in last 12 months	2,138	84.8%	106
Avg monthly credit card expenditures: \$1-110	239	9.5%	84
Avg monthly credit card expenditures: \$111-\$225	177	7.0%	97
Avg monthly credit card expenditures: \$226-\$450	163	6.5%	94
Avg monthly credit card expenditures: \$451-\$700	191	7.6%	122
Avg monthly credit card expenditures: \$701-\$1,000	156	6.2%	105
Avg monthly credit card expenditures: \$1,001+	507	20.1%	165
Did banking online in last 12 months	1,346	53.4%	136
Did banking on mobile device in last 12 months	981	38.9%	137
Paid bills online in last 12 months	1,608	63.8%	125

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Grocery (Adults)			
HH used beef (fresh/frozen) in last 6 months	992	68.0%	100
HH used bread in last 6 months	1,352	92.7%	99
HH used chicken (fresh or frozen) in last 6 months	1,041	71.4%	105
HH used turkey (fresh or frozen) in last 6 months	228	15.6%	105
HH used fish/seafood (fresh or frozen) in last 6 months	832	57.1%	104
HH used fresh fruit/vegetables in last 6 months	1,246	85.5%	102
HH used fresh milk in last 6 months	1,266	86.8%	103
HH used organic food in last 6 months	417	28.6%	118
Health (Adults)			
Exercise at home 2+ times per week	802	31.8%	116
Exercise at club 2+ times per week	500	19.8%	140
Visited a doctor in last 12 months	1,982	78.7%	103
Used vitamin/dietary supplement in last 6 months	1,447	57.4%	107
Home (Households)			
HH did any home improvement in last 12 months	456	31.3%	115
HH used any maid/professional cleaning service in last 12 months	323	22.2%	149
HH purchased low ticket HH furnishings in last 12 months	310	21.3%	122
HH purchased big ticket HH furnishings in last 12 months	413	28.3%	125
HH bought any small kitchen appliance in last 12 months	387	26.5%	117
HH bought any large kitchen appliance in last 12 months	238	16.3%	124
Insurance (Adults/Households)			
Currently carry life insurance	1,336	53.0%	122
Carry medical/hospital/accident insurance	2,031	80.6%	109
Carry homeowner insurance	1,417	56.2%	121
Carry renter's insurance	257	10.2%	117
HH has auto insurance: 1 vehicle in household covered	353	24.2%	80
HH has auto insurance: 2 vehicles in household covered	552	37.9%	137
HH has auto insurance: 3+ vehicles in household covered	372	25.5%	113
Pets (Households)			
Household owns any pet	826	56.7%	105
Household owns any cat	286	19.6%	86
Household owns any dog	648	44.4%	108
Psychographics (Adults)			
Buying American is important to me	856	34.0%	92
Usually buy items on credit rather than wait	378	15.0%	111
Usually buy based on quality - not price	467	18.5%	101
Price is usually more important than brand name	722	28.7%	102
Usually use coupons for brands I buy often	417	16.5%	104
Am interested in how to help the environment	471	18.7%	95
Usually pay more for environ safe product	353	14.0%	95
Usually value green products over convenience	243	9.6%	85
Likely to buy a brand that supports a charity	918	36.4%	102
Reading (Adults)			
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 month	826	32.8%	117
Read any daily newspaper (paper version)	302	12.0%	75
Read any digital newspaper in last 30 days	1,229	48.8%	118
Read any magazine (paper/electronic version) in last 6 months	2,394	95.0%	104

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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	1,997	79.2%	108
Went to family restaurant/steak house: 4+ times a month	765	30.4%	116
Went to fast food/drive-in restaurant in last 6 months	2,315	91.9%	102
Went to fast food/drive-in restaurant 9+ times/month	1,093	43.4%	111
Fast food restaurant last 6 months: eat in	977	38.8%	108
Fast food restaurant last 6 months: home delivery	248	9.8%	116
Fast food restaurant last 6 months: take-out/drive-thru	1,330	52.8%	115
Fast food restaurant last 6 months: take-out/walk-in	588	23.3%	112
Television & Electronics (Adults/Households)			
Own any tablet	1,641	65.1%	130
Own any e-reader	331	13.1%	136
Own e-reader/tablet: iPad	1,151	45.7%	156
HH has Internet connectable TV	582	39.9%	126
Own any portable MP3 player	488	19.4%	121
HH owns 1 TV	211	14.5%	68
HH owns 2 TVs	381	26.1%	99
HH owns 3 TVs	344	23.6%	112
HH owns 4+ TVs	346	23.7%	141
HH subscribes to cable TV	629	43.1%	104
HH subscribes to fiber optic	179	12.3%	191
HH owns portable GPS navigation device	316	21.7%	106
HH purchased video game system in last 12 months	147	10.1%	119
HH owns any Internet video device for TV	558	38.3%	138
Travel (Adults)			
Took domestic trip in continental US last 12 months	1,631	64.7%	123
Took 3+ domestic non-business trips in last 12 months	415	16.5%	138
Spent on domestic vacations in last 12 months: \$1-999	290	11.5%	107
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	195	7.7%	124
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	134	5.3%	137
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	176	7.0%	159
Spent on domestic vacations in last 12 months: \$3,000+	246	9.8%	152
Domestic travel in last 12 months: used general travel website	253	10.0%	152
Took foreign trip (including Alaska and Hawaii) in last 3 years	1,098	43.6%	151
Took 3+ foreign trips by plane in last 3 years	264	10.5%	180
Spent on foreign vacations in last 12 months: \$1-999	185	7.3%	148
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	150	6.0%	138
Spent on foreign vacations in last 12 months: \$3,000+	272	10.8%	162
Foreign travel in last 3 years: used general travel website	247	9.8%	167
Nights spent in hotel/motel in last 12 months: any	1,450	57.5%	128
Took cruise of more than one day in last 3 years	361	14.3%	156
Member of any frequent flyer program	850	33.7%	183
Member of any hotel rewards program	791	31.4%	165

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Demographic Summary		2020	2025
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 or HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's clothing in last 12 months	18,310	51.2%	106
Bought any women's clothing in last 12 months	16,546	46.2%	105
Bought clothing for child <13 years in last 6 months	10,053	28.1%	107
Bought any shoes in last 12 months	19,828	55.4%	106
Bought costume jewelry in last 12 months	6,486	18.1%	107
Bought any fine jewelry in last 12 months	6,575	18.4%	102
Bought a watch in last 12 months	5,916	16.5%	108
Automobiles (Households)			
HH owns/leases any vehicle	16,927	91.9%	107
HH bought/leased new vehicle last 12 months	2,306	12.5%	132
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	32,496	90.8%	107
Bought/changed motor oil in last 12 months	16,431	45.9%	99
Had tune-up in last 12 months	9,699	27.1%	111
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	26,549	74.2%	103
Drank regular cola in last 6 months	13,775	38.5%	88
Drank beer/ale in last 6 months	16,144	45.1%	109
Cameras (Adults)			
Own digital point & shoot camera/camcorder	3,829	10.7%	127
Own digital SLR camera/camcorder	3,685	10.3%	135
Printed digital photos in last 12 months	9,918	27.7%	126
Cell Phones (Adults/Households)			
Bought cell phone in last 12 months	12,129	33.9%	101
Have a smartphone	33,049	92.4%	106
Have a smartphone: Android phone (any brand)	13,155	36.8%	89
Have a smartphone: Apple iPhone	19,843	55.5%	124
Number of cell phones in household: 1	4,203	22.8%	76
Number of cell phones in household: 2	7,617	41.3%	108
Number of cell phones in household: 3+	6,354	34.5%	119
HH has cell phone only (no landline telephone)	10,271	55.8%	92
Computers (Households)			
HH owns a computer	15,625	84.8%	116
HH owns desktop computer	7,761	42.1%	120
HH owns laptop/notebook	12,463	67.7%	118
HH owns any Apple/Mac brand computer	4,590	24.9%	131
HH owns any PC/non-Apple brand computer	12,602	68.4%	113
HH purchased most recent computer in a store	7,590	41.2%	117
HH purchased most recent computer online	3,195	17.3%	123
HH spent \$1-\$499 on most recent home computer	2,575	14.0%	95
HH spent \$500-\$999 on most recent home computer	3,541	19.2%	120
HH spent \$1,000-\$1,499 on most recent home computer	2,215	12.0%	124
HH spent \$1,500-\$1,999 on most recent home computer	1,121	6.1%	137
HH spent \$2,000+ on most recent home computer	1,012	5.5%	135

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Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
Convenience Stores (Adults)			
Shopped at convenience store in last 6 months	22,415	62.6%	100
Bought brewed coffee at convenience store in last 30 days	4,606	12.9%	97
Bought cigarettes at convenience store in last 30 days	2,717	7.6%	72
Bought gas at convenience store in last 30 days	13,246	37.0%	99
Spent at convenience store in last 30 days: \$1-19	2,802	7.8%	116
Spent at convenience store in last 30 days: \$20-\$39	3,432	9.6%	103
Spent at convenience store in last 30 days: \$40-\$50	2,706	7.6%	95
Spent at convenience store in last 30 days: \$51-\$99	1,680	4.7%	86
Spent at convenience store in last 30 days: \$100+	7,958	22.2%	98
Entertainment (Adults)			
Attended a movie in last 6 months	23,812	66.5%	114
Went to live theater in last 12 months	5,426	15.2%	133
Went to a bar/night club in last 12 months	6,748	18.9%	111
Dined out in last 12 months	21,128	59.0%	116
Gambled at a casino in last 12 months	5,205	14.5%	106
Visited a theme park in last 12 months	7,927	22.2%	118
Viewed movie (video-on-demand) in last 30 days	8,195	22.9%	138
Viewed TV show (video-on-demand) in last 30 days	5,675	15.9%	136
Watched any pay-per-view TV in last 12 months	4,067	11.4%	129
Downloaded a movie over the Internet in last 30 days	4,213	11.8%	117
Downloaded any individual song in last 6 months	7,989	22.3%	119
Watched a movie online in the last 30 days	11,547	32.3%	107
Watched a TV program online in last 30 days	8,465	23.7%	117
Played a video/electronic game (console) in last 12 months	3,344	9.3%	103
Played a video/electronic game (portable) in last 12 months	1,559	4.4%	102
Financial (Adults)			
Have home mortgage (1st)	15,002	41.9%	137
Used ATM/cash machine in last 12 months	21,328	59.6%	114
Own any stock	3,553	9.9%	141
Own U.S. savings bond	1,771	4.9%	118
Own shares in mutual fund (stock)	3,597	10.1%	141
Own shares in mutual fund (bonds)	2,392	6.7%	141
Have interest checking account	12,261	34.3%	121
Have non-interest checking account	10,991	30.7%	106
Have savings account	23,557	65.8%	116
Have 401K retirement savings plan	7,704	21.5%	134
Own/used any credit/debit card in last 12 months	30,792	86.0%	107
Avg monthly credit card expenditures: \$1-110	3,819	10.7%	94
Avg monthly credit card expenditures: \$111-\$225	2,753	7.7%	106
Avg monthly credit card expenditures: \$226-\$450	2,475	6.9%	100
Avg monthly credit card expenditures: \$451-\$700	2,558	7.1%	115
Avg monthly credit card expenditures: \$701-\$1,000	2,448	6.8%	117
Avg monthly credit card expenditures: \$1,001+	6,872	19.2%	157
Did banking online in last 12 months	17,706	49.5%	126
Did banking on mobile device in last 12 months	12,814	35.8%	126
Paid bills online in last 12 months	21,548	60.2%	118

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Grocery (Adults)			
HH used beef (fresh/frozen) in last 6 months	12,717	69.0%	101
HH used bread in last 6 months	17,149	93.1%	100
HH used chicken (fresh or frozen) in last 6 months	13,015	70.7%	104
HH used turkey (fresh or frozen) in last 6 months	2,783	15.1%	101
HH used fish/seafood (fresh or frozen) in last 6 months	10,633	57.7%	105
HH used fresh fruit/vegetables in last 6 months	15,931	86.5%	103
HH used fresh milk in last 6 months	15,785	85.7%	101
HH used organic food in last 6 months	5,113	27.8%	115
Health (Adults)			
Exercise at home 2+ times per week	11,420	31.9%	117
Exercise at club 2+ times per week	6,728	18.8%	133
Visited a doctor in last 12 months	28,304	79.1%	104
Used vitamin/dietary supplement in last 6 months	20,637	57.7%	107
Home (Households)			
HH did any home improvement in last 12 months	5,943	32.3%	118
HH used any maid/professional cleaning service in last 12 months	3,830	20.8%	140
HH purchased low ticket HH furnishings in last 12 months	3,533	19.2%	110
HH purchased big ticket HH furnishings in last 12 months	4,753	25.8%	114
HH bought any small kitchen appliance in last 12 months	4,487	24.4%	108
HH bought any large kitchen appliance in last 12 months	2,788	15.1%	115
Insurance (Adults/Households)			
Currently carry life insurance	17,936	50.1%	116
Carry medical/hospital/accident insurance	28,686	80.2%	108
Carry homeowner insurance	20,253	56.6%	122
Carry renter's insurance	3,096	8.7%	100
HH has auto insurance: 1 vehicle in household covered	4,963	26.9%	89
HH has auto insurance: 2 vehicles in household covered	6,258	34.0%	123
HH has auto insurance: 3+ vehicles in household covered	4,819	26.2%	116
Pets (Households)			
Household owns any pet	10,476	56.9%	106
Household owns any cat	3,885	21.1%	92
Household owns any dog	8,121	44.1%	107
Psychographics (Adults)			
Buying American is important to me	12,525	35.0%	95
Usually buy items on credit rather than wait	5,135	14.3%	106
Usually buy based on quality - not price	6,611	18.5%	101
Price is usually more important than brand name	9,824	27.5%	98
Usually use coupons for brands I buy often	5,941	16.6%	104
Am interested in how to help the environment	7,004	19.6%	99
Usually pay more for environ safe product	5,402	15.1%	102
Usually value green products over convenience	3,910	10.9%	96
Likely to buy a brand that supports a charity	13,225	37.0%	103
Reading (Adults)			
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 month	11,937	33.4%	119
Read any daily newspaper (paper version)	6,198	17.3%	109
Read any digital newspaper in last 30 days	17,581	49.1%	119
Read any magazine (paper/electronic version) in last 6 months	33,903	94.7%	104

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July 20, 2020



Retail 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 or HHs	Percent of Adults/HHs	MPI
Restaurants (Adults)			
Went to family restaurant/steak house in last 6 months	27,991	78.2%	106
Went to family restaurant/steak house: 4+ times a month	10,305	28.8%	110
Went to fast food/drive-in restaurant in last 6 months	32,849	91.8%	102
Went to fast food/drive-in restaurant 9+ times/month	14,151	39.5%	101
Fast food restaurant last 6 months: eat in	13,536	37.8%	106
Fast food restaurant last 6 months: home delivery	3,030	8.5%	100
Fast food restaurant last 6 months: take-out/drive-thru	17,597	49.2%	107
Fast food restaurant last 6 months: take-out/walk-in	8,373	23.4%	113
Television & Electronics (Adults/Households)			
Own any tablet	21,988	61.4%	123
Own any e-reader	4,559	12.7%	132
Own e-reader/tablet: iPad	14,537	40.6%	138
HH has Internet connectable TV	7,068	38.4%	121
Own any portable MP3 player	6,703	18.7%	117
HH owns 1 TV	3,205	17.4%	81
HH owns 2 TVs	4,817	26.1%	99
HH owns 3 TVs	4,359	23.7%	112
HH owns 4+ TVs	3,955	21.5%	128
HH subscribes to cable TV	8,637	46.9%	113
HH subscribes to fiber optic	2,004	10.9%	170
HH owns portable GPS navigation device	4,390	23.8%	117
HH purchased video game system in last 12 months	1,671	9.1%	107
HH owns any Internet video device for TV	6,313	34.3%	124
Travel (Adults)			
Took domestic trip in continental US last 12 months	22,623	63.2%	120
Took 3+ domestic non-business trips in last 12 months	5,658	15.8%	132
Spent on domestic vacations in last 12 months: \$1-999	4,210	11.8%	109
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	2,727	7.6%	122
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	1,764	4.9%	127
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	2,319	6.5%	147
Spent on domestic vacations in last 12 months: \$3,000+	3,334	9.3%	145
Domestic travel in last 12 months: used general travel website	3,172	8.9%	134
Took foreign trip (including Alaska and Hawaii) in last 3 years	13,599	38.0%	132
Took 3+ foreign trips by plane in last 3 years	3,227	9.0%	155
Spent on foreign vacations in last 12 months: \$1-999	2,315	6.5%	130
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	1,937	5.4%	125
Spent on foreign vacations in last 12 months: \$3,000+	3,601	10.1%	151
Foreign travel in last 3 years: used general travel website	2,982	8.3%	142
Nights spent in hotel/motel in last 12 months: any	19,788	55.3%	123
Took cruise of more than one day in last 3 years	4,583	12.8%	139
Member of any frequent flyer program	10,215	28.5%	155
Member of any hotel rewards program	9,993	27.9%	147

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Retail Market Potential

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Ring: 5 mile radius

Prepared by Charlotte Hollkamp
Latitude: 38.28911
Longitude: -85.51468

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 or HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's clothing in last 12 months	49,471	51.1%	106
Bought any women's clothing in last 12 months	45,218	46.7%	106
Bought clothing for child <13 years in last 6 months	25,464	26.3%	100
Bought any shoes in last 12 months	54,150	56.0%	107
Bought costume jewelry in last 12 months	17,570	18.2%	107
Bought any fine jewelry in last 12 months	17,710	18.3%	101
Bought a watch in last 12 months	15,484	16.0%	104
Automobiles (Households)			
HH owns/leases any vehicle	46,146	92.2%	108
HH bought/leased new vehicle last 12 months	6,108	12.2%	129
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	88,208	91.2%	107
Bought/changed motor oil in last 12 months	44,508	46.0%	99
Had tune-up in last 12 months	26,264	27.1%	111
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	70,799	73.2%	102
Drank regular cola in last 6 months	36,474	37.7%	87
Drank beer/ale in last 6 months	43,612	45.1%	109
Cameras (Adults)			
Own digital point & shoot camera/camcorder	10,843	11.2%	133
Own digital SLR camera/camcorder	10,198	10.5%	138
Printed digital photos in last 12 months	26,918	27.8%	127
Cell Phones (Adults/Households)			
Bought cell phone in last 12 months	32,249	33.3%	99
Have a smartphone	88,682	91.7%	105
Have a smartphone: Android phone (any brand)	34,640	35.8%	87
Have a smartphone: Apple iPhone	53,941	55.8%	124
Number of cell phones in household: 1	12,245	24.5%	81
Number of cell phones in household: 2	20,735	41.4%	108
Number of cell phones in household: 3+	16,353	32.7%	113
HH has cell phone only (no landline telephone)	27,177	54.3%	90
Computers (Households)			
HH owns a computer	42,279	84.5%	115
HH owns desktop computer	21,023	42.0%	119
HH owns laptop/notebook	33,527	67.0%	117
HH owns any Apple/Mac brand computer	12,638	25.3%	132
HH owns any PC/non-Apple brand computer	33,839	67.6%	112
HH purchased most recent computer in a store	20,797	41.6%	118
HH purchased most recent computer online	8,638	17.3%	122
HH spent \$1-\$499 on most recent home computer	7,170	14.3%	98
HH spent \$500-\$999 on most recent home computer	9,860	19.7%	123
HH spent \$1,000-\$1,499 on most recent home computer	6,002	12.0%	124
HH spent \$1,500-\$1,999 on most recent home computer	2,971	5.9%	133
HH spent \$2,000+ on most recent home computer	2,682	5.4%	132

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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	60,323	62.4%	100
Bought brewed coffee at convenience store in last 30 days	12,402	12.8%	97
Bought cigarettes at convenience store in last 30 days	7,029	7.3%	69
Bought gas at convenience store in last 30 days	36,131	37.3%	100
Spent at convenience store in last 30 days: \$1-19	7,467	7.7%	114
Spent at convenience store in last 30 days: \$20-\$39	9,165	9.5%	102
Spent at convenience store in last 30 days: \$40-\$50	7,777	8.0%	101
Spent at convenience store in last 30 days: \$51-\$99	4,581	4.7%	87
Spent at convenience store in last 30 days: \$100+	21,477	22.2%	98
Entertainment (Adults)			
Attended a movie in last 6 months	63,758	65.9%	112
Went to live theater in last 12 months	15,439	16.0%	140
Went to a bar/night club in last 12 months	19,329	20.0%	118
Dined out in last 12 months	58,612	60.6%	119
Gambled at a casino in last 12 months	14,300	14.8%	108
Visited a theme park in last 12 months	20,228	20.9%	112
Viewed movie (video-on-demand) in last 30 days	22,456	23.2%	140
Viewed TV show (video-on-demand) in last 30 days	15,315	15.8%	136
Watched any pay-per-view TV in last 12 months	10,635	11.0%	125
Downloaded a movie over the Internet in last 30 days	11,340	11.7%	117
Downloaded any individual song in last 6 months	21,484	22.2%	118
Watched a movie online in the last 30 days	30,116	31.1%	104
Watched a TV program online in last 30 days	22,344	23.1%	114
Played a video/electronic game (console) in last 12 months	8,941	9.2%	102
Played a video/electronic game (portable) in last 12 months	4,049	4.2%	98
Financial (Adults)			
Have home mortgage (1st)	39,650	41.0%	134
Used ATM/cash machine in last 12 months	58,172	60.1%	115
Own any stock	9,910	10.2%	146
Own U.S. savings bond	4,962	5.1%	122
Own shares in mutual fund (stock)	10,432	10.8%	151
Own shares in mutual fund (bonds)	7,124	7.4%	155
Have interest checking account	34,923	36.1%	127
Have non-interest checking account	30,018	31.0%	107
Have savings account	64,101	66.3%	116
Have 401K retirement savings plan	20,560	21.3%	132
Own/used any credit/debit card in last 12 months	83,878	86.7%	108
Avg monthly credit card expenditures: \$1-110	10,352	10.7%	94
Avg monthly credit card expenditures: \$111-\$225	7,271	7.5%	104
Avg monthly credit card expenditures: \$226-\$450	6,960	7.2%	105
Avg monthly credit card expenditures: \$451-\$700	7,273	7.5%	121
Avg monthly credit card expenditures: \$701-\$1,000	7,194	7.4%	127
Avg monthly credit card expenditures: \$1,001+	18,570	19.2%	157
Did banking online in last 12 months	48,156	49.8%	127
Did banking on mobile device in last 12 months	33,483	34.6%	122
Paid bills online in last 12 months	57,824	59.8%	117

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Retail Market Potential

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Ring: 5 mile radius

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Grocery (Adults)			
HH used beef (fresh/frozen) in last 6 months	34,730	69.4%	102
HH used bread in last 6 months	46,653	93.2%	100
HH used chicken (fresh or frozen) in last 6 months	35,233	70.4%	103
HH used turkey (fresh or frozen) in last 6 months	7,570	15.1%	101
HH used fish/seafood (fresh or frozen) in last 6 months	28,523	57.0%	104
HH used fresh fruit/vegetables in last 6 months	43,449	86.8%	103
HH used fresh milk in last 6 months	42,638	85.2%	101
HH used organic food in last 6 months	14,028	28.0%	116
Health (Adults)			
Exercise at home 2+ times per week	31,494	32.6%	119
Exercise at club 2+ times per week	18,238	18.9%	133
Visited a doctor in last 12 months	77,693	80.3%	105
Used vitamin/dietary supplement in last 6 months	56,165	58.1%	108
Home (Households)			
HH did any home improvement in last 12 months	16,709	33.4%	122
HH used any maid/professional cleaning service in last 12 months	10,302	20.6%	138
HH purchased low ticket HH furnishings in last 12 months	9,681	19.3%	111
HH purchased big ticket HH furnishings in last 12 months	12,766	25.5%	112
HH bought any small kitchen appliance in last 12 months	11,939	23.9%	105
HH bought any large kitchen appliance in last 12 months	7,569	15.1%	115
Insurance (Adults/Households)			
Currently carry life insurance	48,820	50.5%	116
Carry medical/hospital/accident insurance	77,770	80.4%	108
Carry homeowner insurance	55,661	57.5%	124
Carry renter's insurance	8,052	8.3%	96
HH has auto insurance: 1 vehicle in household covered	13,518	27.0%	89
HH has auto insurance: 2 vehicles in household covered	16,755	33.5%	121
HH has auto insurance: 3+ vehicles in household covered	13,406	26.8%	119
Pets (Households)			
Household owns any pet	28,536	57.0%	106
Household owns any cat	11,119	22.2%	97
Household owns any dog	21,947	43.9%	107
Psychographics (Adults)			
Buying American is important to me	34,982	36.2%	98
Usually buy items on credit rather than wait	13,844	14.3%	106
Usually buy based on quality - not price	18,408	19.0%	104
Price is usually more important than brand name	26,258	27.1%	97
Usually use coupons for brands I buy often	16,496	17.1%	107
Am interested in how to help the environment	18,765	19.4%	98
Usually pay more for environ safe product	14,574	15.1%	102
Usually value green products over convenience	10,159	10.5%	92
Likely to buy a brand that supports a charity	35,413	36.6%	102
Reading (Adults)			
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 month	32,894	34.0%	121
Read any daily newspaper (paper version)	18,006	18.6%	117
Read any digital newspaper in last 30 days	47,614	49.2%	119
Read any magazine (paper/electronic version) in last 6 months	91,574	94.7%	104

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Retail Market Potential

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Ring: 5 mile radius

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Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
Restaurants (Adults)			
Went to family restaurant/steak house in last 6 months	75,855	78.4%	107
Went to family restaurant/steak house: 4+ times a month	27,602	28.5%	109
Went to fast food/drive-in restaurant in last 6 months	88,734	91.7%	101
Went to fast food/drive-in restaurant 9+ times/month	37,638	38.9%	100
Fast food restaurant last 6 months: eat in	37,090	38.3%	107
Fast food restaurant last 6 months: home delivery	8,108	8.4%	99
Fast food restaurant last 6 months: take-out/drive-thru	47,201	48.8%	106
Fast food restaurant last 6 months: take-out/walk-in	22,697	23.5%	113
Television & Electronics (Adults/Households)			
Own any tablet	58,571	60.5%	121
Own any e-reader	12,674	13.1%	136
Own e-reader/tablet: iPad	39,189	40.5%	138
HH has Internet connectable TV	19,335	38.6%	122
Own any portable MP3 player	18,383	19.0%	119
HH owns 1 TV	9,012	18.0%	84
HH owns 2 TVs	13,302	26.6%	101
HH owns 3 TVs	11,578	23.1%	110
HH owns 4+ TVs	10,518	21.0%	125
HH subscribes to cable TV	23,915	47.8%	116
HH subscribes to fiber optic	5,001	10.0%	156
HH owns portable GPS navigation device	12,070	24.1%	118
HH purchased video game system in last 12 months	4,267	8.5%	100
HH owns any Internet video device for TV	16,801	33.6%	121
Travel (Adults)			
Took domestic trip in continental US last 12 months	62,673	64.8%	123
Took 3+ domestic non-business trips in last 12 months	15,626	16.2%	135
Spent on domestic vacations in last 12 months: \$1-999	11,750	12.1%	112
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	7,466	7.7%	124
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	4,845	5.0%	129
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	6,379	6.6%	150
Spent on domestic vacations in last 12 months: \$3,000+	9,412	9.7%	152
Domestic travel in last 12 months: used general travel website	8,814	9.1%	138
Took foreign trip (including Alaska and Hawaii) in last 3 years	36,534	37.8%	131
Took 3+ foreign trips by plane in last 3 years	8,517	8.8%	151
Spent on foreign vacations in last 12 months: \$1-999	6,313	6.5%	131
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	5,202	5.4%	124
Spent on foreign vacations in last 12 months: \$3,000+	9,740	10.1%	151
Foreign travel in last 3 years: used general travel website	7,920	8.2%	140
Nights spent in hotel/motel in last 12 months: any	54,225	56.0%	124
Took cruise of more than one day in last 3 years	12,581	13.0%	141
Member of any frequent flyer program	27,848	28.8%	156
Member of any hotel rewards program	26,949	27.9%	146

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