



Sports and Leisure Market Potential

Shoppes at Forest Green
10023 Forest Green Blvd, Louisville, Kentucky, 40223
Ring: 1 mile radius

Prepared by Charlotte Hollkamp
Latitude: 38.26339
Longitude: -85.57101

Demographic Summary		2018	2023
Population		9,603	10,094
Population 18+		7,452	7,879
Households		3,782	3,969
Median Household Income		\$85,675	\$91,938
Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Participated in aerobics in last 12 months	688	9.2%	117
Participated in archery in last 12 months	221	3.0%	111
Participated in backpacking in last 12 months	350	4.7%	131
Participated in baseball in last 12 months	285	3.8%	92
Participated in basketball in last 12 months	594	8.0%	97
Participated in bicycling (mountain) in last 12 months	325	4.4%	107
Participated in bicycling (road) in last 12 months	905	12.1%	120
Participated in boating (power) in last 12 months	459	6.2%	120
Participated in bowling in last 12 months	796	10.7%	110
Participated in canoeing/kayaking in last 12 months	638	8.6%	130
Participated in fishing (fresh water) in last 12 months	839	11.3%	98
Participated in fishing (salt water) in last 12 months	283	3.8%	100
Participated in football in last 12 months	268	3.6%	82
Participated in Frisbee in last 12 months	319	4.3%	103
Participated in golf in last 12 months	796	10.7%	124
Participated in hiking in last 12 months	1,113	14.9%	123
Participated in horseback riding in last 12 months	117	1.6%	70
Participated in hunting with rifle in last 12 months	230	3.1%	73
Participated in hunting with shotgun in last 12 months	201	2.7%	80
Participated in ice skating in last 12 months	287	3.9%	129
Participated in jogging/running in last 12 months	1,179	15.8%	122
Participated in motorcycling in last 12 months	273	3.7%	115
Participated in Pilates in last 12 months	229	3.1%	110
Participated in ping pong in last 12 mos	340	4.6%	120
Participated in rock climbing in last 12 mos	114	1.5%	89
Participated in skiing (downhill) in last 12 months	302	4.1%	135
Participated in soccer in last 12 months	274	3.7%	89
Participated in softball in last 12 months	205	2.8%	100
Participated in swimming in last 12 months	1,513	20.3%	125
Participated in target shooting in last 12 months	366	4.9%	113
Participated in tennis in last 12 months	270	3.6%	104
Participated in volleyball in last 12 months	206	2.8%	84
Participated in walking for exercise in last 12 months	2,247	30.2%	124
Participated in weight lifting in last 12 months	948	12.7%	121
Participated in yoga in last 12 months	805	10.8%	132
Participated in Zumba in last 12 mos	309	4.1%	111
Spent on sports/rec equip in last 12 months: \$1-99	565	7.6%	113
Spent on sports/rec equip in last 12 months: \$100-\$249	529	7.1%	113
Spent on sports/rec equip in last 12 months: \$250+	722	9.7%	123
Attend sports events	1,510	20.3%	120
Attend sports events: baseball game - MLB reg seas	538	7.2%	127
Attend sports events: basketball game-NBA reg seas	107	1.4%	87
Attend sports events: football game (college)	339	4.5%	131
Attend sports events: football game - NFL weekend	164	2.2%	105
Attend sports events: high school sports	316	4.2%	131

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 2018 and 2023.

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Listen to sports on radio	1,090	14.6%	127
Watch sports on TV	4,889	65.6%	112
Watch on TV: alpine skiing/ski jumping	284	3.8%	129
Watch on TV: auto racing (NASCAR)	789	10.6%	101
Watch on TV: auto racing (not NASCAR)	345	4.6%	109
Watch on TV: baseball (MLB regular season)	1,741	23.4%	119
Watch on TV: baseball (MLB playoffs/World Series)	1,519	20.4%	119
Watch on TV: basketball (college)	1,104	14.8%	115
Watch on TV: basketball (NCAA tournament)	1,155	15.5%	120
Watch on TV: basketball (NBA regular season)	1,149	15.4%	100
Watch on TV: basketball (NBA playoffs/finals)	1,338	18.0%	107
Watch on TV: basketball (WNBA)	151	2.0%	69
Watch on TV: bicycle racing	207	2.8%	124
Watch on TV: bowling	97	1.3%	62
Watch on TV: boxing	410	5.5%	82
Watch on TV: bull riding (pro)	200	2.7%	91
Watch on TV: Equestrian events	189	2.5%	113
Watch on TV: extreme sports (summer)	282	3.8%	105
Watch on TV: extreme sports (winter)	333	4.5%	111
Watch on TV: figure skating	484	6.5%	117
Watch on TV: fishing	331	4.4%	96
Watch on TV: football (college)	2,117	28.4%	120
Watch on TV: football (NFL Mon/Thurs night games)	2,624	35.2%	109
Watch on TV: football (NFL weekend games)	2,806	37.7%	115
Watch on TV: football (NFL playoffs/Super Bowl)	2,840	38.1%	114
Watch on TV: golf (PGA)	1,105	14.8%	127
Watch on TV: golf (LPGA)	313	4.2%	109
Watch on TV: gymnastics	490	6.6%	115
Watch on TV: high school sports	433	5.8%	119
Watch on TV: horse racing (at track or OTB)	272	3.7%	124
Watch on TV: ice hockey (NHL regular season)	834	11.2%	127
Watch on TV: ice hockey (NHL playoffs/Stanley Cup)	822	11.0%	129
Watch on TV: mixed martial arts (MMA)	320	4.3%	108
Watch on TV: motorcycle racing	212	2.8%	96
Watch on TV: Olympics (summer)	1,545	20.7%	131
Watch on TV: Olympics (winter)	1,076	14.4%	129
Watch on TV: rodeo	182	2.4%	79
Watch on TV: soccer (MLS)	354	4.8%	94
Watch on TV: soccer (World Cup)	720	9.7%	118
Watch on TV: tennis (men`s)	564	7.6%	126
Watch on TV: tennis (women`s)	557	7.5%	122
Watch on TV: track & field	328	4.4%	111
Watch on TV: volleyball (pro beach)	225	3.0%	111
Watch on TV: wrestling (WWE)	325	4.4%	86
Interest in sports: college basketball Super Fan	229	3.1%	82
Interest in sports: college football Super Fan	626	8.4%	105
Interest in sports: golf Super Fan	167	2.2%	113
Interest in sports: high school sports Super Fan	152	2.0%	69
Interest in sports: MLB Super Fan	388	5.2%	101
Interest in sports: NASCAR Super Fan	144	1.9%	64
Interest in sports: NBA Super Fan	342	4.6%	83
Interest in sports: NFL Super Fan	999	13.4%	107
Interest in sports: NHL Super Fan	318	4.3%	124
Interest in sports: soccer Super Fan	226	3.0%	103

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Member of AARP	1,219	16.4%	137
Member of charitable organization	378	5.1%	115
Member of church board	206	2.8%	96
Member of fraternal order	223	3.0%	123
Member of religious club	304	4.1%	112
Member of union	366	4.9%	129
Member of veterans club	213	2.9%	115
Attended adult education course in last 12 months	680	9.1%	117
Went to art gallery in last 12 months	754	10.1%	128
Attended auto show in last 12 months	496	6.7%	113
Did baking in last 12 months	2,129	28.6%	122
Went to bar/night club in last 12 months	1,396	18.7%	107
Went to beach in last 12 months	2,485	33.3%	118
Played billiards/pool in last 12 months	550	7.4%	111
Played bingo in last 12 months	273	3.7%	91
Did birdwatching in last 12 months	402	5.4%	121
Played board game in last 12 months	1,354	18.2%	124
Read book in last 12 months	3,049	40.9%	121
Participated in book club in last 12 months	265	3.6%	121
Went on overnight camping trip in last 12 months	955	12.8%	105
Played cards in last 12 months	1,376	18.5%	115
Played chess in last 12 months	268	3.6%	102
Played computer game (offline w/software)/12 months	521	7.0%	105
Played computer game (online w/o software)/12 months	1,046	14.0%	116
Cooked for fun in last 12 months	1,881	25.2%	115
Did crossword puzzle in last 12 months	855	11.5%	117
Danced/went dancing in last 12 months	634	8.5%	112
Attended dance performance in last 12 months	344	4.6%	109
Dined out in last 12 months	4,518	60.6%	119
Participated in fantasy sports league last 12 months	440	5.9%	122
Participated in tailgating in last 12 months	421	5.6%	121
Did furniture refinishing in last 12 months	326	4.4%	118
Gambled at casino in last 12 months	1,024	13.7%	106
Gambled in Las Vegas in last 12 months	266	3.6%	106
Participate in indoor gardening/plant care	849	11.4%	124
Attended horse races in last 12 months	169	2.3%	98
Participated in karaoke in last 12 months	253	3.4%	86
Bought lottery ticket in last 12 months	2,746	36.8%	103
Played lottery 6+ times in last 30 days	651	8.7%	82
Bought lottery ticket in last 12 months: Daily Drawing	260	3.5%	104
Bought lottery ticket in last 12 months: Instant Game	1,280	17.2%	97
Bought lottery ticket in last 12 months: Mega Millions	1,185	15.9%	102
Bought lottery ticket in last 12 months: Powerball	1,754	23.5%	107
Attended a movie in last 6 months	4,949	66.4%	112
Attended movie in last 90 days: once/week or more	139	1.9%	79
Attended movie in last 90 days: 2-3 times a month	470	6.3%	101
Attended movie in last 90 days: once a month	856	11.5%	115
Attended movie in last 90 days: < once a month	3,211	43.1%	120
Movie genre seen at theater/6 months: action	2,125	28.5%	104

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Movie genre seen at theater/6 months: adventure	2,534	34.0%	109
Movie genre seen at theater/6 months: comedy	1,893	25.4%	104
Movie genre seen at theater/6 months: crime	725	9.7%	89
Movie genre seen at theater/6 months: drama	1,950	26.2%	111
Movie genre seen at theater/6 months: family	829	11.1%	109
Movie genre seen at theater/6 months: fantasy	1,247	16.7%	121
Movie genre seen at theater/6 months: horror	308	4.1%	78
Movie genre seen at theater/6 months: romance	600	8.1%	103
Movie genre seen at theater/6 months: science fiction	1,583	21.2%	108
Movie genre seen at theater/6 months: thriller	1,325	17.8%	103
Went to museum in last 12 months	1,226	16.5%	127
Attended classical music/opera performance/12 months	441	5.9%	158
Attended country music performance in last 12 months	580	7.8%	119
Attended rock music performance in last 12 months	924	12.4%	132
Played musical instrument in last 12 months	646	8.7%	116
Did painting/drawing in last 12 months	702	9.4%	124
Did photo album/scrapbooking in last 12 months	398	5.3%	120
Did photography in last 12 months	934	12.5%	120
Did Sudoku puzzle in last 12 months	673	9.0%	115
Went to live theater in last 12 months	1,139	15.3%	132
Visited a theme park in last 12 months	1,403	18.8%	99
Visited a theme park 5+ times in last 12 months	282	3.8%	95
Participated in trivia games in last 12 months	595	8.0%	120
Played video/electronic game (console) last 12 months	704	9.4%	103
Played video/electronic game (portable) last 12 months	449	6.0%	116
Visited an indoor water park in last 12 months	213	2.9%	88
Did woodworking in last 12 months	379	5.1%	112
Participated in word games in last 12 months	977	13.1%	127
Went to zoo in last 12 months	990	13.3%	105
Purchased DVDs in last 30 days: 1	187	2.5%	97
Purchased DVDs in last 30 days: 2	135	1.8%	89
Purchased DVDs in last 30 days: 3+	203	2.7%	71
Purchased DVD/Blu-ray disc online in last 12 months	627	8.4%	126
Rented DVDs in last 30 days: 1	357	4.8%	135
Rented DVDs in last 30 days: 2	303	4.1%	109
Rented DVDs in last 30 days: 3+	620	8.3%	92
Rented movie/oth video/30 days: action/adventure	1,714	23.0%	107
Rented movie/oth video/30 days: classics	475	6.4%	100
Rented movie/oth video/30 days: comedy	1,680	22.5%	108
Rented movie/oth video/30 days: drama	1,258	16.9%	115
Rented movie/oth video/30 days: family/children	701	9.4%	93
Rented movie/oth video/30 days: foreign	138	1.9%	73
Rented movie/oth video/30 days: horror	431	5.8%	80
Rented movie/oth video/30 days: musical	184	2.5%	90
Rented movie/oth video/30 days: news/documentary	292	3.9%	94
Rented movie/oth video/30 days: romance	612	8.2%	105
Rented movie/oth video/30 days: science fiction	577	7.7%	105
Rented movie/oth video/30 days: TV show	638	8.6%	108
Rented movie/oth video/30 days: western	128	1.7%	63

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Rented/purch DVD/Blu-ray/30 days: from amazon.com	708	9.5%	126
Rented DVD/Blu-ray/30 days: from netflix.com	1,169	15.7%	117
Rented/purch DVD/Blu-ray/30 days: from Redbox	1,326	17.8%	105
HH owns ATV/UTV	185	4.9%	84
Bought any children`s toy/game in last 12 months	2,579	34.6%	106
Spent on toys/games for child last 12 months: <\$50	420	5.6%	94
Spent on toys/games for child last 12 months: \$50-99	187	2.5%	98
Spent on toys/games for child last 12 months: \$100-199	520	7.0%	112
Spent on toys/games for child last 12 months: \$200-499	661	8.9%	100
Spent on toys/games for child last 12 months: \$500+	417	5.6%	120
Bought any toys/games online in last 12 months	827	11.1%	119
Bought infant toy in last 12 months	513	6.9%	104
Bought pre-school toy in last 12 months	510	6.8%	100
Bought for child last 12 months: boy action figure	552	7.4%	93
Bought for child last 12 months: girl action figure	251	3.4%	98
Bought for child last 12 months: action game	154	2.1%	82
Bought for child last 12 months: bicycle	395	5.3%	89
Bought for child last 12 months: board game	889	11.9%	107
Bought for child last 12 months: builder set	478	6.4%	124
Bought for child last 12 months: car	569	7.6%	95
Bought for child last 12 months: construction toy	505	6.8%	118
Bought for child last 12 months: fashion doll	305	4.1%	95
Bought for child last 12 months: large/baby doll	517	6.9%	100
Bought for child last 12 months: doll accessories	274	3.7%	95
Bought for child last 12 months: doll clothing	271	3.6%	89
Bought for child last 12 months: educational toy	953	12.8%	109
Bought for child last 12 months: electronic doll/animal	188	2.5%	91
Bought for child last 12 months: electronic game	366	4.9%	89
Bought for child last 12 months: mechanical toy	272	3.7%	92
Bought for child last 12 months: model kit/set	279	3.7%	128
Bought for child last 12 months: plush doll/animal	637	8.5%	105
Bought for child last 12 months: sound game	116	1.6%	82
Bought for child last 12 months: water toy	693	9.3%	101
Bought for child last 12 months: word game	197	2.6%	105

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Bought digital book in last 12 months	1,213	16.3%	122
Bought hardcover book in last 12 months	1,761	23.6%	119
Bought paperback book in last 12 months	2,440	32.7%	113
Bought 1-3 books in last 12 months	1,643	22.0%	112
Bought 4-6 books in last 12 months	740	9.9%	107
Bought 7+ books in last 12 months	1,463	19.6%	122
Bought book (fiction) in last 12 months	2,232	30.0%	122
Bought book (non-fiction) in last 12 months	1,991	26.7%	119
Bought biography in last 12 months	641	8.6%	126
Bought children`s book in last 12 months	770	10.3%	114
Bought cookbook in last 12 months	583	7.8%	108
Bought history book in last 12 months	741	9.9%	118
Bought mystery book in last 12 months	946	12.7%	125
Bought novel in last 12 months	1,332	17.9%	131
Bought religious book (not bible) in last 12 mo	503	6.7%	104
Bought romance book in last 12 months	486	6.5%	110
Bought science fiction book in last 12 months	481	6.5%	114
Bought personal/business self-help book last 12 months	556	7.5%	118
Bought travel book in last 12 months	190	2.5%	123
Bought book online in last 12 months	2,124	28.5%	141
Bought book last 12 months: amazon.com	1,877	25.2%	129
Bought book last 12 months: barnes&noble.com	196	2.6%	120
Bought book last 12 months: Barnes & Noble book store	1,100	14.8%	113
Bought book last 12 months: other book store (not B&N)	792	10.6%	105
Bought book last 12 months: mail order	173	2.3%	118
Listened to/purchased audiobook in last 6 months	502	6.7%	125

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Demographic Summary		2018	2023
Population		73,160	75,759
Population 18+		58,571	61,015
Households		32,204	33,323
Median Household Income		\$72,820	\$81,003
Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Participated in aerobics in last 12 months	5,533	9.4%	120
Participated in archery in last 12 months	1,568	2.7%	100
Participated in backpacking in last 12 months	2,884	4.9%	137
Participated in baseball in last 12 months	2,603	4.4%	107
Participated in basketball in last 12 months	5,007	8.5%	104
Participated in bicycling (mountain) in last 12 months	2,924	5.0%	123
Participated in bicycling (road) in last 12 months	7,149	12.2%	120
Participated in boating (power) in last 12 months	3,441	5.9%	115
Participated in bowling in last 12 months	6,402	10.9%	113
Participated in canoeing/kayaking in last 12 months	4,756	8.1%	123
Participated in fishing (fresh water) in last 12 months	6,529	11.1%	97
Participated in fishing (salt water) in last 12 months	2,366	4.0%	106
Participated in football in last 12 months	2,481	4.2%	97
Participated in Frisbee in last 12 months	2,796	4.8%	115
Participated in golf in last 12 months	6,461	11.0%	128
Participated in hiking in last 12 months	9,423	16.1%	133
Participated in horseback riding in last 12 months	1,126	1.9%	85
Participated in hunting with rifle in last 12 months	1,957	3.3%	79
Participated in hunting with shotgun in last 12 months	1,736	3.0%	88
Participated in ice skating in last 12 months	2,284	3.9%	130
Participated in jogging/running in last 12 months	9,520	16.3%	126
Participated in motorcycling in last 12 months	1,916	3.3%	102
Participated in Pilates in last 12 months	1,927	3.3%	118
Participated in ping pong in last 12 mos	2,774	4.7%	125
Participated in rock climbing in last 12 mos	1,051	1.8%	105
Participated in skiing (downhill) in last 12 months	2,592	4.4%	148
Participated in soccer in last 12 months	2,354	4.0%	97
Participated in softball in last 12 months	1,557	2.7%	97
Participated in swimming in last 12 months	11,351	19.4%	120
Participated in target shooting in last 12 months	2,699	4.6%	106
Participated in tennis in last 12 months	2,452	4.2%	120
Participated in volleyball in last 12 months	1,681	2.9%	87
Participated in walking for exercise in last 12 months	17,294	29.5%	122
Participated in weight lifting in last 12 months	7,501	12.8%	122
Participated in yoga in last 12 months	6,590	11.3%	138
Participated in Zumba in last 12 mos	2,349	4.0%	108
Spent on sports/rec equip in last 12 months: \$1-99	4,416	7.5%	112
Spent on sports/rec equip in last 12 months: \$100-\$249	3,756	6.4%	102
Spent on sports/rec equip in last 12 months: \$250+	5,351	9.1%	116
Attend sports events	11,631	19.9%	118
Attend sports events: baseball game - MLB reg seas	3,828	6.5%	115
Attend sports events: basketball game-NBA reg seas	891	1.5%	93
Attend sports events: football game (college)	2,535	4.3%	124
Attend sports events: football game - NFL weekend	1,399	2.4%	114
Attend sports events: high school sports	2,216	3.8%	117

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Listen to sports on radio	7,936	13.5%	117
Watch sports on TV	37,423	63.9%	109
Watch on TV: alpine skiing/ski jumping	2,232	3.8%	129
Watch on TV: auto racing (NASCAR)	5,780	9.9%	94
Watch on TV: auto racing (not NASCAR)	2,397	4.1%	96
Watch on TV: baseball (MLB regular season)	13,170	22.5%	115
Watch on TV: baseball (MLB playoffs/World Series)	11,475	19.6%	115
Watch on TV: basketball (college)	8,684	14.8%	115
Watch on TV: basketball (NCAA tournament)	9,017	15.4%	119
Watch on TV: basketball (NBA regular season)	8,873	15.1%	99
Watch on TV: basketball (NBA playoffs/finals)	10,423	17.8%	106
Watch on TV: basketball (WNBA)	1,358	2.3%	79
Watch on TV: bicycle racing	1,641	2.8%	125
Watch on TV: bowling	995	1.7%	81
Watch on TV: boxing	3,498	6.0%	89
Watch on TV: bull riding (pro)	1,508	2.6%	87
Watch on TV: Equestrian events	1,336	2.3%	101
Watch on TV: extreme sports (summer)	2,113	3.6%	100
Watch on TV: extreme sports (winter)	2,589	4.4%	110
Watch on TV: figure skating	3,978	6.8%	123
Watch on TV: fishing	2,638	4.5%	97
Watch on TV: football (college)	16,588	28.3%	120
Watch on TV: football (NFL Mon/Thurs night games)	20,399	34.8%	108
Watch on TV: football (NFL weekend games)	21,486	36.7%	112
Watch on TV: football (NFL playoffs/Super Bowl)	21,956	37.5%	112
Watch on TV: golf (PGA)	8,683	14.8%	127
Watch on TV: golf (LPGA)	2,640	4.5%	117
Watch on TV: gymnastics	3,789	6.5%	114
Watch on TV: high school sports	2,906	5.0%	102
Watch on TV: horse racing (at track or OTB)	1,897	3.2%	110
Watch on TV: ice hockey (NHL regular season)	5,928	10.1%	115
Watch on TV: ice hockey (NHL playoffs/St Stanley Cup)	5,998	10.2%	119
Watch on TV: mixed martial arts (MMA)	2,401	4.1%	103
Watch on TV: motorcycle racing	1,562	2.7%	90
Watch on TV: Olympics (summer)	10,806	18.4%	117
Watch on TV: Olympics (winter)	7,361	12.6%	112
Watch on TV: rodeo	1,523	2.6%	84
Watch on TV: soccer (MLS)	2,865	4.9%	97
Watch on TV: soccer (World Cup)	5,688	9.7%	119
Watch on TV: tennis (men`s)	4,358	7.4%	124
Watch on TV: tennis (women`s)	4,442	7.6%	124
Watch on TV: track & field	2,666	4.6%	115
Watch on TV: volleyball (pro beach)	1,736	3.0%	109
Watch on TV: wrestling (WWE)	2,270	3.9%	76
Interest in sports: college basketball Super Fan	1,767	3.0%	81
Interest in sports: college football Super Fan	4,703	8.0%	101
Interest in sports: golf Super Fan	1,260	2.2%	108
Interest in sports: high school sports Super Fan	1,331	2.3%	76
Interest in sports: MLB Super Fan	2,734	4.7%	91
Interest in sports: NASCAR Super Fan	1,131	1.9%	64
Interest in sports: NBA Super Fan	2,654	4.5%	82
Interest in sports: NFL Super Fan	6,984	11.9%	95
Interest in sports: NHL Super Fan	1,997	3.4%	99
Interest in sports: soccer Super Fan	1,542	2.6%	90

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July 11, 2018



Sports and Leisure Market Potential

Shoppes at Forest Green
10023 Forest Green Blvd, Louisville, Kentucky, 40223
Ring: 3 mile radius

Prepared by Charlotte Hollkamp
Latitude: 38.26339
Longitude: -85.57101

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Member of AARP	8,698	14.9%	125
Member of charitable organization	3,250	5.5%	125
Member of church board	1,750	3.0%	103
Member of fraternal order	1,576	2.7%	111
Member of religious club	2,233	3.8%	105
Member of union	2,725	4.7%	122
Member of veterans club	1,496	2.6%	103
Attended adult education course in last 12 months	5,214	8.9%	114
Went to art gallery in last 12 months	6,213	10.6%	134
Attended auto show in last 12 months	3,551	6.1%	103
Did baking in last 12 months	16,528	28.2%	121
Went to bar/night club in last 12 months	11,339	19.4%	111
Went to beach in last 12 months	19,489	33.3%	118
Played billiards/pool in last 12 months	4,324	7.4%	111
Played bingo in last 12 months	2,171	3.7%	92
Did birdwatching in last 12 months	3,026	5.2%	116
Played board game in last 12 months	10,455	17.9%	122
Read book in last 12 months	24,452	41.7%	123
Participated in book club in last 12 months	2,318	4.0%	134
Went on overnight camping trip in last 12 months	8,048	13.7%	113
Played cards in last 12 months	10,894	18.6%	116
Played chess in last 12 months	1,964	3.4%	95
Played computer game (offline w/software)/12 months	4,059	6.9%	104
Played computer game (online w/o software)/12 months	7,865	13.4%	111
Cooked for fun in last 12 months	14,811	25.3%	116
Did crossword puzzle in last 12 months	6,701	11.4%	116
Danced/went dancing in last 12 months	5,056	8.6%	113
Attended dance performance in last 12 months	2,799	4.8%	113
Dined out in last 12 months	34,663	59.2%	116
Participated in fantasy sports league last 12 months	3,262	5.6%	115
Participated in tailgating in last 12 months	3,230	5.5%	118
Did furniture refinishing in last 12 months	2,355	4.0%	109
Gambled at casino in last 12 months	7,885	13.5%	104
Gambled in Las Vegas in last 12 months	2,015	3.4%	102
Participate in indoor gardening/plant care	6,262	10.7%	116
Attended horse races in last 12 months	1,457	2.5%	108
Participated in karaoke in last 12 months	2,021	3.5%	87
Bought lottery ticket in last 12 months	20,917	35.7%	100
Played lottery 6+ times in last 30 days	5,436	9.3%	88
Bought lottery ticket in last 12 months: Daily Drawing	1,787	3.1%	91
Bought lottery ticket in last 12 months: Instant Game	9,408	16.1%	91
Bought lottery ticket in last 12 months: Mega Millions	8,962	15.3%	98
Bought lottery ticket in last 12 months: Powerball	13,501	23.1%	105
Attended a movie in last 6 months	38,319	65.4%	110
Attended movie in last 90 days: once/week or more	1,302	2.2%	94
Attended movie in last 90 days: 2-3 times a month	3,786	6.5%	104
Attended movie in last 90 days: once a month	6,690	11.4%	115
Attended movie in last 90 days: < once a month	24,101	41.1%	115
Movie genre seen at theater/6 months: action	16,904	28.9%	105

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Movie genre seen at theater/6 months: adventure	20,099	34.3%	110
Movie genre seen at theater/6 months: comedy	14,874	25.4%	104
Movie genre seen at theater/6 months: crime	6,117	10.4%	95
Movie genre seen at theater/6 months: drama	15,743	26.9%	114
Movie genre seen at theater/6 months: family	6,286	10.7%	105
Movie genre seen at theater/6 months: fantasy	9,093	15.5%	112
Movie genre seen at theater/6 months: horror	2,618	4.5%	84
Movie genre seen at theater/6 months: romance	5,001	8.5%	109
Movie genre seen at theater/6 months: science fiction	12,756	21.8%	111
Movie genre seen at theater/6 months: thriller	10,863	18.5%	108
Went to museum in last 12 months	9,897	16.9%	131
Attended classical music/opera performance/12 months	3,427	5.9%	156
Attended country music performance in last 12 months	4,390	7.5%	114
Attended rock music performance in last 12 months	6,869	11.7%	125
Played musical instrument in last 12 months	4,940	8.4%	113
Did painting/drawing in last 12 months	5,536	9.5%	124
Did photo album/scrapbooking in last 12 months	2,998	5.1%	115
Did photography in last 12 months	7,615	13.0%	125
Did Sudoku puzzle in last 12 months	5,126	8.8%	111
Went to live theater in last 12 months	9,448	16.1%	139
Visited a theme park in last 12 months	10,929	18.7%	99
Visited a theme park 5+ times in last 12 months	2,367	4.0%	101
Participated in trivia games in last 12 months	4,274	7.3%	110
Played video/electronic game (console) last 12 months	5,464	9.3%	102
Played video/electronic game (portable) last 12 months	3,232	5.5%	106
Visited an indoor water park in last 12 months	1,773	3.0%	93
Did woodworking in last 12 months	2,818	4.8%	106
Participated in word games in last 12 months	6,953	11.9%	115
Went to zoo in last 12 months	8,275	14.1%	111
Purchased DVDs in last 30 days: 1	1,451	2.5%	96
Purchased DVDs in last 30 days: 2	1,060	1.8%	89
Purchased DVDs in last 30 days: 3+	1,805	3.1%	80
Purchased DVD/Blu-ray disc online in last 12 months	4,658	8.0%	120
Rented DVDs in last 30 days: 1	2,538	4.3%	122
Rented DVDs in last 30 days: 2	2,309	3.9%	106
Rented DVDs in last 30 days: 3+	5,139	8.8%	97
Rented movie/oth video/30 days: action/adventure	13,369	22.8%	107
Rented movie/oth video/30 days: classics	3,750	6.4%	100
Rented movie/oth video/30 days: comedy	13,322	22.7%	109
Rented movie/oth video/30 days: drama	9,672	16.5%	113
Rented movie/oth video/30 days: family/children	5,656	9.7%	96
Rented movie/oth video/30 days: foreign	1,541	2.6%	104
Rented movie/oth video/30 days: horror	3,581	6.1%	85
Rented movie/oth video/30 days: musical	1,613	2.8%	100
Rented movie/oth video/30 days: news/documentary	2,609	4.5%	107
Rented movie/oth video/30 days: romance	4,719	8.1%	103
Rented movie/oth video/30 days: science fiction	4,751	8.1%	110
Rented movie/oth video/30 days: TV show	5,099	8.7%	110
Rented movie/oth video/30 days: western	1,289	2.2%	81

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Sports and Leisure Market Potential

Shoppes at Forest Green
10023 Forest Green Blvd, Louisville, Kentucky, 40223
Ring: 3 mile radius

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Latitude: 38.26339
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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Rented/purch DVD/Blu-ray/30 days: from amazon.com	5,242	8.9%	119
Rented DVD/Blu-ray/30 days: from netflix.com	9,046	15.4%	115
Rented/purch DVD/Blu-ray/30 days: from Redbox	10,637	18.2%	107
HH owns ATV/UTV	1,357	4.2%	72
Bought any children`s toy/game in last 12 months	19,407	33.1%	101
Spent on toys/games for child last 12 months: <\$50	3,269	5.6%	93
Spent on toys/games for child last 12 months: \$50-99	1,578	2.7%	106
Spent on toys/games for child last 12 months: \$100-199	3,787	6.5%	104
Spent on toys/games for child last 12 months: \$200-499	5,090	8.7%	98
Spent on toys/games for child last 12 months: \$500+	3,040	5.2%	111
Bought any toys/games online in last 12 months	6,196	10.6%	113
Bought infant toy in last 12 months	3,913	6.7%	101
Bought pre-school toy in last 12 months	4,129	7.0%	103
Bought for child last 12 months: boy action figure	4,262	7.3%	91
Bought for child last 12 months: girl action figure	1,688	2.9%	84
Bought for child last 12 months: action game	1,308	2.2%	88
Bought for child last 12 months: bicycle	3,114	5.3%	89
Bought for child last 12 months: board game	6,921	11.8%	106
Bought for child last 12 months: builder set	3,339	5.7%	110
Bought for child last 12 months: car	4,434	7.6%	94
Bought for child last 12 months: construction toy	3,491	6.0%	104
Bought for child last 12 months: fashion doll	2,087	3.6%	82
Bought for child last 12 months: large/baby doll	3,644	6.2%	89
Bought for child last 12 months: doll accessories	2,162	3.7%	96
Bought for child last 12 months: doll clothing	2,102	3.6%	88
Bought for child last 12 months: educational toy	7,370	12.6%	107
Bought for child last 12 months: electronic doll/animal	1,485	2.5%	92
Bought for child last 12 months: electronic game	3,147	5.4%	97
Bought for child last 12 months: mechanical toy	2,154	3.7%	93
Bought for child last 12 months: model kit/set	1,845	3.2%	108
Bought for child last 12 months: plush doll/animal	5,191	8.9%	109
Bought for child last 12 months: sound game	1,053	1.8%	94
Bought for child last 12 months: water toy	5,871	10.0%	109
Bought for child last 12 months: word game	1,378	2.4%	94

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Sports and Leisure Market Potential

Shoppes at Forest Green
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Ring: 3 mile radius

Prepared by Charlotte Hollkamp
Latitude: 38.26339
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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Bought digital book in last 12 months	10,094	17.2%	129
Bought hardcover book in last 12 months	13,670	23.3%	117
Bought paperback book in last 12 months	19,691	33.6%	116
Bought 1-3 books in last 12 months	12,319	21.0%	107
Bought 4-6 books in last 12 months	6,128	10.5%	112
Bought 7+ books in last 12 months	11,745	20.1%	125
Bought book (fiction) in last 12 months	17,609	30.1%	122
Bought book (non-fiction) in last 12 months	15,985	27.3%	121
Bought biography in last 12 months	5,149	8.8%	129
Bought children`s book in last 12 months	5,603	9.6%	105
Bought cookbook in last 12 months	4,609	7.9%	109
Bought history book in last 12 months	6,019	10.3%	122
Bought mystery book in last 12 months	7,444	12.7%	125
Bought novel in last 12 months	10,487	17.9%	131
Bought religious book (not bible) in last 12 mo	3,928	6.7%	103
Bought romance book in last 12 months	3,926	6.7%	113
Bought science fiction book in last 12 months	3,746	6.4%	113
Bought personal/business self-help book last 12 months	4,451	7.6%	120
Bought travel book in last 12 months	1,390	2.4%	114
Bought book online in last 12 months	15,516	26.5%	131
Bought book last 12 months: amazon.com	14,730	25.1%	129
Bought book last 12 months: barnes&noble.com	1,508	2.6%	117
Bought book last 12 months: Barnes & Noble book store	8,821	15.1%	116
Bought book last 12 months: other book store (not B&N)	6,637	11.3%	112
Bought book last 12 months: mail order	1,305	2.2%	114
Listened to/purchased audiobook in last 6 months	3,892	6.6%	123

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Sports and Leisure Market Potential

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Demographic Summary		2018	2023
Population		188,613	195,754
Population 18+		149,176	155,737
Households		81,115	84,033
Median Household Income		\$75,828	\$83,533
Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Participated in aerobics in last 12 months	14,115	9.5%	120
Participated in archery in last 12 months	3,978	2.7%	99
Participated in backpacking in last 12 months	6,865	4.6%	128
Participated in baseball in last 12 months	6,634	4.4%	107
Participated in basketball in last 12 months	12,856	8.6%	104
Participated in bicycling (mountain) in last 12 months	7,497	5.0%	123
Participated in bicycling (road) in last 12 months	18,549	12.4%	123
Participated in boating (power) in last 12 months	8,619	5.8%	113
Participated in bowling in last 12 months	16,255	10.9%	113
Participated in canoeing/kayaking in last 12 months	11,956	8.0%	122
Participated in fishing (fresh water) in last 12 months	16,783	11.3%	98
Participated in fishing (salt water) in last 12 months	6,067	4.1%	107
Participated in football in last 12 months	6,539	4.4%	100
Participated in Frisbee in last 12 months	7,323	4.9%	118
Participated in golf in last 12 months	16,868	11.3%	131
Participated in hiking in last 12 months	23,933	16.0%	132
Participated in horseback riding in last 12 months	2,981	2.0%	89
Participated in hunting with rifle in last 12 months	4,939	3.3%	78
Participated in hunting with shotgun in last 12 months	4,342	2.9%	87
Participated in ice skating in last 12 months	5,783	3.9%	129
Participated in jogging/running in last 12 months	24,556	16.5%	127
Participated in motorcycling in last 12 months	4,651	3.1%	98
Participated in Pilates in last 12 months	5,190	3.5%	124
Participated in ping pong in last 12 mos	7,120	4.8%	126
Participated in rock climbing in last 12 mos	2,730	1.8%	107
Participated in skiing (downhill) in last 12 months	6,541	4.4%	147
Participated in soccer in last 12 months	6,201	4.2%	101
Participated in softball in last 12 months	4,022	2.7%	98
Participated in swimming in last 12 months	29,054	19.5%	120
Participated in target shooting in last 12 months	6,664	4.5%	103
Participated in tennis in last 12 months	6,411	4.3%	123
Participated in volleyball in last 12 months	4,453	3.0%	91
Participated in walking for exercise in last 12 months	43,970	29.5%	121
Participated in weight lifting in last 12 months	19,609	13.1%	125
Participated in yoga in last 12 months	16,345	11.0%	134
Participated in Zumba in last 12 mos	6,045	4.1%	109
Spent on sports/rec equip in last 12 months: \$1-99	11,107	7.4%	111
Spent on sports/rec equip in last 12 months: \$100-\$249	9,901	6.6%	105
Spent on sports/rec equip in last 12 months: \$250+	13,574	9.1%	115
Attend sports events	30,659	20.6%	122
Attend sports events: baseball game - MLB reg seas	10,476	7.0%	123
Attend sports events: basketball game-NBA reg seas	2,673	1.8%	109
Attend sports events: football game (college)	6,418	4.3%	124
Attend sports events: football game - NFL weekend	3,820	2.6%	122
Attend sports events: high school sports	5,610	3.8%	116

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Listen to sports on radio	20,399	13.7%	118
Watch sports on TV	95,590	64.1%	110
Watch on TV: alpine skiing/ski jumping	5,551	3.7%	126
Watch on TV: auto racing (NASCAR)	14,598	9.8%	94
Watch on TV: auto racing (not NASCAR)	6,232	4.2%	98
Watch on TV: baseball (MLB regular season)	34,415	23.1%	118
Watch on TV: baseball (MLB playoffs/World Series)	29,885	20.0%	117
Watch on TV: basketball (college)	22,206	14.9%	115
Watch on TV: basketball (NCAA tournament)	22,829	15.3%	119
Watch on TV: basketball (NBA regular season)	23,254	15.6%	101
Watch on TV: basketball (NBA playoffs/finals)	26,734	17.9%	107
Watch on TV: basketball (WNBA)	3,518	2.4%	81
Watch on TV: bicycle racing	4,187	2.8%	125
Watch on TV: bowling	2,590	1.7%	83
Watch on TV: boxing	9,170	6.1%	92
Watch on TV: bull riding (pro)	3,736	2.5%	85
Watch on TV: Equestrian events	3,348	2.2%	100
Watch on TV: extreme sports (summer)	5,314	3.6%	99
Watch on TV: extreme sports (winter)	6,409	4.3%	107
Watch on TV: figure skating	9,973	6.7%	121
Watch on TV: fishing	6,619	4.4%	95
Watch on TV: football (college)	41,840	28.0%	119
Watch on TV: football (NFL Mon/Thurs night games)	52,998	35.5%	110
Watch on TV: football (NFL weekend games)	55,384	37.1%	113
Watch on TV: football (NFL playoffs/Super Bowl)	56,397	37.8%	113
Watch on TV: golf (PGA)	22,318	15.0%	128
Watch on TV: golf (LPGA)	6,771	4.5%	118
Watch on TV: gymnastics	9,699	6.5%	114
Watch on TV: high school sports	7,545	5.1%	104
Watch on TV: horse racing (at track or OTB)	4,501	3.0%	102
Watch on TV: ice hockey (NHL regular season)	15,723	10.5%	120
Watch on TV: ice hockey (NHL playoffs/Stamley Cup)	15,651	10.5%	122
Watch on TV: mixed martial arts (MMA)	6,185	4.1%	104
Watch on TV: motorcycle racing	3,943	2.6%	89
Watch on TV: Olympics (summer)	27,700	18.6%	117
Watch on TV: Olympics (winter)	18,730	12.6%	112
Watch on TV: rodeo	3,698	2.5%	80
Watch on TV: soccer (MLS)	7,874	5.3%	105
Watch on TV: soccer (World Cup)	14,753	9.9%	121
Watch on TV: tennis (men`s)	11,044	7.4%	123
Watch on TV: tennis (women`s)	11,138	7.5%	122
Watch on TV: track & field	6,749	4.5%	114
Watch on TV: volleyball (pro beach)	4,429	3.0%	109
Watch on TV: wrestling (WWE)	5,810	3.9%	77
Interest in sports: college basketball Super Fan	4,527	3.0%	81
Interest in sports: college football Super Fan	11,818	7.9%	99
Interest in sports: golf Super Fan	3,071	2.1%	104
Interest in sports: high school sports Super Fan	3,400	2.3%	77
Interest in sports: MLB Super Fan	7,029	4.7%	92
Interest in sports: NASCAR Super Fan	2,995	2.0%	67
Interest in sports: NBA Super Fan	6,794	4.6%	82
Interest in sports: NFL Super Fan	17,835	12.0%	95
Interest in sports: NHL Super Fan	5,041	3.4%	98
Interest in sports: soccer Super Fan	3,971	2.7%	91

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July 11, 2018



Sports and Leisure Market Potential

Shoppes at Forest Green
10023 Forest Green Blvd, Louisville, Kentucky, 40223
Ring: 5 mile radius

Prepared by Charlotte Hollkamp
Latitude: 38.26339
Longitude: -85.57101

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Member of AARP	21,332	14.3%	120
Member of charitable organization	8,571	5.7%	130
Member of church board	4,538	3.0%	105
Member of fraternal order	4,061	2.7%	112
Member of religious club	5,701	3.8%	105
Member of union	6,604	4.4%	116
Member of veterans club	3,796	2.5%	102
Attended adult education course in last 12 months	13,602	9.1%	116
Went to art gallery in last 12 months	15,591	10.5%	132
Attended auto show in last 12 months	9,076	6.1%	103
Did baking in last 12 months	41,848	28.1%	120
Went to bar/night club in last 12 months	29,342	19.7%	113
Went to beach in last 12 months	50,143	33.6%	119
Played billiards/pool in last 12 months	10,812	7.2%	109
Played bingo in last 12 months	5,671	3.8%	94
Did birdwatching in last 12 months	7,647	5.1%	115
Played board game in last 12 months	26,686	17.9%	122
Read book in last 12 months	61,986	41.6%	123
Participated in book club in last 12 months	5,998	4.0%	137
Went on overnight camping trip in last 12 months	20,316	13.6%	112
Played cards in last 12 months	27,388	18.4%	114
Played chess in last 12 months	5,129	3.4%	98
Played computer game (offline w/software)/12 months	10,532	7.1%	106
Played computer game (online w/o software)/12 months	19,942	13.4%	110
Cooked for fun in last 12 months	37,684	25.3%	115
Did crossword puzzle in last 12 months	17,139	11.5%	117
Danced/went dancing in last 12 months	12,613	8.5%	111
Attended dance performance in last 12 months	7,463	5.0%	118
Dined out in last 12 months	87,948	59.0%	116
Participated in fantasy sports league last 12 months	8,342	5.6%	116
Participated in tailgating in last 12 months	8,230	5.5%	118
Did furniture refinishing in last 12 months	5,852	3.9%	106
Gambled at casino in last 12 months	20,170	13.5%	104
Gambled in Las Vegas in last 12 months	5,460	3.7%	109
Participate in indoor gardening/plant care	15,409	10.3%	112
Attended horse races in last 12 months	4,014	2.7%	116
Participated in karaoke in last 12 months	5,480	3.7%	93
Bought lottery ticket in last 12 months	53,763	36.0%	101
Played lottery 6+ times in last 30 days	14,144	9.5%	89
Bought lottery ticket in last 12 months: Daily Drawing	4,248	2.8%	85
Bought lottery ticket in last 12 months: Instant Game	23,854	16.0%	90
Bought lottery ticket in last 12 months: Mega Millions	23,587	15.8%	101
Bought lottery ticket in last 12 months: Powerball	34,764	23.3%	106
Attended a movie in last 6 months	98,029	65.7%	110
Attended movie in last 90 days: once/week or more	3,463	2.3%	99
Attended movie in last 90 days: 2-3 times a month	9,922	6.7%	107
Attended movie in last 90 days: once a month	17,216	11.5%	116
Attended movie in last 90 days: < once a month	60,900	40.8%	114
Movie genre seen at theater/6 months: action	43,900	29.4%	107

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Movie genre seen at theater/6 months: adventure	51,939	34.8%	112
Movie genre seen at theater/6 months: comedy	38,573	25.9%	106
Movie genre seen at theater/6 months: crime	15,883	10.6%	97
Movie genre seen at theater/6 months: drama	39,971	26.8%	114
Movie genre seen at theater/6 months: family	16,027	10.7%	105
Movie genre seen at theater/6 months: fantasy	23,183	15.5%	112
Movie genre seen at theater/6 months: horror	6,758	4.5%	85
Movie genre seen at theater/6 months: romance	12,547	8.4%	108
Movie genre seen at theater/6 months: science fiction	32,812	22.0%	112
Movie genre seen at theater/6 months: thriller	28,200	18.9%	110
Went to museum in last 12 months	25,015	16.8%	130
Attended classical music/opera performance/12 months	8,325	5.6%	149
Attended country music performance in last 12 months	11,048	7.4%	113
Attended rock music performance in last 12 months	17,545	11.8%	125
Played musical instrument in last 12 months	12,376	8.3%	111
Did painting/drawing in last 12 months	13,592	9.1%	120
Did photo album/scrapbooking in last 12 months	7,726	5.2%	116
Did photography in last 12 months	19,351	13.0%	125
Did Sudoku puzzle in last 12 months	13,272	8.9%	113
Went to live theater in last 12 months	23,708	15.9%	137
Visited a theme park in last 12 months	28,977	19.4%	103
Visited a theme park 5+ times in last 12 months	6,297	4.2%	106
Participated in trivia games in last 12 months	10,932	7.3%	110
Played video/electronic game (console) last 12 months	13,835	9.3%	102
Played video/electronic game (portable) last 12 months	8,104	5.4%	105
Visited an indoor water park in last 12 months	4,685	3.1%	96
Did woodworking in last 12 months	7,139	4.8%	106
Participated in word games in last 12 months	17,506	11.7%	114
Went to zoo in last 12 months	21,770	14.6%	115
Purchased DVDs in last 30 days: 1	3,791	2.5%	98
Purchased DVDs in last 30 days: 2	2,706	1.8%	90
Purchased DVDs in last 30 days: 3+	4,527	3.0%	79
Purchased DVD/Blu-ray disc online in last 12 months	11,888	8.0%	120
Rented DVDs in last 30 days: 1	6,202	4.2%	117
Rented DVDs in last 30 days: 2	6,053	4.1%	109
Rented DVDs in last 30 days: 3+	13,274	8.9%	99
Rented movie/oth video/30 days: action/adventure	34,843	23.4%	109
Rented movie/oth video/30 days: classics	9,970	6.7%	105
Rented movie/oth video/30 days: comedy	34,473	23.1%	111
Rented movie/oth video/30 days: drama	24,920	16.7%	114
Rented movie/oth video/30 days: family/children	15,510	10.4%	103
Rented movie/oth video/30 days: foreign	4,010	2.7%	106
Rented movie/oth video/30 days: horror	9,448	6.3%	88
Rented movie/oth video/30 days: musical	4,218	2.8%	103
Rented movie/oth video/30 days: news/documentary	6,590	4.4%	106
Rented movie/oth video/30 days: romance	12,253	8.2%	105
Rented movie/oth video/30 days: science fiction	12,305	8.2%	112
Rented movie/oth video/30 days: TV show	13,061	8.8%	111
Rented movie/oth video/30 days: western	3,495	2.3%	87

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Rented/purch DVD/Blu-ray/30 days: from amazon.com	13,374	9.0%	119
Rented DVD/Blu-ray/30 days: from netflix.com	23,738	15.9%	118
Rented/purch DVD/Blu-ray/30 days: from Redbox	27,440	18.4%	108
HH owns ATV/UTV	3,398	4.2%	72
Bought any children`s toy/game in last 12 months	49,755	33.4%	102
Spent on toys/games for child last 12 months: <\$50	8,393	5.6%	94
Spent on toys/games for child last 12 months: \$50-99	3,747	2.5%	99
Spent on toys/games for child last 12 months: \$100-199	9,754	6.5%	105
Spent on toys/games for child last 12 months: \$200-499	13,594	9.1%	103
Spent on toys/games for child last 12 months: \$500+	7,780	5.2%	112
Bought any toys/games online in last 12 months	16,345	11.0%	117
Bought infant toy in last 12 months	9,898	6.6%	100
Bought pre-school toy in last 12 months	10,619	7.1%	104
Bought for child last 12 months: boy action figure	11,236	7.5%	95
Bought for child last 12 months: girl action figure	4,460	3.0%	87
Bought for child last 12 months: action game	3,331	2.2%	88
Bought for child last 12 months: bicycle	8,265	5.5%	93
Bought for child last 12 months: board game	18,069	12.1%	109
Bought for child last 12 months: builder set	8,336	5.6%	108
Bought for child last 12 months: car	11,387	7.6%	95
Bought for child last 12 months: construction toy	8,727	5.9%	102
Bought for child last 12 months: fashion doll	5,430	3.6%	84
Bought for child last 12 months: large/baby doll	9,219	6.2%	89
Bought for child last 12 months: doll accessories	5,589	3.7%	97
Bought for child last 12 months: doll clothing	5,606	3.8%	92
Bought for child last 12 months: educational toy	18,788	12.6%	107
Bought for child last 12 months: electronic doll/animal	3,674	2.5%	89
Bought for child last 12 months: electronic game	8,367	5.6%	101
Bought for child last 12 months: mechanical toy	5,682	3.8%	96
Bought for child last 12 months: model kit/set	4,719	3.2%	108
Bought for child last 12 months: plush doll/animal	13,260	8.9%	109
Bought for child last 12 months: sound game	2,518	1.7%	89
Bought for child last 12 months: water toy	15,014	10.1%	109
Bought for child last 12 months: word game	3,555	2.4%	95

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Bought digital book in last 12 months	25,804	17.3%	130
Bought hardcover book in last 12 months	34,903	23.4%	118
Bought paperback book in last 12 months	50,123	33.6%	116
Bought 1-3 books in last 12 months	31,778	21.3%	108
Bought 4-6 books in last 12 months	15,781	10.6%	114
Bought 7+ books in last 12 months	29,746	19.9%	124
Bought book (fiction) in last 12 months	44,640	29.9%	122
Bought book (non-fiction) in last 12 months	40,854	27.4%	122
Bought biography in last 12 months	12,988	8.7%	128
Bought children`s book in last 12 months	14,628	9.8%	108
Bought cookbook in last 12 months	11,648	7.8%	108
Bought history book in last 12 months	15,226	10.2%	121
Bought mystery book in last 12 months	18,501	12.4%	122
Bought novel in last 12 months	26,456	17.7%	130
Bought religious book (not bible) in last 12 mo	10,186	6.8%	105
Bought romance book in last 12 months	9,747	6.5%	111
Bought science fiction book in last 12 months	9,315	6.2%	110
Bought personal/business self-help book last 12 months	11,364	7.6%	120
Bought travel book in last 12 months	3,529	2.4%	114
Bought book online in last 12 months	39,700	26.6%	131
Bought book last 12 months: amazon.com	37,713	25.3%	130
Bought book last 12 months: barnes&noble.com	3,967	2.7%	121
Bought book last 12 months: Barnes & Noble book store	23,238	15.6%	120
Bought book last 12 months: other book store (not B&N)	16,815	11.3%	112
Bought book last 12 months: mail order	3,247	2.2%	111
Listened to/purchased audiobook in last 6 months	10,088	6.8%	125

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