Sports and Leisure Market Potential

Anchorage Plaza- Phase Three
12910 Factory Ln, Louisville, Kentucky, 40245
Ring: 1 mile radius

Prepared by Charlotte Hollkamp
Latitude: 38.28821
Longitude: -85.51154

Demographic Summary	2018	2023
Population	4,280	4,600
Population 18+	3,116	3,353
Households	1,858	2,005
Median Household Income	$100,529	$105,676

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Participated in aerobics in last 12 months	315	10.1%	129
Participated in archery in last 12 months	72	2.3%	86
Participated in backpacking in last 12 months	108	3.5%	96
Participated in baseball in last 12 months	140	4.5%	108
Participated in basketball in last 12 months	291	9.3%	113
Participated in bicycling (mountain) in last 12 months	168	5.4%	132
Participated in bicycling (road) in last 12 months	405	13.0%	128
Participated in boating (power) in last 12 months	204	6.5%	128
Participated in bowling in last 12 months	361	11.6%	120
Participated in canoeing/kayaking in last 12 months	208	6.7%	101
Participated in fishing (fresh water) in last 12 months	355	11.4%	99
Participated in fishing (salt water) in last 12 months	140	4.5%	118
Participated in football in last 12 months	147	4.7%	108
Participated in Frisbee in last 12 months	132	4.2%	102
Participated in golf in last 12 months	393	12.6%	146
Participated in hiking in last 12 months	490	15.7%	130
Participated in horseback riding in last 12 months	48	1.5%	68
Participated in hunting with rifle in last 12 months	100	3.2%	76
Participated in hunting with shotgun in last 12 months	75	2.4%	72
Participated in ice skating in last 12 months	118	3.8%	126
Participated in jogging/running in last 12 months	616	19.8%	153
Participated in motorcycling in last 12 months	72	2.3%	72
Participated in Pilates in last 12 months	123	3.9%	141
Participated in ping pong in last 12 mos	151	4.8%	128
Participated in rock climbing in last 12 mos	74	2.4%	139
Participated in skiing (downhill) in last 12 months	115	3.7%	123
Participated in soccer in last 12 months	136	4.4%	106
Participated in softball in last 12 months	97	3.1%	113
Participated in swimming in last 12 months	583	18.7%	115
Participated in target shooting in last 12 months	147	4.7%	108
Participated in tennis in last 12 months	151	4.8%	139
Participated in volleyball in last 12 months	102	3.3%	100
Participated in walking for exercise in last 12 months	930	29.8%	123
Participated in weight lifting in last 12 months	496	15.9%	152
Participated in yoga in last 12 months	354	11.4%	139
Participated in Zumba in last 12 mos	128	4.1%	110
Spent on sports/rec equip in last 12 months: $1-99	246	7.9%	117
Spent on sports/rec equip in last 12 months: $100-$249	255	8.2%	130
Spent on sports/rec equip in last 12 months: $250+	301	9.7%	123
Attend sports events	744	23.9%	141
Attend sports events: baseball game - MLB reg seas	283	9.1%	159
Attend sports events: basketball game-NBA reg seas	57	1.8%	111
Attend sports events: football game (college)	175	5.6%	161
Attend sports events: football game - NFL weekend	101	3.2%	155
Attend sports events: high school sports	142	4.6%	141

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.

July 16, 2018

Sports and Leisure Market Potential

Anchorage Plaza- Phase Three
12910 Factory Ln, Louisville, Kentucky, 40245
Ring: 1 mile radius

Prepared by Charlotte Hollkamp
Latitude: 38.28821
Longitude: -85.51154

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Listen to sports on radio	443	14.2%	123
Watch sports on TV	2,017	64.7%	111
Watch on TV: alpine skiing/ski jumping	111	3.6%	121
Watch on TV: auto racing (NASCAR)	262	8.4%	80
Watch on TV: auto racing (not NASCAR)	129	4.1%	97
Watch on TV: baseball (MLB regular season)	707	22.7%	116
Watch on TV: baseball (MLB playoffs/World Series)	633	20.3%	119
Watch on TV: basketball (college)	525	16.8%	130
Watch on TV: basketball (NCAA tournament)	500	16.0%	124
Watch on TV: basketball (NBA regular season)	560	18.0%	117
Watch on TV: basketball (NBA playoffs/finals)	655	21.0%	125
Watch on TV: basketball (WNBA)	74	2.4%	81
Watch on TV: bicycle racing	92	3.0%	131
Watch on TV: bowling	62	2.0%	95
Watch on TV: boxing	213	6.8%	102
Watch on TV: bull riding (pro)	88	2.8%	96
Watch on TV: Equestrian events	49	1.6%	70
Watch on TV: extreme sports (summer)	120	3.9%	107
Watch on TV: extreme sports (winter)	149	4.8%	119
Watch on TV: figure skating	151	4.8%	88
Watch on TV: fishing	143	4.6%	99
Watch on TV: football (college)	924	29.7%	126
Watch on TV: football (NFL Mon/Thurs night games)	1,205	38.7%	120
Watch on TV: football (NFL weekend games)	1,190	38.2%	117
Watch on TV: football (NFL playoffs/Super Bowl)	1,219	39.1%	117
Watch on TV: golf (PGA)	455	14.6%	125
Watch on TV: golf (LPGA)	125	4.0%	104
Watch on TV: gymnastics	217	7.0%	122
Watch on TV: high school sports	225	7.2%	148
Watch on TV: horse racing (at track or OTB)	72	2.3%	78
Watch on TV: ice hockey (NHL regular season)	277	8.9%	101
Watch on TV: ice hockey (NHL playoffs/Stanley Cup)	259	8.3%	97
Watch on TV: mixed martial arts (MMA)	125	4.0%	101
Watch on TV: motorcycle racing	70	2.2%	76
Watch on TV: Olympics (summer)	607	19.5%	123
Watch on TV: Olympics (winter)	360	11.6%	103
Watch on TV: rodeo	84	2.7%	87
Watch on TV: soccer (MLS)	219	7.0%	140
Watch on TV: soccer (World Cup)	333	10.7%	131
Watch on TV: tennis (men`s)	220	7.1%	117
Watch on TV: tennis (women`s)	193	6.2%	101
Watch on TV: track & field	162	5.2%	131
Watch on TV: volleyball (pro beach)	109	3.5%	128
Watch on TV: wrestling (WWE)	136	4.4%	86
Interest in sports: college basketball Super Fan	110	3.5%	95
Interest in sports: college football Super Fan	242	7.8%	97
Interest in sports: golf Super Fan	49	1.6%	79
Interest in sports: high school sports Super Fan	81	2.6%	87
Interest in sports: MLB Super Fan	140	4.5%	88
Interest in sports: NASCAR Super Fan	51	1.6%	54
Interest in sports: NBA Super Fan	142	4.6%	82
Interest in sports: NFL Super Fan	385	12.4%	98
Interest in sports: NHL Super Fan	80	2.6%	75
Interest in sports: soccer Super Fan	93	3.0%	102

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.

July 16, 2018

Anchorage Plaza- Phase Three
Prepared by Charlotte Hollkamp
12910 Factory Ln, Louisville, Kentucky, 40245
Latitude: 38.28821
Ring: 1 mile radius
Longitude: -85.51154

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Member of AARP	345	11.1%	93
Member of charitable organization	164	5.3%	119
Member of church board	102	3.3%	113
Member of fraternal order	70	2.2%	93
Member of religious club	127	4.1%	112
Member of union	113	3.6%	95
Member of veterans club	73	2.3%	94
Attended adult education course in last 12 months	282	9.1%	116
Went to art gallery in last 12 months	271	8.7%	110
Attended auto show in last 12 months	190	6.1%	103
Did baking in last 12 months	795	25.5%	109
Went to bar/night club in last 12 months	648	20.8%	119
Went to beach in last 12 months	1,122	36.0%	128
Played billiards/pool in last 12 months	208	6.7%	101
Played bingo in last 12 months	139	4.5%	110
Did birdwatching in last 12 months	97	3.1%	70
Played board game in last 12 months	602	19.3%	132
Read book in last 12 months	1,238	39.7%	117
Participated in book club in last 12 months	89	2.9%	97
Went on overnight camping trip in last 12 months	406	13.0%	107
Played cards in last 12 months	594	19.1%	118
Played chess in last 12 months	123	3.9%	112
Played computer game (offline w/software)/12 months	221	7.1%	107
Played computer game (online w/o software)/12 months	416	13.4%	110
Cooked for fun in last 12 months	781	25.1%	115
Did crossword puzzle in last 12 months	282	9.1%	92
Danced/went dancing in last 12 months	272	8.7%	115
Attended dance performance in last 12 months	185	5.9%	140
Dined out in last 12 months	1,864	59.8%	117
Participated in fantasy sports league last 12 months	198	6.4%	131
Participated in tailgating in last 12 months	209	6.7%	144
Did furniture refinishing in last 12 months	101	3.2%	87
Gambled at casino in last 12 months	409	13.1%	101
Gambled in Las Vegas in last 12 months	152	4.9%	145
Participate in indoor gardening/plant care	278	8.9%	97
Attended horse races in last 12 months	80	2.6%	111
Participated in karaoke in last 12 months	140	4.5%	113
Bought lottery ticket in last 12 months	1,116	35.8%	100
Played lottery 6+ times in last 30 days	288	9.2%	87
Bought lottery ticket in last 12 months: Daily Drawing	63	2.0%	60
Bought lottery ticket in last 12 months: Instant Game	444	14.2%	81
Bought lottery ticket in last 12 months: Mega Millions	523	16.8%	107
Bought lottery ticket in last 12 months: Powerball	748	24.0%	109
Attended a movie in last 6 months	2,215	71.1%	119
Attended movie in last 90 days: once/week or more	63	2.0%	86
Attended movie in last 90 days: 2-3 times a month	271	8.7%	140
Attended movie in last 90 days: once a month	441	14.2%	142
Attended movie in last 90 days: < once a month	1,292	41.5%	116
Movie genre seen at theater/6 months: action	1,105	35.5%	129

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.

July 16, 2018

Sports and Leisure Market Potential

Anchorage Plaza- Phase Three
12910 Factory Ln, Louisville, Kentucky, 40245
Ring: 1 mile radius

Prepared by Charlotte Hollkamp
Latitude: 38.28821
Longitude: -85.51154

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Movie genre seen at theater/6 months: adventure	1,249	40.1%	129
Movie genre seen at theater/6 months: comedy	984	31.6%	130
Movie genre seen at theater/6 months: crime	400	12.8%	117
Movie genre seen at theater/6 months: drama	903	29.0%	123
Movie genre seen at theater/6 months: family	402	12.9%	126
Movie genre seen at theater/6 months: fantasy	588	18.9%	136
Movie genre seen at theater/6 months: horror	155	5.0%	93
Movie genre seen at theater/6 months: romance	255	8.2%	105
Movie genre seen at theater/6 months: science fiction	801	25.7%	131
Movie genre seen at theater/6 months: thriller	685	22.0%	127
Went to museum in last 12 months	437	14.0%	109
Attended classical music/opera performance/12 months	141	4.5%	121
Attended country music performance in last 12 months	230	7.4%	113
Attended rock music performance in last 12 months	383	12.3%	131
Played musical instrument in last 12 months	221	7.1%	95
Did painting/drawing in last 12 months	225	7.2%	95
Did photo album/scrapbooking in last 12 months	166	5.3%	119
Did photography in last 12 months	380	12.2%	117
Did Sudoku puzzle in last 12 months	273	8.8%	111
Went to live theater in last 12 months	422	13.5%	117
Visited a theme park in last 12 months	803	25.8%	136
Visited a theme park 5+ times in last 12 months	160	5.1%	129
Participated in trivia games in last 12 months	228	7.3%	110
Played video/electronic game (console) last 12 months	313	10.0%	110
Played video/electronic game (portable) last 12 months	175	5.6%	108
Visited an indoor water park in last 12 months	117	3.8%	115
Did woodworking in last 12 months	139	4.5%	98
Participated in word games in last 12 months	316	10.1%	98
Went to zoo in last 12 months	497	15.9%	126
Purchased DVDs in last 30 days: 1	119	3.8%	147
Purchased DVDs in last 30 days: 2	55	1.8%	87
Purchased DVDs in last 30 days: 3+	100	3.2%	84
Purchased DVD/Blu-ray disc online in last 12 months	269	8.6%	130
Rented DVDs in last 30 days: 1	159	5.1%	143
Rented DVDs in last 30 days: 2	163	5.2%	141
Rented DVDs in last 30 days: 3+	293	9.4%	104
Rented movie/oth video/30 days: action/adventure	838	26.9%	126
Rented movie/oth video/30 days: classics	240	7.7%	121
Rented movie/oth video/30 days: comedy	819	26.3%	126
Rented movie/oth video/30 days: drama	559	17.9%	122
Rented movie/oth video/30 days: family/children	452	14.5%	144
Rented movie/oth video/30 days: foreign	85	2.7%	108
Rented movie/oth video/30 days: horror	201	6.5%	90
Rented movie/oth video/30 days: musical	101	3.2%	118
Rented movie/oth video/30 days: news/documentary	122	3.9%	94
Rented movie/oth video/30 days: romance	305	9.8%	125
Rented movie/oth video/30 days: science fiction	276	8.9%	120
Rented movie/oth video/30 days: TV show	263	8.4%	107
Rented movie/oth video/30 days: western	65	2.1%	77

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.

July 16, 2018

Anchorage Plaza- Phase Three
12910 Factory Ln, Louisville, Kentucky, 40245
Ring: 1 mile radius

Prepared by Charlotte Hollkamp
Latitude: 38.28821
Longitude: -85.51154

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Rented/purch DVD/Blu-ray/30 days: from amazon.com	357	11.5%	152
Rented DVD/Blu-ray/30 days: from netflix.com	571	18.3%	136
Rented/purch DVD/Blu-ray/30 days: from Redbox	716	23.0%	135
HH owns ATV/UTV	87	4.7%	80
Bought any children`s toy/game in last 12 months	1,151	36.9%	113
Spent on toys/games for child last 12 months: <$50	185	5.9%	99
Spent on toys/games for child last 12 months: $50-99	74	2.4%	93
Spent on toys/games for child last 12 months: $100-199	205	6.6%	106
Spent on toys/games for child last 12 months: $200-499	339	10.9%	122
Spent on toys/games for child last 12 months: $500+	195	6.3%	134
Bought any toys/games online in last 12 months	407	13.1%	140
Bought infant toy in last 12 months	217	7.0%	105
Bought pre-school toy in last 12 months	274	8.8%	128
Bought for child last 12 months: boy action figure	275	8.8%	111
Bought for child last 12 months: girl action figure	134	4.3%	126
Bought for child last 12 months: action game	83	2.7%	106
Bought for child last 12 months: bicycle	244	7.8%	131
Bought for child last 12 months: board game	464	14.9%	134
Bought for child last 12 months: builder set	177	5.7%	110
Bought for child last 12 months: car	277	8.9%	110
Bought for child last 12 months: construction toy	188	6.0%	105
Bought for child last 12 months: fashion doll	148	4.7%	110
Bought for child last 12 months: large/baby doll	210	6.7%	97
Bought for child last 12 months: doll accessories	158	5.1%	131
Bought for child last 12 months: doll clothing	130	4.2%	102
Bought for child last 12 months: educational toy	445	14.3%	121
Bought for child last 12 months: electronic doll/animal	90	2.9%	104
Bought for child last 12 months: electronic game	195	6.3%	113
Bought for child last 12 months: mechanical toy	124	4.0%	101
Bought for child last 12 months: model kit/set	99	3.2%	109
Bought for child last 12 months: plush doll/animal	261	8.4%	103
Bought for child last 12 months: sound game	49	1.6%	83
Bought for child last 12 months: water toy	327	10.5%	114
Bought for child last 12 months: word game	83	2.7%	106

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.

July 16, 2018

Sports and Leisure Market Potential

Anchorage Plaza- Phase Three
12910 Factory Ln, Louisville, Kentucky, 40245
Ring: 1 mile radius

Prepared by Charlotte Hollkamp
Latitude: 38.28821
Longitude: -85.51154

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Bought digital book in last 12 months	551	17.7%	133
Bought hardcover book in last 12 months	754	24.2%	122
Bought paperback book in last 12 months	1,080	34.7%	120
Bought 1-3 books in last 12 months	706	22.7%	115
Bought 4-6 books in last 12 months	308	9.9%	106
Bought 7+ books in last 12 months	623	20.0%	124
Bought book (fiction) in last 12 months	933	29.9%	122
Bought book (non-fiction) in last 12 months	887	28.5%	126
Bought biography in last 12 months	260	8.3%	123
Bought children`s book in last 12 months	341	10.9%	120
Bought cookbook in last 12 months	188	6.0%	83
Bought history book in last 12 months	265	8.5%	101
Bought mystery book in last 12 months	356	11.4%	112
Bought novel in last 12 months	513	16.5%	121
Bought religious book (not bible) in last 12 mo	210	6.7%	103
Bought romance book in last 12 months	187	6.0%	102
Bought science fiction book in last 12 months	217	7.0%	123
Bought personal/business self-help book last 12 months	279	9.0%	141
Bought travel book in last 12 months	57	1.8%	88
Bought book online in last 12 months	894	28.7%	142
Bought book last 12 months: amazon.com	851	27.3%	140
Bought book last 12 months: barnes&noble.com	100	3.2%	146
Bought book last 12 months: Barnes & Noble book store	569	18.3%	140
Bought book last 12 months: other book store (not B&N)	355	11.4%	113
Bought book last 12 months: mail order	48	1.5%	79
Listened to/purchased audiobook in last 6 months	205	6.6%	122

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.

July 16, 2018

Anchorage Plaza- Phase Three
12910 Factory Ln, Louisville, Kentucky, 40245
Ring: 3 mile radius

Prepared by Charlotte Hollkamp
Latitude: 38.28821
Longitude: -85.51154

Demographic Summary	2018	2023
Population	45,553	48,000
Population 18+	33,931	36,133
Households	17,438	18,416
Median Household Income	$88,482	$96,236

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Participated in aerobics in last 12 months	3,482	10.3%	131
Participated in archery in last 12 months	927	2.7%	102
Participated in backpacking in last 12 months	1,454	4.3%	119
Participated in baseball in last 12 months	1,435	4.2%	102
Participated in basketball in last 12 months	2,971	8.8%	106
Participated in bicycling (mountain) in last 12 months	1,889	5.6%	137
Participated in bicycling (road) in last 12 months	4,497	13.3%	131
Participated in boating (power) in last 12 months	2,077	6.1%	120
Participated in bowling in last 12 months	3,767	11.1%	115
Participated in canoeing/kayaking in last 12 months	2,692	7.9%	121
Participated in fishing (fresh water) in last 12 months	3,812	11.2%	98
Participated in fishing (salt water) in last 12 months	1,469	4.3%	114
Participated in football in last 12 months	1,619	4.8%	109
Participated in Frisbee in last 12 months	1,654	4.9%	117
Participated in golf in last 12 months	4,128	12.2%	141
Participated in hiking in last 12 months	5,670	16.7%	138
Participated in horseback riding in last 12 months	716	2.1%	93
Participated in hunting with rifle in last 12 months	1,093	3.2%	76
Participated in hunting with shotgun in last 12 months	974	2.9%	85
Participated in ice skating in last 12 months	1,286	3.8%	127
Participated in jogging/running in last 12 months	6,298	18.6%	144
Participated in motorcycling in last 12 months	976	2.9%	90
Participated in Pilates in last 12 months	1,324	3.9%	140
Participated in ping pong in last 12 mos	1,808	5.3%	141
Participated in rock climbing in last 12 mos	642	1.9%	111
Participated in skiing (downhill) in last 12 months	1,562	4.6%	154
Participated in soccer in last 12 months	1,483	4.4%	106
Participated in softball in last 12 months	1,002	3.0%	107
Participated in swimming in last 12 months	6,899	20.3%	125
Participated in target shooting in last 12 months	1,555	4.6%	105
Participated in tennis in last 12 months	1,603	4.7%	136
Participated in volleyball in last 12 months	1,093	3.2%	98
Participated in walking for exercise in last 12 months	10,380	30.6%	126
Participated in weight lifting in last 12 months	5,089	15.0%	143
Participated in yoga in last 12 months	3,819	11.3%	138
Participated in Zumba in last 12 mos	1,469	4.3%	116
Spent on sports/rec equip in last 12 months: $1-99	2,623	7.7%	115
Spent on sports/rec equip in last 12 months: $100-$249	2,473	7.3%	116
Spent on sports/rec equip in last 12 months: $250+	3,217	9.5%	120
Attend sports events	7,699	22.7%	134
Attend sports events: baseball game - MLB reg seas	2,774	8.2%	143
Attend sports events: basketball game-NBA reg seas	788	2.3%	141
Attend sports events: football game (college)	1,630	4.8%	138
Attend sports events: football game - NFL weekend	986	2.9%	139
Attend sports events: high school sports	1,356	4.0%	124

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.

July 16, 2018

Anchorage Plaza- Phase Three
12910 Factory Ln, Louisville, Kentucky, 40245
Ring: 3 mile radius

Prepared by Charlotte Hollkamp
Latitude: 38.28821
Longitude: -85.51154

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Listen to sports on radio	4,882	14.4%	125
Watch sports on TV	22,159	65.3%	112
Watch on TV: alpine skiing/ski jumping	1,261	3.7%	126
Watch on TV: auto racing (NASCAR)	3,074	9.1%	87
Watch on TV: auto racing (not NASCAR)	1,411	4.2%	98
Watch on TV: baseball (MLB regular season)	8,063	23.8%	121
Watch on TV: baseball (MLB playoffs/World Series)	7,085	20.9%	122
Watch on TV: basketball (college)	5,231	15.4%	119
Watch on TV: basketball (NCAA tournament)	5,295	15.6%	121
Watch on TV: basketball (NBA regular season)	5,770	17.0%	111
Watch on TV: basketball (NBA playoffs/finals)	6,600	19.5%	116
Watch on TV: basketball (WNBA)	795	2.3%	80
Watch on TV: bicycle racing	1,040	3.1%	136
Watch on TV: bowling	594	1.8%	83
Watch on TV: boxing	2,135	6.3%	94
Watch on TV: bull riding (pro)	833	2.5%	83
Watch on TV: Equestrian events	702	2.1%	92
Watch on TV: extreme sports (summer)	1,219	3.6%	100
Watch on TV: extreme sports (winter)	1,461	4.3%	107
Watch on TV: figure skating	2,023	6.0%	108
Watch on TV: fishing	1,448	4.3%	92
Watch on TV: football (college)	9,651	28.4%	121
Watch on TV: football (NFL Mon/Thurs night games)	12,798	37.7%	117
Watch on TV: football (NFL weekend games)	13,143	38.7%	118
Watch on TV: football (NFL playoffs/Super Bowl)	13,411	39.5%	118
Watch on TV: golf (PGA)	5,214	15.4%	131
Watch on TV: golf (LPGA)	1,539	4.5%	118
Watch on TV: gymnastics	2,301	6.8%	119
Watch on TV: high school sports	1,927	5.7%	116
Watch on TV: horse racing (at track or OTB)	969	2.9%	97
Watch on TV: ice hockey (NHL regular season)	3,515	10.4%	117
Watch on TV: ice hockey (NHL playoffs/Stanley Cup)	3,436	10.1%	118
Watch on TV: mixed martial arts (MMA)	1,420	4.2%	105
Watch on TV: motorcycle racing	916	2.7%	91
Watch on TV: Olympics (summer)	6,821	20.1%	127
Watch on TV: Olympics (winter)	4,361	12.9%	114
Watch on TV: rodeo	816	2.4%	77
Watch on TV: soccer (MLS)	2,151	6.3%	126
Watch on TV: soccer (World Cup)	3,672	10.8%	133
Watch on TV: tennis (men`s)	2,630	7.8%	129
Watch on TV: tennis (women`s)	2,550	7.5%	122
Watch on TV: track & field	1,625	4.8%	121
Watch on TV: volleyball (pro beach)	1,082	3.2%	117
Watch on TV: wrestling (WWE)	1,312	3.9%	76
Interest in sports: college basketball Super Fan	1,095	3.2%	87
Interest in sports: college football Super Fan	2,658	7.8%	98
Interest in sports: golf Super Fan	640	1.9%	95
Interest in sports: high school sports Super Fan	766	2.3%	76
Interest in sports: MLB Super Fan	1,643	4.8%	94
Interest in sports: NASCAR Super Fan	639	1.9%	63
Interest in sports: NBA Super Fan	1,584	4.7%	84
Interest in sports: NFL Super Fan	4,136	12.2%	97
Interest in sports: NHL Super Fan	1,001	3.0%	86
Interest in sports: soccer Super Fan	1,103	3.3%	111

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.

July 16, 2018

Sports and Leisure Market Potential

Anchorage Plaza- Phase Three
12910 Factory Ln, Louisville, Kentucky, 40245
Ring: 3 mile radius

Prepared by Charlotte Hollkamp
Latitude: 38.28821
Longitude: -85.51154

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Member of AARP	4,575	13.5%	113
Member of charitable organization	2,005	5.9%	133
Member of church board	1,072	3.2%	109
Member of fraternal order	887	2.6%	108
Member of religious club	1,355	4.0%	110
Member of union	1,401	4.1%	108
Member of veterans club	781	2.3%	92
Attended adult education course in last 12 months	3,175	9.4%	120
Went to art gallery in last 12 months	3,272	9.6%	122
Attended auto show in last 12 months	2,122	6.3%	106
Did baking in last 12 months	9,404	27.7%	119
Went to bar/night club in last 12 months	6,884	20.3%	116
Went to beach in last 12 months	12,137	35.8%	127
Played billiards/pool in last 12 months	2,422	7.1%	107
Played bingo in last 12 months	1,314	3.9%	96
Did birdwatching in last 12 months	1,581	4.7%	104
Played board game in last 12 months	6,457	19.0%	130
Read book in last 12 months	14,001	41.3%	122
Participated in book club in last 12 months	1,365	4.0%	137
Went on overnight camping trip in last 12 months	4,607	13.6%	111
Played cards in last 12 months	6,254	18.4%	115
Played chess in last 12 months	1,231	3.6%	103
Played computer game (offline w/software)/12 months	2,437	7.2%	108
Played computer game (online w/o software)/12 months	4,594	13.5%	112
Cooked for fun in last 12 months	8,631	25.4%	116
Did crossword puzzle in last 12 months	3,662	10.8%	110
Danced/went dancing in last 12 months	2,939	8.7%	114
Attended dance performance in last 12 months	1,796	5.3%	125
Dined out in last 12 months	20,505	60.4%	118
Participated in fantasy sports league last 12 months	2,054	6.1%	125
Participated in tailgating in last 12 months	1,893	5.6%	120
Did furniture refinishing in last 12 months	1,287	3.8%	102
Gambled at casino in last 12 months	4,685	13.8%	107
Gambled in Las Vegas in last 12 months	1,617	4.8%	142
Participate in indoor gardening/plant care	3,451	10.2%	111
Attended horse races in last 12 months	947	2.8%	121
Participated in karaoke in last 12 months	1,393	4.1%	104
Bought lottery ticket in last 12 months	12,277	36.2%	101
Played lottery 6+ times in last 30 days	3,058	9.0%	85
Bought lottery ticket in last 12 months: Daily Drawing	755	2.2%	67
Bought lottery ticket in last 12 months: Instant Game	5,102	15.0%	85
Bought lottery ticket in last 12 months: Mega Millions	5,738	16.9%	108
Bought lottery ticket in last 12 months: Powerball	8,168	24.1%	109
Attended a movie in last 6 months	23,325	68.7%	116
Attended movie in last 90 days: once/week or more	814	2.4%	102
Attended movie in last 90 days: 2-3 times a month	2,496	7.4%	118
Attended movie in last 90 days: once a month	4,185	12.3%	124
Attended movie in last 90 days: < once a month	14,241	42.0%	117
Movie genre seen at theater/6 months: action	10,913	32.2%	117

July 16, 2018

Anchorage Plaza- Phase Three
12910 Factory Ln, Louisville, Kentucky, 40245
Ring: 3 mile radius

Prepared by Charlotte Hollkamp
Latitude: 38.28821
Longitude: -85.51154

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Movie genre seen at theater/6 months: adventure	12,697	37.4%	120
Movie genre seen at theater/6 months: comedy	9,563	28.2%	116
Movie genre seen at theater/6 months: crime	3,939	11.6%	106
Movie genre seen at theater/6 months: drama	9,400	27.7%	118
Movie genre seen at theater/6 months: family	3,873	11.4%	112
Movie genre seen at theater/6 months: fantasy	5,673	16.7%	121
Movie genre seen at theater/6 months: horror	1,573	4.6%	87
Movie genre seen at theater/6 months: romance	2,847	8.4%	107
Movie genre seen at theater/6 months: science fiction	8,048	23.7%	120
Movie genre seen at theater/6 months: thriller	6,976	20.6%	119
Went to museum in last 12 months	5,627	16.6%	128
Attended classical music/opera performance/12 months	1,691	5.0%	133
Attended country music performance in last 12 months	2,630	7.8%	118
Attended rock music performance in last 12 months	4,202	12.4%	131
Played musical instrument in last 12 months	2,716	8.0%	107
Did painting/drawing in last 12 months	2,764	8.1%	107
Did photo album/scrapbooking in last 12 months	1,890	5.6%	125
Did photography in last 12 months	4,555	13.4%	129
Did Sudoku puzzle in last 12 months	3,098	9.1%	116
Went to live theater in last 12 months	5,134	15.1%	130
Visited a theme park in last 12 months	7,585	22.4%	118
Visited a theme park 5+ times in last 12 months	1,708	5.0%	126
Participated in trivia games in last 12 months	2,550	7.5%	113
Played video/electronic game (console) last 12 months	3,051	9.0%	98
Played video/electronic game (portable) last 12 months	1,850	5.5%	105
Visited an indoor water park in last 12 months	1,206	3.6%	109
Did woodworking in last 12 months	1,626	4.8%	106
Participated in word games in last 12 months	3,893	11.5%	111
Went to zoo in last 12 months	5,209	15.4%	121
Purchased DVDs in last 30 days: 1	942	2.8%	107
Purchased DVDs in last 30 days: 2	581	1.7%	84
Purchased DVDs in last 30 days: 3+	1,059	3.1%	81
Purchased DVD/Blu-ray disc online in last 12 months	2,982	8.8%	132
Rented DVDs in last 30 days: 1	1,462	4.3%	121
Rented DVDs in last 30 days: 2	1,424	4.2%	113
Rented DVDs in last 30 days: 3+	2,977	8.8%	97
Rented movie/oth video/30 days: action/adventure	8,650	25.5%	119
Rented movie/oth video/30 days: classics	2,550	7.5%	118
Rented movie/oth video/30 days: comedy	8,248	24.3%	117
Rented movie/oth video/30 days: drama	5,833	17.2%	117
Rented movie/oth video/30 days: family/children	4,274	12.6%	125
Rented movie/oth video/30 days: foreign	940	2.8%	110
Rented movie/oth video/30 days: horror	2,173	6.4%	89
Rented movie/oth video/30 days: musical	1,027	3.0%	110
Rented movie/oth video/30 days: news/documentary	1,524	4.5%	108
Rented movie/oth video/30 days: romance	3,000	8.8%	113
Rented movie/oth video/30 days: science fiction	3,089	9.1%	123
Rented movie/oth video/30 days: TV show	3,090	9.1%	115
Rented movie/oth video/30 days: western	824	2.4%	90

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.

July 16, 2018

Sports and Leisure Market Potential

Anchorage Plaza- Phase Three
12910 Factory Ln, Louisville, Kentucky, 40245
Ring: 3 mile radius

Prepared by Charlotte Hollkamp
Latitude: 38.28821
Longitude: -85.51154

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Rented/purch DVD/Blu-ray/30 days: from amazon.com	3,409	10.0%	134
Rented DVD/Blu-ray/30 days: from netflix.com	5,823	17.2%	128
Rented/purch DVD/Blu-ray/30 days: from Redbox	6,612	19.5%	115
HH owns ATV/UTV	804	4.6%	79
Bought any children`s toy/game in last 12 months	12,078	35.6%	109
Spent on toys/games for child last 12 months: <$50	1,889	5.6%	93
Spent on toys/games for child last 12 months: $50-99	789	2.3%	91
Spent on toys/games for child last 12 months: $100-199	2,368	7.0%	112
Spent on toys/games for child last 12 months: $200-499	3,482	10.3%	115
Spent on toys/games for child last 12 months: $500+	2,018	5.9%	127
Bought any toys/games online in last 12 months	4,259	12.6%	134
Bought infant toy in last 12 months	2,327	6.9%	103
Bought pre-school toy in last 12 months	2,713	8.0%	117
Bought for child last 12 months: boy action figure	2,709	8.0%	100
Bought for child last 12 months: girl action figure	1,172	3.5%	101
Bought for child last 12 months: action game	771	2.3%	90
Bought for child last 12 months: bicycle	2,143	6.3%	106
Bought for child last 12 months: board game	4,562	13.4%	121
Bought for child last 12 months: builder set	2,001	5.9%	114
Bought for child last 12 months: car	2,724	8.0%	100
Bought for child last 12 months: construction toy	2,058	6.1%	106
Bought for child last 12 months: fashion doll	1,346	4.0%	92
Bought for child last 12 months: large/baby doll	2,192	6.5%	93
Bought for child last 12 months: doll accessories	1,349	4.0%	103
Bought for child last 12 months: doll clothing	1,370	4.0%	99
Bought for child last 12 months: educational toy	4,585	13.5%	115
Bought for child last 12 months: electronic doll/animal	865	2.5%	92
Bought for child last 12 months: electronic game	2,124	6.3%	113
Bought for child last 12 months: mechanical toy	1,451	4.3%	108
Bought for child last 12 months: model kit/set	1,109	3.3%	112
Bought for child last 12 months: plush doll/animal	3,000	8.8%	108
Bought for child last 12 months: sound game	462	1.4%	71
Bought for child last 12 months: water toy	3,559	10.5%	114
Bought for child last 12 months: word game	806	2.4%	94

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults or households in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.
Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2018 and 2023.

July 16, 2018

Sports and Leisure Market Potential

Anchorage Plaza- Phase Three
12910 Factory Ln, Louisville, Kentucky, 40245
Ring: 3 mile radius

Prepared by Charlotte Hollkamp
Latitude: 38.28821
Longitude: -85.51154

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Bought digital book in last 12 months	6,230	18.4%	138
Bought hardcover book in last 12 months	8,342	24.6%	124
Bought paperback book in last 12 months	11,803	34.8%	120
Bought 1-3 books in last 12 months	7,496	22.1%	112
Bought 4-6 books in last 12 months	3,855	11.4%	122
Bought 7+ books in last 12 months	7,002	20.6%	128
Bought book (fiction) in last 12 months	10,587	31.2%	127
Bought book (non-fiction) in last 12 months	9,759	28.8%	128
Bought biography in last 12 months	2,902	8.6%	126
Bought children`s book in last 12 months	3,796	11.2%	123
Bought cookbook in last 12 months	2,601	7.7%	106
Bought history book in last 12 months	3,371	9.9%	118
Bought mystery book in last 12 months	4,089	12.1%	118
Bought novel in last 12 months	6,151	18.1%	133
Bought religious book (not bible) in last 12 mo	2,372	7.0%	107
Bought romance book in last 12 months	2,217	6.5%	111
Bought science fiction book in last 12 months	2,177	6.4%	113
Bought personal/business self-help book last 12 months	2,852	8.4%	133
Bought travel book in last 12 months	812	2.4%	115
Bought book online in last 12 months	9,823	28.9%	143
Bought book last 12 months: amazon.com	9,225	27.2%	139
Bought book last 12 months: barnes&noble.com	1,000	2.9%	134
Bought book last 12 months: Barnes & Noble book store	5,983	17.6%	135
Bought book last 12 months: other book store (not B&N)	3,724	11.0%	109
Bought book last 12 months: mail order	687	2.0%	103
Listened to/purchased audiobook in last 6 months	2,369	7.0%	129

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.

July 16, 2018

Sports and Leisure Market Potential

Anchorage Plaza- Phase Three
12910 Factory Ln, Louisville, Kentucky, 40245
Ring: 5 mile radius

Prepared by Charlotte Hollkamp
Latitude: 38.28821
Longitude: -85.51154

Demographic Summary		2018	2023
Population		121,103	128,090
Population 18+		92,474	98,642
Households		47,790	50,483
Median Household Income		$87,476	$95,495

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Participated in aerobics in last 12 months	9,057	9.8%	125
Participated in archery in last 12 months	2,596	2.8%	105
Participated in backpacking in last 12 months	4,191	4.5%	126
Participated in baseball in last 12 months	4,055	4.4%	106
Participated in basketball in last 12 months	7,863	8.5%	103
Participated in bicycling (mountain) in last 12 months	4,873	5.3%	129
Participated in bicycling (road) in last 12 months	12,164	13.2%	130
Participated in boating (power) in last 12 months	5,688	6.2%	120
Participated in bowling in last 12 months	10,226	11.1%	114
Participated in canoeing/kayaking in last 12 months	7,655	8.3%	126
Participated in fishing (fresh water) in last 12 months	10,551	11.4%	99
Participated in fishing (salt water) in last 12 months	3,794	4.1%	108
Participated in football in last 12 months	4,200	4.5%	104
Participated in Frisbee in last 12 months	4,628	5.0%	120
Participated in golf in last 12 months	11,227	12.1%	140
Participated in hiking in last 12 months	15,110	16.3%	135
Participated in horseback riding in last 12 months	1,856	2.0%	89
Participated in hunting with rifle in last 12 months	3,134	3.4%	80
Participated in hunting with shotgun in last 12 months	2,678	2.9%	86
Participated in ice skating in last 12 months	3,542	3.8%	128
Participated in jogging/running in last 12 months	16,158	17.5%	135
Participated in motorcycling in last 12 months	2,863	3.1%	97
Participated in Pilates in last 12 months	3,289	3.6%	127
Participated in ping pong in last 12 mos	4,747	5.1%	136
Participated in rock climbing in last 12 mos	1,651	1.8%	104
Participated in skiing (downhill) in last 12 months	4,028	4.4%	146
Participated in soccer in last 12 months	3,861	4.2%	101
Participated in softball in last 12 months	2,590	2.8%	102
Participated in swimming in last 12 months	18,931	20.5%	126
Participated in target shooting in last 12 months	4,364	4.7%	108
Participated in tennis in last 12 months	4,097	4.4%	127
Participated in volleyball in last 12 months	2,827	3.1%	93
Participated in walking for exercise in last 12 months	28,428	30.7%	127
Participated in weight lifting in last 12 months	13,186	14.3%	136
Participated in yoga in last 12 months	10,199	11.0%	135
Participated in Zumba in last 12 mos	3,719	4.0%	108
Spent on sports/rec equip in last 12 months: $1-99	7,086	7.7%	114
Spent on sports/rec equip in last 12 months: $100-$249	6,712	7.3%	115
Spent on sports/rec equip in last 12 months: $250+	9,043	9.8%	124
Attend sports events	20,303	22.0%	130
Attend sports events: baseball game - MLB reg seas	7,212	7.8%	137
Attend sports events: basketball game-NBA reg seas	1,842	2.0%	121
Attend sports events: football game (college)	4,350	4.7%	135
Attend sports events: football game - NFL weekend	2,544	2.8%	131
Attend sports events: high school sports	3,890	4.2%	130

July 16, 2018

Anchorage Plaza- Phase Three
12910 Factory Ln, Louisville, Kentucky, 40245
Ring: 5 mile radius

Prepared by Charlotte Hollkamp
Latitude: 38.28821
Longitude: -85.51154

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Listen to sports on radio	13,476	14.6%	126
Watch sports on TV	60,664	65.6%	112
Watch on TV: alpine skiing/ski jumping	3,413	3.7%	125
Watch on TV: auto racing (NASCAR)	9,104	9.8%	94
Watch on TV: auto racing (not NASCAR)	3,929	4.2%	100
Watch on TV: baseball (MLB regular season)	22,413	24.2%	124
Watch on TV: baseball (MLB playoffs/World Series)	19,307	20.9%	122
Watch on TV: basketball (college)	14,247	15.4%	119
Watch on TV: basketball (NCAA tournament)	14,588	15.8%	122
Watch on TV: basketball (NBA regular season)	14,978	16.2%	105
Watch on TV: basketball (NBA playoffs/finals)	17,140	18.5%	110
Watch on TV: basketball (WNBA)	2,136	2.3%	79
Watch on TV: bicycle racing	2,656	2.9%	128
Watch on TV: bowling	1,527	1.7%	79
Watch on TV: boxing	5,667	6.1%	91
Watch on TV: bull riding (pro)	2,267	2.5%	83
Watch on TV: Equestrian events	2,063	2.2%	99
Watch on TV: extreme sports (summer)	3,314	3.6%	100
Watch on TV: extreme sports (winter)	4,003	4.3%	108
Watch on TV: figure skating	5,953	6.4%	116
Watch on TV: fishing	4,090	4.4%	95
Watch on TV: football (college)	26,645	28.8%	122
Watch on TV: football (NFL Mon/Thurs night games)	34,304	37.1%	115
Watch on TV: football (NFL weekend games)	35,649	38.6%	118
Watch on TV: football (NFL playoffs/Super Bowl)	36,217	39.2%	117
Watch on TV: golf (PGA)	14,556	15.7%	134
Watch on TV: golf (LPGA)	4,340	4.7%	122
Watch on TV: gymnastics	6,160	6.7%	117
Watch on TV: high school sports	5,238	5.7%	116
Watch on TV: horse racing (at track or OTB)	2,864	3.1%	105
Watch on TV: ice hockey (NHL regular season)	10,145	11.0%	124
Watch on TV: ice hockey (NHL playoffs/Stanley Cup)	10,176	11.0%	128
Watch on TV: mixed martial arts (MMA)	3,830	4.1%	104
Watch on TV: motorcycle racing	2,498	2.7%	91
Watch on TV: Olympics (summer)	18,288	19.8%	125
Watch on TV: Olympics (winter)	12,084	13.1%	116
Watch on TV: rodeo	2,224	2.4%	77
Watch on TV: soccer (MLS)	5,327	5.8%	114
Watch on TV: soccer (World Cup)	9,640	10.4%	128
Watch on TV: tennis (men`s)	7,296	7.9%	131
Watch on TV: tennis (women`s)	7,198	7.8%	127
Watch on TV: track & field	4,425	4.8%	121
Watch on TV: volleyball (pro beach)	2,807	3.0%	111
Watch on TV: wrestling (WWE)	3,495	3.8%	74
Interest in sports: college basketball Super Fan	2,947	3.2%	85
Interest in sports: college football Super Fan	7,338	7.9%	100
Interest in sports: golf Super Fan	1,866	2.0%	101
Interest in sports: high school sports Super Fan	2,143	2.3%	78
Interest in sports: MLB Super Fan	4,581	5.0%	96
Interest in sports: NASCAR Super Fan	1,679	1.8%	60
Interest in sports: NBA Super Fan	4,108	4.4%	80
Interest in sports: NFL Super Fan	11,361	12.3%	98
Interest in sports: NHL Super Fan	3,027	3.3%	95
Interest in sports: soccer Super Fan	2,626	2.8%	97

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.

July 16, 2018

Sports and Leisure Market Potential

Anchorage Plaza- Phase Three   Prepared by Charlotte Hollkamp
12910 Factory Ln, Louisville, Kentucky, 40245   Latitude: 38.28821
Ring: 5 mile radius   Longitude: -85.51154

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Member of AARP	13,390	14.5%	122
Member of charitable organization	5,298	5.7%	129
Member of church board	2,900	3.1%	108
Member of fraternal order	2,641	2.9%	118
Member of religious club	3,712	4.0%	111
Member of union	4,214	4.6%	120
Member of veterans club	2,391	2.6%	104
Attended adult education course in last 12 months	8,487	9.2%	117
Went to art gallery in last 12 months	9,350	10.1%	128
Attended auto show in last 12 months	5,913	6.4%	108
Did baking in last 12 months	26,313	28.5%	122
Went to bar/night club in last 12 months	18,505	20.0%	115
Went to beach in last 12 months	32,425	35.1%	125
Played billiards/pool in last 12 months	6,637	7.2%	108
Played bingo in last 12 months	3,488	3.8%	93
Did birdwatching in last 12 months	4,644	5.0%	113
Played board game in last 12 months	17,358	18.8%	128
Read book in last 12 months	38,887	42.1%	124
Participated in book club in last 12 months	3,736	4.0%	137
Went on overnight camping trip in last 12 months	12,728	13.8%	113
Played cards in last 12 months	17,152	18.5%	115
Played chess in last 12 months	3,256	3.5%	100
Played computer game (offline w/software)/12 months	6,613	7.2%	108
Played computer game (online w/o software)/12 months	12,559	13.6%	112
Cooked for fun in last 12 months	23,546	25.5%	116
Did crossword puzzle in last 12 months	10,469	11.3%	115
Danced/went dancing in last 12 months	7,858	8.5%	112
Attended dance performance in last 12 months	4,682	5.1%	119
Dined out in last 12 months	56,288	60.9%	119
Participated in fantasy sports league last 12 months	5,521	6.0%	123
Participated in tailgating in last 12 months	5,196	5.6%	121
Did furniture refinishing in last 12 months	3,750	4.1%	109
Gambled at casino in last 12 months	12,834	13.9%	107
Gambled in Las Vegas in last 12 months	3,880	4.2%	125
Participate in indoor gardening/plant care	9,734	10.5%	115
Attended horse races in last 12 months	2,424	2.6%	113
Participated in karaoke in last 12 months	3,343	3.6%	91
Bought lottery ticket in last 12 months	33,835	36.6%	102
Played lottery 6+ times in last 30 days	8,537	9.2%	87
Bought lottery ticket in last 12 months: Daily Drawing	2,419	2.6%	78
Bought lottery ticket in last 12 months: Instant Game	14,636	15.8%	90
Bought lottery ticket in last 12 months: Mega Millions	15,541	16.8%	108
Bought lottery ticket in last 12 months: Powerball	22,429	24.3%	110
Attended a movie in last 6 months	62,293	67.4%	113
Attended movie in last 90 days: once/week or more	2,072	2.2%	95
Attended movie in last 90 days: 2-3 times a month	6,266	6.8%	109
Attended movie in last 90 days: once a month	10,949	11.8%	119
Attended movie in last 90 days: < once a month	38,963	42.1%	117
Movie genre seen at theater/6 months: action	28,000	30.3%	110

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.

July 16, 2018

Anchorage Plaza- Phase Three
12910 Factory Ln, Louisville, Kentucky, 40245
Ring: 5 mile radius

Prepared by Charlotte Hollkamp
Latitude: 38.28821
Longitude: -85.51154

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Movie genre seen at theater/6 months: adventure	33,246	36.0%	115
Movie genre seen at theater/6 months: comedy	24,787	26.8%	110
Movie genre seen at theater/6 months: crime	9,968	10.8%	98
Movie genre seen at theater/6 months: drama	25,092	27.1%	115
Movie genre seen at theater/6 months: family	10,289	11.1%	109
Movie genre seen at theater/6 months: fantasy	14,898	16.1%	116
Movie genre seen at theater/6 months: horror	3,891	4.2%	79
Movie genre seen at theater/6 months: romance	7,638	8.3%	106
Movie genre seen at theater/6 months: science fiction	20,925	22.6%	115
Movie genre seen at theater/6 months: thriller	17,814	19.3%	112
Went to museum in last 12 months	15,636	16.9%	131
Attended classical music/opera performance/12 months	4,752	5.1%	137
Attended country music performance in last 12 months	7,288	7.9%	120
Attended rock music performance in last 12 months	11,329	12.3%	130
Played musical instrument in last 12 months	7,523	8.1%	109
Did painting/drawing in last 12 months	7,987	8.6%	113
Did photo album/scrapbooking in last 12 months	5,079	5.5%	123
Did photography in last 12 months	12,177	13.2%	126
Did Sudoku puzzle in last 12 months	8,472	9.2%	116
Went to live theater in last 12 months	14,346	15.5%	134
Visited a theme park in last 12 months	19,280	20.8%	110
Visited a theme park 5+ times in last 12 months	4,280	4.6%	116
Participated in trivia games in last 12 months	7,064	7.6%	115
Played video/electronic game (console) last 12 months	8,377	9.1%	99
Played video/electronic game (portable) last 12 months	5,080	5.5%	106
Visited an indoor water park in last 12 months	3,100	3.4%	103
Did woodworking in last 12 months	4,493	4.9%	107
Participated in word games in last 12 months	11,000	11.9%	115
Went to zoo in last 12 months	13,931	15.1%	119
Purchased DVDs in last 30 days: 1	2,497	2.7%	104
Purchased DVDs in last 30 days: 2	1,646	1.8%	88
Purchased DVDs in last 30 days: 3+	2,799	3.0%	79
Purchased DVD/Blu-ray disc online in last 12 months	7,889	8.5%	128
Rented DVDs in last 30 days: 1	4,051	4.4%	123
Rented DVDs in last 30 days: 2	3,793	4.1%	110
Rented DVDs in last 30 days: 3+	8,089	8.7%	97
Rented movie/oth video/30 days: action/adventure	22,512	24.3%	114
Rented movie/oth video/30 days: classics	6,431	7.0%	109
Rented movie/oth video/30 days: comedy	21,771	23.5%	113
Rented movie/oth video/30 days: drama	15,726	17.0%	116
Rented movie/oth video/30 days: family/children	10,421	11.3%	112
Rented movie/oth video/30 days: foreign	2,349	2.5%	101
Rented movie/oth video/30 days: horror	5,763	6.2%	87
Rented movie/oth video/30 days: musical	2,508	2.7%	99
Rented movie/oth video/30 days: news/documentary	4,067	4.4%	106
Rented movie/oth video/30 days: romance	7,811	8.4%	108
Rented movie/oth video/30 days: science fiction	7,812	8.4%	114
Rented movie/oth video/30 days: TV show	8,173	8.8%	112
Rented movie/oth video/30 days: western	2,077	2.2%	83

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.

July 16, 2018

Sports and Leisure Market Potential

Anchorage Plaza- Phase Three
12910 Factory Ln, Louisville, Kentucky, 40245
Ring: 5 mile radius

Prepared by Charlotte Hollkamp
Latitude: 38.28821
Longitude: -85.51154

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Rented/purch DVD/Blu-ray/30 days: from amazon.com	8,933	9.7%	129
Rented DVD/Blu-ray/30 days: from netflix.com	15,309	16.6%	123
Rented/purch DVD/Blu-ray/30 days: from Redbox	17,412	18.8%	111
HH owns ATV/UTV	2,234	4.7%	80
Bought any children`s toy/game in last 12 months	32,269	34.9%	107
Spent on toys/games for child last 12 months: <$50	5,115	5.5%	92
Spent on toys/games for child last 12 months: $50-99	2,229	2.4%	95
Spent on toys/games for child last 12 months: $100-199	6,321	6.8%	110
Spent on toys/games for child last 12 months: $200-499	9,133	9.9%	111
Spent on toys/games for child last 12 months: $500+	5,343	5.8%	124
Bought any toys/games online in last 12 months	11,097	12.0%	128
Bought infant toy in last 12 months	6,228	6.7%	101
Bought pre-school toy in last 12 months	7,008	7.6%	110
Bought for child last 12 months: boy action figure	7,193	7.8%	98
Bought for child last 12 months: girl action figure	2,963	3.2%	94
Bought for child last 12 months: action game	2,088	2.3%	89
Bought for child last 12 months: bicycle	5,404	5.8%	98
Bought for child last 12 months: board game	12,022	13.0%	117
Bought for child last 12 months: builder set	5,587	6.0%	117
Bought for child last 12 months: car	7,273	7.9%	98
Bought for child last 12 months: construction toy	5,807	6.3%	110
Bought for child last 12 months: fashion doll	3,641	3.9%	91
Bought for child last 12 months: large/baby doll	5,987	6.5%	93
Bought for child last 12 months: doll accessories	3,614	3.9%	101
Bought for child last 12 months: doll clothing	3,638	3.9%	96
Bought for child last 12 months: educational toy	12,421	13.4%	114
Bought for child last 12 months: electronic doll/animal	2,331	2.5%	91
Bought for child last 12 months: electronic game	5,432	5.9%	106
Bought for child last 12 months: mechanical toy	3,803	4.1%	104
Bought for child last 12 months: model kit/set	3,078	3.3%	114
Bought for child last 12 months: plush doll/animal	8,388	9.1%	111
Bought for child last 12 months: sound game	1,391	1.5%	79
Bought for child last 12 months: water toy	9,779	10.6%	115
Bought for child last 12 months: word game	2,225	2.4%	96

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.

July 16, 2018

Sports and Leisure Market Potential

Anchorage Plaza- Phase Three
12910 Factory Ln, Louisville, Kentucky, 40245
Ring: 5 mile radius

Prepared by Charlotte Hollkamp
Latitude: 38.28821
Longitude: -85.51154

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Bought digital book in last 12 months	16,698	18.1%	136
Bought hardcover book in last 12 months	22,499	24.3%	122
Bought paperback book in last 12 months	31,785	34.4%	119
Bought 1-3 books in last 12 months	20,045	21.7%	110
Bought 4-6 books in last 12 months	10,212	11.0%	119
Bought 7+ books in last 12 months	19,042	20.6%	128
Bought book (fiction) in last 12 months	28,738	31.1%	126
Bought book (non-fiction) in last 12 months	25,980	28.1%	125
Bought biography in last 12 months	7,983	8.6%	127
Bought children`s book in last 12 months	9,829	10.6%	117
Bought cookbook in last 12 months	7,316	7.9%	109
Bought history book in last 12 months	9,315	10.1%	120
Bought mystery book in last 12 months	11,535	12.5%	122
Bought novel in last 12 months	16,753	18.1%	133
Bought religious book (not bible) in last 12 mo	6,493	7.0%	108
Bought romance book in last 12 months	6,059	6.6%	111
Bought science fiction book in last 12 months	5,823	6.3%	111
Bought personal/business self-help book last 12 months	7,413	8.0%	126
Bought travel book in last 12 months	2,253	2.4%	117
Bought book online in last 12 months	26,309	28.5%	140
Bought book last 12 months: amazon.com	24,566	26.6%	136
Bought book last 12 months: barnes&noble.com	2,655	2.9%	131
Bought book last 12 months: Barnes & Noble book store	15,516	16.8%	129
Bought book last 12 months: other book store (not B&N)	10,253	11.1%	110
Bought book last 12 months: mail order	2,019	2.2%	111
Listened to/purchased audiobook in last 6 months	6,305	6.8%	126

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.

July 16, 2018