



# Retail 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

<b>Demographic Summary</b>		<b>2017</b>	<b>2022</b>
Population		3,946	4,124
Population 18+		2,874	3,017
Households		1,673	1,740
Median Household Income		\$103,100	\$110,746

  

<b>Product/Consumer Behavior</b>	<b>Expected Number of Adults/HHs</b>	<b>Percent of Adults/HHs</b>	<b>MPI</b>
<b>Apparel (Adults)</b>			
Bought any men's clothing in last 12 months	1,453	50.6%	106
Bought any women's clothing in last 12 months	1,310	45.6%	105
Bought clothing for child <13 years in last 6 months	1,011	35.2%	128
Bought any shoes in last 12 months	1,722	59.9%	111
Bought costume jewelry in last 12 months	561	19.5%	102
Bought any fine jewelry in last 12 months	612	21.3%	118
Bought a watch in last 12 months	489	17.0%	112
<b>Automobiles (Households)</b>			
HH owns/leases any vehicle	1,544	92.3%	108
HH bought/leased new vehicle last 12 mo	229	13.7%	139
<b>Automotive Aftermarket (Adults)</b>			
Bought gasoline in last 6 months	2,653	92.3%	109
Bought/changed motor oil in last 12 months	1,302	45.3%	94
Had tune-up in last 12 months	976	34.0%	119
<b>Beverages (Adults)</b>			
Drank bottled water/seltzer in last 6 months	2,042	71.1%	107
Drank regular cola in last 6 months	1,187	41.3%	94
Drank beer/ale in last 6 months	1,363	47.4%	112
<b>Cameras (Adults)</b>			
Own digital point & shoot camera/camcorder	700	24.4%	115
Own digital SLR camera/camcorder	345	12.0%	144
Printed digital photos in last 12 months	581	20.2%	146
<b>Cell Phones (Adults/Households)</b>			
Bought cell phone in last 12 months	1,150	40.0%	110
Have a smartphone	2,383	82.9%	124
Have a smartphone: Android phone (any brand)	929	32.3%	101
Have a smartphone: Apple iPhone	1,317	45.8%	150
Number of cell phones in household: 1	371	22.2%	69
Number of cell phones in household: 2	677	40.5%	107
Number of cell phones in household: 3+	605	36.2%	139
HH has cell phone only (no landline telephone)	767	45.8%	101
<b>Computers (Households)</b>			
HH owns a computer	1,478	88.3%	116
HH owns desktop computer	803	48.0%	112
HH owns laptop/notebook	1,164	69.6%	125
HH owns any Apple/Mac brand computer	359	21.5%	139
HH owns any PC/non-Apple brand computer	1,253	74.9%	113
HH purchased most recent computer in a store	743	44.4%	119
HH purchased most recent computer online	298	17.8%	137
Spent <\$500 on most recent home computer	262	15.7%	102
Spent \$500-\$999 on most recent home computer	371	22.2%	121
Spent \$1,000-\$1,499 on most recent home computer	189	11.3%	124
Spent \$1,500-\$1,999 on most recent home computer	96	5.7%	134
Spent \$2,000+ on most recent home computer	90	5.4%	151

**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 2017 and 2022.



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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
<b>Convenience Stores (Adults)</b>			
Shopped at convenience store in last 6 mos	1,517	52.8%	106
Bought brewed coffee at convenience store in last 30 days	453	15.8%	101
Bought cigarettes at convenience store in last 30 days	263	9.2%	75
Bought gas at convenience store in last 30 days	1,012	35.2%	104
Spent at convenience store in last 30 days: <\$20	276	9.6%	122
Spent at convenience store in last 30 days: \$20-\$39	256	8.9%	98
Spent at convenience store in last 30 days: \$40-\$50	198	6.9%	91
Spent at convenience store in last 30 days: \$51-\$99	148	5.1%	111
Spent at convenience store in last 30 days: \$100+	665	23.1%	99
<b>Entertainment (Adults)</b>			
Attended a movie in last 6 months	1,986	69.1%	117
Went to live theater in last 12 months	429	14.9%	115
Went to a bar/night club in last 12 months	572	19.9%	118
Dined out in last 12 months	1,592	55.4%	123
Gambled at a casino in last 12 months	402	14.0%	101
Visited a theme park in last 12 months	669	23.3%	130
Viewed movie (video-on-demand) in last 30 days	771	26.8%	147
Viewed TV show (video-on-demand) in last 30 days	496	17.3%	131
Watched any pay-per-view TV in last 12 months	472	16.4%	132
Downloaded a movie over the Internet in last 30 days	331	11.5%	139
Downloaded any individual song in last 6 months	779	27.1%	128
Watched a movie online in the last 30 days	755	26.3%	140
Watched a TV program online in last 30 days	671	23.3%	138
Played a video/electronic game (console) in last 12 months	283	9.8%	99
Played a video/electronic game (portable) in last 12 months	147	5.1%	114
<b>Financial (Adults)</b>			
Have home mortgage (1st)	1,207	42.0%	137
Used ATM/cash machine in last 12 months	1,684	58.6%	118
Own any stock	301	10.5%	144
Own U.S. savings bond	166	5.8%	112
Own shares in mutual fund (stock)	289	10.1%	137
Own shares in mutual fund (bonds)	164	5.7%	113
Have interest checking account	970	33.8%	124
Have non-interest checking account	883	30.7%	104
Have savings account	1,818	63.3%	116
Have 401K retirement savings plan	585	20.4%	139
Own/used any credit/debit card in last 12 months	2,377	82.7%	110
Avg monthly credit card expenditures: <\$111	314	10.9%	91
Avg monthly credit card expenditures: \$111-\$225	232	8.1%	114
Avg monthly credit card expenditures: \$226-\$450	158	5.5%	83
Avg monthly credit card expenditures: \$451-\$700	179	6.2%	117
Avg monthly credit card expenditures: \$701-\$1,000	170	5.9%	128
Avg monthly credit card expenditures: \$1,001+	461	16.0%	173
Did banking online in last 12 months	1,486	51.7%	141
Did banking on mobile device in last 12 months	756	26.3%	152
Paid bills online in last 12 months	1,685	58.6%	131

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<b>Grocery (Adults)</b>			
Used beef (fresh/frozen) in last 6 months	1,187	71.0%	102
Used bread in last 6 months	1,585	94.7%	101
Used chicken (fresh or frozen) in last 6 months	1,229	73.5%	106
Used turkey (fresh or frozen) in last 6 months	255	15.2%	96
Used fish/seafood (fresh or frozen) in last 6 months	952	56.9%	104
Used fresh fruit/vegetables in last 6 months	1,482	88.6%	102
Used fresh milk in last 6 months	1,478	88.3%	101
Used organic food in last 6 months	488	29.2%	142
<b>Health (Adults)</b>			
Exercise at home 2+ times per week	1,015	35.3%	122
Exercise at club 2+ times per week	583	20.3%	152
Visited a doctor in last 12 months	2,305	80.2%	106
Used vitamin/dietary supplement in last 6 months	1,646	57.3%	109
<b>Home (Households)</b>			
Any home improvement in last 12 months	491	29.3%	108
Used housekeeper/maid/professional HH cleaning service in last 12	288	17.2%	129
Purchased low ticket HH furnishings in last 12 months	312	18.6%	115
Purchased big ticket HH furnishings in last 12 months	430	25.7%	120
Bought any small kitchen appliance in last 12 months	385	23.0%	104
Bought any large kitchen appliance in last 12 months	262	15.7%	124
<b>Insurance (Adults/Households)</b>			
Currently carry life insurance	1,414	49.2%	114
Carry medical/hospital/accident insurance	2,150	74.8%	108
Carry homeowner insurance	1,585	55.1%	118
Carry renter's insurance	334	11.6%	133
Have auto insurance: 1 vehicle in household covered	428	25.6%	82
Have auto insurance: 2 vehicles in household covered	619	37.0%	130
Have auto insurance: 3+ vehicles in household covered	430	25.7%	119
<b>Pets (Households)</b>			
Household owns any pet	958	57.3%	106
Household owns any cat	351	21.0%	93
Household owns any dog	749	44.8%	108
<b>Psychographics (Adults)</b>			
Buying American is important to me	1,077	37.5%	90
Usually buy items on credit rather than wait	373	13.0%	106
Usually buy based on quality - not price	575	20.0%	109
Price is usually more important than brand name	754	26.2%	99
Usually use coupons for brands I buy often	492	17.1%	94
Am interested in how to help the environment	465	16.2%	98
Usually pay more for environ safe product	388	13.5%	101
Usually value green products over convenience	271	9.4%	87
Likely to buy a brand that supports a charity	1,009	35.1%	100
<b>Reading (Adults)</b>			
Bought digital book in last 12 months	563	19.6%	138
Bought hardcover book in last 12 months	717	24.9%	122
Bought paperback book in last 12 month	1,045	36.4%	122
Read any daily newspaper (paper version)	611	21.3%	88
Read any digital newspaper in last 30 days	1,266	44.1%	129
Read any magazine (paper/electronic version) in last 6 months	2,739	95.3%	105

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<b>Restaurants (Adults)</b>			
Went to family restaurant/steak house in last 6 months	2,330	81.1%	108
Went to family restaurant/steak house: 4+ times a month	854	29.7%	108
Went to fast food/drive-in restaurant in last 6 months	2,692	93.7%	104
Went to fast food/drive-in restaurant 9+ times/mo	1,234	42.9%	109
Fast food/drive-in last 6 months: eat in	1,109	38.6%	106
Fast food/drive-in last 6 months: home delivery	260	9.0%	117
Fast food/drive-in last 6 months: take-out/drive-thru	1,537	53.5%	116
Fast food/drive-in last 6 months: take-out/walk-in	744	25.9%	128
<b>Television &amp; Electronics (Adults/Households)</b>			
Own any tablet	1,420	49.4%	147
Own any e-reader	312	10.9%	125
Own e-reader/tablet: iPad	1,018	35.4%	172
HH has Internet connectable TV	465	27.8%	138
Own any portable MP3 player	1,055	36.7%	131
HH owns 1 TV	308	18.4%	89
HH owns 2 TVs	450	26.9%	103
HH owns 3 TVs	402	24.0%	112
HH owns 4+ TVs	356	21.3%	117
HH subscribes to cable TV	758	45.3%	95
HH subscribes to fiber optic	226	13.5%	169
HH owns portable GPS navigation device	520	31.1%	115
HH purchased video game system in last 12 mos	177	10.6%	137
HH owns Internet video device for TV	308	18.4%	166
<b>Travel (Adults)</b>			
Domestic travel in last 12 months	1,862	64.8%	127
Took 3+ domestic non-business trips in last 12 months	391	13.6%	122
Spent on domestic vacations in last 12 months: <\$1,000	333	11.6%	112
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	192	6.7%	117
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	141	4.9%	133
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	144	5.0%	132
Spent on domestic vacations in last 12 months: \$3,000+	256	8.9%	156
Domestic travel in the 12 months: used general travel website	271	9.4%	135
Foreign travel in last 3 years	975	33.9%	140
Took 3+ foreign trips by plane in last 3 years	215	7.5%	170
Spent on foreign vacations in last 12 months: <\$1,000	168	5.8%	137
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	130	4.5%	130
Spent on foreign vacations in last 12 months: \$3,000+	232	8.1%	160
Foreign travel in last 3 years: used general travel website	260	9.0%	157
Nights spent in hotel/motel in last 12 months: any	1,590	55.3%	133
Took cruise of more than one day in last 3 years	336	11.7%	146
Member of any frequent flyer program	852	29.6%	182
Member of any hotel rewards program	672	23.4%	157

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Demographic Summary	2017	2022
Population	44,658	46,512
Population 18+	33,176	34,972
Households	17,016	17,682
Median Household Income	\$84,387	\$91,737

  

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
<b>Apparel (Adults)</b>			
Bought any men's clothing in last 12 months	16,480	49.7%	104
Bought any women's clothing in last 12 months	15,465	46.6%	107
Bought clothing for child <13 years in last 6 months	10,092	30.4%	111
Bought any shoes in last 12 months	19,449	58.6%	109
Bought costume jewelry in last 12 months	6,648	20.0%	105
Bought any fine jewelry in last 12 months	6,230	18.8%	104
Bought a watch in last 12 months	5,344	16.1%	106
<b>Automobiles (Households)</b>			
HH owns/leases any vehicle	15,711	92.3%	108
HH bought/leased new vehicle last 12 mo	2,344	13.8%	140
<b>Automotive Aftermarket (Adults)</b>			
Bought gasoline in last 6 months	30,329	91.4%	108
Bought/changed motor oil in last 12 months	15,490	46.7%	97
Had tune-up in last 12 months	10,680	32.2%	112
<b>Beverages (Adults)</b>			
Drank bottled water/seltzer in last 6 months	23,029	69.4%	104
Drank regular cola in last 6 months	13,039	39.3%	89
Drank beer/ale in last 6 months	15,521	46.8%	111
<b>Cameras (Adults)</b>			
Own digital point & shoot camera/camcorder	8,373	25.2%	119
Own digital SLR camera/camcorder	3,748	11.3%	136
Printed digital photos in last 12 months	6,044	18.2%	131
<b>Cell Phones (Adults/Households)</b>			
Bought cell phone in last 12 months	12,454	37.5%	104
Have a smartphone	25,704	77.5%	116
Have a smartphone: Android phone (any brand)	10,140	30.6%	96
Have a smartphone: Apple iPhone	14,176	42.7%	140
Number of cell phones in household: 1	3,988	23.4%	73
Number of cell phones in household: 2	6,967	40.9%	109
Number of cell phones in household: 3+	5,716	33.6%	129
HH has cell phone only (no landline telephone)	6,700	39.4%	87
<b>Computers (Households)</b>			
HH owns a computer	14,920	87.7%	115
HH owns desktop computer	8,656	50.9%	119
HH owns laptop/notebook	11,193	65.8%	119
HH owns any Apple/Mac brand computer	3,722	21.9%	142
HH owns any PC/non-Apple brand computer	12,534	73.7%	111
HH purchased most recent computer in a store	7,439	43.7%	117
HH purchased most recent computer online	2,883	16.9%	130
Spent <\$500 on most recent home computer	2,577	15.1%	99
Spent \$500-\$999 on most recent home computer	3,635	21.4%	117
Spent \$1,000-\$1,499 on most recent home computer	2,070	12.2%	134
Spent \$1,500-\$1,999 on most recent home computer	1,072	6.3%	148
Spent \$2,000+ on most recent home computer	844	5.0%	139

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
<b>Convenience Stores (Adults)</b>			
Shopped at convenience store in last 6 mos	17,427	52.5%	105
Bought brewed coffee at convenience store in last 30 days	5,249	15.8%	102
Bought cigarettes at convenience store in last 30 days	2,920	8.8%	73
Bought gas at convenience store in last 30 days	10,945	33.0%	97
Spent at convenience store in last 30 days: <\$20	3,229	9.7%	124
Spent at convenience store in last 30 days: \$20-\$39	3,190	9.6%	105
Spent at convenience store in last 30 days: \$40-\$50	2,259	6.8%	90
Spent at convenience store in last 30 days: \$51-\$99	1,716	5.2%	111
Spent at convenience store in last 30 days: \$100+	7,156	21.6%	92
<b>Entertainment (Adults)</b>			
Attended a movie in last 6 months	22,204	66.9%	113
Went to live theater in last 12 months	5,625	17.0%	130
Went to a bar/night club in last 12 months	6,345	19.1%	114
Dined out in last 12 months	17,964	54.1%	120
Gambled at a casino in last 12 months	4,932	14.9%	107
Visited a theme park in last 12 months	7,123	21.5%	120
Viewed movie (video-on-demand) in last 30 days	8,536	25.7%	141
Viewed TV show (video-on-demand) in last 30 days	6,061	18.3%	139
Watched any pay-per-view TV in last 12 months	5,161	15.6%	125
Downloaded a movie over the Internet in last 30 days	3,399	10.2%	124
Downloaded any individual song in last 6 months	8,411	25.4%	120
Watched a movie online in the last 30 days	7,386	22.3%	118
Watched a TV program online in last 30 days	6,876	20.7%	122
Played a video/electronic game (console) in last 12 months	3,204	9.7%	97
Played a video/electronic game (portable) in last 12 months	1,611	4.9%	108
<b>Financial (Adults)</b>			
Have home mortgage (1st)	13,625	41.1%	134
Used ATM/cash machine in last 12 months	19,244	58.0%	117
Own any stock	3,505	10.6%	146
Own U.S. savings bond	2,084	6.3%	122
Own shares in mutual fund (stock)	3,385	10.2%	139
Own shares in mutual fund (bonds)	2,311	7.0%	138
Have interest checking account	11,374	34.3%	126
Have non-interest checking account	10,458	31.5%	107
Have savings account	21,024	63.4%	116
Have 401K retirement savings plan	6,601	19.9%	136
Own/used any credit/debit card in last 12 months	27,533	83.0%	110
Avg monthly credit card expenditures: <\$111	3,882	11.7%	97
Avg monthly credit card expenditures: \$111-\$225	2,440	7.4%	104
Avg monthly credit card expenditures: \$226-\$450	2,359	7.1%	108
Avg monthly credit card expenditures: \$451-\$700	2,172	6.5%	123
Avg monthly credit card expenditures: \$701-\$1,000	2,032	6.1%	132
Avg monthly credit card expenditures: \$1,001+	5,133	15.5%	167
Did banking online in last 12 months	15,853	47.8%	131
Did banking on mobile device in last 12 months	7,550	22.8%	131
Paid bills online in last 12 months	18,365	55.4%	124

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
<b>Grocery (Adults)</b>			
Used beef (fresh/frozen) in last 6 months	11,984	70.4%	101
Used bread in last 6 months	16,064	94.4%	101
Used chicken (fresh or frozen) in last 6 months	12,284	72.2%	105
Used turkey (fresh or frozen) in last 6 months	2,666	15.7%	99
Used fish/seafood (fresh or frozen) in last 6 months	9,640	56.7%	104
Used fresh fruit/vegetables in last 6 months	15,120	88.9%	103
Used fresh milk in last 6 months	15,004	88.2%	101
Used organic food in last 6 months	4,362	25.6%	124
<b>Health (Adults)</b>			
Exercise at home 2+ times per week	10,983	33.1%	114
Exercise at club 2+ times per week	6,276	18.9%	142
Visited a doctor in last 12 months	26,492	79.9%	106
Used vitamin/dietary supplement in last 6 months	18,983	57.2%	109
<b>Home (Households)</b>			
Any home improvement in last 12 months	5,515	32.4%	119
Used housekeeper/maid/professional HH cleaning service in last 12	3,264	19.2%	144
Purchased low ticket HH furnishings in last 12 months	3,165	18.6%	114
Purchased big ticket HH furnishings in last 12 months	4,180	24.6%	115
Bought any small kitchen appliance in last 12 months	3,982	23.4%	106
Bought any large kitchen appliance in last 12 months	2,445	14.4%	113
<b>Insurance (Adults/Households)</b>			
Currently carry life insurance	16,512	49.8%	115
Carry medical/hospital/accident insurance	25,031	75.4%	109
Carry homeowner insurance	18,910	57.0%	121
Carry renter's insurance	3,051	9.2%	105
Have auto insurance: 1 vehicle in household covered	4,392	25.8%	83
Have auto insurance: 2 vehicles in household covered	6,165	36.2%	127
Have auto insurance: 3+ vehicles in household covered	4,547	26.7%	123
<b>Pets (Households)</b>			
Household owns any pet	9,983	58.7%	108
Household owns any cat	3,746	22.0%	98
Household owns any dog	7,763	45.6%	110
<b>Psychographics (Adults)</b>			
Buying American is important to me	12,964	39.1%	94
Usually buy items on credit rather than wait	4,249	12.8%	105
Usually buy based on quality - not price	6,277	18.9%	103
Price is usually more important than brand name	8,658	26.1%	98
Usually use coupons for brands I buy often	6,152	18.5%	102
Am interested in how to help the environment	5,317	16.0%	97
Usually pay more for environ safe product	4,514	13.6%	101
Usually value green products over convenience	3,178	9.6%	88
Likely to buy a brand that supports a charity	11,682	35.2%	101
<b>Reading (Adults)</b>			
Bought digital book in last 12 months	6,214	18.7%	132
Bought hardcover book in last 12 months	8,292	25.0%	122
Bought paperback book in last 12 month	11,861	35.8%	120
Read any daily newspaper (paper version)	8,239	24.8%	103
Read any digital newspaper in last 30 days	14,093	42.5%	125
Read any magazine (paper/electronic version) in last 6 months	31,382	94.6%	105

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# Retail 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 of Adults/HHs	MPI
<b>Restaurants (Adults)</b>			
Went to family restaurant/steak house in last 6 months	26,609	80.2%	107
Went to family restaurant/steak house: 4+ times a month	10,102	30.4%	111
Went to fast food/drive-in restaurant in last 6 months	30,488	91.9%	102
Went to fast food/drive-in restaurant 9+ times/mo	13,649	41.1%	105
Fast food/drive-in last 6 months: eat in	12,478	37.6%	103
Fast food/drive-in last 6 months: home delivery	2,647	8.0%	104
Fast food/drive-in last 6 months: take-out/drive-thru	16,707	50.4%	109
Fast food/drive-in last 6 months: take-out/walk-in	7,694	23.2%	115
<b>Television &amp; Electronics (Adults/Households)</b>			
Own any tablet	14,896	44.9%	133
Own any e-reader	3,904	11.8%	136
Own e-reader/tablet: iPad	10,388	31.3%	152
HH has Internet connectable TV	4,393	25.8%	128
Own any portable MP3 player	11,353	34.2%	122
HH owns 1 TV	2,902	17.1%	82
HH owns 2 TVs	4,548	26.7%	103
HH owns 3 TVs	3,948	23.2%	108
HH owns 4+ TVs	3,823	22.5%	123
HH subscribes to cable TV	8,489	49.9%	104
HH subscribes to fiber optic	2,369	13.9%	174
HH owns portable GPS navigation device	5,610	33.0%	122
HH purchased video game system in last 12 mos	1,469	8.6%	112
HH owns Internet video device for TV	2,610	15.3%	139
<b>Travel (Adults)</b>			
Domestic travel in last 12 months	21,279	64.1%	126
Took 3+ domestic non-business trips in last 12 months	5,065	15.3%	137
Spent on domestic vacations in last 12 months: <\$1,000	3,881	11.7%	113
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	2,461	7.4%	130
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	1,583	4.8%	130
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	1,777	5.4%	141
Spent on domestic vacations in last 12 months: \$3,000+	3,051	9.2%	161
Domestic travel in the 12 months: used general travel website	3,207	9.7%	138
Foreign travel in last 3 years	10,921	32.9%	136
Took 3+ foreign trips by plane in last 3 years	2,234	6.7%	153
Spent on foreign vacations in last 12 months: <\$1,000	1,882	5.7%	133
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	1,393	4.2%	120
Spent on foreign vacations in last 12 months: \$3,000+	2,551	7.7%	153
Foreign travel in last 3 years: used general travel website	2,719	8.2%	143
Nights spent in hotel/motel in last 12 months: any	17,753	53.5%	129
Took cruise of more than one day in last 3 years	3,708	11.2%	140
Member of any frequent flyer program	9,047	27.3%	167
Member of any hotel rewards program	7,448	22.4%	151

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# Retail 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

<b>Demographic Summary</b>	<b>2017</b>	<b>2022</b>
Population	117,205	122,602
Population 18+	89,217	94,151
Households	46,231	48,242
Median Household Income	\$82,507	\$89,735

  

<b>Product/Consumer Behavior</b>	<b>Expected Number of Adults/HHs</b>	<b>Percent of Adults/HHs</b>	<b>MPI</b>
<b>Apparel (Adults)</b>			
Bought any men's clothing in last 12 months	44,205	49.5%	104
Bought any women's clothing in last 12 months	41,308	46.3%	107
Bought clothing for child <13 years in last 6 months	25,113	28.1%	102
Bought any shoes in last 12 months	51,339	57.5%	107
Bought costume jewelry in last 12 months	18,370	20.6%	108
Bought any fine jewelry in last 12 months	16,873	18.9%	105
Bought a watch in last 12 months	13,913	15.6%	102
<b>Automobiles (Households)</b>			
HH owns/leases any vehicle	42,410	91.7%	107
HH bought/leased new vehicle last 12 mo	6,078	13.1%	133
<b>Automotive Aftermarket (Adults)</b>			
Bought gasoline in last 6 months	81,375	91.2%	107
Bought/changed motor oil in last 12 months	42,240	47.3%	98
Had tune-up in last 12 months	28,038	31.4%	110
<b>Beverages (Adults)</b>			
Drank bottled water/seltzer in last 6 months	60,544	67.9%	102
Drank regular cola in last 6 months	34,868	39.1%	89
Drank beer/ale in last 6 months	42,226	47.3%	112
<b>Cameras (Adults)</b>			
Own digital point & shoot camera/camcorder	22,950	25.7%	121
Own digital SLR camera/camcorder	10,091	11.3%	136
Printed digital photos in last 12 months	16,039	18.0%	129
<b>Cell Phones (Adults/Households)</b>			
Bought cell phone in last 12 months	32,877	36.9%	102
Have a smartphone	66,465	74.5%	111
Have a smartphone: Android phone (any brand)	26,497	29.7%	93
Have a smartphone: Apple iPhone	36,392	40.8%	133
Number of cell phones in household: 1	12,218	26.4%	83
Number of cell phones in household: 2	18,764	40.6%	108
Number of cell phones in household: 3+	14,012	30.3%	116
HH has cell phone only (no landline telephone)	17,923	38.8%	86
<b>Computers (Households)</b>			
HH owns a computer	39,692	85.9%	113
HH owns desktop computer	23,063	49.9%	117
HH owns laptop/notebook	29,431	63.7%	115
HH owns any Apple/Mac brand computer	9,489	20.5%	133
HH owns any PC/non-Apple brand computer	33,503	72.5%	109
HH purchased most recent computer in a store	19,831	42.9%	115
HH purchased most recent computer online	7,566	16.4%	125
Spent <\$500 on most recent home computer	6,965	15.1%	98
Spent \$500-\$999 on most recent home computer	9,729	21.0%	115
Spent \$1,000-\$1,499 on most recent home computer	5,535	12.0%	131
Spent \$1,500-\$1,999 on most recent home computer	2,816	6.1%	143
Spent \$2,000+ on most recent home computer	2,214	4.8%	134

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# Retail 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 of Adults/HHs	MPI
<b>Convenience Stores (Adults)</b>			
Shopped at convenience store in last 6 mos	46,834	52.5%	105
Bought brewed coffee at convenience store in last 30 days	14,574	16.3%	105
Bought cigarettes at convenience store in last 30 days	8,289	9.3%	77
Bought gas at convenience store in last 30 days	29,598	33.2%	98
Spent at convenience store in last 30 days: <\$20	8,568	9.6%	122
Spent at convenience store in last 30 days: \$20-\$39	8,886	10.0%	109
Spent at convenience store in last 30 days: \$40-\$50	6,342	7.1%	94
Spent at convenience store in last 30 days: \$51-\$99	4,419	5.0%	107
Spent at convenience store in last 30 days: \$100+	19,229	21.6%	92
<b>Entertainment (Adults)</b>			
Attended a movie in last 6 months	58,455	65.5%	111
Went to live theater in last 12 months	15,333	17.2%	132
Went to a bar/night club in last 12 months	17,313	19.4%	116
Dined out in last 12 months	48,317	54.2%	120
Gambled at a casino in last 12 months	13,562	15.2%	110
Visited a theme park in last 12 months	18,239	20.4%	114
Viewed movie (video-on-demand) in last 30 days	22,381	25.1%	137
Viewed TV show (video-on-demand) in last 30 days	16,251	18.2%	138
Watched any pay-per-view TV in last 12 months	13,221	14.8%	119
Downloaded a movie over the Internet in last 30 days	8,567	9.6%	116
Downloaded any individual song in last 6 months	21,713	24.3%	115
Watched a movie online in the last 30 days	18,520	20.8%	110
Watched a TV program online in last 30 days	18,051	20.2%	119
Played a video/electronic game (console) in last 12 months	8,390	9.4%	95
Played a video/electronic game (portable) in last 12 months	4,069	4.6%	101
<b>Financial (Adults)</b>			
Have home mortgage (1st)	35,712	40.0%	131
Used ATM/cash machine in last 12 months	51,306	57.5%	116
Own any stock	9,195	10.3%	142
Own U.S. savings bond	5,718	6.4%	125
Own shares in mutual fund (stock)	9,152	10.3%	140
Own shares in mutual fund (bonds)	6,285	7.0%	140
Have interest checking account	31,063	34.8%	128
Have non-interest checking account	28,622	32.1%	109
Have savings account	56,401	63.2%	116
Have 401K retirement savings plan	17,414	19.5%	133
Own/used any credit/debit card in last 12 months	74,201	83.2%	110
Avg monthly credit card expenditures: <\$111	10,652	11.9%	99
Avg monthly credit card expenditures: \$111-\$225	6,609	7.4%	105
Avg monthly credit card expenditures: \$226-\$450	6,709	7.5%	114
Avg monthly credit card expenditures: \$451-\$700	5,769	6.5%	122
Avg monthly credit card expenditures: \$701-\$1,000	5,412	6.1%	131
Avg monthly credit card expenditures: \$1,001+	13,419	15.0%	163
Did banking online in last 12 months	41,574	46.6%	127
Did banking on mobile device in last 12 months	19,019	21.3%	123
Paid bills online in last 12 months	48,071	53.9%	120

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# Retail 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 of Adults/HHs	MPI
<b>Grocery (Adults)</b>			
Used beef (fresh/frozen) in last 6 months	32,526	70.4%	101
Used bread in last 6 months	43,642	94.4%	101
Used chicken (fresh or frozen) in last 6 months	33,041	71.5%	104
Used turkey (fresh or frozen) in last 6 months	7,527	16.3%	103
Used fish/seafood (fresh or frozen) in last 6 months	26,157	56.6%	104
Used fresh fruit/vegetables in last 6 months	41,084	88.9%	103
Used fresh milk in last 6 months	40,696	88.0%	101
Used organic food in last 6 months	11,195	24.2%	118
<b>Health (Adults)</b>			
Exercise at home 2+ times per week	29,763	33.4%	115
Exercise at club 2+ times per week	16,248	18.2%	136
Visited a doctor in last 12 months	71,493	80.1%	106
Used vitamin/dietary supplement in last 6 months	51,304	57.5%	109
<b>Home (Households)</b>			
Any home improvement in last 12 months	14,873	32.2%	119
Used housekeeper/maid/professional HH cleaning service in last 12	8,563	18.5%	139
Purchased low ticket HH furnishings in last 12 months	8,614	18.6%	115
Purchased big ticket HH furnishings in last 12 months	11,150	24.1%	113
Bought any small kitchen appliance in last 12 months	10,933	23.6%	107
Bought any large kitchen appliance in last 12 months	6,534	14.1%	112
<b>Insurance (Adults/Households)</b>			
Currently carry life insurance	44,489	49.9%	115
Carry medical/hospital/accident insurance	67,541	75.7%	110
Carry homeowner insurance	51,288	57.5%	122
Carry renter's insurance	7,871	8.8%	101
Have auto insurance: 1 vehicle in household covered	12,750	27.6%	89
Have auto insurance: 2 vehicles in household covered	15,899	34.4%	120
Have auto insurance: 3+ vehicles in household covered	12,007	26.0%	120
<b>Pets (Households)</b>			
Household owns any pet	26,752	57.9%	107
Household owns any cat	10,626	23.0%	102
Household owns any dog	20,328	44.0%	106
<b>Psychographics (Adults)</b>			
Buying American is important to me	36,272	40.7%	98
Usually buy items on credit rather than wait	11,484	12.9%	105
Usually buy based on quality - not price	16,686	18.7%	102
Price is usually more important than brand name	22,909	25.7%	96
Usually use coupons for brands I buy often	16,730	18.8%	103
Am interested in how to help the environment	13,968	15.7%	95
Usually pay more for environ safe product	11,916	13.4%	100
Usually value green products over convenience	8,629	9.7%	89
Likely to buy a brand that supports a charity	31,253	35.0%	100
<b>Reading (Adults)</b>			
Bought digital book in last 12 months	16,546	18.5%	131
Bought hardcover book in last 12 months	22,224	24.9%	121
Bought paperback book in last 12 month	31,622	35.4%	119
Read any daily newspaper (paper version)	24,155	27.1%	112
Read any digital newspaper in last 30 days	37,376	41.9%	123
Read any magazine (paper/electronic version) in last 6 months	84,059	94.2%	104

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# Retail 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 of Adults/HHs	MPI
<b>Restaurants (Adults)</b>			
Went to family restaurant/steak house in last 6 months	71,299	79.9%	107
Went to family restaurant/steak house: 4+ times a month	26,945	30.2%	110
Went to fast food/drive-in restaurant in last 6 months	81,798	91.7%	102
Went to fast food/drive-in restaurant 9+ times/mo	35,820	40.1%	102
Fast food/drive-in last 6 months: eat in	33,441	37.5%	103
Fast food/drive-in last 6 months: home delivery	6,805	7.6%	99
Fast food/drive-in last 6 months: take-out/drive-thru	44,433	49.8%	108
Fast food/drive-in last 6 months: take-out/walk-in	20,095	22.5%	112
<b>Television &amp; Electronics (Adults/Households)</b>			
Own any tablet	38,331	43.0%	127
Own any e-reader	10,572	11.8%	137
Own e-reader/tablet: iPad	26,027	29.2%	141
HH has Internet connectable TV	11,553	25.0%	124
Own any portable MP3 player	30,009	33.6%	120
HH owns 1 TV	8,268	17.9%	86
HH owns 2 TVs	12,418	26.9%	103
HH owns 3 TVs	10,632	23.0%	107
HH owns 4+ TVs	9,944	21.5%	118
HH subscribes to cable TV	24,242	52.4%	110
HH subscribes to fiber optic	5,665	12.3%	153
HH owns portable GPS navigation device	15,249	33.0%	122
HH purchased video game system in last 12 mos	3,640	7.9%	102
HH owns Internet video device for TV	6,667	14.4%	130
<b>Travel (Adults)</b>			
Domestic travel in last 12 months	56,638	63.5%	125
Took 3+ domestic non-business trips in last 12 months	13,560	15.2%	136
Spent on domestic vacations in last 12 months: <\$1,000	10,591	11.9%	114
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	6,513	7.3%	128
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	4,273	4.8%	130
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	4,750	5.3%	140
Spent on domestic vacations in last 12 months: \$3,000+	8,009	9.0%	157
Domestic travel in the 12 months: used general travel website	8,350	9.4%	134
Foreign travel in last 3 years	28,346	31.8%	131
Took 3+ foreign trips by plane in last 3 years	5,763	6.5%	147
Spent on foreign vacations in last 12 months: <\$1,000	4,828	5.4%	127
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	3,672	4.1%	118
Spent on foreign vacations in last 12 months: \$3,000+	6,712	7.5%	149
Foreign travel in last 3 years: used general travel website	6,942	7.8%	135
Nights spent in hotel/motel in last 12 months: any	46,814	52.5%	126
Took cruise of more than one day in last 3 years	9,677	10.8%	136
Member of any frequent flyer program	23,509	26.4%	162
Member of any hotel rewards program	19,892	22.3%	150

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