



# Sports and Leisure Market Potential

Epic Plaza  
12910 Factory Ln, Louisville, Kentucky, 40245  
Ring: 1 mile radius

Prepared by Charlotte Hollkamp  
Latitude: 38.28821  
Longitude: -85.51154

Demographic Summary		2019	2024
Population		4,267	4,503
Population 18+		3,111	3,284
Households		1,857	1,984
Median Household Income		\$109,381	\$121,727
Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Participated in aerobics in last 12 months	273	8.8%	115
Participated in archery in last 12 months	85	2.7%	100
Participated in backpacking in last 12 months	125	4.0%	118
Participated in baseball in last 12 months	158	5.1%	127
Participated in basketball in last 12 months	288	9.3%	116
Participated in bicycling (mountain) in last 12 months	145	4.7%	111
Participated in bicycling (road) in last 12 months	385	12.4%	127
Participated in boating (power) in last 12 months	172	5.5%	117
Participated in bowling in last 12 months	348	11.2%	127
Participated in canoeing/kayaking in last 12 months	190	6.1%	90
Participated in fishing (fresh water) in last 12 months	342	11.0%	95
Participated in fishing (salt water) in last 12 months	120	3.9%	99
Participated in football in last 12 months	150	4.8%	102
Participated in Frisbee in last 12 months	125	4.0%	101
Participated in golf in last 12 months	341	11.0%	132
Participated in hiking in last 12 months	485	15.6%	127
Participated in horseback riding in last 12 months	49	1.6%	68
Participated in hunting with rifle in last 12 months	104	3.3%	79
Participated in hunting with shotgun in last 12 months	86	2.8%	82
Participated in ice skating in last 12 months	104	3.3%	117
Participated in jogging/running in last 12 months	570	18.3%	143
Participated in motorcycling in last 12 months	80	2.6%	84
Participated in Pilates in last 12 months	108	3.5%	140
Participated in ping pong in last 12 months	158	5.1%	130
Participated in skiing (downhill) in last 12 months	110	3.5%	128
Participated in soccer in last 12 months	149	4.8%	120
Participated in softball in last 12 months	110	3.5%	125
Participated in swimming in last 12 months	608	19.5%	120
Participated in target shooting in last 12 months	163	5.2%	120
Participated in tennis in last 12 months	160	5.1%	149
Participated in volleyball in last 12 months	126	4.1%	116
Participated in walking for exercise in last 12 months	937	30.1%	122
Participated in weight lifting in last 12 months	504	16.2%	156
Participated in yoga in last 12 months	296	9.5%	118
Participated in Zumba in last 12 months	105	3.4%	103
Spent on sports/rec equip in last 12 months: \$1-99	240	7.7%	127
Spent on sports/rec equip in last 12 months: \$100-\$249	230	7.4%	120
Spent on sports/rec equip in last 12 months: \$250+	321	10.3%	128
Attend sports events	710	22.8%	137
Attend sports events: baseball game - MLB reg seas	248	8.0%	142
Attend sports events: basketball game-NBA reg seas	59	1.9%	112
Attend sports events: football game (college)	163	5.2%	148
Attend sports events: high school sports	134	4.3%	128

**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 2019 and 2024.

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Listen to sports on radio	404	13.0%	118
Watch sports on TV	1,993	64.1%	111
Watch on TV: alpine skiing/ski jumping	119	3.8%	107
Watch on TV: auto racing (NASCAR)	263	8.5%	91
Watch on TV: auto racing (not NASCAR)	139	4.5%	111
Watch on TV: baseball (MLB regular season)	739	23.8%	121
Watch on TV: baseball (MLB playoffs/World Series)	652	21.0%	119
Watch on TV: basketball (college)	527	16.9%	126
Watch on TV: basketball (NCAA tournament)	482	15.5%	116
Watch on TV: basketball (NBA regular season)	544	17.5%	118
Watch on TV: basketball (NBA playoffs/finals)	628	20.2%	123
Watch on TV: basketball (WNBA)	87	2.8%	89
Watch on TV: bicycle racing	91	2.9%	134
Watch on TV: bowling	56	1.8%	93
Watch on TV: boxing	219	7.0%	114
Watch on TV: bull riding (pro)	87	2.8%	93
Watch on TV: Equestrian events	58	1.9%	86
Watch on TV: extreme sports (summer)	125	4.0%	116
Watch on TV: extreme sports (winter)	151	4.9%	127
Watch on TV: figure skating	186	6.0%	97
Watch on TV: fishing	119	3.8%	84
Watch on TV: football (college)	913	29.3%	125
Watch on TV: football (NFL Sunday/Monday/Thursday night games)	1,216	39.1%	122
Watch on TV: football (NFL weekend games)	1,075	34.6%	116
Watch on TV: football (NFL playoffs/Super Bowl)	1,146	36.8%	116
Watch on TV: golf (PGA)	431	13.9%	123
Watch on TV: golf (LPGA)	103	3.3%	95
Watch on TV: gymnastics	235	7.6%	126
Watch on TV: high school sports	171	5.5%	115
Watch on TV: horse racing (at track or OTB)	69	2.2%	87
Watch on TV: ice hockey (NHL regular season)	254	8.2%	101
Watch on TV: ice hockey (NHL playoffs/St Stanley Cup)	256	8.2%	103
Watch on TV: mixed martial arts (MMA)	157	5.0%	121
Watch on TV: motorcycle racing	67	2.2%	80
Watch on TV: Olympics (summer)	640	20.6%	121
Watch on TV: Olympics (winter)	410	13.2%	96
Watch on TV: rodeo	94	3.0%	100
Watch on TV: soccer (MLS)	236	7.6%	158
Watch on TV: soccer (World Cup)	282	9.1%	129
Watch on TV: tennis (men`s)	212	6.8%	115
Watch on TV: tennis (women`s)	176	5.7%	97
Watch on TV: track & field	171	5.5%	126
Watch on TV: volleyball (pro beach)	118	3.8%	125
Watch on TV: wrestling (WWE)	132	4.2%	93
Interest in sports: college basketball Super Fan	116	3.7%	93
Interest in sports: college football Super Fan	246	7.9%	105
Interest in sports: golf Super Fan	50	1.6%	86
Interest in sports: high school sports Super Fan	66	2.1%	68
Interest in sports: MLB Super Fan	121	3.9%	76
Interest in sports: NASCAR Super Fan	72	2.3%	85
Interest in sports: NBA Super Fan	143	4.6%	83
Interest in sports: NFL Super Fan	358	11.5%	99
Interest in sports: NHL Super Fan	83	2.7%	82
Interest in sports: soccer Super Fan	88	2.8%	102

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Member of AARP	327	10.5%	87
Member of charitable organization	157	5.0%	117
Member of church board	71	2.3%	88
Member of fraternal order	46	1.5%	66
Member of religious club	128	4.1%	120
Member of union	102	3.3%	87
Member of veterans club	71	2.3%	91
Attended adult education course in last 12 months	301	9.7%	121
Went to art gallery in last 12 months	278	8.9%	113
Attended auto show in last 12 months	185	5.9%	97
Did baking in last 12 months	828	26.6%	118
Barbecued in last 12 months	986	31.7%	114
Went to bar/night club in last 12 months	636	20.4%	119
Went to beach in last 12 months	1,128	36.3%	125
Played billiards/pool in last 12 months	210	6.8%	102
Played bingo in last 12 months	161	5.2%	117
Did birdwatching in last 12 months	96	3.1%	69
Played board game in last 12 months	664	21.3%	136
Read book in last 12 months	1,213	39.0%	122
Participated in book club in last 12 months	90	2.9%	96
Went on overnight camping trip in last 12 months	417	13.4%	108
Played cards in last 12 months	588	18.9%	116
Played chess in last 12 months	128	4.1%	115
Played computer game (offline w/software)/12 months	247	7.9%	109
Played computer game (online w/o software)/12 months	420	13.5%	115
Cooked for fun in last 12 months	712	22.9%	116
Did crossword puzzle in last 12 months	297	9.5%	98
Danced/went dancing in last 12 months	233	7.5%	104
Attended dance performance in last 12 months	156	5.0%	112
Dined out in last 12 months	1,852	59.5%	114
Participated in fantasy sports league last 12 months	193	6.2%	134
Participated in tailgating in last 12 months	210	6.8%	153
Did furniture refinishing in last 12 months	127	4.1%	101
Gambled at casino in last 12 months	410	13.2%	100
Gambled in Las Vegas in last 12 months	133	4.3%	121
Participate in indoor gardening/plant care	253	8.1%	91
Attended horse races in last 12 months	77	2.5%	102
Participated in karaoke in last 12 months	136	4.4%	115
Bought lottery ticket in last 12 months	1,048	33.7%	96
Played lottery 6+ times in last 30 days	232	7.5%	73
Bought lottery ticket in last 12 months: Daily Drawing	59	1.9%	61
Bought lottery ticket in last 12 months: Instant Game	424	13.6%	75
Bought lottery ticket in last 12 months: Mega Millions	548	17.6%	109
Bought lottery ticket in last 12 months: Powerball	690	22.2%	107
Attended a movie in last 6 months	2,174	69.9%	119
Attended movie in last 90 days: once/week or more	63	2.0%	85
Attended movie in last 90 days: 2-3 times a month	265	8.5%	139
Attended movie in last 90 days: once a month	428	13.8%	145
Attended movie in last 90 days: < once a month	1,262	40.6%	115
Movie genre seen at theater/6 months: action	1,133	36.4%	126

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Movie genre seen at theater/6 months: adventure	1,258	40.4%	126
Movie genre seen at theater/6 months: comedy	995	32.0%	127
Movie genre seen at theater/6 months: crime	420	13.5%	125
Movie genre seen at theater/6 months: drama	894	28.7%	122
Movie genre seen at theater/6 months: family	422	13.6%	113
Movie genre seen at theater/6 months: fantasy	699	22.5%	132
Movie genre seen at theater/6 months: horror	223	7.2%	96
Movie genre seen at theater/6 months: romance	214	6.9%	112
Movie genre seen at theater/6 months: science fiction	717	23.0%	131
Movie genre seen at theater/6 months: thriller	512	16.5%	128
Went to museum in last 12 months	526	16.9%	123
Attended classical music/opera performance/12 months	138	4.4%	114
Attended country music performance in last 12 months	252	8.1%	127
Attended rock music performance in last 12 months	364	11.7%	122
Played musical instrument in last 12 months	243	7.8%	99
Did painting/drawing in last 12 months	298	9.6%	122
Did photo album/scrapbooking in last 12 months	153	4.9%	111
Did photography in last 12 months	347	11.2%	114
Did Sudoku puzzle in last 12 months	300	9.6%	122
Went to live theater in last 12 months	422	13.6%	123
Visited a theme park in last 12 months	739	23.8%	126
Visited a theme park 5+ times in last 12 months	160	5.1%	130
Participated in trivia games in last 12 months	231	7.4%	112
Played video/electronic game (console) last 12 months	333	10.7%	121
Played video/electronic game (portable) last 12 months	196	6.3%	135
Visited an indoor water park in last 12 months	98	3.2%	90
Did woodworking in last 12 months	160	5.1%	103
Participated in word games in last 12 months	339	10.9%	106
Went to zoo in last 12 months	488	15.7%	127
Purchased DVD/Blu-ray disc online in last 12 months	244	7.8%	126
Rented DVDs in last 30 days: 1	123	4.0%	126
Rented DVDs in last 30 days: 2	112	3.6%	115
Rented DVDs in last 30 days: 3+	294	9.5%	121
Rented movie/oth video/30 days: action/adventure	818	26.3%	127
Rented movie/oth video/30 days: classics	222	7.1%	118
Rented movie/oth video/30 days: comedy	767	24.7%	127
Rented movie/oth video/30 days: drama	541	17.4%	125
Rented movie/oth video/30 days: family/children	408	13.1%	134
Rented movie/oth video/30 days: foreign	77	2.5%	103
Rented movie/oth video/30 days: horror	210	6.8%	99
Rented movie/oth video/30 days: musical	110	3.5%	123
Rented movie/oth video/30 days: news/documentary	122	3.9%	101
Rented movie/oth video/30 days: romance	293	9.4%	129
Rented movie/oth video/30 days: science fiction	274	8.8%	120
Rented movie/oth video/30 days: TV show	276	8.9%	114
Rented movie/oth video/30 days: western	89	2.9%	100

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Rented/purch DVD/Blu-ray/30 days: from amazon.com	408	13.1%	160
Rented DVD/Blu-ray/30 days: from netflix.com	546	17.6%	135
Rented/purch DVD/Blu-ray/30 days: from Redbox	600	19.3%	127
HH owns ATV/UTV	77	4.1%	68
Bought any children`s toy/game in last 12 months	1,163	37.4%	115
Spent on toys/games for child last 12 months: <\$50	158	5.1%	90
Spent on toys/games for child last 12 months: \$50-99	88	2.8%	116
Spent on toys/games for child last 12 months: \$100-199	218	7.0%	121
Spent on toys/games for child last 12 months: \$200-499	357	11.5%	125
Spent on toys/games for child last 12 months: \$500+	186	6.0%	125
Bought any toys/games online in last 12 months	453	14.6%	141
Bought infant toy in last 12 months	247	7.9%	126
Bought pre-school toy in last 12 months	281	9.0%	128
Bought for child last 12 months: boy action figure	247	7.9%	110
Bought for child last 12 months: girl action figure	113	3.6%	100
Bought for child last 12 months: action game	110	3.5%	117
Bought for child last 12 months: bicycle	215	6.9%	119
Bought for child last 12 months: board game	440	14.1%	119
Bought for child last 12 months: builder set	192	6.2%	123
Bought for child last 12 months: car	282	9.1%	116
Bought for child last 12 months: construction toy	241	7.7%	136
Bought for child last 12 months: fashion doll	120	3.9%	91
Bought for child last 12 months: large/baby doll	245	7.9%	115
Bought for child last 12 months: doll accessories	159	5.1%	128
Bought for child last 12 months: doll clothing	124	4.0%	98
Bought for child last 12 months: educational toy	455	14.6%	127
Bought for child last 12 months: electronic doll/animal	92	3.0%	111
Bought for child last 12 months: electronic game	198	6.4%	109
Bought for child last 12 months: mechanical toy	150	4.8%	114
Bought for child last 12 months: model kit/set	97	3.1%	104
Bought for child last 12 months: plush doll/animal	311	10.0%	119
Bought for child last 12 months: sound game	47	1.5%	89
Bought for child last 12 months: water toy	332	10.7%	118
Bought for child last 12 months: word game	75	2.4%	94

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Bought digital book in last 12 months	542	17.4%	135
Bought hardcover book in last 12 months	750	24.1%	120
Bought paperback book in last 12 months	1,070	34.4%	121
Bought 1-3 books in last 12 months	660	21.2%	106
Bought 4-6 books in last 12 months	384	12.3%	125
Bought 7+ books in last 12 months	587	18.9%	126
Bought book (fiction) in last 12 months	945	30.4%	125
Bought book (non-fiction) in last 12 months	877	28.2%	128
Bought biography in last 12 months	246	7.9%	116
Bought children`s book in last 12 months	346	11.1%	116
Bought cookbook in last 12 months	210	6.8%	101
Bought history book in last 12 months	312	10.0%	112
Bought mystery book in last 12 months	340	10.9%	103
Bought novel in last 12 months	518	16.7%	125
Bought religious book (not bible) in last 12 months	213	6.8%	114
Bought romance book in last 12 months	166	5.3%	95
Bought science fiction book in last 12 months	208	6.7%	120
Bought personal/business self-help book last 12 months	280	9.0%	144
Bought travel book in last 12 months	88	2.8%	126
Bought book online in last 12 months	929	29.9%	146
Bought book last 12 months: amazon.com	839	27.0%	134
Bought book last 12 months: barnes&noble.com	97	3.1%	133
Bought book last 12 months: Barnes & Noble book store	547	17.6%	136
Bought book last 12 months: other book store (not B&N)	337	10.8%	110
Bought book last 12 months: mail order	47	1.5%	82
Listened to/purchased audiobook in last 6 months	247	7.9%	132

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Demographic Summary		2019	2024
Population		46,130	48,276
Population 18+		34,525	36,523
Households		17,743	18,632
Median Household Income		\$97,046	\$107,576
Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Participated in aerobics in last 12 months	3,325	9.6%	126
Participated in archery in last 12 months	957	2.8%	101
Participated in backpacking in last 12 months	1,420	4.1%	120
Participated in baseball in last 12 months	1,486	4.3%	108
Participated in basketball in last 12 months	2,896	8.4%	105
Participated in bicycling (mountain) in last 12 months	1,815	5.3%	126
Participated in bicycling (road) in last 12 months	4,286	12.4%	128
Participated in boating (power) in last 12 months	1,848	5.4%	114
Participated in bowling in last 12 months	3,621	10.5%	119
Participated in canoeing/kayaking in last 12 months	2,792	8.1%	119
Participated in fishing (fresh water) in last 12 months	3,962	11.5%	99
Participated in fishing (salt water) in last 12 months	1,519	4.4%	113
Participated in football in last 12 months	1,676	4.9%	103
Participated in Frisbee in last 12 months	1,684	4.9%	122
Participated in golf in last 12 months	3,897	11.3%	136
Participated in hiking in last 12 months	5,728	16.6%	135
Participated in horseback riding in last 12 months	890	2.6%	110
Participated in hunting with rifle in last 12 months	1,126	3.3%	77
Participated in hunting with shotgun in last 12 months	931	2.7%	80
Participated in ice skating in last 12 months	1,328	3.8%	134
Participated in jogging/running in last 12 months	6,102	17.7%	138
Participated in motorcycling in last 12 months	1,011	2.9%	96
Participated in Pilates in last 12 months	1,183	3.4%	138
Participated in ping pong in last 12 months	1,788	5.2%	132
Participated in skiing (downhill) in last 12 months	1,319	3.8%	138
Participated in soccer in last 12 months	1,503	4.4%	109
Participated in softball in last 12 months	1,120	3.2%	115
Participated in swimming in last 12 months	6,951	20.1%	124
Participated in target shooting in last 12 months	1,552	4.5%	103
Participated in tennis in last 12 months	1,670	4.8%	140
Participated in volleyball in last 12 months	1,289	3.7%	107
Participated in walking for exercise in last 12 months	10,260	29.7%	121
Participated in weight lifting in last 12 months	5,006	14.5%	140
Participated in yoga in last 12 months	3,629	10.5%	130
Participated in Zumba in last 12 months	1,230	3.6%	109
Spent on sports/rec equip in last 12 months: \$1-99	2,423	7.0%	115
Spent on sports/rec equip in last 12 months: \$100-\$249	2,461	7.1%	116
Spent on sports/rec equip in last 12 months: \$250+	3,346	9.7%	120
Attend sports events	7,646	22.1%	133
Attend sports events: baseball game - MLB reg seas	2,674	7.7%	138
Attend sports events: basketball game-NBA reg seas	758	2.2%	130
Attend sports events: football game (college)	1,630	4.7%	134
Attend sports events: high school sports	1,352	3.9%	116

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Listen to sports on radio	4,545	13.2%	120
Watch sports on TV	22,257	64.5%	112
Watch on TV: alpine skiing/ski jumping	1,532	4.4%	124
Watch on TV: auto racing (NASCAR)	3,026	8.8%	94
Watch on TV: auto racing (not NASCAR)	1,458	4.2%	105
Watch on TV: baseball (MLB regular season)	8,124	23.5%	120
Watch on TV: baseball (MLB playoffs/World Series)	7,284	21.1%	120
Watch on TV: basketball (college)	5,441	15.8%	117
Watch on TV: basketball (NCAA tournament)	5,302	15.4%	115
Watch on TV: basketball (NBA regular season)	5,813	16.8%	113
Watch on TV: basketball (NBA playoffs/finals)	6,513	18.9%	114
Watch on TV: basketball (WNBA)	1,005	2.9%	93
Watch on TV: bicycle racing	1,052	3.0%	140
Watch on TV: bowling	640	1.9%	96
Watch on TV: boxing	2,107	6.1%	99
Watch on TV: bull riding (pro)	864	2.5%	83
Watch on TV: Equestrian events	712	2.1%	95
Watch on TV: extreme sports (summer)	1,232	3.6%	103
Watch on TV: extreme sports (winter)	1,531	4.4%	116
Watch on TV: figure skating	2,465	7.1%	116
Watch on TV: fishing	1,599	4.6%	101
Watch on TV: football (college)	9,549	27.7%	117
Watch on TV: football (NFL Sunday/Monday/Thursday night games)	13,164	38.1%	119
Watch on TV: football (NFL weekend games)	12,145	35.2%	118
Watch on TV: football (NFL playoffs/Super Bowl)	13,017	37.7%	119
Watch on TV: golf (PGA)	5,113	14.8%	132
Watch on TV: golf (LPGA)	1,411	4.1%	117
Watch on TV: gymnastics	2,656	7.7%	128
Watch on TV: high school sports	1,929	5.6%	117
Watch on TV: horse racing (at track or OTB)	924	2.7%	105
Watch on TV: ice hockey (NHL regular season)	3,394	9.8%	122
Watch on TV: ice hockey (NHL playoffs/St Stanley Cup)	3,267	9.5%	118
Watch on TV: mixed martial arts (MMA)	1,590	4.6%	110
Watch on TV: motorcycle racing	766	2.2%	83
Watch on TV: Olympics (summer)	7,273	21.1%	124
Watch on TV: Olympics (winter)	5,282	15.3%	112
Watch on TV: rodeo	886	2.6%	85
Watch on TV: soccer (MLS)	2,033	5.9%	122
Watch on TV: soccer (World Cup)	2,823	8.2%	117
Watch on TV: tennis (men`s)	2,780	8.1%	136
Watch on TV: tennis (women`s)	2,588	7.5%	129
Watch on TV: track & field	1,759	5.1%	117
Watch on TV: volleyball (pro beach)	1,196	3.5%	114
Watch on TV: wrestling (WWE)	1,251	3.6%	79
Interest in sports: college basketball Super Fan	1,220	3.5%	88
Interest in sports: college football Super Fan	2,619	7.6%	101
Interest in sports: golf Super Fan	643	1.9%	100
Interest in sports: high school sports Super Fan	738	2.1%	69
Interest in sports: MLB Super Fan	1,657	4.8%	94
Interest in sports: NASCAR Super Fan	763	2.2%	82
Interest in sports: NBA Super Fan	1,622	4.7%	85
Interest in sports: NFL Super Fan	4,031	11.7%	101
Interest in sports: NHL Super Fan	1,028	3.0%	91
Interest in sports: soccer Super Fan	907	2.6%	95

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December 31, 2019





## Sports and Leisure Market Potential

Epic Plaza  
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	13.3%	110
Member of charitable organization	2,011	5.8%	135
Member of church board	906	2.6%	101
Member of fraternal order	733	2.1%	95
Member of religious club	1,370	4.0%	116
Member of union	1,336	3.9%	103
Member of veterans club	836	2.4%	97
Attended adult education course in last 12 months	3,414	9.9%	123
Went to art gallery in last 12 months	3,330	9.6%	122
Attended auto show in last 12 months	2,215	6.4%	105
Did baking in last 12 months	9,094	26.3%	117
Barbecued in last 12 months	10,962	31.8%	114
Went to bar/night club in last 12 months	6,671	19.3%	112
Went to beach in last 12 months	12,642	36.6%	126
Played billiards/pool in last 12 months	2,282	6.6%	100
Played bingo in last 12 months	1,570	4.5%	102
Did birdwatching in last 12 months	1,456	4.2%	94
Played board game in last 12 months	6,912	20.0%	127
Read book in last 12 months	13,514	39.1%	122
Participated in book club in last 12 months	1,217	3.5%	117
Went on overnight camping trip in last 12 months	4,563	13.2%	106
Played cards in last 12 months	6,402	18.5%	114
Played chess in last 12 months	1,354	3.9%	110
Played computer game (offline w/software)/12 months	2,631	7.6%	105
Played computer game (online w/o software)/12 months	4,546	13.2%	112
Cooked for fun in last 12 months	7,945	23.0%	117
Did crossword puzzle in last 12 months	3,678	10.7%	110
Danced/went dancing in last 12 months	2,480	7.2%	100
Attended dance performance in last 12 months	1,874	5.4%	121
Dined out in last 12 months	21,011	60.9%	117
Participated in fantasy sports league last 12 months	1,982	5.7%	124
Participated in tailgating in last 12 months	1,932	5.6%	127
Did furniture refinishing in last 12 months	1,520	4.4%	108
Gambled at casino in last 12 months	4,870	14.1%	107
Gambled in Las Vegas in last 12 months	1,538	4.5%	126
Participate in indoor gardening/plant care	3,167	9.2%	103
Attended horse races in last 12 months	944	2.7%	113
Participated in karaoke in last 12 months	1,269	3.7%	96
Bought lottery ticket in last 12 months	11,811	34.2%	98
Played lottery 6+ times in last 30 days	2,957	8.6%	83
Bought lottery ticket in last 12 months: Daily Drawing	773	2.2%	72
Bought lottery ticket in last 12 months: Instant Game	5,013	14.5%	80
Bought lottery ticket in last 12 months: Mega Millions	6,058	17.5%	108
Bought lottery ticket in last 12 months: Powerball	7,843	22.7%	110
Attended a movie in last 6 months	23,151	67.1%	115
Attended movie in last 90 days: once/week or more	738	2.1%	89
Attended movie in last 90 days: 2-3 times a month	2,462	7.1%	116
Attended movie in last 90 days: once a month	4,188	12.1%	128
Attended movie in last 90 days: < once a month	13,977	40.5%	115
Movie genre seen at theater/6 months: action	11,668	33.8%	117

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December 31, 2019



# Sports and Leisure Market Potential

Epic Plaza  
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	13,052	37.8%	118
Movie genre seen at theater/6 months: comedy	9,954	28.8%	115
Movie genre seen at theater/6 months: crime	4,137	12.0%	111
Movie genre seen at theater/6 months: drama	9,569	27.7%	118
Movie genre seen at theater/6 months: family	4,676	13.5%	112
Movie genre seen at theater/6 months: fantasy	7,144	20.7%	122
Movie genre seen at theater/6 months: horror	2,367	6.9%	92
Movie genre seen at theater/6 months: romance	2,230	6.5%	105
Movie genre seen at theater/6 months: science fiction	7,147	20.7%	117
Movie genre seen at theater/6 months: thriller	5,140	14.9%	116
Went to museum in last 12 months	6,226	18.0%	131
Attended classical music/opera performance/12 months	1,702	4.9%	127
Attended country music performance in last 12 months	2,592	7.5%	118
Attended rock music performance in last 12 months	4,177	12.1%	126
Played musical instrument in last 12 months	2,881	8.3%	106
Did painting/drawing in last 12 months	3,104	9.0%	115
Did photo album/scrapbooking in last 12 months	1,731	5.0%	113
Did photography in last 12 months	4,014	11.6%	119
Did Sudoku puzzle in last 12 months	3,298	9.6%	121
Went to live theater in last 12 months	4,848	14.0%	127
Visited a theme park in last 12 months	7,732	22.4%	118
Visited a theme park 5+ times in last 12 months	1,861	5.4%	136
Participated in trivia games in last 12 months	2,610	7.6%	114
Played video/electronic game (console) last 12 months	3,214	9.3%	105
Played video/electronic game (portable) last 12 months	1,767	5.1%	109
Visited an indoor water park in last 12 months	1,281	3.7%	106
Did woodworking in last 12 months	1,865	5.4%	109
Participated in word games in last 12 months	4,107	11.9%	115
Went to zoo in last 12 months	5,117	14.8%	120
Purchased DVD/Blu-ray disc online in last 12 months	2,753	8.0%	128
Rented DVDs in last 30 days: 1	1,203	3.5%	111
Rented DVDs in last 30 days: 2	1,138	3.3%	105
Rented DVDs in last 30 days: 3+	2,731	7.9%	101
Rented movie/oth video/30 days: action/adventure	8,438	24.4%	118
Rented movie/oth video/30 days: classics	2,515	7.3%	120
Rented movie/oth video/30 days: comedy	7,890	22.9%	118
Rented movie/oth video/30 days: drama	5,907	17.1%	123
Rented movie/oth video/30 days: family/children	4,141	12.0%	123
Rented movie/oth video/30 days: foreign	870	2.5%	105
Rented movie/oth video/30 days: horror	2,121	6.1%	90
Rented movie/oth video/30 days: musical	1,123	3.3%	113
Rented movie/oth video/30 days: news/documentary	1,526	4.4%	114
Rented movie/oth video/30 days: romance	3,075	8.9%	122
Rented movie/oth video/30 days: science fiction	3,058	8.9%	121
Rented movie/oth video/30 days: TV show	3,122	9.0%	116
Rented movie/oth video/30 days: western	928	2.7%	94

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December 31, 2019



## Sports and Leisure Market Potential

Epic Plaza  
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	3,869	11.2%	137
Rented DVD/Blu-ray/30 days: from netflix.com	5,684	16.5%	127
Rented/purch DVD/Blu-ray/30 days: from Redbox	5,772	16.7%	110
HH owns ATV/UTV	770	4.3%	71
Bought any children`s toy/game in last 12 months	12,373	35.8%	111
Spent on toys/games for child last 12 months: <\$50	1,848	5.4%	94
Spent on toys/games for child last 12 months: \$50-99	848	2.5%	101
Spent on toys/games for child last 12 months: \$100-199	2,300	6.7%	115
Spent on toys/games for child last 12 months: \$200-499	3,640	10.5%	115
Spent on toys/games for child last 12 months: \$500+	2,143	6.2%	130
Bought any toys/games online in last 12 months	4,808	13.9%	134
Bought infant toy in last 12 months	2,394	6.9%	110
Bought pre-school toy in last 12 months	2,902	8.4%	119
Bought for child last 12 months: boy action figure	2,672	7.7%	107
Bought for child last 12 months: girl action figure	1,197	3.5%	95
Bought for child last 12 months: action game	1,069	3.1%	103
Bought for child last 12 months: bicycle	2,181	6.3%	109
Bought for child last 12 months: board game	4,808	13.9%	117
Bought for child last 12 months: builder set	2,037	5.9%	117
Bought for child last 12 months: car	2,815	8.2%	104
Bought for child last 12 months: construction toy	2,236	6.5%	114
Bought for child last 12 months: fashion doll	1,401	4.1%	96
Bought for child last 12 months: large/baby doll	2,495	7.2%	105
Bought for child last 12 months: doll accessories	1,582	4.6%	115
Bought for child last 12 months: doll clothing	1,484	4.3%	106
Bought for child last 12 months: educational toy	4,758	13.8%	120
Bought for child last 12 months: electronic doll/animal	869	2.5%	94
Bought for child last 12 months: electronic game	2,174	6.3%	108
Bought for child last 12 months: mechanical toy	1,693	4.9%	116
Bought for child last 12 months: model kit/set	1,182	3.4%	114
Bought for child last 12 months: plush doll/animal	3,317	9.6%	114
Bought for child last 12 months: sound game	470	1.4%	80
Bought for child last 12 months: water toy	3,480	10.1%	111
Bought for child last 12 months: word game	788	2.3%	89

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December 31, 2019



## Sports and Leisure Market Potential

Epic Plaza  
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	5,883	17.0%	132
Bought hardcover book in last 12 months	8,537	24.7%	124
Bought paperback book in last 12 months	11,812	34.2%	120
Bought 1-3 books in last 12 months	7,687	22.3%	111
Bought 4-6 books in last 12 months	4,239	12.3%	124
Bought 7+ books in last 12 months	6,477	18.8%	125
Bought book (fiction) in last 12 months	10,404	30.1%	124
Bought book (non-fiction) in last 12 months	9,757	28.3%	128
Bought biography in last 12 months	2,913	8.4%	123
Bought children`s book in last 12 months	3,826	11.1%	115
Bought cookbook in last 12 months	2,458	7.1%	106
Bought history book in last 12 months	3,769	10.9%	121
Bought mystery book in last 12 months	4,160	12.0%	114
Bought novel in last 12 months	5,959	17.3%	130
Bought religious book (not bible) in last 12 months	2,270	6.6%	109
Bought romance book in last 12 months	1,991	5.8%	103
Bought science fiction book in last 12 months	2,069	6.0%	108
Bought personal/business self-help book last 12 months	2,861	8.3%	132
Bought travel book in last 12 months	913	2.6%	118
Bought book online in last 12 months	9,874	28.6%	140
Bought book last 12 months: amazon.com	9,339	27.0%	135
Bought book last 12 months: barnes&noble.com	1,106	3.2%	136
Bought book last 12 months: Barnes & Noble book store	5,882	17.0%	132
Bought book last 12 months: other book store (not B&N)	3,727	10.8%	110
Bought book last 12 months: mail order	632	1.8%	99
Listened to/purchased audiobook in last 6 months	2,858	8.3%	138

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December 31, 2019



# Sports and Leisure Market Potential

Epic Plaza  
12910 Factory Ln, Louisville, Kentucky, 40245  
Ring: 5 mile radius

Prepared by Charlotte Hollkamp  
Latitude: 38.28821  
Longitude: -85.51154

Demographic Summary		2019	2024
Population		122,354	129,557
Population 18+		93,631	100,036
Households		48,433	51,318
Median Household Income		\$95,819	\$107,133
Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Participated in aerobics in last 12 months	8,647	9.2%	121
Participated in archery in last 12 months	2,636	2.8%	103
Participated in backpacking in last 12 months	4,081	4.4%	127
Participated in baseball in last 12 months	3,890	4.2%	104
Participated in basketball in last 12 months	7,454	8.0%	99
Participated in bicycling (mountain) in last 12 months	4,756	5.1%	121
Participated in bicycling (road) in last 12 months	11,772	12.6%	129
Participated in boating (power) in last 12 months	5,190	5.5%	118
Participated in bowling in last 12 months	9,454	10.1%	114
Participated in canoeing/kayaking in last 12 months	8,050	8.6%	126
Participated in fishing (fresh water) in last 12 months	10,882	11.6%	100
Participated in fishing (salt water) in last 12 months	3,917	4.2%	107
Participated in football in last 12 months	4,199	4.5%	95
Participated in Frisbee in last 12 months	4,500	4.8%	121
Participated in golf in last 12 months	10,610	11.3%	136
Participated in hiking in last 12 months	15,482	16.5%	134
Participated in horseback riding in last 12 months	2,370	2.5%	108
Participated in hunting with rifle in last 12 months	3,185	3.4%	80
Participated in hunting with shotgun in last 12 months	2,610	2.8%	83
Participated in ice skating in last 12 months	3,348	3.6%	125
Participated in jogging/running in last 12 months	15,649	16.7%	130
Participated in motorcycling in last 12 months	2,682	2.9%	94
Participated in Pilates in last 12 months	3,034	3.2%	131
Participated in ping pong in last 12 months	4,657	5.0%	127
Participated in skiing (downhill) in last 12 months	3,543	3.8%	137
Participated in soccer in last 12 months	3,833	4.1%	102
Participated in softball in last 12 months	2,698	2.9%	102
Participated in swimming in last 12 months	19,002	20.3%	125
Participated in target shooting in last 12 months	4,237	4.5%	104
Participated in tennis in last 12 months	4,082	4.4%	126
Participated in volleyball in last 12 months	3,159	3.4%	97
Participated in walking for exercise in last 12 months	28,546	30.5%	124
Participated in weight lifting in last 12 months	13,395	14.3%	138
Participated in yoga in last 12 months	10,147	10.8%	134
Participated in Zumba in last 12 months	3,238	3.5%	106
Spent on sports/rec equip in last 12 months: \$1-99	6,382	6.8%	112
Spent on sports/rec equip in last 12 months: \$100-\$249	6,965	7.4%	121
Spent on sports/rec equip in last 12 months: \$250+	9,098	9.7%	120
Attend sports events	20,420	21.8%	131
Attend sports events: baseball game - MLB reg seas	7,496	8.0%	143
Attend sports events: basketball game-NBA reg seas	1,991	2.1%	125
Attend sports events: football game (college)	4,123	4.4%	125
Attend sports events: high school sports	3,691	3.9%	117

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Listen to sports on radio	12,476	13.3%	121
Watch sports on TV	61,021	65.2%	113
Watch on TV: alpine skiing/ski jumping	4,366	4.7%	130
Watch on TV: auto racing (NASCAR)	8,642	9.2%	99
Watch on TV: auto racing (not NASCAR)	3,799	4.1%	101
Watch on TV: baseball (MLB regular season)	22,980	24.5%	125
Watch on TV: baseball (MLB playoffs/World Series)	20,268	21.6%	123
Watch on TV: basketball (college)	15,112	16.1%	120
Watch on TV: basketball (NCAA tournament)	14,808	15.8%	119
Watch on TV: basketball (NBA regular season)	14,866	15.9%	107
Watch on TV: basketball (NBA playoffs/finals)	17,120	18.3%	111
Watch on TV: basketball (WNBA)	2,734	2.9%	93
Watch on TV: bicycle racing	2,769	3.0%	136
Watch on TV: bowling	1,725	1.8%	95
Watch on TV: boxing	5,384	5.8%	93
Watch on TV: bull riding (pro)	2,417	2.6%	86
Watch on TV: Equestrian events	2,021	2.2%	99
Watch on TV: extreme sports (summer)	3,396	3.6%	105
Watch on TV: extreme sports (winter)	4,180	4.5%	117
Watch on TV: figure skating	7,257	7.8%	125
Watch on TV: fishing	4,462	4.8%	104
Watch on TV: football (college)	26,394	28.2%	120
Watch on TV: football (NFL Sunday/Monday/Thursday night games)	35,575	38.0%	118
Watch on TV: football (NFL weekend games)	33,361	35.6%	120
Watch on TV: football (NFL playoffs/Super Bowl)	35,517	37.9%	120
Watch on TV: golf (PGA)	14,499	15.5%	138
Watch on TV: golf (LPGA)	4,006	4.3%	123
Watch on TV: gymnastics	6,831	7.3%	121
Watch on TV: high school sports	5,377	5.7%	120
Watch on TV: horse racing (at track or OTB)	2,540	2.7%	107
Watch on TV: ice hockey (NHL regular season)	9,965	10.6%	132
Watch on TV: ice hockey (NHL playoffs/Stanley Cup)	9,864	10.5%	132
Watch on TV: mixed martial arts (MMA)	4,199	4.5%	107
Watch on TV: motorcycle racing	2,262	2.4%	90
Watch on TV: Olympics (summer)	20,047	21.4%	126
Watch on TV: Olympics (winter)	15,196	16.2%	119
Watch on TV: rodeo	2,332	2.5%	83
Watch on TV: soccer (MLS)	5,241	5.6%	116
Watch on TV: soccer (World Cup)	7,441	7.9%	113
Watch on TV: tennis (men`s)	7,366	7.9%	133
Watch on TV: tennis (women`s)	7,042	7.5%	129
Watch on TV: track & field	4,650	5.0%	114
Watch on TV: volleyball (pro beach)	3,158	3.4%	111
Watch on TV: wrestling (WWE)	3,314	3.5%	77
Interest in sports: college basketball Super Fan	3,261	3.5%	87
Interest in sports: college football Super Fan	7,019	7.5%	100
Interest in sports: golf Super Fan	1,945	2.1%	112
Interest in sports: high school sports Super Fan	2,089	2.2%	72
Interest in sports: MLB Super Fan	4,723	5.0%	98
Interest in sports: NASCAR Super Fan	2,005	2.1%	79
Interest in sports: NBA Super Fan	4,224	4.5%	82
Interest in sports: NFL Super Fan	10,992	11.7%	101
Interest in sports: NHL Super Fan	3,085	3.3%	101
Interest in sports: soccer Super Fan	2,265	2.4%	88

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December 31, 2019



## Sports and Leisure Market Potential

Epic Plaza  
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
Member of AARP	13,519	14.4%	120
Member of charitable organization	5,536	5.9%	137
Member of church board	2,522	2.7%	104
Member of fraternal order	2,285	2.4%	109
Member of religious club	3,693	3.9%	115
Member of union	4,092	4.4%	116
Member of veterans club	2,442	2.6%	104
Attended adult education course in last 12 months	8,855	9.5%	118
Went to art gallery in last 12 months	9,587	10.2%	129
Attended auto show in last 12 months	6,019	6.4%	105
Did baking in last 12 months	25,181	26.9%	119
Barbecued in last 12 months	30,419	32.5%	117
Went to bar/night club in last 12 months	18,640	19.9%	115
Went to beach in last 12 months	34,026	36.3%	125
Played billiards/pool in last 12 months	6,150	6.6%	99
Played bingo in last 12 months	3,937	4.2%	95
Did birdwatching in last 12 months	4,425	4.7%	105
Played board game in last 12 months	18,772	20.0%	128
Read book in last 12 months	37,399	39.9%	125
Participated in book club in last 12 months	3,444	3.7%	122
Went on overnight camping trip in last 12 months	12,469	13.3%	107
Played cards in last 12 months	17,454	18.6%	114
Played chess in last 12 months	3,455	3.7%	104
Played computer game (offline w/software)/12 months	7,191	7.7%	106
Played computer game (online w/o software)/12 months	12,313	13.2%	112
Cooked for fun in last 12 months	21,730	23.2%	118
Did crossword puzzle in last 12 months	10,438	11.1%	115
Danced/went dancing in last 12 months	6,990	7.5%	104
Attended dance performance in last 12 months	5,015	5.4%	120
Dined out in last 12 months	57,916	61.9%	119
Participated in fantasy sports league last 12 months	5,385	5.8%	124
Participated in tailgating in last 12 months	5,122	5.5%	124
Did furniture refinishing in last 12 months	4,411	4.7%	116
Gambled at casino in last 12 months	13,475	14.4%	109
Gambled in Las Vegas in last 12 months	3,987	4.3%	120
Participate in indoor gardening/plant care	9,285	9.9%	111
Attended horse races in last 12 months	2,524	2.7%	111
Participated in karaoke in last 12 months	3,093	3.3%	87
Bought lottery ticket in last 12 months	32,635	34.9%	100
Played lottery 6+ times in last 30 days	8,320	8.9%	87
Bought lottery ticket in last 12 months: Daily Drawing	2,331	2.5%	80
Bought lottery ticket in last 12 months: Instant Game	14,634	15.6%	87
Bought lottery ticket in last 12 months: Mega Millions	16,484	17.6%	109
Bought lottery ticket in last 12 months: Powerball	21,499	23.0%	111
Attended a movie in last 6 months	61,846	66.1%	113
Attended movie in last 90 days: once/week or more	1,822	1.9%	81
Attended movie in last 90 days: 2-3 times a month	6,237	6.7%	109
Attended movie in last 90 days: once a month	10,695	11.4%	120
Attended movie in last 90 days: < once a month	38,678	41.3%	117
Movie genre seen at theater/6 months: action	30,528	32.6%	113

**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 2019 and 2024.

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Movie genre seen at theater/6 months: adventure	34,455	36.8%	114
Movie genre seen at theater/6 months: comedy	26,087	27.9%	111
Movie genre seen at theater/6 months: crime	10,651	11.4%	106
Movie genre seen at theater/6 months: drama	25,836	27.6%	117
Movie genre seen at theater/6 months: family	12,510	13.4%	111
Movie genre seen at theater/6 months: fantasy	18,924	20.2%	119
Movie genre seen at theater/6 months: horror	6,046	6.5%	87
Movie genre seen at theater/6 months: romance	5,885	6.3%	103
Movie genre seen at theater/6 months: science fiction	18,714	20.0%	113
Movie genre seen at theater/6 months: thriller	12,905	13.8%	107
Went to museum in last 12 months	17,355	18.5%	135
Attended classical music/opera performance/12 months	5,128	5.5%	141
Attended country music performance in last 12 months	7,032	7.5%	118
Attended rock music performance in last 12 months	11,615	12.4%	130
Played musical instrument in last 12 months	8,266	8.8%	112
Did painting/drawing in last 12 months	8,583	9.2%	117
Did photo album/scrapbooking in last 12 months	4,683	5.0%	113
Did photography in last 12 months	11,142	11.9%	122
Did Sudoku puzzle in last 12 months	9,093	9.7%	123
Went to live theater in last 12 months	13,911	14.9%	135
Visited a theme park in last 12 months	19,471	20.8%	110
Visited a theme park 5+ times in last 12 months	4,466	4.8%	120
Participated in trivia games in last 12 months	7,136	7.6%	115
Played video/electronic game (console) last 12 months	8,521	9.1%	103
Played video/electronic game (portable) last 12 months	4,611	4.9%	105
Visited an indoor water park in last 12 months	3,366	3.6%	103
Did woodworking in last 12 months	5,171	5.5%	111
Participated in word games in last 12 months	11,454	12.2%	118
Went to zoo in last 12 months	13,445	14.4%	117
Purchased DVD/Blu-ray disc online in last 12 months	7,257	7.8%	124
Rented DVDs in last 30 days: 1	3,415	3.6%	117
Rented DVDs in last 30 days: 2	2,971	3.2%	101
Rented DVDs in last 30 days: 3+	7,082	7.6%	97
Rented movie/oth video/30 days: action/adventure	21,990	23.5%	114
Rented movie/oth video/30 days: classics	6,362	6.8%	112
Rented movie/oth video/30 days: comedy	20,607	22.0%	113
Rented movie/oth video/30 days: drama	15,541	16.6%	119
Rented movie/oth video/30 days: family/children	10,268	11.0%	112
Rented movie/oth video/30 days: foreign	2,187	2.3%	97
Rented movie/oth video/30 days: horror	5,431	5.8%	85
Rented movie/oth video/30 days: musical	2,851	3.0%	106
Rented movie/oth video/30 days: news/documentary	3,889	4.2%	107
Rented movie/oth video/30 days: romance	7,926	8.5%	116
Rented movie/oth video/30 days: science fiction	7,638	8.2%	111
Rented movie/oth video/30 days: TV show	8,113	8.7%	111
Rented movie/oth video/30 days: western	2,221	2.4%	83

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Rented/purch DVD/Blu-ray/30 days: from amazon.com	10,095	10.8%	131
Rented DVD/Blu-ray/30 days: from netflix.com	14,970	16.0%	123
Rented/purch DVD/Blu-ray/30 days: from Redbox	15,184	16.2%	107
HH owns ATV/UTV	2,279	4.7%	77
Bought any children`s toy/game in last 12 months	32,389	34.6%	107
Spent on toys/games for child last 12 months: <\$50	5,076	5.4%	96
Spent on toys/games for child last 12 months: \$50-99	2,229	2.4%	98
Spent on toys/games for child last 12 months: \$100-199	5,947	6.4%	110
Spent on toys/games for child last 12 months: \$200-499	9,538	10.2%	111
Spent on toys/games for child last 12 months: \$500+	5,573	6.0%	125
Bought any toys/games online in last 12 months	12,531	13.4%	129
Bought infant toy in last 12 months	6,150	6.6%	104
Bought pre-school toy in last 12 months	7,430	7.9%	112
Bought for child last 12 months: boy action figure	7,017	7.5%	104
Bought for child last 12 months: girl action figure	3,137	3.4%	92
Bought for child last 12 months: action game	2,856	3.1%	101
Bought for child last 12 months: bicycle	5,634	6.0%	103
Bought for child last 12 months: board game	12,601	13.5%	113
Bought for child last 12 months: builder set	5,501	5.9%	117
Bought for child last 12 months: car	7,103	7.6%	97
Bought for child last 12 months: construction toy	6,032	6.4%	113
Bought for child last 12 months: fashion doll	3,786	4.0%	96
Bought for child last 12 months: large/baby doll	6,301	6.7%	98
Bought for child last 12 months: doll accessories	3,926	4.2%	105
Bought for child last 12 months: doll clothing	3,857	4.1%	101
Bought for child last 12 months: educational toy	12,463	13.3%	115
Bought for child last 12 months: electronic doll/animal	2,222	2.4%	89
Bought for child last 12 months: electronic game	5,626	6.0%	103
Bought for child last 12 months: mechanical toy	4,335	4.6%	109
Bought for child last 12 months: model kit/set	3,211	3.4%	114
Bought for child last 12 months: plush doll/animal	8,703	9.3%	110
Bought for child last 12 months: sound game	1,244	1.3%	78
Bought for child last 12 months: water toy	9,274	9.9%	109
Bought for child last 12 months: word game	2,034	2.2%	85

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Bought digital book in last 12 months	15,838	16.9%	131
Bought hardcover book in last 12 months	23,183	24.8%	124
Bought paperback book in last 12 months	31,793	34.0%	119
Bought 1-3 books in last 12 months	20,713	22.1%	111
Bought 4-6 books in last 12 months	11,186	11.9%	121
Bought 7+ books in last 12 months	17,667	18.9%	126
Bought book (fiction) in last 12 months	28,383	30.3%	124
Bought book (non-fiction) in last 12 months	26,434	28.2%	128
Bought biography in last 12 months	8,010	8.6%	125
Bought children`s book in last 12 months	9,986	10.7%	111
Bought cookbook in last 12 months	6,807	7.3%	109
Bought history book in last 12 months	10,345	11.0%	123
Bought mystery book in last 12 months	11,827	12.6%	119
Bought novel in last 12 months	16,075	17.2%	129
Bought religious book (not bible) in last 12 months	5,890	6.3%	105
Bought romance book in last 12 months	5,526	5.9%	105
Bought science fiction book in last 12 months	5,632	6.0%	108
Bought personal/business self-help book last 12 months	7,416	7.9%	127
Bought travel book in last 12 months	2,514	2.7%	119
Bought book online in last 12 months	26,555	28.4%	138
Bought book last 12 months: amazon.com	25,385	27.1%	135
Bought book last 12 months: barnes&noble.com	2,898	3.1%	132
Bought book last 12 months: Barnes & Noble book store	15,394	16.4%	128
Bought book last 12 months: other book store (not B&N)	10,345	11.0%	113
Bought book last 12 months: mail order	1,742	1.9%	101
Listened to/purchased audiobook in last 6 months	7,274	7.8%	129

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