



Retail Market Potential

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

Prepared by Charlotte Hollkamp
Latitude: 38.28804
Longitude: -85.51142

Demographic Summary		2023	2028
Population		5,263	5,349
Population 18+		3,822	3,897
Households		2,250	2,292
Median Household Income		\$89,252	\$98,644

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought Men`s Clothing/12 Mo	2,420	63.3%	103
Bought Women`s Clothing/12 Mo	2,026	53.0%	102
Bought Shoes/12 Mo	2,945	77.1%	103
Bought Fine Jewelry/12 Mo	815	21.3%	104
Bought Watch/12 Mo	579	15.1%	109
Automobiles (Households)			
HH Owns or Leases Any Vehicle	2,149	95.5%	105
HH Bought or Leased New Vehicle/12 Mo	266	11.8%	117
Automotive Aftermarket (Adults)			
Bought Gasoline/6 Mo	3,610	94.5%	104
Bought or Changed Motor Oil/12 Mo	2,016	52.7%	103
Had Vehicle Tune-Up/12 Mo	998	26.1%	105
Beverages (Adults)			
Drank Non-Diet (Regular) Cola/6 Mo	1,332	34.9%	94
Drank Beer or Ale/6 Mo	1,603	41.9%	106
Cameras (Adults)			
Own Digital Point and Shoot Camera/Camcorder	442	11.6%	105
Own Digital SLR Camera or Camcorder	484	12.7%	117
Printed Digital Photos/12 Mo	1,198	31.3%	116
Cell Phones (Adults/Households)			
Bought Cell Phone/12 Mo	1,313	34.4%	98
Have a Smartphone	3,684	96.4%	103
Have Android Phone (Any Brand) Smartphone	1,233	32.3%	83
Have Apple iPhone Smartphone	2,518	65.9%	117
HH Owns 1 Cell Phone	557	24.8%	81
HH Owns 2 Cell Phones	884	39.3%	100
HH Owns 3+ Cell Phones	780	34.7%	120
HH Has Cell Phone Only (No Landline Telephone)	1,664	74.0%	108
Computers (Households)			
HH Owns Computer	2,038	90.6%	106
HH Owns Desktop Computer	921	40.9%	102
HH Owns Laptop or Notebook	1,727	76.8%	109
HH Owns Apple/Mac Brand Computer	658	29.2%	121
HH Owns PC/Non-Apple Brand Computer	1,655	73.6%	104
HH Purchased Most Recent Home Computer at Store	895	39.8%	102
HH Purchased Most Recent Home Computer Online	711	31.6%	115
HH Spent \$1-499 on Most Recent Home Computer	317	14.1%	89
HH Spent \$500-999 on Most Recent Home Computer	508	22.6%	111
HH Spent \$1K-1499 on Most Recent Home Computer	310	13.8%	114
HH Spent \$1500-1999 on Most Recent Home Computer	105	4.7%	101
HH Spent \$2K+ on Most Recent Home Computer	163	7.2%	134

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 MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2023 and 2028.

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Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
Convenience Stores (Adults)			
Shopped at C-Store/6 Mo	2,427	63.5%	99
Bought Brewed Coffee at C-Store/30 Days	416	10.9%	90
Bought Cigarettes at C-Store/30 Days	163	4.3%	70
Bought Gas at C-Store/30 Days	1,514	39.6%	100
Spent \$1-19 at C-Store/30 Days	291	7.6%	103
Spent \$20-39 at C-Store/30 Days	386	10.1%	102
Spent \$40-50 at C-Store/30 Days	272	7.1%	92
Spent \$51-99 at C-Store/30 Days	251	6.6%	107
Spent \$100+ at C-Store/30 Days	761	19.9%	95
Entertainment (Adults)			
Attended Movie/6 Mo	1,553	40.6%	110
Went to Live Theater/12 Mo	273	7.1%	105
Went to Bar or Night Club/12 Mo	670	17.5%	108
Dined Out/12 Mo	2,192	57.4%	110
Gambled at Casino/12 Mo	388	10.2%	95
Visited Theme Park/12 Mo	530	13.9%	119
Viewed Movie (Video-on-Demand)/30 Days	495	13.0%	117
Viewed TV Show (Video-on-Demand)/30 Days	336	8.8%	116
Used Internet to Download Movie/30 Days	289	7.6%	126
Downloaded Individual Song/6 Mo	844	22.1%	110
Used Internet to Watch Movie/30 Days	1,544	40.4%	118
Used Internet to Watch TV Program/30 Days	1,051	27.5%	124
Played (Console) Video or Electronic Game/12 Mo	559	14.6%	114
Played (Portable) Video or Electronic Game/12 Mo	258	6.8%	102
Financial (Adults)			
Have 1st Home Mortgage	1,781	46.6%	123
Used ATM or Cash Machine/12 Mo	2,461	64.4%	102
Own Any Stock	705	18.4%	123
Own U.S. Savings Bonds	338	8.8%	124
Own Shares in Mutual Fund (Stocks)	619	16.2%	118
Own Shares in Mutual Fund (Bonds)	380	9.9%	116
Have Interest Checking Account	1,602	41.9%	107
Have Non-Interest Checking Account	1,444	37.8%	99
Have Savings Account	3,010	78.8%	106
Have 401(k) Retirement Savings Plan	1,133	29.6%	121
Own or Used Any Credit/Debit Card/12 Mo	3,652	95.6%	103
Avg \$1-110 Monthly Credit Card Expenditures	382	10.0%	87
Avg \$111-225 Monthly Credit Card Expenditures	310	8.1%	106
Avg \$226-450 Monthly Credit Card Expenditures	344	9.0%	97
Avg \$451-700 Monthly Credit Card Expenditures	413	10.8%	117
Avg \$701-1000 Monthly Credit Card Expenditures	302	7.9%	97
Avg \$1001-2000 Monthly Credit Card Expenditures	495	13.0%	110
Avg \$2001+ Monthly Credit Card Expenditures	579	15.1%	137
Did Banking Online/12 Mo	2,494	65.3%	111
Did Banking by Mobile Device/12 Mo	2,083	54.5%	113

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Grocery (Adults)			
HH Used Bread/6 Mo	2,157	95.9%	101
HH Used Chicken (Fresh or Frozen)/6 Mo	1,623	72.1%	104
HH Used Turkey (Fresh or Frozen)/6 Mo	352	15.6%	106
HH Used Fish or Seafood (Fresh or Frozen)/6 Mo	1,403	62.4%	104
HH Used Fresh Fruit or Vegetables/6 Mo	2,032	90.3%	102
HH Used Fresh Milk/6 Mo	1,875	83.3%	101
HH Used Fish or Seafood (Fresh or Frozen)/6 Mo	1,403	62.4%	112
Health (Adults)			
Exercise at Home 2+ Times/Wk	2,034	53.2%	108
Exercise at Club 2+ Times/Wk	507	13.3%	113
Visited Doctor/12 Mo	3,129	81.9%	102
Used Vitamins or Dietary Supplements/6 Mo	2,578	67.5%	102
Home (Households)			
HH Did Home Improvement/12 Mo	940	41.8%	106
HH Used Maid/Prof Cln Svc (+ Furn/Carpet)/12 Mo	808	35.9%	118
HH Purchased Low Ticket HH Furnishing/12 Mo	594	26.4%	108
HH Purchased Big Ticket HH Furnishing/12 Mo	729	32.4%	114
HH Bought Small Kitchen Appliance/12 Mo	632	28.1%	108
HH Bought Large Kitchen Appliance/12 Mo	413	18.4%	113
Insurance (Adults/Households)			
Currently Carry Life Insurance	2,182	57.1%	112
Personally Carry Any Med/Hosp/Accident Insur	3,394	88.8%	104
Homeowner Carries Home/Personal Property Insurance	2,575	67.4%	109
Renter Carries Home/Pers Property Insurance	495	13.0%	109
HH Has 1 Vehicle Covered w/Auto Insurance	625	27.8%	91
HH Has 2 Vehicles Covered w/Auto Insurance	839	37.3%	114
HH Has 3+ Vehicles Covered w/Auto Insurance	638	28.4%	107
Pets (Households)			
HH Owns Cat	477	21.2%	92
HH Owns Dog	937	41.6%	105
Psychographics (Adults)			
Represents adults who "completely agree" with the statement:			
Am Interested in How to Help Env: 4-Agr Cmpl	786	20.6%	111
Buying American Is Important: 4-Agr Cmpl	1,066	27.9%	87
Buy Based on Quality Not Price: 4-Agr Cmpl	562	14.7%	98
Buy on Credit Rather Than Wait: 4-Agr Cmpl	474	12.4%	97
Only Use Coupons Brands Usually Buy: 4-Agr Cmpl	389	10.2%	92
Will Pay More for Env Safe Prods: 4-Agr Cmpl	452	11.8%	97
Buy Based on Price Not Brands: 4-Agr Cmpl	990	25.9%	95
Am Interested in How to Help Env: 4-Agr Cmpl	786	20.6%	111
Reading (Adults)			
Bought Digital Book/12 Mo	852	22.3%	118
Bought Hardcover Book/12 Mo	1,121	29.3%	108
Bought Paperback Book/12 Mo	1,453	38.0%	112
Read Daily Newspaper (Paper Version)	412	10.8%	70
Read Digital Newspaper/30 Days	2,134	55.8%	110
Read Magazine (Paper/Electronic Vers)/6 Mo	3,430	89.7%	103

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Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
Restaurants (Adults)			
Went to Family Restrnt/SteakHse/6 Mo	2,659	69.6%	105
Went to Family Restrnt/SteakHse 4+ Times/30 Days	869	22.7%	111
Went to Fast Food/Drive-In Restaurant/6 Mo	3,550	92.9%	102
Went to Fast Food/Drive-In Rest 9+ Times/30 Days	1,616	42.3%	109
Ordered Eat-In Fast Food/6 Mo	846	22.1%	108
Ordered Home Delivery Fast Food/6 Mo	627	16.4%	122
Take-Out/Drive-Thru/Curbside Fast Food/6 Mo	2,407	63.0%	108
Ordered Take-Out/Walk-In Fast Food/6 Mo	984	25.7%	115
Television & Electronics (Adults/Households)			
Own Tablet	2,523	66.0%	112
Own E-Reader	627	16.4%	114
Own E-Reader/Tablet: Apple iPad	1,762	46.1%	124
HH Owns Internet Connectable TV	1,076	47.8%	111
Own Portable MP3 Player	430	11.3%	101
HH Owns 1 TV	355	15.8%	87
HH Owns 2 TVs	608	27.0%	95
HH Owns 3 TVs	565	25.1%	110
HH Owns 4+ TVs	587	26.1%	116
HH Subscribes to Cable TV	720	32.0%	94
HH Subscribes to Fiber Optic TV	142	6.3%	120
HH Owns Portable GPS Device	445	19.8%	95
HH Purchased Video Game System/12 Mo	185	8.2%	103
HH Owns Internet Video Device for TV	1,333	59.2%	113
Travel (Adults)			
Took Domestic Trip in Continental U.S./12 Mo	2,277	59.6%	111
Took 3+ Domestic Non-Business Trips/12 Mo	644	16.8%	121
Spent \$1-999 on Domestic Vacations/12 Mo	555	14.5%	106
Spent \$1K-1499 on Domestic Vacations/12 Mo	288	7.5%	118
Spent \$1500-1999 on Domestic Vacations/12 Mo	165	4.3%	113
Spent \$2K-2999 on Domestic Vacations/12 Mo	161	4.2%	106
Spent \$3K+ on Domestic Vacations/12 Mo	362	9.5%	143
Used Intrnt Travel Site for Domestic Trip/12 Mo	252	6.6%	118
Took Foreign Trip (Incl Alaska & Hawaii)/3 Yrs	1,451	38.0%	115
Took 3+ Foreign Trips by Plane/3 Yrs	352	9.2%	126
Spent \$1-999 on Foreign Vacations/12 Mo	336	8.8%	113
Index: Spent \$1K-2999 on Foreign Vacations/12 Mo	101	2.6%	86
Spent \$3K+ on Foreign Vacations/12 Mo	244	6.4%	151
Used General Travel Site: Foreign Trip/3 Yrs	288	7.5%	119
Spent Night at Hotel or Motel/12 Mo	1,942	50.8%	112
Took Cruise of More Than One Day/3 Yrs	460	12.0%	119
Member of Frequent Flyer Program	1,365	35.7%	129
Member of Hotel Rewards Program	1,383	36.2%	126

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Retail Market Potential

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12910 Factory Ln, Louisville, Kentucky, 40245
Ring: 3 mile radius

Prepared by Charlotte Hollkamp
Latitude: 38.28804
Longitude: -85.51142

Demographic Summary		2023	2028
Population		48,470	50,091
Population 18+		36,655	38,278
Households		18,658	19,457
Median Household Income		\$96,454	\$108,090

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought Men`s Clothing/12 Mo	22,929	62.6%	102
Bought Women`s Clothing/12 Mo	18,855	51.4%	99
Bought Shoes/12 Mo	27,737	75.7%	102
Bought Fine Jewelry/12 Mo	7,324	20.0%	98
Bought Watch/12 Mo	4,988	13.6%	98
Automobiles (Households)			
HH Owns or Leases Any Vehicle	17,818	95.5%	105
HH Bought or Leased New Vehicle/12 Mo	2,301	12.3%	122
Automotive Aftermarket (Adults)			
Bought Gasoline/6 Mo	34,344	93.7%	104
Bought or Changed Motor Oil/12 Mo	18,438	50.3%	98
Had Vehicle Tune-Up/12 Mo	9,666	26.4%	107
Beverages (Adults)			
Drank Non-Diet (Regular) Cola/6 Mo	12,057	32.9%	89
Drank Beer or Ale/6 Mo	15,445	42.1%	106
Cameras (Adults)			
Own Digital Point and Shoot Camera/Camcorder	4,624	12.6%	115
Own Digital SLR Camera or Camcorder	4,814	13.1%	122
Printed Digital Photos/12 Mo	11,103	30.3%	112
Cell Phones (Adults/Households)			
Bought Cell Phone/12 Mo	12,420	33.9%	97
Have a Smartphone	34,865	95.1%	102
Have Android Phone (Any Brand) Smartphone	12,085	33.0%	85
Have Apple iPhone Smartphone	23,383	63.8%	113
HH Owns 1 Cell Phone	4,886	26.2%	86
HH Owns 2 Cell Phones	7,511	40.3%	103
HH Owns 3+ Cell Phones	6,031	32.3%	112
HH Has Cell Phone Only (No Landline Telephone)	12,496	67.0%	98
Computers (Households)			
HH Owns Computer	16,901	90.6%	106
HH Owns Desktop Computer	8,127	43.6%	109
HH Owns Laptop or Notebook	13,971	74.9%	106
HH Owns Apple/Mac Brand Computer	5,284	28.3%	117
HH Owns PC/Non-Apple Brand Computer	13,792	73.9%	104
HH Purchased Most Recent Home Computer at Store	7,696	41.2%	106
HH Purchased Most Recent Home Computer Online	5,661	30.3%	110
HH Spent \$1-499 on Most Recent Home Computer	2,676	14.3%	91
HH Spent \$500-999 on Most Recent Home Computer	4,238	22.7%	112
HH Spent \$1K-1499 on Most Recent Home Computer	2,591	13.9%	115
HH Spent \$1500-1999 on Most Recent Home Computer	1,092	5.9%	127
HH Spent \$2K+ on Most Recent Home Computer	1,281	6.9%	127

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Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
Convenience Stores (Adults)			
Shopped at C-Store/6 Mo	22,558	61.5%	96
Bought Brewed Coffee at C-Store/30 Days	4,018	11.0%	91
Bought Cigarettes at C-Store/30 Days	1,655	4.5%	74
Bought Gas at C-Store/30 Days	13,699	37.4%	95
Spent \$1-19 at C-Store/30 Days	2,728	7.4%	101
Spent \$20-39 at C-Store/30 Days	3,662	10.0%	101
Spent \$40-50 at C-Store/30 Days	2,792	7.6%	98
Spent \$51-99 at C-Store/30 Days	2,209	6.0%	98
Spent \$100+ at C-Store/30 Days	6,645	18.1%	87
Entertainment (Adults)			
Attended Movie/6 Mo	14,536	39.7%	107
Went to Live Theater/12 Mo	2,936	8.0%	117
Went to Bar or Night Club/12 Mo	6,228	17.0%	105
Dined Out/12 Mo	20,679	56.4%	108
Gambled at Casino/12 Mo	3,882	10.6%	99
Visited Theme Park/12 Mo	4,367	11.9%	102
Viewed Movie (Video-on-Demand)/30 Days	5,255	14.3%	129
Viewed TV Show (Video-on-Demand)/30 Days	3,512	9.6%	126
Used Internet to Download Movie/30 Days	2,522	6.9%	114
Downloaded Individual Song/6 Mo	7,787	21.2%	106
Used Internet to Watch Movie/30 Days	13,272	36.2%	106
Used Internet to Watch TV Program/30 Days	9,126	24.9%	112
Played (Console) Video or Electronic Game/12 Mo	4,722	12.9%	100
Played (Portable) Video or Electronic Game/12 Mo	2,395	6.5%	98
Financial (Adults)			
Have 1st Home Mortgage	16,508	45.0%	118
Used ATM or Cash Machine/12 Mo	23,788	64.9%	103
Own Any Stock	7,056	19.2%	129
Own U.S. Savings Bonds	3,062	8.4%	117
Own Shares in Mutual Fund (Stocks)	6,444	17.6%	128
Own Shares in Mutual Fund (Bonds)	3,929	10.7%	125
Have Interest Checking Account	16,319	44.5%	113
Have Non-Interest Checking Account	13,797	37.6%	99
Have Savings Account	28,800	78.6%	106
Have 401(k) Retirement Savings Plan	10,377	28.3%	116
Own or Used Any Credit/Debit Card/12 Mo	34,757	94.8%	102
Avg \$1-110 Monthly Credit Card Expenditures	3,557	9.7%	85
Avg \$111-225 Monthly Credit Card Expenditures	2,790	7.6%	99
Avg \$226-450 Monthly Credit Card Expenditures	3,428	9.4%	101
Avg \$451-700 Monthly Credit Card Expenditures	3,413	9.3%	101
Avg \$701-1000 Monthly Credit Card Expenditures	3,177	8.7%	106
Avg \$1001-2000 Monthly Credit Card Expenditures	5,172	14.1%	120
Avg \$2001+ Monthly Credit Card Expenditures	5,672	15.5%	140
Did Banking Online/12 Mo	23,500	64.1%	109
Did Banking by Mobile Device/12 Mo	18,958	51.7%	108

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Ring: 3 mile radius

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Grocery (Adults)			
HH Used Bread/6 Mo	17,698	94.9%	100
HH Used Chicken (Fresh or Frozen)/6 Mo	13,335	71.5%	103
HH Used Turkey (Fresh or Frozen)/6 Mo	2,854	15.3%	103
HH Used Fish or Seafood (Fresh or Frozen)/6 Mo	11,536	61.8%	103
HH Used Fresh Fruit or Vegetables/6 Mo	16,810	90.1%	102
HH Used Fresh Milk/6 Mo	15,488	83.0%	101
HH Used Fish or Seafood (Fresh or Frozen)/6 Mo	11,536	61.8%	108
Health (Adults)			
Exercise at Home 2+ Times/Wk	19,532	53.3%	108
Exercise at Club 2+ Times/Wk	5,109	13.9%	119
Visited Doctor/12 Mo	30,290	82.6%	103
Used Vitamins or Dietary Supplements/6 Mo	25,026	68.3%	103
Home (Households)			
HH Did Home Improvement/12 Mo	7,975	42.7%	109
HH Used Maid/Prof Cln Svc (+ Furn/Carpet)/12 Mo	6,936	37.2%	122
HH Purchased Low Ticket HH Furnishing/12 Mo	4,829	25.9%	105
HH Purchased Big Ticket HH Furnishing/12 Mo	5,613	30.1%	105
HH Bought Small Kitchen Appliance/12 Mo	4,894	26.2%	101
HH Bought Large Kitchen Appliance/12 Mo	3,186	17.1%	105
Insurance (Adults/Households)			
Currently Carry Life Insurance	20,282	55.3%	108
Personally Carry Any Med/Hosp/Accident Insur	32,552	88.8%	104
Homeowner Carries Home/Personal Property Insurance	25,331	69.1%	112
Renter Carries Home/Pers Property Insurance	4,101	11.2%	94
HH Has 1 Vehicle Covered w/Auto Insurance	5,242	28.1%	92
HH Has 2 Vehicles Covered w/Auto Insurance	6,823	36.6%	111
HH Has 3+ Vehicles Covered w/Auto Insurance	5,275	28.3%	107
Pets (Households)			
HH Owns Cat	3,930	21.1%	91
HH Owns Dog	7,676	41.1%	104
Psychographics (Adults)			
Represents adults who "completely agree" with the statement:			
Am Interested in How to Help Env: 4-Agr Cmpl	7,008	19.1%	103
Buying American Is Important: 4-Agr Cmpl	10,937	29.8%	93
Buy Based on Quality Not Price: 4-Agr Cmpl	5,499	15.0%	100
Buy on Credit Rather Than Wait: 4-Agr Cmpl	4,621	12.6%	99
Only Use Coupons Brands Usually Buy: 4-Agr Cmpl	3,946	10.8%	98
Will Pay More for Env Safe Prods: 4-Agr Cmpl	4,537	12.4%	102
Buy Based on Price Not Brands: 4-Agr Cmpl	9,464	25.8%	95
Am Interested in How to Help Env: 4-Agr Cmpl	7,008	19.1%	103
Reading (Adults)			
Bought Digital Book/12 Mo	7,986	21.8%	115
Bought Hardcover Book/12 Mo	10,874	29.7%	110
Bought Paperback Book/12 Mo	13,579	37.0%	109
Read Daily Newspaper (Paper Version)	5,628	15.4%	100
Read Digital Newspaper/30 Days	20,359	55.5%	110
Read Magazine (Paper/Electronic Vers)/6 Mo	32,861	89.6%	103

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Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
Restaurants (Adults)			
Went to Family Restrnt/SteakHse/6 Mo	24,491	66.8%	101
Went to Family Restrnt/SteakHse 4+ Times/30 Days	7,744	21.1%	103
Went to Fast Food/Drive-In Restaurant/6 Mo	33,505	91.4%	101
Went to Fast Food/Drive-In Rest 9+ Times/30 Days	14,091	38.4%	99
Ordered Eat-In Fast Food/6 Mo	7,549	20.6%	101
Ordered Home Delivery Fast Food/6 Mo	5,173	14.1%	105
Take-Out/Drive-Thru/Curbside Fast Food/6 Mo	21,944	59.9%	102
Ordered Take-Out/Walk-In Fast Food/6 Mo	8,922	24.3%	109
Television & Electronics (Adults/Households)			
Own Tablet	23,725	64.7%	110
Own E-Reader	6,277	17.1%	119
Own E-Reader/Tablet: Apple iPad	16,627	45.4%	122
HH Owns Internet Connectable TV	8,593	46.1%	107
Own Portable MP3 Player	4,380	11.9%	107
HH Owns 1 TV	3,151	16.9%	93
HH Owns 2 TVs	5,047	27.1%	96
HH Owns 3 TVs	4,474	24.0%	105
HH Owns 4+ TVs	4,723	25.3%	112
HH Subscribes to Cable TV	7,070	37.9%	112
HH Subscribes to Fiber Optic TV	1,455	7.8%	148
HH Owns Portable GPS Device	4,030	21.6%	104
HH Purchased Video Game System/12 Mo	1,374	7.4%	92
HH Owns Internet Video Device for TV	10,520	56.4%	107
Travel (Adults)			
Took Domestic Trip in Continental U.S./12 Mo	21,732	59.3%	110
Took 3+ Domestic Non-Business Trips/12 Mo	5,886	16.1%	115
Spent \$1-999 on Domestic Vacations/12 Mo	5,310	14.5%	106
Spent \$1K-1499 on Domestic Vacations/12 Mo	2,542	6.9%	109
Spent \$1500-1999 on Domestic Vacations/12 Mo	1,591	4.3%	114
Spent \$2K-2999 on Domestic Vacations/12 Mo	1,703	4.6%	117
Spent \$3K+ on Domestic Vacations/12 Mo	3,226	8.8%	133
Used Intrnt Travel Site for Domestic Trip/12 Mo	2,259	6.2%	111
Took Foreign Trip (Incl Alaska & Hawaii)/3 Yrs	14,221	38.8%	117
Took 3+ Foreign Trips by Plane/3 Yrs	3,470	9.5%	130
Spent \$1-999 on Foreign Vacations/12 Mo	3,570	9.7%	125
Index: Spent \$1K-2999 on Foreign Vacations/12 Mo	1,080	2.9%	96
Spent \$3K+ on Foreign Vacations/12 Mo	2,046	5.6%	132
Used General Travel Site: Foreign Trip/3 Yrs	2,856	7.8%	123
Spent Night at Hotel or Motel/12 Mo	18,313	50.0%	110
Took Cruise of More Than One Day/3 Yrs	4,618	12.6%	125
Member of Frequent Flyer Program	13,329	36.4%	132
Member of Hotel Rewards Program	12,993	35.4%	123

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December 27, 2023



Retail Market Potential

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

Prepared by Charlotte Hollkamp
Latitude: 38.28804
Longitude: -85.51142

Demographic Summary		2023	2028
Population		131,278	134,141
Population 18+		101,285	104,509
Households		53,299	54,787
Median Household Income		\$98,306	\$110,017

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought Men`s Clothing/12 Mo	62,941	62.1%	101
Bought Women`s Clothing/12 Mo	52,614	51.9%	100
Bought Shoes/12 Mo	76,232	75.3%	101
Bought Fine Jewelry/12 Mo	19,750	19.5%	95
Bought Watch/12 Mo	13,554	13.4%	97
Automobiles (Households)			
HH Owns or Leases Any Vehicle	50,822	95.4%	104
HH Bought or Leased New Vehicle/12 Mo	6,403	12.0%	119
Automotive Aftermarket (Adults)			
Bought Gasoline/6 Mo	94,959	93.8%	104
Bought or Changed Motor Oil/12 Mo	51,051	50.4%	98
Had Vehicle Tune-Up/12 Mo	26,309	26.0%	105
Beverages (Adults)			
Drank Non-Diet (Regular) Cola/6 Mo	32,096	31.7%	86
Drank Beer or Ale/6 Mo	42,802	42.3%	107
Cameras (Adults)			
Own Digital Point and Shoot Camera/Camcorder	13,075	12.9%	117
Own Digital SLR Camera or Camcorder	13,403	13.2%	122
Printed Digital Photos/12 Mo	30,442	30.1%	111
Cell Phones (Adults/Households)			
Bought Cell Phone/12 Mo	33,666	33.2%	95
Have a Smartphone	96,005	94.8%	101
Have Android Phone (Any Brand) Smartphone	33,237	32.8%	85
Have Apple iPhone Smartphone	64,147	63.3%	112
HH Owns 1 Cell Phone	14,736	27.6%	91
HH Owns 2 Cell Phones	22,038	41.3%	106
HH Owns 3+ Cell Phones	15,853	29.7%	103
HH Has Cell Phone Only (No Landline Telephone)	35,545	66.7%	97
Computers (Households)			
HH Owns Computer	48,418	90.8%	106
HH Owns Desktop Computer	23,264	43.6%	109
HH Owns Laptop or Notebook	39,912	74.9%	106
HH Owns Apple/Mac Brand Computer	15,021	28.2%	116
HH Owns PC/Non-Apple Brand Computer	39,416	74.0%	104
HH Purchased Most Recent Home Computer at Store	22,448	42.1%	108
HH Purchased Most Recent Home Computer Online	16,021	30.1%	109
HH Spent \$1-499 on Most Recent Home Computer	7,848	14.7%	93
HH Spent \$500-999 on Most Recent Home Computer	12,230	22.9%	113
HH Spent \$1K-1499 on Most Recent Home Computer	7,538	14.1%	117
HH Spent \$1500-1999 on Most Recent Home Computer	2,994	5.6%	122
HH Spent \$2K+ on Most Recent Home Computer	3,657	6.9%	127

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Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
Convenience Stores (Adults)			
Shopped at C-Store/6 Mo	62,488	61.7%	97
Bought Brewed Coffee at C-Store/30 Days	11,304	11.2%	93
Bought Cigarettes at C-Store/30 Days	4,626	4.6%	75
Bought Gas at C-Store/30 Days	38,074	37.6%	95
Spent \$1-19 at C-Store/30 Days	7,958	7.9%	106
Spent \$20-39 at C-Store/30 Days	9,636	9.5%	97
Spent \$40-50 at C-Store/30 Days	7,796	7.7%	99
Spent \$51-99 at C-Store/30 Days	5,918	5.8%	95
Spent \$100+ at C-Store/30 Days	18,756	18.5%	89
Entertainment (Adults)			
Attended Movie/6 Mo	39,077	38.6%	104
Went to Live Theater/12 Mo	8,299	8.2%	120
Went to Bar or Night Club/12 Mo	17,055	16.8%	104
Dined Out/12 Mo	57,761	57.0%	109
Gambled at Casino/12 Mo	11,015	10.9%	101
Visited Theme Park/12 Mo	11,576	11.4%	98
Viewed Movie (Video-on-Demand)/30 Days	14,408	14.2%	128
Viewed TV Show (Video-on-Demand)/30 Days	9,526	9.4%	124
Used Internet to Download Movie/30 Days	6,566	6.5%	108
Downloaded Individual Song/6 Mo	20,868	20.6%	102
Used Internet to Watch Movie/30 Days	34,768	34.3%	101
Used Internet to Watch TV Program/30 Days	24,952	24.6%	111
Played (Console) Video or Electronic Game/12 Mo	12,146	12.0%	93
Played (Portable) Video or Electronic Game/12 Mo	6,220	6.1%	93
Financial (Adults)			
Have 1st Home Mortgage	45,303	44.7%	118
Used ATM or Cash Machine/12 Mo	65,453	64.6%	102
Own Any Stock	19,402	19.2%	128
Own U.S. Savings Bonds	8,702	8.6%	121
Own Shares in Mutual Fund (Stocks)	18,720	18.5%	135
Own Shares in Mutual Fund (Bonds)	11,666	11.5%	134
Have Interest Checking Account	46,139	45.6%	116
Have Non-Interest Checking Account	38,687	38.2%	101
Have Savings Account	79,722	78.7%	106
Have 401(k) Retirement Savings Plan	28,209	27.9%	114
Own or Used Any Credit/Debit Card/12 Mo	96,114	94.9%	102
Avg \$1-110 Monthly Credit Card Expenditures	9,759	9.6%	84
Avg \$111-225 Monthly Credit Card Expenditures	7,628	7.5%	98
Avg \$226-450 Monthly Credit Card Expenditures	9,281	9.2%	99
Avg \$451-700 Monthly Credit Card Expenditures	9,664	9.5%	104
Avg \$701-1000 Monthly Credit Card Expenditures	8,946	8.8%	108
Avg \$1001-2000 Monthly Credit Card Expenditures	14,371	14.2%	121
Avg \$2001+ Monthly Credit Card Expenditures	15,772	15.6%	141
Did Banking Online/12 Mo	64,842	64.0%	109
Did Banking by Mobile Device/12 Mo	51,372	50.7%	106

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Grocery (Adults)			
HH Used Bread/6 Mo	50,447	94.6%	100
HH Used Chicken (Fresh or Frozen)/6 Mo	38,152	71.6%	103
HH Used Turkey (Fresh or Frozen)/6 Mo	8,334	15.6%	106
HH Used Fish or Seafood (Fresh or Frozen)/6 Mo	32,670	61.3%	102
HH Used Fresh Fruit or Vegetables/6 Mo	48,147	90.3%	102
HH Used Fresh Milk/6 Mo	44,294	83.1%	101
HH Used Fish or Seafood (Fresh or Frozen)/6 Mo	32,670	61.3%	108
Health (Adults)			
Exercise at Home 2+ Times/Wk	54,511	53.8%	109
Exercise at Club 2+ Times/Wk	14,096	13.9%	119
Visited Doctor/12 Mo	84,140	83.1%	104
Used Vitamins or Dietary Supplements/6 Mo	69,589	68.7%	104
Home (Households)			
HH Did Home Improvement/12 Mo	23,171	43.5%	110
HH Used Maid/Prof Cln Svc (+ Furn/Carpet)/12 Mo	20,038	37.6%	123
HH Purchased Low Ticket HH Furnishing/12 Mo	13,752	25.8%	105
HH Purchased Big Ticket HH Furnishing/12 Mo	15,893	29.8%	105
HH Bought Small Kitchen Appliance/12 Mo	13,642	25.6%	98
HH Bought Large Kitchen Appliance/12 Mo	8,909	16.7%	103
Insurance (Adults/Households)			
Currently Carry Life Insurance	55,936	55.2%	108
Personally Carry Any Med/Hosp/Accident Insur	90,484	89.3%	105
Homeowner Carries Home/Personal Property Insurance	71,490	70.6%	114
Renter Carries Home/Pers Property Insurance	10,719	10.6%	89
HH Has 1 Vehicle Covered w/Auto Insurance	15,190	28.5%	93
HH Has 2 Vehicles Covered w/Auto Insurance	19,167	36.0%	110
HH Has 3+ Vehicles Covered w/Auto Insurance	15,317	28.7%	109
Pets (Households)			
HH Owns Cat	11,748	22.0%	95
HH Owns Dog	21,521	40.4%	102
Psychographics (Adults)			
Represents adults who "completely agree" with the statement:			
Am Interested in How to Help Env: 4-Agr Cmpl	19,261	19.0%	102
Buying American Is Important: 4-Agr Cmpl	31,251	30.9%	96
Buy Based on Quality Not Price: 4-Agr Cmpl	14,991	14.8%	98
Buy on Credit Rather Than Wait: 4-Agr Cmpl	12,949	12.8%	100
Only Use Coupons Brands Usually Buy: 4-Agr Cmpl	11,385	11.2%	102
Will Pay More for Env Safe Prods: 4-Agr Cmpl	12,336	12.2%	100
Buy Based on Price Not Brands: 4-Agr Cmpl	26,079	25.7%	95
Am Interested in How to Help Env: 4-Agr Cmpl	19,261	19.0%	102
Reading (Adults)			
Bought Digital Book/12 Mo	21,681	21.4%	113
Bought Hardcover Book/12 Mo	30,755	30.4%	112
Bought Paperback Book/12 Mo	37,869	37.4%	110
Read Daily Newspaper (Paper Version)	16,602	16.4%	107
Read Digital Newspaper/30 Days	56,083	55.4%	109
Read Magazine (Paper/Electronic Vers)/6 Mo	90,895	89.7%	103

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Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
Restaurants (Adults)			
Went to Family Restrnt/SteakHse/6 Mo	67,998	67.1%	102
Went to Family Restrnt/SteakHse 4+ Times/30 Days	21,517	21.2%	103
Went to Fast Food/Drive-In Restaurant/6 Mo	92,244	91.1%	100
Went to Fast Food/Drive-In Rest 9+ Times/30 Days	37,963	37.5%	96
Ordered Eat-In Fast Food/6 Mo	20,371	20.1%	98
Ordered Home Delivery Fast Food/6 Mo	13,094	12.9%	96
Take-Out/Drive-Thru/Curbside Fast Food/6 Mo	60,326	59.6%	102
Ordered Take-Out/Walk-In Fast Food/6 Mo	24,046	23.7%	106
Television & Electronics (Adults/Households)			
Own Tablet	65,142	64.3%	109
Own E-Reader	17,638	17.4%	121
Own E-Reader/Tablet: Apple iPad	45,440	44.9%	120
HH Owns Internet Connectable TV	24,392	45.8%	106
Own Portable MP3 Player	12,300	12.1%	109
HH Owns 1 TV	8,949	16.8%	92
HH Owns 2 TVs	14,684	27.6%	97
HH Owns 3 TVs	12,554	23.6%	103
HH Owns 4+ TVs	13,561	25.4%	113
HH Subscribes to Cable TV	21,074	39.5%	117
HH Subscribes to Fiber Optic TV	3,974	7.5%	142
HH Owns Portable GPS Device	12,046	22.6%	109
HH Purchased Video Game System/12 Mo	3,534	6.6%	83
HH Owns Internet Video Device for TV	29,706	55.7%	106
Travel (Adults)			
Took Domestic Trip in Continental U.S./12 Mo	60,196	59.4%	111
Took 3+ Domestic Non-Business Trips/12 Mo	16,269	16.1%	115
Spent \$1-999 on Domestic Vacations/12 Mo	14,830	14.6%	107
Spent \$1K-1499 on Domestic Vacations/12 Mo	6,983	6.9%	108
Spent \$1500-1999 on Domestic Vacations/12 Mo	4,388	4.3%	113
Spent \$2K-2999 on Domestic Vacations/12 Mo	4,866	4.8%	121
Spent \$3K+ on Domestic Vacations/12 Mo	8,792	8.7%	131
Used Intrnt Travel Site for Domestic Trip/12 Mo	6,323	6.2%	112
Took Foreign Trip (Incl Alaska & Hawaii)/3 Yrs	38,462	38.0%	115
Took 3+ Foreign Trips by Plane/3 Yrs	8,903	8.8%	121
Spent \$1-999 on Foreign Vacations/12 Mo	9,809	9.7%	125
Index: Spent \$1K-2999 on Foreign Vacations/12 Mo	2,948	2.9%	95
Spent \$3K+ on Foreign Vacations/12 Mo	5,202	5.1%	121
Used General Travel Site: Foreign Trip/3 Yrs	7,676	7.6%	119
Spent Night at Hotel or Motel/12 Mo	50,776	50.1%	111
Took Cruise of More Than One Day/3 Yrs	12,656	12.5%	124
Member of Frequent Flyer Program	36,778	36.3%	132
Member of Hotel Rewards Program	36,042	35.6%	123

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