

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

Prepared by Charlotte Hollkamp Latitude: 38.28821

Longitude: -85.51154

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

Median Household Income \$103,10	0 \$110,746
Expected	, ,
Product/Consumer Behavior Number of Adults/HHs Percer	nt MPI
Participated in aerobics in last 12 months 302 10.5°	
Participated in archery in last 12 months 72 2.59	
Participated in backpacking in last 12 months 109 3.89	
Participated in baseball in last 12 months 127 4.4 <sup>c</sup>	
Participated in basketball in last 12 months 241 8.4	
Participated in bicycling (mountain) in last 12 months 165 5.76	
Participated in bicycling (road) in last 12 months 355 12.4 <sup>c</sup>	
Participated in boating (power) in last 12 months  143  5.00	
Participated in bowling in last 12 months 320 11.10	
Participated in canoeing/kayaking in last 12 months 168 5.89	
Participated in fishing (fresh water) in last 12 months 281 9.89	
Participated in fishing (salt water) in last 12 months 96 3.39	
Participated in football in last 12 months 172 6.00	
Participated in Frisbee in last 12 months 159 5.50	
Participated in golf in last 12 months 331 11.50	
Participated in hiking in last 12 months 406 14.10	
Participated in horseback riding in last 12 months 50 1.7°	
Participated in hunting with rifle in last 12 months 116 4.0	
Participated in hunting with shotgun in last 12 months 86 3.00	
Participated in ice skating in last 12 months 98 3.4 <sup>o</sup>	
Participated in jogging/running in last 12 months 604 21.00	
Participated in motorcycling in last 12 months 86 3.00	
Participated in Pilates in last 12 months 88 3.10	
Participated in ping pong in last 12 mos 128 4.50	
Participated in rock climbing in last 12 mos 75 2.69	
Participated in roller skating in last 12 mos 56 1.99	
Participated in skiing (downhill) in last 12 months 109 3.89	
Participated in soccer in last 12 months 175 6.19	
Participated in softball in last 12 months 103 3.69	
Participated in swimming in last 12 months 498 17.3	% 111
Participated in target shooting in last 12 months 155 5.4 <sup>c</sup>	% 117
Participated in tennis in last 12 months 158 5.50	
Participated in volleyball in last 12 months 110 3.89	% 115
Participated in walking for exercise in last 12 months 923 32.19	% 119
Participated in weight lifting in last 12 months 404 14.19	% 138
Participated in yoga in last 12 months 293 10.29	% 134
Participated in Zumba in last 12 mos 163 5.70	% 133
Spent on sports/rec equip in last 12 months: \$1-99 193 6.7 <sup>o</sup>	% 106
Spent on sports/rec equip in last 12 months: \$100-\$249 202 7.00	% 112
Spent on sports/rec equip in last 12 months: \$250+ 312 10.9 <sup>c</sup>	% 140
Attend sports events 722 25.19	% 126
Attend sports events: baseball game - MLB reg seas 278 9.79	
Attend sports events: basketball game (college) 98 3.40	
Attend sports events: basketball game-NBA reg seas 78 2.79	
Attend sports events: football game (college) 161 5.69	% 126
Attend sports events: football game-NFL Mon/Thurs 65 2.39	% 115
Attend sports events: football game - NFL weekend 137 4.89	
Attend sports events: high school sports 156 5.49	% 122

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults or households in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2017 and 2022.

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI	
Listen to sports on radio	449	15.6%	116	
Watch sports on TV	1,890	65.8%	109	
Watch on TV: alpine skiing/ski jumping	215	7.5%	130	
Watch on TV: auto racing (NASCAR)	288	10.0%	82	
Watch on TV: auto racing (not NASCAR)	139	4.8%	96	
Watch on TV: baseball (MLB regular season)	657	22.9%	106	
Watch on TV: baseball (MLB playoffs/World Series)	611	21.3%	108	
Watch on TV: basketball (college)	471	16.4%	114	
Watch on TV: basketball (NCAA tournament)	442	15.4%	109	
Watch on TV: basketball (NBA regular season)	492	17.1%	107	
Watch on TV: basketball (NBA playoffs/finals)	567	19.7%	111	
Watch on TV: basketball (WNBA)	82	2.9%	76	
Watch on TV: bicycle racing	118	4.1%	134	
Watch on TV: bowling	70	2.4%	91	
Watch on TV: boxing	198	6.9%	95	
Watch on TV: bull riding (pro)	98	3.4%	88	
Watch on TV: Equestrian events	100	3.5%	124	
Watch on TV: extreme sports (summer)	157	5.5%	110	
Watch on TV: extreme sports (winter)	193	6.7%	116	
Watch on TV: figure skating	297	10.3%	116	
Watch on TV: fishing	136	4.7%	85	
Watch on TV: football (college)	830	28.9%	115	
Watch on TV: football (NFL Mon/Thurs night games)	1,091	38.0%	114	
Watch on TV: football (NFL weekend games)	1,146	39.9%	113	
Watch on TV: football (NFL playoffs/Super Bowl)	1,231	42.8%	117	
Watch on TV: golf (PGA)	407	14.2%	107	
Watch on TV: golf (LPGA)	126	4.4%	104	
Watch on TV: gymnastics	194	6.8%	111	
Watch on TV: high school sports	183	6.4%	120	
Watch on TV: horse racing (at track or OTB)	77	2.7%	81	
Watch on TV: ice hockey (NHL regular season)	294	10.2%	109	
Watch on TV: ice hockey (NHL playoffs/Stanley Cup)	330	11.5%	121	
Watch on TV: marathon/road running/triathlon	61	2.1%	99	
Watch on TV: mixed martial arts (MMA)	115	4.0%	86	
Watch on TV: motorcycle racing	105	3.7%	105	
Watch on TV: Olympics (summer)	647	22.5%	114	
Watch on TV: Olympics (winter)	750	26.1%	122	
Watch on TV: rodeo	71	2.5%	70	
Watch on TV: soccer (MLS)	200	7.0%	132	
Watch on TV: soccer (World Cup)	440	15.3%	147	
Watch on TV: tennis (men`s)	287	10.0%	136	
Watch on TV: tennis (women`s)	270	9.4%	131	
Watch on TV: track & field	175	6.1%	125	
Watch on TV: volleyball (pro beach)	109	3.8%	110	
Watch on TV: wrestling (WWE)	106	3.7%	65	
Interest in sports: college basketball Super Fan	124	4.3%	116	
Interest in sports: college football Super Fan	182	6.3%	91	
Interest in sports: golf Super Fan	60	2.1%	113	
Interest in sports: high school sports Super Fan	72	2.5%	73	
Interest in sports: MLB Super Fan	155	5.4%	100	
Interest in sports: NASCAR Super Fan	73	2.5%	78	
Interest in sports: NBA Super Fan	185	6.4%	115	
Interest in sports: NFL Super Fan	382	13.3%	94	
Interest in sports: NHL Super Fan	94	3.3%	91	
Interest in sports: soccer Super Fan	105	3.7%	114	

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January 23, 2018

King: 1 mile radius			Longitude: -85.51154	
	Expected			
Product/Consumer Behavior	Number of Adults/HHs	Percent	MPI	
Member of AARP	269	9.4%	78	
Member of charitable organization	134	4.7%	109	
Member of church board	80	2.8%	88	
Member of fraternal order	59	2.1%	81	
Member of religious club	97	3.4%	87	
Member of union	100	3.5%	97	
Member of veterans club	50	1.7%	74	
Attended adult education course in last 12 months	260	9.0%	122	
Went to art gallery in last 12 months	245	8.5%	115	
Attended auto show in last 12 months	222	7.7%	119	
Did baking in last 12 months	796	27.7%	117	
Went to bar/night club in last 12 months	572	19.9%	118	
Went to beach in last 12 months	931	32.4%	127	
Played billiards/pool in last 12 months	233	8.1%	105	
Played bingo in last 12 months	100	3.5%	87	
Did birdwatching in last 12 months	145	5.0%	111	
Played board game in last 12 months	525	18.3%	136	
Read book in last 12 months	1,082	37.6%	112	
Participated in book club in last 12 months	82	2.9%	100	
Went on overnight camping trip in last 12 months	400	13.9%	114	
Played cards in last 12 months	438	15.2%	101	
Played chess in last 12 months	104	3.6%	114	
Played computer game (offline w/software)/12 months	180	6.3%	97	
Played computer game (online w/software)/12 months	217	7.6%	104	
Played computer game (online w/o software)/12 months	218	7.6%	83	
Cooked for fun in last 12 months	865	30.1%	128	
Did crossword puzzle in last 12 months	272	9.5%	95	
Danced/went dancing in last 12 months	232	8.1%	106	
Attended dance performance in last 12 months	138	4.8%	108	
Dined out in last 12 months	1,592	55.4%	123	
Participated in fantasy sports league last 12 months	178	6.2%	137	
Did furniture refinishing in last 12 months	108	3.8%	105	
Gambled at casino in last 12 months	402	14.0%	101	
Gambled in Atlantic City in last 12 months	40	1.4%	60	
Gambled in Las Vegas in last 12 months	181	6.3%	158	
Participate in indoor gardening/plant care	273	9.5%	103	
Attended horse races in last 12 months	77	2.7%	101	
Participated in karaoke in last 12 months	129	4.5%	129	
Bought lottery ticket in last 12 months	995	34.6%	97	
Played lottery 6+ times in last 30 days	259	9.0%	78	
Bought lottery ticket in last 12 months: Daily Drawing	78	2.7%	75	
Bought lottery ticket in last 12 months: Instant Game	386	13.4%	73	
Bought lottery ticket in last 12 months: Mega Millions	555	19.3%	113	
Bought lottery ticket in last 12 months: Powerball	608	21.2%	104	
Attended a movie in last 6 months	1,986	69.1%	117	
Attended movie in last 90 days: once/week or more	50	1.7%	72	
Attended movie in last 90 days: 2-3 times a month	249	8.7%	152	
Attended movie in last 90 days: once a month	325	11.3%	114	
Attended movie in last 90 days: < once a month	1,219	42.4%	121	
Movie genre seen at theater/6 months: action	898	31.2%	125	
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	Expected		
Product/Consumer Behavior	Number of Adults/HHs	Percent	MPI
Movie genre seen at theater/6 months: adventure	1,053	36.6%	124
Movie genre seen at theater/6 months: comedy	984	34.2%	128
Movie genre seen at theater/6 months: crime	538	18.7%	124
Movie genre seen at theater/6 months: drama	843	29.3%	122
Movie genre seen at theater/6 months: family	406	14.1%	152
Movie genre seen at theater/6 months: fantasy	592	20.6%	125
Movie genre seen at theater/6 months: horror	284	9.9%	121
Movie genre seen at theater/6 months: romance	331	11.5%	121
Movie genre seen at theater/6 months: science fiction	683	23.8%	131
Movie genre seen at theater/6 months: thriller	597	20.8%	122
Went to museum in last 12 months	465	16.2%	131
Attended classical music/opera performance/12 months	127	4.4%	111
Attended country music performance in last 12 months	195	6.8%	116
Attended rock music performance in last 12 months	339	11.8%	126
Played musical instrument in last 12 months	206	7.2%	112
Did painting/drawing in last 12 months	188	6.5%	104
Did photo album/scrapbooking in last 12 months	171	5.9%	110
Did photography in last 12 months	367	12.8%	123
Did Sudoku puzzle in last 12 months	294	10.2%	111
Went to live theater in last 12 months	429	14.9%	115
Visited a theme park in last 12 months	669	23.3%	130
Visited a theme park 5+ times in last 12 months	175	6.1%	150
Participated in trivia games in last 12 months	169	5.9%	112
Played video/electronic game (console) last 12 months	283	9.8%	99
Played video/electronic game (portable) last 12 months	147	5.1%	114
Visited an indoor water park in last 12 months	100	3.5%	121
Did woodworking in last 12 months	126	4.4%	98
Participated in word games in last 12 months	289	10.1%	101
Went to zoo in last 12 months	421	14.6%	128
Purchased DVDs in last 30 days: 1	109	3.8%	125
Purchased DVDs in last 30 days: 2	102	3.5%	150
Purchased DVDs in last 30 days: 3+	138	4.8%	94
Purchased DVD/Blu-ray disc online in last 12 months	250	8.7%	138
Rented DVDs in last 30 days: 1	131	4.6%	129
Rented DVDs in last 30 days: 2	191	6.6%	144
Rented DVDs in last 30 days: 3+	397	13.8%	111
Rented movie/oth video/30 days: action/adventure	836	29.1%	124
Rented movie/oth video/30 days: classics	216	7.5%	118
Rented movie/oth video/30 days: comedy	820	28.5%	123
Rented movie/oth video/30 days: drama	549	19.1%	121
Rented movie/oth video/30 days: drama  Rented movie/oth video/30 days: family/children	436	15.2%	143
Rented movie/oth video/30 days: foreign	100	3.5%	147
Rented movie/oth video/30 days: horror	191	6.6%	81
•		3.7%	
Rented movie/oth video/30 days: musical Rented movie/oth video/30 days: news/documentary	105 142	4.9%	126 137
Rented movie/oth video/30 days: romance	298	10.4%	123
Rented movie/oth video/30 days: science fiction	260	9.0%	115
Rented movie/oth video/30 days: TV show	296	10.3%	127
Rented movie/oth video/30 days: western	80	2.8%	110

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	Expected		
Product/Consumer Behavior	Number of Adults/HHs	Percent	MPI
Rented/purch DVD/Blu-ray/30 days: from amazon.com	250	8.7%	171
Rented DVD/Blu-ray/30 days: from netflix.com	521	18.1%	145
Rented/purch DVD/Blu-ray/30 days: from Redbox	747	26.0%	137
HH owns ATV/UTV	58	3.5%	73
Bought any children`s toy/game in last 12 months	1,083	37.7%	116
Spent on toys/games for child last 12 months: <\$50	163	5.7%	97
Spent on toys/games for child last 12 months: \$50-99	82	2.9%	108
Spent on toys/games for child last 12 months: \$100-199	178	6.2%	95
Spent on toys/games for child last 12 months: \$200-499	292	10.2%	114
Spent on toys/games for child last 12 months: \$500+	194	6.8%	141
Bought any toys/games online in last 12 months	346	12.0%	158
Bought infant toy in last 12 months	191	6.6%	96
Bought pre-school toy in last 12 months	218	7.6%	114
Bought for child last 12 months: boy action figure	246	8.6%	108
Bought for child last 12 months: girl action figure	128	4.5%	130
Bought for child last 12 months: action game	67	2.3%	89
Bought for child last 12 months: bicycle	249	8.7%	132
Bought for child last 12 months: board game	396	13.8%	134
Bought for child last 12 months: builder set	184	6.4%	128
Bought for child last 12 months: car	316	11.0%	124
Bought for child last 12 months: construction toy	209	7.3%	133
Bought for child last 12 months: fashion doll	160	5.6%	123
Bought for child last 12 months: large/baby doll	191	6.6%	102
Bought for child last 12 months: doll accessories	126	4.4%	111
Bought for child last 12 months: doll clothing	142	4.9%	123
Bought for child last 12 months: educational toy	395	13.7%	121
Bought for child last 12 months: electronic doll/animal	48	1.7%	66
Bought for child last 12 months: electronic game	233	8.1%	111
Bought for child last 12 months: mechanical toy	139	4.8%	139
Bought for child last 12 months: model kit/set	91	3.2%	117
Bought for child last 12 months: plush doll/animal	266	9.3%	119
Bought for child last 12 months: sound game	79	2.7%	146
Bought for child last 12 months: water toy	335	11.7%	128
Bought for child last 12 months: word game	101	3.5%	116

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	Expected		
Product/Consumer Behavior	Number of Adults/HHs	Percent	MPI
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 months	1,045	36.4%	122
Bought 1-3 books in last 12 months	599	20.8%	109
Bought 4-6 books in last 12 months	358	12.5%	121
Bought 7+ books in last 12 months	602	20.9%	123
Bought book (fiction) in last 12 months	949	33.0%	122
Bought book (non-fiction) in last 12 months	859	29.9%	129
Bought biography in last 12 months	207	7.2%	100
Bought children`s book in last 12 months	346	12.0%	132
Bought cookbook in last 12 months	219	7.6%	103
Bought history book in last 12 months	250	8.7%	111
Bought mystery book in last 12 months	348	12.1%	107
Bought novel in last 12 months	571	19.9%	129
Bought religious book (not bible) in last 12 mo	234	8.1%	127
Bought romance book in last 12 months	210	7.3%	108
Bought science fiction book in last 12 months	173	6.0%	105
Bought personal/business self-help book last 12 months	246	8.6%	145
Bought travel book in last 12 months	56	1.9%	95
Bought book online in last 12 months	806	28.0%	145
Bought book last 12 months: amazon.com	681	23.7%	130
Bought book last 12 months: barnes&noble.com	109	3.8%	142
Bought book last 12 months: Barnes & Noble book store	541	18.8%	137
Bought book last 12 months: other book store (not B&N)	323	11.2%	100
Bought book last 12 months: mail order	47	1.6%	74
Listened to/purchased audiobook in last 6 months	192	6.7%	146

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Demographic Summary		2017	2
Population		44,658	46,
Population 18+		33,176	34,
Households		17,016	17
Median Household Income		\$84,387	\$91
Duadwat (Compumou Bahassian	Expected	Davaant	ĺ
Product/Consumer Behavior	Number of Adults/HHs	Percent	
Participated in aerobics in last 12 months	3,358	10.1%	
Participated in archery in last 12 months	859	2.6%	
Participated in backpacking in last 12 months	1,189	3.6%	
Participated in baseball in last 12 months	1,539	4.6%	
Participated in basketball in last 12 months	2,755	8.3%	
Participated in bicycling (mountain) in last 12 months	1,711	5.2%	
Participated in bicycling (road) in last 12 months	4,109	12.4%	
Participated in boating (power) in last 12 months	1,678	5.1%	
Participated in bowling in last 12 months	3,568	10.8%	
Participated in canoeing/kayaking in last 12 months	2,279	6.9%	
Participated in fishing (fresh water) in last 12 months	3,379	10.2% 4.3%	
Participated in fishing (salt water) in last 12 months	1,430		
Participated in Friebon in last 12 months	1,721	5.2% 5.0%	
Participated in Frisbee in last 12 months	1,674		
Participated in golf in last 12 months	3,843	11.6%	
Participated in hiking in last 12 months	4,516	13.6%	
Participated in horseback riding in last 12 months	678	2.0%	
Participated in hunting with rifle in last 12 months	1,210	3.6%	
Participated in hunting with shotgun in last 12 months	982	3.0% 3.1%	
Participated in ice skating in last 12 months	1,039	18.0%	
Participated in jogging/running in last 12 months	5,972		
Participated in motorcycling in last 12 months	847 1,129	2.6% 3.4%	
Participated in Pilates in last 12 months	1,129	5.0%	
Participated in ping pong in last 12 mos	664	2.0%	
Participated in rock climbing in last 12 mos	517	1.6%	
Participated in roller skating in last 12 mos	1,301	3.9%	
Participated in skiing (downhill) in last 12 months	1,698	5.1%	
Participated in soccer in last 12 months	•		
Participated in softball in last 12 months	1,131 6,232	3.4% 18.8%	
Participated in swimming in last 12 months			
Participated in target shooting in last 12 months	1,595	4.8%	
Participated in tennis in last 12 months Participated in volleyball in last 12 months	1,719 1,091	5.2% 3.3%	
,	10,707	32.3%	
Participated in walking for exercise in last 12 months	•		
Participated in weight lifting in last 12 months	4,349	13.1%	
Participated in yoga in last 12 months	3,406	10.3%	
Participated in Zumba in last 12 mos	1,584	4.8% 6.4%	
Spent on sports/rec equip in last 12 months: \$1-99	2,109		
Spent on sports/rec equip in last 12 months: \$100-\$249	2,435	7.3%	
Spent on sports/rec equip in last 12 months: \$250+	3,285	9.9%	
Attend sports events	8,157	24.6%	
Attend sports events: baseball game - MLB reg seas	3,321	10.0%	
Attend sports events: basketball game (college)	932	2.8%	
Attend sports events: basketball game-NBA reg seas	948	2.9%	
Attend sports events: football game (college)	1,906	5.7%	
Attend sports events: football game-NFL Mon/Thurs	717	2.2%	
Attend sports events: football game - NFL weekend	1,510	4.6%	

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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   Number of Adults/HHS   Percent   MPT	King: 3 mile radius		Longitut	ie: -85.51154
Listen to sports on radio   4,995   15,1%   112		Expected	_	
Watch sports on TV         21,619         65.2%         108           Watch on TV: autor racing (MsCACR)         3,449         10.4%         85           Watch on TV: autor racing (MsCACR)         1,589         4.4%         85           Watch on TV: baseball (MLB payoffsyord Series)         7,209         24.3%         113           Watch on TV: baseball (MLB payoffsyord Series)         7,209         12.7%         110           Watch on TV: baseketball (College)         5,304         16.0%         111           Watch on TV: baseketball (Na Payoffsyord Series)         5,262         16.9%         106           Watch on TV: baseketball (Na Payoffsyord)         6,452         19.4%         109           Watch on TV: baseketball (Na Payoffsyord)         1,106         3.0%         81           Watch on TV: baseketball (Walfayoffs(nies)         6,452         19.4%         109           Watch on TV: bowling         800         2.4%         90           Watch on TV: bowling         1,551         5,9%         81           Watch on TV: bowling (pro)         1,039         3.1%         81           Watch on TV: extreme sports (winter)         1,626         4.9%         98           Watch on TV: extreme sports (winter)         2,60         6.3%         <	•	•		
Watch on IV: alpine sking/ski jumping         2,230         6.7%         11/4           Watch on IV: auto racing (NaSCAR)         3,449         1.989         4.8%         95           Watch on IV: auto racing (not NaSCAR)         1,589         4.8%         95           Watch on IV: basekell (MLB regular season)         8,659         24.3%         113           Watch on IV: basketball (NaCA tournament)         5,630         16.0%         111           Watch on IV: basketball (NaCA tournament)         5,663         15.9%         106           Watch on IV: basketball (NaCA tournament)         6,452         19.4%         109           Watch on IV: basketball (NaCA general season)         6,652         19.4%         109           Watch on IV: basketball (WBA playoffs/finals)         1,066         3.0%         11           Watch on IV: bicycle racing         1,182         3.6%         16           Watch on IV: bicycle racing         1,191         5.9%         81           Watch on IV: boxing         10,39         3.1%         81           Watch on IV: downstrain events         990         3.0%         16           Watch on IV: downstrain events         990         3.0%         10           Watch on IV: figure skating         3,48         10	·	,		
Watch on TV: autor racing (not NASCAR)         3,449         1.0.4%         85           Watch on TV: baseball (MLB regular season)         8,059         24,3%         113           Watch on TV: baseball (MLB playoffs/Word Series)         7,209         21,7%         110           Watch on TV: basketball (Colde)e)         5,304         16,0%         111           Watch on TV: basketball (NCAR Journament)         5,263         16,9%         106           Watch on TV: basketball (NRA Regular season)         5,620         16,9%         106           Watch on TV: basketball (WRBA)         1,006         3,0%         81           Watch on TV: basketball (WRBA)         1,006         3,0%         81           Watch on TV: bowling         800         2,4%         90           Watch on TV: bowling (pro)         1,039         3,1%         81           Watch on TV: bull riding (pro)         1,039         3,1%         81           Watch on TV: Streeme sports (summer)         1,626         4,9%         98           Watch on TV: Streeme sports (summer)         1,626         4,9%         98           Watch on TV: Singure skating         3,348         10,1%         13           Watch on TV: Singure skating         3,48         10,1%         13	·	•		
Watch on TV: baseball (MLB regular season)         8,859         4,8%         95           Watch on TV: baseball (MLB payorfs/World Series)         7,209         21,7%         110           Watch on TV: basketball (NCIA opumament)         5,263         15,9%         113           Watch on TV: basketball (NCIA opumament)         5,263         15,9%         113           Watch on TV: basketball (NCIA playoffs/finals)         6,452         19,4%         109           Watch on TV: basketball (WRIA playoffs/finals)         1,182         3,6%         116           Watch on TV: bicycle racing         1,182         3,6%         116           Watch on TV: bicycle racing         1,951         5,9%         81           Watch on TV: bicycle racing         1,951         5,9%         81           Watch on TV: boxing         1,951         5,9%         81           Watch on TV: boxing         1,951         5,9%         81           Watch on TV: Equestrian events         990         3,0%         106           Watch on TV: Equestrian events         990         3,0%         106           Watch on TV: Equestrian events         990         3,0%         106           Watch on TV: Equestrian events         990         3,0%         106 <tr< td=""><td>, , , ,</td><td></td><td></td><td></td></tr<>	, , , ,			
Watch on TV: baseball (MLB regular season)         8,059         24,3%         113           Watch on TV: basketball (college)         5,304         16,0%         111           Watch on TV: basketball (College)         5,304         16,0%         111           Watch on TV: basketball (NRA player season)         5,620         16,9%         106           Watch on TV: basketball (NRA player/sinals)         1,006         3,0%         81           Watch on TV: basketball (WRBA)         1,006         3,0%         81           Watch on TV: bowling         800         2,4%         90           Watch on TV: bowling         1,095         3,1%         81           Watch on TV: buil riding (pro)         1,039         3,1%         81           Watch on TV: buil riding (pro)         1,039         3,1%         81           Watch on TV: sextreme sports (summer)         1,626         4,9%         96           Watch on TV: floure skating         3,348         10,1%         113           Watch on TV: floure skating         3,348         10,1%         113           Watch on TV: floure skating         1,252         4,7%         84           Watch on TV: flourise skating         3,348         10,1%         113           Watch on T				
Watch on TV: basekabal (MILe playoffs/World Series)         7,209         21.7%         110           Watch on TV: basketabal (College)         5,304         16.0%         111           Watch on TV: basketabal (NRA regular season)         5,620         15.9%         113           Watch on TV: basketabal (NRA playoffs/finals)         6,452         19.4%         109           Watch on TV: basketabal (NRA playoffs/finals)         1,106         3.0%         115           Watch on TV: bicycle racing         1,182         3.6%         116           Watch on TV: boxing         1,951         5,9%         81           Watch on TV: boxing         1,951         5,9%         81           Watch on TV: boxing         1,951         5,9%         81           Watch on TV: Equestrian events         990         3.0%         106           Watch on TV: Equestrian events         2,90         6.3%         109           Watch	= ,			
Watch on TV: basketball (College)   5,304   16,0%   111	, ,			
Watch on TV: basketball (NPA require season)         5,263         15,9%         106           Watch on TV: basketball (NBA playoffs/finals)         6,452         19,4%         109           Watch on TV: basketball (WRA)         1,006         3,0%         81           Watch on TV: bloycle racing         1,182         3,6%         10           Watch on TV: bowling         800         2,4%         90           Watch on TV: bowling         1,951         5,9%         81           Watch on TV: bowling         1,951         5,9%         81           Watch on TV: bowling         1,033         3,1%         81           Watch on TV: Equestrian events         990         3,0%         105           Watch on TV: extreme sports (summer)         1,626         4,9%         98           Watch on TV: figure skating         3,348         10,1%         113           Watch on TV: figure skating         1,552         4,7%         84           Watch on TV: forbial (college)         9,677         29,2%         116           Watch on TV: forbial (College)         9,677         29,2%         116           Watch on TV: golf (PGA)         5,121         15,4%         14           Watch on TV: golf (PGA)         5,121		•		
Watch on TV: basketball (NBA regular season)         5,620         16,9%         109           Watch on TV: basketball (WNBA)         1,006         3,0%         81           Watch on TV: box(er caning)         1,182         3,6%         11.6           Wetch on TV: bowling         800         2,4%         90           Watch on TV: bowling         1,951         5,9%         81           Watch on TV: bowling         1,931         3,9%         81           Watch on TV: bowling         1,939         3,1%         81           Watch on TV: Expression events         990         3,0%         106           Watch on TV: Expression events         2,090         6,3%         109           Watch on TV: Expression events         3,48         10.1%         113           Watch on TV: Fishing         1,5c2         4,7%         84           Watch on TV: Fishing expression         12,132         36,7%         110           Watch on TV: Football (Explession expression)         12,182				
Watch on TV: basketball (WRBA)         1,006         3,0%         81           Watch on TV: bicycle racing         1,182         3,6%         116           Watch on TV: bowing         800         2,4%         90           Watch on TV: bowing         1,951         5,9%         81           Watch on TV: boxing         1,951         5,9%         81           Watch on TV: Equestrian events         990         3,0%         106           Watch on TV: extreme sports (summer)         1,625         4,9%         39           Watch on TV: extreme sports (winter)         2,090         6,3%         109           Watch on TV: floure skating         3,348         10.1%         113           Watch on TV: floure skating         1,562         4,7%         84           Watch on TV: football (college)         9,677         29,2%         116           Watch on TV: football (will more than on TV: football (WFL weekend games)         13,139         39.6%         112           Watch on TV: golf (PGA)         5,121         15.4%         11           Watch on TV: golf (PGA)         1,621         4,9%         16           Watch on TV: golf (PGA)         1,621         4,9%         16           Watch on TV: golf (PGA)         1,	· · ·			
Watch on TV: basketball (WNBA)         1,006         3.0%         81           Watch on TV: bowling         800         2.4%         90           Watch on TV: bowling         1,951         5.9%         81           Watch on TV: bull riding (pro)         1,039         3.1%         81           Watch on TV: Equestrian events         990         3.0%         106           Watch on TV: Equestrian events         990         3.0%         108           Watch on TV: Equestrian events         990         6.3%         109           Watch on TV: Equestrian events         990         6.3%         109           Watch on TV: Equestrian events         990         6.3%         109           Watch on TV: Football (Rel Weeked games)         1,1562         4.7%         44           Watch on TV: Football (NEL Weekend games)         13,139         39.6%         112           Watch on TV: Gootball (NEL Weekend games)	` ,	•		
Watch on TV: biowling         800         2.4%         90           Watch on TV: bowing         1,951         5.9%         81           Watch on TV: bull riding (pro)         1,039         3.1%         81           Watch on TV: bull riding (pro)         1,039         3.1%         81           Watch on TV: extreme sports (summer)         1,626         4.9%         98           Watch on TV: extreme sports (winter)         2,090         6.3%         109           Watch on TV: figure skating         3,348         10.1%         113           Watch on TV: football (college)         9,677         29,2%         116           Watch on TV: football (college)         9,677         29,2%         116           Watch on TV: football (NFL Mon/Thurs night games)         13,139         39,6%         112           Watch on TV: football (NFL Mon/Thurs night games)         13,139         39,6%         112           Watch on TV: goff (PGA)         5,121         15,4%         10           Watch on TV: goff (LPGA)         1,1621         4,9%         11           Watch on TV: goff (LPGA)         1,1621         4,9%         11           Watch on TV: high school sports         1,850         5,6%         105           Watch on TV: high				
Watch on TV: boxing         1,951         5,9%         81           Watch on TV: bull riding (pro)         1,039         3.1%         81           Watch on TV: Equestrian events         990         3.0%         106           Watch on TV: extreme sports (summer)         1,626         4.9%         98           Watch on TV: extreme sports (winter)         2,090         6.3%         109           Watch on TV: forbigg (spering skating)         3,348         10.1%         113           Watch on TV: forbiall (CRIP         9,677         29.2%         116           Watch on TV: forbiall (CRIP         9,677         29.2%         116           Watch on TV: forbiall (CRIP         4,7%         84           Watch on TV: forbiall (CRIP         4,7%         81           Watch on TV: forbiall (CRIP         4,7%         112           Watch on TV: golf (PGA)         5,121         15.4%         112           Watch on TV: golf (PGA)         1,621         4,9%         114           Watch on TV: golf (PGA)         1,621         4,9%         116           Watch on TV: golf (PGA)         1,621         4,9%         116           Watch on TV: golf (PGA)         1,621         4,9%         105           Watch on	·			
Watch on TV: boxing         1,951         5.9%         81           Watch on TV: Equestrian events         990         3.0%         106           Watch on TV: extreme sports (summer)         1,626         4.9%         98           Watch on TV: extreme sports (winter)         2,090         6.3%         109           Watch on TV: figure sketting         3,348         10.1%         113           Watch on TV: football (College)         9,677         29.2%         116           Watch on TV: football (MFL Mon/Thurs night games)         12,182         36.7%         110           Watch on TV: football (MFL weekend games)         13,139         39.6%         112           Watch on TV: golf (PGA)         15,121         15.4%         117           Watch on TV: golf (PGA)         5,121         15.4%         117           Watch on TV: golf (PGA)         1,621         4.9%         116           Watch on TV: golf (PGA)         1,621         4.9%         105           Watch on TV: golf (PGA)         1,621         4.9%         105           Watch on TV: high school sports         1,850         5.6%         105           Watch on TV: high school sports         1,850         5.6%         105           Watch on TV: high school s	, ,			
Watch on TV: bull riding (pro)         1,039         3.1%         81           Watch on TV: extreme sports (summer)         1,626         4.9%         98           Watch on TV: extreme sports (winter)         2,090         6.3%         109           Watch on TV: fighting         3,348         10.1%         113           Watch on TV: football (CRIE)         9,677         29.2%         116           Watch on TV: football (CRIE, Mon/Thurs night games)         12,182         36.7%         110           Watch on TV: football (NFL Meskend games)         13,139         39.6%         112           Watch on TV: golf (PGA)         13,544         40.8%         112           Watch on TV: golf (PGA)         5,121         15.4%         117           Watch on TV: golf (LPGA)         1,621         4.9%         116           Watch on TV: golf (LPGA)         1,621         4.9%         116           Watch on TV: golf (LPGA)         1,621         4.9%         105           Watch on TV: horse racing (at track or				
Watch on TV: Equestrian events         990         3.0%         106           Watch on TV: extreme sports (winter)         1,626         4.9%         98           Watch on TV: extreme sports (winter)         2,090         6.3%         109           Watch on TV: fishing         1,562         4.7%         84           Watch on TV: football (Gollege)         9,677         29.2%         116           Watch on TV: football (NFL weekend games)         12,182         36.7%         110           Watch on TV: football (NFL playoffs/Super Bowl)         13,139         39.6%         112           Watch on TV: golf (PGA)         5,121         15.4%         117           Watch on TV: golf (PGA)         1,621         4.9%         116           Watch on TV: sight school sports         1,850         5.6%         105           Watch on TV: sight school sports         1,850         5.6%         105           Watch on TV: sight school sports         1,850         5.6%         105           Watch on TV: sight school sports         1,850         5.6%         105           Watch on TV: sight school sports         1,850         5.6%         105           Watch on TV: sight school sports         1,850         5.6%         105           <	•			
Watch on TV: extreme sports (summer)         1,626         4,9%         98           Watch on TV: extreme sports (winter)         2,090         6,3%         109           Watch on TV: figure skating         3,348         10.1%         113           Watch on TV: forball (Selege)         9,677         29.2%         116           Watch on TV: football (NFL Mon/Thurs night games)         12,182         36.7%         110           Watch on TV: football (NFL playoffs/Super Bowl)         13,139         39.6%         112           Watch on TV: football (NFL playoffs/Super Bowl)         13,544         40.8%         112           Watch on TV: football (NFL playoffs/Super Bowl)         15,544         40.8%         112           Watch on TV: football (NFL playoffs/Super Bowl)         15,544         40.8%         112           Watch on TV: golf (PGA)         5,121         15.4%         117           Watch on TV: golf (PGA)         1,621         4.9%         116           Watch on TV: golf (probable)         1,621         4.9%         116           Watch on TV: football (NFL regular season)         1,017         3.1%         93           Watch on TV: football (NFL regular season)         3,642         11.0%         117           Watch on TV: core tookey (NFL liplayoffs/Stanl	- " '			
Watch on TV: extreme sports (winter)         2,000         6.3%         109           Watch on TV: figure skating         3,348         10.1%         113           Watch on TV: fishing         1,562         4.7%         84           Watch on TV: football (ICR)         9677         29.2%         116           Watch on TV: football (ICR)         11,182         36.7%         110           Watch on TV: football (ICR)         13,139         39.6%         112           Watch on TV: golf (PGA)         13,154         40.8%         112           Watch on TV: golf (PGA)         1,1621         4.9%         116           Watch on TV: gymnastics         2,131         6.4%         105           Watch on TV: high school sports         1,850         5.6%         105           Watch on TV: sigh sckey (NHL regular season)         3,642         11.0%         117           Watch on TV: ice hockey (NHL playoffs/Stanley Cup)         3,897         11.7%         124           Watch on TV: ice hockey (NHL playoffs/Stanley Cup)         3,897         11.7%         124           Watch on TV: interest and interest in sports (summer)         679         2.0%         95           Watch on TV: marathon/road running/triathlon         679         2.0%         95	·			
Watch on TV: figure skating         3,348         10.1%         113           Watch on TV: fishing         1,562         4.7%         84           Watch on TV: football (CNEL Mon/Thurs night games)         12,182         36.7%         110           Watch on TV: football (NFL weekend games)         13,139         39,6%         112           Watch on TV: football (NFL weekend games)         13,139         39,6%         112           Watch on TV: golf (LPGA)         13,544         40.8%         112           Watch on TV: golf (LPGA)         1,621         4.9%         116           Watch on TV: golf (LPGA)         1,621         4.9%         116           Watch on TV: golf (LPGA)         1,61         4.9%         116           Watch on TV: golf (LPGA)         1,16         4.9%         116           Watch on TV: golf (LPGA)         1,1850         5.6%         105           Watch on TV: golf (LPGA)         1,180         5.6%         105           Watch on TV: golf (LPGA)         1,180         5.6%         105           Watch on TV: ice bockey (NHL playoffs/Stanley CUp)         3,897         11.7%         117           Watch on TV: ice bockey (NHL playoffs/Stanley Cup)         3,897         11.7%         124 <t< td=""><td></td><td>•</td><td></td><td></td></t<>		•		
Watch on TV: fishing         1,562         4.7%         84           Watch on TV: football (NFL Mon/Thurs night games)         9,677         29.2%         116           Watch on TV: football (NFL Mon/Thurs night games)         12,182         36.7%         110           Watch on TV: football (NFL playoffs/Super Bowl)         13,544         40.8%         112           Watch on TV: golf (PGA)         5,121         15.4%         117           Watch on TV: golf (PGA)         1,621         4.9%         116           Watch on TV: golf (PGA)         1,621         4.9%         116           Watch on TV: golf prosentics         2,131         6.4%         105           Watch on TV: high school sports         1,850         5.6%         105           Watch on TV: inchockey (NHL regular season)         3,642         11.0%         117           Watch on TV: ice hockey (NHL playoffs/Stanley Cup)         3,897         11.7%         124           Watch on TV: marathoryroad running/triathlon         679         2.0%         95           Watch on TV: mixed martial arts (MMA)         1,347         4.1%         87           Watch on TV: mixed martial arts (MMA)         1,347         4.1%         87           Watch on TV: Olympics (summer)         7,627         23.0				
Watch on TV: football (NFL Mon/Thurs night games)         12,182         36.7%         110           Watch on TV: football (NFL Mon/Thurs night games)         12,182         36.7%         110           Watch on TV: football (NFL weekend games)         13,139         39.6%         112           Watch on TV: golf (PGA)         15,121         15.4%         117           Watch on TV: golf (PGA)         1,621         4.9%         116           Watch on TV: high school sports         1,850         5.6%         105           Watch on TV: high school sports         1,850         5.6%         105           Watch on TV: high school sports         1,850         5.6%         105           Watch on TV: insearcing (at track or OTB)         1,017         3.1%         93           Watch on TV: linja school sports         1,850         5.6%         105           Watch on TV: marrial arts (MMA)         1,347         4.1%         87 <t< td=""><td>5 5</td><td></td><td></td><td></td></t<>	5 5			
Watch on TV: football (NFL Mon/Thurs night games)         12,182         36,7%         110           Watch on TV: football (NFL weekend games)         13,139         39,6%         112           Watch on TV: football (NFL playoffs/Super Bowl)         13,544         40,8%         112           Watch on TV: golf (PGA)         5,121         15,4%         117           Watch on TV: golf (PGA)         1,651         4,9%         116           Watch on TV: high school sports         2,131         6,4%         105           Watch on TV: horse racing (at track or OTB)         1,017         3,1%         93           Watch on TV: horse racing (at track or OTB)         1,017         3,1%         93           Watch on TV: ice hockey (NHL regular season)         3,642         11,0%         117           Watch on TV: ice hockey (NHL playoffs/Stanley Cup)         3,897         11,7%         124           Watch on TV: ine marathon/road running/triathlon         679         2,0%         95           Watch on TV: mixed martial arts (MMA)         1,347         4,1%         87           Watch on TV: motorcycle racing         1,065         3,2%         92           Watch on TV: Olympics (summer)         7,627         23.0%         116           Watch on TV: soccer (MLS)		,		84
Watch on TV: football (NFL weekend games)       13,139       39.6%       112         Watch on TV: football (NFL playoffs/Super Bowl)       13,544       40.8%       112         Watch on TV: golf (PGA)       5,121       15.4%       117         Watch on TV: golf (CPGA)       1,621       4.9%       116         Watch on TV: high school sports       1,850       5.6%       105         Watch on TV: horse racing (at track or OTB)       1,017       3.1%       93         Watch on TV: ice hockey (NHL regular season)       3,642       11.0%       117         Watch on TV: ice hockey (NHL playoffs/Stanley Cup)       3,897       11.7%       124         Watch on TV: invaired martial arts (MMA)       1,347       4.1%       87         Watch on TV: mixed martial arts (MMA)       1,347       4.1%       87         Watch on TV: motorcycle racing       1,065       3.2%       92         Watch on TV: ollympics (summer)       7,627       23.0%       116         Watch on TV: ollympics (winter)       8,695       26.2%       122         Watch on TV: rodeo       910       2,7%       78         Watch on TV: scoccer (MLS)       1,997       6.0%       114         Watch on TV: tennis (men's)       3,252       9.8% <td>· 2 /</td> <td>•</td> <td></td> <td></td>	· 2 /	•		
Watch on TV: football (NFL playoffs/Super Bowl)         13,544         40.8%         112           Watch on TV: golf (PGA)         5,121         15.4%         117           Watch on TV: golf (LPGA)         1,621         4.9%         116           Watch on TV: high school sports         2,131         6.4%         105           Watch on TV: high school sports         1,850         5.6%         105           Watch on TV: horse racing (at track or OTB)         1,017         3.1%         93           Watch on TV: ice hockey (NHL regular season)         3,642         11.0%         117           Watch on TV: ice hockey (NHL playoffs/Stanley Cup)         3,897         11.7%         124           Watch on TV: ice hockey (NHL playoffs/Stanley Cup)         3,897         11.7%         124           Watch on TV: marathon/road running/triathlon         679         2.0%         95           Watch on TV: marathon/road running/triathlon         679         2.0%         95           Watch on TV: more dearch         1,055         3.2%         92           Watch on TV: ollympics (summer)         7,627         23.0%         116           Watch on TV: rodeo         910         2.7%         78           Watch on TV: soccer (McS)         1,997         6.0%		,		
Watch on TV: golf (IPGA)         5,121         15.4%         117           Watch on TV: golf (IPGA)         1,621         4.9%         116           Watch on TV: gymnastics         2,131         6.4%         105           Watch on TV: high school sports         1,850         5.6%         105           Watch on TV: horse racing (at track or OTB)         1,017         3.1%         93           Watch on TV: ice hockey (NHL regular season)         3,642         11.0%         117           Watch on TV: ice hockey (NHL playoffs/Stanley Cup)         3,897         11.7%         124           Watch on TV: ice hockey (NHL playoffs/Stanley Cup)         3,897         11.7%         124           Watch on TV: ice hockey (NHL playoffs/Stanley Cup)         3,897         11.7%         124           Watch on TV: marathon/road running/triathlor         679         2.0%         95           Watch on TV: mixed martial arts (MMA)         1,347         4.1%         87           Watch on TV: motorcycle racing         1,065         3.2%         92           Watch on TV: ollympics (summer)         7,627         23.0%         116           Watch on TV: ollympics (wither)         8,695         26.2%         122           Watch on TV: soccer (MLS)         1,997         6.		•		
Watch on TV: golf (LPGA)       1,621       4.9%       116         Watch on TV: logh school sports       2,131       6.4%       105         Watch on TV: high school sports       1,850       5.6%       105         Watch on TV: high school sports       1,017       3.1%       93         Watch on TV: ice hockey (NHL regular season)       3,642       11.0%       117         Watch on TV: lice hockey (NHL playoffs/Stanley Cup)       3,897       11.7%       124         Watch on TV: mixed martial arts (MMA)       1,347       4.1%       87         Watch on TV: mixed martial arts (MMA)       1,347       4.1%       87         Watch on TV: mixed martial arts (MMA)       1,347       4.1%       87         Watch on TV: mixed martial arts (MMA)       1,347       4.1%       87         Watch on TV: mixed martial arts (MMA)       1,347       4.1%       87         Watch on TV: bottopics (summer)       7,627       23.0%       116         Watch on TV: Olympics (summer)       8,695       26.2%       122         Watch on TV: soccer (MLS)       1,997       6.0%       114         Watch on TV: sencis (mem's)       3,252       9.8%       134         Watch on TV: tennis (mem's)       3,252       9.8% <t< td=""><td></td><td></td><td>40.8%</td><td></td></t<>			40.8%	
Watch on TV: gymnastics         2,131         6.4%         105           Watch on TV: high school sports         1,850         5.6%         105           Watch on TV: horse racing (at track or OTB)         1,017         3.1%         93           Watch on TV: ice hockey (NHL regular season)         3,642         11.0%         117           Watch on TV: ice hockey (NHL playoffs/Stanley Cup)         3,897         11.7%         124           Watch on TV: marathon/road running/triathlon         679         2.0%         95           Watch on TV: mixed martial arts (MMA)         1,347         4.1%         87           Watch on TV: mixed martial arts (MMA)         1,347         4.1%         87           Watch on TV: ollympics (summer)         7,627         23.0%         116           Watch on TV: Olympics (winter)         8,695         26.2%         122           Watch on TV: Olympics (winter)         8,695         26.2%         122           Watch on TV: soccer (MLS)         1,997         6.0%         114           Watch on TV: soccer (MLS)         1,997         6.0%         114           Watch on TV: tennis (men's)         3,252         9.8%         134           Watch on TV: tennis (women's)         3,030         9.1%         128			15.4%	
Watch on TV: high school sports       1,850       5.6%       105         Watch on TV: horse racing (at track or OTB)       1,017       3.1%       93         Watch on TV: ice hockey (NHL regular season)       3,642       11.0%       117         Watch on TV: ice hockey (NHL playoffs/Stanley Cup)       3,897       11.7%       124         Watch on TV: marathon/road running/triathlon       679       2.0%       95         Watch on TV: mixed martial arts (MMA)       1,347       4.1%       87         Watch on TV: motorcycle racing       1,065       3.2%       92         Watch on TV: Olympics (summer)       7,627       23.0%       116         Watch on TV: Olympics (winter)       8,695       26.2%       122         Watch on TV: soccer (MLS)       1,997       6.0%       114         Watch on TV: soccer (MLS)       1,997       6.0%       114         Watch on TV: soccer (MuS)       3,252       9.8%       134         Watch on TV: tennis (men's)       3,050       9.1%       128         Watch on TV: tennis (women's)       3,030       9.1%       128         Watch on TV: track & field       1,768       5.3%       107         Watch on TV: wrestling (WWE)       1,135       3.4%       61				
Watch on TV: horse racing (at track or OTB)       1,017       3.1%       93         Watch on TV: ice hockey (NHL regular season)       3,642       11.0%       117         Watch on TV: ice hockey (NHL playoffs/Stanley Cup)       3,897       11.7%       124         Watch on TV: mixer marthon/road running/triathlon       679       2.0%       95         Watch on TV: mixed martial arts (MMA)       1,347       4.1%       87         Watch on TV: motorcycle racing       1,065       3.2%       92         Watch on TV: Olympics (summer)       7,627       23.0%       116         Watch on TV: Olympics (winter)       8,695       26.2%       122         Watch on TV: oldeo       910       2.7%       78         Watch on TV: soccer (MLS)       1,997       6.0%       114         Watch on TV: soccer (World Cup)       4,664       14.1%       135         Watch on TV: tennis (men's)       3,252       9.8%       134         Watch on TV: tennis (wome's)       3,030       9.1%       128         Watch on TV: villeyball (pro beach)       1,222       3.7%       107         Watch on TV: villeyball (pro beach)       1,222       3.7%       107         Watch on TV: willey ball (pro beach)       1,222       3.7%	Watch on TV: gymnastics	2,131	6.4%	105
Watch on TV: ice hockey (NHL regular season)       3,642       11.0%       117         Watch on TV: ice hockey (NHL playoffs/Stanley Cup)       3,897       11.7%       124         Watch on TV: marathon/road running/triathlon       679       2.0%       95         Watch on TV: mixed martial arts (MMA)       1,347       4.1%       87         Watch on TV: obtorcycle racing       1,065       3.2%       92         Watch on TV: Olympics (summer)       7,627       23.0%       116         Watch on TV: olympics (winter)       8,695       26.2%       122         Watch on TV: rodeo       910       2.7%       78         Watch on TV: soccer (MLS)       1,997       6.0%       114         Watch on TV: soccer (World Cup)       4,664       14.1%       135         Watch on TV: tennis (men's)       3,252       9.8%       134         Watch on TV: tennis (women's)       3,030       9.1%       128         Watch on TV: track & field       1,768       5.3%       109         Watch on TV: wolleyball (pro beach)       1,222       3.7%       107         Watch on TV: wolleyball (pro beach)       1,135       3.4%       61         Interest in sports: college basketball Super Fan       2,219       6.7% <t< td=""><td>Watch on TV: high school sports</td><td>1,850</td><td></td><td></td></t<>	Watch on TV: high school sports	1,850		
Watch on TV: ice hockey (NHL playoffs/Stanley Cup)       3,897       11.7%       124         Watch on TV: marathon/road running/triathlon       679       2.0%       95         Watch on TV: mixed martial arts (MMA)       1,347       4.1%       87         Watch on TV: motorcycle racing       1,065       3.2%       92         Watch on TV: Olympics (summer)       7,627       23.0%       116         Watch on TV: Olympics (winter)       8,695       26.2%       122         Watch on TV: olympics (winter)       910       2.7%       78         Watch on TV: soccer (MLS)       1,997       6.0%       114         Watch on TV: soccer (World Cup)       4,664       14.1%       135         Watch on TV: tennis (men's)       3,252       9.8%       134         Watch on TV: tennis (women's)       3,030       9.1%       128         Watch on TV: track & field       1,768       5.3%       109         Watch on TV: wrestling (WWE)       1,222       3.7%       107         Watch on TV: wrestling (WWE)       1,135       3.4%       61         Interest in sports: rollege basketball Super Fan       1,096       3.3%       89         Interest in sports: golfege basketball Super Fan       600       1.8%	Watch on TV: horse racing (at track or OTB)		3.1%	93
Watch on TV: marathon/road running/triathlon       679       2.0%       95         Watch on TV: mixed martial arts (MMA)       1,347       4.1%       87         Watch on TV: motorcycle racing       1,065       3.2%       92         Watch on TV: Olympics (summer)       7,627       23.0%       116         Watch on TV: Olympics (winter)       8,695       26.2%       122         Watch on TV: rodeo       910       2.7%       78         Watch on TV: soccer (MLS)       1,997       6.0%       114         Watch on TV: soccer (World Cup)       4,664       14.1%       135         Watch on TV: tennis (men`s)       3,252       9.8%       134         Watch on TV: track & field       1,768       5.3%       109         Watch on TV: volleyball (pro beach)       1,222       3.7%       107         Watch on TV: wrestling (WWE)       1,135       3.4%       61         Interest in sports: college basketball Super Fan       1,096       3.3%       89         Interest in sports: golf Super Fan       600       1.8%       98         Interest in sports: high school sports Super Fan       940       2.8%       83         Interest in sports: NBA Super Fan       1,742       5.3%       98	Watch on TV: ice hockey (NHL regular season)		11.0%	
Watch on TV: mixed martial arts (MMA)       1,347       4.1%       87         Watch on TV: motorcycle racing       1,065       3.2%       92         Watch on TV: Olympics (summer)       7,627       23.0%       116         Watch on TV: Olympics (winter)       8,695       26.2%       122         Watch on TV: rodeo       910       2.7%       78         Watch on TV: soccer (MLS)       1,997       6.0%       114         Watch on TV: soccer (World Cup)       4,664       14.1%       135         Watch on TV: tennis (men's)       3,252       9.8%       134         Watch on TV: tennis (women's)       3,030       9.1%       128         Watch on TV: virack & field       1,768       5.3%       109         Watch on TV: volleyball (pro beach)       1,222       3.7%       107         Watch on TV: wrestling (WWE)       1,135       3.4%       61         Interest in sports: college basketball Super Fan       1,096       3.3%       89         Interest in sports: gollege football Super Fan       600       1.8%       98         Interest in sports: high school sports Super Fan       1,742       5.3%       98         Interest in sports: NBL Super Fan       1,742       5.3%       98	Watch on TV: ice hockey (NHL playoffs/Stanley Cup)	3,897	11.7%	124
Watch on TV: motorcycle racing       1,065       3.2%       92         Watch on TV: Olympics (summer)       7,627       23.0%       116         Watch on TV: Olympics (winter)       8,695       26.2%       122         Watch on TV: rodeo       910       2.7%       78         Watch on TV: soccer (MLS)       1,997       6.0%       114         Watch on TV: soccer (World Cup)       4,664       14.1%       135         Watch on TV: tennis (men's)       3,252       9.8%       134         Watch on TV: tennis (women's)       3,030       9.1%       128         Watch on TV: volleyball (pro beach)       1,222       3.7%       107         Watch on TV: wrestling (WWE)       1,135       3.4%       61         Interest in sports: college basketball Super Fan       1,096       3.3%       89         Interest in sports: college football Super Fan       2,219       6.7%       96         Interest in sports: golf Super Fan       600       1.8%       98         Interest in sports: MB Super Fan       1,742       5.3%       98         Interest in sports: NBA Super Fan       1,826       5.5%       98         Interest in sports: NBA Super Fan       1,826       5.5%       98	Watch on TV: marathon/road running/triathlon			
Watch on TV: Olympics (summer)       7,627       23.0%       116         Watch on TV: Olympics (winter)       8,695       26.2%       122         Watch on TV: rodeo       910       2.7%       78         Watch on TV: soccer (MLS)       1,997       6.0%       114         Watch on TV: soccer (World Cup)       4,664       14.1%       135         Watch on TV: tennis (men's)       3,252       9.8%       134         Watch on TV: tennis (women's)       3,030       9.1%       128         Watch on TV: track & field       1,768       5.3%       109         Watch on TV: wrestling (WWE)       1,222       3.7%       107         Watch on TV: wrestling (WWE)       1,135       3.4%       61         Interest in sports: college basketball Super Fan       1,096       3.3%       89         Interest in sports: college football Super Fan       2,219       6.7%       96         Interest in sports: golf Super Fan       600       1.8%       98         Interest in sports: high school sports Super Fan       1,742       5.3%       98         Interest in sports: NBA Super Fan       1,826       5.5%       98         Interest in sports: NBA Super Fan       1,826       5.5%       98				
Watch on TV: Olympics (winter)       8,695       26.2%       122         Watch on TV: rodeo       910       2.7%       78         Watch on TV: soccer (MLS)       1,997       6.0%       114         Watch on TV: soccer (World Cup)       4,664       14.1%       135         Watch on TV: tennis (men's)       3,252       9.8%       134         Watch on TV: tennis (women's)       3,030       9.1%       128         Watch on TV: track & field       1,768       5.3%       109         Watch on TV: wrestling (WWE)       1,222       3.7%       107         Watch on TV: wrestling (WWE)       1,135       3.4%       61         Interest in sports: college basketball Super Fan       1,096       3.3%       89         Interest in sports: college football Super Fan       2,219       6.7%       96         Interest in sports: golf Super Fan       600       1.8%       98         Interest in sports: high school sports Super Fan       940       2.8%       83         Interest in sports: NBA Super Fan       743       2.2%       69         Interest in sports: NBA Super Fan       1,826       5.5%       98         Interest in sports: NBA Super Fan       1,826       5.5%       98	Watch on TV: motorcycle racing	1,065		92
Watch on TV: rodeo       910       2.7%       78         Watch on TV: soccer (MLS)       1,997       6.0%       114         Watch on TV: soccer (World Cup)       4,664       14.1%       135         Watch on TV: tennis (men's)       3,252       9.8%       134         Watch on TV: tensis (women's)       3,030       9.1%       128         Watch on TV: track & field       1,768       5.3%       109         Watch on TV: villeyball (pro beach)       1,222       3.7%       107         Watch on TV: wrestling (WWE)       1,135       3.4%       61         Interest in sports: college basketball Super Fan       1,096       3.3%       89         Interest in sports: college football Super Fan       2,219       6.7%       96         Interest in sports: golf Super Fan       600       1.8%       98         Interest in sports: high school sports Super Fan       940       2.8%       83         Interest in sports: NBA Super Fan       1,742       5.3%       98         Interest in sports: NBA Super Fan       1,826       5.5%       98         Interest in sports: NBA Super Fan       1,826       5.5%       98         Interest in sports: NBA Super Fan       1,826       5.5%       98	Watch on TV: Olympics (summer)	7,627	23.0%	116
Watch on TV: soccer (MLS)       1,997       6.0%       114         Watch on TV: soccer (World Cup)       4,664       14.1%       135         Watch on TV: tennis (men's)       3,252       9.8%       134         Watch on TV: tennis (women's)       3,030       9.1%       128         Watch on TV: villeyball (pro beach)       1,768       5.3%       109         Watch on TV: volleyball (pro beach)       1,222       3.7%       107         Watch on TV: wrestling (WWE)       1,135       3.4%       61         Interest in sports: college basketball Super Fan       1,096       3.3%       89         Interest in sports: ollege football Super Fan       2,219       6.7%       96         Interest in sports: golf Super Fan       600       1.8%       98         Interest in sports: hLB Super Fan       1,742       5.3%       98         Interest in sports: NASCAR Super Fan       743       2.2%       69         Interest in sports: NBA Super Fan       1,826       5.5%       98         Interest in sports: NFL Super Fan       4,571       13.8%       98         Interest in sports: NHL Super Fan       1,192       3.6%       100	Watch on TV: Olympics (winter)	8,695	26.2%	122
Watch on TV: soccer (World Cup)       4,664       14.1%       135         Watch on TV: tennis (men`s)       3,252       9.8%       134         Watch on TV: tennis (women`s)       3,030       9.1%       128         Watch on TV: track & field       1,768       5.3%       109         Watch on TV: volleyball (pro beach)       1,222       3.7%       107         Watch on TV: wrestling (WWE)       1,135       3.4%       61         Interest in sports: college basketball Super Fan       1,096       3.3%       89         Interest in sports: college football Super Fan       2,219       6.7%       96         Interest in sports: golf Super Fan       600       1.8%       98         Interest in sports: high school sports Super Fan       940       2.8%       83         Interest in sports: MLB Super Fan       1,742       5.3%       98         Interest in sports: NBA Super Fan       743       2.2%       69         Interest in sports: NBA Super Fan       1,826       5.5%       98         Interest in sports: NFL Super Fan       4,571       13.8%       98         Interest in sports: NHL Super Fan       1,192       3.6%       100	Watch on TV: rodeo			78
Watch on TV: tennis (men`s)       3,252       9.8%       134         Watch on TV: tennis (women`s)       3,030       9.1%       128         Watch on TV: track & field       1,768       5.3%       109         Watch on TV: volleyball (pro beach)       1,222       3.7%       107         Watch on TV: wrestling (WWE)       1,135       3.4%       61         Interest in sports: college basketball Super Fan       1,096       3.3%       89         Interest in sports: college football Super Fan       2,219       6.7%       96         Interest in sports: golf Super Fan       600       1.8%       98         Interest in sports: high school sports Super Fan       940       2.8%       83         Interest in sports: NASCAR Super Fan       1,742       5.3%       98         Interest in sports: NBA Super Fan       743       2.2%       69         Interest in sports: NBA Super Fan       1,826       5.5%       98         Interest in sports: NFL Super Fan       4,571       13.8%       98         Interest in sports: NHL Super Fan       1,192       3.6%       100	Watch on TV: soccer (MLS)	1,997	6.0%	114
Watch on TV: tennis (women's)       3,030       9.1%       128         Watch on TV: track & field       1,768       5.3%       109         Watch on TV: volleyball (pro beach)       1,222       3.7%       107         Watch on TV: wrestling (WWE)       1,135       3.4%       61         Interest in sports: college basketball Super Fan       1,096       3.3%       89         Interest in sports: college football Super Fan       2,219       6.7%       96         Interest in sports: golf Super Fan       600       1.8%       98         Interest in sports: high school sports Super Fan       940       2.8%       83         Interest in sports: MLB Super Fan       1,742       5.3%       98         Interest in sports: NASCAR Super Fan       743       2.2%       69         Interest in sports: NBA Super Fan       1,826       5.5%       98         Interest in sports: NFL Super Fan       4,571       13.8%       98         Interest in sports: NHL Super Fan       1,192       3.6%       100	` ',	4,664		135
Watch on TV: track & field       1,768       5.3%       109         Watch on TV: volleyball (pro beach)       1,222       3.7%       107         Watch on TV: wrestling (WWE)       1,135       3.4%       61         Interest in sports: college basketball Super Fan       1,096       3.3%       89         Interest in sports: college football Super Fan       2,219       6.7%       96         Interest in sports: golf Super Fan       600       1.8%       98         Interest in sports: high school sports Super Fan       940       2.8%       83         Interest in sports: MLB Super Fan       1,742       5.3%       98         Interest in sports: NASCAR Super Fan       743       2.2%       69         Interest in sports: NBA Super Fan       1,826       5.5%       98         Interest in sports: NFL Super Fan       4,571       13.8%       98         Interest in sports: NHL Super Fan       1,192       3.6%       100	Watch on TV: tennis (men`s)	3,252	9.8%	134
Watch on TV: volleyball (pro beach)       1,222       3.7%       107         Watch on TV: wrestling (WWE)       1,135       3.4%       61         Interest in sports: college basketball Super Fan       1,096       3.3%       89         Interest in sports: college football Super Fan       2,219       6.7%       96         Interest in sports: golf Super Fan       600       1.8%       98         Interest in sports: high school sports Super Fan       940       2.8%       83         Interest in sports: MLB Super Fan       1,742       5.3%       98         Interest in sports: NASCAR Super Fan       743       2.2%       69         Interest in sports: NBA Super Fan       1,826       5.5%       98         Interest in sports: NFL Super Fan       4,571       13.8%       98         Interest in sports: NHL Super Fan       1,192       3.6%       100	Watch on TV: tennis (women`s)	3,030	9.1%	128
Watch on TV: wrestling (WWE)       1,135       3.4%       61         Interest in sports: college basketball Super Fan       1,096       3.3%       89         Interest in sports: college football Super Fan       2,219       6.7%       96         Interest in sports: golf Super Fan       600       1.8%       98         Interest in sports: high school sports Super Fan       940       2.8%       83         Interest in sports: MLB Super Fan       1,742       5.3%       98         Interest in sports: NASCAR Super Fan       743       2.2%       69         Interest in sports: NBA Super Fan       1,826       5.5%       98         Interest in sports: NFL Super Fan       4,571       13.8%       98         Interest in sports: NHL Super Fan       1,192       3.6%       100	Watch on TV: track & field	1,768	5.3%	109
Interest in sports: college basketball Super Fan       1,096       3.3%       89         Interest in sports: college football Super Fan       2,219       6.7%       96         Interest in sports: golf Super Fan       600       1.8%       98         Interest in sports: high school sports Super Fan       940       2.8%       83         Interest in sports: MLB Super Fan       1,742       5.3%       98         Interest in sports: NASCAR Super Fan       743       2.2%       69         Interest in sports: NBA Super Fan       1,826       5.5%       98         Interest in sports: NFL Super Fan       4,571       13.8%       98         Interest in sports: NHL Super Fan       1,192       3.6%       100	Watch on TV: volleyball (pro beach)	1,222	3.7%	107
Interest in sports: college football Super Fan       2,219       6.7%       96         Interest in sports: golf Super Fan       600       1.8%       98         Interest in sports: high school sports Super Fan       940       2.8%       83         Interest in sports: MLB Super Fan       1,742       5.3%       98         Interest in sports: NASCAR Super Fan       743       2.2%       69         Interest in sports: NBA Super Fan       1,826       5.5%       98         Interest in sports: NFL Super Fan       4,571       13.8%       98         Interest in sports: NHL Super Fan       1,192       3.6%       100	Watch on TV: wrestling (WWE)	1,135		61
Interest in sports: golf Super Fan       600       1.8%       98         Interest in sports: high school sports Super Fan       940       2.8%       83         Interest in sports: MLB Super Fan       1,742       5.3%       98         Interest in sports: NASCAR Super Fan       743       2.2%       69         Interest in sports: NBA Super Fan       1,826       5.5%       98         Interest in sports: NFL Super Fan       4,571       13.8%       98         Interest in sports: NHL Super Fan       1,192       3.6%       100	Interest in sports: college basketball Super Fan	1,096	3.3%	89
Interest in sports: high school sports Super Fan       940       2.8%       83         Interest in sports: MLB Super Fan       1,742       5.3%       98         Interest in sports: NASCAR Super Fan       743       2.2%       69         Interest in sports: NBA Super Fan       1,826       5.5%       98         Interest in sports: NFL Super Fan       4,571       13.8%       98         Interest in sports: NHL Super Fan       1,192       3.6%       100	Interest in sports: college football Super Fan	2,219	6.7%	96
Interest in sports: MLB Super Fan       1,742       5.3%       98         Interest in sports: NASCAR Super Fan       743       2.2%       69         Interest in sports: NBA Super Fan       1,826       5.5%       98         Interest in sports: NFL Super Fan       4,571       13.8%       98         Interest in sports: NHL Super Fan       1,192       3.6%       100				
Interest in sports: NASCAR Super Fan       743       2.2%       69         Interest in sports: NBA Super Fan       1,826       5.5%       98         Interest in sports: NFL Super Fan       4,571       13.8%       98         Interest in sports: NHL Super Fan       1,192       3.6%       100	Interest in sports: high school sports Super Fan			
Interest in sports: NBA Super Fan       1,826       5.5%       98         Interest in sports: NFL Super Fan       4,571       13.8%       98         Interest in sports: NHL Super Fan       1,192       3.6%       100	·	•		98
Interest in sports: NFL Super Fan       4,571       13.8%       98         Interest in sports: NHL Super Fan       1,192       3.6%       100	·			
Interest in sports: NHL Super Fan 1,192 3.6% 100	·			
Interest in sports: soccer Super Fan 949 2.9% 89				
	Interest in sports: soccer Super Fan	949	2.9%	89

**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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Anchorage Plaza- Phase Three 12910 Factory Ln, Louisville, Kentucky, 40245 Ring: 3 mile radius Prepared by Charlotte Hollkamp Latitude: 38.28821

Longitude: -85.51154

January 23, 2018

Product / Consumer Behavior	King: 3 mile radius		Longitud	.e: -85.51154
Member of AARP         4,308         13,0%         109           Member of charitable organization         1,899         33         2,9%         91           Member of fraternal order         790         2,4%         94           Member of religious club         1,241         3,7%         97           Member of union         1,466         4,4%         124           Member of veterans club         677         2,0%         87           Attended aduction course in last 12 months         2,968         8,9%         121           Went to art gallery in last 12 months         3,198         9,6%         130           Attended auto show in last 12 months         2,299         6,9%         107           Old basking in last 12 months         6,345         19,1%         114           Went to bar/right club in last 12 months         10,773         32,5%         127           Played billiards/pool in last 12 months         1,147         3,5%         127           Played billiards/pool in last 12 months         1,194         5,1%         113           Did birdwatching in last 12 months         1,197         3,25%         127           Played complete goal in last 12 months         1,196         5,1%         113		·		
Member of church board         933         2.9%         91           Member of fraternal order         790         2.4%         94           Member of fraternal order         790         2.4%         94           Member of retail out of the strain of the	·	·		
Member of church board         953         2.9%         91           Member of fretigious club         1,241         3.7%         94           Member of religious club         1,246         4.4%         124           Member of vetreans club         677         2.0%         87           Attended adult education course in last 12 months         2,968         8.9%         121           Went to art gallery in last 12 months         3,198         9.6%         130           Attended auto show in last 12 months         2,950         6.9%         107           Old basking in last 12 months         6,345         19.1%         114           Went to beach in last 12 months         6,345         19.1%         114           Went to beach in last 12 months         6,545         19.1%         114           Went to beach in last 12 months         1,694         5.1%         112           Played billiards/pool in last 12 months         1,694         5.1%         112           Did birdwatching in last 12 months         1,694         5.1%         113           Played billiards/pool in last 12 months         1,694         5.1%         112           Read book in last 12 months         1,694         5.1%         112           Read				
Member of frelipous club         1,241         3.7%         97           Member of union         1,466         4.4%         124           Member of union         1,466         4.4%         124           Member of veterans club         677         2.0%         87           Attended adult education course in last 12 months         2,668         8.9%         130           Went to art gallery in last 12 months         3,198         9.6%         130           Attended auto show in last 12 months         9,417         28.4%         120           Ob baking in last 12 months         9,417         28.4%         120           Went to beach in last 12 months         10,773         32.5%         127           Played bing in last 12 months         1,147         3.5%         186           Did birwacthing in last 12 months         1,147         3.5%         86           Did birwacthing in last 12 months         1,147         3.5%         86           Did birwacthing in last 12 months         1,694         5.1%         113           Read book in last 12 months         1,694         5.1%         113           Read book in last 12 months         1,694         5.1%         112           Reat class in last 12 months	-			
Member of religious club         1,241         3.7%         97           Member of union         1,466         4.4%         124           Member of veterans club         677         2.0%         87           Attended adult education course in last 12 months         2,968         8.9%         121           Went to art gallery in last 12 months         3,198         9.6%         130           Attended auto show in last 12 months         2,290         6.9%         107           Did baking in last 12 months         9,417         28.4%         120           Went to beach in last 12 months         10,773         32.5%         127           Played billiant/spool in last 12 months         2,623         7.9%         102           Played billiant/spool in last 12 months         1,147         3.5%         86           Did birdwatching in last 12 months         1,694         5.1%         113           Played board game in last 12 months         1,694         5.1%         127           Read book in last 12 months         1,694         5.1%         127           Read book in last 12 months         1,130         3.4%         120           Went on overright camping trip in last 12 months         1,689         1.1%         116				
Member of union         1,466         4.4%         124           Member of veterans club         677         2.0%         87           Attended adult education course in last 12 months         2,968         8.9%         121           Went to art gallery in last 12 months         3,198         9,65%         130           Attended auto show in last 12 months         9,417         28,4%         120           Did baking in last 12 months         9,417         28,4%         120           Went to beach in last 12 months         10,773         32,5%         127           Played bingo in last 12 months         1,147         3,5%         86           Did birdwachting in last 12 months         1,644         5,1%         113           Played bord game in last 12 months         1,644         5,1%         113           Played board game in last 12 months         1,655         1,71%         122           Read bow in last 12 months         1,150         3,4%         120           Went on overnight camping trip in last 12 months         1,150         3,4%         120           Went on overnight camping trip in last 12 months         2,623         1,5%         105           Played cards in last 12 months         2,327         7,0%         102				
Member of veterans club         677         2.0%         87           Attended adult education course in last 12 months         2,968         8.9%         121           Went to art gallery in last 12 months         3,198         9.6%         130           Attended auto show in last 12 months         2,290         6.9%         107           Went to bar/night club in last 12 months         6,345         19.1%         114           Went to beach in last 12 months         10,773         32.5%         127           Played billiards/pool in last 12 months         1,623         7.9%         102           Played billiards/pool in last 12 months         1,694         5.1%         113           Played board game in last 12 months         1,694         5.1%         113           Played board game in last 12 months         13,162         39.7%         118           Participated in book club in last 12 months         13,162         39.7%         118           Participated in book club in last 12 months         1,100         3.4%         116           Played cards in last 12 months         1,565         16.5%         109           Played cards in last 12 months         5,465         16.5%         109           Played computer game (orfline wisoftware)/12 months				
Attended adult education course in last 12 months 3,198 9,6% 130  Attended auto show in last 12 months 2,290 6,9% 130  Attended auto show in last 12 months 2,290 6,9% 107  Did baking in last 12 months 9,417 28,4% 120  Went to bar/night club in last 12 months 10,773 32,5% 127  Played billiards/polo in last 12 months 10,773 32,5% 127  Played billiards/polo in last 12 months 1,147 3,5% 86  Did birdwatching in last 12 months 1,147 3,5% 86  Did birdwatching in last 12 months 1,147 3,5% 86  Did birdwatching in last 12 months 1,147 3,5% 86  Did birdwatching in last 12 months 1,147 3,5% 86  Did birdwatching in last 12 months 1,147 3,5% 86  Did birdwatching in last 12 months 1,147 3,5% 86  Did birdwatching in last 12 months 1,147 3,5% 86  Did birdwatching in last 12 months 1,147 3,5% 86  Did birdwatching in last 12 months 1,147 3,148 122  Read book in last 12 months 1,150 3,4% 120  Went on overnight camping trip in last 12 months 1,150 3,4% 120  Went on overnight camping trip in last 12 months 1,150 3,4% 120  Played cards in last 12 months 1,150 3,4% 120  Played compute game (offline w/software)/12 months 1,072 3,2% 102  Played computer game (offline w/software)/12 months 2,327 7,0% 109  Played computer game (offline w/software)/12 months 2,327 7,0% 109  Played computer game (offline w/software)/12 months 2,993 9,0% 99  Cooked for fur in last 12 months 3,555 10,7% 107  Danced/went dancing in last 12 months 1,790 5,4% 122  Did crossword puzzle in last 12 months 1,790 5,4% 122  Direct Jump the Jump that 1,790 5,4% 122  Direct Jump the Jump that 1,790 5,4% 122  Direct Jump the Jump that 2,70 months 1,816 5,5% 121  Direct Jump the Jump that 2,70 months 1,816 5,5% 121  Direct Jump the Jump that 2,70 months 1,816 5,5% 121  Direct Jump the Jump that 2,70 months 1,816 5,5% 107  Gambied in fantasy sports league last 12 months 1,932 14,9% 107  Gambied in fantasy sports league last 12 months 1,932 14,9% 107  Gambied in fantasy sports league last 12 months 1,932 14,9% 107  Gambied in fantasy sports league last 1,90 months 1,93 1,93		•		
Went to art gallery in last 12 months         3,198         9,6%         130           Attended auto show in last 12 months         2,290         6,9%         107           Did baking in last 12 months         9,417         28,4%         120           Went to bear/inght club in last 12 months         6,345         19,1%         114           Went to beach in last 12 months         10,773         32,5%         127           Played billiands/pool in last 12 months         2,623         7,9%         102           Played billiands/pool in last 12 months         1,147         3,5%         88           Did birdwatching in last 12 months         1,694         5,1%         113           Played board game in last 12 months         1,694         5,1%         113           Played board game in last 12 months         1,130         3,4%         120           Went on overnight camping trip in last 12 months         4,689         14,1%         116           Played cards in last 12 months         5,465         16,5%         109           Played cards in last 12 months         1,072         3,2%         102           Played computer game (offline w/software)/12 months         2,327         7,0%         109           Played computer game (offline w/software)/12 months				
Attended auto show in last 12 months 9,417 28,4% 120 Went to bar/night club in last 12 months 6,345 19,1% 114 Went to beach in last 12 months 6,345 19,1% 114 Went to beach in last 12 months 10,773 32,5% 127 Played billiard s/pool in last 12 months 1,147 3,5% 86 Did birdwatching in last 12 months 1,147 3,5% 86 Did birdwatching in last 12 months 1,147 3,5% 86 Did birdwatching in last 12 months 1,147 3,5% 86 Did birdwatching in last 12 months 1,147 3,5% 113 Played barg agme in last 12 months 1,147 3,5% 113 Played barg agme in last 12 months 1,140 3,97% 118 Participated in book club in last 12 months 1,130 3,4% 120 Went on overnight camping trip in last 12 months 1,130 3,4% 120 Went on overnight camping trip in last 12 months 1,130 3,4% 120 Played cards in last 12 months 1,1072 3,2% 109 Played computer game (offlier w/software)/12 months 1,072 3,2% 102 Played computer game (offlier w/software)/12 months 2,327 7,0% 109 Played computer game (offlier w/software)/12 months 2,247 7,0% 109 Played computer game (online w/software)/12 months 2,93 9,0% 99 Cooked for fur in last 12 months 3,555 10,7% 107 Danced/went dancing in last 12 months 3,555 10,7% 107 Danced/went dancing in last 12 months 1,790 5,4% 122 Dind out in last 12 months 1,790 5,4% 122 Dind out in last 12 months 1,790 5,4% 122 Dind out in last 12 months 1,790 5,4% 120 Participated in fantasy sports league last 12 months 1,816 5,5% 121 Did furniture refinishing in last 12 months 1,790 5,4% 120 Participated in fantasy sports league last 12 months 1,790 5,4% 101 Participated in fantasy sports league last 12 months 1,790 5,4% 120 Participated in fantasy sports league last 12 months 1,790 5,4% 120 Participated in fantasy sports league last 12 months 1,790 5,2% 131 Participated in fantasy sports league last 12 months 1,790 5,2% 131 Participated in fantasy sports league last 12 months 1,790 5,2% 131 Participated in fantasy sports league last 12 months 1,790 1,790 1,790 1,790 1,790 1,790 1,790 1,790 1,790 1,790 1,790 1,790 1,790 1,790 1,790 1,790 1,790 1,790 1,790 1,7				
Did baking in last 12 months				
Went to bar/Injght club in last 12 months         6,345         19,1%         114           Went to beach in last 12 months         10,773         32.5%         127           Played biligards/pool in last 12 months         2,623         7.9%         102           Played biligards/pool in last 12 months         1,147         3.5%         86           Did birdwatching in last 12 months         1,694         5.1%         113           Played board game in last 12 months         13,162         39.7%         118           Participated in book club in last 12 months         1,130         3.4%         120           Went on overnight camping trip in last 12 months         4,689         14.1%         116           Played cards in last 12 months         1,072         3.2%         102           Played computer game (offline w/software)/12 months         2,027         7.0%         109           Played computer game (offline w/software)/12 months         2,648         8.0%         110           Played computer game (online w/software)/12 months         2,993         9.0%         99           Cooked for fun in last 12 months         3,555         10.7%         107           Did crossword puzzle in last 12 months         3,555         10.7%         107           Danced/went d				
Went to beach in last 12 months	Did baking in last 12 months			
Played billiards/pool in last 12 months   2,623   7,9%   102     Played bingo in last 12 months   1,147   3.5%   86     Did birdwatching in last 12 months   1,694   5.1%   113     Played board game in last 12 months   13,162   39,7%   118     Participated in book club in last 12 months   1,130   3.4%   120     Went on overnight camping trip in last 12 months   1,130   3.4%   120     Went on overnight camping trip in last 12 months   4,689   14.1%   116     Played cards in last 12 months   5,465   16.5%   109     Played cards in last 12 months   1,072   3.2%   102     Played computer game (online w/software)/12 months   2,327   7,0%   109     Played computer game (online w/software)/12 months   2,648   8.0%   110     Played computer game (online w/software)/12 months   2,933   9.0%   99     Cooked for fun in last 12 months   9,372   28.2%   120     Did crossword puzzle in last 12 months   3,555   10,7%   107     Danced/went dancing in last 12 months   2,660   8.0%   105     Attended dance performance in last 12 months   1,790   5.4%   122     Dined out in last 12 months   1,816   5.5%   121     Did furniture refinishing in last 12 months   1,816   5.5%   121     Did furniture refinishing in last 12 months   1,816   5.5%   121     Did furniture refinishing in last 12 months   1,930   14.9%   107     Gambled in Las Vegas in last 12 months   1,931   1,934   14.9%   107     Gambled in Las Vegas in last 12 months   1,731   3.5%   101     Participate in indoor gardening/plant care   3,439   10.4%   112     Attended horse races in last 12 months   1,733   3.5%   101     Participate in indoor gardening/plant care   3,439   10.4%   112     Attended in karaoke in last 12 months   1,733   3.5%   101     Participate in indoor gardening/plant care   3,439   10.4%   112     Attended movie in last 12 months: Powerball   7,235   21.8%   107     Attended movie in last 12 months: Powerball   7,235   21.8%   107     Attended movie in last 12 months: Baly Drawing   981   3.0%   82     Bought lottery ticket in last 12 months: Roye	Went to bar/night club in last 12 months			114
Played birgo in last 12 months	Went to beach in last 12 months			
Did birdwatching in last 12 months         1,694         5,1%         113           Played board game in last 12 months         5,657         1,7.1%         127           Read book in last 12 months         13,162         39,7%         118           Participated in book club in last 12 months         1,130         3.4%         120           Went on overnight camping trip in last 12 months         4,689         14.1%         116           Played cards in last 12 months         1,072         3.2%         109           Played computer game (offline w/software)/12 months         2,327         7.0%         109           Played computer game (offline w/software)/12 months         2,648         8.0%         110           Played computer game (online w/software)/12 months         2,933         9.0%         99           Cooked for fun in last 12 months         9,372         28.2%         120           Did crossword puzzle in last 12 months         3,555         10.7%         107           Danced/went dancing in last 12 months         2,660         8.0%         105           Attended dance performance in last 12 months         1,7964         54.1%         122           Dined out in last 12 months         1,816         5.5%         121           Did furniture refinishing	Played billiards/pool in last 12 months			102
Played board game in last 12 months   13,162   39,7%   118	Played bingo in last 12 months			86
Read book in last 12 months         13,162         39,7%         118           Participated in book club in last 12 months         1,130         3.4%         120           Went on overnight camping trip in last 12 months         4,689         14.1%         116           Played cards in last 12 months         5,465         16.5%         109           Played computer game (offline w/software)/12 months         2,327         7.0%         109           Played computer game (ofline w/software)/12 months         2,648         8.0%         110           Played computer game (online w/software)/12 months         2,648         8.0%         110           Played computer game (online w/software)/12 months         2,993         9.0%         99           Cooked for fun in last 12 months         3,937         28.2%         120           Did crossword puzzle in last 12 months         3,555         10.7%         107           Attended dance performance in last 12 months         1,790         5.4%         122           Dined out in last 12 months         1,790         5.4%         122           Directipated in fantasy sports league last 12 months         1,816         5.5%         121           Did furniture refinishing in last 12 months         4,932         14.9%         13	Did birdwatching in last 12 months	1,694	5.1%	113
Participated in book club in last 12 months         1,130         3.4%         120           Went on overnight camping trip in last 12 months         4,689         14.1%         116           Played cards in last 12 months         5,465         16.5%         109           Played chess in last 12 months         1,072         3.2%         102           Played computer game (offline w/software)/12 months         2,648         8.0%         110           Played computer game (online w/o software)/12 months         2,993         9.0%         199           Cooked for fun in last 12 months         3,937         28.2%         120           Did crossword puzzle in last 12 months         3,555         10.7%         107           Danced/went dancing in last 12 months         2,660         8.0%         105           Attended dance performance in last 12 months         1,790         5.4%         122           Dinder out in last 12 months         1,790         5.4%         122           Dinder out in last 12 months         1,816         5.5%         121           Did furniture refinishing in last 12 months         1,816         5.5%         121           Did furniture refinishing in last 12 months         1,261         3.8%         106           Gambled in Atlantic City in la	Played board game in last 12 months	5,657	17.1%	127
Went on overnight camping trip in last 12 months         4,689         14.1%         116           Played cards in last 12 months         5,465         16.5%         109           Played chess in last 12 months         1,072         3.2%         102           Played computer game (offline w/software)/12 months         2,327         7.0%         109           Played computer game (online w/software)/12 months         2,933         9.0%         109           Played computer game (online w/software)/12 months         2,993         9.0%         99           Cooked for fun in last 12 months         9,372         28.2%         120           Did crossword puzzle in last 12 months         3,555         10.7%         107           Danced/went dancing in last 12 months         2,660         8.0%         105           Attended dance performance in last 12 months         1,790         5.4%         122           Dined out in last 12 months         1,796         5.4%         122           Participated in fantasy sports league last 12 months         1,816         5.5%         121           Did furniture refinishing in last 12 months         1,816         5.5%         121           Official factorial in last 12 months         1,816         5.5%         121           Gambled in	Read book in last 12 months	13,162	39.7%	118
Played cards in last 12 months   5,465   16.5%   109     Played computer game (offline w/software)/12 months   2,337   7.0%   109     Played computer game (online w/software)/12 months   2,648   8.0%   110     Played computer game (online w/software)/12 months   2,648   8.0%   110     Played computer game (online w/software)/12 months   2,993   9.0%   99     Cooked for fun in last 12 months   3,372   28.2%   120     Did crossword puzzle in last 12 months   3,555   10.7%   107     Danced/went dancing in last 12 months   2,660   8.0%   105     Attended dance performance in last 12 months   1,790   5.4%   122     Dined out in last 12 months   17,964   54.1%   120     Participated in fantasy sports league last 12 months   1,816   5.5%   121     Did furniture refinishing in last 12 months   1,816   5.5%   121     Did furniture refinishing in last 12 months   4,932   14.9%   107     Gambled at casino in last 12 months   4,932   14.9%   107     Gambled in Atlantic City in last 12 months   636   1.9%   83     Gambled in Las Vegas in last 12 months   636   1.9%   81     Participate in indoor gardening/plant care   3,439   10.4%   112     Attended horse races in last 12 months   1,173   3.5%   101     Participate in karaoke in last 12 months   1,184   35.7%   101     Participate in karaoke in last 12 months   1,184   35.7%   101     Payed lottery 6+ times in last 20 months   1,184   35.7%   100     Played lottery ticket in last 12 months: Daily Drawing   981   3.0%   82     Bought lottery ticket in last 12 months: Nega Millions   6,270   18.9%   113     Attended movie in last 90 days: once/week or more   636   1.9%   80     Attended movie in last 90 days: once/week or more   636   1.9%   80     Attended movie in last 90 days: once/week or more   636   1.9%   80     Attended movie in last 90 days: once/week or more   636   1.9%   80     Attended movie in last 90 days: once/week or more   636   1.9%   80     Attended movie in last 90 days: once/week or more   636   1.9%   636   1.9%   636     Attended movie in last 90 da	Participated in book club in last 12 months		3.4%	120
Played chess in last 12 months   1,072   3.2%   102     Played computer game (offline w/software)/12 months   2,247   7.0%   109     Played computer game (online w/software)/12 months   2,648   8.0%   110     Played computer game (online w/software)/12 months   2,993   9.0%   99     Cooked for fun in last 12 months   3,355   10.7%   107     Did crossword puzzle in last 12 months   2,660   8.0%   105     Attended dance performance in last 12 months   2,660   8.0%   105     Attended dance performance in last 12 months   1,790   5.4%   122     Dined out in last 12 months   1,796   54.1%   120     Participated in fantasy sports league last 12 months   1,816   5.5%   121     Did furniture refinishing in last 12 months   1,261   3.8%   106     Gambled at casino in last 12 months   4,932   14.9%   107     Gambled in Atlantic City in last 12 months   4,932   14.9%   107     Gambled in Atlantic City in last 12 months   1,732   5.2%   131     Participate in indoor gardening/plant care   3,439   10.4%   112     Attended horse races in last 12 months   1,173   3.5%   101     Bought lottery ticket in last 12 months   1,173   3.5%   100     Played lottery 6+ times in last 30 days   3,199   9.6%   84     Bought lottery ticket in last 12 months: Dally Drawing   981   3.0%   82     Bought lottery ticket in last 12 months: Nega Millions   6,270   18.9%   110     Bought lottery ticket in last 12 months: Nega Millions   6,270   18.9%   110     Bought lottery ticket in last 12 months: Nega Millions   6,270   18.9%   110     Attended movie in last 90 days: 2-3 times a month   2,224   66.9%   113     Attended movie in last 90 days: -conce/week or more   636   1.9%   80     Attended movie in last 90 days: -conce a month   3,836   11.6%   117     Attended movie in last 90 days: -conce a month   3,836   11.6%   117     Attended movie in last 90 days: -conce a month   3,836   11.6%   117	Went on overnight camping trip in last 12 months	4,689	14.1%	116
Played computer game (offline w/software)/12 months         2,327         7.0%         109           Played computer game (online w/software)/12 months         2,648         8.0%         110           Played computer game (online w/s software)/12 months         2,993         9.0%         99           Cooked for fun in last 12 months         9,372         28.2%         120           Did crossword puzzle in last 12 months         3,555         10.7%         107           Danced/went dancing in last 12 months         1,766         8.0%         105           Attended dance performance in last 12 months         1,790         5.4%         122           Dined out in last 12 months         17,964         54.1%         120           Participated in fantasy sports league last 12 months         1,816         5.5%         121           Dif furniture refinishing in last 12 months         1,816         5.5%         121           Gambled in Las Vagas in last 12 months         4,932         14.9%         107           Gambled in Atlantic City in last 12 months         1,732         5.2%         131           Participate in indoor gardening/plant care         3,439         10.4%         112           Attended horse races in last 12 months         1,173         3.5%         101	Played cards in last 12 months		16.5%	109
Played computer game (online w/software)/12 months         2,648         8.0%         110           Played computer game (online w/o software)/12 months         2,993         9.0%         99           Cooked for fun in last 12 months         9,372         28.2%         120           Did crossword puzzle in last 12 months         3,555         10.7%         107           Danced/went dancing in last 12 months         2,660         8.0%         105           Attended dance performance in last 12 months         1,790         5.4%         122           Dined out in last 12 months         1,7964         54.1%         120           Participated in fantasy sports league last 12 months         1,816         5.5%         121           Did furniture refinishing in last 12 months         1,816         5.5%         121           Did furniture refinishing in last 12 months         4,932         14.9%         106           Gambled at casino in last 12 months         4,932         14.9%         107           Gambled in Las Vegas in last 12 months         1,732         5.2%         131           Participate in indoor gardening/plant care         3,439         10.4%         112           Attended his rasok in last 12 months         1,173         3.5%         101           Partic	Played chess in last 12 months	1,072	3.2%	102
Played computer game (online w/o software)/12 months         2,993         9.0%         99           Cooked for fun in last 12 months         9,372         28.2%         120           Did crossword puzzle in last 12 months         3,555         10.7%         107           Danced/went dancing in last 12 months         2,660         8.0%         105           Attended dance performance in last 12 months         1,790         5.4%         122           Dined out in last 12 months         17,964         54.1%         120           Participated in fantasy sports league last 12 months         1,816         5.5%         121           Did furniture refinishing in last 12 months         1,261         3.8%         106           Gambled at casino in last 12 months         4,932         14.9%         107           Gambled in Atlantic City in last 12 months         636         1.9%         83           Gambled in Las Vegas in last 12 months         1,732         5.2%         131           Participate in indoor gardening/plant care         3,439         10.4%         112           Attended horse races in last 12 months         890         2.7%         101           Participated in karaoke in last 12 months         1,173         3.5%         101           Bought lottery tick	Played computer game (offline w/software)/12 months	2,327	7.0%	109
Cooked for fun in last 12 months         9,372         28.2%         120           Did crossword puzzle in last 12 months         3,555         10.7%         107           Danced/went dancing in last 12 months         2,660         8.0%         105           Attended dance performance in last 12 months         1,790         5.4%         122           Dined out in last 12 months         17,964         54.1%         120           Participated in fantasy sports league last 12 months         1,816         5.5%         121           Did furniture refinishing in last 12 months         1,816         5.5%         121           Gambled at casino in last 12 months         4,932         14.9%         107           Gambled in Atlantic City in last 12 months         636         1.9%         83           Gambled in Las Vegas in last 12 months         1,732         5.2%         131           Participate in indoor gardening/plant care         3,439         10.4%         112           Attended horse races in last 12 months         890         2.7%         101           Participated in karaoke in last 12 months         1,173         3.5%         101           Participated in karaoke in last 12 months         1,1834         35.7%         101           Bought lottery ticket in la	Played computer game (online w/software)/12 months	2,648	8.0%	110
Did crossword puzzle in last 12 months         3,555         10.7%         107           Danced/went dancing in last 12 months         2,660         8.0%         105           Attended dance performance in last 12 months         1,790         5.4%         122           Dined out in last 12 months         17,964         54.1%         120           Participated in fantasy sports league last 12 months         1,816         5.5%         121           Did furniture refinishing in last 12 months         1,861         5.5%         121           Did furniture refinishing in last 12 months         4,932         14.9%         106           Gambled at casino in last 12 months         636         1.9%         83           Gambled in Atlantic City in last 12 months         636         1.9%         83           Gambled in Las Vegas in last 12 months         1,732         5.2%         131           Participate in indoor gardening/plant care         3,439         10.4%         112           Attended horse races in last 12 months         1,733         3.5%         101           Participated in karaoke in last 12 months         1,173         3.5%         101           Bought lottery ticket in last 12 months: Daily Drawing         981         3.0%         82           Bought lott	Played computer game (online w/o software)/12 months	2,993	9.0%	99
Danced/went dancing in last 12 months       2,660       8.0%       105         Attended dance performance in last 12 months       1,790       5.4%       122         Dined out in last 12 months       17,964       54.1%       120         Participated in fantasy sports league last 12 months       1,816       5.5%       121         Did furniture refinishing in last 12 months       1,261       3.8%       106         Gambled at casino in last 12 months       4,932       14.9%       107         Gambled in Atlantic City in last 12 months       636       1.9%       83         Gambled in Las Vegas in last 12 months       1,732       5.2%       131         Participate in indoor gardening/plant care       3,439       10.4%       112         Attended horse races in last 12 months       890       2.7%       101         Participated in karaoke in last 12 months       1,173       3.5%       101         Bought lottery ticket in last 12 months       11,834       35.7%       100         Played lottery 6+ times in last 30 days       3,199       9.6%       84         Bought lottery ticket in last 12 months: Daily Drawing       981       3.0%       82         Bought lottery ticket in last 12 months: Mega Millions       6,270       18.9%       110<	Cooked for fun in last 12 months	9,372	28.2%	120
Attended dance performance in last 12 months       1,790       5.4%       122         Dined out in last 12 months       17,964       54.1%       120         Participated in fantasy sports league last 12 months       1,816       5.5%       121         Did furniture refinishing in last 12 months       1,261       3.8%       106         Gambled at casino in last 12 months       4,932       14.9%       107         Gambled in Atlantic City in last 12 months       636       1.9%       83         Gambled in Las Vegas in last 12 months       1,732       5.2%       131         Participate in indoor gardening/plant care       3,439       10.4%       112         Attended horse races in last 12 months       890       2.7%       101         Participated in karaoke in last 12 months       1,173       3.5%       101         Bought lottery ticket in last 12 months       11,834       35.7%       100         Played lottery 6+ times in last 30 days       3,199       9.6%       84         Bought lottery ticket in last 12 months: Daily Drawing       981       3.0%       82         Bought lottery ticket in last 12 months: Mega Millions       6,270       18.9%       110         Bought lottery ticket in last 12 months: Mega Millions       6,270       18.9% <td>Did crossword puzzle in last 12 months</td> <td>3,555</td> <td>10.7%</td> <td>107</td>	Did crossword puzzle in last 12 months	3,555	10.7%	107
Dined out in last 12 months         17,964         54.1%         120           Participated in fantasy sports league last 12 months         1,816         5.5%         121           Did furniture refinishing in last 12 months         1,261         3.8%         106           Gambled at casino in last 12 months         4,932         14.9%         107           Gambled in Atlantic City in last 12 months         636         1.9%         83           Gambled in Las Vegas in last 12 months         1,732         5.2%         131           Participate in indoor gardening/plant care         3,439         10.4%         112           Attended horse races in last 12 months         890         2.7%         101           Participated in karaoke in last 12 months         11,173         3.5%         101           Participated in karaoke in last 12 months         11,834         35.7%         100           Participated in karaoke in last 12 months         11,834         35.7%         100           Bought lottery ticket in last 12 months         3,199         9.6%         84           Bought lottery ticket in last 12 months: Daily Drawing         981         3.0%         82           Bought lottery ticket in last 12 months: Mega Millions         6,270         18.9%         110	Danced/went dancing in last 12 months	2,660	8.0%	105
Participated in fantasy sports league last 12 months       1,816       5.5%       121         Did furniture refinishing in last 12 months       1,261       3.8%       106         Gambled at casino in last 12 months       4,932       14.9%       107         Gambled in Atlantic City in last 12 months       636       1.9%       83         Gambled in Las Vegas in last 12 months       1,732       5.2%       131         Participate in indoor gardening/plant care       3,439       10.4%       112         Attended horse races in last 12 months       890       2.7%       101         Participated in karaoke in last 12 months       1,173       3.5%       101         Bought lottery ticket in last 12 months       11,834       35.7%       100         Played lottery 6+ times in last 30 days       3,199       9.6%       84         Bought lottery ticket in last 12 months: Daily Drawing       981       3.0%       82         Bought lottery ticket in last 12 months: Instant Game       5,198       15.7%       85         Bought lottery ticket in last 12 months: Mega Millions       6,270       18.9%       110         Bought lottery ticket in last 12 months: Powerball       7,235       21.8%       107         Attended a movie in last 90 days: 2-3 times a month	Attended dance performance in last 12 months	1,790	5.4%	122
Did furniture refinishing in last 12 months       1,261       3.8%       106         Gambled at casino in last 12 months       4,932       14.9%       107         Gambled in Atlantic City in last 12 months       636       1.9%       83         Gambled in Las Vegas in last 12 months       1,732       5.2%       131         Participate in indoor gardening/plant care       3,439       10.4%       112         Attended horse races in last 12 months       890       2.7%       101         Participated in karaoke in last 12 months       1,173       3.5%       101         Bought lottery ticket in last 12 months       11,834       35.7%       100         Played lottery 6+ times in last 30 days       3,199       9.6%       84         Bought lottery ticket in last 12 months: Daily Drawing       981       3.0%       82         Bought lottery ticket in last 12 months: Instant Game       5,198       15.7%       85         Bought lottery ticket in last 12 months: Mega Millions       6,270       18.9%       110         Bought lottery ticket in last 12 months: Powerball       7,235       21.8%       107         Attended a movie in last 90 days: once/week or more       636       1.9%       80         Attended movie in last 90 days: 2-3 times a month       2,328 </td <td>Dined out in last 12 months</td> <td>17,964</td> <td>54.1%</td> <td>120</td>	Dined out in last 12 months	17,964	54.1%	120
Gambled at casino in last 12 months       4,932       14.9%       107         Gambled in Atlantic City in last 12 months       636       1.9%       83         Gambled in Las Vegas in last 12 months       1,732       5.2%       131         Participate in indoor gardening/plant care       3,439       10.4%       112         Attended horse races in last 12 months       890       2.7%       101         Participated in karaoke in last 12 months       1,173       3.5%       101         Bought lottery ticket in last 12 months       11,834       35.7%       100         Played lottery 6+ times in last 30 days       3,199       9.6%       84         Bought lottery ticket in last 12 months: Daily Drawing       981       3.0%       82         Bought lottery ticket in last 12 months: Instant Game       5,198       15.7%       85         Bought lottery ticket in last 12 months: Mega Millions       6,270       18.9%       110         Bought lottery ticket in last 12 months: Powerball       7,235       21.8%       107         Attended a movie in last 90 days: once/week or more       636       1.9%       80         Attended movie in last 90 days: 2-3 times a month       2,328       7.0%       123         Attended movie in last 90 days: once a month       3,836<	Participated in fantasy sports league last 12 months	1,816	5.5%	121
Gambled in Atlantic City in last 12 months       636       1.9%       83         Gambled in Las Vegas in last 12 months       1,732       5.2%       131         Participate in indoor gardening/plant care       3,439       10.4%       112         Attended horse races in last 12 months       890       2.7%       101         Participated in karaoke in last 12 months       1,173       3.5%       101         Bought lottery ticket in last 12 months       11,834       35.7%       100         Played lottery 6+ times in last 30 days       3,199       9.6%       84         Bought lottery ticket in last 12 months: Daily Drawing       981       3.0%       82         Bought lottery ticket in last 12 months: Instant Game       5,198       15.7%       85         Bought lottery ticket in last 12 months: Mega Millions       6,270       18.9%       110         Bought lottery ticket in last 12 months: Powerball       7,235       21.8%       107         Attended a movie in last 90 days: once/week or more       636       1.9%       80         Attended movie in last 90 days: once/week or more       636       1.9%       80         Attended movie in last 90 days: once a month       3,836       11.6%       117         Attended movie in last 90 days: < once a month	Did furniture refinishing in last 12 months	1,261	3.8%	106
Gambled in Las Vegas in last 12 months       1,732       5.2%       131         Participate in indoor gardening/plant care       3,439       10.4%       112         Attended horse races in last 12 months       890       2.7%       101         Participated in karaoke in last 12 months       1,173       3.5%       101         Bought lottery ticket in last 12 months       11,834       35.7%       100         Played lottery 6+ times in last 30 days       3,199       9.6%       84         Bought lottery ticket in last 12 months: Daily Drawing       981       3.0%       82         Bought lottery ticket in last 12 months: Instant Game       5,198       15.7%       85         Bought lottery ticket in last 12 months: Mega Millions       6,270       18.9%       110         Bought lottery ticket in last 12 months: Powerball       7,235       21.8%       107         Attended a movie in last 6 months       22,204       66.9%       113         Attended movie in last 90 days: once/week or more       636       1.9%       80         Attended movie in last 90 days: once a month       3,836       11.6%       117         Attended movie in last 90 days: once a month       13,537       40.8%       116	Gambled at casino in last 12 months	4,932	14.9%	107
Participate in indoor gardening/plant care       3,439       10.4%       112         Attended horse races in last 12 months       890       2.7%       101         Participated in karaoke in last 12 months       1,173       3.5%       101         Bought lottery ticket in last 12 months       11,834       35.7%       100         Played lottery 6+ times in last 30 days       3,199       9.6%       84         Bought lottery ticket in last 12 months: Daily Drawing       981       3.0%       82         Bought lottery ticket in last 12 months: Instant Game       5,198       15.7%       85         Bought lottery ticket in last 12 months: Mega Millions       6,270       18.9%       110         Bought lottery ticket in last 12 months: Powerball       7,235       21.8%       107         Attended a movie in last 90 days: once/week or more       636       1.9%       80         Attended movie in last 90 days: once/week or more       636       1.9%       80         Attended movie in last 90 days: once a month       3,836       11.6%       117         Attended movie in last 90 days: once a month       13,537       40.8%       116	Gambled in Atlantic City in last 12 months	636	1.9%	83
Attended horse races in last 12 months       890       2.7%       101         Participated in karaoke in last 12 months       1,173       3.5%       101         Bought lottery ticket in last 12 months       11,834       35.7%       100         Played lottery 6+ times in last 30 days       3,199       9.6%       84         Bought lottery ticket in last 12 months: Daily Drawing       981       3.0%       82         Bought lottery ticket in last 12 months: Instant Game       5,198       15.7%       85         Bought lottery ticket in last 12 months: Mega Millions       6,270       18.9%       110         Bought lottery ticket in last 12 months: Powerball       7,235       21.8%       107         Attended a movie in last 6 months       22,204       66.9%       113         Attended movie in last 90 days: once/week or more       636       1.9%       80         Attended movie in last 90 days: 2-3 times a month       2,328       7.0%       123         Attended movie in last 90 days: once a month       3,836       11.6%       117         Attended movie in last 90 days: < once a month	Gambled in Las Vegas in last 12 months	1,732	5.2%	131
Participated in karaoke in last 12 months       1,173       3.5%       101         Bought lottery ticket in last 12 months       11,834       35.7%       100         Played lottery 6+ times in last 30 days       3,199       9.6%       84         Bought lottery ticket in last 12 months: Daily Drawing       981       3.0%       82         Bought lottery ticket in last 12 months: Instant Game       5,198       15.7%       85         Bought lottery ticket in last 12 months: Mega Millions       6,270       18.9%       110         Bought lottery ticket in last 12 months: Powerball       7,235       21.8%       107         Attended a movie in last 6 months       22,204       66.9%       113         Attended movie in last 90 days: once/week or more       636       1.9%       80         Attended movie in last 90 days: 2-3 times a month       2,328       7.0%       123         Attended movie in last 90 days: once a month       3,836       11.6%       117         Attended movie in last 90 days: < once a month	Participate in indoor gardening/plant care	3,439	10.4%	112
Bought lottery ticket in last 12 months       11,834       35.7%       100         Played lottery 6+ times in last 30 days       3,199       9.6%       84         Bought lottery ticket in last 12 months: Daily Drawing       981       3.0%       82         Bought lottery ticket in last 12 months: Instant Game       5,198       15.7%       85         Bought lottery ticket in last 12 months: Mega Millions       6,270       18.9%       110         Bought lottery ticket in last 12 months: Powerball       7,235       21.8%       107         Attended a movie in last 6 months       22,204       66.9%       113         Attended movie in last 90 days: once/week or more       636       1.9%       80         Attended movie in last 90 days: 2-3 times a month       2,328       7.0%       123         Attended movie in last 90 days: once a month       3,836       11.6%       117         Attended movie in last 90 days: < once a month	Attended horse races in last 12 months	890	2.7%	101
Played lottery 6+ times in last 30 days       3,199       9.6%       84         Bought lottery ticket in last 12 months: Daily Drawing       981       3.0%       82         Bought lottery ticket in last 12 months: Instant Game       5,198       15.7%       85         Bought lottery ticket in last 12 months: Mega Millions       6,270       18.9%       110         Bought lottery ticket in last 12 months: Powerball       7,235       21.8%       107         Attended a movie in last 6 months       22,204       66.9%       113         Attended movie in last 90 days: once/week or more       636       1.9%       80         Attended movie in last 90 days: 2-3 times a month       2,328       7.0%       123         Attended movie in last 90 days: once a month       3,836       11.6%       117         Attended movie in last 90 days: < once a month	Participated in karaoke in last 12 months	1,173	3.5%	101
Bought lottery ticket in last 12 months: Daily Drawing9813.0%82Bought lottery ticket in last 12 months: Instant Game5,19815.7%85Bought lottery ticket in last 12 months: Mega Millions6,27018.9%110Bought lottery ticket in last 12 months: Powerball7,23521.8%107Attended a movie in last 6 months22,20466.9%113Attended movie in last 90 days: once/week or more6361.9%80Attended movie in last 90 days: 2-3 times a month2,3287.0%123Attended movie in last 90 days: once a month3,83611.6%117Attended movie in last 90 days: < once a month	Bought lottery ticket in last 12 months	11,834	35.7%	100
Bought lottery ticket in last 12 months: Instant Game5,19815.7%85Bought lottery ticket in last 12 months: Mega Millions6,27018.9%110Bought lottery ticket in last 12 months: Powerball7,23521.8%107Attended a movie in last 6 months22,20466.9%113Attended movie in last 90 days: once/week or more6361.9%80Attended movie in last 90 days: 2-3 times a month2,3287.0%123Attended movie in last 90 days: once a month3,83611.6%117Attended movie in last 90 days: < once a month	Played lottery 6+ times in last 30 days	3,199	9.6%	84
Bought lottery ticket in last 12 months: Mega Millions       6,270       18.9%       110         Bought lottery ticket in last 12 months: Powerball       7,235       21.8%       107         Attended a movie in last 6 months       22,204       66.9%       113         Attended movie in last 90 days: once/week or more       636       1.9%       80         Attended movie in last 90 days: 2-3 times a month       2,328       7.0%       123         Attended movie in last 90 days: once a month       3,836       11.6%       117         Attended movie in last 90 days: < once a month	Bought lottery ticket in last 12 months: Daily Drawing	981	3.0%	82
Bought lottery ticket in last 12 months: Powerball       7,235       21.8%       107         Attended a movie in last 6 months       22,204       66.9%       113         Attended movie in last 90 days: once/week or more       636       1.9%       80         Attended movie in last 90 days: 2-3 times a month       2,328       7.0%       123         Attended movie in last 90 days: once a month       3,836       11.6%       117         Attended movie in last 90 days: < once a month	Bought lottery ticket in last 12 months: Instant Game	5,198	15.7%	85
Attended a movie in last 6 months22,20466.9%113Attended movie in last 90 days: once/week or more6361.9%80Attended movie in last 90 days: 2-3 times a month2,3287.0%123Attended movie in last 90 days: once a month3,83611.6%117Attended movie in last 90 days: < once a month	Bought lottery ticket in last 12 months: Mega Millions	6,270	18.9%	110
Attended movie in last 90 days: once/week or more6361.9%80Attended movie in last 90 days: 2-3 times a month2,3287.0%123Attended movie in last 90 days: once a month3,83611.6%117Attended movie in last 90 days: < once a month	Bought lottery ticket in last 12 months: Powerball	7,235	21.8%	107
Attended movie in last 90 days: 2-3 times a month 2,328 7.0% 123 Attended movie in last 90 days: once a month 3,836 11.6% 117 Attended movie in last 90 days: < once a month 13,537 40.8% 116	Attended a movie in last 6 months	22,204	66.9%	113
Attended movie in last 90 days: once a month 3,836 11.6% 117 Attended movie in last 90 days: < once a month 13,537 40.8% 116	Attended movie in last 90 days: once/week or more	636	1.9%	80
Attended movie in last 90 days: < once a month 13,537 40.8% 116	Attended movie in last 90 days: 2-3 times a month	2,328	7.0%	123
	·	3,836	11.6%	117
Movie genre seen at theater/6 months: action 9,344 28.2% 112	Attended movie in last 90 days: < once a month	13,537	40.8%	116
	Movie genre seen at theater/6 months: action	9,344	28.2%	112

**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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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   Number of Adults/HHs	Talig. 5 time radius		Longitu	uc. 05.51154
Movie genre seen at theater/s months: comedy Movie genre seen at theater/s months: comedy Movie genre seen at theater/s months: crime Movie genre seen at theater/s months: dama Movie genre seen at theater/s months: dama Movie genre seen at theater/s months: fanaly Movie genre seen at theater/s months: forman Movie genre seen at theater/s months: horror  Movie genre seen at theater/s months: science fiction Movie genre seen at theater/s months: science fiction Movie genre seen at theater/s months: science fiction Movie genre seen at theater/s months: thriller Movie genre seen at thriller	Draduct/Concumor Pohovics	Expected	Dougent	MDT
Movie genne seen at theater/6 months: crime         5,609         11,2           Movie genne seen at theater/6 months: drama         9,384         28,3%         11,8           Movie genne seen at theater/6 months: family         3,673         11,1%         119           Movie genne seen at theater/6 months: fanitary         6,130         18,5%         11,2           Movie genne seen at theater/6 months: horror         2,743         8,3%         10,1           Movie genne seen at theater/6 months: science fiction         6,996         21,1%         11,7           Movie genne seen at theater/6 months: science fiction         6,996         21,1%         11,7           Movie genne seen at theater/6 months: science fiction         6,996         21,1%         11,7           Movie genne seen at theater/6 months: science fiction         6,996         21,1%         11,7           Movie genne seen at theater/6 months: science fiction         6,996         21,1%         11,7           Movie genne seen at theater/6 months: science fiction         6,996         21,1%         11,7           Movie genne seen at theater/6 months: science fiction         6,996         21,1%         11,7           Went to museum in last 12 months         1,678         1,4         14           Went to museum in last 12 months         1,678		-		
Movie genne seen at theater/6 months: crime Movie genne seen at theater/6 months: family Movie genne seen at theater/6 months: formor  2,743 8,3% 101 Movie genne seen at theater/6 months: romance 3,573 10,8% 113 Movie genne seen at theater/6 months: romance 3,573 10,8% 113 Movie genne seen at theater/6 months: concertication 6,996 21,1% Movie genne seen at theater/6 months: science fiction 6,996 21,1% Movie genne seen at theater/6 months: science fiction 6,996 21,1% Movie genne seen at theater/6 months: science fiction 6,996 21,1% Movie genne seen at theater/6 months: science fiction 6,996 21,1% Movie genne seen at theater/6 months: science fiction 6,996 21,1% Movie genne seen at theater/6 months: science fiction 6,996 21,1% Movie genne seen at theater/6 months: science fiction 6,996 21,1% Movie genne seen at theater/6 months: science fiction 6,996 21,1% Movie genne seen at theater/6 months: science fiction 6,996 21,1% Movie genne seen at theater/6 months: science fiction 6,996 21,1% Movie genne seen at theater/6 months: science fiction 6,996 21,1% Movie genne seen at theater/6 months: science fiction 7,096 114 Movie genne seen at theater/6 months: science fiction 8,996 10,2% 115 Movie genne seen at theater/6 months: science fiction 1,096 10,396 10,396 10,396 10,396 11,396 10,396 10,396 10,396 10,396 11,39		,		
Movie genre seen at theater/6 months: family Movie genre seen at theater/6 months: family Movie genre seen at theater/6 months: fanitasy Movie genre seen at theater/6 months: normance 3,3573 10,8% 113 Movie genre seen at theater/6 months: science fiction 6,996 21,1% 117 Movie genre seen at theater/6 months: science fiction 6,996 21,1% 117 Movie genre seen at theater/6 months: science fiction 6,996 21,1% 117 Movie genre seen at theater/6 months: science fiction 6,996 21,1% 117 Movie genre seen at theater/6 months: science fiction 6,996 21,1% 117 Movie genre seen at theater/6 months: science fiction 6,996 21,1% 117 Movie genre seen at theater/6 months: science fiction 6,996 21,1% 117 Movie genre seen at theater/6 months: science fiction 6,996 21,1% 117 Movie genre seen at theater/6 months: science fiction 1,678 1,644 1,678 1,644 1,678 1,644 1,678 1,644 1,678 1,644 1,678 1,644 1,678 1,644 1,678 1,644 1,678 1,644 1,678 1,644 1,678 1,644 1,678 1,644 1,678 1,644 1,678 1,67	. ,			
Movie genre seen at theater/6 months: fanilay         3,673         11.1%         119           Movie genre seen at theater/6 months: horror         2,743         8.3%         101           Movie genre seen at theater/6 months: horror         2,743         8.3%         101           Movie genre seen at theater/6 months: science fiction         6,996         21.1%         117           Movie genre seen at theater/6 months: science fiction         6,996         21.1%         114           Went to unseum in last 12 months         5,464         16.5%         114           Went to unseum in last 12 months         1,678         5.1%         127           Attended country music performance in last 12 months         1,678         5.1%         127           Attended country music performance in last 12 months         3,916         11.8%         126           Played musical instrument in last 12 months         2,013         7,0%         116           Did painting/drawing in last 12 months         2,313         7,0%         111           Did potography in last 12 months         2,313         7,0%         111           Did photography in last 12 months         3,956         1,2%         118           Did Soldkou puzzie in last 12 months         3,562         17.0%         130 <tr< td=""><td>-</td><td></td><td></td><td></td></tr<>	-			
Movie genre seen at theater/6 months: horror         2,743         8.3%         101           Movie genre seen at theater/6 months: horror         2,743         8.3%         101           Movie genre seen at theater/6 months: science fiction         6,996         21.1%         113           Movie genre seen at theater/6 months: science fiction         6,996         21.1%         114           Went to museum in last 12 months         5,464         16.5%         134           Attended classical music/opera performance/12 months         1,678         5,19%         127           Attended country music performance in last 12 months         2,091         6,3%         107           Attended rock music performance in last 12 months         2,016         6,18%         126           Played musical instrument in last 12 months         2,313         7,0%         111           Did patining/drawing last 12 months         2,313         7,0%         111           Did photo album/scrapbooking in last 12 months         2,036         6,19%         113           Did photography in last 12 months         3,336         10,2%         111           Went to live theater in last 12 months         3,052         10,70%         111           Went to live theater in last 12 months         1,12         1,5%         1	-	•		
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Movie genre seen at theater/6 months: striller         6,423         19,4%         114           Went to museum in last 12 months         5,464         16,5%         134           Attended classical music/opera performance/12 months         1,678         5,1%         127           Attended country music performance in last 12 months         2,091         6,3%         107           Attended cock music performance in last 12 months         3,916         11,8%         126           Played musical instrument in last 12 months         2,476         7,5%         116           Did goal pating/drawing in last 12 months         2,313         7,0%         111           Did photography in last 12 months         4,055         12,2%         118           Did Sudoku puzzle in last 12 months         3,396         10,2%         111           Went to live theater in last 12 months         5,625         17,0%         130           Visited a theme park 5+ times in last 12 months         1,783         5,4%         132           Participated in trivia games in last 12 months         1,914         5,8%         110           Played video/electronic game (console) last 12 months         1,611         4,9%         108           Visited a show ther park in last 12 months         1,611         4,9%         10 <td>-</td> <td></td> <td></td> <td></td>	-			
Went to museum in last 12 months         5,464         16.5%         134           Attended classical music/opera performance/12 months         1,678         5.1%         127           Attended country music performance in last 12 months         2,091         6.3%         107           Attended rock music performance in last 12 months         3,916         11.8%         126           Played musical instrument in last 12 months         2,313         7.0%         111           Did painting/drawing in last 12 months         2,036         6.1%         113           Did photo album/scrapbooking in last 12 months         4,055         12.2%         118           Did Sudoku puzzle in last 12 months         3,396         10.2%         111           Went to live thetester in last 12 months         5,625         17.0%         130           Visited a theme park in last 12 months         7,123         21.5%         120           Visited a theme park 5+ times in last 12 months         1,783         5.4%         132           Participated in trivia games in last 12 months         1,914         5.8%         110           Played video/electronic game (console) last 12 months         1,611         4.9%         18           Visited a function water park in last 12 months         1,611         4.9% <t< td=""><td></td><td></td><td></td><td></td></t<>				
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Did painting/drawing in last 12 months   2,313   7.0%   111     Did photo album/scrapbooking in last 12 months   2,036   6.1%   113     Did photography in last 12 months   4,055   12.2%   118     Did Sudoku puzzle in last 12 months   3,396   10.2%   111     Went to live theater in last 12 months   5,625   17.0%   130     Visited a theme park in last 12 months   7,123   21.5%   120     Visited a theme park is 1 tomoths   1,878   5.4%   132     Participated in trivia games in last 12 months   1,914   5.8%   110     Played video/electronic game (console) last 12 months   1,914   5.8%   110     Played video/electronic game (portable) last 12 months   1,611   4.9%   108     Visited an indoor water park in last 12 months   1,076   3.2%   113     Did woodworking in last 12 months   1,076   3.2%   113     Did woodworking in last 12 months   1,433   4.3%   96     Participated in word games in last 12 months   1,433   4.3%   96     Participated in word games in last 12 months   1,433   4.3%   96     Participated in word games in last 12 months   1,418   3.5%   116     Purchased DVDs in last 30 days: 1   1,168   3.5%   116     Purchased DVDs in last 30 days: 2   1,168   3.5%   116     Purchased DVDs in last 30 days: 2   901   2.7%   115     Purchased DVDs in last 30 days: 2   1,733   5.2%   113     Rented DVDs in last 30 days: 2   1,733   5.2%   113     Rented DVDs in last 30 days: 2   1,733   5.2%   113     Rented DVDs in last 30 days: 2   1,733   5.2%   113     Rented movie/oth video/30 days: action/adventure   8,660   26.1%   111     Rented movie/oth video/30 days: drama   6,024   18.2%   115     Rented movie/oth video/30 days: news/documentary   1,355   4.1%   111     Rented movie/oth video/30 days: news/documentary   1,355   4.1%   111     Rented movie/oth video/3	•			
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Played video/electronic game (portable) last 12 months       1,611       4.9%       108         Visited an indoor water park in last 12 months       1,076       3.2%       113         Did woodworking in last 12 months       1,433       4.3%       96         Participated in word games in last 12 months       3,610       10.9%       109         Went to zoo in last 12 months       4,712       14.2%       124         Purchased DVDs in last 30 days: 1       1,168       3.5%       116         Purchased DVDs in last 30 days: 2       901       2.7%       115         Purchased DVDs in last 30 days: 3+       1,514       4.6%       89         Purchased DVDs in last 30 days: 1       1,452       4.4%       124         Rented DVDs in last 30 days: 2       1,733       5.2%       113         Rented DVDs in last 30 days: 3+       1,452       4.4%       124         Rented DVDs in last 30 days: 3+       4,318       13.0%       105         Rented movelyoth video/30 days: action/adventure       8,660       26.1%       111         Rented movelyoth video/30 days: action/adventure       8,660       26.1%       111         Rented movie/oth video/30 days: days: days       2,496       7.5%       118         Rented movie/oth vid	Participated in trivia games in last 12 months			
Visited an indoor water park in last 12 months       1,076       3.2%       113         Did woodworking in last 12 months       1,433       4.3%       96         Participated in word games in last 12 months       3,610       10.9%       109         Went to zoo in last 12 months       4,712       14.2%       124         Purchased DVDs in last 30 days: 1       1,168       3.5%       116         Purchased DVDs in last 30 days: 3+       1,514       4.6%       89         Purchased DVDs in last 30 days: 3+       1,452       4.4%       124         Rented DVDs in last 30 days: 1       1,452       4.4%       124         Rented DVDs in last 30 days: 3+       1,452       4.4%       124         Rented DVDs in last 30 days: 3+       4,318       13.0%       105         Rented movie/oth video/30 days: action/adventure       8,660       26.1%       111         Rented movie/oth video/30 days: classics       2,496       7.5%       118         Rented movie/oth video/30 days: drama       6,024       18.2%       115         Rented movie/oth video/30 days: foreign       934       2.8%       119         Rented movie/oth video/30 days: horror       2,205       6.6%       81         Rented movie/oth video/30 days: musical <td></td> <td></td> <td></td> <td></td>				
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	Rented movie/oth video/30 days: TV show		9.7%	119
	Rented movie/oth video/30 days: western		2.2%	

**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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Anchorage Plaza- Phase Three 12910 Factory Ln, Louisville, Kentucky, 40245 Ring: 3 mile radius Prepared by Charlotte Hollkamp Latitude: 38.28821

Longitude: -85.51154

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	Expected		
Product/Consumer Behavior	Number of Adults/HHs	Percent	MPI
Rented/purch DVD/Blu-ray/30 days: from amazon.com	2,308	7.0%	137
Rented DVD/Blu-ray/30 days: from netflix.com	5,278	15.9%	128
Rented/purch DVD/Blu-ray/30 days: from Redbox	7,285	22.0%	116
HH owns ATV/UTV	597	3.5%	74
Bought any children`s toy/game in last 12 months	11,651	35.1%	108
Spent on toys/games for child last 12 months: <\$50	1,879	5.7%	97
Spent on toys/games for child last 12 months: \$50-99	828	2.5%	95
Spent on toys/games for child last 12 months: \$100-199	2,170	6.5%	100
Spent on toys/games for child last 12 months: \$200-499	3,291	9.9%	112
Spent on toys/games for child last 12 months: \$500+	1,990	6.0%	125
Bought any toys/games online in last 12 months	3,422	10.3%	136
Bought infant toy in last 12 months	2,390	7.2%	105
Bought pre-school toy in last 12 months	2,544	7.7%	115
Bought for child last 12 months: boy action figure	2,709	8.2%	103
Bought for child last 12 months: girl action figure	1,224	3.7%	108
Bought for child last 12 months: action game	768	2.3%	88
Bought for child last 12 months: bicycle	2,379	7.2%	110
Bought for child last 12 months: board game	3,988	12.0%	117
Bought for child last 12 months: builder set	1,892	5.7%	114
Bought for child last 12 months: car	3,163	9.5%	107
Bought for child last 12 months: construction toy	2,186	6.6%	120
Bought for child last 12 months: fashion doll	1,599	4.8%	107
Bought for child last 12 months: large/baby doll	2,114	6.4%	98
Bought for child last 12 months: doll accessories	1,420	4.3%	109
Bought for child last 12 months: doll clothing	1,391	4.2%	104
Bought for child last 12 months: educational toy	4,354	13.1%	116
Bought for child last 12 months: electronic doll/animal	706	2.1%	84
Bought for child last 12 months: electronic game	2,458	7.4%	101
Bought for child last 12 months: mechanical toy	1,210	3.6%	105
Bought for child last 12 months: model kit/set	1,007	3.0%	112
Bought for child last 12 months: plush doll/animal	2,815	8.5%	109
Bought for child last 12 months: sound game	619	1.9%	99
Bought for child last 12 months: water toy	3,460	10.4%	114
Bought for child last 12 months: word game	1,054	3.2%	104

**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.



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

Prepared by Charlotte Hollkamp Latitude: 38.28821

Longitude: -85.51154

	Expected		
Product/Consumer Behavior	Number of Adults/HHs	Percent	MPI
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 months	11,861	35.8%	120
Bought 1-3 books in last 12 months	6,961	21.0%	110
Bought 4-6 books in last 12 months	4,091	12.3%	120
Bought 7+ books in last 12 months	6,891	20.8%	122
Bought book (fiction) in last 12 months	11,144	33.6%	124
Bought book (non-fiction) in last 12 months	9,408	28.4%	122
Bought biography in last 12 months	2,749	8.3%	115
Bought children`s book in last 12 months	3,671	11.1%	12:
Bought cookbook in last 12 months	2,627	7.9%	10
Bought history book in last 12 months	3,082	9.3%	118
Bought mystery book in last 12 months	4,155	12.5%	110
Bought novel in last 12 months	6,371	19.2%	12!
Bought religious book (not bible) in last 12 mo	2,264	6.8%	10
Bought romance book in last 12 months	2,118	6.4%	9
Bought science fiction book in last 12 months	1,969	5.9%	103
Bought personal/business self-help book last 12 months	2,564	7.7%	13:
Bought travel book in last 12 months	764	2.3%	11
Bought book online in last 12 months	9,035	27.2%	14
Bought book last 12 months: amazon.com	7,922	23.9%	13
Bought book last 12 months: barnes&noble.com	1,191	3.6%	13
Bought book last 12 months: Barnes & Noble book store	6,106	18.4%	13
Bought book last 12 months: other book store (not B&N)	4,096	12.3%	11
Bought book last 12 months: mail order	569	1.7%	7
Listened to/purchased audiobook in last 6 months	1,852	5.6%	12

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.



**Demographic Summary** 

Attend sports events: basketball game (college)

Attend sports events: football game (college)

Attend sports events: high school sports

Attend sports events: basketball game-NBA reg seas

Attend sports events: football game-NFL Mon/Thurs

Attend sports events: football game - NFL weekend

#### Sports and Leisure Market Potential

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

Prepared by Charlotte Hollkamp Latitude: 38.28821

2017

Longitude: -85.51154

2022

Demographic Summary		2017	2022
Population		117,205	122,602
Population 18+		89,217	94,151
Households		46,231	48,242
Median Household Income		\$82,507	\$89,735
	Expected	',	
Product/Consumer Behavior	Number of Adults/HHs	Percent	MPI
Participated in aerobics in last 12 months	9,148	10.3%	124
Participated in archery in last 12 months	2,416	2.7%	96
Participated in backpacking in last 12 months	3,037	3.4%	106
Participated in baseball in last 12 months	4,292	4.8%	106
Participated in basketball in last 12 months	7,219	8.1%	96
Participated in bicycling (mountain) in last 12 months	4,757	5.3%	130
Participated in bicycling (road) in last 12 months	11,275	12.6%	123
Participated in boating (power) in last 12 months	4,808	5.4%	107
Participated in bowling in last 12 months	9,274	10.4%	108
Participated in canoeing/kayaking in last 12 months	6,447	7.2%	125
Participated in fishing (fresh water) in last 12 months	9,807	11.0%	92
Participated in fishing (salt water) in last 12 months	3,886	4.4%	105
Participated in football in last 12 months	4,310	4.8%	95
Participated in Frisbee in last 12 months	4,525	5.1%	112
Participated in golf in last 12 months	10,541	11.8%	135
Participated in hiking in last 12 months	12,140	13.6%	131
Participated in horseback riding in last 12 months	1,882	2.1%	91
Participated in hunting with rifle in last 12 months	3,459	3.9%	88
Participated in hunting with shotgun in last 12 months	2,910	3.3%	89
Participated in ice skating in last 12 months	2,750	3.1%	112
Participated in jogging/running in last 12 months	15,135	17.0%	126
Participated in motorcycling in last 12 months	2,474	2.8%	92
Participated in Pilates in last 12 months	2,967	3.3%	124
Participated in ping pong in last 12 mos	4,389	4.9%	116
Participated in rock climbing in last 12 mos	1,731	1.9%	99
Participated in roller skating in last 12 mos	1,489	1.7%	86
Participated in skiing (downhill) in last 12 months	3,368	3.8%	140
Participated in soccer in last 12 months	4,263	4.8%	111
Participated in softball in last 12 months	3,095	3.5%	106
Participated in swimming in last 12 months	16,615	18.6%	120
Participated in target shooting in last 12 months	4,205	4.7%	102
Participated in tennis in last 12 months	4,282	4.8%	126
Participated in volleyball in last 12 months	2,841	3.2%	95
Participated in walking for exercise in last 12 months	28,902	32.4%	120
Participated in weight lifting in last 12 months	11,345	12.7%	125
Participated in yoga in last 12 months	8,687	9.7%	128
Participated in Zumba in last 12 mos	4,167	4.7%	109
Spent on sports/rec equip in last 12 months: \$1-99	5,654	6.3%	100
Spent on sports/rec equip in last 12 months: \$100-\$249	6,497	7.3%	116
Spent on sports/rec equip in last 12 months: \$250+	8,691	9.7%	126
Attend sports events	22,053	24.7%	124
Attend sports events: baseball game - MLB reg seas	9,018	10.1%	137
Attand sports events, backethall same (college)	2 562	2.00/-	120

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.

2,562

2,387

5,381

2,054

4,158

4,305

2.9%

2.7%

6.0%

2.3%

4.7%

4.8%

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

Longitude: -85.51154

Watch on TV: basketball (NBA playoffs/finals)         16,784         18.8%         105           Watch on TV: blcycle racing         3,353         3.8%         123           Watch on TV: blcycle racing         2,117         2.4%         89           Watch on TV: blowling         5,209         5.8%         81           Watch on TV: buil riding (pro)         2,960         3.3%         85           Watch on TV: extreme sports (summer)         4,467         5.0%         100           Watch on TV: extreme sports (winter)         5,740         6.4%         111           Watch on TV: figure skating         9,500         10.6%         119           Watch on TV: football (college)         26,405         29.6%         18           Watch on TV: football (for Lower of games)         33,148         37.2%         112           Watch on TV: football (NFL weekend games)         35,683         40.0%         133           Watch on TV: football (NFL playoffs/Super Bowl)         36,683         41.1%         113           Watch on TV: goif (PGA)         14,776         16.6%         125           Watch on TV: bigh school sports         4,792         5.3%         101           Watch on TV: high school sports         4,772         5.3%         101     <	Ring: 5 mile radius		Longitu	de: -85.51154
Listen to sports on radio   13,782   15.4%   115		•	_	
Watch sports on TV         88,933         66.1%         109           Watch on TV: autor racing (nkt NASCAR)         9,735         10,9%         89           Watch on TV: autor racing (nkt NASCAR)         4,369         4,9%         97           Watch on TV: baseball (MLB palgorif-World Series)         20,458         22,7%         120           Watch on TV: baseball (MLB palgorif-World Series)         14,622         16.4%         114           Watch on TV: basketball (College)         14,622         16.4%         114           Watch on TV: basketball (Na Palgorif-Morld)         14,687         16.5%         118           Watch on TV: basketball (Na Palgorif-Minals)         14,687         16.5%         133           Watch on TV: basketball (Walk Palgorif-Minals)         2,847         3.2%         85           Watch on TV: basketball (Walk) (Walk)         2,847         3.2%         85           Watch on TV: bowling         2,117         2.4%         89           Watch on TV: bowling         5,209         3.3%         85           Watch on TV: extrame sports (winter)         2,960         3.3%         85           Watch on TV: extrame sports (winter)         4,677         5.0%         100           Watch on TV: extrame sports (winter)         5,760	•	•		
Watch on IV: alubro acking (NASCAR)         9,735         10,9%         89           Watch on IV: autor acing (NASCAR)         9,735         10,9%         97           Watch on IV: baseball (MBL playoffs/World Series)         20,458         22,9%         116           Watch on IV: basekball (RDB regular season)         14,622         22,9%         116           Watch on IV: basketball (RDR regular season)         14,622         16,4%         114           Watch on IV: basketball (NBA playoffs/finals)         16,784         18,8%         105           Watch on IV: basketball (NBAP applayoffs/finals)         16,784         18,8%         105           Watch on IV: blcycle racing         3,353         3,8%         123           Watch on IV: blcycle racing         3,353         3,8%         123           Watch on IV: blcycle racing         5,209         5,8%         81           Watch on IV: blcycle racing         5,209         5,8%         81           Watch on IV: blcycle racing         5,209         5,8%         81           Watch on IV: Equestrian events         2,764         3,1%         110           Watch on IV: Equestrian events         2,764         3,1%         110           Watch on IV: Equestrian events         2,764         3,1%		,		
Watch on IV: autor acting (not NASCAR)         9,735         10,9%         89           Watch on IV: baseball (MIB regular season)         22,945         25,7%         120           Watch on IV: baseball (MIB playoff/World Series)         20,458         22,9%         116           Watch on IV: basketball (College)         14,622         16,4%         114           Watch on IV: basketball (NAP regular season)         14,682         16,5%         118           Watch on IV: basketball (NAP regular season)         16,887         16,5%         103           Watch on IV: basketball (WBA)         2,847         3,2%         85           Watch on IV: bould reading         3,353         3,8%         123           Watch on IV: bould reading         2,117         2,4%         89           Watch on IV: bould riding (pro)         2,960         3,3%         85           Watch on IV: bull riding (pro)         2,960         3,3%         85           Watch on IV: sextreme sports (summer)         4,467         5,0%         10           Watch on IV: sextreme sports (winter)         5,740         6,4%         111           Watch on IV: floatball (Cellege)         26,405         29,6%         118           Watch on IV: floatball (NFL Mon/Thurs night games)         35,148 <td>•</td> <td></td> <td></td> <td></td>	•			
Watch on TV: basebail (MIB regular season)         22,945         4,9%         97           Watch on TV: basebail (MIB playoffs/World Series)         20,458         22,9%         116           Watch on TV: baseketbal (College)         14,682         22,9%         116           Watch on TV: baseketbal (College)         14,682         16,6%         118           Watch on TV: baseketbal (MRA regular season)         14,887         16,5%         133           Watch on TV: baseketbal (WBA)         2,847         3,23         3,34         15           Watch on TV: baseketbal (WBA)         2,847         3,24         88           Watch on TV: boxing         2,117         2,4%         89           Watch on TV: boxing (pro)         2,960         3,3%         85           Watch on TV: boxing (pro)         2,960         3,3%         85           Watch on TV: extreme sports (surmer)         4,467         5,0%         80           Watch on TV: figure skating         9,500         10,0%         11           Watch on TV: figure skating         9,500         10,0%         88           Watch on TV: football (College)         26,405         29,6%         118           Watch on TV: football (College)         35,683         40,0%         13	, , , , ,			
Watch on TV: baseball (MLB playoffs/world Series)         29,945         25,7%         120           Watch on TV: basketball (Collece)         14,622         16,4%         114           Watch on TV: basketball (NGA tournament)         14,682         16,6%         118           Watch on TV: basketball (NRA regular season)         14,687         16,5%         103           Watch on TV: basketball (NWBA)         2,847         3,2%         85           Watch on TV: boyler ending         3,353         3,8%         123           Watch on TV: boyler ending         2,117         2,4%         89           Watch on TV: boyler ending         2,107         2,4%         89           Watch on TV: boyler ending         2,960         3,3%         85           Watch on TV: bull riding (pro)         2,960         3,3%         85           Watch on TV: Setzerian events         2,764         3,1%         110           Watch on TV: Setzerian exports (summer)         4,467         5,0%         100           Watch on TV: Setzerian exports (winter)         5,740         6,4%         111           Watch on TV: Sigure skating         9,500         10,6%         119           Watch on TV: Sigure skating         9,500         10,6%         119	- · · · · · · · · · · · · · · · · · · ·			
Watch on TV: baseball (Malegolge)         14,622         16,4%         114           Watch on TV: basketball (College)         14,622         16,4%         114           Watch on TV: basketball (WAA tournament)         14,783         16,5%         118           Watch on TV: basketball (WABA) [auguirs eason)         14,687         16,784         18,8%         105           Watch on TV: basketball (WABA)         2,847         3,2%         85           Watch on TV: bloylorg         3,353         3,8%         123           Watch on TV: boxing         5,209         5,8%         81           Watch on TV: boxing         2,960         3,3%         85           Watch on TV: bull riding (pro)         2,960         3,3%         85           Watch on TV: extreme sports (summer)         4,467         3,1%         110           Watch on TV: extreme sports (winter)         5,740         6,4%         111           Watch on TV: figure skating         9,500         10,6%         118           Watch on TV: figure skating         9,500         10,6%         18           Watch on TV: forball (college)         26,405         29,6%         118           Watch on TV: forball (college)         26,405         29,6%         118	, , , , , , , , , , , , , , , , , , ,			
Watch on TV: basketball (college)	, , ,			
Watch on TV: basketball (NACA fournament)		,		
Watch on TV: basketball (NRA regular season)         14,687         16,584         18.8%           Watch on TV: basketball (WNBA)         2,847         3.2%         85           Watch on TV: bowling         3,353         3.8%         123           Watch on TV: bowling         2,117         2.4%         89           Watch on TV: bowling         5,209         5.8%         81           Watch on TV: bowling         5,209         3.3%         85           Watch on TV: Equestrian events         2,764         3.1%         110           Watch on TV: Equestrian events         2,764         3.1%         110           Watch on TV: extreme sports (winter)         4,467         5.0%         10           Watch on TV: fishing         4,404         4.9%         88           Watch on TV: forball (College)         26,405         29.6%         118           Watch on TV: forball (College)         26,405         29.6%         118           Watch on TV: forball (WFL Dalyoffs/Super Bowl)         36,683				
Watch on TV: basketball (WNBA)         2,847         3.2%         85           Watch on TV: bicketball (WNBA)         2,847         3.2%         85           Watch on TV: bowling         3,353         3.8%         123           Watch on TV: bowling         5,209         5.8%         81           Watch on TV: bull riding (pro)         2,960         3.3%         85           Watch on TV: extreme sports (summer)         4,467         5.0%         100           Watch on TV: extreme sports (winter)         5,740         6.4%         111           Watch on TV: figure skating         9,500         10.6%         119           Watch on TV: forball (orlege)         26,405         29.6%         118           Watch on TV: forball (orlege)         26,405         29.6%         118           Watch on TV: forball (NFL Weekend games)         33,148         37.2%         112           Watch on TV: forball (NFL Playoffs/Super Bowl)         36,683         40.0%         13           Watch on TV: goif (PGA)         14,776         16.6%         125           Watch on TV: goif (PGA)         4,593         5.1%         122           Watch on TV: inpmastics         5,880         6.6%         108           Watch on TV: inpmastics	Watch on TV: basketball (NCAA tournament)	14,783		118
Watch on TV: bicycle racing         3,353         3,8%         123           Watch on TV: bicycle racing         2,117         2,4%         89           Watch on TV: bowling         5,209         5,8%         81           Watch on TV: boxing         5,209         5,8%         81           Watch on TV: buil riding (pro)         2,960         3,3%         85           Watch on TV: Equestrian events         2,764         3,1%         110           Watch on TV: Equestrian events         2,764         3,1%         110           Watch on TV: extreme sports (winter)         4,467         5,0%         10           Watch on TV: gentre skating         9,500         10.6%         111           Watch on TV: football (College)         26,405         26,6%         118           Watch on TV: football (NFL Mon/Thurs night games)         33,148         37,2%         112           Watch on TV: football (NFL Weekend games)         35,683         40.0%         113           Watch on TV: golf (PGA)         14,776         16.6%         125           Watch on TV: golf (PGA)         4,793         5.1%         122           Watch on TV: golf (PGA)         4,793         5.1%         122           Watch on TV: golf (PGA)         <	Watch on TV: basketball (NBA regular season)	14,687	16.5%	103
Watch on TV: bicycle racing         3,553         3.8%         123           Watch on TV: bowling         2,117         2.4%         89           Watch on TV: bull riding (pro)         2,560         3.3%         85           Watch on TV: extreme sports (summer)         2,764         3.1%         110           Watch on TV: extreme sports (summer)         4,467         5.0%         100           Watch on TV: fishing         9,500         10.6%         111           Watch on TV: fosting         4,404         4.9%         88           Watch on TV: football (College)         26,405         29,6%         118           Watch on TV: football (FL Mon/Thurs night games)         33,148         37,2%         112           Watch on TV: football (FL Playoffs/Super Bowl)         36,683         41,1%         113           Watch on TV: football (FL playoffs/Super Bowl)         36,683         41,1%         113           Watch on TV: gottle (PGA)         14,775         16,6%         125           Watch on TV: gottle (PGA)         4,593         5,1%         122           Watch on TV: gottle (PGA)         4,772         5,3%         101           Watch on TV: high school sports         4,772         5,3%         101           Watc	Watch on TV: basketball (NBA playoffs/finals)	16,784	18.8%	105
Watch on TV: boxing         5,209         5,8%         81           Watch on TV: bull riding (pro)         2,960         3,3%         85           Watch on TV: Equestrian events         2,764         3,1%         110           Watch on TV: extreme sports (summer)         4,467         5,0%         110           Watch on TV: extreme sports (winter)         5,740         6,4%         111           Watch on TV: figure skating         9,500         10.6%         119           Watch on TV: football (CRIP         26,6405         29,6%         118           Watch on TV: football (CRIP         26,6405         29,6%         118           Watch on TV: football (NFL Mon/Thurs night games)         33,148         37,2%         112           Watch on TV: football (NFL Beakend games)         35,683         40,0%         13           Watch on TV: golf (PGA)         14,776         16,6%         125           Watch on TV: golf (PGA)         4,772         5,680         6,6%         18           Watch on TV: golf (PGA)         4,772         5,3%         6,6%         108           Watch on TV: golf (PGA)         4,772         5,3%         101           Watch on TV: golf (PGA)         4,772         5,3%         101	Watch on TV: basketball (WNBA)	2,847	3.2%	85
Watch on TV: boxing         5,209         5,8%         81           Watch on TV: Equestrian events         2,960         3,3%         85           Watch on TV: extreme sports (summer)         4,467         5,0%         110           Watch on TV: extreme sports (winter)         5,740         6,4%         111           Watch on TV: figure skating         9,500         10,6%         119           Watch on TV: fishing         4,404         4,9%         88           Watch on TV: football (College)         26,405         29,6%         118           Watch on TV: football (INFL Mon/Thurs night games)         33,148         37,2%         112           Watch on TV: football (INFL playoffs/Super Bowl)         36,683         41,1%         113           Watch on TV: golf (PGA)         14,776         16,6%         125           Watch on TV: golf (PGA)         4,593         5,1%         122           Watch on TV: golf (PGA)         4,593         5,1%         122           Watch on TV: golf (PGA)         4,772         5,3%         101           Watch on TV: increase racing (at track or OTB)         2,906         3,3%         99           Watch on TV: ice hockey (NHL playoffs/Stanley Cup)         10,422         11,7%         124 <tr< td=""><td>Watch on TV: bicycle racing</td><td>3,353</td><td>3.8%</td><td>123</td></tr<>	Watch on TV: bicycle racing	3,353	3.8%	123
Watch on TV: Equestrian events         2,960         3.3%         85           Watch on TV: Equestrian events         2,764         3.1%         110           Watch on TV: extreme sports (summer)         4,467         5.0%         100           Watch on TV: giver eskating         9,500         10.6%         111           Watch on TV: fighing         4,404         4.9%         88           Watch on TV: football (Siper)         26.6405         29.6%         118           Watch on TV: football (NFL Mon/Thurs night games)         33,148         37.2%         112           Watch on TV: football (NFL Weekend games)         35,663         40.0%         113           Watch on TV: ofotball (NFL Weekend games)         36,683         41.1%         113           Watch on TV: ofotball (NFL Jayoffs/Super Bowl)         14,776         16.6%         125           Watch on TV: ofotball (NFL payoffs/Super Bowl)         14,776         16.6%         125           Watch on TV: ofotball (NFL payoffs/Super Bowl)         14,776         16.6%         125           Watch on TV: ofotball (NFL payoffs/Super Bowl)         14,776         16.6%         125           Watch on TV: ofotball (NFL payoffs/Super Bowl)         14,772         5.3%         101           Watch on TV: ofote backey (NHL	Watch on TV: bowling	2,117	2.4%	89
Watch on TV: Equestrian events         2,764         3.1%         110           Watch on TV: extreme sports (summer)         4,467         5.0%         100           Watch on TV: extreme sports (winter)         5,740         6.4%         111           Watch on TV: fishing         9,500         10.6%         118           Watch on TV: football (College)         26,405         29,6%         118           Watch on TV: football (NFL Mon/Thurs night games)         35,683         40.0%         113           Watch on TV: football (NFL playoffs/Super Bowl)         36,683         41.1%         113           Watch on TV: golf (PGA)         14,776         16.6%         125           Watch on TV: golf (PGA)         4,593         5.1%         125           Watch on TV: sport (LPGA)         4,593         5.1%         122           Watch on TV: sport (LPGA)         4,772         5.3%         199           Watch on TV: sport (LPGA)         4,772         5.3%         101           Watch on TV: sport (LPGA	Watch on TV: boxing	5,209	5.8%	81
Watch on TV: Equestrian events         2,764         3.1%         110           Watch on TV: extreme sports (summer)         4,467         5.0%         100           Watch on TV: extreme sports (winter)         5,740         6.4%         111           Watch on TV: fishing         9,500         10.6%         118           Watch on TV: football (College)         26,405         29,6%         118           Watch on TV: football (NFL Mon/Thurs night games)         35,683         40.0%         113           Watch on TV: football (NFL playoffs/Super Bowl)         36,683         41.1%         113           Watch on TV: golf (PGA)         14,776         16.6%         125           Watch on TV: golf (PGA)         4,593         5.1%         125           Watch on TV: sport (LPGA)         4,593         5.1%         122           Watch on TV: sport (LPGA)         4,772         5.3%         199           Watch on TV: sport (LPGA)         4,772         5.3%         101           Watch on TV: sport (LPGA	Watch on TV: bull riding (pro)	2,960	3.3%	85
Watch on TV: extreme sports (summer)         4,467         5.0%         100           Watch on TV: extreme sports (winter)         5,740         6.4%         111           Watch on TV: figure skating         9,500         10.6%         119           Watch on TV: football (College)         26,405         29.6%         118           Watch on TV: football (NFL won/Thurs night games)         33,148         37.2%         112           Watch on TV: football (NFL weekend games)         36,683         41.1%         113           Watch on TV: football (NFL weekend games)         36,683         41.1%         113           Watch on TV: golf (PGA)         14,776         16.6%         125           Watch on TV: golf (PGA)         4,593         5.1%         122           Watch on TV: solf seckey (NHL payoffs/Strate)         1,0         1,0         1,0         1,0         1,0         1,0         1,0         1,0         1,0         1,0         1			3.1%	110
Watch on TV: extreme sports (winter)         5,740         6.4%         111           Watch on TV: figure skating         9,500         10.6%         119           Watch on TV: fishing         4,404         4.9%         88           Watch on TV: football (College)         26,405         29.6%         118           Watch on TV: football (NFL Mon/Thurs night games)         33,148         37.2%         112           Watch on TV: football (NFL playoffs/Super Bowl)         36,683         40.0%         113           Watch on TV: football (NFL playoffs/Super Bowl)         4,593         5.1%         125           Watch on TV: golf (LPGA)         4,593         5.1%         122           Watch on TV: gymnastics         5,880         6.6%         108           Watch on TV: high school sports         4,772         5.3%         101           Watch on TV: high school sports         4,772         5.3%         101           Watch on TV: high school sports         4,772         5.3%         101           Watch on TV: high school sports         4,772         5.3%         101           Watch on TV: high school sports         4,772         5.3%         101           Watch on TV: sockee (Mell Legular season)         10,422         11,7%         12	Watch on TV: extreme sports (summer)		5.0%	100
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Watch on TV: soccer (World Cup)       11,894       13.3%       128         Watch on TV: tennis (men`s)       8,616       9.7%       132         Watch on TV: tennis (women`s)       8,045       9.0%       126         Watch on TV: track & field       4,785       5.4%       110         Watch on TV: volleyball (pro beach)       3,328       3.7%       108         Watch on TV: wrestling (WWE)       3,091       3.5%       62         Interest in sports: college basketball Super Fan       2,928       3.3%       88         Interest in sports: ollege football Super Fan       5,934       6.7%       96         Interest in sports: golf Super Fan       1,671       1.9%       102         Interest in sports: high school sports Super Fan       2,407       2.7%       79         Interest in sports: MLB Super Fan       4,648       5.2%       97         Interest in sports: NASCAR Super Fan       2,008       2.3%       69         Interest in sports: NBA Super Fan       4,253       4.8%       85				
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Anchorage Plaza- Phase Three 12910 Factory Ln, Louisville, Kentucky, 40245 Ring: 5 mile radius Prepared by Charlotte Hollkamp Latitude: 38.28821

Longitude: -85.51154

January 23, 2018

Ring: 5 mile radius		Longitu	de: -85.51154
	Expected		
Product/Consumer Behavior	Number of Adults/HHs	Percent	MPI
Member of AARP	12,926	14.5%	121
Member of charitable organization	5,136	5.8%	135
Member of church board	2,664	3.0%	94
Member of fraternal order	2,389	2.7%	106
Member of religious club	3,494	3.9%	101
Member of union	4,047	4.5%	127
Member of veterans club	2,133	2.4%	102
Attended adult education course in last 12 months	7,877	8.8%	119
Went to art gallery in last 12 months	8,703	9.8%	131
Attended auto show in last 12 months	6,078	6.8%	105
Did baking in last 12 months	25,600	28.7%	122
Went to bar/night club in last 12 months	17,313	19.4%	116
Went to beach in last 12 months	28,691	32.2%	126
Played billiards/pool in last 12 months	6,846	7.7%	99
Played bingo in last 12 months	3,155	3.5%	88
Did birdwatching in last 12 months	4,873	5.5%	121
Played board game in last 12 months	15,034	16.9%	125
Read book in last 12 months	36,120	40.5%	120
Participated in book club in last 12 months	3,126	3.5%	123
Went on overnight camping trip in last 12 months	12,139	13.6%	112
Played cards in last 12 months	15,205	17.0%	113
Played chess in last 12 months	2,718	3.0%	96
Played computer game (offline w/software)/12 months	6,139	6.9%	107
Played computer game (online w/software)/12 months	7,026	7.9%	109
Played computer game (online w/o software)/12 months	8,313	9.3%	103
Cooked for fun in last 12 months	24,966	28.0%	119
Did crossword puzzle in last 12 months	10,414	11.7%	117
		7.9%	104
Danced/went dancing in last 12 months	7,067		
Attended dance performance in last 12 months	4,595	5.2%	116
Dined out in last 12 months	48,317	54.2%	120
Participated in fantasy sports league last 12 months	4,766	5.3%	118
Did furniture refinishing in last 12 months	3,450	3.9%	108
Gambled at casino in last 12 months	13,562	15.2%	110
Gambled in Atlantic City in last 12 months	1,956	2.2%	95
Gambled in Las Vegas in last 12 months	4,290	4.8%	121
Participate in indoor gardening/plant care	9,539	10.7%	116
Attended horse races in last 12 months	2,582	2.9%	109
Participated in karaoke in last 12 months	2,914	3.3%	94
Bought lottery ticket in last 12 months	32,690	36.6%	102
Played lottery 6+ times in last 30 days	9,301	10.4%	91
Bought lottery ticket in last 12 months: Daily Drawing	2,810	3.1%	88
Bought lottery ticket in last 12 months: Instant Game	14,921	16.7%	91
Bought lottery ticket in last 12 months: Mega Millions	16,668	18.7%	109
Bought lottery ticket in last 12 months: Powerball	19,917	22.3%	109
Attended a movie in last 6 months	58,455	65.5%	111
Attended movie in last 90 days: once/week or more	1,662	1.9%	77
Attended movie in last 90 days: 2-3 times a month	5,848	6.6%	115
Attended movie in last 90 days: once a month	10,156	11.4%	115
Attended movie in last 90 days: < once a month	35,786	40.1%	114
Movie genre seen at theater/6 months: action	24,223	27.2%	108

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

Longitude: -85.51154

January 23, 2018

King: 5 mile radius		Longitu	ue: -65.51154
- 1 ./-	Expected	_	
Product/Consumer Behavior	Number of Adults/HHs	Percent	MPI
Movie genre seen at theater/6 months: adventure	29,934	33.6%	113
Movie genre seen at theater/6 months: comedy	26,565	29.8%	111
Movie genre seen at theater/6 months: crime	14,502	16.3%	108
Movie genre seen at theater/6 months: drama	24,757	27.7%	116
Movie genre seen at theater/6 months: family	9,171	10.3%	111
Movie genre seen at theater/6 months: fantasy	15,977	17.9%	109
Movie genre seen at theater/6 months: horror	6,937	7.8%	95
Movie genre seen at theater/6 months: romance	9,612	10.8%	113
Movie genre seen at theater/6 months: science fiction	18,010	20.2%	112
Movie genre seen at theater/6 months: thriller	16,716	18.7%	110
Went to museum in last 12 months	14,648	16.4%	133
Attended classical music/opera performance/12 months	4,566	5.1%	128
Attended country music performance in last 12 months	5,678	6.4%	108
Attended rock music performance in last 12 months	10,473	11.7%	126
Played musical instrument in last 12 months	6,723	7.5%	117
Did painting/drawing in last 12 months	6,058	6.8%	108
Did photo album/scrapbooking in last 12 months	5,440	6.1%	112
Did photography in last 12 months	11,068	12.4%	119
Did Sudoku puzzle in last 12 months	9,674	10.8%	118
Went to live theater in last 12 months	15,333	17.2%	132
Visited a theme park in last 12 months	18,239	20.4%	114
Visited a theme park 5+ times in last 12 months	4,438	5.0%	122
Participated in trivia games in last 12 months	5,300	5.9%	113
Played video/electronic game (console) last 12 months	8,390	9.4%	95
Played video/electronic game (portable) last 12 months	4,069	4.6%	101
Visited an indoor water park in last 12 months	2,730	3.1%	106
Did woodworking in last 12 months	4,034	4.5%	101
Participated in word games in last 12 months	10,302	11.5%	116
Went to zoo in last 12 months	12,529	14.0%	123
Purchased DVDs in last 30 days: 1	2,981	3.3%	110
Purchased DVDs in last 30 days: 2	2,330	2.6%	110
Purchased DVDs in last 30 days: 3+	3,923	4.4%	86
Purchased DVD/Blu-ray disc online in last 12 months	6,846	7.7%	122
Rented DVDs in last 30 days: 1	3,794	4.3%	120
Rented DVDs in last 30 days: 2	4,552	5.1%	111
Rented DVDs in last 30 days: 3+	11,464	12.8%	104
Rented movie/oth video/30 days: action/adventure	22,990	25.8%	110
Rented movie/oth video/30 days: classics	6,531	7.3%	115
Rented movie/oth video/30 days: comedy	22,668	25.4%	109
Rented movie/oth video/30 days: drama	16,279	18.2%	115
· · · · · · · · · · · · · · · · · · ·		11.0%	
Rented movie/oth video/30 days: family/children	9,804	2.7%	104
Rented movie/oth video/30 days: foreign	2,407	6.6%	114
Rented movie/oth video/30 days: horror	5,882		81
Rented movie/oth video/30 days: musical	2,533	2.8%	98
Rented movie/oth video/30 days: news/documentary	3,523	3.9%	109
Rented movie/oth video/30 days: romance	8,207	9.2%	109
Rented movie/oth video/30 days: science fiction	7,339	8.2%	105
Rented movie/oth video/30 days: TV show	8,425	9.4%	116
Rented movie/oth video/30 days: western	2,008	2.3%	89

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

Prepared by Charlotte Hollkamp Latitude: 38.28821

Longitude: -85.51154

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	Expected		
Product/Consumer Behavior	Number of Adults/HHs	Percent	MPI
Rented/purch DVD/Blu-ray/30 days: from amazon.com	5,890	6.6%	130
Rented DVD/Blu-ray/30 days: from netflix.com	13,625	15.3%	123
Rented/purch DVD/Blu-ray/30 days: from Redbox	18,863	21.1%	112
HH owns ATV/UTV	1,706	3.7%	77
Bought any children's toy/game in last 12 months	30,244	33.9%	104
Spent on toys/games for child last 12 months: <\$50	4,680	5.2%	90
Spent on toys/games for child last 12 months: \$50-99	2,236	2.5%	95
Spent on toys/games for child last 12 months: \$100-199	5,917	6.6%	102
Spent on toys/games for child last 12 months: \$200-499	8,713	9.8%	110
Spent on toys/games for child last 12 months: \$500+	5,093	5.7%	119
Bought any toys/games online in last 12 months	8,826	9.9%	130
Bought infant toy in last 12 months	6,314	7.1%	103
Bought pre-school toy in last 12 months	6,719	7.5%	113
Bought for child last 12 months: boy action figure	7,083	7.9%	100
Bought for child last 12 months: girl action figure	3,053	3.4%	100
Bought for child last 12 months: action game	2,008	2.3%	86
Bought for child last 12 months: bicycle	5,949	6.7%	102
Bought for child last 12 months: board game	10,226	11.5%	111
Bought for child last 12 months: builder set	4,899	5.5%	110
Bought for child last 12 months: car	8,046	9.0%	101
Bought for child last 12 months: construction toy	5,639	6.3%	115
Bought for child last 12 months: fashion doll	3,927	4.4%	98
Bought for child last 12 months: large/baby doll	5,443	6.1%	94
Bought for child last 12 months: doll accessories	3,699	4.1%	105
Bought for child last 12 months: doll clothing	3,651	4.1%	102
Bought for child last 12 months: educational toy	11,462	12.8%	113
Bought for child last 12 months: electronic doll/animal	1,875	2.1%	83
Bought for child last 12 months: electronic game	6,427	7.2%	98
Bought for child last 12 months: mechanical toy	3,155	3.5%	102
Bought for child last 12 months: model kit/set	2,654	3.0%	110
Bought for child last 12 months: plush doll/animal	7,312	8.2%	105
Bought for child last 12 months: sound game	1,590	1.8%	95
Bought for child last 12 months: water toy	8,765	9.8%	108
Bought for child last 12 months: word game	2,731	3.1%	101

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Latitude: 38.28821 Longitude: -85.51154

			5
		Expected	
MPI	Percent	Number of Adults/HHs	Product/Consumer Behavior
131	18.5%	16,546	Bought digital book in last 12 months
121	24.9%	22,224	Bought hardcover book in last 12 months
119	35.4%	31,622	Bought paperback book in last 12 months
109	20.9%	18,605	Bought 1-3 books in last 12 months
118	12.2%	10,859	Bought 4-6 books in last 12 months
125	21.2%	18,935	Bought 7+ books in last 12 months
124	33.8%	30,144	Bought book (fiction) in last 12 months
121	28.1%	25,055	Bought book (non-fiction) in last 12 months
122	8.8%	7,808	Bought biography in last 12 months
119	10.9%	9,689	Bought children`s book in last 12 months
109	8.1%	7,249	Bought cookbook in last 12 months
125	9.8%	8,755	Bought history book in last 12 months
115	13.1%	11,675	Bought mystery book in last 12 months
128	19.6%	17,483	Bought novel in last 12 months
106	6.8%	6,053	Bought religious book (not bible) in last 12 mo
98	6.6%	5,887	Bought romance book in last 12 months
108	6.2%	5,557	Bought science fiction book in last 12 months
123	7.3%	6,484	Bought personal/business self-help book last 12 months
119	2.4%	2,163	Bought travel book in last 12 months
140	27.0%	24,046	Bought book online in last 12 months
134	24.4%	21,781	Bought book last 12 months: amazon.com
129	3.4%	3,077	Bought book last 12 months: barnes&noble.com
133	18.2%	16,203	Bought book last 12 months: Barnes & Noble book store
112	12.5%	11,147	Bought book last 12 months: other book store (not B&N)
80	1.8%	1,585	Bought book last 12 months: mail order
121	5.5%	4,932	Listened to/purchased audiobook in last 6 months

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