



## Sports and Leisure Market Potential

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

Prepared by Charlotte Hollkamp  
Latitude: 38.28821  
Longitude: -85.51154

Demographic Summary		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
Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Participated in aerobics in last 12 months	302	10.5%	127
Participated in archery in last 12 months	72	2.5%	89
Participated in backpacking in last 12 months	109	3.8%	118
Participated in baseball in last 12 months	127	4.4%	97
Participated in basketball in last 12 months	241	8.4%	99
Participated in bicycling (mountain) in last 12 months	165	5.7%	140
Participated in bicycling (road) in last 12 months	355	12.4%	120
Participated in boating (power) in last 12 months	143	5.0%	99
Participated in bowling in last 12 months	320	11.1%	116
Participated in canoeing/kayaking in last 12 months	168	5.8%	101
Participated in fishing (fresh water) in last 12 months	281	9.8%	82
Participated in fishing (salt water) in last 12 months	96	3.3%	81
Participated in football in last 12 months	172	6.0%	118
Participated in Frisbee in last 12 months	159	5.5%	122
Participated in golf in last 12 months	331	11.5%	132
Participated in hiking in last 12 months	406	14.1%	136
Participated in horseback riding in last 12 months	50	1.7%	75
Participated in hunting with rifle in last 12 months	116	4.0%	91
Participated in hunting with shotgun in last 12 months	86	3.0%	81
Participated in ice skating in last 12 months	98	3.4%	124
Participated in jogging/running in last 12 months	604	21.0%	156
Participated in motorcycling in last 12 months	86	3.0%	99
Participated in Pilates in last 12 months	88	3.1%	115
Participated in ping pong in last 12 mos	128	4.5%	105
Participated in rock climbing in last 12 mos	75	2.6%	133
Participated in roller skating in last 12 mos	56	1.9%	101
Participated in skiing (downhill) in last 12 months	109	3.8%	141
Participated in soccer in last 12 months	175	6.1%	141
Participated in softball in last 12 months	103	3.6%	110
Participated in swimming in last 12 months	498	17.3%	111
Participated in target shooting in last 12 months	155	5.4%	117
Participated in tennis in last 12 months	158	5.5%	144
Participated in volleyball in last 12 months	110	3.8%	115
Participated in walking for exercise in last 12 months	923	32.1%	119
Participated in weight lifting in last 12 months	404	14.1%	138
Participated in yoga in last 12 months	293	10.2%	134
Participated in Zumba in last 12 mos	163	5.7%	133
Spent on sports/rec equip in last 12 months: \$1-99	193	6.7%	106
Spent on sports/rec equip in last 12 months: \$100-\$249	202	7.0%	112
Spent on sports/rec equip in last 12 months: \$250+	312	10.9%	140
Attend sports events	722	25.1%	126
Attend sports events: baseball game - MLB reg seas	278	9.7%	131
Attend sports events: basketball game (college)	98	3.4%	151
Attend sports events: basketball game-NBA reg seas	78	2.7%	130
Attend sports events: football game (college)	161	5.6%	126
Attend sports events: football game-NFL Mon/Thurs	65	2.3%	115
Attend sports events: football game - NFL weekend	137	4.8%	138
Attend sports events: high school sports	156	5.4%	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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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/Stamley 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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Product/Consumer Behavior	Expected 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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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: 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
Rented movie/oth video/30 days: musical	105	3.7%	126
Rented movie/oth video/30 days: news/documentary	142	4.9%	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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Product/Consumer Behavior	Expected 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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Product/Consumer Behavior	Expected 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	2022
Population		44,658	46,512
Population 18+		33,176	34,972
Households		17,016	17,682
Median Household Income		\$84,387	\$91,737
Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Participated in aerobics in last 12 months	3,358	10.1%	123
Participated in archery in last 12 months	859	2.6%	92
Participated in backpacking in last 12 months	1,189	3.6%	111
Participated in baseball in last 12 months	1,539	4.6%	102
Participated in basketball in last 12 months	2,755	8.3%	98
Participated in bicycling (mountain) in last 12 months	1,711	5.2%	126
Participated in bicycling (road) in last 12 months	4,109	12.4%	121
Participated in boating (power) in last 12 months	1,678	5.1%	100
Participated in bowling in last 12 months	3,568	10.8%	112
Participated in canoeing/kayaking in last 12 months	2,279	6.9%	119
Participated in fishing (fresh water) in last 12 months	3,379	10.2%	85
Participated in fishing (salt water) in last 12 months	1,430	4.3%	104
Participated in football in last 12 months	1,721	5.2%	102
Participated in Frisbee in last 12 months	1,674	5.0%	111
Participated in golf in last 12 months	3,843	11.6%	133
Participated in hiking in last 12 months	4,516	13.6%	131
Participated in horseback riding in last 12 months	678	2.0%	88
Participated in hunting with rifle in last 12 months	1,210	3.6%	82
Participated in hunting with shotgun in last 12 months	982	3.0%	80
Participated in ice skating in last 12 months	1,039	3.1%	114
Participated in jogging/running in last 12 months	5,972	18.0%	134
Participated in motorcycling in last 12 months	847	2.6%	84
Participated in Pilates in last 12 months	1,129	3.4%	127
Participated in ping pong in last 12 mos	1,666	5.0%	119
Participated in rock climbing in last 12 mos	664	2.0%	102
Participated in roller skating in last 12 mos	517	1.6%	81
Participated in skiing (downhill) in last 12 months	1,301	3.9%	145
Participated in soccer in last 12 months	1,698	5.1%	119
Participated in softball in last 12 months	1,131	3.4%	104
Participated in swimming in last 12 months	6,232	18.8%	121
Participated in target shooting in last 12 months	1,595	4.8%	104
Participated in tennis in last 12 months	1,719	5.2%	136
Participated in volleyball in last 12 months	1,091	3.3%	99
Participated in walking for exercise in last 12 months	10,707	32.3%	120
Participated in weight lifting in last 12 months	4,349	13.1%	129
Participated in yoga in last 12 months	3,406	10.3%	135
Participated in Zumba in last 12 mos	1,584	4.8%	112
Spent on sports/rec equip in last 12 months: \$1-99	2,109	6.4%	101
Spent on sports/rec equip in last 12 months: \$100-\$249	2,435	7.3%	117
Spent on sports/rec equip in last 12 months: \$250+	3,285	9.9%	128
Attend sports events	8,157	24.6%	123
Attend sports events: baseball game - MLB reg seas	3,321	10.0%	136
Attend sports events: basketball game (college)	932	2.8%	125
Attend sports events: basketball game-NBA reg seas	948	2.9%	137
Attend sports events: football game (college)	1,906	5.7%	129
Attend sports events: football game-NFL Mon/Thurs	717	2.2%	110
Attend sports events: football game - NFL weekend	1,510	4.6%	132
Attend sports events: high school sports	1,661	5.0%	113

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January 23, 2018



# Sports and Leisure Market Potential

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

Prepared by Charlotte Hollkamp  
Latitude: 38.28821  
Longitude: -85.51154

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Listen to sports on radio	4,995	15.1%	112
Watch sports on TV	21,619	65.2%	108
Watch on TV: alpine skiing/ski jumping	2,230	6.7%	117
Watch on TV: auto racing (NASCAR)	3,449	10.4%	85
Watch on TV: auto racing (not NASCAR)	1,589	4.8%	95
Watch on TV: baseball (MLB regular season)	8,059	24.3%	113
Watch on TV: baseball (MLB playoffs/World Series)	7,209	21.7%	110
Watch on TV: basketball (college)	5,304	16.0%	111
Watch on TV: basketball (NCAA tournament)	5,263	15.9%	113
Watch on TV: basketball (NBA regular season)	5,620	16.9%	106
Watch on TV: basketball (NBA playoffs/finals)	6,452	19.4%	109
Watch on TV: basketball (WNBA)	1,006	3.0%	81
Watch on TV: bicycle racing	1,182	3.6%	116
Watch on TV: bowling	800	2.4%	90
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: figure skating	3,348	10.1%	113
Watch on TV: fishing	1,562	4.7%	84
Watch on TV: football (college)	9,677	29.2%	116
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 (LPGA)	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/St 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: 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: 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
Interest in sports: soccer Super Fan	949	2.9%	89

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January 23, 2018





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Ring: 3 mile radius

Prepared by Charlotte Hollkamp  
Latitude: 38.28821  
Longitude: -85.51154

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Member of AARP	4,308	13.0%	109
Member of charitable organization	1,899	5.7%	134
Member of church board	953	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 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 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	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	5,657	17.1%	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	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	2,648	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	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: 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	13,537	40.8%	116
Movie genre seen at theater/6 months: action	9,344	28.2%	112

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# Sports and Leisure Market Potential

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Ring: 3 mile radius

Prepared by Charlotte Hollkamp  
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Longitude: -85.51154

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Movie genre seen at theater/6 months: adventure	11,497	34.7%	117
Movie genre seen at theater/6 months: comedy	10,357	31.2%	117
Movie genre seen at theater/6 months: crime	5,609	16.9%	112
Movie genre seen at theater/6 months: drama	9,384	28.3%	118
Movie genre seen at theater/6 months: family	3,673	11.1%	119
Movie genre seen at theater/6 months: fantasy	6,130	18.5%	112
Movie genre seen at theater/6 months: horror	2,743	8.3%	101
Movie genre seen at theater/6 months: romance	3,573	10.8%	113
Movie genre seen at theater/6 months: science fiction	6,996	21.1%	117
Movie genre seen at theater/6 months: thriller	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 rock music performance in last 12 months	3,916	11.8%	126
Played musical instrument in last 12 months	2,476	7.5%	116
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 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	3,204	9.7%	97
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 DVD/Blu-ray disc online in last 12 months	2,599	7.8%	124
Rented 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+	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: comedy	8,524	25.7%	111
Rented movie/oth video/30 days: drama	6,024	18.2%	115
Rented movie/oth video/30 days: family/children	3,948	11.9%	112
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	965	2.9%	100
Rented movie/oth video/30 days: news/documentary	1,355	4.1%	113
Rented movie/oth video/30 days: romance	3,117	9.4%	111
Rented movie/oth video/30 days: science fiction	2,771	8.4%	106
Rented movie/oth video/30 days: TV show	3,227	9.7%	119
Rented movie/oth video/30 days: western	744	2.2%	89

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January 23, 2018



## Sports and Leisure Market Potential

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

Prepared by Charlotte Hollkamp  
Latitude: 38.28821  
Longitude: -85.51154

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Rented/purch DVD/Blu-ray/30 days: from amazon.com	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

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January 23, 2018



## Sports and Leisure Market Potential

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

Prepared by Charlotte Hollkamp  
Latitude: 38.28821  
Longitude: -85.51154

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Bought digital book in last 12 months	6,214	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%	121
Bought cookbook in last 12 months	2,627	7.9%	107
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%	125
Bought religious book (not bible) in last 12 mo	2,264	6.8%	107
Bought romance book in last 12 months	2,118	6.4%	95
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%	131
Bought travel book in last 12 months	764	2.3%	113
Bought book online in last 12 months	9,035	27.2%	141
Bought book last 12 months: amazon.com	7,922	23.9%	131
Bought book last 12 months: barnes&noble.com	1,191	3.6%	135
Bought book last 12 months: Barnes & Noble book store	6,106	18.4%	134
Bought book last 12 months: other book store (not B&N)	4,096	12.3%	110
Bought book last 12 months: mail order	569	1.7%	77
Listened to/purchased audiobook in last 6 months	1,852	5.6%	122

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January 23, 2018



# Sports and Leisure Market Potential

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

Prepared by Charlotte Hollkamp  
Latitude: 38.28821  
Longitude: -85.51154

Demographic Summary		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
Product/Consumer Behavior	Expected 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
Attend sports events: basketball game (college)	2,562	2.9%	128
Attend sports events: basketball game-NBA reg seas	2,387	2.7%	129
Attend sports events: football game (college)	5,381	6.0%	135
Attend sports events: football game-NFL Mon/Thurs	2,054	2.3%	117
Attend sports events: football game - NFL weekend	4,158	4.7%	135
Attend sports events: high school sports	4,305	4.8%	109

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Listen to sports on radio	13,782	15.4%	115
Watch sports on TV	58,933	66.1%	109
Watch on TV: alpine skiing/ski jumping	6,358	7.1%	124
Watch on TV: auto racing (NASCAR)	9,735	10.9%	89
Watch on TV: auto racing (not NASCAR)	4,369	4.9%	97
Watch on TV: baseball (MLB regular season)	22,945	25.7%	120
Watch on TV: baseball (MLB playoffs/World Series)	20,458	22.9%	116
Watch on TV: basketball (college)	14,622	16.4%	114
Watch on TV: basketball (NCAA tournament)	14,783	16.6%	118
Watch on TV: basketball (NBA regular season)	14,687	16.5%	103
Watch on TV: basketball (NBA playoffs/finals)	16,784	18.8%	105
Watch on TV: basketball (WNBA)	2,847	3.2%	85
Watch on TV: bicycle racing	3,353	3.8%	123
Watch on TV: bowling	2,117	2.4%	89
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%	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: 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 weekend 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 (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: horse racing (at track or OTB)	2,906	3.3%	99
Watch on TV: ice hockey (NHL regular season)	10,422	11.7%	124
Watch on TV: ice hockey (NHL playoffs/St Stanley Cup)	10,949	12.3%	130
Watch on TV: marathon/road running/triathlon	1,991	2.2%	104
Watch on TV: mixed martial arts (MMA)	3,836	4.3%	92
Watch on TV: motorcycle racing	2,778	3.1%	89
Watch on TV: Olympics (summer)	21,546	24.2%	122
Watch on TV: Olympics (winter)	24,428	27.4%	128
Watch on TV: rodeo	2,635	3.0%	84
Watch on TV: soccer (MLS)	5,226	5.9%	111
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: college 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
Interest in sports: NFL Super Fan	12,060	13.5%	96
Interest in sports: NHL Super Fan	3,175	3.6%	99
Interest in sports: soccer Super Fan	2,559	2.9%	90

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January 23, 2018





## Sports and Leisure Market Potential

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

Prepared by Charlotte Hollkamp  
Latitude: 38.28821  
Longitude: -85.51154

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
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%	102
Cooked for fun in last 12 months	24,966	28.0%	119
Did crossword puzzle in last 12 months	10,414	11.7%	117
Danced/went dancing in last 12 months	7,067	7.9%	104
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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January 23, 2018



# Sports and Leisure Market Potential

Anchorage Plaza- Phase Three  
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Ring: 5 mile radius

Prepared by Charlotte Hollkamp  
Latitude: 38.28821  
Longitude: -85.51154

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Movie genre seen at theater/6 months: adventure	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
Rented movie/oth video/30 days: family/children	9,804	11.0%	104
Rented movie/oth video/30 days: foreign	2,407	2.7%	114
Rented movie/oth video/30 days: horror	5,882	6.6%	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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## Sports and Leisure Market Potential

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Ring: 5 mile radius

Prepared by Charlotte Hollkamp  
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Longitude: -85.51154

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

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