



Retail Market Potential

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

Prepared by Charlotte Hollkamp
 Latitude: 38.28821
 Longitude: -85.51154

Demographic Summary		2018	2023
Population		4,280	4,600
Population 18+		3,116	3,353
Households		1,858	2,005
Median Household Income		\$100,529	\$105,676

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's clothing in last 12 months	1,528	49.0%	104
Bought any women's clothing in last 12 months	1,486	47.7%	110
Bought clothing for child <13 years in last 6 months	1,011	32.4%	121
Bought any shoes in last 12 months	1,829	58.7%	110
Bought costume jewelry in last 12 months	615	19.7%	109
Bought any fine jewelry in last 12 months	634	20.3%	114
Bought a watch in last 12 months	521	16.7%	106
Automobiles (Households)			
HH owns/leases any vehicle	1,714	92.2%	108
HH bought/leased new vehicle last 12 mo	236	12.7%	131
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	2,869	92.1%	108
Bought/changed motor oil in last 12 months	1,479	47.5%	100
Had tune-up in last 12 months	890	28.6%	111
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	2,211	71.0%	102
Drank regular cola in last 6 months	1,221	39.2%	89
Drank beer/ale in last 6 months	1,456	46.7%	111
Cameras (Adults)			
Own digital point & shoot camera/camcorder	512	16.4%	141
Own digital SLR camera/camcorder	368	11.8%	151
Printed digital photos in last 12 months	939	30.1%	130
Cell Phones (Adults/Households)			
Bought cell phone in last 12 months	1,164	37.4%	103
Have a smartphone	2,856	91.7%	115
Have a smartphone: Android phone (any brand)	1,152	37.0%	95
Have a smartphone: Apple iPhone	1,639	52.6%	137
Number of cell phones in household: 1	387	20.8%	68
Number of cell phones in household: 2	763	41.1%	107
Number of cell phones in household: 3+	688	37.0%	134
HH has cell phone only (no landline telephone)	1,007	54.2%	103
Computers (Households)			
HH owns a computer	1,611	86.7%	117
HH owns desktop computer	849	45.7%	119
HH owns laptop/notebook	1,260	67.8%	120
HH owns any Apple/Mac brand computer	460	24.8%	140
HH owns any PC/non-Apple brand computer	1,321	71.1%	113
HH purchased most recent computer in a store	821	44.2%	119
HH purchased most recent computer online	346	18.6%	139
Spent <\$500 on most recent home computer	260	14.0%	92
Spent \$500-\$999 on most recent home computer	397	21.4%	121
Spent \$1,000-\$1,499 on most recent home computer	236	12.7%	134
Spent \$1,500-\$1,999 on most recent home computer	129	6.9%	150
Spent \$2,000+ on most recent home computer	132	7.1%	175

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 2018 and 2023.



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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Convenience Stores (Adults)			
Shopped at convenience store in last 6 mos	1,990	63.9%	102
Bought brewed coffee at convenience store in last 30 days	405	13.0%	96
Bought cigarettes at convenience store in last 30 days	248	8.0%	73
Bought gas at convenience store in last 30 days	1,191	38.2%	104
Spent at convenience store in last 30 days: <\$20	262	8.4%	117
Spent at convenience store in last 30 days: \$20-\$39	288	9.2%	97
Spent at convenience store in last 30 days: \$40-\$50	271	8.7%	105
Spent at convenience store in last 30 days: \$51-\$99	173	5.6%	99
Spent at convenience store in last 30 days: \$100+	668	21.4%	97
Entertainment (Adults)			
Attended a movie in last 6 months	2,215	71.1%	119
Went to live theater in last 12 months	422	13.5%	117
Went to a bar/night club in last 12 months	648	20.8%	119
Dined out in last 12 months	1,864	59.8%	117
Gambled at a casino in last 12 months	409	13.1%	101
Visited a theme park in last 12 months	803	25.8%	136
Viewed movie (video-on-demand) in last 30 days	816	26.2%	144
Viewed TV show (video-on-demand) in last 30 days	617	19.8%	142
Watched any pay-per-view TV in last 12 months	484	15.5%	141
Downloaded a movie over the Internet in last 30 days	377	12.1%	133
Downloaded any individual song in last 6 months	861	27.6%	137
Watched a movie online in the last 30 days	953	30.6%	128
Watched a TV program online in last 30 days	731	23.5%	131
Played a video/electronic game (console) in last 12 months	313	10.0%	110
Played a video/electronic game (portable) in last 12 months	175	5.6%	108
Financial (Adults)			
Have home mortgage (1st)	1,457	46.8%	148
Used ATM/cash machine in last 12 months	1,892	60.7%	114
Own any stock	298	9.6%	132
Own U.S. savings bond	210	6.7%	140
Own shares in mutual fund (stock)	304	9.8%	142
Own shares in mutual fund (bonds)	218	7.0%	147
Have interest checking account	1,078	34.6%	117
Have non-interest checking account	964	30.9%	105
Have savings account	2,133	68.5%	117
Have 401K retirement savings plan	630	20.2%	130
Own/used any credit/debit card in last 12 months	2,738	87.9%	110
Avg monthly credit card expenditures: <\$111	380	12.2%	101
Avg monthly credit card expenditures: \$111-\$225	210	6.7%	94
Avg monthly credit card expenditures: \$226-\$450	218	7.0%	104
Avg monthly credit card expenditures: \$451-\$700	271	8.7%	140
Avg monthly credit card expenditures: \$701-\$1,000	219	7.0%	121
Avg monthly credit card expenditures: \$1,001+	531	17.0%	156
Did banking online in last 12 months	1,680	53.9%	137
Did banking on mobile device in last 12 months	1,066	34.2%	145
Paid bills online in last 12 months	1,965	63.1%	128

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Grocery (Adults)			
Used beef (fresh/frozen) in last 6 months	1,333	71.7%	105
Used bread in last 6 months	1,741	93.7%	100
Used chicken (fresh or frozen) in last 6 months	1,340	72.1%	105
Used turkey (fresh or frozen) in last 6 months	266	14.3%	93
Used fish/seafood (fresh or frozen) in last 6 months	1,052	56.6%	103
Used fresh fruit/vegetables in last 6 months	1,662	89.5%	103
Used fresh milk in last 6 months	1,642	88.4%	103
Used organic food in last 6 months	553	29.8%	126
Health (Adults)			
Exercise at home 2+ times per week	1,059	34.0%	122
Exercise at club 2+ times per week	652	20.9%	145
Visited a doctor in last 12 months	2,548	81.8%	106
Used vitamin/dietary supplement in last 6 months	1,706	54.7%	101
Home (Households)			
Any home improvement in last 12 months	578	31.1%	112
Used housekeeper/maid/professional HH cleaning service in last 12	344	18.5%	132
Purchased low ticket HH furnishings in last 12 months	362	19.5%	116
Purchased big ticket HH furnishings in last 12 months	513	27.6%	126
Bought any small kitchen appliance in last 12 months	450	24.2%	108
Bought any large kitchen appliance in last 12 months	309	16.6%	118
Insurance (Adults/Households)			
Currently carry life insurance	1,648	52.9%	119
Carry medical/hospital/accident insurance	2,503	80.3%	107
Carry homeowner insurance	1,759	56.5%	119
Carry renter's insurance	284	9.1%	106
Have auto insurance: 1 vehicle in household covered	502	27.0%	88
Have auto insurance: 2 vehicles in household covered	646	34.8%	121
Have auto insurance: 3+ vehicles in household covered	526	28.3%	124
Pets (Households)			
Household owns any pet	1,048	56.4%	104
Household owns any cat	382	20.6%	89
Household owns any dog	824	44.3%	106
Psychographics (Adults)			
Buying American is important to me	1,027	33.0%	81
Usually buy items on credit rather than wait	422	13.5%	103
Usually buy based on quality - not price	574	18.4%	95
Price is usually more important than brand name	805	25.8%	93
Usually use coupons for brands I buy often	449	14.4%	80
Am interested in how to help the environment	545	17.5%	96
Usually pay more for environ safe product	413	13.3%	93
Usually value green products over convenience	316	10.1%	89
Likely to buy a brand that supports a charity	1,091	35.0%	101
Reading (Adults)			
Bought digital book in last 12 months	551	17.7%	133
Bought hardcover book in last 12 months	754	24.2%	122
Bought paperback book in last 12 month	1,080	34.7%	120
Read any daily newspaper (paper version)	500	16.0%	78
Read any digital newspaper in last 30 days	1,473	47.3%	126
Read any magazine (paper/electronic version) in last 6 months	2,964	95.1%	105

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Restaurants (Adults)			
Went to family restaurant/steak house in last 6 months	2,562	82.2%	109
Went to family restaurant/steak house: 4+ times a month	1,008	32.3%	120
Went to fast food/drive-in restaurant in last 6 months	2,882	92.5%	102
Went to fast food/drive-in restaurant 9+ times/mo	1,379	44.3%	112
Fast food/drive-in last 6 months: eat in	1,222	39.2%	107
Fast food/drive-in last 6 months: home delivery	300	9.6%	115
Fast food/drive-in last 6 months: take-out/drive-thru	1,661	53.3%	113
Fast food/drive-in last 6 months: take-out/walk-in	755	24.2%	115
Television & Electronics (Adults/Households)			
Own any tablet	1,867	59.9%	131
Own any e-reader	281	9.0%	122
Own e-reader/tablet: iPad	1,291	41.4%	156
HH has Internet connectable TV	604	32.5%	126
Own any portable MP3 player	888	28.5%	133
HH owns 1 TV	299	16.1%	77
HH owns 2 TVs	517	27.8%	103
HH owns 3 TVs	422	22.7%	108
HH owns 4+ TVs	401	21.6%	121
HH subscribes to cable TV	889	47.8%	107
HH subscribes to fiber optic	227	12.2%	154
HH owns portable GPS navigation device	530	28.5%	115
HH purchased video game system in last 12 mos	175	9.4%	111
HH owns any Internet video device for TV	528	28.4%	139
Travel (Adults)			
Domestic travel in last 12 months	1,998	64.1%	123
Took 3+ domestic non-business trips in last 12 months	473	15.2%	128
Spent on domestic vacations in last 12 months: <\$1,000	353	11.3%	105
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	214	6.9%	115
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	204	6.5%	166
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	155	5.0%	130
Spent on domestic vacations in last 12 months: \$3,000+	254	8.2%	130
Domestic travel in the 12 months: used general travel website	328	10.5%	152
Foreign travel in last 3 years	1,160	37.2%	141
Took 3+ foreign trips by plane in last 3 years	214	6.9%	143
Spent on foreign vacations in last 12 months: <\$1,000	206	6.6%	141
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	167	5.4%	142
Spent on foreign vacations in last 12 months: \$3,000+	276	8.9%	150
Foreign travel in last 3 years: used general travel website	306	9.8%	163
Nights spent in hotel/motel in last 12 months: any	1,780	57.1%	131
Took cruise of more than one day in last 3 years	342	11.0%	128
Member of any frequent flyer program	882	28.3%	163
Member of any hotel rewards program	764	24.5%	146

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Demographic Summary	2018	2023
Population	45,553	48,000
Population 18+	33,931	36,133
Households	17,438	18,416
Median Household Income	\$88,482	\$96,236

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's clothing in last 12 months	16,916	49.9%	106
Bought any women's clothing in last 12 months	15,673	46.2%	107
Bought clothing for child <13 years in last 6 months	10,034	29.6%	110
Bought any shoes in last 12 months	19,891	58.6%	110
Bought costume jewelry in last 12 months	6,851	20.2%	111
Bought any fine jewelry in last 12 months	6,309	18.6%	104
Bought a watch in last 12 months	5,662	16.7%	106
Automobiles (Households)			
HH owns/leases any vehicle	16,171	92.7%	108
HH bought/leased new vehicle last 12 mo	2,305	13.2%	137
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	30,939	91.2%	107
Bought/changed motor oil in last 12 months	15,772	46.5%	97
Had tune-up in last 12 months	9,924	29.2%	114
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	24,346	71.8%	103
Drank regular cola in last 6 months	12,887	38.0%	86
Drank beer/ale in last 6 months	15,738	46.4%	110
Cameras (Adults)			
Own digital point & shoot camera/camcorder	5,404	15.9%	137
Own digital SLR camera/camcorder	3,819	11.3%	144
Printed digital photos in last 12 months	10,095	29.8%	128
Cell Phones (Adults/Households)			
Bought cell phone in last 12 months	12,408	36.6%	101
Have a smartphone	29,778	87.8%	110
Have a smartphone: Android phone (any brand)	11,604	34.2%	88
Have a smartphone: Apple iPhone	17,557	51.7%	135
Number of cell phones in household: 1	3,917	22.5%	73
Number of cell phones in household: 2	7,142	41.0%	107
Number of cell phones in household: 3+	6,109	35.0%	127
HH has cell phone only (no landline telephone)	8,106	46.5%	88
Computers (Households)			
HH owns a computer	15,076	86.5%	116
HH owns desktop computer	8,121	46.6%	121
HH owns laptop/notebook	11,697	67.1%	119
HH owns any Apple/Mac brand computer	4,314	24.7%	140
HH owns any PC/non-Apple brand computer	12,356	70.9%	113
HH purchased most recent computer in a store	7,573	43.4%	117
HH purchased most recent computer online	3,100	17.8%	132
Spent <\$500 on most recent home computer	2,588	14.8%	98
Spent \$500-\$999 on most recent home computer	3,707	21.3%	121
Spent \$1,000-\$1,499 on most recent home computer	2,196	12.6%	132
Spent \$1,500-\$1,999 on most recent home computer	1,208	6.9%	150
Spent \$2,000+ on most recent home computer	1,046	6.0%	148

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Convenience Stores (Adults)			
Shopped at convenience store in last 6 mos	21,272	62.7%	100
Bought brewed coffee at convenience store in last 30 days	4,481	13.2%	98
Bought cigarettes at convenience store in last 30 days	2,645	7.8%	71
Bought gas at convenience store in last 30 days	12,397	36.5%	99
Spent at convenience store in last 30 days: <\$20	2,821	8.3%	115
Spent at convenience store in last 30 days: \$20-\$39	3,477	10.2%	107
Spent at convenience store in last 30 days: \$40-\$50	2,770	8.2%	99
Spent at convenience store in last 30 days: \$51-\$99	1,797	5.3%	95
Spent at convenience store in last 30 days: \$100+	6,997	20.6%	93
Entertainment (Adults)			
Attended a movie in last 6 months	23,325	68.7%	116
Went to live theater in last 12 months	5,134	15.1%	130
Went to a bar/night club in last 12 months	6,884	20.3%	116
Dined out in last 12 months	20,505	60.4%	118
Gambled at a casino in last 12 months	4,685	13.8%	107
Visited a theme park in last 12 months	7,585	22.4%	118
Viewed movie (video-on-demand) in last 30 days	8,926	26.3%	145
Viewed TV show (video-on-demand) in last 30 days	6,718	19.8%	142
Watched any pay-per-view TV in last 12 months	4,949	14.6%	133
Downloaded a movie over the Internet in last 30 days	3,754	11.1%	122
Downloaded any individual song in last 6 months	8,564	25.2%	125
Watched a movie online in the last 30 days	9,552	28.2%	118
Watched a TV program online in last 30 days	7,542	22.2%	124
Played a video/electronic game (console) in last 12 months	3,051	9.0%	98
Played a video/electronic game (portable) in last 12 months	1,850	5.5%	105
Financial (Adults)			
Have home mortgage (1st)	15,170	44.7%	141
Used ATM/cash machine in last 12 months	20,818	61.4%	115
Own any stock	3,762	11.1%	153
Own U.S. savings bond	2,248	6.6%	137
Own shares in mutual fund (stock)	3,622	10.7%	155
Own shares in mutual fund (bonds)	2,545	7.5%	157
Have interest checking account	12,512	36.9%	125
Have non-interest checking account	10,696	31.5%	107
Have savings account	23,202	68.4%	117
Have 401K retirement savings plan	7,265	21.4%	138
Own/used any credit/debit card in last 12 months	29,648	87.4%	110
Avg monthly credit card expenditures: <\$111	3,892	11.5%	95
Avg monthly credit card expenditures: \$111-\$225	2,477	7.3%	102
Avg monthly credit card expenditures: \$226-\$450	2,527	7.4%	110
Avg monthly credit card expenditures: \$451-\$700	2,648	7.8%	126
Avg monthly credit card expenditures: \$701-\$1,000	2,611	7.7%	132
Avg monthly credit card expenditures: \$1,001+	5,978	17.6%	161
Did banking online in last 12 months	17,522	51.6%	131
Did banking on mobile device in last 12 months	10,376	30.6%	130
Paid bills online in last 12 months	20,580	60.7%	123

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Grocery (Adults)			
Used beef (fresh/frozen) in last 6 months	12,347	70.8%	103
Used bread in last 6 months	16,363	93.8%	100
Used chicken (fresh or frozen) in last 6 months	12,538	71.9%	104
Used turkey (fresh or frozen) in last 6 months	2,770	15.9%	104
Used fish/seafood (fresh or frozen) in last 6 months	9,931	57.0%	104
Used fresh fruit/vegetables in last 6 months	15,592	89.4%	103
Used fresh milk in last 6 months	15,340	88.0%	102
Used organic food in last 6 months	5,106	29.3%	124
Health (Adults)			
Exercise at home 2+ times per week	11,678	34.4%	123
Exercise at club 2+ times per week	7,006	20.6%	143
Visited a doctor in last 12 months	27,451	80.9%	105
Used vitamin/dietary supplement in last 6 months	19,615	57.8%	107
Home (Households)			
Any home improvement in last 12 months	5,917	33.9%	122
Used housekeeper/maid/professional HH cleaning service in last 12	3,514	20.2%	144
Purchased low ticket HH furnishings in last 12 months	3,351	19.2%	115
Purchased big ticket HH furnishings in last 12 months	4,552	26.1%	119
Bought any small kitchen appliance in last 12 months	4,196	24.1%	107
Bought any large kitchen appliance in last 12 months	2,888	16.6%	117
Insurance (Adults/Households)			
Currently carry life insurance	17,717	52.2%	117
Carry medical/hospital/accident insurance	27,688	81.6%	109
Carry homeowner insurance	19,952	58.8%	124
Carry renter's insurance	3,078	9.1%	105
Have auto insurance: 1 vehicle in household covered	4,465	25.6%	84
Have auto insurance: 2 vehicles in household covered	6,220	35.7%	124
Have auto insurance: 3+ vehicles in household covered	4,998	28.7%	126
Pets (Households)			
Household owns any pet	10,116	58.0%	107
Household owns any cat	3,774	21.6%	94
Household owns any dog	7,935	45.5%	109
Psychographics (Adults)			
Buying American is important to me	12,650	37.3%	92
Usually buy items on credit rather than wait	4,818	14.2%	108
Usually buy based on quality - not price	6,374	18.8%	97
Price is usually more important than brand name	9,366	27.6%	99
Usually use coupons for brands I buy often	5,636	16.6%	93
Am interested in how to help the environment	6,032	17.8%	97
Usually pay more for environ safe product	4,786	14.1%	99
Usually value green products over convenience	3,425	10.1%	89
Likely to buy a brand that supports a charity	11,828	34.9%	101
Reading (Adults)			
Bought digital book in last 12 months	6,230	18.4%	138
Bought hardcover book in last 12 months	8,342	24.6%	124
Bought paperback book in last 12 month	11,803	34.8%	120
Read any daily newspaper (paper version)	6,955	20.5%	99
Read any digital newspaper in last 30 days	15,971	47.1%	125
Read any magazine (paper/electronic version) in last 6 months	31,964	94.2%	104

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Retail Market Potential

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

Prepared by Charlotte Hollkamp
 Latitude: 38.28821
 Longitude: -85.51154

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Restaurants (Adults)			
Went to family restaurant/steak house in last 6 months	27,339	80.6%	107
Went to family restaurant/steak house: 4+ times a month	10,226	30.1%	112
Went to fast food/drive-in restaurant in last 6 months	31,086	91.6%	102
Went to fast food/drive-in restaurant 9+ times/mo	13,907	41.0%	103
Fast food/drive-in last 6 months: eat in	12,934	38.1%	104
Fast food/drive-in last 6 months: home delivery	2,746	8.1%	96
Fast food/drive-in last 6 months: take-out/drive-thru	16,857	49.7%	105
Fast food/drive-in last 6 months: take-out/walk-in	7,977	23.5%	112
Television & Electronics (Adults/Households)			
Own any tablet	19,588	57.7%	126
Own any e-reader	3,577	10.5%	142
Own e-reader/tablet: iPad	13,254	39.1%	147
HH has Internet connectable TV	5,761	33.0%	128
Own any portable MP3 player	9,169	27.0%	126
HH owns 1 TV	2,890	16.6%	79
HH owns 2 TVs	4,659	26.7%	99
HH owns 3 TVs	4,009	23.0%	110
HH owns 4+ TVs	4,057	23.3%	131
HH subscribes to cable TV	8,658	49.7%	111
HH subscribes to fiber optic	2,251	12.9%	162
HH owns portable GPS navigation device	5,253	30.1%	121
HH purchased video game system in last 12 mos	1,604	9.2%	108
HH owns any Internet video device for TV	4,903	28.1%	138
Travel (Adults)			
Domestic travel in last 12 months	22,205	65.4%	126
Took 3+ domestic non-business trips in last 12 months	5,390	15.9%	134
Spent on domestic vacations in last 12 months: <\$1,000	4,007	11.8%	109
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	2,677	7.9%	132
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	1,912	5.6%	143
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	1,914	5.6%	148
Spent on domestic vacations in last 12 months: \$3,000+	3,251	9.6%	152
Domestic travel in the 12 months: used general travel website	3,355	9.9%	143
Foreign travel in last 3 years	12,445	36.7%	138
Took 3+ foreign trips by plane in last 3 years	2,504	7.4%	154
Spent on foreign vacations in last 12 months: <\$1,000	2,090	6.2%	132
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	1,700	5.0%	133
Spent on foreign vacations in last 12 months: \$3,000+	3,241	9.6%	161
Foreign travel in last 3 years: used general travel website	3,070	9.0%	150
Nights spent in hotel/motel in last 12 months: any	19,158	56.5%	129
Took cruise of more than one day in last 3 years	3,756	11.1%	129
Member of any frequent flyer program	9,913	29.2%	168
Member of any hotel rewards program	8,432	24.9%	148

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Retail Market Potential

Anchorage Plaza- Phase Three
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 Ring: 5 mile radius

Prepared by Charlotte Hollkamp
 Latitude: 38.28821
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Demographic Summary	2018	2023
Population	121,103	128,090
Population 18+	92,474	98,642
Households	47,790	50,483
Median Household Income	\$87,476	\$95,495

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's clothing in last 12 months	46,041	49.8%	106
Bought any women's clothing in last 12 months	42,623	46.1%	107
Bought clothing for child <13 years in last 6 months	25,589	27.7%	103
Bought any shoes in last 12 months	54,317	58.7%	110
Bought costume jewelry in last 12 months	18,675	20.2%	111
Bought any fine jewelry in last 12 months	17,136	18.5%	104
Bought a watch in last 12 months	15,375	16.6%	105
Automobiles (Households)			
HH owns/leases any vehicle	44,314	92.7%	108
HH bought/leased new vehicle last 12 mo	6,220	13.0%	135
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	84,327	91.2%	107
Bought/changed motor oil in last 12 months	43,056	46.6%	98
Had tune-up in last 12 months	26,774	29.0%	113
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	65,507	70.8%	102
Drank regular cola in last 6 months	34,647	37.5%	85
Drank beer/ale in last 6 months	42,924	46.4%	110
Cameras (Adults)			
Own digital point & shoot camera/camcorder	14,786	16.0%	137
Own digital SLR camera/camcorder	10,190	11.0%	141
Printed digital photos in last 12 months	27,489	29.7%	128
Cell Phones (Adults/Households)			
Bought cell phone in last 12 months	33,349	36.1%	100
Have a smartphone	79,251	85.7%	107
Have a smartphone: Android phone (any brand)	30,795	33.3%	86
Have a smartphone: Apple iPhone	46,744	50.5%	132
Number of cell phones in household: 1	11,880	24.9%	81
Number of cell phones in household: 2	19,632	41.1%	107
Number of cell phones in household: 3+	15,414	32.3%	117
HH has cell phone only (no landline telephone)	21,435	44.9%	85
Computers (Households)			
HH owns a computer	40,762	85.3%	115
HH owns desktop computer	21,950	45.9%	120
HH owns laptop/notebook	31,540	66.0%	117
HH owns any Apple/Mac brand computer	11,322	23.7%	134
HH owns any PC/non-Apple brand computer	33,582	70.3%	112
HH purchased most recent computer in a store	20,587	43.1%	116
HH purchased most recent computer online	8,277	17.3%	129
Spent <\$500 on most recent home computer	7,043	14.7%	97
Spent \$500-\$999 on most recent home computer	10,201	21.3%	121
Spent \$1,000-\$1,499 on most recent home computer	5,985	12.5%	132
Spent \$1,500-\$1,999 on most recent home computer	3,163	6.6%	143
Spent \$2,000+ on most recent home computer	2,670	5.6%	138

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Convenience Stores (Adults)			
Shopped at convenience store in last 6 mos	58,411	63.2%	101
Bought brewed coffee at convenience store in last 30 days	12,469	13.5%	100
Bought cigarettes at convenience store in last 30 days	7,525	8.1%	75
Bought gas at convenience store in last 30 days	33,817	36.6%	99
Spent at convenience store in last 30 days: <\$20	7,888	8.5%	118
Spent at convenience store in last 30 days: \$20-\$39	9,431	10.2%	107
Spent at convenience store in last 30 days: \$40-\$50	7,756	8.4%	101
Spent at convenience store in last 30 days: \$51-\$99	4,982	5.4%	96
Spent at convenience store in last 30 days: \$100+	19,155	20.7%	93
Entertainment (Adults)			
Attended a movie in last 6 months	62,293	67.4%	113
Went to live theater in last 12 months	14,346	15.5%	134
Went to a bar/night club in last 12 months	18,505	20.0%	115
Dined out in last 12 months	56,288	60.9%	119
Gambled at a casino in last 12 months	12,834	13.9%	107
Visited a theme park in last 12 months	19,280	20.8%	110
Viewed movie (video-on-demand) in last 30 days	24,076	26.0%	143
Viewed TV show (video-on-demand) in last 30 days	18,240	19.7%	141
Watched any pay-per-view TV in last 12 months	12,902	14.0%	127
Downloaded a movie over the Internet in last 30 days	9,221	10.0%	110
Downloaded any individual song in last 6 months	22,097	23.9%	118
Watched a movie online in the last 30 days	24,511	26.5%	111
Watched a TV program online in last 30 days	19,642	21.2%	118
Played a video/electronic game (console) in last 12 months	8,377	9.1%	99
Played a video/electronic game (portable) in last 12 months	5,080	5.5%	106
Financial (Adults)			
Have home mortgage (1st)	40,167	43.4%	137
Used ATM/cash machine in last 12 months	55,858	60.4%	113
Own any stock	10,430	11.3%	156
Own U.S. savings bond	6,244	6.8%	140
Own shares in mutual fund (stock)	10,003	10.8%	157
Own shares in mutual fund (bonds)	7,092	7.7%	161
Have interest checking account	34,809	37.6%	128
Have non-interest checking account	29,421	31.8%	108
Have savings account	62,927	68.0%	117
Have 401K retirement savings plan	19,182	20.7%	134
Own/used any credit/debit card in last 12 months	80,762	87.3%	110
Avg monthly credit card expenditures: <\$111	10,826	11.7%	97
Avg monthly credit card expenditures: \$111-\$225	6,864	7.4%	103
Avg monthly credit card expenditures: \$226-\$450	7,036	7.6%	113
Avg monthly credit card expenditures: \$451-\$700	7,223	7.8%	126
Avg monthly credit card expenditures: \$701-\$1,000	7,127	7.7%	132
Avg monthly credit card expenditures: \$1,001+	16,108	17.4%	159
Did banking online in last 12 months	46,583	50.4%	128
Did banking on mobile device in last 12 months	27,034	29.2%	124
Paid bills online in last 12 months	54,566	59.0%	120

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Grocery (Adults)			
Used beef (fresh/frozen) in last 6 months	33,466	70.0%	102
Used bread in last 6 months	44,805	93.8%	100
Used chicken (fresh or frozen) in last 6 months	34,069	71.3%	104
Used turkey (fresh or frozen) in last 6 months	7,727	16.2%	106
Used fish/seafood (fresh or frozen) in last 6 months	27,239	57.0%	104
Used fresh fruit/vegetables in last 6 months	42,656	89.3%	102
Used fresh milk in last 6 months	41,759	87.4%	102
Used organic food in last 6 months	13,611	28.5%	120
Health (Adults)			
Exercise at home 2+ times per week	31,990	34.6%	124
Exercise at club 2+ times per week	18,425	19.9%	138
Visited a doctor in last 12 months	75,031	81.1%	106
Used vitamin/dietary supplement in last 6 months	54,028	58.4%	108
Home (Households)			
Any home improvement in last 12 months	16,277	34.1%	122
Used housekeeper/maid/professional HH cleaning service in last 12	9,344	19.6%	140
Purchased low ticket HH furnishings in last 12 months	9,192	19.2%	115
Purchased big ticket HH furnishings in last 12 months	12,176	25.5%	116
Bought any small kitchen appliance in last 12 months	11,386	23.8%	106
Bought any large kitchen appliance in last 12 months	7,784	16.3%	115
Insurance (Adults/Households)			
Currently carry life insurance	48,242	52.2%	117
Carry medical/hospital/accident insurance	75,776	81.9%	110
Carry homeowner insurance	55,263	59.8%	126
Carry renter's insurance	8,179	8.8%	103
Have auto insurance: 1 vehicle in household covered	12,689	26.6%	87
Have auto insurance: 2 vehicles in household covered	16,734	35.0%	121
Have auto insurance: 3+ vehicles in household covered	13,556	28.4%	124
Pets (Households)			
Household owns any pet	27,783	58.1%	107
Household owns any cat	10,990	23.0%	100
Household owns any dog	21,380	44.7%	107
Psychographics (Adults)			
Buying American is important to me	36,419	39.4%	97
Usually buy items on credit rather than wait	13,176	14.2%	109
Usually buy based on quality - not price	17,825	19.3%	100
Price is usually more important than brand name	25,223	27.3%	98
Usually use coupons for brands I buy often	16,122	17.4%	97
Am interested in how to help the environment	16,028	17.3%	95
Usually pay more for environ safe product	13,065	14.1%	99
Usually value green products over convenience	9,310	10.1%	89
Likely to buy a brand that supports a charity	32,189	34.8%	100
Reading (Adults)			
Bought digital book in last 12 months	16,698	18.1%	136
Bought hardcover book in last 12 months	22,499	24.3%	122
Bought paperback book in last 12 month	31,785	34.4%	119
Read any daily newspaper (paper version)	21,421	23.2%	112
Read any digital newspaper in last 30 days	42,550	46.0%	122
Read any magazine (paper/electronic version) in last 6 months	87,045	94.1%	104

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 Ring: 5 mile radius

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Restaurants (Adults)			
Went to family restaurant/steak house in last 6 months	74,045	80.1%	106
Went to family restaurant/steak house: 4+ times a month	27,755	30.0%	112
Went to fast food/drive-in restaurant in last 6 months	84,607	91.5%	101
Went to fast food/drive-in restaurant 9+ times/mo	37,027	40.0%	101
Fast food/drive-in last 6 months: eat in	35,309	38.2%	104
Fast food/drive-in last 6 months: home delivery	7,269	7.9%	94
Fast food/drive-in last 6 months: take-out/drive-thru	45,246	48.9%	104
Fast food/drive-in last 6 months: take-out/walk-in	21,122	22.8%	108
Television & Electronics (Adults/Households)			
Own any tablet	51,583	55.8%	122
Own any e-reader	9,725	10.5%	142
Own e-reader/tablet: iPad	34,494	37.3%	140
HH has Internet connectable TV	15,371	32.2%	124
Own any portable MP3 player	24,516	26.5%	123
HH owns 1 TV	8,352	17.5%	83
HH owns 2 TVs	12,662	26.5%	98
HH owns 3 TVs	11,074	23.2%	110
HH owns 4+ TVs	10,764	22.5%	127
HH subscribes to cable TV	24,609	51.5%	115
HH subscribes to fiber optic	5,738	12.0%	151
HH owns portable GPS navigation device	14,687	30.7%	124
HH purchased video game system in last 12 mos	4,017	8.4%	99
HH owns any Internet video device for TV	12,740	26.7%	131
Travel (Adults)			
Domestic travel in last 12 months	60,292	65.2%	125
Took 3+ domestic non-business trips in last 12 months	15,136	16.4%	138
Spent on domestic vacations in last 12 months: <\$1,000	10,723	11.6%	107
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	7,453	8.1%	134
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	4,819	5.2%	132
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	5,152	5.6%	146
Spent on domestic vacations in last 12 months: \$3,000+	8,928	9.7%	154
Domestic travel in the 12 months: used general travel website	8,705	9.4%	136
Foreign travel in last 3 years	32,708	35.4%	134
Took 3+ foreign trips by plane in last 3 years	6,482	7.0%	146
Spent on foreign vacations in last 12 months: <\$1,000	5,634	6.1%	130
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	4,334	4.7%	124
Spent on foreign vacations in last 12 months: \$3,000+	8,275	8.9%	151
Foreign travel in last 3 years: used general travel website	8,004	8.7%	143
Nights spent in hotel/motel in last 12 months: any	51,373	55.6%	127
Took cruise of more than one day in last 3 years	10,563	11.4%	133
Member of any frequent flyer program	26,090	28.2%	162
Member of any hotel rewards program	22,886	24.7%	148

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