



Sports and Leisure Market Potential

4208 Bishop Lane, Louisville, KY, 40218
Oriental Garden
Ring: 1 mile radius

Prepared by Charlotte Hollkamp
Latitude: 38.20047
Longitude: -85.68667

Demographic Summary		2019	2024
Population		9,597	9,668
Population 18+		7,706	7,789
Households		4,502	4,526
Median Household Income		\$45,816	\$52,315
Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Participated in aerobics in last 12 months	587	7.6%	100
Participated in archery in last 12 months	202	2.6%	96
Participated in backpacking in last 12 months	261	3.4%	99
Participated in baseball in last 12 months	299	3.9%	97
Participated in basketball in last 12 months	559	7.3%	91
Participated in bicycling (mountain) in last 12 months	275	3.6%	85
Participated in bicycling (road) in last 12 months	711	9.2%	95
Participated in boating (power) in last 12 months	275	3.6%	76
Participated in bowling in last 12 months	538	7.0%	79
Participated in canoeing/kayaking in last 12 months	507	6.6%	96
Participated in fishing (fresh water) in last 12 months	767	10.0%	86
Participated in fishing (salt water) in last 12 months	257	3.3%	85
Participated in football in last 12 months	286	3.7%	79
Participated in Frisbee in last 12 months	296	3.8%	96
Participated in golf in last 12 months	573	7.4%	90
Participated in hiking in last 12 months	847	11.0%	89
Participated in horseback riding in last 12 months	135	1.8%	75
Participated in hunting with rifle in last 12 months	231	3.0%	71
Participated in hunting with shotgun in last 12 months	184	2.4%	71
Participated in ice skating in last 12 months	188	2.4%	85
Participated in jogging/running in last 12 months	776	10.1%	79
Participated in motorcycling in last 12 months	205	2.7%	87
Participated in Pilates in last 12 months	164	2.1%	86
Participated in ping pong in last 12 months	282	3.7%	94
Participated in skiing (downhill) in last 12 months	246	3.2%	115
Participated in soccer in last 12 months	329	4.3%	107
Participated in softball in last 12 months	205	2.7%	94
Participated in swimming in last 12 months	1,197	15.5%	95
Participated in target shooting in last 12 months	255	3.3%	76
Participated in tennis in last 12 months	283	3.7%	106
Participated in volleyball in last 12 months	236	3.1%	88
Participated in walking for exercise in last 12 months	1,931	25.1%	102
Participated in weight lifting in last 12 months	750	9.7%	94
Participated in yoga in last 12 months	649	8.4%	104
Participated in Zumba in last 12 months	233	3.0%	92
Spent on sports/rec equip in last 12 months: \$1-99	447	5.8%	95
Spent on sports/rec equip in last 12 months: \$100-\$249	475	6.2%	100
Spent on sports/rec equip in last 12 months: \$250+	560	7.3%	90
Attend sports events	1,203	15.6%	94
Attend sports events: baseball game - MLB reg seas	387	5.0%	90
Attend sports events: basketball game-NBA reg seas	112	1.5%	86
Attend sports events: football game (college)	217	2.8%	80
Attend sports events: high school sports	250	3.2%	96

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

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2019 and 2024.

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Listen to sports on radio	850	11.0%	100
Watch sports on TV	4,441	57.6%	100
Watch on TV: alpine skiing/ski jumping	260	3.4%	94
Watch on TV: auto racing (NASCAR)	722	9.4%	101
Watch on TV: auto racing (not NASCAR)	324	4.2%	105
Watch on TV: baseball (MLB regular season)	1,489	19.3%	99
Watch on TV: baseball (MLB playoffs/World Series)	1,379	17.9%	102
Watch on TV: basketball (college)	974	12.6%	94
Watch on TV: basketball (NCAA tournament)	1,003	13.0%	98
Watch on TV: basketball (NBA regular season)	1,066	13.8%	93
Watch on TV: basketball (NBA playoffs/finals)	1,234	16.0%	97
Watch on TV: basketball (WNBA)	253	3.3%	105
Watch on TV: bicycle racing	157	2.0%	93
Watch on TV: bowling	174	2.3%	117
Watch on TV: boxing	391	5.1%	82
Watch on TV: bull riding (pro)	243	3.2%	105
Watch on TV: Equestrian events	141	1.8%	84
Watch on TV: extreme sports (summer)	241	3.1%	91
Watch on TV: extreme sports (winter)	280	3.6%	95
Watch on TV: figure skating	518	6.7%	109
Watch on TV: fishing	370	4.8%	105
Watch on TV: football (college)	1,741	22.6%	96
Watch on TV: football (NFL Sunday/Monday/Thursday night games)	2,322	30.1%	94
Watch on TV: football (NFL weekend games)	2,193	28.5%	96
Watch on TV: football (NFL playoffs/Super Bowl)	2,436	31.6%	100
Watch on TV: golf (PGA)	909	11.8%	105
Watch on TV: golf (LPGA)	281	3.6%	105
Watch on TV: gymnastics	400	5.2%	86
Watch on TV: high school sports	331	4.3%	90
Watch on TV: horse racing (at track or OTB)	198	2.6%	101
Watch on TV: ice hockey (NHL regular season)	646	8.4%	104
Watch on TV: ice hockey (NHL playoffs/St Stanley Cup)	664	8.6%	108
Watch on TV: mixed martial arts (MMA)	301	3.9%	94
Watch on TV: motorcycle racing	193	2.5%	94
Watch on TV: Olympics (summer)	1,300	16.9%	99
Watch on TV: Olympics (winter)	1,071	13.9%	102
Watch on TV: rodeo	222	2.9%	96
Watch on TV: soccer (MLS)	316	4.1%	85
Watch on TV: soccer (World Cup)	464	6.0%	86
Watch on TV: tennis (men`s)	444	5.8%	97
Watch on TV: tennis (women`s)	432	5.6%	96
Watch on TV: track & field	288	3.7%	86
Watch on TV: volleyball (pro beach)	186	2.4%	80
Watch on TV: wrestling (WWE)	341	4.4%	97
Interest in sports: college basketball Super Fan	274	3.6%	89
Interest in sports: college football Super Fan	497	6.4%	86
Interest in sports: golf Super Fan	157	2.0%	110
Interest in sports: high school sports Super Fan	223	2.9%	93
Interest in sports: MLB Super Fan	345	4.5%	87
Interest in sports: NASCAR Super Fan	213	2.8%	102
Interest in sports: NBA Super Fan	416	5.4%	98
Interest in sports: NFL Super Fan	833	10.8%	93
Interest in sports: NHL Super Fan	213	2.8%	85
Interest in sports: soccer Super Fan	185	2.4%	87

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Member of AARP	1,055	13.7%	113
Member of charitable organization	313	4.1%	94
Member of church board	189	2.5%	94
Member of fraternal order	183	2.4%	106
Member of religious club	281	3.6%	107
Member of union	274	3.6%	95
Member of veterans club	194	2.5%	101
Attended adult education course in last 12 months	590	7.7%	95
Went to art gallery in last 12 months	782	10.1%	128
Attended auto show in last 12 months	468	6.1%	99
Did baking in last 12 months	1,799	23.3%	104
Barbecued in last 12 months	2,018	26.2%	94
Went to bar/night club in last 12 months	1,308	17.0%	98
Went to beach in last 12 months	2,214	28.7%	99
Played billiards/pool in last 12 months	536	7.0%	105
Played bingo in last 12 months	354	4.6%	104
Did birdwatching in last 12 months	368	4.8%	106
Played board game in last 12 months	1,259	16.3%	104
Read book in last 12 months	2,632	34.2%	107
Participated in book club in last 12 months	270	3.5%	117
Went on overnight camping trip in last 12 months	838	10.9%	88
Played cards in last 12 months	1,275	16.5%	101
Played chess in last 12 months	239	3.1%	87
Played computer game (offline w/software)/12 months	553	7.2%	99
Played computer game (online w/o software)/12 months	1,000	13.0%	110
Cooked for fun in last 12 months	1,657	21.5%	109
Did crossword puzzle in last 12 months	925	12.0%	124
Danced/went dancing in last 12 months	517	6.7%	93
Attended dance performance in last 12 months	346	4.5%	100
Dined out in last 12 months	4,123	53.5%	103
Participated in fantasy sports league last 12 months	340	4.4%	95
Participated in tailgating in last 12 months	329	4.3%	97
Did furniture refinishing in last 12 months	334	4.3%	107
Gambled at casino in last 12 months	1,043	13.5%	102
Gambled in Las Vegas in last 12 months	224	2.9%	82
Participate in indoor gardening/plant care	805	10.4%	117
Attended horse races in last 12 months	163	2.1%	87
Participated in karaoke in last 12 months	290	3.8%	99
Bought lottery ticket in last 12 months	2,579	33.5%	96
Played lottery 6+ times in last 30 days	763	9.9%	96
Bought lottery ticket in last 12 months: Daily Drawing	245	3.2%	102
Bought lottery ticket in last 12 months: Instant Game	1,376	17.9%	99
Bought lottery ticket in last 12 months: Mega Millions	1,115	14.5%	89
Bought lottery ticket in last 12 months: Powerball	1,503	19.5%	94
Attended a movie in last 6 months	4,432	57.5%	98
Attended movie in last 90 days: once/week or more	158	2.1%	86
Attended movie in last 90 days: 2-3 times a month	536	7.0%	113
Attended movie in last 90 days: once a month	684	8.9%	93
Attended movie in last 90 days: < once a month	2,671	34.7%	98
Movie genre seen at theater/6 months: action	2,183	28.3%	98

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Movie genre seen at theater/6 months: adventure	2,415	31.3%	97
Movie genre seen at theater/6 months: comedy	1,943	25.2%	100
Movie genre seen at theater/6 months: crime	799	10.4%	96
Movie genre seen at theater/6 months: drama	1,883	24.4%	104
Movie genre seen at theater/6 months: family	963	12.5%	104
Movie genre seen at theater/6 months: fantasy	1,305	16.9%	99
Movie genre seen at theater/6 months: horror	508	6.6%	89
Movie genre seen at theater/6 months: romance	451	5.9%	96
Movie genre seen at theater/6 months: science fiction	1,386	18.0%	102
Movie genre seen at theater/6 months: thriller	974	12.6%	98
Went to museum in last 12 months	1,069	13.9%	101
Attended classical music/opera performance/12 months	393	5.1%	131
Attended country music performance in last 12 months	424	5.5%	86
Attended rock music performance in last 12 months	725	9.4%	98
Played musical instrument in last 12 months	659	8.6%	108
Did painting/drawing in last 12 months	691	9.0%	114
Did photo album/scrapbooking in last 12 months	358	4.6%	105
Did photography in last 12 months	720	9.3%	95
Did Sudoku puzzle in last 12 months	562	7.3%	92
Went to live theater in last 12 months	950	12.3%	112
Visited a theme park in last 12 months	1,270	16.5%	87
Visited a theme park 5+ times in last 12 months	300	3.9%	98
Participated in trivia games in last 12 months	514	6.7%	101
Played video/electronic game (console) last 12 months	703	9.1%	103
Played video/electronic game (portable) last 12 months	351	4.6%	97
Visited an indoor water park in last 12 months	251	3.3%	93
Did woodworking in last 12 months	354	4.6%	92
Participated in word games in last 12 months	898	11.7%	113
Went to zoo in last 12 months	866	11.2%	91
Purchased DVD/Blu-ray disc online in last 12 months	479	6.2%	100
Rented DVDs in last 30 days: 1	212	2.8%	88
Rented DVDs in last 30 days: 2	249	3.2%	103
Rented DVDs in last 30 days: 3+	582	7.6%	97
Rented movie/oth video/30 days: action/adventure	1,566	20.3%	99
Rented movie/oth video/30 days: classics	526	6.8%	112
Rented movie/oth video/30 days: comedy	1,464	19.0%	98
Rented movie/oth video/30 days: drama	1,098	14.2%	102
Rented movie/oth video/30 days: family/children	629	8.2%	84
Rented movie/oth video/30 days: foreign	203	2.6%	110
Rented movie/oth video/30 days: horror	558	7.2%	106
Rented movie/oth video/30 days: musical	261	3.4%	118
Rented movie/oth video/30 days: news/documentary	327	4.2%	110
Rented movie/oth video/30 days: romance	605	7.9%	108
Rented movie/oth video/30 days: science fiction	580	7.5%	103
Rented movie/oth video/30 days: TV show	630	8.2%	105
Rented movie/oth video/30 days: western	282	3.7%	128

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Rented/purch DVD/Blu-ray/30 days: from amazon.com	632	8.2%	100
Rented DVD/Blu-ray/30 days: from netflix.com	1,061	13.8%	106
Rented/purch DVD/Blu-ray/30 days: from Redbox	1,124	14.6%	96
HH owns ATV/UTV	206	4.6%	75
Bought any children`s toy/game in last 12 months	2,286	29.7%	92
Spent on toys/games for child last 12 months: <\$50	389	5.0%	89
Spent on toys/games for child last 12 months: \$50-99	185	2.4%	99
Spent on toys/games for child last 12 months: \$100-199	413	5.4%	93
Spent on toys/games for child last 12 months: \$200-499	636	8.3%	90
Spent on toys/games for child last 12 months: \$500+	337	4.4%	92
Bought any toys/games online in last 12 months	723	9.4%	91
Bought infant toy in last 12 months	430	5.6%	88
Bought pre-school toy in last 12 months	485	6.3%	89
Bought for child last 12 months: boy action figure	476	6.2%	85
Bought for child last 12 months: girl action figure	266	3.5%	95
Bought for child last 12 months: action game	177	2.3%	76
Bought for child last 12 months: bicycle	382	5.0%	85
Bought for child last 12 months: board game	817	10.6%	89
Bought for child last 12 months: builder set	390	5.1%	101
Bought for child last 12 months: car	520	6.7%	86
Bought for child last 12 months: construction toy	360	4.7%	82
Bought for child last 12 months: fashion doll	300	3.9%	92
Bought for child last 12 months: large/baby doll	446	5.8%	84
Bought for child last 12 months: doll accessories	282	3.7%	92
Bought for child last 12 months: doll clothing	276	3.6%	88
Bought for child last 12 months: educational toy	840	10.9%	95
Bought for child last 12 months: electronic doll/animal	176	2.3%	86
Bought for child last 12 months: electronic game	385	5.0%	86
Bought for child last 12 months: mechanical toy	277	3.6%	85
Bought for child last 12 months: model kit/set	209	2.7%	90
Bought for child last 12 months: plush doll/animal	593	7.7%	91
Bought for child last 12 months: sound game	137	1.8%	105
Bought for child last 12 months: water toy	682	8.9%	98
Bought for child last 12 months: word game	222	2.9%	112

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Bought digital book in last 12 months	984	12.8%	99
Bought hardcover book in last 12 months	1,652	21.4%	107
Bought paperback book in last 12 months	2,355	30.6%	107
Bought 1-3 books in last 12 months	1,520	19.7%	99
Bought 4-6 books in last 12 months	776	10.1%	102
Bought 7+ books in last 12 months	1,262	16.4%	109
Bought book (fiction) in last 12 months	1,999	25.9%	106
Bought book (non-fiction) in last 12 months	1,791	23.2%	105
Bought biography in last 12 months	589	7.6%	112
Bought children`s book in last 12 months	736	9.6%	99
Bought cookbook in last 12 months	523	6.8%	101
Bought history book in last 12 months	781	10.1%	113
Bought mystery book in last 12 months	929	12.1%	114
Bought novel in last 12 months	1,132	14.7%	110
Bought religious book (not bible) in last 12 months	442	5.7%	95
Bought romance book in last 12 months	414	5.4%	96
Bought science fiction book in last 12 months	489	6.3%	114
Bought personal/business self-help book last 12 months	455	5.9%	94
Bought travel book in last 12 months	172	2.2%	99
Bought book online in last 12 months	1,494	19.4%	95
Bought book last 12 months: amazon.com	1,576	20.5%	102
Bought book last 12 months: barnes&noble.com	184	2.4%	102
Bought book last 12 months: Barnes & Noble book store	936	12.1%	94
Bought book last 12 months: other book store (not B&N)	882	11.4%	117
Bought book last 12 months: mail order	102	1.3%	72
Listened to/purchased audiobook in last 6 months	487	6.3%	105

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Demographic Summary		2019	2024
Population		93,687	94,616
Population 18+		74,753	75,591
Households		40,762	41,120
Median Household Income		\$52,057	\$59,456
Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Participated in aerobics in last 12 months	5,889	7.9%	103
Participated in archery in last 12 months	1,748	2.3%	86
Participated in backpacking in last 12 months	2,659	3.6%	104
Participated in baseball in last 12 months	2,992	4.0%	100
Participated in basketball in last 12 months	5,984	8.0%	100
Participated in bicycling (mountain) in last 12 months	2,881	3.9%	92
Participated in bicycling (road) in last 12 months	7,445	10.0%	103
Participated in boating (power) in last 12 months	3,213	4.3%	91
Participated in bowling in last 12 months	6,378	8.5%	97
Participated in canoeing/kayaking in last 12 months	5,346	7.2%	105
Participated in fishing (fresh water) in last 12 months	8,047	10.8%	93
Participated in fishing (salt water) in last 12 months	2,578	3.4%	88
Participated in football in last 12 months	3,059	4.1%	87
Participated in Frisbee in last 12 months	2,862	3.8%	96
Participated in golf in last 12 months	6,085	8.1%	98
Participated in hiking in last 12 months	9,030	12.1%	98
Participated in horseback riding in last 12 months	1,672	2.2%	96
Participated in hunting with rifle in last 12 months	2,348	3.1%	74
Participated in hunting with shotgun in last 12 months	1,901	2.5%	76
Participated in ice skating in last 12 months	2,055	2.7%	96
Participated in jogging/running in last 12 months	9,188	12.3%	96
Participated in motorcycling in last 12 months	2,050	2.7%	90
Participated in Pilates in last 12 months	1,925	2.6%	104
Participated in ping pong in last 12 months	2,721	3.6%	93
Participated in skiing (downhill) in last 12 months	2,253	3.0%	109
Participated in soccer in last 12 months	2,666	3.6%	89
Participated in softball in last 12 months	2,033	2.7%	96
Participated in swimming in last 12 months	12,045	16.1%	99
Participated in target shooting in last 12 months	2,742	3.7%	84
Participated in tennis in last 12 months	2,561	3.4%	99
Participated in volleyball in last 12 months	2,470	3.3%	95
Participated in walking for exercise in last 12 months	18,238	24.4%	99
Participated in weight lifting in last 12 months	7,465	10.0%	96
Participated in yoga in last 12 months	6,367	8.5%	105
Participated in Zumba in last 12 months	2,569	3.4%	105
Spent on sports/rec equip in last 12 months: \$1-99	4,519	6.0%	99
Spent on sports/rec equip in last 12 months: \$100-\$249	4,441	5.9%	97
Spent on sports/rec equip in last 12 months: \$250+	5,665	7.6%	94
Attend sports events	12,372	16.6%	99
Attend sports events: baseball game - MLB reg seas	4,191	5.6%	100
Attend sports events: basketball game-NBA reg seas	1,148	1.5%	91
Attend sports events: football game (college)	2,483	3.3%	94
Attend sports events: high school sports	2,220	3.0%	88

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Listen to sports on radio	8,264	11.1%	101
Watch sports on TV	43,111	57.7%	100
Watch on TV: alpine skiing/ski jumping	2,608	3.5%	98
Watch on TV: auto racing (NASCAR)	6,818	9.1%	98
Watch on TV: auto racing (not NASCAR)	3,212	4.3%	107
Watch on TV: baseball (MLB regular season)	14,724	19.7%	101
Watch on TV: baseball (MLB playoffs/World Series)	13,373	17.9%	102
Watch on TV: basketball (college)	10,402	13.9%	103
Watch on TV: basketball (NCAA tournament)	10,765	14.4%	108
Watch on TV: basketball (NBA regular season)	10,957	14.7%	99
Watch on TV: basketball (NBA playoffs/finals)	12,877	17.2%	105
Watch on TV: basketball (WNBA)	2,653	3.5%	113
Watch on TV: bicycle racing	1,574	2.1%	97
Watch on TV: bowling	1,515	2.0%	105
Watch on TV: boxing	4,354	5.8%	94
Watch on TV: bull riding (pro)	2,119	2.8%	94
Watch on TV: Equestrian events	1,679	2.2%	103
Watch on TV: extreme sports (summer)	2,494	3.3%	97
Watch on TV: extreme sports (winter)	2,917	3.9%	102
Watch on TV: figure skating	4,671	6.2%	101
Watch on TV: fishing	3,423	4.6%	100
Watch on TV: football (college)	18,034	24.1%	102
Watch on TV: football (NFL Sunday/Monday/Thursday night games)	24,339	32.6%	101
Watch on TV: football (NFL weekend games)	22,545	30.2%	101
Watch on TV: football (NFL playoffs/Super Bowl)	24,683	33.0%	104
Watch on TV: golf (PGA)	8,519	11.4%	101
Watch on TV: golf (LPGA)	2,485	3.3%	95
Watch on TV: gymnastics	4,492	6.0%	100
Watch on TV: high school sports	3,716	5.0%	104
Watch on TV: horse racing (at track or OTB)	2,023	2.7%	106
Watch on TV: ice hockey (NHL regular season)	6,197	8.3%	103
Watch on TV: ice hockey (NHL playoffs/Stanley Cup)	6,254	8.4%	105
Watch on TV: mixed martial arts (MMA)	3,017	4.0%	97
Watch on TV: motorcycle racing	1,999	2.7%	100
Watch on TV: Olympics (summer)	12,729	17.0%	100
Watch on TV: Olympics (winter)	10,299	13.8%	101
Watch on TV: rodeo	2,027	2.7%	90
Watch on TV: soccer (MLS)	3,092	4.1%	86
Watch on TV: soccer (World Cup)	4,284	5.7%	82
Watch on TV: tennis (men`s)	3,835	5.1%	87
Watch on TV: tennis (women`s)	3,921	5.2%	90
Watch on TV: track & field	3,222	4.3%	99
Watch on TV: volleyball (pro beach)	2,190	2.9%	97
Watch on TV: wrestling (WWE)	3,071	4.1%	90
Interest in sports: college basketball Super Fan	3,055	4.1%	102
Interest in sports: college football Super Fan	5,419	7.2%	96
Interest in sports: golf Super Fan	1,349	1.8%	97
Interest in sports: high school sports Super Fan	1,942	2.6%	84
Interest in sports: MLB Super Fan	3,501	4.7%	91
Interest in sports: NASCAR Super Fan	1,944	2.6%	96
Interest in sports: NBA Super Fan	3,878	5.2%	94
Interest in sports: NFL Super Fan	8,977	12.0%	104
Interest in sports: NHL Super Fan	2,165	2.9%	89
Interest in sports: soccer Super Fan	1,581	2.1%	77

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December 31, 2019



Sports and Leisure Market Potential

4208 Bishop Lane, Louisville, KY, 40218
Oriental Garden
Ring: 3 mile radius

Prepared by Charlotte Hollkamp
Latitude: 38.20047
Longitude: -85.68667

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Member of AARP	9,047	12.1%	100
Member of charitable organization	3,494	4.7%	108
Member of church board	2,171	2.9%	112
Member of fraternal order	1,738	2.3%	104
Member of religious club	2,483	3.3%	97
Member of union	2,640	3.5%	94
Member of veterans club	1,879	2.5%	100
Attended adult education course in last 12 months	6,229	8.3%	104
Went to art gallery in last 12 months	6,312	8.4%	107
Attended auto show in last 12 months	4,718	6.3%	103
Did baking in last 12 months	16,916	22.6%	101
Barbecued in last 12 months	19,897	26.6%	96
Went to bar/night club in last 12 months	13,610	18.2%	106
Went to beach in last 12 months	20,883	27.9%	96
Played billiards/pool in last 12 months	5,023	6.7%	101
Played bingo in last 12 months	3,395	4.5%	102
Did birdwatching in last 12 months	3,509	4.7%	105
Played board game in last 12 months	11,769	15.7%	100
Read book in last 12 months	24,943	33.4%	104
Participated in book club in last 12 months	2,618	3.5%	117
Went on overnight camping trip in last 12 months	8,861	11.9%	95
Played cards in last 12 months	12,549	16.8%	103
Played chess in last 12 months	2,593	3.5%	97
Played computer game (offline w/software)/12 months	5,027	6.7%	92
Played computer game (online w/o software)/12 months	8,748	11.7%	100
Cooked for fun in last 12 months	15,526	20.8%	105
Did crossword puzzle in last 12 months	7,847	10.5%	108
Danced/went dancing in last 12 months	5,067	6.8%	94
Attended dance performance in last 12 months	3,199	4.3%	96
Dined out in last 12 months	38,987	52.2%	100
Participated in fantasy sports league last 12 months	3,797	5.1%	110
Participated in tailgating in last 12 months	3,435	4.6%	104
Did furniture refinishing in last 12 months	3,062	4.1%	101
Gambled at casino in last 12 months	10,083	13.5%	102
Gambled in Las Vegas in last 12 months	2,238	3.0%	85
Participate in indoor gardening/plant care	6,966	9.3%	104
Attended horse races in last 12 months	1,858	2.5%	102
Participated in karaoke in last 12 months	2,813	3.8%	99
Bought lottery ticket in last 12 months	26,000	34.8%	99
Played lottery 6+ times in last 30 days	7,804	10.4%	102
Bought lottery ticket in last 12 months: Daily Drawing	2,488	3.3%	107
Bought lottery ticket in last 12 months: Instant Game	13,646	18.3%	101
Bought lottery ticket in last 12 months: Mega Millions	11,255	15.1%	93
Bought lottery ticket in last 12 months: Powerball	15,022	20.1%	97
Attended a movie in last 6 months	43,841	58.6%	100
Attended movie in last 90 days: once/week or more	1,531	2.0%	86
Attended movie in last 90 days: 2-3 times a month	4,295	5.7%	94
Attended movie in last 90 days: once a month	7,051	9.4%	99
Attended movie in last 90 days: < once a month	27,191	36.4%	103
Movie genre seen at theater/6 months: action	21,614	28.9%	100

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December 31, 2019



Sports and Leisure Market Potential

4208 Bishop Lane, Louisville, KY, 40218
Oriental Garden
Ring: 3 mile radius

Prepared by Charlotte Hollkamp
Latitude: 38.20047
Longitude: -85.68667

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Movie genre seen at theater/6 months: adventure	23,496	31.4%	98
Movie genre seen at theater/6 months: comedy	18,401	24.6%	98
Movie genre seen at theater/6 months: crime	8,240	11.0%	102
Movie genre seen at theater/6 months: drama	18,310	24.5%	104
Movie genre seen at theater/6 months: family	9,138	12.2%	101
Movie genre seen at theater/6 months: fantasy	12,824	17.2%	101
Movie genre seen at theater/6 months: horror	5,783	7.7%	104
Movie genre seen at theater/6 months: romance	4,548	6.1%	99
Movie genre seen at theater/6 months: science fiction	13,098	17.5%	99
Movie genre seen at theater/6 months: thriller	9,402	12.6%	98
Went to museum in last 12 months	10,597	14.2%	103
Attended classical music/opera performance/12 months	3,496	4.7%	120
Attended country music performance in last 12 months	4,665	6.2%	98
Attended rock music performance in last 12 months	7,642	10.2%	107
Played musical instrument in last 12 months	5,756	7.7%	97
Did painting/drawing in last 12 months	6,588	8.8%	112
Did photo album/scrapbooking in last 12 months	3,244	4.3%	98
Did photography in last 12 months	7,096	9.5%	97
Did Sudoku puzzle in last 12 months	5,626	7.5%	95
Went to live theater in last 12 months	8,619	11.5%	105
Visited a theme park in last 12 months	12,553	16.8%	89
Visited a theme park 5+ times in last 12 months	2,460	3.3%	83
Participated in trivia games in last 12 months	5,316	7.1%	107
Played video/electronic game (console) last 12 months	7,198	9.6%	109
Played video/electronic game (portable) last 12 months	3,660	4.9%	105
Visited an indoor water park in last 12 months	2,298	3.1%	88
Did woodworking in last 12 months	3,865	5.2%	104
Participated in word games in last 12 months	7,989	10.7%	103
Went to zoo in last 12 months	9,378	12.5%	102
Purchased DVD/Blu-ray disc online in last 12 months	4,867	6.5%	105
Rented DVDs in last 30 days: 1	2,260	3.0%	97
Rented DVDs in last 30 days: 2	2,108	2.8%	90
Rented DVDs in last 30 days: 3+	5,916	7.9%	101
Rented movie/oth video/30 days: action/adventure	15,767	21.1%	102
Rented movie/oth video/30 days: classics	4,450	6.0%	98
Rented movie/oth video/30 days: comedy	14,782	19.8%	102
Rented movie/oth video/30 days: drama	10,684	14.3%	102
Rented movie/oth video/30 days: family/children	6,473	8.7%	89
Rented movie/oth video/30 days: foreign	1,751	2.3%	98
Rented movie/oth video/30 days: horror	5,319	7.1%	104
Rented movie/oth video/30 days: musical	2,264	3.0%	105
Rented movie/oth video/30 days: news/documentary	3,025	4.0%	104
Rented movie/oth video/30 days: romance	5,821	7.8%	107
Rented movie/oth video/30 days: science fiction	5,630	7.5%	103
Rented movie/oth video/30 days: TV show	5,981	8.0%	102
Rented movie/oth video/30 days: western	2,301	3.1%	107

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Sports and Leisure Market Potential

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Oriental Garden
Ring: 3 mile radius

Prepared by Charlotte Hollkamp
Latitude: 38.20047
Longitude: -85.68667

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Rented/purch DVD/Blu-ray/30 days: from amazon.com	6,107	8.2%	100
Rented DVD/Blu-ray/30 days: from netflix.com	9,913	13.3%	102
Rented/purch DVD/Blu-ray/30 days: from Redbox	11,515	15.4%	102
HH owns ATV/UTV	1,665	4.1%	67
Bought any children`s toy/game in last 12 months	22,723	30.4%	94
Spent on toys/games for child last 12 months: <\$50	3,921	5.2%	93
Spent on toys/games for child last 12 months: \$50-99	1,901	2.5%	104
Spent on toys/games for child last 12 months: \$100-199	4,106	5.5%	95
Spent on toys/games for child last 12 months: \$200-499	6,184	8.3%	90
Spent on toys/games for child last 12 months: \$500+	3,316	4.4%	93
Bought any toys/games online in last 12 months	7,202	9.6%	93
Bought infant toy in last 12 months	4,381	5.9%	93
Bought pre-school toy in last 12 months	4,995	6.7%	95
Bought for child last 12 months: boy action figure	5,414	7.2%	100
Bought for child last 12 months: girl action figure	2,710	3.6%	100
Bought for child last 12 months: action game	2,163	2.9%	96
Bought for child last 12 months: bicycle	4,076	5.5%	94
Bought for child last 12 months: board game	8,455	11.3%	95
Bought for child last 12 months: builder set	3,796	5.1%	101
Bought for child last 12 months: car	5,336	7.1%	91
Bought for child last 12 months: construction toy	3,893	5.2%	91
Bought for child last 12 months: fashion doll	3,120	4.2%	99
Bought for child last 12 months: large/baby doll	4,597	6.1%	89
Bought for child last 12 months: doll accessories	2,747	3.7%	92
Bought for child last 12 months: doll clothing	2,889	3.9%	95
Bought for child last 12 months: educational toy	8,501	11.4%	99
Bought for child last 12 months: electronic doll/animal	1,909	2.6%	96
Bought for child last 12 months: electronic game	3,650	4.9%	84
Bought for child last 12 months: mechanical toy	2,681	3.6%	85
Bought for child last 12 months: model kit/set	2,269	3.0%	101
Bought for child last 12 months: plush doll/animal	6,076	8.1%	97
Bought for child last 12 months: sound game	1,393	1.9%	110
Bought for child last 12 months: water toy	6,678	8.9%	99
Bought for child last 12 months: word game	1,740	2.3%	91

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December 31, 2019



Sports and Leisure Market Potential

4208 Bishop Lane, Louisville, KY, 40218
Oriental Garden
Ring: 3 mile radius

Prepared by Charlotte Hollkamp
Latitude: 38.20047
Longitude: -85.68667

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Bought digital book in last 12 months	9,255	12.4%	96
Bought hardcover book in last 12 months	15,498	20.7%	104
Bought paperback book in last 12 months	21,713	29.0%	102
Bought 1-3 books in last 12 months	14,274	19.1%	95
Bought 4-6 books in last 12 months	7,757	10.4%	105
Bought 7+ books in last 12 months	11,264	15.1%	101
Bought book (fiction) in last 12 months	18,120	24.2%	99
Bought book (non-fiction) in last 12 months	16,556	22.1%	100
Bought biography in last 12 months	5,116	6.8%	100
Bought children`s book in last 12 months	6,566	8.8%	91
Bought cookbook in last 12 months	5,234	7.0%	105
Bought history book in last 12 months	6,585	8.8%	98
Bought mystery book in last 12 months	8,819	11.8%	111
Bought novel in last 12 months	10,023	13.4%	101
Bought religious book (not bible) in last 12 months	4,544	6.1%	101
Bought romance book in last 12 months	4,511	6.0%	108
Bought science fiction book in last 12 months	4,262	5.7%	102
Bought personal/business self-help book last 12 months	4,368	5.8%	93
Bought travel book in last 12 months	1,624	2.2%	97
Bought book online in last 12 months	14,829	19.8%	97
Bought book last 12 months: amazon.com	14,818	19.8%	99
Bought book last 12 months: barnes&noble.com	1,664	2.2%	95
Bought book last 12 months: Barnes & Noble book store	9,285	12.4%	96
Bought book last 12 months: other book store (not B&N)	7,638	10.2%	104
Bought book last 12 months: mail order	1,115	1.5%	81
Listened to/purchased audiobook in last 6 months	4,437	5.9%	99

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December 31, 2019



Sports and Leisure Market Potential

4208 Bishop Lane, Louisville, KY, 40218
Oriental Garden
Ring: 5 mile radius

Prepared by Charlotte Hollkamp
Latitude: 38.20047
Longitude: -85.68667

Demographic Summary		2019	2024
Population		260,724	266,936
Population 18+		210,777	216,056
Households		116,614	119,439
Median Household Income		\$50,538	\$57,615
Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Participated in aerobics in last 12 months	16,999	8.1%	106
Participated in archery in last 12 months	5,117	2.4%	89
Participated in backpacking in last 12 months	8,280	3.9%	115
Participated in baseball in last 12 months	8,901	4.2%	106
Participated in basketball in last 12 months	17,947	8.5%	106
Participated in bicycling (mountain) in last 12 months	8,664	4.1%	98
Participated in bicycling (road) in last 12 months	21,095	10.0%	103
Participated in boating (power) in last 12 months	9,593	4.6%	97
Participated in bowling in last 12 months	19,445	9.2%	105
Participated in canoeing/kayaking in last 12 months	15,279	7.2%	106
Participated in fishing (fresh water) in last 12 months	24,253	11.5%	99
Participated in fishing (salt water) in last 12 months	7,913	3.8%	96
Participated in football in last 12 months	9,998	4.7%	101
Participated in Frisbee in last 12 months	9,134	4.3%	109
Participated in golf in last 12 months	17,694	8.4%	101
Participated in hiking in last 12 months	26,000	12.3%	100
Participated in horseback riding in last 12 months	4,810	2.3%	98
Participated in hunting with rifle in last 12 months	7,085	3.4%	79
Participated in hunting with shotgun in last 12 months	5,645	2.7%	80
Participated in ice skating in last 12 months	6,161	2.9%	102
Participated in jogging/running in last 12 months	27,519	13.1%	102
Participated in motorcycling in last 12 months	6,213	2.9%	96
Participated in Pilates in last 12 months	5,543	2.6%	106
Participated in ping pong in last 12 months	8,078	3.8%	98
Participated in skiing (downhill) in last 12 months	6,570	3.1%	113
Participated in soccer in last 12 months	8,582	4.1%	102
Participated in softball in last 12 months	5,851	2.8%	98
Participated in swimming in last 12 months	34,564	16.4%	101
Participated in target shooting in last 12 months	8,298	3.9%	90
Participated in tennis in last 12 months	7,886	3.7%	108
Participated in volleyball in last 12 months	7,220	3.4%	98
Participated in walking for exercise in last 12 months	50,803	24.1%	98
Participated in weight lifting in last 12 months	22,016	10.4%	101
Participated in yoga in last 12 months	18,129	8.6%	106
Participated in Zumba in last 12 months	7,408	3.5%	107
Spent on sports/rec equip in last 12 months: \$1-99	13,192	6.3%	103
Spent on sports/rec equip in last 12 months: \$100-\$249	12,462	5.9%	96
Spent on sports/rec equip in last 12 months: \$250+	15,887	7.5%	93
Attend sports events	35,110	16.7%	100
Attend sports events: baseball game - MLB reg seas	12,168	5.8%	103
Attend sports events: basketball game-NBA reg seas	3,204	1.5%	90
Attend sports events: football game (college)	7,117	3.4%	96
Attend sports events: high school sports	6,606	3.1%	93

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Sports and Leisure Market Potential

4208 Bishop Lane, Louisville, KY, 40218
Oriental Garden
Ring: 5 mile radius

Prepared by Charlotte Hollkamp
Latitude: 38.20047
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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Listen to sports on radio	23,110	11.0%	100
Watch sports on TV	121,119	57.5%	100
Watch on TV: alpine skiing/ski jumping	7,582	3.6%	101
Watch on TV: auto racing (NASCAR)	19,796	9.4%	101
Watch on TV: auto racing (not NASCAR)	8,989	4.3%	106
Watch on TV: baseball (MLB regular season)	40,539	19.2%	98
Watch on TV: baseball (MLB playoffs/World Series)	36,590	17.4%	99
Watch on TV: basketball (college)	29,228	13.9%	103
Watch on TV: basketball (NCAA tournament)	29,545	14.0%	105
Watch on TV: basketball (NBA regular season)	31,360	14.9%	100
Watch on TV: basketball (NBA playoffs/finals)	35,889	17.0%	103
Watch on TV: basketball (WNBA)	7,260	3.4%	110
Watch on TV: bicycle racing	4,688	2.2%	102
Watch on TV: bowling	4,419	2.1%	109
Watch on TV: boxing	12,826	6.1%	98
Watch on TV: bull riding (pro)	6,219	3.0%	98
Watch on TV: Equestrian events	4,903	2.3%	107
Watch on TV: extreme sports (summer)	7,432	3.5%	102
Watch on TV: extreme sports (winter)	8,365	4.0%	104
Watch on TV: figure skating	13,377	6.3%	103
Watch on TV: fishing	10,044	4.8%	104
Watch on TV: football (college)	50,835	24.1%	102
Watch on TV: football (NFL Sunday/Monday/Thursday night games)	68,572	32.5%	101
Watch on TV: football (NFL weekend games)	63,707	30.2%	101
Watch on TV: football (NFL playoffs/Super Bowl)	68,831	32.7%	103
Watch on TV: golf (PGA)	24,748	11.7%	105
Watch on TV: golf (LPGA)	7,671	3.6%	104
Watch on TV: gymnastics	12,901	6.1%	102
Watch on TV: high school sports	10,342	4.9%	102
Watch on TV: horse racing (at track or OTB)	5,644	2.7%	105
Watch on TV: ice hockey (NHL regular season)	18,089	8.6%	106
Watch on TV: ice hockey (NHL playoffs/Stanley Cup)	17,611	8.4%	105
Watch on TV: mixed martial arts (MMA)	8,854	4.2%	101
Watch on TV: motorcycle racing	5,778	2.7%	102
Watch on TV: Olympics (summer)	35,353	16.8%	98
Watch on TV: Olympics (winter)	28,745	13.6%	100
Watch on TV: rodeo	6,178	2.9%	97
Watch on TV: soccer (MLS)	9,262	4.4%	91
Watch on TV: soccer (World Cup)	12,979	6.2%	88
Watch on TV: tennis (men`s)	11,349	5.4%	91
Watch on TV: tennis (women`s)	11,008	5.2%	90
Watch on TV: track & field	9,270	4.4%	101
Watch on TV: volleyball (pro beach)	6,399	3.0%	100
Watch on TV: wrestling (WWE)	9,448	4.5%	98
Interest in sports: college basketball Super Fan	8,138	3.9%	96
Interest in sports: college football Super Fan	15,180	7.2%	96
Interest in sports: golf Super Fan	4,063	1.9%	104
Interest in sports: high school sports Super Fan	5,421	2.6%	83
Interest in sports: MLB Super Fan	9,750	4.6%	90
Interest in sports: NASCAR Super Fan	5,552	2.6%	97
Interest in sports: NBA Super Fan	11,090	5.3%	95
Interest in sports: NFL Super Fan	25,180	11.9%	103
Interest in sports: NHL Super Fan	6,183	2.9%	90
Interest in sports: soccer Super Fan	4,760	2.3%	82

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December 31, 2019



Sports and Leisure Market Potential

4208 Bishop Lane, Louisville, KY, 40218
Oriental Garden
Ring: 5 mile radius

Prepared by Charlotte Hollkamp
Latitude: 38.20047
Longitude: -85.68667

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Member of AARP	24,891	11.8%	98
Member of charitable organization	10,309	4.9%	113
Member of church board	6,015	2.9%	110
Member of fraternal order	5,029	2.4%	106
Member of religious club	6,850	3.2%	95
Member of union	7,758	3.7%	98
Member of veterans club	5,379	2.6%	102
Attended adult education course in last 12 months	17,162	8.1%	101
Went to art gallery in last 12 months	17,802	8.4%	107
Attended auto show in last 12 months	13,337	6.3%	104
Did baking in last 12 months	48,114	22.8%	101
Barbecued in last 12 months	55,799	26.5%	95
Went to bar/night club in last 12 months	38,995	18.5%	107
Went to beach in last 12 months	58,302	27.7%	95
Played billiards/pool in last 12 months	15,064	7.1%	108
Played bingo in last 12 months	9,823	4.7%	105
Did birdwatching in last 12 months	9,915	4.7%	105
Played board game in last 12 months	33,326	15.8%	101
Read book in last 12 months	69,217	32.8%	102
Participated in book club in last 12 months	7,240	3.4%	114
Went on overnight camping trip in last 12 months	25,727	12.2%	98
Played cards in last 12 months	36,013	17.1%	105
Played chess in last 12 months	7,739	3.7%	103
Played computer game (offline w/software)/12 months	14,690	7.0%	96
Played computer game (online w/o software)/12 months	24,708	11.7%	100
Cooked for fun in last 12 months	43,379	20.6%	104
Did crossword puzzle in last 12 months	21,647	10.3%	106
Danced/went dancing in last 12 months	14,702	7.0%	97
Attended dance performance in last 12 months	9,396	4.5%	100
Dined out in last 12 months	108,690	51.6%	99
Participated in fantasy sports league last 12 months	10,602	5.0%	108
Participated in tailgating in last 12 months	9,886	4.7%	106
Did furniture refinishing in last 12 months	8,437	4.0%	99
Gambled at casino in last 12 months	28,393	13.5%	102
Gambled in Las Vegas in last 12 months	6,745	3.2%	90
Participate in indoor gardening/plant care	19,120	9.1%	102
Attended horse races in last 12 months	5,359	2.5%	105
Participated in karaoke in last 12 months	8,260	3.9%	103
Bought lottery ticket in last 12 months	73,491	34.9%	100
Played lottery 6+ times in last 30 days	22,354	10.6%	103
Bought lottery ticket in last 12 months: Daily Drawing	6,733	3.2%	102
Bought lottery ticket in last 12 months: Instant Game	39,124	18.6%	103
Bought lottery ticket in last 12 months: Mega Millions	31,672	15.0%	93
Bought lottery ticket in last 12 months: Powerball	42,654	20.2%	98
Attended a movie in last 6 months	124,148	58.9%	101
Attended movie in last 90 days: once/week or more	4,552	2.2%	90
Attended movie in last 90 days: 2-3 times a month	11,858	5.6%	92
Attended movie in last 90 days: once a month	20,314	9.6%	101
Attended movie in last 90 days: < once a month	76,418	36.3%	103
Movie genre seen at theater/6 months: action	61,319	29.1%	101

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Movie genre seen at theater/6 months: adventure	67,064	31.8%	99
Movie genre seen at theater/6 months: comedy	52,552	24.9%	99
Movie genre seen at theater/6 months: crime	22,700	10.8%	100
Movie genre seen at theater/6 months: drama	50,663	24.0%	102
Movie genre seen at theater/6 months: family	25,444	12.1%	100
Movie genre seen at theater/6 months: fantasy	36,230	17.2%	101
Movie genre seen at theater/6 months: horror	16,525	7.8%	105
Movie genre seen at theater/6 months: romance	12,994	6.2%	101
Movie genre seen at theater/6 months: science fiction	36,561	17.3%	98
Movie genre seen at theater/6 months: thriller	26,506	12.6%	98
Went to museum in last 12 months	29,975	14.2%	104
Attended classical music/opera performance/12 months	9,890	4.7%	120
Attended country music performance in last 12 months	13,407	6.4%	100
Attended rock music performance in last 12 months	21,602	10.2%	107
Played musical instrument in last 12 months	17,062	8.1%	102
Did painting/drawing in last 12 months	18,387	8.7%	111
Did photo album/scrapbooking in last 12 months	9,238	4.4%	99
Did photography in last 12 months	20,485	9.7%	99
Did Sudoku puzzle in last 12 months	16,881	8.0%	101
Went to live theater in last 12 months	25,222	12.0%	109
Visited a theme park in last 12 months	35,605	16.9%	89
Visited a theme park 5+ times in last 12 months	6,916	3.3%	83
Participated in trivia games in last 12 months	15,225	7.2%	109
Played video/electronic game (console) last 12 months	21,079	10.0%	113
Played video/electronic game (portable) last 12 months	10,745	5.1%	109
Visited an indoor water park in last 12 months	7,157	3.4%	97
Did woodworking in last 12 months	11,004	5.2%	105
Participated in word games in last 12 months	22,470	10.7%	103
Went to zoo in last 12 months	26,425	12.5%	102
Purchased DVD/Blu-ray disc online in last 12 months	13,781	6.5%	105
Rented DVDs in last 30 days: 1	6,464	3.1%	98
Rented DVDs in last 30 days: 2	6,260	3.0%	95
Rented DVDs in last 30 days: 3+	16,790	8.0%	102
Rented movie/oth video/30 days: action/adventure	45,133	21.4%	104
Rented movie/oth video/30 days: classics	13,044	6.2%	102
Rented movie/oth video/30 days: comedy	42,209	20.0%	103
Rented movie/oth video/30 days: drama	30,385	14.4%	103
Rented movie/oth video/30 days: family/children	19,301	9.2%	94
Rented movie/oth video/30 days: foreign	5,248	2.5%	104
Rented movie/oth video/30 days: horror	15,468	7.3%	107
Rented movie/oth video/30 days: musical	6,629	3.1%	109
Rented movie/oth video/30 days: news/documentary	8,792	4.2%	108
Rented movie/oth video/30 days: romance	16,458	7.8%	107
Rented movie/oth video/30 days: science fiction	16,843	8.0%	109
Rented movie/oth video/30 days: TV show	18,048	8.6%	110
Rented movie/oth video/30 days: western	6,586	3.1%	109

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Rented/purch DVD/Blu-ray/30 days: from amazon.com	17,262	8.2%	100
Rented DVD/Blu-ray/30 days: from netflix.com	28,038	13.3%	103
Rented/purch DVD/Blu-ray/30 days: from Redbox	32,986	15.6%	103
HH owns ATV/UTV	4,795	4.1%	68
Bought any children`s toy/game in last 12 months	64,259	30.5%	94
Spent on toys/games for child last 12 months: <\$50	11,391	5.4%	95
Spent on toys/games for child last 12 months: \$50-99	5,596	2.7%	109
Spent on toys/games for child last 12 months: \$100-199	11,247	5.3%	92
Spent on toys/games for child last 12 months: \$200-499	17,667	8.4%	91
Spent on toys/games for child last 12 months: \$500+	9,686	4.6%	96
Bought any toys/games online in last 12 months	20,824	9.9%	95
Bought infant toy in last 12 months	12,657	6.0%	95
Bought pre-school toy in last 12 months	14,248	6.8%	96
Bought for child last 12 months: boy action figure	14,903	7.1%	98
Bought for child last 12 months: girl action figure	7,258	3.4%	95
Bought for child last 12 months: action game	6,174	2.9%	97
Bought for child last 12 months: bicycle	11,489	5.5%	94
Bought for child last 12 months: board game	23,603	11.2%	94
Bought for child last 12 months: builder set	10,450	5.0%	99
Bought for child last 12 months: car	15,456	7.3%	94
Bought for child last 12 months: construction toy	11,270	5.3%	94
Bought for child last 12 months: fashion doll	8,897	4.2%	100
Bought for child last 12 months: large/baby doll	13,460	6.4%	93
Bought for child last 12 months: doll accessories	7,627	3.6%	91
Bought for child last 12 months: doll clothing	8,248	3.9%	96
Bought for child last 12 months: educational toy	23,250	11.0%	96
Bought for child last 12 months: electronic doll/animal	5,392	2.6%	96
Bought for child last 12 months: electronic game	10,784	5.1%	88
Bought for child last 12 months: mechanical toy	8,266	3.9%	92
Bought for child last 12 months: model kit/set	6,562	3.1%	104
Bought for child last 12 months: plush doll/animal	17,298	8.2%	98
Bought for child last 12 months: sound game	3,768	1.8%	105
Bought for child last 12 months: water toy	18,912	9.0%	99
Bought for child last 12 months: word game	4,946	2.3%	91

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Bought digital book in last 12 months	26,530	12.6%	97
Bought hardcover book in last 12 months	42,578	20.2%	101
Bought paperback book in last 12 months	59,448	28.2%	99
Bought 1-3 books in last 12 months	39,982	19.0%	95
Bought 4-6 books in last 12 months	21,152	10.0%	101
Bought 7+ books in last 12 months	30,829	14.6%	98
Bought book (fiction) in last 12 months	50,230	23.8%	98
Bought book (non-fiction) in last 12 months	45,955	21.8%	99
Bought biography in last 12 months	14,460	6.9%	100
Bought children`s book in last 12 months	18,168	8.6%	90
Bought cookbook in last 12 months	14,311	6.8%	102
Bought history book in last 12 months	18,443	8.8%	97
Bought mystery book in last 12 months	23,741	11.3%	106
Bought novel in last 12 months	27,767	13.2%	99
Bought religious book (not bible) in last 12 months	12,568	6.0%	99
Bought romance book in last 12 months	12,373	5.9%	105
Bought science fiction book in last 12 months	11,715	5.6%	100
Bought personal/business self-help book last 12 months	12,533	5.9%	95
Bought travel book in last 12 months	4,510	2.1%	95
Bought book online in last 12 months	41,704	19.8%	97
Bought book last 12 months: amazon.com	41,005	19.5%	97
Bought book last 12 months: barnes&noble.com	4,769	2.3%	96
Bought book last 12 months: Barnes & Noble book store	25,391	12.0%	93
Bought book last 12 months: other book store (not B&N)	21,081	10.0%	102
Bought book last 12 months: mail order	3,433	1.6%	88
Listened to/purchased audiobook in last 6 months	12,910	6.1%	102

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