



# Electronics and Internet Market Potential

Shoppes at Forest Green  
10023 Forest Green Blvd, Louisville, Kentucky, 40223  
Ring: 1 mile radius

Prepared by Charlotte Hollkamp  
Latitude: 38.26339  
Longitude: -85.57101

Demographic Summary		2019	2024
Population		9,526	9,928
Population 18+		7,399	7,745
Households		3,760	3,916
Median Household Income		\$94,715	\$106,702
		Expected	
Product/Consumer Behavior	Number of Adults or HHs	Percent	MPI
Own any tablet	4,117	55.6%	116
Own any e-reader	833	11.3%	135
Own e-reader/tablet: iPad	2,666	36.0%	128
Own e-reader/tablet: Amazon Kindle	1,477	20.0%	139
Own any portable MP3 player	1,558	21.1%	113
Own portable MP3 player: Apple iPod	1,272	17.2%	121
Own wearable tech: Apple Watch	220	3.0%	88
Own wearable tech: Fitbit	929	12.6%	126
Own digital camera/camcorder	727	9.8%	120
Own digital point & shoot camera/camcorder	1,016	13.7%	137
Own digital SLR camera/camcorder	808	10.9%	138
Own 35mm camera/camcorder	528	7.1%	128
Own telephoto/zoom lens	433	5.9%	148
Own wide-angle lens	313	4.2%	137
Own a selfie stick	427	5.8%	119
Printed digital photos in last 12 months	2,152	29.1%	127
Use a computer at work	3,652	49.4%	117
Use desktop computer at work	1,899	25.7%	114
Use laptop/notebook at work	1,723	23.3%	129
HH owns a computer	3,120	83.0%	113
Purchased home computer in last 12 months	482	12.8%	123
HH owns desktop computer	1,659	44.1%	119
HH owns laptop/notebook	2,451	65.2%	115
Child (under 18 yrs) uses home computer	571	15.2%	117
HH owns any Apple/Mac brand computer	880	23.4%	129
HH owns any PC/non-Apple brand computer	2,538	67.5%	110

**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 or HHs	Percent	MPI
Purchased most recent home computer 1-2 years ago	709	18.9%	118
Purchased most recent home computer 3-4 years ago	692	18.4%	116
Purchased most recent home computer 5+ years ago	490	13.0%	115
HH purchased most recent computer in a store	1,616	43.0%	119
HH purchased most recent computer online	594	15.8%	116
Spent on most recent home computer: \$1-499	504	13.4%	91
Spent on most recent home computer: \$500-\$999	800	21.3%	127
Spent on most recent home computer: \$1000-\$1499	458	12.2%	127
Spent on most recent home computer: \$1500-\$1999	224	6.0%	134
Spent on most recent home computer: \$2000+	183	4.9%	123
HH owns webcam	691	18.4%	109
HH owns wireless router	1,201	31.9%	123
HH owns all-in-one printer (print copy scan)	1,770	47.1%	123
HH owns software: accounting	284	7.6%	133
HH owns software: communications/fax	211	5.6%	130
HH owns software: database/filing	212	5.6%	112
HH owns software: desktop publishing	319	8.5%	125
HH owns software: education/training	349	9.3%	105
HH owns software: entertainment/games	646	17.2%	105
HH owns software: personal finance/tax prep	603	16.0%	141
HH owns software: presentation graphics	236	6.3%	116
HH owns software: multimedia	455	12.1%	110
HH owns software: networking	421	11.2%	104
HH owns software: online meeting/conference	151	4.0%	111
HH owns software: security/anti-virus	935	24.9%	124
HH owns software: spreadsheet	1,019	27.1%	128
HH owns software: utility	204	5.4%	120
HH owns software: word processing	1,338	35.6%	128
HH owns CD player	647	17.2%	126

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Product/Consumer Behavior	Expected Number of Adults or HHs	Percent	MPI
HH owns portable GPS navigation device	1,093	29.1%	127
HH purchased portable GPS navigation device/12 mo	57	1.5%	81
HH owns headphones (ear buds)	1,760	46.8%	115
HH owns noise reduction headphones	456	12.1%	122
HH owns Bluetooth/wireless headphones	668	17.8%	112
HH owns home theater/entertainment system	410	10.9%	131
HH owns 1 TV	644	17.1%	82
HH owns 2 TVs	1,008	26.8%	100
HH owns 3 TVs	913	24.3%	116
HH owns 4+ TVs	809	21.5%	124
HH owns LCD TV	1,087	28.9%	117
HH owns LED TV	1,433	38.1%	114
HH owns plasma TV	539	14.3%	110
HH has 3D TV	214	5.7%	110
HH has HDTV	1,957	52.0%	117
HH has 4K Ultra HDTV	330	8.8%	109
HH has Internet connectable TV	1,305	34.7%	121
HH owns small screen TV (<27 in)	684	18.2%	118
HH owns medium screen TV (27-35 in)	1,268	33.7%	106
HH owns large screen TV (36-42 in)	1,391	37.0%	111
HH owns XLarge screen TV (43-54 in)	1,188	31.6%	117
HH owns XXL screen TV (55 in+)	1,054	28.0%	118
HH most recent TV purch: small screen (<27 in)	243	6.5%	101
HH most recent TV purch: medium screen (27-35 in)	605	16.1%	94
HH most recent TV purch: large screen (36-42 in)	779	20.7%	106
HH most recent TV purch: XLarge screen (43-54 in)	717	19.1%	112
HH most recent TV purch: XXL screen (55 in+)	826	22.0%	116
HH owns Internet video device for TV	1,110	29.5%	123
HH owns internet device for TV - Amazon Fire	347	9.2%	116
HH owns internet device for TV - Apple TV	320	8.5%	140
HH owns internet device for TV - Google Chromecast	239	6.4%	112
HH owns internet device for TV - Roku	447	11.9%	123
HH purchased video game system in last 12 months	337	9.0%	109
HH owns video game system: handheld	398	10.6%	120
HH owns video game system: attached to TV/computer	1,665	44.3%	108
HH owns video game system: Nintendo DS/Lite DSI/XL	197	5.2%	118
HH owns video game system: Nintendo 3DS	132	3.5%	119
HH owns video game system: Nintendo Wii	659	17.5%	127
HH owns video game system: Nintendo Wii U	139	3.7%	112
HH owns video game system: PlayStation 2 (PS2)	235	6.2%	115
HH owns video game system: PlayStation 3 (PS3)	367	9.8%	97
HH owns video game system: Playstation 4 (PS 4)	445	11.8%	96
HH owns video game system: Xbox 360	689	18.3%	125
HH owns video game system: Xbox One	429	11.4%	105
HH purchased 5+ video games in last 12 months	170	4.5%	86
HH spent \$101+ on video games in last 12 months	272	7.2%	103
Have access to Internet at home	7,005	94.7%	106
Connection to Internet at home: via cable modem	3,929	53.1%	116
Connection to Internet at home: via DSL	611	8.3%	77
Connection to Internet at home: via fiber optic	1,508	20.4%	135
Access Internet at home via high speed connection	6,928	93.6%	106
Spend 10+ hrs online (excl email/IM time) daily	364	4.9%	87
Spend 5-9.9 hrs online (excl email/IM time) daily	1,029	13.9%	97
Spend 2-4.9 hrs online (excl email/IM time) daily	2,077	28.1%	112
Spend 1-1.9 hrs online (excl email/IM time) daily	1,459	19.7%	109
Spend 0.5-0.9 hrs online (excl email/IM time) daily	893	12.1%	114
Spend <0.5 hrs online (excl email/IM time) daily	554	7.5%	102
Used Internet in last 30 days	6,794	91.8%	107

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Used Internet/30 days: at home	6,534	88.3%	107
Used Internet/30 days: at work	3,843	51.9%	117
Used Internet/30 days: at school/library	1,082	14.6%	108
Used Internet/30 days: not hm/work/school/library	3,489	47.2%	117
Accessed Internet in last 30 days using computer	5,912	79.9%	117
Accessed Internet in last 30 days using cell phone	5,984	80.9%	106
Accessed Internet in last 30 days using tablet	3,102	41.9%	120
Accessed Internet in last 30 days w gaming console	677	9.1%	103
Accessed Internet in last 30 days using television	1,484	20.1%	123
Used Wi-Fi/wireless connection outside hm/30 days	2,730	36.9%	126
Used tablet last 30 days for video call	393	5.3%	118
Internet last 30 days: visited a chat room	295	4.0%	89
Internet last 30 days: used email	6,168	83.4%	113
Internet last 30 days: used IM	4,921	66.5%	103
Internet last 30 days: made personal purchase	4,657	62.9%	121
Internet last 30 days: made business purchase	1,309	17.7%	132
Internet last 30 days: paid bills online	4,462	60.3%	113
Internet last 30 days: took online class	686	9.3%	108
Internet last 30 days: looked for employment	1,133	15.3%	100
Internet last 30 days: traded/tracked investments	1,398	18.9%	148
Internet last 30 days: made travel plans	2,361	31.9%	143
Internet last 30 days: obtained auto info	1,134	15.3%	121
Internet last 30 days: obtained financial info	2,936	39.7%	126
Internet last 30 days: obtained medical info	2,753	37.2%	126
Internet last 30 days: checked movie listing/times	2,138	28.9%	127
Internet last 30 days: obtained latest news	4,257	57.5%	123
Internet last 30 days: obtained parenting info	515	7.0%	109
Internet last 30 days: obtained real estate info	1,419	19.2%	122
Internet last 30 days: obtained sports news/info	2,898	39.2%	125
Internet last 30 days: visited online blog	1,151	15.6%	119
Internet last 30 days: wrote online blog	188	2.5%	121
Internet last 30 days: used online dating website	182	2.5%	91
Internet last 30 days: played games online	2,284	30.9%	100
Internet last 30 days: sent greeting card	403	5.4%	119
Internet last 30 days: made phone call	2,514	34.0%	107
Internet last 30 days: shared photos via website	2,864	38.7%	111
Internet last 30 days: looked for recipes	3,596	48.6%	119
Internet last 30 days: added video to website	654	8.8%	101
Internet last 30 days: downloaded a movie	804	10.9%	114
Internet last 30 days: downloaded music	1,495	20.2%	107
Internet last 30 days: download/listen to podcast	855	11.6%	126
Internet last 30 days: downloaded TV program	357	4.8%	95
Internet last 30 days: downloaded a video game	747	10.1%	84
Internet last 30 days: watched movie online	2,009	27.2%	101
Internet last 30 days: watched TV program online	1,586	21.4%	112
Used online gaming srv/30 days: PlayStation Network	351	4.7%	77
Used online gaming srv/30 days: Xbox Live	369	5.0%	89
Played Massive Multi-Player Online game/30 days	243	3.3%	80
Used Spanish language website/app last 30 days	133	1.8%	46
Social Media last 30 days: facebook.com	4,897	66.2%	104
Social media last 30 days: instagram.com	2,230	30.1%	106
Social Media last 30 days: linkedin.com	1,484	20.1%	151
Social Media last 30 days: shutterfly.com	399	5.4%	162
Social Media last 30 days: tumblr.com	334	4.5%	120
Social Media last 30 days: twitter.com	1,152	15.6%	112
Social Media last 30 days: yelp.com	707	9.6%	129
Social Media last 30 days: youtube.com	3,896	52.7%	104
Social Media last 30 days: plus.google.com	868	11.7%	97
Social Media last 30 days: pinterest.com	1,749	23.6%	113

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Product/Consumer Behavior	Expected Number of Adults or HHs	Percent	MPI
Social network: updated status in last 30 days	2,139	28.9%	99
Social network: updated profile in last 30 days	1,579	21.3%	93
Social network: posted picture in last 30 days	3,501	47.3%	104
Social network: posted video in last 30 days	1,463	19.8%	98
Social network: posted link in last 30 days	1,185	16.0%	106
Social network: saw friend's page in last 30 days	4,012	54.2%	110
Social network: commented on post in last 30 days	3,790	51.2%	112
Social network: posted a blog in last 30 days	249	3.4%	92
Social network: rated a product in last 30 days	716	9.7%	108
Social network: sent email message in last 30 days	3,923	53.0%	109
Social network: sent IM in last 30 days	1,498	20.2%	104
Social network: played a game in last 30 days	1,351	18.3%	95
Social network: invited to event in last 30 days	680	9.2%	95
Social network: liked something in last 30 days	3,309	44.7%	109
Social network: followed something in last 30 days	1,870	25.3%	110
Social network: clicked on an ad in last 30 days	1,392	18.8%	117
Social network: watched video in last 30 days	3,917	52.9%	104
Social network: posted location in last 30 days	853	11.5%	96
Social network: sent real or virtual gift/30 days	173	2.3%	113
Social network: used to keep in touch w/ friends	3,026	40.9%	100
Social network: used to reconnect w/ old friends	929	12.6%	84
Social network: used to meet new friends	478	6.5%	80
Social network: used to follow friends activities	1,624	21.9%	107
Social network: used to find out about new prod.	488	6.6%	79
Social network: used to review prod. or service	342	4.6%	81
Social network: used for professional contacts	504	6.8%	87
Social network: used to find mutual interests	440	5.9%	88
Social network: used to track current events	1,150	15.5%	105
Social network: used to find info on TV or movie	591	8.0%	94
Social network: used to find local information	734	9.9%	91
Social network: used for gaming	509	6.9%	91
Social network: used to support favorite brands	368	5.0%	89
Social network: used to get coupons or discounts	410	5.5%	81
Social network: used to gain access to VIP events	236	3.2%	71
Used website/search engine/30 days: ask.com	131	1.8%	84
Used website/search engine/30 days: bing.com	941	12.7%	122
Used website/search engine/30 days: google.com	6,424	86.8%	107
Used website/search engine/30 days: yahoo.com	1,904	25.7%	112
Used entertainment website/app last 30 days: BuzzFeed	615	8.3%	103
Used entertainment website/app last 30 days: Fandango	638	8.6%	125
Used news website/app last 30 days: abcnews.com	580	7.8%	109
Used news website/app last 30 days: bbc.com	584	7.9%	122
Used news website/app last 30 days: cbsnews.com	450	6.1%	109
Used news website/app last 30 days: cnn.com	1,509	20.4%	120
Used news website/app last 30 days: foxnews.com	1,255	17.0%	120
Used news website/app last 30 days: huffpo.com	1,004	13.6%	128
Used news website/app last 30 days: nbcnews.com	561	7.6%	135
Used news website/app last 30 days: yahoonews.com	783	10.6%	120
Used sports website/app last 30 days: ESPN	1,599	21.6%	116
Used sports website/app last 30 days: FoxSports	616	8.3%	118
Used sports website/app last 30 days: NBA.com	347	4.7%	86
Used sports website/app last 30 days: NFL.com	661	8.9%	102
Used website/app last 30 days: PBS	410	5.5%	128

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Population		73,725	76,292
Population 18+		59,135	61,584
Households		32,554	33,664
Median Household Income		\$78,327	\$90,268
		Expected	
Product/Consumer Behavior	Number of Adults or HHs	Percent	MPI
Own any tablet	32,286	54.6%	113
Own any e-reader	6,476	11.0%	131
Own e-reader/tablet: iPad	21,104	35.7%	127
Own e-reader/tablet: Amazon Kindle	10,668	18.0%	126
Own any portable MP3 player	12,239	20.7%	111
Own portable MP3 player: Apple iPod	9,839	16.6%	117
Own wearable tech: Apple Watch	2,041	3.5%	102
Own wearable tech: Fitbit	7,192	12.2%	122
Own digital camera/camcorder	5,168	8.7%	107
Own digital point & shoot camera/camcorder	7,483	12.7%	126
Own digital SLR camera/camcorder	5,658	9.6%	121
Own 35mm camera/camcorder	4,077	6.9%	124
Own telephoto/zoom lens	3,111	5.3%	133
Own wide-angle lens	2,309	3.9%	127
Own a selfie stick	3,136	5.3%	110
Printed digital photos in last 12 months	15,814	26.7%	117
Use a computer at work	29,702	50.2%	119
Use desktop computer at work	15,254	25.8%	115
Use laptop/notebook at work	13,810	23.4%	129
HH owns a computer	26,318	80.8%	110
Purchased home computer in last 12 months	3,994	12.3%	118
HH owns desktop computer	13,318	40.9%	111
HH owns laptop/notebook	20,506	63.0%	111
Child (under 18 yrs) uses home computer	3,945	12.1%	94
HH owns any Apple/Mac brand computer	7,196	22.1%	122
HH owns any PC/non-Apple brand computer	21,349	65.6%	107

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Purchased most recent home computer 3-4 years ago	5,923	18.2%	115
Purchased most recent home computer 5+ years ago	4,173	12.8%	113
HH purchased most recent computer in a store	13,240	40.7%	112
HH purchased most recent computer online	5,115	15.7%	116
Spent on most recent home computer: \$1-499	4,634	14.2%	97
Spent on most recent home computer: \$500-\$999	6,371	19.6%	117
Spent on most recent home computer: \$1000-\$1499	3,791	11.6%	122
Spent on most recent home computer: \$1500-\$1999	1,822	5.6%	126
Spent on most recent home computer: \$2000+	1,496	4.6%	116
HH owns webcam	6,138	18.9%	111
HH owns wireless router	9,845	30.2%	116
HH owns all-in-one printer (print copy scan)	14,336	44.0%	115
HH owns software: accounting	2,297	7.1%	124
HH owns software: communications/fax	1,784	5.5%	127
HH owns software: database/filing	1,899	5.8%	116
HH owns software: desktop publishing	2,474	7.6%	112
HH owns software: education/training	3,157	9.7%	110
HH owns software: entertainment/games	5,725	17.6%	108
HH owns software: personal finance/tax prep	4,777	14.7%	129
HH owns software: presentation graphics	2,105	6.5%	119
HH owns software: multimedia	4,062	12.5%	113
HH owns software: networking	3,905	12.0%	111
HH owns software: online meeting/conference	1,319	4.1%	112
HH owns software: security/anti-virus	7,920	24.3%	121
HH owns software: spreadsheet	8,594	26.4%	125
HH owns software: utility	1,665	5.1%	113
HH owns software: word processing	11,087	34.1%	122
HH owns CD player	4,985	15.3%	112

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HH purchased portable GPS navigation device/12 mo	555	1.7%	91
HH owns headphones (ear buds)	14,568	44.8%	110
HH owns noise reduction headphones	3,680	11.3%	114
HH owns Bluetooth/wireless headphones	5,479	16.8%	106
HH owns home theater/entertainment system	3,011	9.2%	111
HH owns 1 TV	6,740	20.7%	99
HH owns 2 TVs	8,902	27.3%	102
HH owns 3 TVs	7,271	22.3%	107
HH owns 4+ TVs	5,775	17.7%	102
HH owns LCD TV	8,962	27.5%	111
HH owns LED TV	11,585	35.6%	106
HH owns plasma TV	4,271	13.1%	101
HH has 3D TV	1,839	5.6%	110
HH has HDTV	16,050	49.3%	111
HH has 4K Ultra HDTV	2,906	8.9%	111
HH has Internet connectable TV	10,578	32.5%	113
HH owns small screen TV (<27 in)	5,504	16.9%	110
HH owns medium screen TV (27-35 in)	10,674	32.8%	103
HH owns large screen TV (36-42 in)	11,642	35.8%	107
HH owns XLarge screen TV (43-54 in)	9,484	29.1%	108
HH owns XXL screen TV (55 in+)	8,226	25.3%	106
HH most recent TV purch: small screen (<27 in)	2,096	6.4%	100
HH most recent TV purch: medium screen (27-35 in)	5,331	16.4%	96
HH most recent TV purch: large screen (36-42 in)	6,802	20.9%	107
HH most recent TV purch: XLarge screen (43-54 in)	5,874	18.0%	106
HH most recent TV purch: XXL screen (55 in+)	6,550	20.1%	106
HH owns Internet video device for TV	9,063	27.8%	116
HH owns internet device for TV - Amazon Fire	2,700	8.3%	104
HH owns internet device for TV - Apple TV	2,489	7.6%	126
HH owns internet device for TV - Google Chromecast	2,128	6.5%	116
HH owns internet device for TV - Roku	3,536	10.9%	112
HH purchased video game system in last 12 months	2,450	7.5%	91
HH owns video game system: handheld	2,804	8.6%	98
HH owns video game system: attached to TV/computer	13,067	40.1%	98
HH owns video game system: Nintendo DS/Lite DSI/XL	1,396	4.3%	97
HH owns video game system: Nintendo 3DS	952	2.9%	99
HH owns video game system: Nintendo Wii	4,657	14.3%	104
HH owns video game system: Nintendo Wii U	1,132	3.5%	106
HH owns video game system: PlayStation 2 (PS2)	1,658	5.1%	94
HH owns video game system: PlayStation 3 (PS3)	2,915	9.0%	89
HH owns video game system: Playstation 4 (PS 4)	3,826	11.8%	95
HH owns video game system: Xbox 360	4,687	14.4%	98
HH owns video game system: Xbox One	3,478	10.7%	98
HH purchased 5+ video games in last 12 months	1,551	4.8%	91
HH spent \$101+ on video games in last 12 months	2,156	6.6%	94
Have access to Internet at home	55,494	93.8%	105
Connection to Internet at home: via cable modem	32,634	55.2%	120
Connection to Internet at home: via DSL	5,372	9.1%	85
Connection to Internet at home: via fiber optic	10,330	17.5%	115
Access Internet at home via high speed connection	54,952	92.9%	106
Spend 10+ hrs online (excl email/IM time) daily	3,185	5.4%	95
Spend 5-9.9 hrs online (excl email/IM time) daily	8,809	14.9%	103
Spend 2-4.9 hrs online (excl email/IM time) daily	16,096	27.2%	109
Spend 1-1.9 hrs online (excl email/IM time) daily	11,539	19.5%	108
Spend 0.5-0.9 hrs online (excl email/IM time) daily	6,790	11.5%	108
Spend <0.5 hrs online (excl email/IM time) daily	4,401	7.4%	102
Used Internet in last 30 days	53,734	90.9%	105

**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.

December 31, 2019





## Electronics and Internet Market Potential

Shoppes at Forest Green  
10023 Forest Green Blvd, Louisville, Kentucky, 40223  
Ring: 3 mile radius

Prepared by Charlotte Hollkamp  
Latitude: 38.26339  
Longitude: -85.57101

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent	MPI
Used Internet/30 days: at home	51,792	87.6%	106
Used Internet/30 days: at work	30,811	52.1%	118
Used Internet/30 days: at school/library	8,863	15.0%	111
Used Internet/30 days: not hm/work/school/library	27,683	46.8%	116
Accessed Internet in last 30 days using computer	46,798	79.1%	116
Accessed Internet in last 30 days using cell phone	47,616	80.5%	105
Accessed Internet in last 30 days using tablet	24,564	41.5%	118
Accessed Internet in last 30 days w gaming console	5,423	9.2%	103
Accessed Internet in last 30 days using television	11,651	19.7%	121
Used Wi-Fi/wireless connection outside hm/30 days	22,076	37.3%	128
Used tablet last 30 days for video call	2,992	5.1%	112
Internet last 30 days: visited a chat room	2,552	4.3%	96
Internet last 30 days: used email	48,758	82.5%	112
Internet last 30 days: used IM	39,294	66.4%	103
Internet last 30 days: made personal purchase	36,589	61.9%	119
Internet last 30 days: made business purchase	10,207	17.3%	129
Internet last 30 days: paid bills online	35,719	60.4%	114
Internet last 30 days: took online class	5,606	9.5%	110
Internet last 30 days: looked for employment	9,066	15.3%	100
Internet last 30 days: traded/tracked investments	10,780	18.2%	143
Internet last 30 days: made travel plans	18,679	31.6%	141
Internet last 30 days: obtained auto info	8,496	14.4%	113
Internet last 30 days: obtained financial info	23,199	39.2%	125
Internet last 30 days: obtained medical info	20,840	35.2%	120
Internet last 30 days: checked movie listing/times	16,490	27.9%	122
Internet last 30 days: obtained latest news	34,179	57.8%	124
Internet last 30 days: obtained parenting info	4,169	7.0%	110
Internet last 30 days: obtained real estate info	12,074	20.4%	130
Internet last 30 days: obtained sports news/info	22,295	37.7%	120
Internet last 30 days: visited online blog	10,154	17.2%	131
Internet last 30 days: wrote online blog	1,544	2.6%	124
Internet last 30 days: used online dating website	1,720	2.9%	107
Internet last 30 days: played games online	18,033	30.5%	99
Internet last 30 days: sent greeting card	3,182	5.4%	117
Internet last 30 days: made phone call	19,569	33.1%	104
Internet last 30 days: shared photos via website	22,389	37.9%	109
Internet last 30 days: looked for recipes	28,228	47.7%	117
Internet last 30 days: added video to website	5,349	9.0%	103
Internet last 30 days: downloaded a movie	6,097	10.3%	108
Internet last 30 days: downloaded music	11,580	19.6%	104
Internet last 30 days: download/listen to podcast	7,237	12.2%	133
Internet last 30 days: downloaded TV program	3,192	5.4%	107
Internet last 30 days: downloaded a video game	5,976	10.1%	84
Internet last 30 days: watched movie online	17,340	29.3%	109
Internet last 30 days: watched TV program online	13,217	22.4%	117
Used online gaming srv/30 days: PlayStation Network	3,209	5.4%	88
Used online gaming srv/30 days: Xbox Live	3,131	5.3%	94
Played Massive Multi-Player Online game/30 days	2,091	3.5%	86
Used Spanish language website/app last 30 days	1,346	2.3%	59
Social Media last 30 days: facebook.com	38,942	65.9%	104
Social media last 30 days: instagram.com	18,041	30.5%	107
Social Media last 30 days: linkedin.com	11,657	19.7%	149
Social Media last 30 days: shutterfly.com	2,677	4.5%	136
Social Media last 30 days: tumblr.com	2,720	4.6%	122
Social Media last 30 days: twitter.com	9,553	16.2%	117
Social Media last 30 days: yelp.com	5,842	9.9%	134
Social Media last 30 days: youtube.com	31,535	53.3%	105
Social Media last 30 days: plus.google.com	7,003	11.8%	98
Social Media last 30 days: pinterest.com	13,925	23.5%	113

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December 31, 2019



# Electronics and Internet Market Potential

Shoppes at Forest Green  
10023 Forest Green Blvd, Louisville, Kentucky, 40223  
Ring: 3 mile radius

Prepared by Charlotte Hollkamp  
Latitude: 38.26339  
Longitude: -85.57101

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent	MPI
Social network: updated status in last 30 days	17,355	29.3%	101
Social network: updated profile in last 30 days	13,171	22.3%	97
Social network: posted picture in last 30 days	28,013	47.4%	104
Social network: posted video in last 30 days	11,550	19.5%	97
Social network: posted link in last 30 days	10,417	17.6%	117
Social network: saw friend's page in last 30 days	32,097	54.3%	111
Social network: commented on post in last 30 days	29,796	50.4%	110
Social network: posted a blog in last 30 days	2,243	3.8%	104
Social network: rated a product in last 30 days	6,098	10.3%	115
Social network: sent email message in last 30 days	31,327	53.0%	109
Social network: sent IM in last 30 days	11,989	20.3%	104
Social network: played a game in last 30 days	10,522	17.8%	93
Social network: invited to event in last 30 days	5,976	10.1%	105
Social network: liked something in last 30 days	26,004	44.0%	107
Social network: followed something in last 30 days	14,848	25.1%	109
Social network: clicked on an ad in last 30 days	11,007	18.6%	116
Social network: watched video in last 30 days	31,595	53.4%	104
Social network: posted location in last 30 days	7,185	12.2%	102
Social network: sent real or virtual gift/30 days	1,365	2.3%	111
Social network: used to keep in touch w/ friends	24,461	41.4%	101
Social network: used to reconnect w/ old friends	8,453	14.3%	96
Social network: used to meet new friends	4,200	7.1%	87
Social network: used to follow friends activities	13,012	22.0%	107
Social network: used to find out about new prod.	4,484	7.6%	91
Social network: used to review prod. or service	3,021	5.1%	89
Social network: used for professional contacts	4,644	7.9%	100
Social network: used to find mutual interests	3,627	6.1%	91
Social network: used to track current events	9,096	15.4%	104
Social network: used to find info on TV or movie	5,085	8.6%	101
Social network: used to find local information	6,198	10.5%	96
Social network: used for gaming	4,337	7.3%	97
Social network: used to support favorite brands	3,087	5.2%	93
Social network: used to get coupons or discounts	3,442	5.8%	85
Social network: used to gain access to VIP events	2,332	3.9%	88
Used website/search engine/30 days: ask.com	1,042	1.8%	83
Used website/search engine/30 days: bing.com	7,348	12.4%	119
Used website/search engine/30 days: google.com	50,957	86.2%	107
Used website/search engine/30 days: yahoo.com	13,945	23.6%	102
Used entertainment website/app last 30 days: BuzzFeed	5,930	10.0%	124
Used entertainment website/app last 30 days: Fandango	4,928	8.3%	121
Used news website/app last 30 days: abcnews.com	4,975	8.4%	117
Used news website/app last 30 days: bbc.com	5,411	9.2%	141
Used news website/app last 30 days: cbsnews.com	4,014	6.8%	122
Used news website/app last 30 days: cnn.com	12,997	22.0%	129
Used news website/app last 30 days: foxnews.com	9,794	16.6%	117
Used news website/app last 30 days: huffpo.com	9,002	15.2%	144
Used news website/app last 30 days: nbcnews.com	4,562	7.7%	138
Used news website/app last 30 days: yahoonews.com	5,956	10.1%	114
Used sports website/app last 30 days: ESPN	13,355	22.6%	121
Used sports website/app last 30 days: FoxSports	4,534	7.7%	109
Used sports website/app last 30 days: NBA.com	2,872	4.9%	89
Used sports website/app last 30 days: NFL.com	5,735	9.7%	111
Used website/app last 30 days: PBS	3,641	6.2%	142

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December 31, 2019



## Electronics and Internet Market Potential

Shoppes at Forest Green  
10023 Forest Green Blvd, Louisville, Kentucky, 40223  
Ring: 5 mile radius

Prepared by Charlotte Hollkamp  
Latitude: 38.26339  
Longitude: -85.57101

Demographic Summary		2019	2024
Population		189,101	196,232
Population 18+		149,908	156,548
Households		81,527	84,571
Median Household Income		\$81,837	\$94,808
		Expected	
Product/Consumer Behavior	Number of Adults or HHs	Percent	MPI
Own any tablet	82,674	55.1%	115
Own any e-reader	16,360	10.9%	131
Own e-reader/tablet: iPad	54,215	36.2%	128
Own e-reader/tablet: Amazon Kindle	26,443	17.6%	123
Own any portable MP3 player	31,853	21.2%	114
Own portable MP3 player: Apple iPod	25,661	17.1%	120
Own wearable tech: Apple Watch	5,542	3.7%	109
Own wearable tech: Fitbit	18,484	12.3%	124
Own digital camera/camcorder	13,697	9.1%	112
Own digital point & shoot camera/camcorder	19,022	12.7%	127
Own digital SLR camera/camcorder	14,367	9.6%	121
Own 35mm camera/camcorder	10,105	6.7%	121
Own telephoto/zoom lens	7,843	5.2%	132
Own wide-angle lens	5,761	3.8%	125
Own a selfie stick	8,203	5.5%	113
Printed digital photos in last 12 months	40,715	27.2%	119
Use a computer at work	75,736	50.5%	120
Use desktop computer at work	38,980	26.0%	116
Use laptop/notebook at work	35,109	23.4%	130
HH owns a computer	66,617	81.7%	111
Purchased home computer in last 12 months	9,846	12.1%	116
HH owns desktop computer	33,752	41.4%	112
HH owns laptop/notebook	51,954	63.7%	113
Child (under 18 yrs) uses home computer	10,955	13.4%	104
HH owns any Apple/Mac brand computer	18,348	22.5%	124
HH owns any PC/non-Apple brand computer	54,142	66.4%	108

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Product/Consumer Behavior	Expected Number of Adults or HHs	Percent	MPI
Purchased most recent home computer 1-2 years ago	14,688	18.0%	113
Purchased most recent home computer 3-4 years ago	15,039	18.4%	116
Purchased most recent home computer 5+ years ago	10,472	12.8%	114
HH purchased most recent computer in a store	33,632	41.3%	114
HH purchased most recent computer online	12,974	15.9%	117
Spent on most recent home computer: \$1-499	11,867	14.6%	99
Spent on most recent home computer: \$500-\$999	16,041	19.7%	117
Spent on most recent home computer: \$1000-\$1499	9,443	11.6%	121
Spent on most recent home computer: \$1500-\$1999	4,586	5.6%	127
Spent on most recent home computer: \$2000+	3,911	4.8%	121
HH owns webcam	15,632	19.2%	113
HH owns wireless router	25,147	30.8%	119
HH owns all-in-one printer (print copy scan)	36,508	44.8%	117
HH owns software: accounting	5,746	7.0%	124
HH owns software: communications/fax	4,339	5.3%	123
HH owns software: database/filing	4,814	5.9%	118
HH owns software: desktop publishing	6,388	7.8%	115
HH owns software: education/training	8,067	9.9%	112
HH owns software: entertainment/games	14,654	18.0%	110
HH owns software: personal finance/tax prep	11,887	14.6%	128
HH owns software: presentation graphics	5,366	6.6%	121
HH owns software: multimedia	10,266	12.6%	114
HH owns software: networking	9,940	12.2%	113
HH owns software: online meeting/conference	3,398	4.2%	115
HH owns software: security/anti-virus	20,004	24.5%	122
HH owns software: spreadsheet	21,770	26.7%	126
HH owns software: utility	4,219	5.2%	114
HH owns software: word processing	27,875	34.2%	123
HH owns CD player	12,688	15.6%	114

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# Electronics and Internet Market Potential

Shoppes at Forest Green  
10023 Forest Green Blvd, Louisville, Kentucky, 40223  
Ring: 5 mile radius

Prepared by Charlotte Hollkamp  
Latitude: 38.26339  
Longitude: -85.57101

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent	MPI
HH owns portable GPS navigation device	20,894	25.6%	112
HH purchased portable GPS navigation device/12 mo	1,453	1.8%	95
HH owns headphones (ear buds)	37,283	45.7%	112
HH owns noise reduction headphones	9,528	11.7%	118
HH owns Bluetooth/wireless headphones	14,259	17.5%	110
HH owns home theater/entertainment system	7,840	9.6%	115
HH owns 1 TV	16,323	20.0%	95
HH owns 2 TVs	22,249	27.3%	102
HH owns 3 TVs	18,303	22.5%	107
HH owns 4+ TVs	15,118	18.5%	107
HH owns LCD TV	22,607	27.7%	112
HH owns LED TV	29,541	36.2%	108
HH owns plasma TV	10,753	13.2%	101
HH has 3D TV	4,846	5.9%	115
HH has HDTV	40,281	49.4%	111
HH has 4K Ultra HDTV	7,649	9.4%	117
HH has Internet connectable TV	27,114	33.3%	116
HH owns small screen TV (<27 in)	13,347	16.4%	107
HH owns medium screen TV (27-35 in)	26,467	32.5%	102
HH owns large screen TV (36-42 in)	29,266	35.9%	108
HH owns XLarge screen TV (43-54 in)	24,488	30.0%	111
HH owns XXL screen TV (55 in+)	21,471	26.3%	111
HH most recent TV purch: small screen (<27 in)	5,105	6.3%	97
HH most recent TV purch: medium screen (27-35 in)	13,138	16.1%	94
HH most recent TV purch: large screen (36-42 in)	16,688	20.5%	105
HH most recent TV purch: XLarge screen (43-54 in)	14,861	18.2%	107
HH most recent TV purch: XXL screen (55 in+)	17,171	21.1%	111
HH owns Internet video device for TV	23,427	28.7%	120
HH owns internet device for TV - Amazon Fire	7,184	8.8%	110
HH owns internet device for TV - Apple TV	6,563	8.1%	133
HH owns internet device for TV - Google Chromecast	5,535	6.8%	120
HH owns internet device for TV - Roku	8,946	11.0%	113
HH purchased video game system in last 12 months	6,326	7.8%	94
HH owns video game system: handheld	7,174	8.8%	100
HH owns video game system: attached to TV/computer	34,011	41.7%	102
HH owns video game system: Nintendo DS/Lite DSI/XL	3,569	4.4%	99
HH owns video game system: Nintendo 3DS	2,476	3.0%	103
HH owns video game system: Nintendo Wii	12,186	14.9%	108
HH owns video game system: Nintendo Wii U	2,944	3.6%	110
HH owns video game system: PlayStation 2 (PS2)	4,111	5.0%	93
HH owns video game system: PlayStation 3 (PS3)	7,672	9.4%	94
HH owns video game system: Playstation 4 (PS 4)	10,103	12.4%	100
HH owns video game system: Xbox 360	12,065	14.8%	101
HH owns video game system: Xbox One	9,372	11.5%	105
HH purchased 5+ video games in last 12 months	4,011	4.9%	94
HH spent \$101+ on video games in last 12 months	5,709	7.0%	100
Have access to Internet at home	141,315	94.3%	106
Connection to Internet at home: via cable modem	82,045	54.7%	119
Connection to Internet at home: via DSL	13,692	9.1%	86
Connection to Internet at home: via fiber optic	27,798	18.5%	123
Access Internet at home via high speed connection	139,960	93.4%	106
Spend 10+ hrs online (excl email/IM time) daily	8,407	5.6%	99
Spend 5-9.9 hrs online (excl email/IM time) daily	22,343	14.9%	104
Spend 2-4.9 hrs online (excl email/IM time) daily	40,948	27.3%	109
Spend 1-1.9 hrs online (excl email/IM time) daily	29,638	19.8%	109
Spend 0.5-0.9 hrs online (excl email/IM time) daily	17,476	11.7%	110
Spend <0.5 hrs online (excl email/IM time) daily	10,828	7.2%	99
Used Internet in last 30 days	136,656	91.2%	106

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December 31, 2019



## Electronics and Internet Market Potential

Shoppes at Forest Green  
10023 Forest Green Blvd, Louisville, Kentucky, 40223  
Ring: 5 mile radius

Prepared by Charlotte Hollkamp  
Latitude: 38.26339  
Longitude: -85.57101

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent	MPI
Used Internet/30 days: at home	132,047	88.1%	107
Used Internet/30 days: at work	77,820	51.9%	117
Used Internet/30 days: at school/library	22,095	14.7%	109
Used Internet/30 days: not hm/work/school/library	69,291	46.2%	115
Accessed Internet in last 30 days using computer	118,962	79.4%	116
Accessed Internet in last 30 days using cell phone	121,620	81.1%	106
Accessed Internet in last 30 days using tablet	62,851	41.9%	120
Accessed Internet in last 30 days w gaming console	13,814	9.2%	104
Accessed Internet in last 30 days using television	30,229	20.2%	123
Used Wi-Fi/wireless connection outside hm/30 days	55,104	36.8%	126
Used tablet last 30 days for video call	7,596	5.1%	112
Internet last 30 days: visited a chat room	6,459	4.3%	96
Internet last 30 days: used email	124,007	82.7%	112
Internet last 30 days: used IM	100,619	67.1%	104
Internet last 30 days: made personal purchase	93,188	62.2%	120
Internet last 30 days: made business purchase	25,742	17.2%	128
Internet last 30 days: paid bills online	90,668	60.5%	114
Internet last 30 days: took online class	14,736	9.8%	114
Internet last 30 days: looked for employment	22,713	15.2%	99
Internet last 30 days: traded/tracked investments	27,567	18.4%	144
Internet last 30 days: made travel plans	46,581	31.1%	139
Internet last 30 days: obtained auto info	21,792	14.5%	115
Internet last 30 days: obtained financial info	58,707	39.2%	125
Internet last 30 days: obtained medical info	52,725	35.2%	119
Internet last 30 days: checked movie listing/times	41,669	27.8%	122
Internet last 30 days: obtained latest news	86,375	57.6%	123
Internet last 30 days: obtained parenting info	11,120	7.4%	116
Internet last 30 days: obtained real estate info	30,774	20.5%	131
Internet last 30 days: obtained sports news/info	56,761	37.9%	121
Internet last 30 days: visited online blog	25,729	17.2%	131
Internet last 30 days: wrote online blog	3,872	2.6%	123
Internet last 30 days: used online dating website	4,424	3.0%	109
Internet last 30 days: played games online	45,647	30.5%	99
Internet last 30 days: sent greeting card	8,080	5.4%	118
Internet last 30 days: made phone call	50,027	33.4%	105
Internet last 30 days: shared photos via website	57,199	38.2%	110
Internet last 30 days: looked for recipes	71,174	47.5%	117
Internet last 30 days: added video to website	13,831	9.2%	105
Internet last 30 days: downloaded a movie	15,747	10.5%	110
Internet last 30 days: downloaded music	29,846	19.9%	106
Internet last 30 days: download/listen to podcast	18,300	12.2%	133
Internet last 30 days: downloaded TV program	8,290	5.5%	109
Internet last 30 days: downloaded a video game	15,459	10.3%	86
Internet last 30 days: watched movie online	43,927	29.3%	109
Internet last 30 days: watched TV program online	33,463	22.3%	117
Used online gaming srv/30 days: PlayStation Network	8,410	5.6%	91
Used online gaming srv/30 days: Xbox Live	8,354	5.6%	99
Played Massive Multi-Player Online game/30 days	5,525	3.7%	89
Used Spanish language website/app last 30 days	3,490	2.3%	60
Social Media last 30 days: facebook.com	98,797	65.9%	104
Social media last 30 days: instagram.com	45,559	30.4%	107
Social Media last 30 days: linkedin.com	29,303	19.5%	147
Social Media last 30 days: shutterfly.com	6,653	4.4%	133
Social Media last 30 days: tumblr.com	6,450	4.3%	114
Social Media last 30 days: twitter.com	24,628	16.4%	119
Social Media last 30 days: yelp.com	14,677	9.8%	132
Social Media last 30 days: youtube.com	80,404	53.6%	106
Social Media last 30 days: plus.google.com	18,107	12.1%	100
Social Media last 30 days: pinterest.com	35,698	23.8%	114

**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.

December 31, 2019





# Electronics and Internet Market Potential

Shoppes at Forest Green  
10023 Forest Green Blvd, Louisville, Kentucky, 40223  
Ring: 5 mile radius

Prepared by Charlotte Hollkamp  
Latitude: 38.26339  
Longitude: -85.57101

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent	MPI
Social network: updated status in last 30 days	44,621	29.8%	102
Social network: updated profile in last 30 days	33,860	22.6%	98
Social network: posted picture in last 30 days	70,991	47.4%	104
Social network: posted video in last 30 days	29,849	19.9%	99
Social network: posted link in last 30 days	26,984	18.0%	120
Social network: saw friend's page in last 30 days	81,045	54.1%	110
Social network: commented on post in last 30 days	75,374	50.3%	110
Social network: posted a blog in last 30 days	5,818	3.9%	107
Social network: rated a product in last 30 days	15,560	10.4%	116
Social network: sent email message in last 30 days	80,168	53.5%	110
Social network: sent IM in last 30 days	31,374	20.9%	107
Social network: played a game in last 30 days	27,018	18.0%	94
Social network: invited to event in last 30 days	15,680	10.5%	109
Social network: liked something in last 30 days	65,957	44.0%	107
Social network: followed something in last 30 days	38,053	25.4%	110
Social network: clicked on an ad in last 30 days	27,994	18.7%	116
Social network: watched video in last 30 days	80,558	53.7%	105
Social network: posted location in last 30 days	18,727	12.5%	104
Social network: sent real or virtual gift/30 days	3,478	2.3%	112
Social network: used to keep in touch w/ friends	62,309	41.6%	102
Social network: used to reconnect w/ old friends	21,687	14.5%	97
Social network: used to meet new friends	10,550	7.0%	87
Social network: used to follow friends activities	32,486	21.7%	105
Social network: used to find out about new prod.	11,297	7.5%	90
Social network: used to review prod. or service	7,418	4.9%	86
Social network: used for professional contacts	11,548	7.7%	98
Social network: used to find mutual interests	8,830	5.9%	87
Social network: used to track current events	22,970	15.3%	104
Social network: used to find info on TV or movie	12,477	8.3%	98
Social network: used to find local information	15,578	10.4%	95
Social network: used for gaming	10,707	7.1%	94
Social network: used to support favorite brands	7,413	4.9%	88
Social network: used to get coupons or discounts	8,696	5.8%	85
Social network: used to gain access to VIP events	5,818	3.9%	86
Used website/search engine/30 days: ask.com	2,777	1.9%	88
Used website/search engine/30 days: bing.com	18,691	12.5%	120
Used website/search engine/30 days: google.com	129,500	86.4%	107
Used website/search engine/30 days: yahoo.com	36,182	24.1%	105
Used entertainment website/app last 30 days: BuzzFeed	14,498	9.7%	120
Used entertainment website/app last 30 days: Fandango	12,638	8.4%	122
Used news website/app last 30 days: abcnews.com	12,435	8.3%	115
Used news website/app last 30 days: bbc.com	13,224	8.8%	136
Used news website/app last 30 days: cbsnews.com	9,993	6.7%	120
Used news website/app last 30 days: cnn.com	32,938	22.0%	129
Used news website/app last 30 days: foxnews.com	25,274	16.9%	119
Used news website/app last 30 days: huffpo.com	22,429	15.0%	142
Used news website/app last 30 days: nbcnews.com	11,307	7.5%	134
Used news website/app last 30 days: yahoonews.com	15,176	10.1%	115
Used sports website/app last 30 days: ESPN	33,626	22.4%	120
Used sports website/app last 30 days: FoxSports	11,628	7.8%	110
Used sports website/app last 30 days: NBA.com	7,436	5.0%	91
Used sports website/app last 30 days: NFL.com	14,648	9.8%	112
Used website/app last 30 days: PBS	8,783	5.9%	136

**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.

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