



Electronics and Internet 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
		Expected	
Product/Consumer Behavior	Number of Adults or HHs	Percent	MPI
Own any tablet	3,697	48.0%	100
Own any e-reader	632	8.2%	98
Own e-reader/tablet: iPad	2,144	27.8%	99
Own e-reader/tablet: Amazon Kindle	1,119	14.5%	101
Own any portable MP3 player	1,403	18.2%	98
Own portable MP3 player: Apple iPod	1,086	14.1%	99
Own wearable tech: Apple Watch	261	3.4%	100
Own wearable tech: Fitbit	785	10.2%	103
Own digital camera/camcorder	572	7.4%	91
Own digital point & shoot camera/camcorder	663	8.6%	86
Own digital SLR camera/camcorder	508	6.6%	84
Own 35mm camera/camcorder	457	5.9%	107
Own telephoto/zoom lens	291	3.8%	96
Own wide-angle lens	222	2.9%	93
Own a selfie stick	375	4.9%	101
Printed digital photos in last 12 months	1,646	21.4%	93
Use a computer at work	3,144	40.8%	97
Use desktop computer at work	1,697	22.0%	98
Use laptop/notebook at work	1,252	16.2%	90
HH owns a computer	3,268	72.6%	99
Purchased home computer in last 12 months	512	11.4%	109
HH owns desktop computer	1,646	36.6%	99
HH owns laptop/notebook	2,406	53.4%	94
Child (under 18 yrs) uses home computer	423	9.4%	73
HH owns any Apple/Mac brand computer	698	15.5%	86
HH owns any PC/non-Apple brand computer	2,747	61.0%	99

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	643	14.3%	90
Purchased most recent home computer 3-4 years ago	701	15.6%	98
Purchased most recent home computer 5+ years ago	532	11.8%	105
HH purchased most recent computer in a store	1,585	35.2%	97
HH purchased most recent computer online	612	13.6%	100
Spent on most recent home computer: \$1-499	675	15.0%	102
Spent on most recent home computer: \$500-\$999	748	16.6%	99
Spent on most recent home computer: \$1000-\$1499	434	9.6%	101
Spent on most recent home computer: \$1500-\$1999	202	4.5%	101
Spent on most recent home computer: \$2000+	141	3.1%	79
HH owns webcam	752	16.7%	99
HH owns wireless router	1,126	25.0%	96
HH owns all-in-one printer (print copy scan)	1,668	37.1%	97
HH owns software: accounting	240	5.3%	94
HH owns software: communications/fax	223	5.0%	115
HH owns software: database/filing	222	4.9%	98
HH owns software: desktop publishing	280	6.2%	91
HH owns software: education/training	388	8.6%	97
HH owns software: entertainment/games	768	17.1%	104
HH owns software: personal finance/tax prep	536	11.9%	105
HH owns software: presentation graphics	251	5.6%	103
HH owns software: multimedia	514	11.4%	104
HH owns software: networking	530	11.8%	109
HH owns software: online meeting/conference	162	3.6%	99
HH owns software: security/anti-virus	991	22.0%	110
HH owns software: spreadsheet	986	21.9%	104
HH owns software: utility	211	4.7%	103
HH owns software: word processing	1,249	27.7%	100
HH owns CD player	597	13.3%	97

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Product/Consumer Behavior	Expected Number of Adults or HHs	Percent	MPI
HH owns portable GPS navigation device	936	20.8%	91
HH purchased portable GPS navigation device/12 mo	95	2.1%	113
HH owns headphones (ear buds)	1,672	37.1%	91
HH owns noise reduction headphones	388	8.6%	87
HH owns Bluetooth/wireless headphones	652	14.5%	91
HH owns home theater/entertainment system	308	6.8%	82
HH owns 1 TV	1,072	23.8%	113
HH owns 2 TVs	1,247	27.7%	103
HH owns 3 TVs	865	19.2%	92
HH owns 4+ TVs	669	14.9%	85
HH owns LCD TV	1,082	24.0%	97
HH owns LED TV	1,397	31.0%	93
HH owns plasma TV	544	12.1%	93
HH has 3D TV	219	4.9%	94
HH has HDTV	1,987	44.1%	99
HH has 4K Ultra HDTV	330	7.3%	91
HH has Internet connectable TV	1,214	27.0%	94
HH owns small screen TV (<27 in)	724	16.1%	105
HH owns medium screen TV (27-35 in)	1,465	32.5%	102
HH owns large screen TV (36-42 in)	1,558	34.6%	104
HH owns XLarge screen TV (43-54 in)	1,125	25.0%	92
HH owns XXL screen TV (55 in+)	895	19.9%	83
HH most recent TV purch: small screen (<27 in)	306	6.8%	106
HH most recent TV purch: medium screen (27-35 in)	790	17.5%	103
HH most recent TV purch: large screen (36-42 in)	983	21.8%	112
HH most recent TV purch: XLarge screen (43-54 in)	741	16.5%	97
HH most recent TV purch: XXL screen (55 in+)	710	15.8%	83
HH owns Internet video device for TV	1,030	22.9%	95
HH owns internet device for TV - Amazon Fire	317	7.0%	88
HH owns internet device for TV - Apple TV	253	5.6%	93
HH owns internet device for TV - Google Chromecast	223	5.0%	88
HH owns internet device for TV - Roku	415	9.2%	95
HH purchased video game system in last 12 months	292	6.5%	79
HH owns video game system: handheld	362	8.0%	91
HH owns video game system: attached to TV/computer	1,665	37.0%	90
HH owns video game system: Nintendo DS/Lite DSI/XL	187	4.2%	94
HH owns video game system: Nintendo 3DS	123	2.7%	93
HH owns video game system: Nintendo Wii	527	11.7%	85
HH owns video game system: Nintendo Wii U	137	3.0%	92
HH owns video game system: PlayStation 2 (PS2)	216	4.8%	88
HH owns video game system: PlayStation 3 (PS3)	412	9.2%	91
HH owns video game system: Playstation 4 (PS 4)	482	10.7%	87
HH owns video game system: Xbox 360	558	12.4%	84
HH owns video game system: Xbox One	468	10.4%	95
HH purchased 5+ video games in last 12 months	274	6.1%	116
HH spent \$101+ on video games in last 12 months	312	6.9%	99
Have access to Internet at home	6,945	90.1%	101
Connection to Internet at home: via cable modem	4,027	52.3%	114
Connection to Internet at home: via DSL	684	8.9%	83
Connection to Internet at home: via fiber optic	1,058	13.7%	91
Access Internet at home via high speed connection	6,842	88.8%	101
Spend 10+ hrs online (excl email/IM time) daily	392	5.1%	90
Spend 5-9.9 hrs online (excl email/IM time) daily	1,149	14.9%	104
Spend 2-4.9 hrs online (excl email/IM time) daily	1,924	25.0%	100
Spend 1-1.9 hrs online (excl email/IM time) daily	1,321	17.1%	95
Spend 0.5-0.9 hrs online (excl email/IM time) daily	893	11.6%	109
Spend <0.5 hrs online (excl email/IM time) daily	599	7.8%	106
Used Internet in last 30 days	6,704	87.0%	101

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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Product/Consumer Behavior	Expected Number of Adults or HHs	Percent	MPI
Used Internet/30 days: at home	6,396	83.0%	101
Used Internet/30 days: at work	3,319	43.1%	97
Used Internet/30 days: at school/library	937	12.2%	90
Used Internet/30 days: not hm/work/school/library	3,067	39.8%	99
Accessed Internet in last 30 days using computer	5,336	69.2%	101
Accessed Internet in last 30 days using cell phone	5,785	75.1%	98
Accessed Internet in last 30 days using tablet	2,708	35.1%	100
Accessed Internet in last 30 days w gaming console	845	11.0%	123
Accessed Internet in last 30 days using television	1,218	15.8%	97
Used Wi-Fi/wireless connection outside hm/30 days	2,394	31.1%	106
Used tablet last 30 days for video call	361	4.7%	104
Internet last 30 days: visited a chat room	358	4.6%	103
Internet last 30 days: used email	5,745	74.6%	101
Internet last 30 days: used IM	4,868	63.2%	97
Internet last 30 days: made personal purchase	3,952	51.3%	99
Internet last 30 days: made business purchase	917	11.9%	89
Internet last 30 days: paid bills online	4,026	52.2%	98
Internet last 30 days: took online class	667	8.7%	101
Internet last 30 days: looked for employment	1,033	13.4%	88
Internet last 30 days: traded/tracked investments	1,008	13.1%	102
Internet last 30 days: made travel plans	1,781	23.1%	103
Internet last 30 days: obtained auto info	937	12.2%	96
Internet last 30 days: obtained financial info	2,415	31.3%	100
Internet last 30 days: obtained medical info	2,288	29.7%	101
Internet last 30 days: checked movie listing/times	1,865	24.2%	106
Internet last 30 days: obtained latest news	3,739	48.5%	104
Internet last 30 days: obtained parenting info	462	6.0%	94
Internet last 30 days: obtained real estate info	1,337	17.4%	110
Internet last 30 days: obtained sports news/info	2,475	32.1%	103
Internet last 30 days: visited online blog	1,090	14.1%	108
Internet last 30 days: wrote online blog	198	2.6%	122
Internet last 30 days: used online dating website	204	2.6%	98
Internet last 30 days: played games online	2,620	34.0%	110
Internet last 30 days: sent greeting card	331	4.3%	94
Internet last 30 days: made phone call	2,335	30.3%	95
Internet last 30 days: shared photos via website	2,557	33.2%	95
Internet last 30 days: looked for recipes	3,212	41.7%	102
Internet last 30 days: added video to website	636	8.3%	94
Internet last 30 days: downloaded a movie	734	9.5%	100
Internet last 30 days: downloaded music	1,520	19.7%	105
Internet last 30 days: download/listen to podcast	730	9.5%	103
Internet last 30 days: downloaded TV program	407	5.3%	105
Internet last 30 days: downloaded a video game	916	11.9%	99
Internet last 30 days: watched movie online	2,152	27.9%	103
Internet last 30 days: watched TV program online	1,509	19.6%	103
Used online gaming srv/30 days: PlayStation Network	520	6.7%	109
Used online gaming srv/30 days: Xbox Live	511	6.6%	118
Played Massive Multi-Player Online game/30 days	348	4.5%	109
Used Spanish language website/app last 30 days	245	3.2%	82
Social Media last 30 days: facebook.com	4,947	64.2%	101
Social media last 30 days: instagram.com	2,084	27.0%	95
Social Media last 30 days: linkedin.com	986	12.8%	96
Social Media last 30 days: shutterfly.com	212	2.8%	83
Social Media last 30 days: tumblr.com	287	3.7%	99
Social Media last 30 days: twitter.com	1,048	13.6%	98
Social Media last 30 days: yelp.com	521	6.8%	91
Social Media last 30 days: youtube.com	3,860	50.1%	99
Social Media last 30 days: plus.google.com	939	12.2%	101
Social Media last 30 days: pinterest.com	1,563	20.3%	97

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Product/Consumer Behavior	Expected Number of Adults or HHs	Percent	MPI
Social network: updated status in last 30 days	2,322	30.1%	104
Social network: updated profile in last 30 days	1,760	22.8%	100
Social network: posted picture in last 30 days	3,544	46.0%	101
Social network: posted video in last 30 days	1,543	20.0%	99
Social network: posted link in last 30 days	1,282	16.6%	111
Social network: saw friend's page in last 30 days	3,756	48.7%	99
Social network: commented on post in last 30 days	3,512	45.6%	99
Social network: posted a blog in last 30 days	316	4.1%	113
Social network: rated a product in last 30 days	704	9.1%	102
Social network: sent email message in last 30 days	3,746	48.6%	100
Social network: sent IM in last 30 days	1,423	18.5%	95
Social network: played a game in last 30 days	1,611	20.9%	109
Social network: invited to event in last 30 days	625	8.1%	84
Social network: liked something in last 30 days	3,175	41.2%	100
Social network: followed something in last 30 days	1,745	22.6%	98
Social network: clicked on an ad in last 30 days	1,305	16.9%	105
Social network: watched video in last 30 days	3,932	51.0%	100
Social network: posted location in last 30 days	855	11.1%	93
Social network: sent real or virtual gift/30 days	176	2.3%	110
Social network: used to keep in touch w/ friends	3,132	40.6%	100
Social network: used to reconnect w/ old friends	1,111	14.4%	97
Social network: used to meet new friends	603	7.8%	96
Social network: used to follow friends activities	1,550	20.1%	98
Social network: used to find out about new prod.	637	8.3%	99
Social network: used to review prod. or service	486	6.3%	110
Social network: used for professional contacts	590	7.7%	97
Social network: used to find mutual interests	521	6.8%	100
Social network: used to track current events	1,101	14.3%	97
Social network: used to find info on TV or movie	614	8.0%	94
Social network: used to find local information	829	10.8%	99
Social network: used for gaming	633	8.2%	108
Social network: used to support favorite brands	430	5.6%	100
Social network: used to get coupons or discounts	476	6.2%	90
Social network: used to gain access to VIP events	333	4.3%	96
Used website/search engine/30 days: ask.com	152	2.0%	93
Used website/search engine/30 days: bing.com	835	10.8%	104
Used website/search engine/30 days: google.com	6,287	81.6%	101
Used website/search engine/30 days: yahoo.com	1,725	22.4%	97
Used entertainment website/app last 30 days: BuzzFeed	633	8.2%	102
Used entertainment website/app last 30 days: Fandango	571	7.4%	107
Used news website/app last 30 days: abcnews.com	636	8.3%	114
Used news website/app last 30 days: bbc.com	555	7.2%	111
Used news website/app last 30 days: cbsnews.com	464	6.0%	108
Used news website/app last 30 days: cnn.com	1,426	18.5%	109
Used news website/app last 30 days: foxnews.com	1,134	14.7%	104
Used news website/app last 30 days: huffpo.com	938	12.2%	115
Used news website/app last 30 days: nbcnews.com	502	6.5%	116
Used news website/app last 30 days: yahoonews.com	687	8.9%	101
Used sports website/app last 30 days: ESPN	1,504	19.5%	105
Used sports website/app last 30 days: FoxSports	537	7.0%	99
Used sports website/app last 30 days: NBA.com	364	4.7%	86
Used sports website/app last 30 days: NFL.com	678	8.8%	101
Used website/app last 30 days: PBS	405	5.3%	122

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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 or HHs	MPI
Own any tablet		35,092	97
Own any e-reader		6,417	103
Own e-reader/tablet: iPad		20,072	95
Own e-reader/tablet: Amazon Kindle		11,129	104
Own any portable MP3 player		13,345	96
Own portable MP3 player: Apple iPod		10,160	95
Own wearable tech: Apple Watch		2,319	91
Own wearable tech: Fitbit		7,483	101
Own digital camera/camcorder		5,036	82
Own digital point & shoot camera/camcorder		7,022	94
Own digital SLR camera/camcorder		5,737	97
Own 35mm camera/camcorder		3,908	94
Own telephoto/zoom lens		2,706	92
Own wide-angle lens		2,207	96
Own a selfie stick		3,432	95
Printed digital photos in last 12 months		16,919	99
Use a computer at work		32,996	105
Use desktop computer at work		17,567	105
Use laptop/notebook at work		13,957	104
HH owns a computer		29,849	100
Purchased home computer in last 12 months		4,443	105
HH owns desktop computer		14,273	95
HH owns laptop/notebook		22,936	99
Child (under 18 yrs) uses home computer		4,213	80
HH owns any Apple/Mac brand computer		6,931	94
HH owns any PC/non-Apple brand computer		24,946	100

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Product/Consumer Behavior	Expected Number of Adults or HHs	Percent	MPI
Purchased most recent home computer 1-2 years ago	6,222	15.3%	96
Purchased most recent home computer 3-4 years ago	6,226	15.3%	96
Purchased most recent home computer 5+ years ago	4,650	11.4%	101
HH purchased most recent computer in a store	14,701	36.1%	100
HH purchased most recent computer online	5,282	13.0%	95
Spent on most recent home computer: \$1-499	6,147	15.1%	102
Spent on most recent home computer: \$500-\$999	7,056	17.3%	103
Spent on most recent home computer: \$1000-\$1499	3,825	9.4%	98
Spent on most recent home computer: \$1500-\$1999	1,622	4.0%	90
Spent on most recent home computer: \$2000+	1,301	3.2%	81
HH owns webcam	7,189	17.6%	104
HH owns wireless router	10,666	26.2%	101
HH owns all-in-one printer (print copy scan)	15,197	37.3%	97
HH owns software: accounting	2,100	5.2%	90
HH owns software: communications/fax	1,771	4.3%	100
HH owns software: database/filing	1,896	4.7%	93
HH owns software: desktop publishing	2,512	6.2%	90
HH owns software: education/training	3,419	8.4%	95
HH owns software: entertainment/games	6,661	16.3%	100
HH owns software: personal finance/tax prep	4,714	11.6%	102
HH owns software: presentation graphics	2,117	5.2%	96
HH owns software: multimedia	4,643	11.4%	104
HH owns software: networking	4,129	10.1%	94
HH owns software: online meeting/conference	1,456	3.6%	99
HH owns software: security/anti-virus	8,220	20.2%	101
HH owns software: spreadsheet	8,802	21.6%	102
HH owns software: utility	1,746	4.3%	94
HH owns software: word processing	11,224	27.5%	99
HH owns CD player	5,198	12.8%	93

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Product/Consumer Behavior	Expected Number of Adults or HHs	Percent	MPI
HH owns portable GPS navigation device	8,725	21.4%	94
HH purchased portable GPS navigation device/12 mo	819	2.0%	107
HH owns headphones (ear buds)	16,018	39.3%	97
HH owns noise reduction headphones	3,726	9.1%	92
HH owns Bluetooth/wireless headphones	5,907	14.5%	91
HH owns home theater/entertainment system	3,120	7.7%	92
HH owns 1 TV	8,910	21.9%	104
HH owns 2 TVs	11,082	27.2%	101
HH owns 3 TVs	8,694	21.3%	102
HH owns 4+ TVs	6,397	15.7%	90
HH owns LCD TV	9,810	24.1%	97
HH owns LED TV	13,520	33.2%	99
HH owns plasma TV	5,067	12.4%	96
HH has 3D TV	1,971	4.8%	94
HH has HDTV	18,332	45.0%	101
HH has 4K Ultra HDTV	3,324	8.2%	101
HH has Internet connectable TV	11,340	27.8%	97
HH owns small screen TV (<27 in)	6,434	15.8%	103
HH owns medium screen TV (27-35 in)	13,516	33.2%	104
HH owns large screen TV (36-42 in)	13,841	34.0%	102
HH owns XLarge screen TV (43-54 in)	10,415	25.6%	94
HH owns XXL screen TV (55 in+)	8,757	21.5%	90
HH most recent TV purch: small screen (<27 in)	2,708	6.6%	103
HH most recent TV purch: medium screen (27-35 in)	7,317	18.0%	105
HH most recent TV purch: large screen (36-42 in)	8,411	20.6%	106
HH most recent TV purch: XLarge screen (43-54 in)	6,466	15.9%	93
HH most recent TV purch: XXL screen (55 in+)	7,064	17.3%	91
HH owns Internet video device for TV	10,162	24.9%	104
HH owns internet device for TV - Amazon Fire	3,295	8.1%	101
HH owns internet device for TV - Apple TV	2,298	5.6%	93
HH owns internet device for TV - Google Chromecast	2,430	6.0%	105
HH owns internet device for TV - Roku	3,863	9.5%	98
HH purchased video game system in last 12 months	2,886	7.1%	86
HH owns video game system: handheld	3,260	8.0%	91
HH owns video game system: attached to TV/computer	16,529	40.6%	99
HH owns video game system: Nintendo DS/Lite DSI/XL	1,686	4.1%	93
HH owns video game system: Nintendo 3DS	1,098	2.7%	92
HH owns video game system: Nintendo Wii	5,250	12.9%	93
HH owns video game system: Nintendo Wii U	1,194	2.9%	89
HH owns video game system: PlayStation 2 (PS2)	2,190	5.4%	99
HH owns video game system: PlayStation 3 (PS3)	4,004	9.8%	98
HH owns video game system: Playstation 4 (PS 4)	5,061	12.4%	101
HH owns video game system: Xbox 360	5,540	13.6%	93
HH owns video game system: Xbox One	4,478	11.0%	101
HH purchased 5+ video games in last 12 months	2,116	5.2%	99
HH spent \$101+ on video games in last 12 months	2,678	6.6%	94
Have access to Internet at home	67,043	89.7%	100
Connection to Internet at home: via cable modem	37,824	50.6%	110
Connection to Internet at home: via DSL	6,465	8.6%	81
Connection to Internet at home: via fiber optic	10,413	13.9%	92
Access Internet at home via high speed connection	66,114	88.4%	101
Spend 10+ hrs online (excl email/IM time) daily	4,086	5.5%	96
Spend 5-9.9 hrs online (excl email/IM time) daily	11,398	15.2%	106
Spend 2-4.9 hrs online (excl email/IM time) daily	19,059	25.5%	102
Spend 1-1.9 hrs online (excl email/IM time) daily	13,050	17.5%	97
Spend 0.5-0.9 hrs online (excl email/IM time) daily	8,125	10.9%	102
Spend <0.5 hrs online (excl email/IM time) daily	5,386	7.2%	98
Used Internet in last 30 days	64,865	86.8%	101

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

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 or HHs	Percent	MPI
Used Internet/30 days: at home	61,642	82.5%	100
Used Internet/30 days: at work	34,385	46.0%	104
Used Internet/30 days: at school/library	9,851	13.2%	97
Used Internet/30 days: not hm/work/school/library	31,143	41.7%	103
Accessed Internet in last 30 days using computer	52,145	69.8%	102
Accessed Internet in last 30 days using cell phone	56,971	76.2%	100
Accessed Internet in last 30 days using tablet	25,806	34.5%	98
Accessed Internet in last 30 days w gaming console	7,282	9.7%	110
Accessed Internet in last 30 days using television	12,858	17.2%	105
Used Wi-Fi/wireless connection outside hm/30 days	22,931	30.7%	105
Used tablet last 30 days for video call	3,038	4.1%	90
Internet last 30 days: visited a chat room	3,194	4.3%	95
Internet last 30 days: used email	55,750	74.6%	101
Internet last 30 days: used IM	48,431	64.8%	100
Internet last 30 days: made personal purchase	39,674	53.1%	102
Internet last 30 days: made business purchase	10,285	13.8%	103
Internet last 30 days: paid bills online	40,688	54.4%	102
Internet last 30 days: took online class	6,784	9.1%	105
Internet last 30 days: looked for employment	11,799	15.8%	103
Internet last 30 days: traded/tracked investments	9,786	13.1%	102
Internet last 30 days: made travel plans	16,942	22.7%	101
Internet last 30 days: obtained auto info	9,857	13.2%	104
Internet last 30 days: obtained financial info	24,316	32.5%	104
Internet last 30 days: obtained medical info	22,239	29.7%	101
Internet last 30 days: checked movie listing/times	17,181	23.0%	101
Internet last 30 days: obtained latest news	36,685	49.1%	105
Internet last 30 days: obtained parenting info	5,132	6.9%	107
Internet last 30 days: obtained real estate info	12,531	16.8%	107
Internet last 30 days: obtained sports news/info	24,178	32.3%	103
Internet last 30 days: visited online blog	11,408	15.3%	117
Internet last 30 days: wrote online blog	1,868	2.5%	119
Internet last 30 days: used online dating website	2,262	3.0%	111
Internet last 30 days: played games online	24,386	32.6%	106
Internet last 30 days: sent greeting card	3,748	5.0%	109
Internet last 30 days: made phone call	23,113	30.9%	97
Internet last 30 days: shared photos via website	26,426	35.4%	102
Internet last 30 days: looked for recipes	31,884	42.7%	105
Internet last 30 days: added video to website	6,970	9.3%	106
Internet last 30 days: downloaded a movie	7,332	9.8%	102
Internet last 30 days: downloaded music	14,282	19.1%	102
Internet last 30 days: download/listen to podcast	8,037	10.8%	117
Internet last 30 days: downloaded TV program	3,672	4.9%	97
Internet last 30 days: downloaded a video game	8,968	12.0%	100
Internet last 30 days: watched movie online	21,250	28.4%	105
Internet last 30 days: watched TV program online	15,689	21.0%	110
Used online gaming srv/30 days: PlayStation Network	5,162	6.9%	112
Used online gaming srv/30 days: Xbox Live	4,625	6.2%	110
Played Massive Multi-Player Online game/30 days	3,366	4.5%	109
Used Spanish language website/app last 30 days	2,203	2.9%	76
Social Media last 30 days: facebook.com	48,527	64.9%	102
Social media last 30 days: instagram.com	21,716	29.1%	102
Social Media last 30 days: linkedin.com	10,997	14.7%	111
Social Media last 30 days: shutterfly.com	2,370	3.2%	95
Social Media last 30 days: tumblr.com	3,335	4.5%	118
Social Media last 30 days: twitter.com	10,621	14.2%	103
Social Media last 30 days: yelp.com	5,217	7.0%	94
Social Media last 30 days: youtube.com	38,137	51.0%	101
Social Media last 30 days: plus.google.com	9,193	12.3%	102
Social Media last 30 days: pinterest.com	15,876	21.2%	101

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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December 31, 2019



Electronics and Internet 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 or HHs	Percent	MPI
Social network: updated status in last 30 days	23,911	32.0%	110
Social network: updated profile in last 30 days	17,941	24.0%	105
Social network: posted picture in last 30 days	35,311	47.2%	104
Social network: posted video in last 30 days	15,683	21.0%	104
Social network: posted link in last 30 days	13,083	17.5%	116
Social network: saw friend's page in last 30 days	37,715	50.5%	103
Social network: commented on post in last 30 days	35,697	47.8%	104
Social network: posted a blog in last 30 days	2,892	3.9%	106
Social network: rated a product in last 30 days	7,364	9.9%	110
Social network: sent email message in last 30 days	37,807	50.6%	104
Social network: sent IM in last 30 days	14,914	20.0%	102
Social network: played a game in last 30 days	15,376	20.6%	107
Social network: invited to event in last 30 days	7,456	10.0%	104
Social network: liked something in last 30 days	31,114	41.6%	101
Social network: followed something in last 30 days	18,482	24.7%	107
Social network: clicked on an ad in last 30 days	12,471	16.7%	104
Social network: watched video in last 30 days	39,199	52.4%	103
Social network: posted location in last 30 days	9,024	12.1%	101
Social network: sent real or virtual gift/30 days	1,767	2.4%	114
Social network: used to keep in touch w/ friends	31,012	41.5%	102
Social network: used to reconnect w/ old friends	11,463	15.3%	103
Social network: used to meet new friends	5,986	8.0%	99
Social network: used to follow friends activities	15,770	21.1%	102
Social network: used to find out about new prod.	6,201	8.3%	99
Social network: used to review prod. or service	4,460	6.0%	104
Social network: used for professional contacts	6,153	8.2%	105
Social network: used to find mutual interests	5,057	6.8%	100
Social network: used to track current events	11,191	15.0%	101
Social network: used to find info on TV or movie	6,647	8.9%	105
Social network: used to find local information	8,302	11.1%	102
Social network: used for gaming	6,542	8.8%	115
Social network: used to support favorite brands	4,679	6.3%	112
Social network: used to get coupons or discounts	5,205	7.0%	102
Social network: used to gain access to VIP events	3,699	4.9%	110
Used website/search engine/30 days: ask.com	1,568	2.1%	99
Used website/search engine/30 days: bing.com	8,061	10.8%	104
Used website/search engine/30 days: google.com	60,937	81.5%	101
Used website/search engine/30 days: yahoo.com	17,085	22.9%	99
Used entertainment website/app last 30 days: BuzzFeed	6,959	9.3%	115
Used entertainment website/app last 30 days: Fandango	5,170	6.9%	100
Used news website/app last 30 days: abcnews.com	5,828	7.8%	108
Used news website/app last 30 days: bbc.com	5,580	7.5%	115
Used news website/app last 30 days: cbsnews.com	4,454	6.0%	107
Used news website/app last 30 days: cnn.com	13,593	18.2%	107
Used news website/app last 30 days: foxnews.com	10,192	13.6%	96
Used news website/app last 30 days: huffpo.com	9,930	13.3%	126
Used news website/app last 30 days: nbcnews.com	4,531	6.1%	108
Used news website/app last 30 days: yahoonews.com	6,645	8.9%	101
Used sports website/app last 30 days: ESPN	14,705	19.7%	105
Used sports website/app last 30 days: FoxSports	5,313	7.1%	101
Used sports website/app last 30 days: NBA.com	3,710	5.0%	91
Used sports website/app last 30 days: NFL.com	6,386	8.5%	98
Used website/app last 30 days: PBS	3,683	4.9%	114

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December 31, 2019



Electronics and Internet 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
		Expected	
Product/Consumer Behavior	Number of Adults or HHs	Percent	MPI
Own any tablet	97,479	46.2%	96
Own any e-reader	17,524	8.3%	100
Own e-reader/tablet: iPad	55,565	26.4%	93
Own e-reader/tablet: Amazon Kindle	30,092	14.3%	99
Own any portable MP3 player	37,723	17.9%	96
Own portable MP3 player: Apple iPod	29,220	13.9%	97
Own wearable tech: Apple Watch	6,920	3.3%	97
Own wearable tech: Fitbit	20,691	9.8%	99
Own digital camera/camcorder	14,611	6.9%	85
Own digital point & shoot camera/camcorder	20,127	9.5%	95
Own digital SLR camera/camcorder	15,680	7.4%	94
Own 35mm camera/camcorder	10,934	5.2%	93
Own telephoto/zoom lens	7,811	3.7%	94
Own wide-angle lens	6,378	3.0%	98
Own a selfie stick	9,399	4.5%	92
Printed digital photos in last 12 months	46,508	22.1%	97
Use a computer at work	92,267	43.8%	104
Use desktop computer at work	49,351	23.4%	104
Use laptop/notebook at work	38,109	18.1%	100
HH owns a computer	85,003	72.9%	99
Purchased home computer in last 12 months	12,483	10.7%	103
HH owns desktop computer	40,705	34.9%	95
HH owns laptop/notebook	65,420	56.1%	99
Child (under 18 yrs) uses home computer	12,008	10.3%	80
HH owns any Apple/Mac brand computer	20,255	17.4%	96
HH owns any PC/non-Apple brand computer	70,735	60.7%	99

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Product/Consumer Behavior	Expected Number of Adults or HHs	Percent	MPI
Purchased most recent home computer 1-2 years ago	18,195	15.6%	98
Purchased most recent home computer 3-4 years ago	18,041	15.5%	97
Purchased most recent home computer 5+ years ago	13,226	11.3%	100
HH purchased most recent computer in a store	41,701	35.8%	99
HH purchased most recent computer online	15,656	13.4%	99
Spent on most recent home computer: \$1-499	17,795	15.3%	104
Spent on most recent home computer: \$500-\$999	19,694	16.9%	101
Spent on most recent home computer: \$1000-\$1499	11,152	9.6%	100
Spent on most recent home computer: \$1500-\$1999	5,026	4.3%	97
Spent on most recent home computer: \$2000+	4,011	3.4%	87
HH owns webcam	20,637	17.7%	105
HH owns wireless router	29,924	25.7%	99
HH owns all-in-one printer (print copy scan)	42,971	36.8%	96
HH owns software: accounting	6,192	5.3%	93
HH owns software: communications/fax	5,224	4.5%	104
HH owns software: database/filing	5,756	4.9%	98
HH owns software: desktop publishing	7,329	6.3%	92
HH owns software: education/training	10,087	8.6%	98
HH owns software: entertainment/games	18,995	16.3%	100
HH owns software: personal finance/tax prep	13,587	11.7%	102
HH owns software: presentation graphics	6,218	5.3%	98
HH owns software: multimedia	13,585	11.6%	106
HH owns software: networking	12,390	10.6%	98
HH owns software: online meeting/conference	4,300	3.7%	102
HH owns software: security/anti-virus	23,312	20.0%	100
HH owns software: spreadsheet	24,972	21.4%	101
HH owns software: utility	5,240	4.5%	99
HH owns software: word processing	32,188	27.6%	99
HH owns CD player	14,817	12.7%	93

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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Product/Consumer Behavior	Expected Number of Adults or HHs	Percent	MPI
HH owns portable GPS navigation device	24,238	20.8%	91
HH purchased portable GPS navigation device/12 mo	2,316	2.0%	106
HH owns headphones (ear buds)	46,485	39.9%	98
HH owns noise reduction headphones	10,809	9.3%	93
HH owns Bluetooth/wireless headphones	17,006	14.6%	92
HH owns home theater/entertainment system	8,962	7.7%	92
HH owns 1 TV	26,315	22.6%	108
HH owns 2 TVs	32,148	27.6%	103
HH owns 3 TVs	24,008	20.6%	98
HH owns 4+ TVs	17,449	15.0%	86
HH owns LCD TV	27,994	24.0%	97
HH owns LED TV	38,180	32.7%	98
HH owns plasma TV	14,551	12.5%	96
HH has 3D TV	5,580	4.8%	93
HH has HDTV	51,965	44.6%	100
HH has 4K Ultra HDTV	9,496	8.1%	101
HH has Internet connectable TV	32,117	27.5%	96
HH owns small screen TV (<27 in)	18,377	15.8%	103
HH owns medium screen TV (27-35 in)	38,311	32.9%	103
HH owns large screen TV (36-42 in)	38,474	33.0%	99
HH owns XLarge screen TV (43-54 in)	29,564	25.4%	94
HH owns XXL screen TV (55 in+)	24,937	21.4%	90
HH most recent TV purch: small screen (<27 in)	7,816	6.7%	104
HH most recent TV purch: medium screen (27-35 in)	21,036	18.0%	105
HH most recent TV purch: large screen (36-42 in)	23,412	20.1%	103
HH most recent TV purch: XLarge screen (43-54 in)	18,614	16.0%	94
HH most recent TV purch: XXL screen (55 in+)	20,168	17.3%	91
HH owns Internet video device for TV	28,030	24.0%	100
HH owns internet device for TV - Amazon Fire	9,204	7.9%	99
HH owns internet device for TV - Apple TV	6,411	5.5%	91
HH owns internet device for TV - Google Chromecast	7,136	6.1%	108
HH owns internet device for TV - Roku	10,863	9.3%	96
HH purchased video game system in last 12 months	8,008	6.9%	83
HH owns video game system: handheld	9,016	7.7%	88
HH owns video game system: attached to TV/computer	46,916	40.2%	98
HH owns video game system: Nintendo DS/Lite DSI/XL	4,617	4.0%	89
HH owns video game system: Nintendo 3DS	2,964	2.5%	86
HH owns video game system: Nintendo Wii	14,525	12.5%	90
HH owns video game system: Nintendo Wii U	3,300	2.8%	86
HH owns video game system: PlayStation 2 (PS2)	6,014	5.2%	95
HH owns video game system: PlayStation 3 (PS3)	11,760	10.1%	101
HH owns video game system: Playstation 4 (PS 4)	14,696	12.6%	102
HH owns video game system: Xbox 360	15,689	13.5%	92
HH owns video game system: Xbox One	12,581	10.8%	99
HH purchased 5+ video games in last 12 months	5,998	5.1%	98
HH spent \$101+ on video games in last 12 months	7,577	6.5%	93
Have access to Internet at home	188,352	89.4%	100
Connection to Internet at home: via cable modem	105,876	50.2%	109
Connection to Internet at home: via DSL	18,986	9.0%	84
Connection to Internet at home: via fiber optic	28,159	13.4%	88
Access Internet at home via high speed connection	185,432	88.0%	100
Spend 10+ hrs online (excl email/IM time) daily	12,880	6.1%	108
Spend 5-9.9 hrs online (excl email/IM time) daily	33,198	15.8%	109
Spend 2-4.9 hrs online (excl email/IM time) daily	53,214	25.2%	101
Spend 1-1.9 hrs online (excl email/IM time) daily	36,582	17.4%	96
Spend 0.5-0.9 hrs online (excl email/IM time) daily	21,772	10.3%	97
Spend <0.5 hrs online (excl email/IM time) daily	15,249	7.2%	99
Used Internet in last 30 days	182,968	86.8%	101

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Product/Consumer Behavior	Expected Number of Adults or HHs	Percent	MPI
Used Internet/30 days: at home	174,185	82.6%	100
Used Internet/30 days: at work	96,764	45.9%	104
Used Internet/30 days: at school/library	30,215	14.3%	106
Used Internet/30 days: not hm/work/school/library	88,246	41.9%	104
Accessed Internet in last 30 days using computer	146,660	69.6%	102
Accessed Internet in last 30 days using cell phone	161,577	76.7%	100
Accessed Internet in last 30 days using tablet	71,881	34.1%	97
Accessed Internet in last 30 days w gaming console	21,407	10.2%	114
Accessed Internet in last 30 days using television	37,339	17.7%	108
Used Wi-Fi/wireless connection outside hm/30 days	67,528	32.0%	110
Used tablet last 30 days for video call	8,640	4.1%	91
Internet last 30 days: visited a chat room	9,419	4.5%	100
Internet last 30 days: used email	156,851	74.4%	101
Internet last 30 days: used IM	137,721	65.3%	101
Internet last 30 days: made personal purchase	110,868	52.6%	101
Internet last 30 days: made business purchase	28,845	13.7%	102
Internet last 30 days: paid bills online	115,028	54.6%	103
Internet last 30 days: took online class	19,485	9.2%	107
Internet last 30 days: looked for employment	34,538	16.4%	107
Internet last 30 days: traded/tracked investments	27,054	12.8%	100
Internet last 30 days: made travel plans	47,709	22.6%	101
Internet last 30 days: obtained auto info	27,358	13.0%	102
Internet last 30 days: obtained financial info	68,399	32.5%	103
Internet last 30 days: obtained medical info	62,341	29.6%	100
Internet last 30 days: checked movie listing/times	49,612	23.5%	103
Internet last 30 days: obtained latest news	103,828	49.3%	105
Internet last 30 days: obtained parenting info	14,070	6.7%	104
Internet last 30 days: obtained real estate info	35,038	16.6%	106
Internet last 30 days: obtained sports news/info	68,311	32.4%	103
Internet last 30 days: visited online blog	32,371	15.4%	118
Internet last 30 days: wrote online blog	5,272	2.5%	119
Internet last 30 days: used online dating website	6,828	3.2%	119
Internet last 30 days: played games online	69,109	32.8%	106
Internet last 30 days: sent greeting card	10,321	4.9%	107
Internet last 30 days: made phone call	66,554	31.6%	99
Internet last 30 days: shared photos via website	75,664	35.9%	103
Internet last 30 days: looked for recipes	89,742	42.6%	105
Internet last 30 days: added video to website	20,760	9.8%	112
Internet last 30 days: downloaded a movie	21,266	10.1%	105
Internet last 30 days: downloaded music	40,681	19.3%	103
Internet last 30 days: download/listen to podcast	22,737	10.8%	118
Internet last 30 days: downloaded TV program	11,397	5.4%	107
Internet last 30 days: downloaded a video game	26,387	12.5%	104
Internet last 30 days: watched movie online	62,723	29.8%	110
Internet last 30 days: watched TV program online	45,130	21.4%	112
Used online gaming srv/30 days: PlayStation Network	14,811	7.0%	114
Used online gaming srv/30 days: Xbox Live	13,178	6.3%	111
Played Massive Multi-Player Online game/30 days	9,798	4.6%	113
Used Spanish language website/app last 30 days	6,687	3.2%	82
Social Media last 30 days: facebook.com	137,482	65.2%	103
Social media last 30 days: instagram.com	62,357	29.6%	104
Social Media last 30 days: linkedin.com	30,579	14.5%	109
Social Media last 30 days: shutterfly.com	6,734	3.2%	96
Social Media last 30 days: tumblr.com	9,719	4.6%	122
Social Media last 30 days: twitter.com	31,147	14.8%	107
Social Media last 30 days: yelp.com	15,725	7.5%	101
Social Media last 30 days: youtube.com	108,419	51.4%	102
Social Media last 30 days: plus.google.com	26,912	12.8%	106
Social Media last 30 days: pinterest.com	44,128	20.9%	100

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

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 or HHs	Percent	MPI
Social network: updated status in last 30 days	67,155	31.9%	109
Social network: updated profile in last 30 days	51,936	24.6%	107
Social network: posted picture in last 30 days	100,129	47.5%	105
Social network: posted video in last 30 days	45,241	21.5%	107
Social network: posted link in last 30 days	37,486	17.8%	118
Social network: saw friend's page in last 30 days	107,155	50.8%	104
Social network: commented on post in last 30 days	100,531	47.7%	104
Social network: posted a blog in last 30 days	8,205	3.9%	107
Social network: rated a product in last 30 days	20,889	9.9%	110
Social network: sent email message in last 30 days	106,690	50.6%	104
Social network: sent IM in last 30 days	42,863	20.3%	104
Social network: played a game in last 30 days	42,617	20.2%	105
Social network: invited to event in last 30 days	22,513	10.7%	111
Social network: liked something in last 30 days	88,651	42.1%	102
Social network: followed something in last 30 days	52,913	25.1%	109
Social network: clicked on an ad in last 30 days	35,511	16.8%	105
Social network: watched video in last 30 days	111,575	52.9%	104
Social network: posted location in last 30 days	26,167	12.4%	104
Social network: sent real or virtual gift/30 days	5,169	2.5%	118
Social network: used to keep in touch w/ friends	88,330	41.9%	103
Social network: used to reconnect w/ old friends	32,982	15.6%	105
Social network: used to meet new friends	17,475	8.3%	102
Social network: used to follow friends activities	44,326	21.0%	102
Social network: used to find out about new prod.	18,405	8.7%	104
Social network: used to review prod. or service	12,837	6.1%	106
Social network: used for professional contacts	17,543	8.3%	106
Social network: used to find mutual interests	14,640	6.9%	103
Social network: used to track current events	32,415	15.4%	104
Social network: used to find info on TV or movie	19,235	9.1%	108
Social network: used to find local information	24,148	11.5%	105
Social network: used for gaming	18,602	8.8%	116
Social network: used to support favorite brands	13,783	6.5%	117
Social network: used to get coupons or discounts	16,027	7.6%	111
Social network: used to gain access to VIP events	11,145	5.3%	117
Used website/search engine/30 days: ask.com	4,297	2.0%	96
Used website/search engine/30 days: bing.com	22,415	10.6%	102
Used website/search engine/30 days: google.com	172,054	81.6%	101
Used website/search engine/30 days: yahoo.com	46,860	22.2%	97
Used entertainment website/app last 30 days: BuzzFeed	20,393	9.7%	120
Used entertainment website/app last 30 days: Fandango	14,430	6.8%	99
Used news website/app last 30 days: abcnews.com	16,548	7.9%	109
Used news website/app last 30 days: bbc.com	16,875	8.0%	124
Used news website/app last 30 days: cbsnews.com	12,380	5.9%	105
Used news website/app last 30 days: cnn.com	38,577	18.3%	107
Used news website/app last 30 days: foxnews.com	28,891	13.7%	97
Used news website/app last 30 days: huffpo.com	28,170	13.4%	126
Used news website/app last 30 days: nbcnews.com	12,765	6.1%	108
Used news website/app last 30 days: yahoonews.com	18,514	8.8%	99
Used sports website/app last 30 days: ESPN	42,451	20.1%	108
Used sports website/app last 30 days: FoxSports	15,071	7.2%	102
Used sports website/app last 30 days: NBA.com	11,318	5.4%	98
Used sports website/app last 30 days: NFL.com	19,488	9.2%	106
Used website/app last 30 days: PBS	10,606	5.0%	116

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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