

Epic Plaza 12910 Factory Ln, Louisville, Kentucky, 40245 Ring: 1 mile radius Prepared by Charlotte Hollkamp Latitude: 38.28821

Longitude: -85.51154

Demographic Summary	2019	2024
Population	4,267	4,503
Population 18+	3,111	3,284
Households	1,857	1,984
Median Household Income	\$109,381	\$121,727

Median nousehold income		\$109,381	\$121,/2/
	Expected		
Product/Consumer Behavior	Number of Adults or HHs	Percent	MPI
Own any tablet	1,920	61.7%	128
Own any e-reader	307	9.9%	118
Own e-reader/tablet: iPad	1,323	42.5%	151
Own e-reader/tablet: Amazon Kindle	522	16.8%	117
Own any portable MP3 player	744	23.9%	129
Own portable MP3 player: Apple iPod	620	19.9%	140
Own wearable tech: Apple Watch	177	5.7%	167
Own wearable tech: Fitbit	426	13.7%	138
Own digital camera/camcorder	345	11.1%	136
Own digital point & shoot camera/camcorder	414	13.3%	133
Own digital SLR camera/camcorder	378	12.2%	154
Own 35mm camera/camcorder	169	5.4%	98
Own telephoto/zoom lens	160	5.1%	130
Own wide-angle lens	111	3.6%	116
Own a selfie stick	206	6.6%	137
Printed digital photos in last 12 months	912	29.3%	128
Use a computer at work	1,753	56.3%	134
Use desktop computer at work	931	29.9%	133
Use laptop/notebook at work	848	27.3%	151
HH owns a computer	1,577	84.9%	115
Purchased home computer in last 12 months	256	13.8%	133
HH owns desktop computer	790	42.5%	115
HH owns laptop/notebook	1,284	69.1%	122
Child (under 18 yrs) uses home computer	374	20.1%	155
HH owns any Apple/Mac brand computer	430	23.2%	128
HH owns any PC/non-Apple brand computer	1,306	70.3%	115

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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Electronics and Internet Market Potential

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	Expected		
Product/Consumer Behavior	Number of Adults or HHs	Percent	MPI
Purchased most recent home computer 1-2 years ago	359	19.3%	121
Purchased most recent home computer 3-4 years ago	366	19.7%	124
Purchased most recent home computer 5+ years ago	219	11.8%	104
HH purchased most recent computer in a store	818	44.0%	122
HH purchased most recent computer online	340	18.3%	135
Spent on most recent home computer: \$1-499	269	14.5%	98
Spent on most recent home computer: \$500-\$999	372	20.0%	119
Spent on most recent home computer: \$1000-\$1499	215	11.6%	121
Spent on most recent home computer: \$1500-\$1999	128	6.9%	156
Spent on most recent home computer: \$2000+	126	6.8%	171
HH owns webcam	410	22.1%	131
HH owns wireless router	609	32.8%	126
HH owns all-in-one printer (print copy scan)	816	43.9%	114
HH owns software: accounting	137	7.4%	130
HH owns software: communications/fax	102	5.5%	127
HH owns software: database/filing	126	6.8%	135
HH owns software: desktop publishing	143	7.7%	113
HH owns software: education/training	221	11.9%	135
HH owns software: entertainment/games	378	20.4%	125
HH owns software: personal finance/tax prep	277	14.9%	131
HH owns software: presentation graphics	131	7.1%	130
HH owns software: multimedia	241	13.0%	118
HH owns software: networking	235	12.7%	117
HH owns software: online meeting/conference	108	5.8%	160
HH owns software: security/anti-virus	479	25.8%	129
HH owns software: spreadsheet	523	28.2%	133
HH owns software: utility	104	5.6%	124
HH owns software: word processing	696	37.5%	135
HH owns CD player	274	14.8%	108

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 Number of Adults or HHs	Ring: 1 mile radius		Long	itude: -85.51154
Product/Consumer Behavior		Expected		
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HH owns video game system: Nintendo Wii U HH owns video game system: PlayStation 2 (PS2) HH owns video game system: PlayStation 3 (PS3) HH owns video game system: PlayStation 3 (PS3) HH owns video game system: PlayStation 4 (PS 4) HH owns video game system: Nbox 360 HH owns video game system: Xbox 360 HH owns video game system: Xbox 360 HH owns video game system: Xbox One HH purchased 5+ video games in last 12 months HH spent \$101+ on video games in last 12 months Lase 6.9% HS2 HH spent \$101+ on video games in last 12 months Connection to Internet at home Layes 96.3% Connection to Internet at home: via cable modem Logical 1,648 Connection to Internet at home: via cable modem Logical 1,648 Connection to Internet at home: via fiber optic Access Internet at home: via fiber optic Access Internet at home via high speed connection Logical 1,974 Spend 10+ hrs online (excl email/IM time) daily Spend 2-4.9 hrs online (excl email/IM time) daily Applied 1,949 Spend 1-1.9 hrs online (excl email/IM time) daily Spend 0.5-0.9 hrs online (excl email/IM time) daily	HH owns video game system: Nintendo 3DS			
HH owns video game system: PlayStation 2 (PS2) 108 5.8% 107 HH owns video game system: PlayStation 3 (PS3) 229 12.3% 123 HH owns video game system: Playstation 4 (PS 4) 326 17.6% 142 HH owns video game system: Xbox 360 392 21.1% 144 HH owns video game system: Xbox One 320 17.2% 158 HH purchased 5+ video games in last 12 months 128 6.9% 132 HH spent \$101+ on video games in last 12 months 128 6.9% 169 Have access to Internet at home 2,995 96.3% 108 Connection to Internet at home: via cable modem 1,648 53.0% 115 Connection to Internet at home: via fiber optic 680 21.9% 93 Connection to Internet at home: via fiber optic 680 21.9% 145 Access Internet at home via high speed connection 2,974 95.6% 109 Spend 10+ hrs online (excl email/IM time) daily 222 7.1% 126 Spend 5-9.9 hrs online (excl email/IM time) daily 486 15.6% 108 Spend 2-4.9 hrs online (excl email/IM time) daily 949 30.5% 122 Spend 1-1.9 hrs online (excl email/IM time) daily 338 10.9% 102 Spend <0.5 hrs online (excl email/IM time) daily 338 10.9% 102 Spend <0.5 hrs online (excl email/IM time) daily 196 6.3% 86	HH owns video game system: Nintendo Wii		18.8%	136
HH owns video game system: PlayStation 3 (PS3) HH owns video game system: PlayStation 4 (PS 4) HH owns video game system: Xbox 360 392 21.1% HH owns video game system: Xbox 360 392 21.1% 144 HH owns video game system: Xbox One 320 17.2% 158 HH purchased 5+ video games in last 12 months 128 6.9% 132 HH spent \$101+ on video games in last 12 months 221 11.9% 169 Have access to Internet at home 2,995 96.3% 108 Connection to Internet at home: via cable modem 1,648 53.0% 115 Connection to Internet at home: via Cable modem 1,648 53.0% 115 Connection to Internet at home: via fiber optic 680 21.9% 93 Connection to Internet at home via high speed connection 2,974 95.6% 109 Spend 10+ hrs online (excl email/IM time) daily 222 7.1% 126 Spend 5-9.9 hrs online (excl email/IM time) daily 486 15.6% 108 Spend 2-4.9 hrs online (excl email/IM time) daily 949 30.5% 122 Spend 1-1.9 hrs online (excl email/IM time) daily 338 10.9% 102 Spend <0.5 hrs online (excl email/IM time) daily 338 10.9% 102 Spend <0.5 hrs online (excl email/IM time) daily 196 6.3% 86	HH owns video game system: Nintendo Wii U			
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HH owns video game system: Xbox 360 392 21.1% 144 HH owns video game system: Xbox One 320 17.2% 158 HH purchased 5+ video games in last 12 months HH spent \$101+ on video games in last 12 months 221 11.9% 169 Have access to Internet at home 2,995 96.3% 108 Connection to Internet at home: via cable modem 1,648 53.0% 115 Connection to Internet at home: via DSL 308 9.9% 93 Connection to Internet at home: via fiber optic 680 21.9% 145 Access Internet at home via high speed connection 2,974 95.6% 109 Spend 10+ hrs online (excl email/IM time) daily 222 7.1% 126 Spend 5-9.9 hrs online (excl email/IM time) daily 3949 30.5% 108 Spend 2-4.9 hrs online (excl email/IM time) daily 486 Spend 2-4.9 hrs online (excl email/IM time) daily 5pend 1-1.9 hrs online (excl email/IM time) daily 338 5pend 0.5-0.9 hrs online (excl email/IM time) daily 338 10.9% 102 Spend <0.5 hrs online (excl email/IM time) daily 196 6.3% 86	HH owns video game system: PlayStation 3 (PS3)		12.3%	
HH owns video game system: Xbox One 320 17.2% 158 HH purchased 5+ video games in last 12 months 128 6.9% 132 HH spent \$101+ on video games in last 12 months 221 11.9% 169 Have access to Internet at home 2,995 96.3% 108 Connection to Internet at home: via cable modem 1,648 53.0% 115 Connection to Internet at home: via DSL 308 9.9% 93 Connection to Internet at home: via fiber optic 680 21.9% 145 Access Internet at home via high speed connection 2,974 95.6% 109 Spend 10+ hrs online (excl email/IM time) daily 222 7.1% 126 Spend 5-9.9 hrs online (excl email/IM time) daily 486 15.6% 108 Spend 2-4.9 hrs online (excl email/IM time) daily 949 30.5% 122 Spend 1-1.9 hrs online (excl email/IM time) daily 638 20.5% 113 Spend 0.5-0.9 hrs online (excl email/IM time) daily 338 10.9% 102 Spend <0.5 hrs online (excl email/IM time) daily	HH owns video game system: Playstation 4 (PS 4)	326	17.6%	142
HH purchased 5+ video games in last 12 months 128 6.9% 132 HH spent \$101+ on video games in last 12 months 221 11.9% 169 Have access to Internet at home 2,995 96.3% 108 Connection to Internet at home: via cable modem 1,648 53.0% 115 Connection to Internet at home: via DSL 308 9.9% 93 Connection to Internet at home: via fiber optic 680 21.9% 145 Access Internet at home via high speed connection 2,974 95.6% 109 Spend 10+ hrs online (excl email/IM time) daily 222 7.1% 126 Spend 5-9.9 hrs online (excl email/IM time) daily 486 15.6% 108 Spend 2-4.9 hrs online (excl email/IM time) daily 949 30.5% 122 Spend 1-1.9 hrs online (excl email/IM time) daily 638 20.5% 113 Spend 0.5-0.9 hrs online (excl email/IM time) daily 338 10.9% 102 Spend <0.5 hrs online (excl email/IM time) daily	HH owns video game system: Xbox 360	392	21.1%	144
HH spent \$101+ on video games in last 12 months	HH owns video game system: Xbox One	320	17.2%	158
Have access to Internet at home Connection to Internet at home: via cable modem 1,648 Connection to Internet at home: via DSL Connection to Internet at home: via DSL 308 Connection to Internet at home: via fiber optic 680 21.9% 45 Access Internet at home via high speed connection 2,974 Spend 10+ hrs online (excl email/IM time) daily 222 7.1% 126 Spend 5-9.9 hrs online (excl email/IM time) daily 486 Spend 2-4.9 hrs online (excl email/IM time) daily 486 Spend 1-1.9 hrs online (excl email/IM time) daily 486 Spend 1-1.9 hrs online (excl email/IM time) daily 59end 0.5-0.9 hrs online (excl email/IM time) daily 486 Spend -0.5-0.9 hrs online (excl email/IM time) daily 486 Spend -0.5-0.9 hrs online (excl email/IM time) daily 486 Spend -0.5-0.9 hrs online (excl email/IM time) daily 486 Spend -0.5-0.9 hrs online (excl email/IM time) daily 486 Spend -0.5-0.9 hrs online (excl email/IM time) daily 486 Spend -0.5-0.9 hrs online (excl email/IM time) daily 486 Spend -0.5-0.9 hrs online (excl email/IM time) daily 486 Spend -0.5-0.9 hrs online (excl email/IM time) daily 486 Spend -0.5-0.9 hrs online (excl email/IM time) daily 486 Spend -0.5-0.9 hrs online (excl email/IM time) daily 486 Spend -0.5-0.9 hrs online (excl email/IM time) daily 486 Spend -0.5-0.9 hrs online (excl email/IM time) daily 486 Spend -0.5-0.9 hrs online (excl email/IM time) daily 59end -0.5-0.9 hrs online (excl email/IM time) daily 59end -0.5-0.9 hrs online (excl email/IM time) daily 59end -0.5-0.9 hrs online (excl email/IM time) daily	HH purchased 5+ video games in last 12 months	128	6.9%	132
Connection to Internet at home: via cable modem 1,648 53.0% 115 Connection to Internet at home: via DSL 308 9.9% 93 Connection to Internet at home: via fiber optic 680 21.9% 145 Access Internet at home via high speed connection 2,974 95.6% 109 Spend 10+ hrs online (excl email/IM time) daily 222 7.1% 126 Spend 5-9.9 hrs online (excl email/IM time) daily 486 15.6% 108 Spend 2-4.9 hrs online (excl email/IM time) daily 949 30.5% 122 Spend 1-1.9 hrs online (excl email/IM time) daily 5pend 0.5-0.9 hrs online (excl email/IM time) daily 338 10.9% 102 Spend <0.5 hrs online (excl email/IM time) daily 196 6.3%	HH spent \$101+ on video games in last 12 months	221	11.9%	169
Connection to Internet at home: via DSL 308 9.9% 93 Connection to Internet at home: via fiber optic 680 21.9% 145 Access Internet at home via high speed connection 2,974 95.6% 109 Spend 10+ hrs online (excl email/IM time) daily 222 7.1% 126 Spend 5-9.9 hrs online (excl email/IM time) daily 486 15.6% 108 Spend 2-4.9 hrs online (excl email/IM time) daily 949 30.5% 122 Spend 1-1.9 hrs online (excl email/IM time) daily 638 20.5% 113 Spend 0.5-0.9 hrs online (excl email/IM time) daily 338 10.9% 102 Spend <0.5 hrs online (excl email/IM time) daily	Have access to Internet at home	2,995	96.3%	108
Connection to Internet at home: via DSL 308 9.9% 93 Connection to Internet at home: via fiber optic 680 21.9% 145 Access Internet at home via high speed connection 2,974 95.6% 109 Spend 10+ hrs online (excl email/IM time) daily 222 7.1% 126 Spend 5-9.9 hrs online (excl email/IM time) daily 486 15.6% 108 Spend 2-4.9 hrs online (excl email/IM time) daily 949 30.5% 122 Spend 1-1.9 hrs online (excl email/IM time) daily 638 20.5% 113 Spend 0.5-0.9 hrs online (excl email/IM time) daily 338 10.9% 102 Spend <0.5 hrs online (excl email/IM time) daily	Connection to Internet at home: via cable modem	1,648	53.0%	115
Access Internet at home via high speed connection 2,974 95.6% 109 Spend 10+ hrs online (excl email/IM time) daily 222 7.1% 126 Spend 5-9.9 hrs online (excl email/IM time) daily 486 15.6% 108 Spend 2-4.9 hrs online (excl email/IM time) daily 949 30.5% 122 Spend 1-1.9 hrs online (excl email/IM time) daily 638 20.5% 113 Spend 0.5-0.9 hrs online (excl email/IM time) daily 338 10.9% 102 Spend <0.5 hrs online (excl email/IM time) daily	Connection to Internet at home: via DSL	308	9.9%	93
Access Internet at home via high speed connection 2,974 95.6% 109 Spend 10+ hrs online (excl email/IM time) daily 222 7.1% 126 Spend 5-9.9 hrs online (excl email/IM time) daily 486 15.6% 108 Spend 2-4.9 hrs online (excl email/IM time) daily 949 30.5% 122 Spend 1-1.9 hrs online (excl email/IM time) daily 638 20.5% 113 Spend 0.5-0.9 hrs online (excl email/IM time) daily 338 10.9% 102 Spend <0.5 hrs online (excl email/IM time) daily 196 6.3% 86	Connection to Internet at home: via fiber optic	680	21.9%	145
Spend 10+ hrs online (excl email/IM time) daily 222 7.1% 126 Spend 5-9.9 hrs online (excl email/IM time) daily 486 15.6% 108 Spend 2-4.9 hrs online (excl email/IM time) daily 949 30.5% 122 Spend 1-1.9 hrs online (excl email/IM time) daily 638 20.5% 113 Spend 0.5-0.9 hrs online (excl email/IM time) daily 338 10.9% 102 Spend <0.5 hrs online (excl email/IM time) daily				
Spend 5-9.9 hrs online (excl email/IM time) daily 486 15.6% 108 Spend 2-4.9 hrs online (excl email/IM time) daily 949 30.5% 122 Spend 1-1.9 hrs online (excl email/IM time) daily 638 20.5% 113 Spend 0.5-0.9 hrs online (excl email/IM time) daily 338 10.9% 102 Spend <0.5 hrs online (excl email/IM time) daily				
Spend 2-4.9 hrs online (excl email/IM time) daily94930.5%122Spend 1-1.9 hrs online (excl email/IM time) daily63820.5%113Spend 0.5-0.9 hrs online (excl email/IM time) daily33810.9%102Spend <0.5 hrs online (excl email/IM time) daily				
Spend 1-1.9 hrs online (excl email/IM time) daily63820.5%113Spend 0.5-0.9 hrs online (excl email/IM time) daily33810.9%102Spend <0.5 hrs online (excl email/IM time) daily				
Spend 0.5-0.9 hrs online (excl email/IM time) daily33810.9%102Spend <0.5 hrs online (excl email/IM time) daily				
Spend <0.5 hrs online (excl email/IM time) daily 196 6.3% 86				
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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

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Epic Plaza 12910 Factory Ln, Louisville, Kentucky, 40245 Ring: 1 mile radius Prepared by Charlotte Hollkamp Latitude: 38.28821 Longitude: -85.51154

	Expected		
Product/Consumer Behavior	Number of Adults or HHs	Percent	М
Used Internet/30 days: at home	2,847	91.5%	11
Used Internet/30 days: at work	1,777	57.1%	12
Used Internet/30 days: at school/library	517	16.6%	12
Used Internet/30 days: not hm/work/school/library	1,484	47.7%	11
Accessed Internet in last 30 days using computer	2,561	82.3%	12
Accessed Internet in last 30 days using cell phone	2,757	88.6%	11
Accessed Internet in last 30 days using tablet	1,448	46.5%	13
Accessed Internet in last 30 days w gaming console	358	11.5%	13
Accessed Internet in last 30 days using television	710	22.8%	1.
Used Wi-Fi/wireless connection outside hm/30 days	1,141	36.7%	1
Used tablet last 30 days for video call	213	6.8%	1
Internet last 30 days: visited a chat room	145	4.7%	1
Internet last 30 days: used email	2,724	87.6%	1
Internet last 30 days: used IM	2,395	77.0%	1
Internet last 30 days: made personal purchase	2,038	65.5%	1
Internet last 30 days: made business purchase	563	18.1%	1
Internet last 30 days: made business purchase Internet last 30 days: paid bills online	2,087	67.1%	1
Internet last 30 days: paid bills offline Internet last 30 days: took online class	376	12.1%	1
	576		
Internet last 30 days: looked for employment		18.5%	1
Internet last 30 days: traded/tracked investments	643	20.7%	1
Internet last 30 days: made travel plans	1,004	32.3%	1
Internet last 30 days: obtained auto info	499	16.0%	1
Internet last 30 days: obtained financial info	1,342	43.1%	1
Internet last 30 days: obtained medical info	1,236	39.7%	1
Internet last 30 days: checked movie listing/times	1,040	33.4%	1
Internet last 30 days: obtained latest news	1,867	60.0%	1
Internet last 30 days: obtained parenting info	285	9.2%	1
Internet last 30 days: obtained real estate info	682	21.9%	1
Internet last 30 days: obtained sports news/info	1,318	42.4%	1
Internet last 30 days: visited online blog	594	19.1%	1
Internet last 30 days: wrote online blog	101	3.2%	1
Internet last 30 days: used online dating website	101	3.2%	1
Internet last 30 days: played games online	1,042	33.5%	1
Internet last 30 days: sent greeting card	205	6.6%	1
Internet last 30 days: made phone call	1,226	39.4%	1
Internet last 30 days: shared photos via website	1,296	41.7%	1
Internet last 30 days: looked for recipes	1,613	51.8%	1
Internet last 30 days: added video to website	324	10.4%	1
Internet last 30 days: downloaded a movie	404	13.0%	1
Internet last 30 days: downloaded music	776	24.9%	1
Internet last 30 days: download/listen to podcast	436	14.0%	1
Internet last 30 days: downloaded TV program	194	6.2%	1
Internet last 30 days: downloaded a video game	409	13.1%	1
Internet last 30 days: watched movie online	1,016	32.7%	1
Internet last 30 days: watched TV program online	780	25.1%	1
Used online gaming srv/30 days: PlayStation Network	223	7.2%	1
Used online gaming srv/30 days: Xbox Live	226	7.3%	1
Played Massive Multi-Player Online game/30 days	144	4.6%	1
Used Spanish language website/app last 30 days	95	3.1%	
Social Media last 30 days: facebook.com	2,217	71.3%	1
Social media last 30 days: instagram.com	1,087	34.9%	1
Social Media last 30 days: linkedin.com	704	22.6%	1
Social Media last 30 days: shutterfly.com	151	4.9%	1
Social Media last 30 days: shutterny.com	142	4.6%	1
Social Media last 30 days: twitter.com	632	20.3%	1
Social Media last 30 days: twitter.com Social Media last 30 days: yelp.com	318	10.2%	1
Social Media last 30 days: youtube.com	1,829	58.8%	1
Social Media last 30 days: plus.google.com	420	13.5%	1
Social Media last 30 days: pinterest.com	820	26.4%	1

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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Epic Plaza 12910 Factory Ln, Louisville, Kentucky, 40245

Social network: used to reconnect w/ old friends

Social network: used to follow friends activities

Social network: used to review prod. or service

Social network: used for professional contacts

Social network: used to find mutual interests

Social network: used to track current events

Social network: used to find local information

Social network: used for gaming

Social network: used to find info on TV or movie

Social network: used to support favorite brands

Used website/search engine/30 days: ask.com

Used website/search engine/30 days: bing.com

Social network: used to get coupons or discounts

Social network: used to gain access to VIP events

Used website/search engine/30 days: google.com

Used website/search engine/30 days: yahoo.com

Used news website/app last 30 days: abcnews.com

Used news website/app last 30 days: cbsnews.com

Used news website/app last 30 days: foxnews.com

Used news website/app last 30 days: nbcnews.com

Used news website/app last 30 days: yahoonews.com

Used news website/app last 30 days: huffpo.com

Used sports website/app last 30 days: FoxSports

Used sports website/app last 30 days: NBA.com

Used sports website/app last 30 days: NFL.com

Used news website/app last 30 days: bbc.com

Used news website/app last 30 days: cnn.com

Used sports website/app last 30 days: ESPN

Used website/app last 30 days: PBS

Used entertainment website/app last 30 days: BuzzFeed

Used entertainment website/app last 30 days: Fandango

Social network: used to find out about new prod.

Social network: used to meet new friends

Prepared by Charlotte Hollkamp Latitude: 38.28821

102

92 107

> 81 77

113

91

101

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137

125

119

134

97

December 31, 2019

Longitude: -85.51154 Ring: 1 mile radius **Expected Product/Consumer Behavior Number of Adults or HHs Percent** MPI Social network: updated status in last 30 days 1,066 34.3% 118 Social network: updated profile in last 30 days 840 27.0% 118 Social network: posted picture in last 30 days 1,664 53.5% 118 Social network: posted video in last 30 days 741 23.8% 118 Social network: posted link in last 30 days 612 19.7% 131 Social network: saw friend's page in last 30 days 1,854 59.6% 121 Social network: commented on post in last 30 days 1,714 55.1% 120 152 4.9% 134 Social network: posted a blog in last 30 days Social network: rated a product in last 30 days 373 12.0% 134 1,847 59.4% 122 Social network: sent email message in last 30 days Social network: sent IM in last 30 days 785 25.2% 129 Social network: played a game in last 30 days 640 20.6% 107 355 Social network: invited to event in last 30 days 11.4% 119 1,492 48.0% Social network: liked something in last 30 days 117 Social network: followed something in last 30 days 883 28.4% 123 Social network: clicked on an ad in last 30 days 665 21.4% 133 Social network: watched video in last 30 days 1,874 60.2% 118 Social network: posted location in last 30 days 468 15.0% 126 Social network: sent real or virtual gift/30 days 3.0% 92 142 45.5% Social network: used to keep in touch w/ friends 1,414 111

474

233

685

210

138

276

190

466

239

332

199

161

195

118

428

833

279

330

246

227

182

673

620

405

215

358

793

273

203

364

131

2,842

52

15.2%

22.0%

7.5%

6.8%

4.4%

8.9%

6.1%

15.0%

7.7%

6.4%

5.2%

6.3%

3.8% 1.7%

13.8%

91.4%

26.8%

9.0%

10.6%

7.9%

7.3%

5.9%

21.6%

19.9%

13.0%

6.9%

11.5%

25.5%

8.8%

6.5%

11.7%

4.2%

10.7%

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.



Epic Plaza 12910 Factory Ln, Louisville, Kentucky, 40245 Ring: 3 mile radius Prepared by Charlotte Hollkamp Latitude: 38.28821 Longitude: -85.51154

 Demographic Summary
 2019
 2024

 Population
 46,130
 48,276

 Population 18+
 34,525
 36,523

 Households
 17,743
 18,632

 Median Household Income
 \$97,046
 \$107,576

Households		17,743	18,632
Median Household Income		\$97,046	\$107,576
	Expected		
Product/Consumer Behavior	Number of Adults or HHs	Percent	MPI
Own any tablet	20,675	59.9%	124
Own any e-reader	3,899	11.3%	136
Own e-reader/tablet: iPad	13,719	39.7%	141
Own e-reader/tablet: Amazon Kindle	6,161	17.8%	124
Own any portable MP3 player	7,892	22.9%	123
Own portable MP3 player: Apple iPod	6,384	18.5%	130
Own wearable tech: Apple Watch	1,457	4.2%	124
Own wearable tech: Fitbit	4,524	13.1%	132
Own digital camera/camcorder	3,716	10.8%	132
Own digital point & shoot camera/camcorder	4,696	13.6%	136
Own digital SLR camera/camcorder	3,640	10.5%	134
Own 35mm camera/camcorder	2,300	6.7%	120
Own telephoto/zoom lens	1,977	5.7%	145
Own wide-angle lens	1,400	4.1%	132
Own a selfie stick	2,148	6.2%	129
Printed digital photos in last 12 months	10,070	29.2%	128
Use a computer at work	18,361	53.2%	126
Use desktop computer at work	9,583	27.8%	124
Use laptop/notebook at work	8,711	25.2%	140
HH owns a computer	15,094	85.1%	116
Purchased home computer in last 12 months	2,231	12.6%	121
HH owns desktop computer	7,738	43.6%	118
HH owns laptop/notebook	11,985	67.5%	119
Child (under 18 yrs) uses home computer	3,172	17.9%	138
HH owns any Apple/Mac brand computer	4,273	24.1%	133
HH owns any PC/non-Apple brand computer	12,329	69.5%	113

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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Epic Plaza 12910 Factory Ln, Louisville, Kentucky, 40245 Ring: 3 mile radius

Latitude: 38.28821 Longitude: -85.51154

Prepared by Charlotte Hollkamp

	Expected		
Product/Consumer Behavior	Number of Adults or HHs	Percent	MP
Purchased most recent home computer 1-2 years ago	3,489	19.7%	12
Purchased most recent home computer 3-4 years ago	3,397	19.1%	12
Purchased most recent home computer 5+ years ago	2,194	12.4%	10
HH purchased most recent computer in a store	7,679	43.3%	11
HH purchased most recent computer online	3,050	17.2%	12
Spent on most recent home computer: \$1-499	2,602	14.7%	10
Spent on most recent home computer: \$500-\$999	3,646	20.5%	12
Spent on most recent home computer: \$1000-\$1499	2,052	11.6%	12
Spent on most recent home computer: \$1500-\$1999	1,088	6.1%	13
Spent on most recent home computer: \$2000+	1,030	5.8%	1.
HH owns webcam	3,616	20.4%	1:
HH owns wireless router	5,803	32.7%	1
HH owns all-in-one printer (print copy scan)	8,417	47.4%	1
HH owns software: accounting	1,338	7.5%	1
HH owns software: communications/fax	950	5.4%	1
HH owns software: database/filing	1,072	6.0%	1
HH owns software: desktop publishing	1,495	8.4%	1
HH owns software: education/training	1,902	10.7%	1
HH owns software: entertainment/games	3,395	19.1%	1
HH owns software: personal finance/tax prep	2,725	15.4%	1
HH owns software: presentation graphics	1,205	6.8%	1
HH owns software: multimedia	2,293	12.9%	1
HH owns software: networking	2,231	12.6%	1
HH owns software: online meeting/conference	829	4.7%	1
HH owns software: security/anti-virus	4,589	25.9%	1
HH owns software: spreadsheet	4,938	27.8%	1
HH owns software: utility	979	5.5%	1
HH owns software: word processing	6,408	36.1%	1
HH owns CD player	2,841	16.0%	1

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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Epic Plaza 12910 Factory Ln, Louisville, Kentucky, 40245 Ring: 3 mile radius Prepared by Charlotte Hollkamp Latitude: 38.28821

Longitude: -85.51154

reduct /Concumer Pobavier	Expected Number of Adults or HHs	Dorsont	MPI
Product/Consumer Behavior		Percent	
HH owns portable GPS navigation device	4,810	27.1%	118
HH purchased portable GPS navigation device/12 mo	294	1.7%	88
HH owns headphones (ear buds)	8,747	49.3%	121
HH owns noise reduction headphones	2,375	13.4%	135
HH owns Bluetooth/wireless headphones	3,608	20.3%	128
HH owns home theater/entertainment system	2,024	11.4%	137
HH owns 1 TV	2,945	16.6%	79
HH owns 2 TVs	4,766	26.9%	100
HH owns 3 TVs	4,149	23.4%	112
HH owns 4+ TVs	3,936	22.2%	127
IH owns LCD TV	5,158	29.1%	117
HH owns LED TV	6,835	38.5%	115
HH owns plasma TV	2,496	14.1%	108
HH has 3D TV	1,233	6.9%	135
HH has HDTV	8,930	50.3%	113
HH has 4K Ultra HDTV	1,839	10.4%	129
HH has Internet connectable TV	6,419	36.2%	126
HH owns small screen TV (<27 in)	2,735	15.4%	100
HH owns medium screen TV (27-35 in)	5,606	31.6%	99
HH owns large screen TV (36-42 in)	6,457	36.4%	109
HH owns XLarge screen TV (43-54 in)	5,883	33.2%	122
HH owns XXL screen TV (55 in+)	5,404	30.5%	128
HH most recent TV purch: small screen (<27 in)	1,006	5.7%	88
HH most recent TV purch: medium screen (27-35 in)	2,653	15.0%	87
HH most recent TV purch: large screen (36-42 in)	3,407	19.2%	98
HH most recent TV purch: Xlarge screen (43-54 in)	3,414	19.2%	113
HH most recent TV purch: XXL screen (55 in+)	4,336	24.4%	129
HH owns Internet video device for TV	5,573	31.4%	131
HH owns internet device for TV - Amazon Fire	1,780	10.0%	126
HH owns internet device for TV - Apple TV	1,688	9.5%	157
HH owns internet device for TV - Google Chromecast	1,297	7.3%	129
HH owns internet device for TV - Roku	2,102	11.8%	122
HH purchased video game system in last 12 months	1,632	9.2%	112
HH owns video game system: handheld	1,831	10.3%	117
HH owns video game system: attached to TV/computer	8,498	47.9%	117
	892	5.0%	117
HH owns video game system: Nintendo DS/Lite DSI/XL			
HH owns video game system: Nintendo 3DS	637	3.6%	122
HH owns video game system: Nintendo Wii	3,151	17.8%	129
HH owns video game system: Nintendo Wii U	788	4.4%	135
HH owns video game system: PlayStation 2 (PS2)	960	5.4%	100
HH owns video game system: PlayStation 3 (PS3)	1,956	11.0%	110
HH owns video game system: Playstation 4 (PS 4)	2,558	14.4%	117
HH owns video game system: Xbox 360	3,140	17.7%	121
HH owns video game system: Xbox One	2,483	14.0%	128
HH purchased 5+ video games in last 12 months	998	5.6%	108
HH spent \$101+ on video games in last 12 months	1,555	8.8%	125
Have access to Internet at home	33,192	96.1%	108
Connection to Internet at home: via cable modem	18,605	53.9%	117
Connection to Internet at home: via DSL	3,357	9.7%	91
Connection to Internet at home: via fiber optic	7,460	21.6%	143
Access Internet at home via high speed connection	32,984	95.5%	109
Spend 10+ hrs online (excl email/IM time) daily	2,258	6.5%	115
Spend 5-9.9 hrs online (excl email/IM time) daily	5,221	15.1%	105
Spend 2-4.9 hrs online (excl email/IM time) daily	9,804	28.4%	113
	7,091	20.5%	114
Spend 1-1.9 hrs online (excl email/IM time) dailv			
Spend 1-1.9 hrs online (excl email/IM time) daily Spend 0.5-0.9 hrs online (excl email/IM time) daily		11.6%	109
Spend 1-1.9 hrs online (excl email/IM time) daily Spend 0.5-0.9 hrs online (excl email/IM time) daily Spend <0.5 hrs online (excl email/IM time) daily	4,017 2,300	11.6% 6.7%	109 91

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

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Epic Plaza 12910 Factory Ln, Louisville, Kentucky, 40245 Ring: 3 mile radius Prepared by Charlotte Hollkamp Latitude: 38.28821

Longitude: -85.51154

Expected Product/Consumer Behavior Number of Adults or HHs Percent MPI Used Internet/30 days: at home 90.4% 31,225 110 18,682 54.1% 122 Used Internet/30 days: at work Used Internet/30 days: at school/library 5,336 15.5% 114 Used Internet/30 days: not hm/work/school/library 16,082 46.6% 116 Accessed Internet in last 30 days using computer 28,298 82.0% 120 84.8% Accessed Internet in last 30 days using cell phone 29,292 111 Accessed Internet in last 30 days using tablet 15,517 44.9% 128 Accessed Internet in last 30 days w gaming console 3,281 9.5% 107 7,549 21.9% Accessed Internet in last 30 days using television 134 Used Wi-Fi/wireless connection outside hm/30 days 12,984 37.6% 129 Used tablet last 30 days for video call 1,981 5.7% 127 1,607 Internet last 30 days: visited a chat room 4.7% 104 Internet last 30 days: used email 29,560 85.6% 116 Internet last 30 days: used IM 24,543 71.1% 110 Internet last 30 days: made personal purchase 22,435 65.0% 125 Internet last 30 days: made business purchase 6,275 18.2% 136 Internet last 30 days: paid bills online 21,908 63.5% 119 Internet last 30 days: took online class 3,673 10.6% 124 Internet last 30 days: looked for employment 5,323 15.4% 101 Internet last 30 days: traded/tracked investments 6,883 19.9% 156 Internet last 30 days: made travel plans 11,241 32.6% 145 Internet last 30 days: obtained auto info 5,433 15.7% 124 Internet last 30 days: obtained financial info 14,269 41.3% 132 Internet last 30 days: obtained medical info 12,602 36.5% 124 Internet last 30 days: checked movie listing/times 10,326 29.9% 131 Internet last 30 days: obtained latest news 20,404 59.1% 127 Internet last 30 days: obtained parenting info 2,937 8.5% 133 21.7% Internet last 30 days: obtained real estate info 7,490 138 Internet last 30 days: obtained sports news/info 13,868 40.2% 128 Internet last 30 days: visited online blog 17.5% 6,032 134 Internet last 30 days: wrote online blog 920 2.7% 126 Internet last 30 days: used online dating website 977 2.8% 104 30.8% Internet last 30 days: played games online 10,624 100 Internet last 30 days: sent greeting card 1,998 5.8% 126 Internet last 30 days: made phone call 12,612 36.5% 115 Internet last 30 days: shared photos via website 13,841 40.1% 115 Internet last 30 days: looked for recipes 16,619 48.1% 118 Internet last 30 days: added video to website 3,335 9.7% 110 11.7% Internet last 30 days: downloaded a movie 4,028 122 Internet last 30 days: downloaded music 7,503 21.7% 116 Internet last 30 days: download/listen to podcast 4,160 12.0% 131 2,047 5.9% Internet last 30 days: downloaded TV program 117

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.

3,860

10,429

7,875

2,019

2,039

1,381

23,312

10,876

7,073

1,668

1,325

6,003

3,468

19,068

4,388

8,698

811

11.2%

30.2%

22.8%

5.8%

5.9%

4.0%

2.3%

67.5%

31.5%

20.5%

4.8%

3.8%

17.4%

10.0%

55.2%

12.7%

25.2%

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.

Internet last 30 days: downloaded a video game

Internet last 30 days: watched TV program online

Played Massive Multi-Player Online game/30 days

Used Spanish language website/app last 30 days

Used online gaming srv/30 days: PlayStation Network

Internet last 30 days: watched movie online

Used online gaming srv/30 days: Xbox Live

Social Media last 30 days: facebook.com

Social Media last 30 days: linkedin.com

Social Media last 30 days: tumblr.com

Social Media last 30 days: twitter.com

Social Media last 30 days: youtube.com

Social Media last 30 days: pinterest.com

Social Media last 30 days: plus.google.com

Social Media last 30 days: yelp.com

Social Media last 30 days: shutterfly.com

Social media last 30 days: instagram.com

December 31, 2019

93

112

120

95

105

97

60

106

111

154

145

102

126

136

109

105

120



Epic Plaza 12910 Factory Ln, Louisville, Kentucky, 40245 Ring: 3 mile radius

Latitude: 38.28821 Longitude: -85.51154

Prepared by Charlotte Hollkamp

	Expected		
Product/Consumer Behavior	Number of Adults or HHs	Percent	MP)
Social network: updated status in last 30 days	10,695	31.0%	106
Social network: updated profile in last 30 days	8,252	23.9%	104
Social network: posted picture in last 30 days	16,936	49.1%	108
Social network: posted video in last 30 days	7,330	21.2%	105
Social network: posted link in last 30 days	6,435	18.6%	124
Social network: saw friend's page in last 30 days	19,226	55.7%	113
Social network: commented on post in last 30 days	17,884	51.8%	113
Social network: posted a blog in last 30 days	1,473	4.3%	117
Social network: rated a product in last 30 days	3,720	10.8%	120
Social network: sent email message in last 30 days	19,202	55.6%	115
Social network: sent IM in last 30 days	7,879	22.8%	117
Social network: played a game in last 30 days	6,467	18.7%	98
Social network: invited to event in last 30 days	3,855	11.2%	116
Social network: liked something in last 30 days	15,789	45.7%	111
Social network: followed something in last 30 days	9,185	26.6%	116
Social network: clicked on an ad in last 30 days	6,842	19.8%	123
Social network: watched video in last 30 days	19,236	55.7%	109
Social network: posted location in last 30 days	4,664	13.5%	113
Social network: sent real or virtual gift/30 days	888	2.6%	124
Social network: used to keep in touch w/ friends	14,777	42.8%	105
Social network: used to reconnect w/ old friends	4,997	14.5%	97
Social network: used to neet new friends	2,376	6.9%	8!
Social network: used to follow friends activities	7,293	21.1%	10
Social network: used to find out about new prod.	2,495	7.2%	80
Social network: used to find out about flew prod. Social network: used to review prod. or service	1,518	4.4%	
			77 94
Social network: used for professional contacts	2,556	7.4%	
Social network: used to find mutual interests	1,871	5.4%	80
Social network: used to track current events	5,368	15.5%	105
Social network: used to find info on TV or movie	2,644	7.7%	90
Social network: used to find local information	3,528	10.2%	94
Social network: used for gaming	2,139	6.2%	82
Social network: used to support favorite brands	1,484	4.3%	77
Social network: used to get coupons or discounts	1,930	5.6%	82
Social network: used to gain access to VIP events	1,185	3.4%	76
Used website/search engine/30 days: ask.com	669	1.9%	92
Used website/search engine/30 days: bing.com	4,515	13.1%	126
Used website/search engine/30 days: google.com	30,709	88.9%	110
Used website/search engine/30 days: yahoo.com	8,876	25.7%	112
Used entertainment website/app last 30 days: BuzzFeed	3,076	8.9%	110
Used entertainment website/app last 30 days: Fandango	3,055	8.8%	128
Used news website/app last 30 days: abcnews.com	2,905	8.4%	11
Used news website/app last 30 days: bbc.com	2,735	7.9%	12:
Used news website/app last 30 days: cbsnews.com	2,290	6.6%	11
Used news website/app last 30 days: cnn.com	7,854	22.7%	13
Used news website/app last 30 days: foxnews.com	6,396	18.5%	13
Used news website/app last 30 days: huffpo.com	4,811	13.9%	13.
Used news website/app last 30 days: nbcnews.com	2,589	7.5%	13
Used news website/app last 30 days: yahoonews.com	3,757	10.9%	12
Used sports website/app last 30 days: ESPN	8,121	23.5%	12
Used sports website/app last 30 days: FoxSports	2,891	8.4%	11
Used sports website/app last 30 days: NBA.com	1,921	5.6%	10
Used sports website/app last 30 days: NFL.com	3,627	10.5%	12
Used website/app last 30 days: PBS	1,723	5.0%	11!

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Epic Plaza 12910 Factory Ln, Louisville, Kentucky, 40245 Ring: 5 mile radius Prepared by Charlotte Hollkamp

Latitude: 38.28821 Longitude: -85.51154

Demographic Summary		2019	20
Population		122,354	129,5
Population 18+		93,631	100,0
Households		48,433	51,3
Median Household Income		\$95,819	\$107,1
	Expected		
Product/Consumer Behavior	Number of Adults or HHs	Percent	N
Own any tablet	54,577	58.3%	
Own any e-reader	10,845	11.6%	
Own e-reader/tablet: iPad	36,258	38.7%	
Own e-reader/tablet: Amazon Kindle	17,351	18.5%	
Own any portable MP3 player	20,859	22.3%	
Own portable MP3 player: Apple iPod	16,908	18.1%	
Own wearable tech: Apple Watch	3,600	3.8%	
Own wearable tech: Fitbit	12,337	13.2%	
Own digital camera/camcorder	9,773	10.4%	
Own digital point & shoot camera/camcorder	12,903	13.8%	
Own digital SLR camera/camcorder	9,873	10.5%	
Own 35mm camera/camcorder	6,697	7.2%	
Own telephoto/zoom lens	5,409	5.8%	
Own wide-angle lens	3,794	4.1%	
Own a selfie stick	5,653	6.0%	
Printed digital photos in last 12 months	27,164	29.0%	
Use a computer at work	48,845	52.2%	
Use desktop computer at work	25,160	26.9%	
Use laptop/notebook at work	23,285	24.9%	
HH owns a computer	40,770	84.2%	
Purchased home computer in last 12 months	6,050	12.5%	
HH owns desktop computer	21,181	43.7%	
HH owns laptop/notebook	32,096	66.3%	
Child (under 18 yrs) uses home computer	7,963	16.4%	
HH owns any Apple/Mac brand computer	11,462	23.7%	
HH owns any PC/non-Apple brand computer	33,234	68.6%	

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Epic Plaza 12910 Factory Ln, Louisville, Kentucky, 40245 Ring: 5 mile radius

Latitude: 38.28821 Longitude: -85.51154

Prepared by Charlotte Hollkamp

	Expected		
Product/Consumer Behavior	Number of Adults or HHs	Percent	MPI
Purchased most recent home computer 1-2 years ago	9,161	18.9%	119
Purchased most recent home computer 3-4 years ago	9,263	19.1%	120
Purchased most recent home computer 5+ years ago	6,261	12.9%	114
HH purchased most recent computer in a store	20,730	42.8%	118
HH purchased most recent computer online	8,102	16.7%	123
Spent on most recent home computer: \$1-499	6,999	14.5%	98
Spent on most recent home computer: \$500-\$999	10,033	20.7%	123
Spent on most recent home computer: \$1000-\$1499	5,699	11.8%	123
Spent on most recent home computer: \$1500-\$1999	2,926	6.0%	136
Spent on most recent home computer: \$2000+	2,547	5.3%	133
HH owns webcam	9,458	19.5%	115
HH owns wireless router	15,842	32.7%	126
HH owns all-in-one printer (print copy scan)	22,993	47.5%	124
HH owns software: accounting	3,588	7.4%	130
HH owns software: communications/fax	2,653	5.5%	127
HH owns software: database/filing	2,901	6.0%	119
HH owns software: desktop publishing	4,082	8.4%	124
HH owns software: education/training	4,938	10.2%	115
HH owns software: entertainment/games	9,010	18.6%	114
HH owns software: personal finance/tax prep	7,500	15.5%	136
HH owns software: presentation graphics	3,313	6.8%	126
HH owns software: multimedia	6,137	12.7%	115
HH owns software: networking	6,016	12.4%	115
HH owns software: online meeting/conference	2,092	4.3%	119
HH owns software: security/anti-virus	12,510	25.8%	129
HH owns software: spreadsheet	13,571	28.0%	132
HH owns software: utility	2,664	5.5%	121
HH owns software: word processing	17,387	35.9%	129
HH owns CD player	8,012	16.5%	121

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Epic Plaza 12910 Factory Ln, Louisville, Kentucky, 40245 Ring: 5 mile radius Prepared by Charlotte Hollkamp

Latitude: 38.28821 Longitude: -85.51154

Ring: 5 mile radius		Long	itude: -85.51154
	Expected		
Product/Consumer Behavior	Number of Adults or HHs	Percent	MPI
HH owns portable GPS navigation device	13,439	27.7%	121
HH purchased portable GPS navigation device/12 mo	830	1.7%	91
HH owns headphones (ear buds)	23,329	48.2%	118
HH owns noise reduction headphones	6,161	12.7%	128
HH owns Bluetooth/wireless headphones	9,273	19.1%	121
HH owns home theater/entertainment system	5,317	11.0%	131
HH owns 1 TV	8,388	17.3%	83
HH owns 2 TVs	12,951	26.7%	100
HH owns 3 TVs	11,371	23.5%	112
HH owns 4+ TVs	10,451	21.6%	124
HH owns LCD TV	14,083	29.1%	117
HH owns LED TV	18,366	37.9%	113
HH owns plasma TV	6,717	13.9%	107
HH has 3D TV	3,111	6.4%	125
HH has HDTV	24,759	51.1%	115
HH has 4K Ultra HDTV	4,847	10.0%	124
HH has Internet connectable TV	17,201	35.5%	124
HH owns small screen TV (<27 in)	7,927	16.4%	106
HH owns medium screen TV (27-35 in)	15,723	32.5%	102
HH owns large screen TV (36-42 in)	17,813	36.8%	110
HH owns XLarge screen TV (43-54 in)	15,689	32.4%	120
HH owns XXL screen TV (55 in+)	14,150	29.2%	123
HH most recent TV purch: small screen (<27 in)	2,884	6.0%	93
HH most recent TV purch: medium screen (27-35 in)	7,407	15.3%	89
HH most recent TV purch: large screen (36-42 in)	9,645	19.9%	102
HH most recent TV purch: Xlarge screen (43-54 in)	9,303	19.2%	113
HH most recent TV purch: XXL screen (55 in+)	11,284	23.3%	123
HH owns Internet video device for TV	14,754	30.5%	127
HH owns internet device for TV - Amazon Fire	4,624	9.5%	120
HH owns internet device for TV - Apple TV	4,376	9.0%	149
HH owns internet device for TV - Google Chromecast	3,355	6.9%	122
HH owns internet device for TV - Roku	5,666	11.7%	121
HH purchased video game system in last 12 months	4,159	8.6%	104
HH owns video game system: handheld	4,797	9.9%	113
HH owns video game system: attached to TV/computer	21,918	45.3%	111
HH owns video game system: Nintendo DS/Lite DSI/XL	2,376	4.9%	111
HH owns video game system: Nintendo 3DS	1,701	3.5%	119
HH owns video game system: Nintendo 3D3	8,367	17.3%	125
HH owns video game system: Nintendo Wii U	2,035	4.2%	128
HH owns video game system: PlayStation 2 (PS2)	2,595	5.4%	99
HH owns video game system: PlayStation 3 (PS3)	4,977	10.3%	103
HH owns video game system: Playstation 4 (PS 4)	6,297	13.0%	105
HH owns video game system: Xbox 360	8,076	16.7%	114
HH owns video game system: Xbox One	6,248	12.9%	118
HH purchased 5+ video games in last 12 months	2,595	5.4%	102
HH spent \$101+ on video games in last 12 months	3,805	7.9%	112
	89,470	7.9% 95.6%	107
Have access to Internet at home		54.7%	119
Connection to Internet at home: via cable modem	51,190		
Connection to Internet at home: via DSL	8,882	9.5%	89
Connection to Internet at home: via fiber optic	18,950	20.2%	134
Access Internet at home via high speed connection	88,795	94.8%	108
Spend 10+ hrs online (excl email/IM time) daily	5,338	5.7%	100
Spend 5-9.9 hrs online (excl email/IM time) daily	13,515	14.4%	100
Spend 2-4.9 hrs online (excl email/IM time) daily	26,070	27.8%	111
Spend 1-1.9 hrs online (excl email/IM time) daily	19,192	20.5%	113
Spend 0.5-0.9 hrs online (excl email/IM time) daily	11,304	12.1%	114
Spend <0.5 hrs online (excl email/IM time) daily Used Internet in last 30 days	6,769	7.2%	99
	86,646	92.5%	107

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December 31, 2019

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Epic Plaza 12910 Factory Ln, Louisville, Kentucky, 40245 Ring: 5 mile radius Prepared by Charlotte Hollkamp Latitude: 38.28821

Longitude: -85.51154

King: 5 mile radius		Long	ngitude: -85.51154	
	Expected			
Product/Consumer Behavior	Number of Adults or HHs	Percent	MPI	
Used Internet/30 days: at home	83,890	89.6%	109	
Used Internet/30 days: at work	49,874	53.3%	120	
Used Internet/30 days: at school/library	13,764	14.7%	109	
Used Internet/30 days: not hm/work/school/library	43,632	46.6%	116	
Accessed Internet in last 30 days using computer	76,272	81.5%	119	
Accessed Internet in last 30 days using cell phone	77,732	83.0%	109	
Accessed Internet in last 30 days using tablet	41,324	44.1%	126	
Accessed Internet in last 30 days w gaming console	8,709	9.3%	105	
Accessed Internet in last 30 days using television	19,748	21.1%	129	
Used Wi-Fi/wireless connection outside hm/30 days	34,898	37.3%	127	
Used tablet last 30 days for video call	5,244	5.6%	124	
Internet last 30 days: visited a chat room	4,133	4.4%	98	
Internet last 30 days: used email	79,293	84.7%	115	
Internet last 30 days: used IM	64,429	68.8%	106	
Internet last 30 days: made personal purchase	60,123	64.2%	124	
Internet last 30 days: made business purchase	16,681	17.8%	133	
Internet last 30 days: paid bills online	57,807	61.7%	116	
Internet last 30 days: took online class	9,315	9.9%	116	
Internet last 30 days: looked for employment	13,937	14.9%	97	
Internet last 30 days: traded/tracked investments	18,274	19.5%	153	
Internet last 30 days: made travel plans	30,368	32.4%	145	
Internet last 30 days: obtained auto info	14,113	15.1%	119	
Internet last 30 days: obtained financial info	37,801	40.4%	129	
Internet last 30 days: obtained medical info	33,956	36.3%	123	
Internet last 30 days: checked movie listing/times	27,275	29.1%	128	
Internet last 30 days: obtained latest news	54,874	58.6%	125	
Internet last 30 days: obtained parenting info	7,416	7.9%	124	
Internet last 30 days: obtained real estate info	19,923	21.3%	135	
Internet last 30 days: obtained sports news/info	36,896	39.4%	126	
Internet last 30 days: visited online blog	15,762	16.8%	129	
Internet last 30 days: wrote online blog	2,428	2.6%	123	
Internet last 30 days: used online dating website	2,525	2.7%	99	
Internet last 30 days: played games online	28,292	30.2%	98	
Internet last 30 days: sent greeting card	5,154	5.5%	120	
Internet last 30 days: made phone call	32,530	34.7%	109	
Internet last 30 days: shared photos via website	36,858	39.4%	113	
Internet last 30 days: looked for recipes	45,056	48.1%	118	
Internet last 30 days: added video to website	8,711	9.3%	106	
Internet last 30 days: downloaded a movie	10,141	10.8%	113	
Internet last 30 days: downloaded music	19,517	20.8%	111	
Internet last 30 days: download/listen to podcast	11,260	12.0%	131	
Internet last 30 days: downloaded TV program	5,190	5.5%	110	
Internet last 30 days: downloaded a video game	9,561	10.2%	85	
Internet last 30 days: watched movie online	26,698	28.5%	106	
Internet last 30 days: watched TV program online	20,670	22.1%	116	
Used online gaming srv/30 days: PlayStation Network	4,991	5.3%	86	
Used online gaming srv/30 days: Xbox Live	5,293	5.7%	101	
Played Massive Multi-Player Online game/30 days	3,353	3.6%	87	
Used Spanish language website/app last 30 days	1,895	2.0%	52	
Social Media last 30 days: facebook.com	62,390	66.6%	105	
Social media last 30 days: instagram.com	28,501	30.4%	107	
Social Media last 30 days: linkedin.com	18,863	20.1%	152	
Social Media last 30 days: shutterfly.com	4,596	4.9%	147	
Social Media last 30 days: tumblr.com	3,724	4.0%	106	
Social Media last 30 days: twitter.com	15,909	17.0%	123	
Social Media last 30 days: yelp.com	9,076	9.7%	131	
Social Media last 30 days: yeip.com Social Media last 30 days: youtube.com	50,587	54.0%	107	
			107	
			119	
Social Media last 30 days: plus.google.com Social Media last 30 days: pinterest.com	11,517 23,288	12.3% 24.9%		

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Epic Plaza 12910 Factory Ln, Louisville, Kentucky, 40245 Ring: 5 mile radius Prepared by Charlotte Hollkamp Latitude: 38.28821

e radius

Expected

Latitude: 38.28821
Longitude: -85.51154

	Expected		
Product/Consumer Behavior	Number of Adults or HHs	Percent	MPI
Social network: updated status in last 30 days	27,921	29.8%	102
Social network: updated profile in last 30 days	21,175	22.6%	99
Social network: posted picture in last 30 days	44,978	48.0%	106
Social network: posted video in last 30 days	18,852	20.1%	100
Social network: posted link in last 30 days	16,686	17.8%	118
Social network: saw friend`s page in last 30 days	51,517	55.0%	112
Social network: commented on post in last 30 days	47,898	51.2%	112
Social network: posted a blog in last 30 days	3,657	3.9%	107
Social network: rated a product in last 30 days	9,635	10.3%	115
Social network: sent email message in last 30 days	50,892	54.4%	112
Social network: sent IM in last 30 days	20,438	21.8%	112
Social network: played a game in last 30 days	16,749	17.9%	93
Social network: invited to event in last 30 days	9,761	10.4%	108
Social network: liked something in last 30 days	42,220	45.1%	110
Social network: followed something in last 30 days	24,085	25.7%	112
Social network: clicked on an ad in last 30 days	18,074	19.3%	120
Social network: watched video in last 30 days	50,697	54.1%	106
Social network: posted location in last 30 days	11,774	12.6%	105
Social network: sent real or virtual gift/30 days	2,211	2.4%	114
Social network: used to keep in touch w/ friends	39,474	42.2%	103
Social network: used to reconnect w/ old friends	13,259	14.2%	95
Social network: used to meet new friends	6,348	6.8%	83
Social network: used to follow friends activities	20,375	21.8%	106
Social network: used to find out about new prod.	6,807	7.3%	87
Social network: used to review prod. or service	4,287	4.6%	80
Social network: used for professional contacts	6,868	7.3%	93
Social network: used to find mutual interests	5,205	5.6%	82
Social network: used to track current events	14,210	15.2%	103
Social network: used to find info on TV or movie	7,214	7.7%	91
Social network: used to find local information	9,501	10.1%	93
Social network: used for gaming	6,116	6.5%	86
Social network: used to support favorite brands	4,263	4.6%	81
Social network: used to get coupons or discounts	5,258	5.6%	82
Social network: used to gain access to VIP events	3,291	3.5%	78
Used website/search engine/30 days: ask.com	1,706	1.8%	86
Used website/search engine/30 days: bing.com	12,240	13.1%	126
Used website/search engine/30 days: google.com	82,355	88.0%	109
Used website/search engine/30 days: yahoo.com	23,858	25.5%	111
Used entertainment website/app last 30 days: BuzzFeed	8,361	8.9%	111
Used entertainment website/app last 30 days: Fandango	8,199	8.8%	127
Used news website/app last 30 days: abcnews.com	7,717	8.2%	114
Used news website/app last 30 days: bbc.com	7,592	8.1%	125
Used news website/app last 30 days: cbsnews.com	6,133	6.6%	118
Used news website/app last 30 days: cnn.com	20,643	22.0%	129
Used news website/app last 30 days: foxnews.com	16,780	17.9%	126
Used news website/app last 30 days: huffpo.com	13,312	14.2%	135
Used news website/app last 30 days: nbcnews.com	7,020	7.5%	134
Used news website/app last 30 days: yahoonews.com	9,852	10.5%	119
Used sports website/app last 30 days: ESPN	21,428	22.9%	123
Used sports website/app last 30 days: FoxSports	7,667	8.2%	116
Used sports website/app last 30 days: NBA.com	4,743	5.1%	92
Used sports website/app last 30 days: NE.com	9,266	9.9%	113
Used website/app last 30 days: PBS	4,955	5.3%	122

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