



Electronics and Internet Market Potential

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
		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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Product/Consumer Behavior	Expected 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

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Product/Consumer Behavior	Expected Number of Adults or HHs	Percent	MPI
HH owns portable GPS navigation device	459	24.7%	108
HH purchased portable GPS navigation device/12 mo	33	1.8%	95
HH owns headphones (ear buds)	963	51.9%	128
HH owns noise reduction headphones	257	13.8%	140
HH owns Bluetooth/wireless headphones	428	23.0%	145
HH owns home theater/entertainment system	233	12.5%	150
HH owns 1 TV	296	15.9%	76
HH owns 2 TVs	520	28.0%	104
HH owns 3 TVs	434	23.4%	111
HH owns 4+ TVs	387	20.8%	120
HH owns LCD TV	523	28.2%	114
HH owns LED TV	717	38.6%	115
HH owns plasma TV	237	12.8%	98
HH has 3D TV	141	7.6%	147
HH has HDTV	936	50.4%	113
HH has 4K Ultra HDTV	209	11.3%	140
HH has Internet connectable TV	665	35.8%	125
HH owns small screen TV (<27 in)	264	14.2%	92
HH owns medium screen TV (27-35 in)	547	29.5%	92
HH owns large screen TV (36-42 in)	687	37.0%	111
HH owns XLarge screen TV (43-54 in)	607	32.7%	121
HH owns XXL screen TV (55 in+)	573	30.9%	130
HH most recent TV purch: small screen (<27 in)	88	4.7%	74
HH most recent TV purch: medium screen (27-35 in)	272	14.6%	86
HH most recent TV purch: large screen (36-42 in)	357	19.2%	99
HH most recent TV purch: XLarge screen (43-54 in)	346	18.6%	110
HH most recent TV purch: XXL screen (55 in+)	466	25.1%	132
HH owns Internet video device for TV	608	32.7%	136
HH owns internet device for TV - Amazon Fire	183	9.9%	123
HH owns internet device for TV - Apple TV	199	10.7%	177
HH owns internet device for TV - Google Chromecast	139	7.5%	132
HH owns internet device for TV - Roku	229	12.3%	127
HH purchased video game system in last 12 months	172	9.3%	113
HH owns video game system: handheld	213	11.5%	130
HH owns video game system: attached to TV/computer	1,022	55.0%	135
HH owns video game system: Nintendo DS/Lite DSI/XL	109	5.9%	132
HH owns video game system: Nintendo 3DS	66	3.6%	121
HH owns video game system: Nintendo Wii	349	18.8%	136
HH owns video game system: Nintendo Wii U	88	4.7%	144
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	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	196	6.3%	86
Used Internet in last 30 days	2,964	95.3%	111

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	2,847	91.5%	111
Used Internet/30 days: at work	1,777	57.1%	129
Used Internet/30 days: at school/library	517	16.6%	123
Used Internet/30 days: not hm/work/school/library	1,484	47.7%	118
Accessed Internet in last 30 days using computer	2,561	82.3%	120
Accessed Internet in last 30 days using cell phone	2,757	88.6%	116
Accessed Internet in last 30 days using tablet	1,448	46.5%	133
Accessed Internet in last 30 days w gaming console	358	11.5%	130
Accessed Internet in last 30 days using television	710	22.8%	140
Used Wi-Fi/wireless connection outside hm/30 days	1,141	36.7%	125
Used tablet last 30 days for video call	213	6.8%	152
Internet last 30 days: visited a chat room	145	4.7%	104
Internet last 30 days: used email	2,724	87.6%	119
Internet last 30 days: used IM	2,395	77.0%	119
Internet last 30 days: made personal purchase	2,038	65.5%	126
Internet last 30 days: made business purchase	563	18.1%	135
Internet last 30 days: paid bills online	2,087	67.1%	126
Internet last 30 days: took online class	376	12.1%	140
Internet last 30 days: looked for employment	576	18.5%	121
Internet last 30 days: traded/tracked investments	643	20.7%	162
Internet last 30 days: made travel plans	1,004	32.3%	144
Internet last 30 days: obtained auto info	499	16.0%	126
Internet last 30 days: obtained financial info	1,342	43.1%	137
Internet last 30 days: obtained medical info	1,236	39.7%	135
Internet last 30 days: checked movie listing/times	1,040	33.4%	146
Internet last 30 days: obtained latest news	1,867	60.0%	128
Internet last 30 days: obtained parenting info	285	9.2%	143
Internet last 30 days: obtained real estate info	682	21.9%	140
Internet last 30 days: obtained sports news/info	1,318	42.4%	135
Internet last 30 days: visited online blog	594	19.1%	146
Internet last 30 days: wrote online blog	101	3.2%	154
Internet last 30 days: used online dating website	101	3.2%	120
Internet last 30 days: played games online	1,042	33.5%	109
Internet last 30 days: sent greeting card	205	6.6%	144
Internet last 30 days: made phone call	1,226	39.4%	124
Internet last 30 days: shared photos via website	1,296	41.7%	120
Internet last 30 days: looked for recipes	1,613	51.8%	127
Internet last 30 days: added video to website	324	10.4%	119
Internet last 30 days: downloaded a movie	404	13.0%	136
Internet last 30 days: downloaded music	776	24.9%	133
Internet last 30 days: download/listen to podcast	436	14.0%	153
Internet last 30 days: downloaded TV program	194	6.2%	123
Internet last 30 days: downloaded a video game	409	13.1%	109
Internet last 30 days: watched movie online	1,016	32.7%	121
Internet last 30 days: watched TV program online	780	25.1%	131
Used online gaming srv/30 days: PlayStation Network	223	7.2%	116
Used online gaming srv/30 days: Xbox Live	226	7.3%	129
Played Massive Multi-Player Online game/30 days	144	4.6%	112
Used Spanish language website/app last 30 days	95	3.1%	79
Social Media last 30 days: facebook.com	2,217	71.3%	112
Social media last 30 days: instagram.com	1,087	34.9%	123
Social Media last 30 days: linkedin.com	704	22.6%	171
Social Media last 30 days: shutterfly.com	151	4.9%	146
Social Media last 30 days: tumblr.com	142	4.6%	121
Social Media last 30 days: twitter.com	632	20.3%	147
Social Media last 30 days: yelp.com	318	10.2%	138
Social Media last 30 days: youtube.com	1,829	58.8%	116
Social Media last 30 days: plus.google.com	420	13.5%	112
Social Media last 30 days: pinterest.com	820	26.4%	126

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Product/Consumer Behavior	Expected 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
Social network: posted a blog in last 30 days	152	4.9%	134
Social network: rated a product in last 30 days	373	12.0%	134
Social network: sent email message in last 30 days	1,847	59.4%	122
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
Social network: invited to event in last 30 days	355	11.4%	119
Social network: liked something in last 30 days	1,492	48.0%	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	92	3.0%	142
Social network: used to keep in touch w/ friends	1,414	45.5%	111
Social network: used to reconnect w/ old friends	474	15.2%	102
Social network: used to meet new friends	233	7.5%	92
Social network: used to follow friends activities	685	22.0%	107
Social network: used to find out about new prod.	210	6.8%	81
Social network: used to review prod. or service	138	4.4%	77
Social network: used for professional contacts	276	8.9%	113
Social network: used to find mutual interests	190	6.1%	91
Social network: used to track current events	466	15.0%	101
Social network: used to find info on TV or movie	239	7.7%	91
Social network: used to find local information	332	10.7%	98
Social network: used for gaming	199	6.4%	84
Social network: used to support favorite brands	161	5.2%	92
Social network: used to get coupons or discounts	195	6.3%	92
Social network: used to gain access to VIP events	118	3.8%	84
Used website/search engine/30 days: ask.com	52	1.7%	79
Used website/search engine/30 days: bing.com	428	13.8%	132
Used website/search engine/30 days: google.com	2,842	91.4%	113
Used website/search engine/30 days: yahoo.com	833	26.8%	116
Used entertainment website/app last 30 days: BuzzFeed	279	9.0%	111
Used entertainment website/app last 30 days: Fandango	330	10.6%	154
Used news website/app last 30 days: abcnews.com	246	7.9%	110
Used news website/app last 30 days: bbc.com	227	7.3%	113
Used news website/app last 30 days: cbsnews.com	182	5.9%	105
Used news website/app last 30 days: cnn.com	673	21.6%	127
Used news website/app last 30 days: foxnews.com	620	19.9%	141
Used news website/app last 30 days: huffpo.com	405	13.0%	123
Used news website/app last 30 days: nbcnews.com	215	6.9%	123
Used news website/app last 30 days: yahoonews.com	358	11.5%	130
Used sports website/app last 30 days: ESPN	793	25.5%	137
Used sports website/app last 30 days: FoxSports	273	8.8%	125
Used sports website/app last 30 days: NBA.com	203	6.5%	119
Used sports website/app last 30 days: NFL.com	364	11.7%	134
Used website/app last 30 days: PBS	131	4.2%	97

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Population		46,130	48,276
Population 18+		34,525	36,523
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

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Purchased most recent home computer 1-2 years ago	3,489	19.7%	123
Purchased most recent home computer 3-4 years ago	3,397	19.1%	121
Purchased most recent home computer 5+ years ago	2,194	12.4%	109
HH purchased most recent computer in a store	7,679	43.3%	119
HH purchased most recent computer online	3,050	17.2%	126
Spent on most recent home computer: \$1-499	2,602	14.7%	100
Spent on most recent home computer: \$500-\$999	3,646	20.5%	122
Spent on most recent home computer: \$1000-\$1499	2,052	11.6%	121
Spent on most recent home computer: \$1500-\$1999	1,088	6.1%	138
Spent on most recent home computer: \$2000+	1,030	5.8%	147
HH owns webcam	3,616	20.4%	121
HH owns wireless router	5,803	32.7%	126
HH owns all-in-one printer (print copy scan)	8,417	47.4%	124
HH owns software: accounting	1,338	7.5%	132
HH owns software: communications/fax	950	5.4%	124
HH owns software: database/filing	1,072	6.0%	120
HH owns software: desktop publishing	1,495	8.4%	124
HH owns software: education/training	1,902	10.7%	121
HH owns software: entertainment/games	3,395	19.1%	117
HH owns software: personal finance/tax prep	2,725	15.4%	135
HH owns software: presentation graphics	1,205	6.8%	125
HH owns software: multimedia	2,293	12.9%	117
HH owns software: networking	2,231	12.6%	116
HH owns software: online meeting/conference	829	4.7%	129
HH owns software: security/anti-virus	4,589	25.9%	129
HH owns software: spreadsheet	4,938	27.8%	132
HH owns software: utility	979	5.5%	122
HH owns software: word processing	6,408	36.1%	130
HH owns CD player	2,841	16.0%	117

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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
HH 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
HH owns video game system: Nintendo DS/Lite DSI/XL	892	5.0%	113
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
Spend 1-1.9 hrs online (excl email/IM time) daily	7,091	20.5%	114
Spend 0.5-0.9 hrs online (excl email/IM time) daily	4,017	11.6%	109
Spend <0.5 hrs online (excl email/IM time) daily	2,300	6.7%	91
Used Internet in last 30 days	32,234	93.4%	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.

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December 31, 2019



Electronics and Internet Market Potential

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

Prepared by Charlotte Hollkamp
Latitude: 38.28821
Longitude: -85.51154

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent	MPI
Used Internet/30 days: at home	31,225	90.4%	110
Used Internet/30 days: at work	18,682	54.1%	122
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
Accessed Internet in last 30 days using cell phone	29,292	84.8%	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
Accessed Internet in last 30 days using television	7,549	21.9%	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
Internet last 30 days: visited a chat room	1,607	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
Internet last 30 days: obtained real estate info	7,490	21.7%	138
Internet last 30 days: obtained sports news/info	13,868	40.2%	128
Internet last 30 days: visited online blog	6,032	17.5%	134
Internet last 30 days: wrote online blog	920	2.7%	126
Internet last 30 days: used online dating website	977	2.8%	104
Internet last 30 days: played games online	10,624	30.8%	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
Internet last 30 days: downloaded a movie	4,028	11.7%	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
Internet last 30 days: downloaded TV program	2,047	5.9%	117
Internet last 30 days: downloaded a video game	3,860	11.2%	93
Internet last 30 days: watched movie online	10,429	30.2%	112
Internet last 30 days: watched TV program online	7,875	22.8%	120
Used online gaming srv/30 days: PlayStation Network	2,019	5.8%	95
Used online gaming srv/30 days: Xbox Live	2,039	5.9%	105
Played Massive Multi-Player Online game/30 days	1,381	4.0%	97
Used Spanish language website/app last 30 days	811	2.3%	60
Social Media last 30 days: facebook.com	23,312	67.5%	106
Social media last 30 days: instagram.com	10,876	31.5%	111
Social Media last 30 days: linkedin.com	7,073	20.5%	154
Social Media last 30 days: shutterfly.com	1,668	4.8%	145
Social Media last 30 days: tumblr.com	1,325	3.8%	102
Social Media last 30 days: twitter.com	6,003	17.4%	126
Social Media last 30 days: yelp.com	3,468	10.0%	136
Social Media last 30 days: youtube.com	19,068	55.2%	109
Social Media last 30 days: plus.google.com	4,388	12.7%	105
Social Media last 30 days: pinterest.com	8,698	25.2%	120

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December 31, 2019



Electronics and Internet Market Potential

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

Prepared by Charlotte Hollkamp
Latitude: 38.28821
Longitude: -85.51154

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent	MPI
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 meet new friends	2,376	6.9%	85
Social network: used to follow friends activities	7,293	21.1%	103
Social network: used to find out about new prod.	2,495	7.2%	86
Social network: used to review prod. or service	1,518	4.4%	77
Social network: used for professional contacts	2,556	7.4%	94
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%	117
Used news website/app last 30 days: bbc.com	2,735	7.9%	122
Used news website/app last 30 days: cbsnews.com	2,290	6.6%	119
Used news website/app last 30 days: cnn.com	7,854	22.7%	133
Used news website/app last 30 days: foxnews.com	6,396	18.5%	131
Used news website/app last 30 days: huffpo.com	4,811	13.9%	132
Used news website/app last 30 days: nbcnews.com	2,589	7.5%	134
Used news website/app last 30 days: yahoonews.com	3,757	10.9%	123
Used sports website/app last 30 days: ESPN	8,121	23.5%	126
Used sports website/app last 30 days: FoxSports	2,891	8.4%	119
Used sports website/app last 30 days: NBA.com	1,921	5.6%	102
Used sports website/app last 30 days: NFL.com	3,627	10.5%	120
Used website/app last 30 days: PBS	1,723	5.0%	115

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December 31, 2019



Electronics and Internet Market Potential

Epic Plaza
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Ring: 5 mile radius

Prepared by Charlotte Hollkamp
Latitude: 38.28821
Longitude: -85.51154

Demographic Summary		2019	2024
Population		122,354	129,557
Population 18+		93,631	100,036
Households		48,433	51,318
Median Household Income		\$95,819	\$107,133
Product/Consumer Behavior		Expected Number of Adults or HHs	MPI
Own any tablet		54,577	121
Own any e-reader		10,845	139
Own e-reader/tablet: iPad		36,258	137
Own e-reader/tablet: Amazon Kindle		17,351	129
Own any portable MP3 player		20,859	120
Own portable MP3 player: Apple iPod		16,908	127
Own wearable tech: Apple Watch		3,600	113
Own wearable tech: Fitbit		12,337	133
Own digital camera/camcorder		9,773	128
Own digital point & shoot camera/camcorder		12,903	138
Own digital SLR camera/camcorder		9,873	134
Own 35mm camera/camcorder		6,697	129
Own telephoto/zoom lens		5,409	146
Own wide-angle lens		3,794	131
Own a selfie stick		5,653	125
Printed digital photos in last 12 months		27,164	127
Use a computer at work		48,845	124
Use desktop computer at work		25,160	120
Use laptop/notebook at work		23,285	138
HH owns a computer		40,770	114
Purchased home computer in last 12 months		6,050	120
HH owns desktop computer		21,181	118
HH owns laptop/notebook		32,096	117
Child (under 18 yrs) uses home computer		7,963	127
HH owns any Apple/Mac brand computer		11,462	131
HH owns any PC/non-Apple brand computer		33,234	112

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Product/Consumer Behavior	Expected 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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Product/Consumer Behavior	Expected 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 Wii	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
Have access to Internet at home	89,470	95.6%	107
Connection to Internet at home: via cable modem	51,190	54.7%	119
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	6,769	7.2%	99
Used Internet in last 30 days	86,646	92.5%	107

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Product/Consumer Behavior	Expected 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: youtube.com	50,587	54.0%	107
Social Media last 30 days: plus.google.com	11,517	12.3%	102
Social Media last 30 days: pinterest.com	23,288	24.9%	119

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Prepared by Charlotte Hollkamp
Latitude: 38.28821
Longitude: -85.51154

Product/Consumer Behavior	Expected 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: NFL.com	9,266	9.9%	113
Used website/app last 30 days: PBS	4,955	5.3%	122

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