



# Electronics and Internet Market Potential

1253 S Preston St, Louisville, Kentucky, 40203  
Ring: 1 mile radius

Prepared by Charlotte Hollkamp  
Latitude: 38.23219  
Longitude: -85.74940

Demographic Summary		2019	2024
Population		23,993	24,628
Population 18+		19,783	20,253
Households		12,135	12,487
Median Household Income		\$28,729	\$32,834
Product/Consumer Behavior		Expected Number of Adults or HHs	MPI
Own any tablet		7,702	81
Own any e-reader		1,096	66
Own e-reader/tablet: iPad		3,741	67
Own e-reader/tablet: Amazon Kindle		2,207	78
Own any portable MP3 player		2,929	80
Own portable MP3 player: Apple iPod		2,332	83
Own wearable tech: Apple Watch		709	106
Own wearable tech: Fitbit		1,429	73
Own digital camera/camcorder		1,219	75
Own digital point & shoot camera/camcorder		1,427	72
Own digital SLR camera/camcorder		1,169	75
Own 35mm camera/camcorder		640	58
Own telephoto/zoom lens		570	73
Own wide-angle lens		521	85
Own a selfie stick		808	85
Printed digital photos in last 12 months		3,234	71
Use a computer at work		7,519	90
Use desktop computer at work		4,257	96
Use laptop/notebook at work		2,574	72
HH owns a computer		7,956	89
Purchased home computer in last 12 months		1,206	96
HH owns desktop computer		3,541	79
HH owns laptop/notebook		6,125	89
Child (under 18 yrs) uses home computer		999	64
HH owns any Apple/Mac brand computer		1,814	83
HH owns any PC/non-Apple brand computer		6,639	89

**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	1,805	14.9%	93
Purchased most recent home computer 3-4 years ago	1,556	12.8%	81
Purchased most recent home computer 5+ years ago	1,115	9.2%	81
HH purchased most recent computer in a store	3,640	30.0%	83
HH purchased most recent computer online	1,607	13.2%	97
Spent on most recent home computer: \$1-499	1,816	15.0%	102
Spent on most recent home computer: \$500-\$999	1,703	14.0%	84
Spent on most recent home computer: \$1000-\$1499	1,090	9.0%	94
Spent on most recent home computer: \$1500-\$1999	526	4.3%	98
Spent on most recent home computer: \$2000+	411	3.4%	86
HH owns webcam	1,908	15.7%	93
HH owns wireless router	2,452	20.2%	78
HH owns all-in-one printer (print copy scan)	3,403	28.0%	73
HH owns software: accounting	510	4.2%	74
HH owns software: communications/fax	523	4.3%	100
HH owns software: database/filing	604	5.0%	99
HH owns software: desktop publishing	676	5.6%	82
HH owns software: education/training	965	8.0%	90
HH owns software: entertainment/games	1,904	15.7%	96
HH owns software: personal finance/tax prep	1,188	9.8%	86
HH owns software: presentation graphics	563	4.6%	85
HH owns software: multimedia	1,384	11.4%	104
HH owns software: networking	1,195	9.8%	91
HH owns software: online meeting/conference	411	3.4%	93
HH owns software: security/anti-virus	2,004	16.5%	82
HH owns software: spreadsheet	2,023	16.7%	79
HH owns software: utility	576	4.7%	105
HH owns software: word processing	2,764	22.8%	82
HH owns CD player	1,420	11.7%	85

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Product/Consumer Behavior	Expected Number of Adults or HHs	Percent	MPI
HH owns portable GPS navigation device	1,871	15.4%	67
HH purchased portable GPS navigation device/12 months	256	2.1%	113
HH owns headphones (ear buds)	4,489	37.0%	91
HH owns noise reduction headphones	968	8.0%	80
HH owns Bluetooth/wireless headphones	1,577	13.0%	82
HH owns home theater/entertainment system	843	6.9%	83
HH owns 1 TV	3,209	26.4%	126
HH owns 2 TVs	3,415	28.1%	105
HH owns 3 TVs	2,002	16.5%	79
HH owns 4+ TVs	1,356	11.2%	64
HH owns LCD TV	2,494	20.6%	83
HH owns LED TV	3,500	28.8%	86
HH owns plasma TV	1,406	11.6%	89
HH has 3D TV	493	4.1%	79
HH has HDTV	4,645	38.3%	86
HH has 4K Ultra HDTV	881	7.3%	90
HH has Internet connectable TV	2,643	21.8%	76
HH owns small screen TV (<27 in)	1,760	14.5%	94
HH owns medium screen TV (27-35 in)	3,957	32.6%	102
HH owns large screen TV (36-42 in)	3,503	28.9%	87
HH owns XLarge screen TV (43-54 in)	2,397	19.8%	73
HH owns XXL screen TV (55 in+)	2,028	16.7%	70
HH most recent TV purch: small screen (<27 in)	833	6.9%	107
HH most recent TV purch: medium screen (27-35 in)	2,445	20.1%	118
HH most recent TV purch: large screen (36-42 in)	2,398	19.8%	101
HH most recent TV purch: XLarge screen (43-54 in)	1,623	13.4%	79
HH most recent TV purch: XXL screen (55 in+)	1,653	13.6%	72
HH owns Internet video device for TV	2,287	18.8%	78
HH owns internet device for TV - Amazon Fire	816	6.7%	84
HH owns internet device for TV - Apple TV	529	4.4%	72
HH owns internet device for TV - Google Chromecast	660	5.4%	96
HH owns internet device for TV - Roku	1,003	8.3%	85
HH purchased video game system in last 12 months	882	7.3%	88
HH owns video game system: handheld	905	7.5%	85
HH owns video game system: attached to TV/computer	5,015	41.3%	101
HH owns video game system: Nintendo DS/Lite DSI/XL	420	3.5%	78
HH owns video game system: Nintendo 3DS	305	2.5%	86
HH owns video game system: Nintendo Wii	1,337	11.0%	80
HH owns video game system: Nintendo Wii U	237	2.0%	59
HH owns video game system: PlayStation 2 (PS2)	603	5.0%	91
HH owns video game system: PlayStation 3 (PS3)	1,342	11.1%	110
HH owns video game system: Playstation 4 (PS 4)	1,689	13.9%	113
HH owns video game system: Xbox 360	1,686	13.9%	95
HH owns video game system: Xbox One	1,291	10.6%	98
HH purchased 5+ video games in last 12 months	706	5.8%	111
HH spent \$101+ on video games in last 12 months	878	7.2%	103
Have access to Internet at home	16,772	84.8%	95
Connection to Internet at home: via cable modem	8,746	44.2%	96
Connection to Internet at home: via DSL	1,684	8.5%	80
Connection to Internet at home: via fiber optic	2,181	11.0%	73
Access Internet at home via high speed connection	16,416	83.0%	94
Spend 10+ hrs online (excl email/IM time) daily	1,690	8.5%	151
Spend 5-9.9 hrs online (excl email/IM time) daily	3,545	17.9%	124
Spend 2-4.9 hrs online (excl email/IM time) daily	4,828	24.4%	97
Spend 1-1.9 hrs online (excl email/IM time) daily	2,866	14.5%	80
Spend 0.5-0.9 hrs online (excl email/IM time) daily	1,466	7.4%	70
Spend <0.5 hrs online (excl email/IM time) daily	1,287	6.5%	89
Used Internet in last 30 days	16,622	84.0%	97

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Product/Consumer Behavior	Expected Number of Adults or HHs	Percent	MPI
Used Internet/30 days: at home	15,543	78.6%	95
Used Internet/30 days: at work	7,988	40.4%	91
Used Internet/30 days: at school/library	3,499	17.7%	131
Used Internet/30 days: not hm/work/school/library	7,645	38.6%	96
Accessed Internet in last 30 days using computer	12,474	63.1%	92
Accessed Internet in last 30 days using cell phone	14,758	74.6%	98
Accessed Internet in last 30 days using tablet	5,545	28.0%	80
Accessed Internet in last 30 days w gaming console	2,588	13.1%	147
Accessed Internet in last 30 days using television	3,431	17.3%	106
Used Wi-Fi/wireless connection outside hm/30 days	6,570	33.2%	114
Used tablet last 30 days for video call	754	3.8%	85
Internet last 30 days: visited a chat room	1,056	5.3%	119
Internet last 30 days: used email	13,652	69.0%	94
Internet last 30 days: used IM	13,195	66.7%	103
Internet last 30 days: made personal purchase	9,130	46.2%	89
Internet last 30 days: made business purchase	2,332	11.8%	88
Internet last 30 days: paid bills online	10,091	51.0%	96
Internet last 30 days: took online class	1,942	9.8%	114
Internet last 30 days: looked for employment	3,727	18.8%	123
Internet last 30 days: traded/tracked investments	1,891	9.6%	75
Internet last 30 days: made travel plans	3,459	17.5%	78
Internet last 30 days: obtained auto info	2,427	12.3%	97
Internet last 30 days: obtained financial info	5,609	28.4%	90
Internet last 30 days: obtained medical info	5,356	27.1%	92
Internet last 30 days: checked movie listing/times	4,642	23.5%	103
Internet last 30 days: obtained latest news	8,875	44.9%	96
Internet last 30 days: obtained parenting info	1,214	6.1%	96
Internet last 30 days: obtained real estate info	2,651	13.4%	85
Internet last 30 days: obtained sports news/info	5,908	29.9%	95
Internet last 30 days: visited online blog	2,975	15.0%	115
Internet last 30 days: wrote online blog	578	2.9%	139
Internet last 30 days: used online dating website	782	4.0%	146
Internet last 30 days: played games online	7,114	36.0%	117
Internet last 30 days: sent greeting card	904	4.6%	100
Internet last 30 days: made phone call	6,496	32.8%	103
Internet last 30 days: shared photos via website	7,286	36.8%	106
Internet last 30 days: looked for recipes	7,571	38.3%	94
Internet last 30 days: added video to website	2,325	11.8%	134
Internet last 30 days: downloaded a movie	2,395	12.1%	126
Internet last 30 days: downloaded music	4,391	22.2%	118
Internet last 30 days: download/listen to podcast	2,249	11.4%	124
Internet last 30 days: downloaded TV program	1,392	7.0%	139
Internet last 30 days: downloaded a video game	3,204	16.2%	134
Internet last 30 days: watched movie online	6,830	34.5%	128
Internet last 30 days: watched TV program online	4,518	22.8%	120
Used online gaming srv/30 days: PlayStation Network	1,802	9.1%	147
Used online gaming srv/30 days: Xbox Live	1,468	7.4%	132
Played Massive Multi-Player Online game/30 days	1,218	6.2%	149
Used Spanish language website/app last 30 days	691	3.5%	90
Social Media last 30 days: facebook.com	13,112	66.3%	105
Social media last 30 days: instagram.com	6,111	30.9%	109
Social Media last 30 days: linkedin.com	2,283	11.5%	87
Social Media last 30 days: shutterfly.com	523	2.6%	79
Social Media last 30 days: tumblr.com	1,044	5.3%	140
Social Media last 30 days: twitter.com	2,906	14.7%	106
Social Media last 30 days: yelp.com	1,403	7.1%	96
Social Media last 30 days: youtube.com	10,261	51.9%	103
Social Media last 30 days: plus.google.com	2,940	14.9%	123
Social Media last 30 days: pinterest.com	3,277	16.6%	79

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Product/Consumer Behavior	Expected Number of Adults or HHs	Percent	MPI
Social network: updated status in last 30 days	6,911	34.9%	120
Social network: updated profile in last 30 days	5,629	28.5%	124
Social network: posted picture in last 30 days	9,672	48.9%	108
Social network: posted video in last 30 days	4,802	24.3%	121
Social network: posted link in last 30 days	3,661	18.5%	123
Social network: saw friend's page in last 30 days	9,962	50.4%	103
Social network: commented on post in last 30 days	9,222	46.6%	102
Social network: posted a blog in last 30 days	913	4.6%	127
Social network: rated a product in last 30 days	1,966	9.9%	111
Social network: sent email message in last 30 days	9,982	50.5%	104
Social network: sent IM in last 30 days	4,262	21.5%	110
Social network: played a game in last 30 days	4,414	22.3%	116
Social network: invited to event in last 30 days	2,251	11.4%	118
Social network: liked something in last 30 days	8,445	42.7%	104
Social network: followed something in last 30 days	5,356	27.1%	118
Social network: clicked on an ad in last 30 days	3,264	16.5%	103
Social network: watched video in last 30 days	10,783	54.5%	107
Social network: posted location in last 30 days	2,492	12.6%	105
Social network: sent real or virtual gift/30 days	657	3.3%	160
Social network: used to keep in touch w/ friends	8,628	43.6%	107
Social network: used to reconnect w/ old friends	3,353	16.9%	114
Social network: used to meet new friends	2,100	10.6%	131
Social network: used to follow friends activities	3,906	19.7%	96
Social network: used to find out about new prod.	1,995	10.1%	121
Social network: used to review prod. or service	1,446	7.3%	127
Social network: used for professional contacts	1,808	9.1%	116
Social network: used to find mutual interests	1,659	8.4%	124
Social network: used to track current events	3,182	16.1%	109
Social network: used to find info on TV or movie	1,887	9.5%	112
Social network: used to find local information	2,523	12.8%	117
Social network: used for gaming	2,211	11.2%	147
Social network: used to support favorite brands	1,757	8.9%	159
Social network: used to get coupons or discounts	2,058	10.4%	152
Social network: used to gain access to VIP events	1,388	7.0%	156
Used website/search engine/30 days: ask.com	442	2.2%	106
Used website/search engine/30 days: bing.com	1,735	8.8%	84
Used website/search engine/30 days: google.com	15,718	79.5%	98
Used website/search engine/30 days: yahoo.com	3,952	20.0%	87
Used entertainment website/app last 30 days: BuzzFeed	2,145	10.8%	134
Used entertainment website/app last 30 days: Fandango	1,343	6.8%	98
Used news website/app last 30 days: abcnews.com	1,532	7.7%	107
Used news website/app last 30 days: bbc.com	1,882	9.5%	147
Used news website/app last 30 days: cbsnews.com	1,061	5.4%	96
Used news website/app last 30 days: cnn.com	3,391	17.1%	101
Used news website/app last 30 days: foxnews.com	2,385	12.1%	85
Used news website/app last 30 days: huffpo.com	2,467	12.5%	118
Used news website/app last 30 days: nbcnews.com	1,094	5.5%	99
Used news website/app last 30 days: yahoonews.com	1,550	7.8%	89
Used sports website/app last 30 days: ESPN	3,846	19.4%	104
Used sports website/app last 30 days: FoxSports	1,476	7.5%	106
Used sports website/app last 30 days: NBA.com	1,339	6.8%	124
Used sports website/app last 30 days: NFL.com	2,016	10.2%	117
Used website/app last 30 days: PBS	953	4.8%	111

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Demographic Summary		2019	2024
Population		122,263	125,019
Population 18+		98,988	101,486
Households		53,863	55,379
Median Household Income		\$36,350	\$41,482
Product/Consumer Behavior		Expected Number of Adults or HHs	MPI
Own any tablet		39,945	84
Own any e-reader		6,252	76
Own e-reader/tablet: iPad		20,314	73
Own e-reader/tablet: Amazon Kindle		11,268	79
Own any portable MP3 player		14,723	80
Own portable MP3 player: Apple iPod		11,280	80
Own wearable tech: Apple Watch		3,283	98
Own wearable tech: Fitbit		7,764	79
Own digital camera/camcorder		5,745	71
Own digital point & shoot camera/camcorder		7,531	76
Own digital SLR camera/camcorder		6,495	83
Own 35mm camera/camcorder		3,963	72
Own telephoto/zoom lens		2,980	76
Own wide-angle lens		2,735	90
Own a selfie stick		3,691	77
Printed digital photos in last 12 months		16,688	74
Use a computer at work		37,699	90
Use desktop computer at work		20,777	93
Use laptop/notebook at work		14,424	81
HH owns a computer		34,886	88
Purchased home computer in last 12 months		5,139	92
HH owns desktop computer		16,142	81
HH owns laptop/notebook		26,657	87
Child (under 18 yrs) uses home computer		4,637	66
HH owns any Apple/Mac brand computer		8,143	84
HH owns any PC/non-Apple brand computer		28,981	88

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Purchased most recent home computer 3-4 years ago	6,688	12.4%	78
Purchased most recent home computer 5+ years ago	4,961	9.2%	82
HH purchased most recent computer in a store	15,875	29.5%	81
HH purchased most recent computer online	6,521	12.1%	89
Spent on most recent home computer: \$1-499	7,572	14.1%	96
Spent on most recent home computer: \$500-\$999	7,159	13.3%	79
Spent on most recent home computer: \$1000-\$1499	4,523	8.4%	88
Spent on most recent home computer: \$1500-\$1999	2,132	4.0%	89
Spent on most recent home computer: \$2000+	1,719	3.2%	81
HH owns webcam	8,387	15.6%	92
HH owns wireless router	11,539	21.4%	82
HH owns all-in-one printer (print copy scan)	16,026	29.8%	78
HH owns software: accounting	2,337	4.3%	76
HH owns software: communications/fax	2,304	4.3%	99
HH owns software: database/filing	2,412	4.5%	89
HH owns software: desktop publishing	2,869	5.3%	78
HH owns software: education/training	4,167	7.7%	87
HH owns software: entertainment/games	7,798	14.5%	89
HH owns software: personal finance/tax prep	5,182	9.6%	85
HH owns software: presentation graphics	2,627	4.9%	90
HH owns software: multimedia	5,673	10.5%	96
HH owns software: networking	4,923	9.1%	85
HH owns software: online meeting/conference	2,046	3.8%	105
HH owns software: security/anti-virus	8,670	16.1%	80
HH owns software: spreadsheet	9,161	17.0%	80
HH owns software: utility	2,345	4.4%	96
HH owns software: word processing	12,253	22.7%	82
HH owns CD player	5,652	10.5%	77

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Product/Consumer Behavior	Expected Number of Adults or HHs	Percent	MPI
HH owns portable GPS navigation device	8,658	16.1%	70
HH purchased portable GPS navigation device/12 months	1,152	2.1%	114
HH owns headphones (ear buds)	19,221	35.7%	88
HH owns noise reduction headphones	4,257	7.9%	80
HH owns Bluetooth/wireless headphones	7,077	13.1%	83
HH owns home theater/entertainment system	3,566	6.6%	79
HH owns 1 TV	12,541	23.3%	111
HH owns 2 TVs	14,768	27.4%	102
HH owns 3 TVs	10,607	19.7%	94
HH owns 4+ TVs	6,767	12.6%	72
HH owns LCD TV	11,230	20.8%	84
HH owns LED TV	15,730	29.2%	87
HH owns plasma TV	6,597	12.2%	94
HH has 3D TV	2,387	4.4%	86
HH has HDTV	21,287	39.5%	89
HH has 4K Ultra HDTV	4,090	7.6%	94
HH has Internet connectable TV	12,406	23.0%	80
HH owns small screen TV (<27 in)	8,005	14.9%	97
HH owns medium screen TV (27-35 in)	17,183	31.9%	100
HH owns large screen TV (36-42 in)	16,065	29.8%	90
HH owns XLarge screen TV (43-54 in)	11,376	21.1%	78
HH owns XXL screen TV (55 in+)	9,915	18.4%	77
HH most recent TV purch: small screen (<27 in)	3,719	6.9%	107
HH most recent TV purch: medium screen (27-35 in)	10,271	19.1%	111
HH most recent TV purch: large screen (36-42 in)	10,480	19.5%	100
HH most recent TV purch: XLarge screen (43-54 in)	7,291	13.5%	80
HH most recent TV purch: XXL screen (55 in+)	8,154	15.1%	80
HH owns Internet video device for TV	11,010	20.4%	85
HH owns internet device for TV - Amazon Fire	3,939	7.3%	92
HH owns internet device for TV - Apple TV	2,467	4.6%	76
HH owns internet device for TV - Google Chromecast	2,931	5.4%	96
HH owns internet device for TV - Roku	4,265	7.9%	82
HH purchased video game system in last 12 months	3,819	7.1%	86
HH owns video game system: handheld	3,750	7.0%	79
HH owns video game system: attached to TV/computer	20,855	38.7%	95
HH owns video game system: Nintendo DS/Lite DSI/XL	1,881	3.5%	79
HH owns video game system: Nintendo 3DS	1,135	2.1%	72
HH owns video game system: Nintendo Wii	5,471	10.2%	74
HH owns video game system: Nintendo Wii U	1,266	2.4%	71
HH owns video game system: PlayStation 2 (PS2)	2,499	4.6%	85
HH owns video game system: PlayStation 3 (PS3)	5,433	10.1%	101
HH owns video game system: Playstation 4 (PS 4)	6,932	12.9%	104
HH owns video game system: Xbox 360	6,784	12.6%	86
HH owns video game system: Xbox One	5,648	10.5%	96
HH purchased 5+ video games in last 12 months	2,841	5.3%	101
HH spent \$101+ on video games in last 12 months	3,387	6.3%	90
Have access to Internet at home	83,288	84.1%	94
Connection to Internet at home: via cable modem	44,511	45.0%	98
Connection to Internet at home: via DSL	7,588	7.7%	72
Connection to Internet at home: via fiber optic	10,560	10.7%	71
Access Internet at home via high speed connection	81,663	82.5%	94
Spend 10+ hrs online (excl email/IM time) daily	7,317	7.4%	130
Spend 5-9.9 hrs online (excl email/IM time) daily	16,821	17.0%	118
Spend 2-4.9 hrs online (excl email/IM time) daily	22,522	22.8%	91
Spend 1-1.9 hrs online (excl email/IM time) daily	14,842	15.0%	83
Spend 0.5-0.9 hrs online (excl email/IM time) daily	8,473	8.6%	81
Spend <0.5 hrs online (excl email/IM time) daily	7,114	7.2%	98
Used Internet in last 30 days	81,602	82.4%	96

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

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

April 15, 2020





# Electronics and Internet Market Potential

1253 S Preston St, Louisville, Kentucky, 40203  
Ring: 3 mile radius

Prepared by Charlotte Hollkamp

Latitude: 38.23219  
Longitude: -85.74940

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent	MPI
Used Internet/30 days: at home	76,334	77.1%	94
Used Internet/30 days: at work	39,869	40.3%	91
Used Internet/30 days: at school/library	15,332	15.5%	114
Used Internet/30 days: not hm/work/school/library	36,857	37.2%	92
Accessed Internet in last 30 days using computer	60,995	61.6%	90
Accessed Internet in last 30 days using cell phone	72,498	73.2%	96
Accessed Internet in last 30 days using tablet	28,333	28.6%	82
Accessed Internet in last 30 days w gaming console	9,739	9.8%	111
Accessed Internet in last 30 days using television	15,233	15.4%	94
Used Wi-Fi/wireless connection outside hm/30 days	29,608	29.9%	102
Used tablet last 30 days for video call	3,721	3.8%	83
Internet last 30 days: visited a chat room	4,953	5.0%	111
Internet last 30 days: used email	66,457	67.1%	91
Internet last 30 days: used IM	62,623	63.3%	98
Internet last 30 days: made personal purchase	44,612	45.1%	87
Internet last 30 days: made business purchase	11,540	11.7%	87
Internet last 30 days: paid bills online	49,236	49.7%	94
Internet last 30 days: took online class	8,875	9.0%	104
Internet last 30 days: looked for employment	17,805	18.0%	118
Internet last 30 days: traded/tracked investments	10,467	10.6%	83
Internet last 30 days: made travel plans	18,456	18.6%	83
Internet last 30 days: obtained auto info	11,802	11.9%	94
Internet last 30 days: obtained financial info	27,159	27.4%	87
Internet last 30 days: obtained medical info	25,943	26.2%	89
Internet last 30 days: checked movie listing/times	20,710	20.9%	92
Internet last 30 days: obtained latest news	43,466	43.9%	94
Internet last 30 days: obtained parenting info	6,696	6.8%	106
Internet last 30 days: obtained real estate info	13,806	13.9%	89
Internet last 30 days: obtained sports news/info	28,433	28.7%	92
Internet last 30 days: visited online blog	14,217	14.4%	110
Internet last 30 days: wrote online blog	2,530	2.6%	121
Internet last 30 days: used online dating website	3,466	3.5%	129
Internet last 30 days: played games online	33,071	33.4%	108
Internet last 30 days: sent greeting card	4,899	4.9%	108
Internet last 30 days: made phone call	30,245	30.6%	96
Internet last 30 days: shared photos via website	33,615	34.0%	98
Internet last 30 days: looked for recipes	36,751	37.1%	91
Internet last 30 days: added video to website	10,348	10.5%	119
Internet last 30 days: downloaded a movie	10,242	10.3%	108
Internet last 30 days: downloaded music	20,370	20.6%	109
Internet last 30 days: download/listen to podcast	10,271	10.4%	113
Internet last 30 days: downloaded TV program	5,679	5.7%	114
Internet last 30 days: downloaded a video game	14,144	14.3%	119
Internet last 30 days: watched movie online	29,498	29.8%	110
Internet last 30 days: watched TV program online	20,771	21.0%	110
Used online gaming srv/30 days: PlayStation Network	7,138	7.2%	117
Used online gaming srv/30 days: Xbox Live	6,168	6.2%	111
Played Massive Multi-Player Online game/30 days	4,773	4.8%	117
Used Spanish language website/app last 30 days	3,406	3.4%	89
Social Media last 30 days: facebook.com	62,338	63.0%	99
Social media last 30 days: instagram.com	29,344	29.6%	104
Social Media last 30 days: linkedin.com	12,445	12.6%	95
Social Media last 30 days: shutterfly.com	2,639	2.7%	80
Social Media last 30 days: tumblr.com	5,083	5.1%	136
Social Media last 30 days: twitter.com	14,133	14.3%	103
Social Media last 30 days: yelp.com	7,581	7.7%	104
Social Media last 30 days: youtube.com	49,093	49.6%	98
Social Media last 30 days: plus.google.com	13,286	13.4%	111
Social Media last 30 days: pinterest.com	17,092	17.3%	83

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April 15, 2020



# Electronics and Internet Market Potential

1253 S Preston St, Louisville, Kentucky, 40203  
Ring: 3 mile radius

Prepared by Charlotte Hollkamp

Latitude: 38.23219  
Longitude: -85.74940

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent	MPI
Social network: updated status in last 30 days	32,366	32.7%	112
Social network: updated profile in last 30 days	25,741	26.0%	113
Social network: posted picture in last 30 days	45,965	46.4%	102
Social network: posted video in last 30 days	21,976	22.2%	110
Social network: posted link in last 30 days	16,512	16.7%	111
Social network: saw friend's page in last 30 days	46,901	47.4%	96
Social network: commented on post in last 30 days	44,081	44.5%	97
Social network: posted a blog in last 30 days	4,068	4.1%	113
Social network: rated a product in last 30 days	9,729	9.8%	110
Social network: sent email message in last 30 days	46,806	47.3%	97
Social network: sent IM in last 30 days	18,666	18.9%	97
Social network: played a game in last 30 days	20,917	21.1%	110
Social network: invited to event in last 30 days	11,089	11.2%	116
Social network: liked something in last 30 days	38,935	39.3%	96
Social network: followed something in last 30 days	24,316	24.6%	107
Social network: clicked on an ad in last 30 days	15,565	15.7%	98
Social network: watched video in last 30 days	50,455	51.0%	100
Social network: posted location in last 30 days	12,355	12.5%	104
Social network: sent real or virtual gift/30 days	2,756	2.8%	134
Social network: used to keep in touch w/ friends	40,949	41.4%	101
Social network: used to reconnect w/ old friends	16,633	16.8%	113
Social network: used to meet new friends	9,567	9.7%	119
Social network: used to follow friends activities	19,459	19.7%	95
Social network: used to find out about new prod.	9,961	10.1%	120
Social network: used to review prod. or service	7,371	7.4%	130
Social network: used for professional contacts	9,170	9.3%	118
Social network: used to find mutual interests	8,393	8.5%	126
Social network: used to track current events	15,823	16.0%	108
Social network: used to find info on TV or movie	10,089	10.2%	120
Social network: used to find local information	12,181	12.3%	113
Social network: used for gaming	10,574	10.7%	141
Social network: used to support favorite brands	8,372	8.5%	151
Social network: used to get coupons or discounts	9,885	10.0%	146
Social network: used to gain access to VIP events	6,902	7.0%	155
Used website/search engine/30 days: ask.com	2,337	2.4%	112
Used website/search engine/30 days: bing.com	9,058	9.2%	88
Used website/search engine/30 days: google.com	76,483	77.3%	96
Used website/search engine/30 days: yahoo.com	20,509	20.7%	90
Used entertainment website/app last 30 days: BuzzFeed	10,014	10.1%	125
Used entertainment website/app last 30 days: Fandango	6,146	6.2%	90
Used news website/app last 30 days: abcnews.com	7,851	7.9%	110
Used news website/app last 30 days: bbc.com	8,480	8.6%	132
Used news website/app last 30 days: cbsnews.com	5,252	5.3%	95
Used news website/app last 30 days: cnn.com	17,069	17.2%	101
Used news website/app last 30 days: foxnews.com	11,531	11.6%	82
Used news website/app last 30 days: huffpo.com	12,120	12.2%	116
Used news website/app last 30 days: nbcnews.com	5,616	5.7%	101
Used news website/app last 30 days: yahoonews.com	7,897	8.0%	90
Used sports website/app last 30 days: ESPN	19,012	19.2%	103
Used sports website/app last 30 days: FoxSports	6,663	6.7%	96
Used sports website/app last 30 days: NBA.com	6,351	6.4%	117
Used sports website/app last 30 days: NFL.com	9,034	9.1%	105
Used website/app last 30 days: PBS	4,638	4.7%	108

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April 15, 2020



# Electronics and Internet Market Potential

1253 S Preston St, Louisville, Kentucky, 40203  
Ring: 5 mile radius

Prepared by Charlotte Hollkamp

Latitude: 38.23219  
Longitude: -85.74940

Demographic Summary		2019	2024
Population		270,530	274,622
Population 18+		214,790	218,530
Households		117,349	119,423
Median Household Income		\$39,919	\$45,584
Product/Consumer Behavior		Expected Number of Adults or HHs	MPI
Own any tablet		88,428	85
Own any e-reader		13,294	74
Own e-reader/tablet: iPad		44,338	73
Own e-reader/tablet: Amazon Kindle		25,154	82
Own any portable MP3 player		32,258	81
Own portable MP3 player: Apple iPod		23,842	78
Own wearable tech: Apple Watch		6,622	91
Own wearable tech: Fitbit		16,610	78
Own digital camera/camcorder		12,257	70
Own digital point & shoot camera/camcorder		16,077	75
Own digital SLR camera/camcorder		13,593	80
Own 35mm camera/camcorder		8,903	75
Own telephoto/zoom lens		6,461	76
Own wide-angle lens		5,504	83
Own a selfie stick		8,088	78
Printed digital photos in last 12 months		37,220	76
Use a computer at work		79,216	88
Use desktop computer at work		43,387	90
Use laptop/notebook at work		30,101	78
HH owns a computer		74,900	87
Purchased home computer in last 12 months		10,618	87
HH owns desktop computer		35,914	83
HH owns laptop/notebook		56,864	86
Child (under 18 yrs) uses home computer		10,914	72
HH owns any Apple/Mac brand computer		16,308	77
HH owns any PC/non-Apple brand computer		63,277	88

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# Electronics and Internet Market Potential

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Ring: 5 mile radius

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Latitude: 38.23219  
Longitude: -85.74940

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent	MPI
Purchased most recent home computer 1-2 years ago	15,693	13.4%	84
Purchased most recent home computer 3-4 years ago	14,750	12.6%	79
Purchased most recent home computer 5+ years ago	10,716	9.1%	81
HH purchased most recent computer in a store	34,780	29.6%	82
HH purchased most recent computer online	13,212	11.3%	83
Spent on most recent home computer: \$1-499	16,271	13.9%	94
Spent on most recent home computer: \$500-\$999	15,711	13.4%	80
Spent on most recent home computer: \$1000-\$1499	8,907	7.6%	79
Spent on most recent home computer: \$1500-\$1999	4,380	3.7%	84
Spent on most recent home computer: \$2000+	3,375	2.9%	73
HH owns webcam	17,751	15.1%	89
HH owns wireless router	24,898	21.2%	82
HH owns all-in-one printer (print copy scan)	35,317	30.1%	78
HH owns software: accounting	4,877	4.2%	73
HH owns software: communications/fax	4,563	3.9%	90
HH owns software: database/filing	4,770	4.1%	81
HH owns software: desktop publishing	6,328	5.4%	79
HH owns software: education/training	8,922	7.6%	86
HH owns software: entertainment/games	16,566	14.1%	86
HH owns software: personal finance/tax prep	10,885	9.3%	81
HH owns software: presentation graphics	5,292	4.5%	83
HH owns software: multimedia	11,397	9.7%	88
HH owns software: networking	10,318	8.8%	81
HH owns software: online meeting/conference	4,097	3.5%	96
HH owns software: security/anti-virus	18,595	15.8%	79
HH owns software: spreadsheet	19,394	16.5%	78
HH owns software: utility	4,754	4.1%	89
HH owns software: word processing	25,937	22.1%	79
HH owns CD player	12,411	10.6%	77

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# Electronics and Internet Market Potential

1253 S Preston St, Louisville, Kentucky, 40203  
Ring: 5 mile radius

Prepared by Charlotte Hollkamp

Latitude: 38.23219  
Longitude: -85.74940

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent	MPI
HH owns portable GPS navigation device	20,464	17.4%	76
HH purchased portable GPS navigation device/12 months	2,398	2.0%	109
HH owns headphones (ear buds)	41,218	35.1%	86
HH owns noise reduction headphones	9,407	8.0%	81
HH owns Bluetooth/wireless headphones	15,448	13.2%	83
HH owns home theater/entertainment system	7,681	6.5%	78
HH owns 1 TV	25,621	21.8%	104
HH owns 2 TVs	32,033	27.3%	102
HH owns 3 TVs	23,775	20.3%	97
HH owns 4+ TVs	16,250	13.8%	80
HH owns LCD TV	24,339	20.7%	84
HH owns LED TV	35,000	29.8%	89
HH owns plasma TV	14,470	12.3%	95
HH has 3D TV	5,056	4.3%	84
HH has HDTV	46,896	40.0%	90
HH has 4K Ultra HDTV	8,448	7.2%	90
HH has Internet connectable TV	27,491	23.4%	82
HH owns small screen TV (<27 in)	17,425	14.8%	97
HH owns medium screen TV (27-35 in)	36,879	31.4%	99
HH owns large screen TV (36-42 in)	35,457	30.2%	91
HH owns XLarge screen TV (43-54 in)	25,811	22.0%	81
HH owns XXL screen TV (55 in+)	22,464	19.1%	80
HH most recent TV purch: small screen (<27 in)	8,081	6.9%	107
HH most recent TV purch: medium screen (27-35 in)	21,470	18.3%	107
HH most recent TV purch: large screen (36-42 in)	22,922	19.5%	100
HH most recent TV purch: XLarge screen (43-54 in)	16,577	14.1%	83
HH most recent TV purch: XXL screen (55 in+)	18,106	15.4%	81
HH owns Internet video device for TV	23,821	20.3%	84
HH owns internet device for TV - Amazon Fire	8,358	7.1%	89
HH owns internet device for TV - Apple TV	5,186	4.4%	73
HH owns internet device for TV - Google Chromecast	5,993	5.1%	90
HH owns internet device for TV - Roku	9,364	8.0%	82
HH purchased video game system in last 12 months	8,529	7.3%	88
HH owns video game system: handheld	8,630	7.4%	84
HH owns video game system: attached to TV/computer	46,189	39.4%	96
HH owns video game system: Nintendo DS/Lite DSI/XL	4,426	3.8%	85
HH owns video game system: Nintendo 3DS	2,630	2.2%	76
HH owns video game system: Nintendo Wii	12,924	11.0%	80
HH owns video game system: Nintendo Wii U	3,165	2.7%	82
HH owns video game system: PlayStation 2 (PS2)	5,987	5.1%	94
HH owns video game system: PlayStation 3 (PS3)	11,981	10.2%	102
HH owns video game system: Playstation 4 (PS 4)	15,020	12.8%	104
HH owns video game system: Xbox 360	15,645	13.3%	91
HH owns video game system: Xbox One	12,437	10.6%	97
HH purchased 5+ video games in last 12 months	6,369	5.4%	104
HH spent \$101+ on video games in last 12 months	7,657	6.5%	93
Have access to Internet at home	180,777	84.2%	94
Connection to Internet at home: via cable modem	95,233	44.3%	97
Connection to Internet at home: via DSL	16,598	7.7%	72
Connection to Internet at home: via fiber optic	24,094	11.2%	74
Access Internet at home via high speed connection	177,415	82.6%	94
Spend 10+ hrs online (excl email/IM time) daily	14,010	6.5%	115
Spend 5-9.9 hrs online (excl email/IM time) daily	33,593	15.6%	109
Spend 2-4.9 hrs online (excl email/IM time) daily	48,059	22.4%	89
Spend 1-1.9 hrs online (excl email/IM time) daily	34,044	15.8%	88
Spend 0.5-0.9 hrs online (excl email/IM time) daily	19,299	9.0%	85
Spend <0.5 hrs online (excl email/IM time) daily	15,809	7.4%	100
Used Internet in last 30 days	175,625	81.8%	95

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April 15, 2020



## Electronics and Internet Market Potential

1253 S Preston St, Louisville, Kentucky, 40203  
Ring: 5 mile radius

Prepared by Charlotte Hollkamp

Latitude: 38.23219  
Longitude: -85.74940

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent	MPI
Used Internet/30 days: at home	164,109	76.4%	93
Used Internet/30 days: at work	84,585	39.4%	89
Used Internet/30 days: at school/library	29,618	13.8%	102
Used Internet/30 days: not hm/work/school/library	78,670	36.6%	91
Accessed Internet in last 30 days using computer	129,797	60.4%	88
Accessed Internet in last 30 days using cell phone	155,674	72.5%	95
Accessed Internet in last 30 days using tablet	61,340	28.6%	81
Accessed Internet in last 30 days w gaming console	20,118	9.4%	105
Accessed Internet in last 30 days using television	31,041	14.5%	88
Used Wi-Fi/wireless connection outside hm/30 days	58,690	27.3%	93
Used tablet last 30 days for video call	7,814	3.6%	81
Internet last 30 days: visited a chat room	10,299	4.8%	107
Internet last 30 days: used email	141,942	66.1%	90
Internet last 30 days: used IM	133,421	62.1%	96
Internet last 30 days: made personal purchase	93,551	43.6%	84
Internet last 30 days: made business purchase	23,359	10.9%	81
Internet last 30 days: paid bills online	103,635	48.2%	91
Internet last 30 days: took online class	17,443	8.1%	94
Internet last 30 days: looked for employment	36,539	17.0%	111
Internet last 30 days: traded/tracked investments	21,343	9.9%	78
Internet last 30 days: made travel plans	37,609	17.5%	78
Internet last 30 days: obtained auto info	25,008	11.6%	92
Internet last 30 days: obtained financial info	56,966	26.5%	84
Internet last 30 days: obtained medical info	54,002	25.1%	85
Internet last 30 days: checked movie listing/times	43,178	20.1%	88
Internet last 30 days: obtained latest news	89,085	41.5%	89
Internet last 30 days: obtained parenting info	14,216	6.6%	104
Internet last 30 days: obtained real estate info	28,621	13.3%	85
Internet last 30 days: obtained sports news/info	59,789	27.8%	89
Internet last 30 days: visited online blog	27,659	12.9%	99
Internet last 30 days: wrote online blog	5,108	2.4%	113
Internet last 30 days: used online dating website	6,758	3.1%	116
Internet last 30 days: played games online	71,839	33.4%	108
Internet last 30 days: sent greeting card	9,867	4.6%	100
Internet last 30 days: made phone call	64,508	30.0%	94
Internet last 30 days: shared photos via website	70,026	32.6%	94
Internet last 30 days: looked for recipes	78,405	36.5%	90
Internet last 30 days: added video to website	20,212	9.4%	107
Internet last 30 days: downloaded a movie	20,468	9.5%	100
Internet last 30 days: downloaded music	42,029	19.6%	104
Internet last 30 days: download/listen to podcast	19,542	9.1%	99
Internet last 30 days: downloaded TV program	10,914	5.1%	101
Internet last 30 days: downloaded a video game	29,919	13.9%	116
Internet last 30 days: watched movie online	59,060	27.5%	102
Internet last 30 days: watched TV program online	40,923	19.1%	100
Used online gaming srv/30 days: PlayStation Network	15,256	7.1%	115
Used online gaming srv/30 days: Xbox Live	12,828	6.0%	106
Played Massive Multi-Player Online game/30 days	9,871	4.6%	111
Used Spanish language website/app last 30 days	7,024	3.3%	84
Social Media last 30 days: facebook.com	132,209	61.6%	97
Social media last 30 days: instagram.com	59,549	27.7%	97
Social Media last 30 days: linkedin.com	23,654	11.0%	83
Social Media last 30 days: shutterfly.com	5,881	2.7%	82
Social Media last 30 days: tumblr.com	9,521	4.4%	118
Social Media last 30 days: twitter.com	27,648	12.9%	93
Social Media last 30 days: yelp.com	14,159	6.6%	89
Social Media last 30 days: youtube.com	103,526	48.2%	95
Social Media last 30 days: plus.google.com	27,586	12.8%	106
Social Media last 30 days: pinterest.com	36,751	17.1%	82

**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.

April 15, 2020





# Electronics and Internet Market Potential

1253 S Preston St, Louisville, Kentucky, 40203  
Ring: 5 mile radius

Prepared by Charlotte Hollkamp  
Latitude: 38.23219  
Longitude: -85.74940

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent	MPI
Social network: updated status in last 30 days	68,526	31.9%	110
Social network: updated profile in last 30 days	52,780	24.6%	107
Social network: posted picture in last 30 days	96,476	44.9%	99
Social network: posted video in last 30 days	45,705	21.3%	106
Social network: posted link in last 30 days	32,737	15.2%	101
Social network: saw friend's page in last 30 days	98,426	45.8%	93
Social network: commented on post in last 30 days	93,749	43.6%	95
Social network: posted a blog in last 30 days	8,439	3.9%	108
Social network: rated a product in last 30 days	19,870	9.3%	103
Social network: sent email message in last 30 days	98,765	46.0%	95
Social network: sent IM in last 30 days	39,559	18.4%	94
Social network: played a game in last 30 days	45,890	21.4%	111
Social network: invited to event in last 30 days	21,280	9.9%	103
Social network: liked something in last 30 days	82,179	38.3%	93
Social network: followed something in last 30 days	49,866	23.2%	101
Social network: clicked on an ad in last 30 days	32,341	15.1%	94
Social network: watched video in last 30 days	106,098	49.4%	97
Social network: posted location in last 30 days	24,871	11.6%	97
Social network: sent real or virtual gift/30 days	5,155	2.4%	116
Social network: used to keep in touch w/ friends	87,322	40.7%	100
Social network: used to reconnect w/ old friends	34,876	16.2%	109
Social network: used to meet new friends	19,625	9.1%	112
Social network: used to follow friends activities	41,565	19.4%	94
Social network: used to find out about new prod.	20,337	9.5%	113
Social network: used to review prod. or service	15,380	7.2%	125
Social network: used for professional contacts	18,908	8.8%	112
Social network: used to find mutual interests	17,395	8.1%	120
Social network: used to track current events	33,073	15.4%	104
Social network: used to find info on TV or movie	20,868	9.7%	114
Social network: used to find local information	25,419	11.8%	109
Social network: used for gaming	21,630	10.1%	133
Social network: used to support favorite brands	16,690	7.8%	139
Social network: used to get coupons or discounts	19,647	9.1%	134
Social network: used to gain access to VIP events	13,991	6.5%	145
Used website/search engine/30 days: ask.com	4,973	2.3%	109
Used website/search engine/30 days: bing.com	19,962	9.3%	89
Used website/search engine/30 days: google.com	163,952	76.3%	94
Used website/search engine/30 days: yahoo.com	45,783	21.3%	93
Used entertainment website/app last 30 days: BuzzFeed	18,293	8.5%	105
Used entertainment website/app last 30 days: Fandango	12,638	5.9%	85
Used news website/app last 30 days: abcnews.com	15,940	7.4%	103
Used news website/app last 30 days: bbc.com	15,222	7.1%	109
Used news website/app last 30 days: cbsnews.com	10,922	5.1%	91
Used news website/app last 30 days: cnn.com	33,714	15.7%	92
Used news website/app last 30 days: foxnews.com	24,945	11.6%	82
Used news website/app last 30 days: huffpo.com	22,778	10.6%	100
Used news website/app last 30 days: nbcnews.com	11,320	5.3%	94
Used news website/app last 30 days: yahoonews.com	17,218	8.0%	91
Used sports website/app last 30 days: ESPN	39,232	18.3%	98
Used sports website/app last 30 days: FoxSports	13,653	6.4%	90
Used sports website/app last 30 days: NBA.com	13,327	6.2%	113
Used sports website/app last 30 days: NFL.com	18,273	8.5%	98
Used website/app last 30 days: PBS	9,192	4.3%	99

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