



# Electronics and Internet Market Potential

2614 Chamberlain Ln, Louisville, Kentucky, 40245  
Ring: 1 mile radius

Prepared by Charlotte Hollkamp  
Latitude: 38.28911  
Longitude: -85.51468

| Demographic Summary                              |                         | 2020      | 2025      |
|--|-------------------------|-----------|-----------|
| Population                                       |                         | 3,556     | 3,805     |
| Population 18+                                   |                         | 2,520     | 2,717     |
| Households                                       |                         | 1,458     | 1,597     |
| Median Household Income                          |                         | \$114,936 | \$125,067 |
|  |                         | Expected  |           |
| Product/Consumer Behavior                        | Number of Adults or HHs | Percent   | MPI       |
| Own any tablet                                   | 1,641                   | 65.1%     | 130       |
| Own any e-reader                                 | 331                     | 13.1%     | 136       |
| Own e-reader/tablet: iPad                        | 1,151                   | 45.7%     | 156       |
| Own e-reader/tablet: Amazon Kindle               | 532                     | 21.1%     | 132       |
| Own any portable MP3 player                      | 488                     | 19.4%     | 121       |
| Own portable MP3 player: Apple iPod              | 405                     | 16.1%     | 135       |
| Own wearable tech: Apple Watch                   | 216                     | 8.6%      | 153       |
| Own wearable tech: Fitbit                        | 378                     | 15.0%     | 140       |
| Own digital camcorder                            | 253                     | 10.0%     | 139       |
| Own digital point & shoot camera/camcorder       | 272                     | 10.8%     | 128       |
| Own digital SLR camera/camcorder                 | 296                     | 11.7%     | 154       |
| Own 35mm camera/camcorder                        | 127                     | 5.0%      | 95        |
| Own telephoto/zoom lens                          | 133                     | 5.3%      | 131       |
| Own wide-angle lens                              | 97                      | 3.8%      | 119       |
| Own a selfie stick                               | 180                     | 7.1%      | 149       |
| Printed digital photos in last 12 months         | 727                     | 28.8%     | 131       |
| Use a computer at work                           | 1,451                   | 57.6%     | 135       |
| Use desktop computer at work                     | 698                     | 27.7%     | 126       |
| Use laptop/notebook at work                      | 755                     | 30.0%     | 155       |
| HH owns a computer                               | 1,258                   | 86.3%     | 117       |
| HH purchased computer in last 12 months          | 189                     | 13.0%     | 127       |
| HH owns desktop computer                         | 617                     | 42.3%     | 120       |
| HH owns laptop/notebook                          | 1,027                   | 70.4%     | 123       |
| HH with child (under 18 yrs) using home computer | 299                     | 20.5%     | 167       |
| HH owns any Apple/Mac brand computer             | 362                     | 24.8%     | 130       |
| HH owns any PC/non-Apple brand computer          | 1,035                   | 71.0%     | 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.

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| Product/Consumer Behavior                           | Expected<br>Number of Adults or HHs | Percent | MPI |
|---|-------------------------------------|---------|-----|
| HH purchased most recent computer 1-2 years ago     | 275                                 | 18.9%   | 121 |
| HH purchased most recent computer 3-4 years ago     | 282                                 | 19.3%   | 125 |
| HH purchased most recent computer 5+ years ago      | 171                                 | 11.7%   | 101 |
| HH purchased most recent computer in a store        | 617                                 | 42.3%   | 120 |
| HH purchased most recent computer online            | 265                                 | 18.2%   | 129 |
| HH spent \$1-499 on most recent home computer       | 203                                 | 13.9%   | 95  |
| HH spent \$500-\$999 on most recent home computer   | 275                                 | 18.9%   | 118 |
| HH spent \$1000-\$1499 on most recent home computer | 195                                 | 13.4%   | 138 |
| HH spent \$1500-\$1999 on most recent home computer | 98                                  | 6.7%    | 151 |
| HH spent \$2000+ on most recent home computer       | 82                                  | 5.6%    | 139 |
| HH owns webcam                                      | 300                                 | 20.6%   | 128 |
| HH owns wireless router                             | 479                                 | 32.9%   | 132 |
| HH owns all-in-one printer (print copy scan)        | 734                                 | 50.3%   | 130 |
| HH owns software: accounting                        | 111                                 | 7.6%    | 146 |
| HH owns software: communications/fax                | 72                                  | 4.9%    | 118 |
| HH owns software: database/filing                   | 98                                  | 6.7%    | 139 |
| HH owns software: desktop publishing                | 110                                 | 7.5%    | 118 |
| HH owns software: education/training                | 161                                 | 11.0%   | 135 |
| HH owns software: entertainment/games               | 283                                 | 19.4%   | 123 |
| HH owns software: personal finance/tax prep         | 239                                 | 16.4%   | 145 |
| HH owns software: presentation graphics             | 105                                 | 7.2%    | 134 |
| HH owns software: multimedia                        | 174                                 | 11.9%   | 116 |
| HH owns software: networking                        | 189                                 | 13.0%   | 130 |
| HH owns software: online meeting/conference         | 96                                  | 6.6%    | 170 |
| HH owns software: online/remote backup              | 83                                  | 5.7%    | 137 |
| HH owns software: security/anti-virus               | 369                                 | 25.3%   | 133 |
| HH owns software: spreadsheet                       | 429                                 | 29.4%   | 141 |
| HH owns software: utility                           | 82                                  | 5.6%    | 133 |
| HH owns software: word processing                   | 519                                 | 35.6%   | 131 |
| HH owns CD player                                   | 199                                 | 13.6%   | 107 |

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|--|-------------------------------------|---------|-----|
| HH owns portable GPS device                          | 316                                 | 21.7%   | 106 |
| HH owns headphones (ear buds)                        | 750                                 | 51.4%   | 126 |
| HH owns noise reduction headphones                   | 233                                 | 16.0%   | 146 |
| HH owns Bluetooth/wireless headphones                | 380                                 | 26.1%   | 138 |
| HH owns home theater/entertainment system            | 189                                 | 13.0%   | 154 |
| HH owns 1 TV   | 211                                 | 14.5%   | 68  |
| HH owns 2 TVs  | 381                                 | 26.1%   | 99  |
| HH owns 3 TVs  | 344                                 | 23.6%   | 112 |
| HH owns 4+ TVs                                       | 346                                 | 23.7%   | 141 |
| HH owns LCD TV                                       | 419                                 | 28.7%   | 124 |
| HH owns LED TV                                       | 577                                 | 39.6%   | 112 |
| HH owns plasma TV                                    | 199                                 | 13.6%   | 114 |
| HH has 3D TV   | 102                                 | 7.0%    | 148 |
| HH has HDTV  | 705                                 | 48.4%   | 113 |
| HH has 4K Ultra HDTV                                 | 262                                 | 18.0%   | 150 |
| HH has Internet connectable TV                       | 582                                 | 39.9%   | 126 |
| HH owns small screen TV (<27 in)                     | 156                                 | 10.7%   | 79  |
| HH owns medium screen TV (27-35 in)                  | 407                                 | 27.9%   | 92  |
| HH owns large screen TV (36-42 in)                   | 522                                 | 35.8%   | 112 |
| HH owns XLarge screen TV (43-54 in)                  | 511                                 | 35.0%   | 127 |
| HH owns XXL screen TV (55 in+)                       | 542                                 | 37.2%   | 141 |
| HH most recent TV purch: small screen (<27 in)       | 47                                  | 3.2%    | 58  |
| HH most recent TV purch: medium screen (27-35 in)    | 177                                 | 12.1%   | 78  |
| HH most recent TV purch: large screen (36-42 in)     | 252                                 | 17.3%   | 94  |
| HH most recent TV purch: XLarge screen (43-54 in)    | 282                                 | 19.3%   | 110 |
| HH most recent TV purch: XXL screen (55 in+)         | 446                                 | 30.6%   | 141 |
| HH owns any internet video device for TV             | 558                                 | 38.3%   | 138 |
| HH owns internet device for TV - Amazon Fire         | 235                                 | 16.1%   | 142 |
| HH owns internet device for TV - Apple TV            | 152                                 | 10.4%   | 174 |
| HH owns internet device for TV - Google Chromecast   | 126                                 | 8.6%    | 158 |
| HH owns internet device for TV - Roku                | 229                                 | 15.7%   | 134 |
| HH purchased video game system in last 12 months     | 147                                 | 10.1%   | 119 |
| HH owns video game system: handheld                  | 215                                 | 14.7%   | 146 |
| HH owns video game system: attached to TV/computer   | 788                                 | 54.0%   | 132 |
| HH owns video game system: Nintendo DS/Lite DSI/XL   | 87                                  | 6.0%    | 133 |
| HH owns video game system: Nintendo 3DS              | 59                                  | 4.0%    | 129 |
| HH owns video game system: Nintendo Switch           | 110                                 | 7.5%    | 190 |
| HH owns video game system: Nintendo Wii              | 246                                 | 16.9%   | 140 |
| HH owns video game system: Nintendo Wii U            | 79                                  | 5.4%    | 165 |
| HH owns video game system: PlayStation 2 (PS2)       | 77                                  | 5.3%    | 100 |
| HH owns video game system: PlayStation 3 (PS3)       | 163                                 | 11.2%   | 128 |
| HH owns video game system: Playstation 4 (PS 4)      | 296                                 | 20.3%   | 138 |
| HH owns video game system: Xbox 360                  | 268                                 | 18.4%   | 140 |
| HH owns video game system: Xbox One                  | 278                                 | 19.1%   | 148 |
| HH purchased 5+ video games in last 12 months        | 105                                 | 7.2%    | 136 |
| HH spent \$101+ on video games in last 12 months     | 171                                 | 11.7%   | 158 |
| Have access to Internet at home                      | 2,433                               | 96.5%   | 107 |
| Connect to Internet at home via broadband/high speed | 2,423                               | 96.2%   | 108 |
| Connection to Internet at home: via cable modem      | 1,306                               | 51.8%   | 111 |
| Connection to Internet at home: via DSL              | 227                                 | 9.0%    | 91  |
| Connection to Internet at home: via fiber optic      | 665                                 | 26.4%   | 173 |
| Connect to Internet at home via satellite            | 62                                  | 2.5%    | 62  |
| Spend 10+ hrs online (excl email/IM time) daily      | 181                                 | 7.2%    | 109 |
| Spend 5-9.9 hrs online (excl email/IM time) daily    | 456                                 | 18.1%   | 112 |
| Spend 2-4.9 hrs online (excl email/IM time) daily    | 788                                 | 31.3%   | 123 |
| Spend 1-1.9 hrs online (excl email/IM time) daily    | 483                                 | 19.2%   | 107 |
| Spend 0.5-0.9 hrs online (excl email/IM time) daily  | 271                                 | 10.8%   | 103 |
| Spend <0.5 hrs online (excl email/IM time) daily     | 148                                 | 5.9%    | 90  |
| Used Internet in last 30 days                        | 2,405                               | 95.4%   | 109 |

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| Product/Consumer Behavior                           | Expected<br>Number of Adults or HHs | Percent | MPI |
|---|-------------------------------------|---------|-----|
| Used Internet/30 days: at home                      | 2,322                               | 92.1%   | 110 |
| Used Internet/30 days: at work                      | 1,458                               | 57.9%   | 126 |
| Used Internet/30 days: at school/library            | 400                                 | 15.9%   | 116 |
| Used Internet/30 days: not hm/work/school/library   | 1,174                               | 46.6%   | 119 |
| Accessed Internet in last 30 days using computer    | 2,105                               | 83.5%   | 123 |
| Accessed Internet in last 30 days using cell phone  | 2,279                               | 90.4%   | 114 |
| Accessed Internet in last 30 days using tablet      | 1,147                               | 45.5%   | 136 |
| Accessed Internet in last 30 days w gaming console  | 285                                 | 11.3%   | 120 |
| Accessed Internet in last 30 days using television  | 699                                 | 27.7%   | 138 |
| Used tablet last 30 days for video call             | 158                                 | 6.3%    | 133 |
| Internet last 30 days: used email                   | 2,208                               | 87.6%   | 118 |
| Internet last 30 days: used IM                      | 1,952                               | 77.5%   | 113 |
| Internet last 30 days: made personal purchase       | 1,722                               | 68.3%   | 126 |
| Internet last 30 days: made business purchase       | 461                                 | 18.3%   | 131 |
| Internet last 30 days: paid bills online            | 1,741                               | 69.1%   | 125 |
| Internet last 30 days: took online class            | 289                                 | 11.5%   | 127 |
| Internet last 30 days: looked for employment        | 457                                 | 18.1%   | 117 |
| Internet last 30 days: traded/tracked Investments   | 550                                 | 21.8%   | 162 |
| Internet last 30 days: made travel plans            | 940                                 | 37.3%   | 157 |
| Internet last 30 days: obtained auto info           | 421                                 | 16.7%   | 131 |
| Internet last 30 days: obtained financial info      | 1,087                               | 43.1%   | 138 |
| Internet last 30 days: obtained medical info        | 1,013                               | 40.2%   | 131 |
| Internet last 30 days: checked movie listing/times  | 849                                 | 33.7%   | 146 |
| Internet last 30 days: obtained latest news         | 1,501                               | 59.6%   | 127 |
| Internet last 30 days: obtained parenting info      | 262                                 | 10.4%   | 155 |
| Internet last 30 days: obtained real estate info    | 529                                 | 21.0%   | 132 |
| Internet last 30 days: obtained sports news/info    | 1,043                               | 41.4%   | 134 |
| Internet last 30 days: visited online blog          | 447                                 | 17.7%   | 137 |
| Internet last 30 days: wrote online blog            | 73                                  | 2.9%    | 155 |
| Internet last 30 days: used online dating website   | 78                                  | 3.1%    | 110 |
| Internet last 30 days: used video chat              | 735                                 | 29.2%   | 116 |
| Internet last 30 days: visited a chat room          | 138                                 | 5.5%    | 110 |
| Internet last 30 days: played games online          | 741                                 | 29.4%   | 92  |
| Internet last 30 days: sent greeting card           | 161                                 | 6.4%    | 135 |
| Internet last 30 days: made phone call              | 1,036                               | 41.1%   | 119 |
| Internet last 30 days: shared photos via website    | 1,041                               | 41.3%   | 119 |
| Internet last 30 days: looked for recipes           | 1,249                               | 49.6%   | 122 |
| Internet last 30 days: added video to website       | 246                                 | 9.8%    | 114 |
| Internet last 30 days: downloaded a movie           | 301                                 | 11.9%   | 119 |
| Internet last 30 days: downloaded music             | 592                                 | 23.5%   | 127 |
| Internet last 30 days: downloaded TV program        | 142                                 | 5.6%    | 113 |
| Internet last 30 days: downloaded a video game      | 275                                 | 10.9%   | 86  |
| Internet last 30 days: watched movie online         | 848                                 | 33.7%   | 112 |
| Internet last 30 days: watched TV program online    | 648                                 | 25.7%   | 127 |
| Used online gaming srv/30 days: PlayStation Network | 185                                 | 7.3%    | 113 |
| Used online gaming srv/30 days: Xbox Live           | 155                                 | 6.2%    | 101 |
| Played Massive Multi-Player Online game/30 days     | 103                                 | 4.1%    | 89  |
| Used Spanish language website/app last 30 days      | 82                                  | 3.3%    | 77  |
| Social Media last 30 days: facebook.com             | 1,751                               | 69.5%   | 108 |
| Social media last 30 days: instagram.com            | 995                                 | 39.5%   | 124 |
| Social Media last 30 days: linkedin.com             | 571                                 | 22.7%   | 172 |
| Social Media last 30 days: shutterfly.com           | 127                                 | 5.0%    | 167 |
| Social Media last 30 days: snapchat.com             | 629                                 | 25.0%   | 114 |
| Social Media last 30 days: tumblr.com               | 102                                 | 4.0%    | 112 |
| Social Media last 30 days: twitter.com              | 504                                 | 20.0%   | 139 |
| Social Media last 30 days: yelp.com                 | 290                                 | 11.5%   | 158 |
| Social Media last 30 days: youtube.com              | 1,474                               | 58.5%   | 113 |
| Social Media last 30 days: pinterest.com            | 669                                 | 26.5%   | 127 |

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| Product/Consumer Behavior                             | Expected<br>Number of Adults or HHs | Percent | MPI |
|---|-------------------------------------|---------|-----|
| Social network: updated status in last 30 days        | 772                                 | 30.6%   | 110 |
| Social network: updated profile in last 30 days       | 624                                 | 24.8%   | 112 |
| Social network: posted picture in last 30 days        | 1,307                               | 51.9%   | 114 |
| Social network: posted video in last 30 days          | 562                                 | 22.3%   | 107 |
| Social network: posted link in last 30 days           | 448                                 | 17.8%   | 128 |
| Social network: saw friend's page in last 30 days     | 1,491                               | 59.2%   | 121 |
| Social network: commented on post in last 30 days     | 1,354                               | 53.7%   | 116 |
| Social network: posted a blog in last 30 days         | 130                                 | 5.2%    | 171 |
| Social network: rated a product in last 30 days       | 322                                 | 12.8%   | 133 |
| Social network: sent email message in last 30 days    | 1,474                               | 58.5%   | 117 |
| Social network: sent IM in last 30 days               | 585                                 | 23.2%   | 118 |
| Social network: played a game in last 30 days         | 482                                 | 19.1%   | 93  |
| Social network: invited to event in last 30 days      | 280                                 | 11.1%   | 113 |
| Social network: liked something in last 30 days       | 1,200                               | 47.6%   | 116 |
| Social network: followed something in last 30 days    | 733                                 | 29.1%   | 120 |
| Social network: clicked on an ad in last 30 days      | 536                                 | 21.3%   | 120 |
| Social network: watched video in last 30 days         | 1,524                               | 60.5%   | 115 |
| Social network: posted location in last 30 days       | 320                                 | 12.7%   | 112 |
| Social network: sent real or virtual gift/30 days     | 68                                  | 2.7%    | 113 |
| Social network: used to keep in touch w/ friends      | 1,145                               | 45.4%   | 106 |
| Social network: used to reconnect w/ old friends      | 390                                 | 15.5%   | 102 |
| Social network: used to meet new friends              | 192                                 | 7.6%    | 92  |
| Social network: used to follow friends activities     | 545                                 | 21.6%   | 101 |
| Social network: used to find out about new prod.      | 216                                 | 8.6%    | 94  |
| Social network: used to review prod. or service       | 148                                 | 5.9%    | 91  |
| Social network: used for professional contacts        | 230                                 | 9.1%    | 107 |
| Social network: used to find mutual interests         | 183                                 | 7.3%    | 102 |
| Social network: used to track current events          | 445                                 | 17.7%   | 111 |
| Social network: used to find info on TV or movie      | 247                                 | 9.8%    | 104 |
| Social network: used to find local information        | 326                                 | 12.9%   | 105 |
| Social network: used for gaming                       | 176                                 | 7.0%    | 83  |
| Social network: used to support favorite brands       | 131                                 | 5.2%    | 87  |
| Social network: used to get coupons or discounts      | 177                                 | 7.0%    | 92  |
| Social network: used to gain access to VIP events     | 109                                 | 4.3%    | 91  |
| Used website/search engine/30 days: bing.com          | 304                                 | 12.1%   | 125 |
| Used website/search engine/30 days: google.com        | 2,329                               | 92.4%   | 112 |
| Used website/search engine/30 days: yahoo.com         | 571                                 | 22.7%   | 113 |
| Used entertainment website/app last 30 days: BuzzFeed | 225                                 | 8.9%    | 112 |
| Used entertainment website/app last 30 days: Fandango | 242                                 | 9.6%    | 151 |
| Used news website/app last 30 days: abcnews.com       | 194                                 | 7.7%    | 99  |
| Used news website/app last 30 days: bbc.com           | 219                                 | 8.7%    | 131 |
| Used news website/app last 30 days: cbsnews.com       | 173                                 | 6.9%    | 115 |
| Used news website/app last 30 days: cnn.com           | 584                                 | 23.2%   | 138 |
| Used news website/app last 30 days: foxnews.com       | 505                                 | 20.0%   | 140 |
| Used news website/app last 30 days: huffpost.com      | 314                                 | 12.5%   | 141 |
| Used news website/app last 30 days: nbcnews.com       | 163                                 | 6.5%    | 114 |
| Used news website/app last 30 days: yahoonews.com     | 271                                 | 10.8%   | 137 |
| Used sports website/app last 30 days: ESPN            | 657                                 | 26.1%   | 137 |
| Used sports website/app last 30 days: FoxSports       | 228                                 | 9.0%    | 124 |
| Used sports website/app last 30 days: NBA.com         | 157                                 | 6.2%    | 112 |
| Used sports website/app last 30 days: NFL.com         | 241                                 | 9.6%    | 115 |
| Used website/app last 30 days: PBS                    | 102                                 | 4.0%    | 91  |

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|--|-------------------------------------|----------|-----------|
| Population                                       |                                     | 47,637   | 50,876    |
| Population 18+                                   |                                     | 35,785   | 38,711    |
| Households                                       |                                     | 18,421   | 19,829    |
| Median Household Income                          |                                     | \$95,444 | \$103,452 |
| Product/Consumer Behavior                        | Expected<br>Number of Adults or HHs | Percent  | MPI       |
| Own any tablet                                   | 21,988                              | 61.4%    | 123       |
| Own any e-reader                                 | 4,559                               | 12.7%    | 132       |
| Own e-reader/tablet: iPad                        | 14,537                              | 40.6%    | 138       |
| Own e-reader/tablet: Amazon Kindle               | 7,241                               | 20.2%    | 126       |
| Own any portable MP3 player                      | 6,703                               | 18.7%    | 117       |
| Own portable MP3 player: Apple iPod              | 5,350                               | 15.0%    | 125       |
| Own wearable tech: Apple Watch                   | 2,421                               | 6.8%     | 121       |
| Own wearable tech: Fitbit                        | 4,668                               | 13.0%    | 122       |
| Own digital camcorder                            | 3,301                               | 9.2%     | 128       |
| Own digital point & shoot camera/camcorder       | 3,829                               | 10.7%    | 127       |
| Own digital SLR camera/camcorder                 | 3,685                               | 10.3%    | 135       |
| Own 35mm camera/camcorder                        | 2,145                               | 6.0%     | 113       |
| Own telephoto/zoom lens                          | 2,016                               | 5.6%     | 140       |
| Own wide-angle lens                              | 1,439                               | 4.0%     | 125       |
| Own a selfie stick                               | 2,276                               | 6.4%     | 133       |
| Printed digital photos in last 12 months         | 9,918                               | 27.7%    | 126       |
| Use a computer at work                           | 19,071                              | 53.3%    | 125       |
| Use desktop computer at work                     | 9,489                               | 26.5%    | 120       |
| Use laptop/notebook at work                      | 9,457                               | 26.4%    | 137       |
| HH owns a computer                               | 15,625                              | 84.8%    | 116       |
| HH purchased computer in last 12 months          | 2,290                               | 12.4%    | 121       |
| HH owns desktop computer                         | 7,761                               | 42.1%    | 120       |
| HH owns laptop/notebook                          | 12,463                              | 67.7%    | 118       |
| HH with child (under 18 yrs) using home computer | 3,068                               | 16.7%    | 136       |
| HH owns any Apple/Mac brand computer             | 4,590                               | 24.9%    | 131       |
| HH owns any PC/non-Apple brand computer          | 12,602                              | 68.4%    | 113       |

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**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 2020 and 2025.

July 20, 2020



## Electronics and Internet Market Potential

2614 Chamberlain Ln, Louisville, Kentucky, 40245  
Ring: 3 mile radius

Prepared by Charlotte Hollkamp  
Latitude: 38.28911  
Longitude: -85.51468

| Product/Consumer Behavior                           | Expected<br>Number of Adults or HHs | Percent | MPI |
|---|-------------------------------------|---------|-----|
| HH purchased most recent computer 1-2 years ago     | 3,373                               | 18.3%   | 118 |
| HH purchased most recent computer 3-4 years ago     | 3,394                               | 18.4%   | 119 |
| HH purchased most recent computer 5+ years ago      | 2,328                               | 12.6%   | 109 |
| HH purchased most recent computer in a store        | 7,590                               | 41.2%   | 117 |
| HH purchased most recent computer online            | 3,195                               | 17.3%   | 123 |
| HH spent \$1-499 on most recent home computer       | 2,575                               | 14.0%   | 95  |
| HH spent \$500-\$999 on most recent home computer   | 3,541                               | 19.2%   | 120 |
| HH spent \$1000-\$1499 on most recent home computer | 2,215                               | 12.0%   | 124 |
| HH spent \$1500-\$1999 on most recent home computer | 1,121                               | 6.1%    | 137 |
| HH spent \$2000+ on most recent home computer       | 1,012                               | 5.5%    | 135 |
| HH owns webcam                                      | 3,545                               | 19.2%   | 120 |
| HH owns wireless router                             | 5,790                               | 31.4%   | 126 |
| HH owns all-in-one printer (print copy scan)        | 8,694                               | 47.2%   | 122 |
| HH owns software: accounting                        | 1,302                               | 7.1%    | 135 |
| HH owns software: communications/fax                | 962                                 | 5.2%    | 124 |
| HH owns software: database/filing                   | 1,072                               | 5.8%    | 120 |
| HH owns software: desktop publishing                | 1,452                               | 7.9%    | 123 |
| HH owns software: education/training                | 1,884                               | 10.2%   | 125 |
| HH owns software: entertainment/games               | 3,387                               | 18.4%   | 117 |
| HH owns software: personal finance/tax prep         | 2,766                               | 15.0%   | 133 |
| HH owns software: presentation graphics             | 1,253                               | 6.8%    | 126 |
| HH owns software: multimedia                        | 2,188                               | 11.9%   | 115 |
| HH owns software: networking                        | 2,294                               | 12.5%   | 125 |
| HH owns software: online meeting/conference         | 968                                 | 5.3%    | 136 |
| HH owns software: online/remote backup              | 979                                 | 5.3%    | 128 |
| HH owns software: security/anti-virus               | 4,416                               | 24.0%   | 126 |
| HH owns software: spreadsheet                       | 5,054                               | 27.4%   | 132 |
| HH owns software: utility                           | 1,030                               | 5.6%    | 133 |
| HH owns software: word processing                   | 6,422                               | 34.9%   | 128 |
| HH owns CD player                                   | 2,680                               | 14.5%   | 114 |

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

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July 20, 2020





# Electronics and Internet Market Potential

2614 Chamberlain Ln, Louisville, Kentucky, 40245  
Ring: 3 mile radius

Prepared by Charlotte Hollkamp

Latitude: 38.28911  
Longitude: -85.51468

| Product/Consumer Behavior                            | Expected<br>Number of Adults or HHs | Percent | MPI |
|--|-------------------------------------|---------|-----|
| HH owns portable GPS device                          | 4,390                               | 23.8%   | 117 |
| HH owns headphones (ear buds)                        | 8,776                               | 47.6%   | 117 |
| HH owns noise reduction headphones                   | 2,597                               | 14.1%   | 129 |
| HH owns Bluetooth/wireless headphones                | 4,279                               | 23.2%   | 123 |
| HH owns home theater/entertainment system            | 2,057                               | 11.2%   | 133 |
| HH owns 1 TV   | 3,205                               | 17.4%   | 81  |
| HH owns 2 TVs  | 4,817                               | 26.1%   | 99  |
| HH owns 3 TVs  | 4,359                               | 23.7%   | 112 |
| HH owns 4+ TVs                                       | 3,955                               | 21.5%   | 128 |
| HH owns LCD TV                                       | 4,953                               | 26.9%   | 116 |
| HH owns LED TV                                       | 7,382                               | 40.1%   | 113 |
| HH owns plasma TV                                    | 2,411                               | 13.1%   | 109 |
| HH has 3D TV   | 1,094                               | 5.9%    | 126 |
| HH has HDTV  | 8,729                               | 47.4%   | 110 |
| HH has 4K Ultra HDTV                                 | 2,814                               | 15.3%   | 127 |
| HH has Internet connectable TV                       | 7,068                               | 38.4%   | 121 |
| HH owns small screen TV (<27 in)                     | 2,471                               | 13.4%   | 99  |
| HH owns medium screen TV (27-35 in)                  | 5,455                               | 29.6%   | 98  |
| HH owns large screen TV (36-42 in)                   | 6,497                               | 35.3%   | 110 |
| HH owns XLarge screen TV (43-54 in)                  | 6,062                               | 32.9%   | 119 |
| HH owns XXL screen TV (55 in+)                       | 6,188                               | 33.6%   | 127 |
| HH most recent TV purch: small screen (<27 in)       | 859                                 | 4.7%    | 84  |
| HH most recent TV purch: medium screen (27-35 in)    | 2,435                               | 13.2%   | 85  |
| HH most recent TV purch: large screen (36-42 in)     | 3,353                               | 18.2%   | 99  |
| HH most recent TV purch: XLarge screen (43-54 in)    | 3,554                               | 19.3%   | 110 |
| HH most recent TV purch: XXL screen (55 in+)         | 5,116                               | 27.8%   | 128 |
| HH owns any internet video device for TV             | 6,313                               | 34.3%   | 124 |
| HH owns internet device for TV - Amazon Fire         | 2,584                               | 14.0%   | 124 |
| HH owns internet device for TV - Apple TV            | 1,653                               | 9.0%    | 150 |
| HH owns internet device for TV - Google Chromecast   | 1,262                               | 6.9%    | 125 |
| HH owns internet device for TV - Roku                | 2,571                               | 14.0%   | 119 |
| HH purchased video game system in last 12 months     | 1,671                               | 9.1%    | 107 |
| HH owns video game system: handheld                  | 2,209                               | 12.0%   | 119 |
| HH owns video game system: attached to TV/computer   | 8,508                               | 46.2%   | 113 |
| HH owns video game system: Nintendo DS/Lite DSI/XL   | 938                                 | 5.1%    | 113 |
| HH owns video game system: Nintendo 3DS              | 662                                 | 3.6%    | 115 |
| HH owns video game system: Nintendo Switch           | 967                                 | 5.2%    | 132 |
| HH owns video game system: Nintendo Wii              | 2,718                               | 14.8%   | 122 |
| HH owns video game system: Nintendo Wii U            | 790                                 | 4.3%    | 131 |
| HH owns video game system: PlayStation 2 (PS2)       | 960                                 | 5.2%    | 99  |
| HH owns video game system: PlayStation 3 (PS3)       | 1,691                               | 9.2%    | 105 |
| HH owns video game system: Playstation 4 (PS 4)      | 3,020                               | 16.4%   | 111 |
| HH owns video game system: Xbox 360                  | 2,688                               | 14.6%   | 111 |
| HH owns video game system: Xbox One                  | 2,932                               | 15.9%   | 124 |
| HH purchased 5+ video games in last 12 months        | 1,097                               | 6.0%    | 112 |
| HH spent \$101+ on video games in last 12 months     | 1,672                               | 9.1%    | 122 |
| Have access to Internet at home                      | 34,328                              | 95.9%   | 106 |
| Connect to Internet at home via broadband/high speed | 34,078                              | 95.2%   | 107 |
| Connection to Internet at home: via cable modem      | 19,135                              | 53.5%   | 115 |
| Connection to Internet at home: via DSL              | 3,190                               | 8.9%    | 90  |
| Connection to Internet at home: via fiber optic      | 8,053                               | 22.5%   | 147 |
| Connect to Internet at home via satellite            | 931                                 | 2.6%    | 66  |
| Spend 10+ hrs online (excl email/IM time) daily      | 2,275                               | 6.4%    | 96  |
| Spend 5-9.9 hrs online (excl email/IM time) daily    | 6,113                               | 17.1%   | 106 |
| Spend 2-4.9 hrs online (excl email/IM time) daily    | 10,257                              | 28.7%   | 113 |
| Spend 1-1.9 hrs online (excl email/IM time) daily    | 7,309                               | 20.4%   | 114 |
| Spend 0.5-0.9 hrs online (excl email/IM time) daily  | 3,942                               | 11.0%   | 105 |
| Spend <0.5 hrs online (excl email/IM time) daily     | 2,147                               | 6.0%    | 92  |
| Used Internet in last 30 days                        | 33,469                              | 93.5%   | 107 |

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July 20, 2020





# Electronics and Internet Market Potential

2614 Chamberlain Ln, Louisville, Kentucky, 40245  
Ring: 3 mile radius

Prepared by Charlotte Hollkamp

Latitude: 38.28911  
Longitude: -85.51468

| Product/Consumer Behavior                           | Expected<br>Number of Adults or HHs | Percent | MPI |
|---|-------------------------------------|---------|-----|
| Used Internet/30 days: at home                      | 32,380                              | 90.5%   | 108 |
| Used Internet/30 days: at work                      | 19,502                              | 54.5%   | 119 |
| Used Internet/30 days: at school/library            | 5,537                               | 15.5%   | 113 |
| Used Internet/30 days: not hm/work/school/library   | 16,416                              | 45.9%   | 117 |
| Accessed Internet in last 30 days using computer    | 29,093                              | 81.3%   | 120 |
| Accessed Internet in last 30 days using cell phone  | 30,782                              | 86.0%   | 108 |
| Accessed Internet in last 30 days using tablet      | 15,151                              | 42.3%   | 127 |
| Accessed Internet in last 30 days w gaming console  | 3,442                               | 9.6%    | 102 |
| Accessed Internet in last 30 days using television  | 8,946                               | 25.0%   | 124 |
| Used tablet last 30 days for video call             | 2,086                               | 5.8%    | 124 |
| Internet last 30 days: used email                   | 30,641                              | 85.6%   | 115 |
| Internet last 30 days: used IM                      | 26,200                              | 73.2%   | 107 |
| Internet last 30 days: made personal purchase       | 23,491                              | 65.6%   | 121 |
| Internet last 30 days: made business purchase       | 6,327                               | 17.7%   | 127 |
| Internet last 30 days: paid bills online            | 23,224                              | 64.9%   | 117 |
| Internet last 30 days: took online class            | 3,882                               | 10.8%   | 120 |
| Internet last 30 days: looked for employment        | 5,641                               | 15.8%   | 102 |
| Internet last 30 days: traded/tracked Investments   | 7,379                               | 20.6%   | 153 |
| Internet last 30 days: made travel plans            | 12,312                              | 34.4%   | 145 |
| Internet last 30 days: obtained auto info           | 5,401                               | 15.1%   | 119 |
| Internet last 30 days: obtained financial info      | 14,265                              | 39.9%   | 128 |
| Internet last 30 days: obtained medical info        | 13,438                              | 37.6%   | 122 |
| Internet last 30 days: checked movie listing/times  | 10,619                              | 29.7%   | 129 |
| Internet last 30 days: obtained latest news         | 20,727                              | 57.9%   | 124 |
| Internet last 30 days: obtained parenting info      | 3,229                               | 9.0%    | 135 |
| Internet last 30 days: obtained real estate info    | 7,673                               | 21.4%   | 134 |
| Internet last 30 days: obtained sports news/info    | 13,935                              | 38.9%   | 126 |
| Internet last 30 days: visited online blog          | 5,973                               | 16.7%   | 129 |
| Internet last 30 days: wrote online blog            | 827                                 | 2.3%    | 123 |
| Internet last 30 days: used online dating website   | 1,044                               | 2.9%    | 103 |
| Internet last 30 days: used video chat              | 9,698                               | 27.1%   | 108 |
| Internet last 30 days: visited a chat room          | 1,806                               | 5.0%    | 102 |
| Internet last 30 days: played games online          | 11,179                              | 31.2%   | 98  |
| Internet last 30 days: sent greeting card           | 2,120                               | 5.9%    | 125 |
| Internet last 30 days: made phone call              | 13,400                              | 37.4%   | 108 |
| Internet last 30 days: shared photos via website    | 14,021                              | 39.2%   | 113 |
| Internet last 30 days: looked for recipes           | 17,107                              | 47.8%   | 118 |
| Internet last 30 days: added video to website       | 3,170                               | 8.9%    | 104 |
| Internet last 30 days: downloaded a movie           | 4,213                               | 11.8%   | 117 |
| Internet last 30 days: downloaded music             | 7,710                               | 21.5%   | 117 |
| Internet last 30 days: downloaded TV program        | 2,034                               | 5.7%    | 114 |
| Internet last 30 days: downloaded a video game      | 4,167                               | 11.6%   | 92  |
| Internet last 30 days: watched movie online         | 11,547                              | 32.3%   | 107 |
| Internet last 30 days: watched TV program online    | 8,465                               | 23.7%   | 117 |
| Used online gaming srv/30 days: PlayStation Network | 2,181                               | 6.1%    | 94  |
| Used online gaming srv/30 days: Xbox Live           | 2,118                               | 5.9%    | 97  |
| Played Massive Multi-Player Online game/30 days     | 1,603                               | 4.5%    | 98  |
| Used Spanish language website/app last 30 days      | 1,124                               | 3.1%    | 74  |
| Social Media last 30 days: facebook.com             | 24,122                              | 67.4%   | 104 |
| Social media last 30 days: instagram.com            | 12,650                              | 35.4%   | 111 |
| Social Media last 30 days: linkedin.com             | 6,824                               | 19.1%   | 145 |
| Social Media last 30 days: shutterfly.com           | 1,608                               | 4.5%    | 149 |
| Social Media last 30 days: snapchat.com             | 7,592                               | 21.2%   | 97  |
| Social Media last 30 days: tumblr.com               | 1,274                               | 3.6%    | 99  |
| Social Media last 30 days: twitter.com              | 6,081                               | 17.0%   | 118 |
| Social Media last 30 days: yelp.com                 | 3,441                               | 9.6%    | 132 |
| Social Media last 30 days: youtube.com              | 19,495                              | 54.5%   | 105 |
| Social Media last 30 days: pinterest.com            | 8,559                               | 23.9%   | 114 |

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July 20, 2020



# Electronics and Internet Market Potential

2614 Chamberlain Ln, Louisville, Kentucky, 40245  
Ring: 3 mile radius

Prepared by Charlotte Hollkamp

Latitude: 38.28911  
Longitude: -85.51468

| Product/Consumer Behavior                             | Expected<br>Number of Adults or HHs | Percent | MPI |
|---|-------------------------------------|---------|-----|
| Social network: updated status in last 30 days        | 10,223                              | 28.6%   | 102 |
| Social network: updated profile in last 30 days       | 7,718                               | 21.6%   | 98  |
| Social network: posted picture in last 30 days        | 17,295                              | 48.3%   | 106 |
| Social network: posted video in last 30 days          | 7,627                               | 21.3%   | 102 |
| Social network: posted link in last 30 days           | 5,909                               | 16.5%   | 119 |
| Social network: saw friend's page in last 30 days     | 19,354                              | 54.1%   | 111 |
| Social network: commented on post in last 30 days     | 18,125                              | 50.6%   | 110 |
| Social network: posted a blog in last 30 days         | 1,406                               | 3.9%    | 130 |
| Social network: rated a product in last 30 days       | 4,005                               | 11.2%   | 116 |
| Social network: sent email message in last 30 days    | 19,723                              | 55.1%   | 110 |
| Social network: sent IM in last 30 days               | 7,953                               | 22.2%   | 113 |
| Social network: played a game in last 30 days         | 6,796                               | 19.0%   | 93  |
| Social network: invited to event in last 30 days      | 4,040                               | 11.3%   | 115 |
| Social network: liked something in last 30 days       | 15,889                              | 44.4%   | 109 |
| Social network: followed something in last 30 days    | 9,474                               | 26.5%   | 110 |
| Social network: clicked on an ad in last 30 days      | 7,140                               | 20.0%   | 113 |
| Social network: watched video in last 30 days         | 20,130                              | 56.3%   | 107 |
| Social network: posted location in last 30 days       | 4,183                               | 11.7%   | 103 |
| Social network: sent real or virtual gift/30 days     | 939                                 | 2.6%    | 110 |
| Social network: used to keep in touch w/ friends      | 15,253                              | 42.6%   | 100 |
| Social network: used to reconnect w/ old friends      | 5,115                               | 14.3%   | 94  |
| Social network: used to meet new friends              | 2,500                               | 7.0%    | 85  |
| Social network: used to follow friends activities     | 7,433                               | 20.8%   | 97  |
| Social network: used to find out about new prod.      | 2,929                               | 8.2%    | 90  |
| Social network: used to review prod. or service       | 1,926                               | 5.4%    | 83  |
| Social network: used for professional contacts        | 2,816                               | 7.9%    | 92  |
| Social network: used to find mutual interests         | 2,201                               | 6.2%    | 86  |
| Social network: used to track current events          | 5,988                               | 16.7%   | 105 |
| Social network: used to find info on TV or movie      | 3,102                               | 8.7%    | 92  |
| Social network: used to find local information        | 4,109                               | 11.5%   | 93  |
| Social network: used for gaming                       | 2,419                               | 6.8%    | 80  |
| Social network: used to support favorite brands       | 1,639                               | 4.6%    | 77  |
| Social network: used to get coupons or discounts      | 2,243                               | 6.3%    | 82  |
| Social network: used to gain access to VIP events     | 1,302                               | 3.6%    | 76  |
| Used website/search engine/30 days: bing.com          | 4,189                               | 11.7%   | 122 |
| Used website/search engine/30 days: google.com        | 31,995                              | 89.4%   | 109 |
| Used website/search engine/30 days: yahoo.com         | 7,919                               | 22.1%   | 110 |
| Used entertainment website/app last 30 days: BuzzFeed | 3,071                               | 8.6%    | 107 |
| Used entertainment website/app last 30 days: Fandango | 3,013                               | 8.4%    | 132 |
| Used news website/app last 30 days: abcnews.com       | 3,156                               | 8.8%    | 114 |
| Used news website/app last 30 days: bbc.com           | 3,081                               | 8.6%    | 130 |
| Used news website/app last 30 days: cbsnews.com       | 2,541                               | 7.1%    | 119 |
| Used news website/app last 30 days: cnn.com           | 8,178                               | 22.9%   | 136 |
| Used news website/app last 30 days: foxnews.com       | 6,416                               | 17.9%   | 125 |
| Used news website/app last 30 days: huffpost.com      | 4,170                               | 11.7%   | 131 |
| Used news website/app last 30 days: nbcnews.com       | 2,564                               | 7.2%    | 127 |
| Used news website/app last 30 days: yahoonews.com     | 3,392                               | 9.5%    | 121 |
| Used sports website/app last 30 days: ESPN            | 8,383                               | 23.4%   | 123 |
| Used sports website/app last 30 days: FoxSports       | 3,089                               | 8.6%    | 118 |
| Used sports website/app last 30 days: NBA.com         | 2,047                               | 5.7%    | 102 |
| Used sports website/app last 30 days: NFL.com         | 3,445                               | 9.6%    | 115 |
| Used website/app last 30 days: PBS                    | 1,752                               | 4.9%    | 111 |

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July 20, 2020



## Electronics and Internet Market Potential

2614 Chamberlain Ln, Louisville, Kentucky, 40245  
Ring: 5 mile radius

Prepared by Charlotte Hollkamp  
Latitude: 38.28911  
Longitude: -85.51468

| Demographic Summary                              |                                     | 2020     | 2025      |
|--|-------------------------------------|----------|-----------|
| Population                                       |                                     | 126,116  | 135,193   |
| Population 18+                                   |                                     | 96,748   | 104,708   |
| Households                                       |                                     | 50,040   | 53,686    |
| Median Household Income                          |                                     | \$95,169 | \$103,637 |
| Product/Consumer Behavior                        | Expected<br>Number of Adults or HHs | Percent  | MPI       |
| Own any tablet                                   | 58,571                              | 60.5%    | 121       |
| Own any e-reader                                 | 12,674                              | 13.1%    | 136       |
| Own e-reader/tablet: iPad                        | 39,189                              | 40.5%    | 138       |
| Own e-reader/tablet: Amazon Kindle               | 19,684                              | 20.3%    | 127       |
| Own any portable MP3 player                      | 18,383                              | 19.0%    | 119       |
| Own portable MP3 player: Apple iPod              | 14,654                              | 15.1%    | 127       |
| Own wearable tech: Apple Watch                   | 6,548                               | 6.8%     | 121       |
| Own wearable tech: Fitbit                        | 13,012                              | 13.4%    | 126       |
| Own digital camcorder                            | 8,592                               | 8.9%     | 123       |
| Own digital point & shoot camera/camcorder       | 10,843                              | 11.2%    | 133       |
| Own digital SLR camera/camcorder                 | 10,198                              | 10.5%    | 138       |
| Own 35mm camera/camcorder                        | 6,376                               | 6.6%     | 124       |
| Own telephoto/zoom lens                          | 5,494                               | 5.7%     | 141       |
| Own wide-angle lens                              | 3,932                               | 4.1%     | 126       |
| Own a selfie stick                               | 5,853                               | 6.0%     | 126       |
| Printed digital photos in last 12 months         | 26,918                              | 27.8%    | 127       |
| Use a computer at work                           | 51,257                              | 53.0%    | 124       |
| Use desktop computer at work                     | 25,602                              | 26.5%    | 120       |
| Use laptop/notebook at work                      | 25,147                              | 26.0%    | 134       |
| HH owns a computer                               | 42,279                              | 84.5%    | 115       |
| HH purchased computer in last 12 months          | 6,121                               | 12.2%    | 119       |
| HH owns desktop computer                         | 21,023                              | 42.0%    | 119       |
| HH owns laptop/notebook                          | 33,527                              | 67.0%    | 117       |
| HH with child (under 18 yrs) using home computer | 7,787                               | 15.6%    | 127       |
| HH owns any Apple/Mac brand computer             | 12,638                              | 25.3%    | 132       |
| HH owns any PC/non-Apple brand computer          | 33,839                              | 67.6%    | 112       |

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## Electronics and Internet Market Potential

2614 Chamberlain Ln, Louisville, Kentucky, 40245  
Ring: 5 mile radius

Prepared by Charlotte Hollkamp  
Latitude: 38.28911  
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| Product/Consumer Behavior                           | Expected<br>Number of Adults or HHs | Percent | MPI |
|---|-------------------------------------|---------|-----|
| HH purchased most recent computer 1-2 years ago     | 9,093                               | 18.2%   | 117 |
| HH purchased most recent computer 3-4 years ago     | 9,393                               | 18.8%   | 122 |
| HH purchased most recent computer 5+ years ago      | 6,632                               | 13.3%   | 114 |
| HH purchased most recent computer in a store        | 20,797                              | 41.6%   | 118 |
| HH purchased most recent computer online            | 8,638                               | 17.3%   | 122 |
| HH spent \$1-499 on most recent home computer       | 7,170                               | 14.3%   | 98  |
| HH spent \$500-\$999 on most recent home computer   | 9,860                               | 19.7%   | 123 |
| HH spent \$1000-\$1499 on most recent home computer | 6,002                               | 12.0%   | 124 |
| HH spent \$1500-\$1999 on most recent home computer | 2,971                               | 5.9%    | 133 |
| HH spent \$2000+ on most recent home computer       | 2,682                               | 5.4%    | 132 |
| HH owns webcam                                      | 9,362                               | 18.7%   | 116 |
| HH owns wireless router                             | 15,693                              | 31.4%   | 126 |
| HH owns all-in-one printer (print copy scan)        | 23,690                              | 47.3%   | 122 |
| HH owns software: accounting                        | 3,560                               | 7.1%    | 136 |
| HH owns software: communications/fax                | 2,593                               | 5.2%    | 123 |
| HH owns software: database/filing                   | 2,961                               | 5.9%    | 122 |
| HH owns software: desktop publishing                | 4,085                               | 8.2%    | 128 |
| HH owns software: education/training                | 4,889                               | 9.8%    | 119 |
| HH owns software: entertainment/games               | 8,919                               | 17.8%   | 113 |
| HH owns software: personal finance/tax prep         | 7,445                               | 14.9%   | 132 |
| HH owns software: presentation graphics             | 3,414                               | 6.8%    | 127 |
| HH owns software: multimedia                        | 5,911                               | 11.8%   | 114 |
| HH owns software: networking                        | 6,101                               | 12.2%   | 122 |
| HH owns software: online meeting/conference         | 2,528                               | 5.1%    | 131 |
| HH owns software: online/remote backup              | 2,585                               | 5.2%    | 124 |
| HH owns software: security/anti-virus               | 12,134                              | 24.2%   | 127 |
| HH owns software: spreadsheet                       | 14,003                              | 28.0%   | 135 |
| HH owns software: utility                           | 2,671                               | 5.3%    | 127 |
| HH owns software: word processing                   | 17,749                              | 35.5%   | 131 |
| HH owns CD player                                   | 7,644                               | 15.3%   | 120 |

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July 20, 2020



# Electronics and Internet Market Potential

2614 Chamberlain Ln, Louisville, Kentucky, 40245  
Ring: 5 mile radius

Prepared by Charlotte Hollkamp

Latitude: 38.28911  
Longitude: -85.51468

| Product/Consumer Behavior                            | Expected<br>Number of Adults or HHs | Percent | MPI |
|--|-------------------------------------|---------|-----|
| HH owns portable GPS device                          | 12,070                              | 24.1%   | 118 |
| HH owns headphones (ear buds)                        | 23,773                              | 47.5%   | 117 |
| HH owns noise reduction headphones                   | 6,927                               | 13.8%   | 126 |
| HH owns Bluetooth/wireless headphones                | 11,335                              | 22.7%   | 120 |
| HH owns home theater/entertainment system            | 5,374                               | 10.7%   | 128 |
| HH owns 1 TV   | 9,012                               | 18.0%   | 84  |
| HH owns 2 TVs  | 13,302                              | 26.6%   | 101 |
| HH owns 3 TVs  | 11,578                              | 23.1%   | 110 |
| HH owns 4+ TVs                                       | 10,518                              | 21.0%   | 125 |
| HH owns LCD TV                                       | 13,575                              | 27.1%   | 117 |
| HH owns LED TV                                       | 20,010                              | 40.0%   | 113 |
| HH owns plasma TV                                    | 6,364                               | 12.7%   | 106 |
| HH has 3D TV   | 2,914                               | 5.8%    | 123 |
| HH has HDTV  | 24,173                              | 48.3%   | 112 |
| HH has 4K Ultra HDTV                                 | 7,573                               | 15.1%   | 126 |
| HH has Internet connectable TV                       | 19,335                              | 38.6%   | 122 |
| HH owns small screen TV (<27 in)                     | 7,270                               | 14.5%   | 107 |
| HH owns medium screen TV (27-35 in)                  | 15,049                              | 30.1%   | 99  |
| HH owns large screen TV (36-42 in)                   | 17,805                              | 35.6%   | 111 |
| HH owns XLarge screen TV (43-54 in)                  | 16,264                              | 32.5%   | 118 |
| HH owns XXL screen TV (55 in+)                       | 16,315                              | 32.6%   | 123 |
| HH most recent TV purch: small screen (<27 in)       | 2,478                               | 5.0%    | 89  |
| HH most recent TV purch: medium screen (27-35 in)    | 6,746                               | 13.5%   | 86  |
| HH most recent TV purch: large screen (36-42 in)     | 9,367                               | 18.7%   | 101 |
| HH most recent TV purch: XLarge screen (43-54 in)    | 9,679                               | 19.3%   | 110 |
| HH most recent TV purch: XXL screen (55 in+)         | 13,467                              | 26.9%   | 124 |
| HH owns any internet video device for TV             | 16,801                              | 33.6%   | 121 |
| HH owns internet device for TV - Amazon Fire         | 6,746                               | 13.5%   | 119 |
| HH owns internet device for TV - Apple TV            | 4,393                               | 8.8%    | 147 |
| HH owns internet device for TV - Google Chromecast   | 3,228                               | 6.5%    | 118 |
| HH owns internet device for TV - Roku                | 6,874                               | 13.7%   | 117 |
| HH purchased video game system in last 12 months     | 4,267                               | 8.5%    | 100 |
| HH owns video game system: handheld                  | 5,609                               | 11.2%   | 111 |
| HH owns video game system: attached to TV/computer   | 22,138                              | 44.2%   | 108 |
| HH owns video game system: Nintendo DS/Lite DSI/XL   | 2,405                               | 4.8%    | 107 |
| HH owns video game system: Nintendo 3DS              | 1,664                               | 3.3%    | 106 |
| HH owns video game system: Nintendo Switch           | 2,372                               | 4.7%    | 119 |
| HH owns video game system: Nintendo Wii              | 7,385                               | 14.8%   | 123 |
| HH owns video game system: Nintendo Wii U            | 2,023                               | 4.0%    | 123 |
| HH owns video game system: PlayStation 2 (PS2)       | 2,573                               | 5.1%    | 98  |
| HH owns video game system: PlayStation 3 (PS3)       | 4,394                               | 8.8%    | 100 |
| HH owns video game system: Playstation 4 (PS 4)      | 7,490                               | 15.0%   | 102 |
| HH owns video game system: Xbox 360                  | 7,010                               | 14.0%   | 107 |
| HH owns video game system: Xbox One                  | 7,461                               | 14.9%   | 116 |
| HH purchased 5+ video games in last 12 months        | 2,791                               | 5.6%    | 105 |
| HH spent \$101+ on video games in last 12 months     | 4,142                               | 8.3%    | 112 |
| Have access to Internet at home                      | 92,628                              | 95.7%   | 106 |
| Connect to Internet at home via broadband/high speed | 91,904                              | 95.0%   | 107 |
| Connection to Internet at home: via cable modem      | 52,451                              | 54.2%   | 117 |
| Connection to Internet at home: via DSL              | 8,949                               | 9.2%    | 93  |
| Connection to Internet at home: via fiber optic      | 20,431                              | 21.1%   | 138 |
| Connect to Internet at home via satellite            | 2,523                               | 2.6%    | 66  |
| Spend 10+ hrs online (excl email/IM time) daily      | 5,833                               | 6.0%    | 91  |
| Spend 5-9.9 hrs online (excl email/IM time) daily    | 15,736                              | 16.3%   | 101 |
| Spend 2-4.9 hrs online (excl email/IM time) daily    | 27,438                              | 28.4%   | 112 |
| Spend 1-1.9 hrs online (excl email/IM time) daily    | 19,865                              | 20.5%   | 115 |
| Spend 0.5-0.9 hrs online (excl email/IM time) daily  | 11,171                              | 11.5%   | 110 |
| Spend <0.5 hrs online (excl email/IM time) daily     | 6,307                               | 6.5%    | 100 |
| Used Internet in last 30 days                        | 90,320                              | 93.4%   | 107 |

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# Electronics and Internet Market Potential

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Latitude: 38.28911  
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| Product/Consumer Behavior                           | Expected<br>Number of Adults or HHs | Percent | MPI |
|---|-------------------------------------|---------|-----|
| Used Internet/30 days: at home                      | 87,463                              | 90.4%   | 108 |
| Used Internet/30 days: at work                      | 52,238                              | 54.0%   | 118 |
| Used Internet/30 days: at school/library            | 14,401                              | 14.9%   | 109 |
| Used Internet/30 days: not hm/work/school/library   | 44,652                              | 46.2%   | 118 |
| Accessed Internet in last 30 days using computer    | 78,684                              | 81.3%   | 120 |
| Accessed Internet in last 30 days using cell phone  | 82,551                              | 85.3%   | 107 |
| Accessed Internet in last 30 days using tablet      | 41,207                              | 42.6%   | 128 |
| Accessed Internet in last 30 days w gaming console  | 9,136                               | 9.4%    | 100 |
| Accessed Internet in last 30 days using television  | 23,845                              | 24.6%   | 123 |
| Used tablet last 30 days for video call             | 5,698                               | 5.9%    | 125 |
| Internet last 30 days: used email                   | 82,871                              | 85.7%   | 115 |
| Internet last 30 days: used IM                      | 69,961                              | 72.3%   | 105 |
| Internet last 30 days: made personal purchase       | 63,583                              | 65.7%   | 121 |
| Internet last 30 days: made business purchase       | 17,341                              | 17.9%   | 128 |
| Internet last 30 days: paid bills online            | 61,722                              | 63.8%   | 115 |
| Internet last 30 days: took online class            | 10,342                              | 10.7%   | 118 |
| Internet last 30 days: looked for employment        | 14,737                              | 15.2%   | 98  |
| Internet last 30 days: traded/tracked Investments   | 19,949                              | 20.6%   | 153 |
| Internet last 30 days: made travel plans            | 32,898                              | 34.0%   | 143 |
| Internet last 30 days: obtained auto info           | 14,149                              | 14.6%   | 115 |
| Internet last 30 days: obtained financial info      | 38,442                              | 39.7%   | 127 |
| Internet last 30 days: obtained medical info        | 36,632                              | 37.9%   | 123 |
| Internet last 30 days: checked movie listing/times  | 28,457                              | 29.4%   | 128 |
| Internet last 30 days: obtained latest news         | 55,973                              | 57.9%   | 123 |
| Internet last 30 days: obtained parenting info      | 8,256                               | 8.5%    | 128 |
| Internet last 30 days: obtained real estate info    | 20,442                              | 21.1%   | 132 |
| Internet last 30 days: obtained sports news/info    | 37,691                              | 39.0%   | 126 |
| Internet last 30 days: visited online blog          | 15,430                              | 15.9%   | 123 |
| Internet last 30 days: wrote online blog            | 2,100                               | 2.2%    | 116 |
| Internet last 30 days: used online dating website   | 2,781                               | 2.9%    | 102 |
| Internet last 30 days: used video chat              | 25,158                              | 26.0%   | 103 |
| Internet last 30 days: visited a chat room          | 4,555                               | 4.7%    | 95  |
| Internet last 30 days: played games online          | 30,242                              | 31.3%   | 98  |
| Internet last 30 days: sent greeting card           | 5,594                               | 5.8%    | 122 |
| Internet last 30 days: made phone call              | 35,458                              | 36.6%   | 106 |
| Internet last 30 days: shared photos via website    | 37,669                              | 38.9%   | 112 |
| Internet last 30 days: looked for recipes           | 46,428                              | 48.0%   | 118 |
| Internet last 30 days: added video to website       | 8,411                               | 8.7%    | 102 |
| Internet last 30 days: downloaded a movie           | 11,340                              | 11.7%   | 117 |
| Internet last 30 days: downloaded music             | 20,468                              | 21.2%   | 115 |
| Internet last 30 days: downloaded TV program        | 5,338                               | 5.5%    | 110 |
| Internet last 30 days: downloaded a video game      | 10,962                              | 11.3%   | 89  |
| Internet last 30 days: watched movie online         | 30,116                              | 31.1%   | 104 |
| Internet last 30 days: watched TV program online    | 22,344                              | 23.1%   | 114 |
| Used online gaming srv/30 days: PlayStation Network | 5,535                               | 5.7%    | 88  |
| Used online gaming srv/30 days: Xbox Live           | 5,493                               | 5.7%    | 94  |
| Played Massive Multi-Player Online game/30 days     | 3,897                               | 4.0%    | 88  |
| Used Spanish language website/app last 30 days      | 2,673                               | 2.8%    | 65  |
| Social Media last 30 days: facebook.com             | 65,032                              | 67.2%   | 104 |
| Social media last 30 days: instagram.com            | 33,677                              | 34.8%   | 109 |
| Social Media last 30 days: linkedin.com             | 18,617                              | 19.2%   | 146 |
| Social Media last 30 days: shutterfly.com           | 4,350                               | 4.5%    | 149 |
| Social Media last 30 days: snapchat.com             | 19,963                              | 20.6%   | 95  |
| Social Media last 30 days: tumblr.com               | 3,468                               | 3.6%    | 99  |
| Social Media last 30 days: twitter.com              | 16,572                              | 17.1%   | 119 |
| Social Media last 30 days: yelp.com                 | 9,133                               | 9.4%    | 129 |
| Social Media last 30 days: youtube.com              | 52,697                              | 54.5%   | 105 |
| Social Media last 30 days: pinterest.com            | 23,465                              | 24.3%   | 116 |

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## Electronics and Internet Market Potential

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Ring: 5 mile radius

Prepared by Charlotte Hollkamp

Latitude: 38.28911  
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| Product/Consumer Behavior                             | Expected<br>Number of Adults or HHs | Percent | MPI |
|---|-------------------------------------|---------|-----|
| Social network: updated status in last 30 days        | 27,150                              | 28.1%   | 100 |
| Social network: updated profile in last 30 days       | 20,553                              | 21.2%   | 96  |
| Social network: posted picture in last 30 days        | 46,576                              | 48.1%   | 105 |
| Social network: posted video in last 30 days          | 20,124                              | 20.8%   | 99  |
| Social network: posted link in last 30 days           | 15,714                              | 16.2%   | 117 |
| Social network: saw friend's page in last 30 days     | 52,091                              | 53.8%   | 110 |
| Social network: commented on post in last 30 days     | 48,874                              | 50.5%   | 109 |
| Social network: posted a blog in last 30 days         | 3,240                               | 3.3%    | 111 |
| Social network: rated a product in last 30 days       | 10,784                              | 11.1%   | 116 |
| Social network: sent email message in last 30 days    | 53,101                              | 54.9%   | 110 |
| Social network: sent IM in last 30 days               | 20,982                              | 21.7%   | 111 |
| Social network: played a game in last 30 days         | 18,128                              | 18.7%   | 91  |
| Social network: invited to event in last 30 days      | 10,597                              | 11.0%   | 111 |
| Social network: liked something in last 30 days       | 42,996                              | 44.4%   | 109 |
| Social network: followed something in last 30 days    | 25,523                              | 26.4%   | 109 |
| Social network: clicked on an ad in last 30 days      | 19,344                              | 20.0%   | 113 |
| Social network: watched video in last 30 days         | 53,464                              | 55.3%   | 105 |
| Social network: posted location in last 30 days       | 11,066                              | 11.4%   | 101 |
| Social network: sent real or virtual gift/30 days     | 2,538                               | 2.6%    | 110 |
| Social network: used to keep in touch w/ friends      | 41,584                              | 43.0%   | 101 |
| Social network: used to reconnect w/ old friends      | 13,851                              | 14.3%   | 94  |
| Social network: used to meet new friends              | 6,581                               | 6.8%    | 82  |
| Social network: used to follow friends activities     | 20,884                              | 21.6%   | 101 |
| Social network: used to find out about new prod.      | 7,871                               | 8.1%    | 89  |
| Social network: used to review prod. or service       | 5,293                               | 5.5%    | 85  |
| Social network: used for professional contacts        | 7,680                               | 7.9%    | 93  |
| Social network: used to find mutual interests         | 6,120                               | 6.3%    | 89  |
| Social network: used to track current events          | 15,975                              | 16.5%   | 103 |
| Social network: used to find info on TV or movie      | 8,305                               | 8.6%    | 91  |
| Social network: used to find local information        | 11,114                              | 11.5%   | 93  |
| Social network: used for gaming                       | 6,851                               | 7.1%    | 84  |
| Social network: used to support favorite brands       | 4,540                               | 4.7%    | 79  |
| Social network: used to get coupons or discounts      | 6,219                               | 6.4%    | 84  |
| Social network: used to gain access to VIP events     | 3,520                               | 3.6%    | 76  |
| Used website/search engine/30 days: bing.com          | 11,581                              | 12.0%   | 124 |
| Used website/search engine/30 days: google.com        | 86,021                              | 88.9%   | 108 |
| Used website/search engine/30 days: yahoo.com         | 21,529                              | 22.3%   | 111 |
| Used entertainment website/app last 30 days: BuzzFeed | 8,426                               | 8.7%    | 109 |
| Used entertainment website/app last 30 days: Fandango | 7,971                               | 8.2%    | 129 |
| Used news website/app last 30 days: abcnews.com       | 8,595                               | 8.9%    | 115 |
| Used news website/app last 30 days: bbc.com           | 8,349                               | 8.6%    | 131 |
| Used news website/app last 30 days: cbsnews.com       | 6,763                               | 7.0%    | 117 |
| Used news website/app last 30 days: cnn.com           | 21,284                              | 22.0%   | 131 |
| Used news website/app last 30 days: foxnews.com       | 17,366                              | 17.9%   | 125 |
| Used news website/app last 30 days: huffpost.com      | 11,337                              | 11.7%   | 132 |
| Used news website/app last 30 days: nbcnews.com       | 7,266                               | 7.5%    | 133 |
| Used news website/app last 30 days: yahoonews.com     | 9,253                               | 9.6%    | 122 |
| Used sports website/app last 30 days: ESPN            | 22,452                              | 23.2%   | 122 |
| Used sports website/app last 30 days: FoxSports       | 8,230                               | 8.5%    | 117 |
| Used sports website/app last 30 days: NBA.com         | 5,079                               | 5.2%    | 94  |
| Used sports website/app last 30 days: NFL.com         | 8,888                               | 9.2%    | 110 |
| Used website/app last 30 days: PBS                    | 5,200                               | 5.4%    | 121 |

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