



## Electronics and Internet Market Potential

Shoppes at Forest Green  
10023 Forest Green Blvd, Louisville, Kentucky, 40223  
Ring: 1 mile radius

Prepared by Charlotte Hollkamp  
Latitude: 38.26339  
Longitude: -85.57101

Demographic Summary		2018	2023
Population		9,603	10,094
Population 18+		7,452	7,879
Households		3,782	3,969
Median Household Income		\$85,675	\$91,938
Product/Consumer Behavior		Expected Number of Adults/HHs	MPI
Own any tablet		3,904	115
Own any e-reader		701	127
Own e-reader/tablet: iPad		2,494	126
Own e-reader/tablet: Amazon Kindle		1,200	123
Own any portable MP3 player		1,834	114
Own portable MP3 player: Apple iPod		1,518	120
Own wearable tech: wristband fitness tracker		788	123
Own wearable tech: smartwatch		233	103
Own any camera/camcorder		783	116
Own digital point & shoot camera/camcorder		1,179	136
Own digital SLR camera/camcorder		805	139
Own 35mm camera/camcorder		588	132
Own telephoto/zoom lens		480	153
Own wideangle lens		332	140
Printed digital photos in last 12 months		2,195	127
Use a computer at work		3,511	113
Use desktop computer at work		1,903	110
Use laptop/notebook at work		1,552	125
HH owns a computer		3,132	111
Purchased home computer in last 12 months		495	116
HH owns desktop computer		1,759	121
HH owns laptop/notebook		2,364	111
Child (under 18 yrs) uses home computer		606	116
HH owns any Apple/Mac brand computer		798	119
HH owns any PC/non-Apple brand computer		2,641	111

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

**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 2018 and 2023.



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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Purchased most recent home computer 1-2 years ago	725	19.2%	113
Purchased most recent home computer 3-4 years ago	704	18.6%	117
Purchased most recent home computer 5+ years ago	465	12.3%	118
HH purchased most recent computer in a store	1,604	42.4%	115
HH purchased most recent computer online	624	16.5%	123
Spent on most recent home computer: <\$500	532	14.1%	93
Spent on most recent home computer: \$500-\$999	817	21.6%	123
Spent on most recent home computer: \$1000-\$1499	466	12.3%	130
Spent on most recent home computer: \$1500-\$1999	231	6.1%	132
Spent on most recent home computer: \$2000+	191	5.1%	124
HH owns webcam	749	19.8%	109
HH owns wireless router	1,293	34.2%	124
HH owns software: accounting	294	7.8%	125
HH owns software: communications/fax	219	5.8%	123
HH owns software: database/filing	259	6.8%	125
HH owns software: desktop publishing	357	9.4%	130
HH owns software: education/training	378	10.0%	112
HH owns software: entertainment/games	718	19.0%	108
HH owns software: personal finance/tax prep	625	16.5%	141
HH owns software: presentation graphics	250	6.6%	115
HH owns software: multimedia	444	11.7%	103
HH owns software: networking	493	13.0%	107
HH owns software: online meeting/conference	159	4.2%	112
HH owns software: security/anti-virus	1,008	26.7%	123
HH owns software: spreadsheet	1,044	27.6%	124
HH owns software: utility	225	5.9%	117
HH owns software: web authoring	80	2.1%	107
HH owns software: word processing	1,372	36.3%	124
HH owns CD player	679	18.0%	123

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
HH owns portable GPS navigation device	1,198	31.7%	127
HH purchased portable GPS navigation device/12 mo	68	1.8%	94
HH owns headphones (ear buds)	1,703	45.0%	112
HH owns noise reduction headphones	435	11.5%	119
HH owns home theater/entertainment system	412	10.9%	122
HH owns 1 TV	642	17.0%	81
HH owns 2 TVs	1,044	27.6%	102
HH owns 3 TVs	871	23.0%	110
HH owns 4+ TVs	851	22.5%	126
HH owns LCD TV	1,177	31.1%	117
HH owns LED TV	1,417	37.5%	118
HH owns plasma TV	527	13.9%	103
HH has 3D TV	238	6.3%	112
HH has HDTV	2,038	53.9%	118
HH has Internet connectable TV	1,185	31.3%	121
HH owns small screen TV (<27 in)	717	19.0%	106
HH owns medium screen TV (27-35 in)	1,324	35.0%	104
HH owns large screen TV (36-42 in)	1,407	37.2%	109
HH owns XLarge screen TV (over 43-54 in)	1,205	31.9%	120
HH owns XXL screen TV (over 55 in)	955	25.3%	120
HH most recent TV purch: small screen (<27 in)	271	7.2%	94
HH most recent TV purch: medium screen (27-35 in)	672	17.8%	95
HH most recent TV purch: large screen (36-42 in)	802	21.2%	104
HH most recent TV purch: XLarge screen (43-54 in)	742	19.6%	115
HH most recent TV purch: XXL screen (over 55 in)	742	19.6%	120
HH owns Internet video device for TV	916	24.2%	119
HH owns internet device for TV - Amazon Fire	206	5.4%	109
HH owns internet device for TV - Apple TV	309	8.2%	138
HH owns internet device for TV - Google Chromecast	241	6.4%	121
HH owns internet device for TV - Roku	325	8.6%	113
HH purchased video game system in last 12 months	315	8.3%	98
HH owns video game system: handheld	380	10.0%	116
HH owns video game system: attached to TV/computer	1,618	42.8%	102
HH owns video game system: Nintendo 3DS	123	3.3%	122
HH owns video game system: Nintendo DS/DS Lite	136	3.6%	116
HH owns video game system: Nintendo DSi	63	1.7%	99
HH owns video game system: Nintendo Wii	684	18.1%	115
HH owns video game system: PlayStation 2 (PS2)	251	6.6%	107
HH owns video game system: PlayStation 3 (PS3)	406	10.7%	96
HH owns video game system: Xbox 360	702	18.6%	111
HH purchased 5+ video games in last 12 months	187	4.9%	90
HH spent \$101+ on video games in last 12 months	298	7.9%	106
Have access to Internet at home	7,001	93.9%	107
Connection to Internet at home: via cable modem	3,912	52.5%	120
Connection to Internet at home: via DSL	726	9.7%	85
Connection to Internet at home: via fiber optic	1,438	19.3%	127
Access Internet at home via high speed connection	6,916	92.8%	107
Spend 10+ hrs online (excl email/IM time) daily	344	4.6%	95
Spend 5-9.9 hrs online (excl email/IM time) daily	969	13.0%	97
Spend 2-4.9 hrs online (excl email/IM time) daily	2,010	27.0%	113
Spend 1-1.9 hrs online (excl email/IM time) daily	1,484	19.9%	111
Spend 0.5-0.9 hrs online(excl email/IM time) daily	916	12.3%	107
Spend <0.5 hrs online (excl email/IM time) daily	573	7.7%	96
Used Internet in last 30 days	6,748	90.6%	106
Used Internet/30 days: at home	6,491	87.1%	108
Used Internet/30 days: at work	3,650	49.0%	112
Used Internet/30 days: at school/library	1,053	14.1%	107

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Used Internet/30 days: not hm/work/school/library	3,226	43.3%	112
Accessed Internet in last 30 days using computer	5,993	80.4%	116
Accessed Internet in last 30 days using cell phone	5,802	77.9%	106
Accessed Internet in last 30 days using tablet	3,160	42.4%	118
Accessed Internet in last 30 days w gaming console	603	8.1%	97
Accessed Internet in last 30 days using television	1,239	16.6%	127
Used Wi-Fi/wireless connection outside hm/30 days	2,799	37.6%	124
Used tablet last 30 days for video call	416	5.6%	121
Internet last 30 days: visited a chat room	305	4.1%	93
Internet last 30 days: used email	6,073	81.5%	112
Internet last 30 days: used IM	4,563	61.2%	101
Internet last 30 days: made personal purchase	4,437	59.5%	121
Internet last 30 days: made business purchase	1,181	15.8%	123
Internet last 30 days: paid bills online	4,231	56.8%	111
Internet last 30 days: took online class	636	8.5%	102
Internet last 30 days: looked for employment	1,023	13.7%	92
Internet last 30 days: traded/tracked investments	1,291	17.3%	145
Internet last 30 days: made travel plans	2,149	28.8%	139
Internet last 30 days: obtained auto info	1,086	14.6%	117
Internet last 30 days: obtained financial info	2,990	40.1%	127
Internet last 30 days: obtained medical info	2,554	34.3%	121
Internet last 30 days: checked movie listing/times	2,164	29.0%	123
Internet last 30 days: obtained latest news	4,215	56.6%	122
Internet last 30 days: obtained parenting info	500	6.7%	107
Internet last 30 days: obtained real estate info	1,482	19.9%	130
Internet last 30 days: obtained sports news/info	2,813	37.7%	120
Internet last 30 days: visited online blog	1,100	14.8%	109
Internet last 30 days: wrote online blog	178	2.4%	97
Internet last 30 days: used online dating website	197	2.6%	105
Internet last 30 days: played games online	2,261	30.3%	101
Internet last 30 days: sent greeting card	410	5.5%	123
Internet last 30 days: made phone call	2,238	30.0%	105
Internet last 30 days: shared photos via website	2,741	36.8%	108
Internet last 30 days: looked for recipes	3,500	47.0%	115
Internet last 30 days: added video to website	660	8.9%	105
Internet last 30 days: downloaded a movie	671	9.0%	99
Internet last 30 days: downloaded music	1,492	20.0%	102
Internet last 30 days: download/listen to podcast	606	8.1%	112
Internet last 30 days: downloaded TV program	367	4.9%	100
Internet last 30 days: downloaded a video game	727	9.8%	84
Internet last 30 days: watched movie online	1,870	25.1%	105
Internet last 30 days: watched TV program online	1,422	19.1%	106
Used online gaming srv/30 days: PlayStation Network	351	4.7%	84
Used online gaming srv/30 days: Xbox Live	354	4.8%	88
Played Massive Multi-Player Online game/30 days	275	3.7%	90
Used Spanish language website/app last 30 days	104	1.4%	38
Social Media last 30 days: facebook.com	4,797	64.4%	103
Social media last 30 days: instagram.com	1,884	25.3%	103
Social Media last 30 days: linkedin.com	1,355	18.2%	136
Social Media last 30 days: shutterfly.com	351	4.7%	138
Social Media last 30 days: tumblr.com	373	5.0%	124
Social Media last 30 days: twitter.com	1,097	14.7%	109
Social Media last 30 days: yelp.com	785	10.5%	144
Social Media last 30 days: youtube.com	3,908	52.4%	102
Social Media last 30 days: plus.google.com	1,151	15.4%	102
Social Media last 30 days: pinterest.com	1,741	23.4%	115

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Social network: updated status in last 30 days	2,254	30.2%	100
Social network: updated profile in last 30 days	1,637	22.0%	96
Social network: posted picture in last 30 days	3,345	44.9%	102
Social network: posted video in last 30 days	1,264	17.0%	94
Social network: posted link in last 30 days	1,278	17.1%	108
Social network: saw friend's page in last 30 days	3,987	53.5%	109
Social network: commented on post in last 30 days	3,626	48.7%	108
Social network: posted a blog in last 30 days	302	4.1%	96
Social network: rated a product in last 30 days	651	8.7%	110
Social network: sent email message in last 30 days	3,832	51.4%	110
Social network: sent IM in last 30 days	1,596	21.4%	112
Social network: played a game in last 30 days	1,367	18.3%	99
Social network: invited to event in last 30 days	741	9.9%	110
Social network: liked something in last 30 days	3,215	43.1%	107
Social network: followed something in last 30 days	1,699	22.8%	107
Social network: clicked on an ad in last 30 days	1,230	16.5%	116
Social network: watched video in last 30 days	3,834	51.4%	103
Social network: posted location in last 30 days	920	12.3%	109
Social network: sent real or virtual gift/30 days	122	1.6%	94
Social network: used to keep in touch w/ friends	2,944	39.5%	100
Social network: used to reconnect w/ old friends	1,015	13.6%	94
Social network: used to meet new friends	530	7.1%	89
Social network: used to follow friends activities	1,545	20.7%	104
Social network: used to find out about new prod.	482	6.5%	85
Social network: used to review prod. or service	348	4.7%	86
Social network: used for professional contacts	538	7.2%	93
Social network: used to find mutual interests	445	6.0%	88
Social network: used to track current events	1,034	13.9%	101
Social network: used to find info on TV or movie	548	7.4%	87
Social network: used to find local information	648	8.7%	83
Social network: used for gaming	404	5.4%	78
Social network: used to support favorite brands	332	4.5%	86
Social network: used to get coupons or discounts	403	5.4%	83
Social network: used to gain access to VIP events	269	3.6%	84
Used website/search engine/30 days: ask.com	218	2.9%	88
Used website/search engine/30 days: bing.com	946	12.7%	105
Used website/search engine/30 days: google.com	6,412	86.0%	109
Used website/search engine/30 days: yahoo.com	2,087	28.0%	111
Used entertainment website/app last 30 days: BuzzFeed	572	7.7%	99
Used entertainment website/app last 30 days: Fandango	649	8.7%	123
Used news website/app last 30 days: abcnews.com	537	7.2%	109
Used news website/app last 30 days: bbc.com	533	7.2%	120
Used news website/app last 30 days: cbsnews.com	397	5.3%	115
Used news website/app last 30 days: cnn.com	1,359	18.2%	119
Used news website/app last 30 days: foxnews.com	1,156	15.5%	124
Used news website/app last 30 days: huffpo.com	1,085	14.6%	130
Used news website/app last 30 days: nbcnews.com	492	6.6%	136
Used news website/app last 30 days: yahoonews.com	820	11.0%	112
Used sports website/app last 30 days: ESPN	1,522	20.4%	112
Used sports website/app last 30 days: FoxSports	554	7.4%	117
Used sports website/app last 30 days: NFL.com	626	8.4%	98

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Demographic Summary		2018	2023
Population		73,160	75,759
Population 18+		58,571	61,015
Households		32,204	33,323
Median Household Income		\$72,820	\$81,003
		Expected	
Product/Consumer Behavior	Number of Adults/HHs	Percent	MPI
Own any tablet	30,507	52.1%	114
Own any e-reader	5,725	9.8%	132
Own e-reader/tablet: iPad	19,709	33.6%	126
Own e-reader/tablet: Amazon Kindle	9,226	15.8%	120
Own any portable MP3 player	14,447	24.7%	115
Own portable MP3 player: Apple iPod	12,069	20.6%	121
Own wearable tech: wristband fitness tracker	5,905	10.1%	117
Own wearable tech: smartwatch	1,709	2.9%	96
Own any camera/camcorder	5,668	9.7%	106
Own digital point & shoot camera/camcorder	8,669	14.8%	127
Own digital SLR camera/camcorder	5,792	9.9%	127
Own 35mm camera/camcorder	4,345	7.4%	124
Own telephoto/zoom lens	3,372	5.8%	137
Own wideangle lens	2,385	4.1%	128
Printed digital photos in last 12 months	16,071	27.4%	118
Use a computer at work	29,285	50.0%	120
Use desktop computer at work	15,697	26.8%	116
Use laptop/notebook at work	12,511	21.4%	128
HH owns a computer	26,242	81.5%	110
Purchased home computer in last 12 months	4,023	12.5%	111
HH owns desktop computer	13,668	42.4%	111
HH owns laptop/notebook	20,170	62.6%	111
Child (under 18 yrs) uses home computer	4,560	14.2%	102
HH owns any Apple/Mac brand computer	7,160	22.2%	125
HH owns any PC/non-Apple brand computer	21,601	67.1%	107

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Purchased most recent home computer 1-2 years ago	6,065	18.8%	111
Purchased most recent home computer 3-4 years ago	6,080	18.9%	119
Purchased most recent home computer 5+ years ago	3,727	11.6%	111
HH purchased most recent computer in a store	13,209	41.0%	111
HH purchased most recent computer online	5,171	16.1%	120
Spent on most recent home computer: <\$500	4,679	14.5%	96
Spent on most recent home computer: \$500-\$999	6,549	20.3%	116
Spent on most recent home computer: \$1000-\$1499	3,771	11.7%	123
Spent on most recent home computer: \$1500-\$1999	2,030	6.3%	136
Spent on most recent home computer: \$2000+	1,603	5.0%	123
HH owns webcam	6,470	20.1%	110
HH owns wireless router	10,537	32.7%	119
HH owns software: accounting	2,403	7.5%	120
HH owns software: communications/fax	1,845	5.7%	122
HH owns software: database/filing	2,160	6.7%	122
HH owns software: desktop publishing	2,727	8.5%	117
HH owns software: education/training	3,295	10.2%	114
HH owns software: entertainment/games	6,204	19.3%	110
HH owns software: personal finance/tax prep	4,812	14.9%	128
HH owns software: presentation graphics	2,247	7.0%	121
HH owns software: multimedia	3,911	12.1%	107
HH owns software: networking	4,286	13.3%	109
HH owns software: online meeting/conference	1,337	4.2%	110
HH owns software: security/anti-virus	8,285	25.7%	119
HH owns software: spreadsheet	8,863	27.5%	124
HH owns software: utility	1,870	5.8%	114
HH owns software: web authoring	692	2.1%	109
HH owns software: word processing	11,438	35.5%	121
HH owns CD player	5,377	16.7%	114

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HH owns portable GPS navigation device	9,021	28.0%	113
HH purchased portable GPS navigation device/12 mo	602	1.9%	98
HH owns headphones (ear buds)	14,596	45.3%	113
HH owns noise reduction headphones	3,648	11.3%	117
HH owns home theater/entertainment system	3,183	9.9%	111
HH owns 1 TV	6,716	20.9%	100
HH owns 2 TVs	8,859	27.5%	102
HH owns 3 TVs	6,844	21.3%	101
HH owns 4+ TVs	5,994	18.6%	105
HH owns LCD TV	9,550	29.7%	111
HH owns LED TV	10,954	34.0%	107
HH owns plasma TV	4,267	13.2%	97
HH has 3D TV	2,042	6.3%	112
HH has HDTV	16,252	50.5%	111
HH has Internet connectable TV	9,165	28.5%	110
HH owns small screen TV (<27 in)	6,006	18.6%	105
HH owns medium screen TV (27-35 in)	11,045	34.3%	102
HH owns large screen TV (36-42 in)	11,761	36.5%	107
HH owns XLarge screen TV (over 43-54 in)	9,363	29.1%	110
HH owns XXL screen TV (over 55 in)	7,021	21.8%	103
HH most recent TV purch: small screen (<27 in)	2,442	7.6%	100
HH most recent TV purch: medium screen (27-35 in)	5,871	18.2%	98
HH most recent TV purch: large screen (36-42 in)	6,916	21.5%	105
HH most recent TV purch: XLarge screen (43-54 in)	5,914	18.4%	108
HH most recent TV purch: XXL screen (over 55 in)	5,461	17.0%	104
HH owns Internet video device for TV	7,649	23.8%	116
HH owns internet device for TV - Amazon Fire	1,515	4.7%	94
HH owns internet device for TV - Apple TV	2,390	7.4%	125
HH owns internet device for TV - Google Chromecast	2,055	6.4%	121
HH owns internet device for TV - Roku	2,673	8.3%	109
HH purchased video game system in last 12 months	2,296	7.1%	84
HH owns video game system: handheld	2,715	8.4%	97
HH owns video game system: attached to TV/computer	13,118	40.7%	97
HH owns video game system: Nintendo 3DS	844	2.6%	99
HH owns video game system: Nintendo DS/DS Lite	897	2.8%	90
HH owns video game system: Nintendo DSi	502	1.6%	93
HH owns video game system: Nintendo Wii	5,266	16.4%	104
HH owns video game system: PlayStation 2 (PS2)	1,847	5.7%	92
HH owns video game system: PlayStation 3 (PS3)	3,310	10.3%	92
HH owns video game system: Xbox 360	5,157	16.0%	96
HH purchased 5+ video games in last 12 months	1,639	5.1%	93
HH spent \$101+ on video games in last 12 months	2,263	7.0%	94
Have access to Internet at home	54,333	92.8%	105
Connection to Internet at home: via cable modem	30,962	52.9%	120
Connection to Internet at home: via DSL	6,149	10.5%	92
Connection to Internet at home: via fiber optic	10,016	17.1%	112
Access Internet at home via high speed connection	53,776	91.8%	106
Spend 10+ hrs online (excl email/IM time) daily	2,835	4.8%	99
Spend 5-9.9 hrs online (excl email/IM time) daily	8,077	13.8%	103
Spend 2-4.9 hrs online (excl email/IM time) daily	15,327	26.2%	110
Spend 1-1.9 hrs online (excl email/IM time) daily	11,562	19.7%	110
Spend 0.5-0.9 hrs online(excl email/IM time) daily	7,370	12.6%	109
Spend <0.5 hrs online (excl email/IM time) daily	4,708	8.0%	101
Used Internet in last 30 days	53,084	90.6%	106
Used Internet/30 days: at home	50,864	86.8%	107
Used Internet/30 days: at work	29,987	51.2%	117
Used Internet/30 days: at school/library	8,599	14.7%	111

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July 11, 2018





## Electronics and Internet Market Potential

Shoppes at Forest Green  
10023 Forest Green Blvd, Louisville, Kentucky, 40223  
Ring: 3 mile radius

Prepared by Charlotte Hollkamp  
Latitude: 38.26339  
Longitude: -85.57101

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Used Internet/30 days: not hm/work/school/library	26,048	44.5%	115
Accessed Internet in last 30 days using computer	46,792	79.9%	115
Accessed Internet in last 30 days using cell phone	45,821	78.2%	107
Accessed Internet in last 30 days using tablet	25,259	43.1%	120
Accessed Internet in last 30 days w gaming console	4,845	8.3%	99
Accessed Internet in last 30 days using television	10,085	17.2%	132
Used Wi-Fi/wireless connection outside hm/30 days	22,562	38.5%	127
Used tablet last 30 days for video call	3,107	5.3%	115
Internet last 30 days: visited a chat room	2,455	4.2%	95
Internet last 30 days: used email	48,132	82.2%	113
Internet last 30 days: used IM	36,116	61.7%	101
Internet last 30 days: made personal purchase	34,578	59.0%	120
Internet last 30 days: made business purchase	9,341	15.9%	124
Internet last 30 days: paid bills online	33,931	57.9%	113
Internet last 30 days: took online class	5,286	9.0%	108
Internet last 30 days: looked for employment	8,799	15.0%	101
Internet last 30 days: traded/tracked investments	9,869	16.8%	141
Internet last 30 days: made travel plans	17,132	29.2%	141
Internet last 30 days: obtained auto info	8,449	14.4%	116
Internet last 30 days: obtained financial info	24,119	41.2%	130
Internet last 30 days: obtained medical info	20,129	34.4%	121
Internet last 30 days: checked movie listing/times	17,282	29.5%	125
Internet last 30 days: obtained latest news	33,840	57.8%	125
Internet last 30 days: obtained parenting info	4,378	7.5%	119
Internet last 30 days: obtained real estate info	12,366	21.1%	138
Internet last 30 days: obtained sports news/info	22,397	38.2%	121
Internet last 30 days: visited online blog	10,491	17.9%	132
Internet last 30 days: wrote online blog	1,649	2.8%	115
Internet last 30 days: used online dating website	1,591	2.7%	108
Internet last 30 days: played games online	17,546	30.0%	99
Internet last 30 days: sent greeting card	3,087	5.3%	117
Internet last 30 days: made phone call	17,968	30.7%	107
Internet last 30 days: shared photos via website	22,514	38.4%	113
Internet last 30 days: looked for recipes	27,663	47.2%	116
Internet last 30 days: added video to website	5,498	9.4%	112
Internet last 30 days: downloaded a movie	5,442	9.3%	102
Internet last 30 days: downloaded music	12,000	20.5%	104
Internet last 30 days: download/listen to podcast	5,340	9.1%	126
Internet last 30 days: downloaded TV program	3,109	5.3%	107
Internet last 30 days: downloaded a video game	6,003	10.2%	88
Internet last 30 days: watched movie online	15,738	26.9%	112
Internet last 30 days: watched TV program online	12,344	21.1%	117
Used online gaming srv/30 days: PlayStation Network	2,967	5.1%	90
Used online gaming srv/30 days: Xbox Live	2,936	5.0%	93
Played Massive Multi-Player Online game/30 days	1,989	3.4%	83
Used Spanish language website/app last 30 days	1,229	2.1%	56
Social Media last 30 days: facebook.com	37,943	64.8%	104
Social media last 30 days: instagram.com	15,296	26.1%	106
Social Media last 30 days: linkedin.com	11,144	19.0%	142
Social Media last 30 days: shutterfly.com	2,570	4.4%	128
Social Media last 30 days: tumblr.com	2,761	4.7%	117
Social Media last 30 days: twitter.com	9,108	15.6%	115
Social Media last 30 days: yelp.com	6,057	10.3%	142
Social Media last 30 days: youtube.com	31,984	54.6%	106
Social Media last 30 days: plus.google.com	9,064	15.5%	103
Social Media last 30 days: pinterest.com	13,656	23.3%	115

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July 11, 2018



# Electronics and Internet Market Potential

Shoppes at Forest Green  
10023 Forest Green Blvd, Louisville, Kentucky, 40223  
Ring: 3 mile radius

Prepared by Charlotte Hollkamp  
Latitude: 38.26339  
Longitude: -85.57101

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Social network: updated status in last 30 days	18,162	31.0%	103
Social network: updated profile in last 30 days	13,431	22.9%	101
Social network: posted picture in last 30 days	26,915	46.0%	104
Social network: posted video in last 30 days	10,096	17.2%	96
Social network: posted link in last 30 days	11,174	19.1%	120
Social network: saw friend's page in last 30 days	31,959	54.6%	111
Social network: commented on post in last 30 days	29,269	50.0%	110
Social network: posted a blog in last 30 days	2,560	4.4%	104
Social network: rated a product in last 30 days	5,415	9.2%	117
Social network: sent email message in last 30 days	30,603	52.2%	112
Social network: sent IM in last 30 days	12,786	21.8%	114
Social network: played a game in last 30 days	9,993	17.1%	92
Social network: invited to event in last 30 days	5,917	10.1%	111
Social network: liked something in last 30 days	25,748	44.0%	109
Social network: followed something in last 30 days	14,146	24.2%	113
Social network: clicked on an ad in last 30 days	9,516	16.2%	114
Social network: watched video in last 30 days	31,033	53.0%	106
Social network: posted location in last 30 days	7,031	12.0%	106
Social network: sent real or virtual gift/30 days	1,050	1.8%	103
Social network: used to keep in touch w/ friends	23,785	40.6%	103
Social network: used to reconnect w/ old friends	8,310	14.2%	98
Social network: used to meet new friends	4,400	7.5%	94
Social network: used to follow friends activities	12,651	21.6%	108
Social network: used to find out about new prod.	3,803	6.5%	85
Social network: used to review prod. or service	2,641	4.5%	83
Social network: used for professional contacts	4,491	7.7%	99
Social network: used to find mutual interests	3,544	6.1%	89
Social network: used to track current events	8,186	14.0%	102
Social network: used to find info on TV or movie	4,605	7.9%	93
Social network: used to find local information	5,565	9.5%	90
Social network: used for gaming	3,426	5.8%	84
Social network: used to support favorite brands	2,665	4.6%	88
Social network: used to get coupons or discounts	3,124	5.3%	82
Social network: used to gain access to VIP events	2,189	3.7%	87
Used website/search engine/30 days: ask.com	1,901	3.2%	98
Used website/search engine/30 days: bing.com	8,176	14.0%	116
Used website/search engine/30 days: google.com	50,410	86.1%	109
Used website/search engine/30 days: yahoo.com	15,759	26.9%	106
Used entertainment website/app last 30 days: BuzzFeed	5,472	9.3%	121
Used entertainment website/app last 30 days: Fandango	5,233	8.9%	127
Used news website/app last 30 days: abcnews.com	4,391	7.5%	113
Used news website/app last 30 days: bbc.com	4,926	8.4%	141
Used news website/app last 30 days: cbsnews.com	3,267	5.6%	120
Used news website/app last 30 days: cnn.com	11,470	19.6%	128
Used news website/app last 30 days: foxnews.com	8,502	14.5%	116
Used news website/app last 30 days: huffpo.com	9,624	16.4%	146
Used news website/app last 30 days: nbcnews.com	3,739	6.4%	132
Used news website/app last 30 days: yahoonews.com	6,625	11.3%	115
Used sports website/app last 30 days: ESPN	12,848	21.9%	121
Used sports website/app last 30 days: FoxSports	4,018	6.9%	108
Used sports website/app last 30 days: NFL.com	5,178	8.8%	104

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July 11, 2018



## Electronics and Internet Market Potential

Shoppes at Forest Green  
10023 Forest Green Blvd, Louisville, Kentucky, 40223  
Ring: 5 mile radius

Prepared by Charlotte Hollkamp  
Latitude: 38.26339  
Longitude: -85.57101

Demographic Summary		2018	2023
Population		188,613	195,754
Population 18+		149,176	155,737
Households		81,115	84,033
Median Household Income		\$75,828	\$83,533
Product/Consumer Behavior		Expected Number of Adults/HHs	MPI
Own any tablet		78,862	116
Own any e-reader		14,814	134
Own e-reader/tablet: iPad		51,410	129
Own e-reader/tablet: Amazon Kindle		23,917	122
Own any portable MP3 player		37,730	118
Own portable MP3 player: Apple iPod		31,444	124
Own wearable tech: wristband fitness tracker		15,686	122
Own wearable tech: smartwatch		4,654	103
Own any camera/camcorder		15,245	112
Own digital point & shoot camera/camcorder		22,079	127
Own digital SLR camera/camcorder		14,885	128
Own 35mm camera/camcorder		10,802	121
Own telephoto/zoom lens		8,522	136
Own wideangle lens		6,025	127
Printed digital photos in last 12 months		41,315	119
Use a computer at work		75,632	121
Use desktop computer at work		40,380	117
Use laptop/notebook at work		32,659	131
HH owns a computer		66,666	110
Purchased home computer in last 12 months		10,164	111
HH owns desktop computer		34,949	112
HH owns laptop/notebook		51,385	112
Child (under 18 yrs) uses home computer		12,591	112
HH owns any Apple/Mac brand computer		18,530	129
HH owns any PC/non-Apple brand computer		54,657	107

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Purchased most recent home computer 1-2 years ago	15,609	19.2%	114
Purchased most recent home computer 3-4 years ago	15,244	18.8%	118
Purchased most recent home computer 5+ years ago	9,481	11.7%	112
HH purchased most recent computer in a store	33,632	41.5%	112
HH purchased most recent computer online	13,221	16.3%	121
Spent on most recent home computer: <\$500	11,998	14.8%	97
Spent on most recent home computer: \$500-\$999	16,483	20.3%	115
Spent on most recent home computer: \$1000-\$1499	9,571	11.8%	124
Spent on most recent home computer: \$1500-\$1999	5,121	6.3%	137
Spent on most recent home computer: \$2000+	4,214	5.2%	128
HH owns webcam	16,567	20.4%	112
HH owns wireless router	26,975	33.3%	121
HH owns software: accounting	6,055	7.5%	120
HH owns software: communications/fax	4,669	5.8%	122
HH owns software: database/filing	5,363	6.6%	120
HH owns software: desktop publishing	7,044	8.7%	120
HH owns software: education/training	8,514	10.5%	117
HH owns software: entertainment/games	15,777	19.5%	111
HH owns software: personal finance/tax prep	12,277	15.1%	130
HH owns software: presentation graphics	5,857	7.2%	125
HH owns software: multimedia	10,268	12.7%	112
HH owns software: networking	11,077	13.7%	112
HH owns software: online meeting/conference	3,512	4.3%	115
HH owns software: security/anti-virus	21,375	26.4%	122
HH owns software: spreadsheet	22,966	28.3%	128
HH owns software: utility	4,759	5.9%	116
HH owns software: web authoring	1,804	2.2%	113
HH owns software: word processing	29,287	36.1%	123
HH owns CD player	13,883	17.1%	117

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
HH owns portable GPS navigation device	22,965	28.3%	114
HH purchased portable GPS navigation device/12 mo	1,518	1.9%	98
HH owns headphones (ear buds)	37,815	46.6%	116
HH owns noise reduction headphones	9,563	11.8%	122
HH owns home theater/entertainment system	8,295	10.2%	114
HH owns 1 TV	16,345	20.2%	96
HH owns 2 TVs	22,084	27.2%	101
HH owns 3 TVs	17,602	21.7%	103
HH owns 4+ TVs	15,771	19.4%	109
HH owns LCD TV	24,270	29.9%	112
HH owns LED TV	27,836	34.3%	108
HH owns plasma TV	11,009	13.6%	100
HH has 3D TV	5,372	6.6%	117
HH has HDTV	41,002	50.5%	111
HH has Internet connectable TV	23,935	29.5%	114
HH owns small screen TV (<27 in)	14,990	18.5%	104
HH owns medium screen TV (27-35 in)	27,509	33.9%	101
HH owns large screen TV (36-42 in)	29,909	36.9%	108
HH owns XLarge screen TV (over 43-54 in)	24,209	29.8%	112
HH owns XXL screen TV (over 55 in)	18,603	22.9%	109
HH most recent TV purch: small screen (<27 in)	5,995	7.4%	97
HH most recent TV purch: medium screen (27-35 in)	14,444	17.8%	95
HH most recent TV purch: large screen (36-42 in)	17,376	21.4%	105
HH most recent TV purch: XLarge screen (43-54 in)	15,024	18.5%	109
HH most recent TV purch: XXL screen (over 55 in)	14,460	17.8%	109
HH owns Internet video device for TV	20,163	24.9%	122
HH owns internet device for TV - Amazon Fire	4,169	5.1%	103
HH owns internet device for TV - Apple TV	6,416	7.9%	133
HH owns internet device for TV - Google Chromecast	5,342	6.6%	125
HH owns internet device for TV - Roku	7,047	8.7%	114
HH purchased video game system in last 12 months	6,207	7.7%	90
HH owns video game system: handheld	7,226	8.9%	103
HH owns video game system: attached to TV/computer	34,615	42.7%	102
HH owns video game system: Nintendo 3DS	2,275	2.8%	106
HH owns video game system: Nintendo DS/DS Lite	2,501	3.1%	99
HH owns video game system: Nintendo DSi	1,355	1.7%	99
HH owns video game system: Nintendo Wii	14,205	17.5%	111
HH owns video game system: PlayStation 2 (PS2)	4,683	5.8%	93
HH owns video game system: PlayStation 3 (PS3)	8,598	10.6%	95
HH owns video game system: Xbox 360	13,779	17.0%	102
HH purchased 5+ video games in last 12 months	4,270	5.3%	96
HH spent \$101+ on video games in last 12 months	5,938	7.3%	98
Have access to Internet at home	139,109	93.3%	106
Connection to Internet at home: via cable modem	77,928	52.2%	119
Connection to Internet at home: via DSL	15,735	10.5%	92
Connection to Internet at home: via fiber optic	27,729	18.6%	122
Access Internet at home via high speed connection	137,658	92.3%	107
Spend 10+ hrs online (excl email/IM time) daily	7,656	5.1%	105
Spend 5-9.9 hrs online (excl email/IM time) daily	20,544	13.8%	103
Spend 2-4.9 hrs online (excl email/IM time) daily	38,975	26.1%	110
Spend 1-1.9 hrs online (excl email/IM time) daily	30,043	20.1%	112
Spend 0.5-0.9 hrs online(excl email/IM time) daily	18,910	12.7%	110
Spend <0.5 hrs online (excl email/IM time) daily	11,722	7.9%	99
Used Internet in last 30 days	135,642	90.9%	107
Used Internet/30 days: at home	130,369	87.4%	108
Used Internet/30 days: at work	76,879	51.5%	118
Used Internet/30 days: at school/library	21,587	14.5%	109

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July 11, 2018



## Electronics and Internet Market Potential

Shoppes at Forest Green  
10023 Forest Green Blvd, Louisville, Kentucky, 40223  
Ring: 5 mile radius

Prepared by Charlotte Hollkamp  
Latitude: 38.26339  
Longitude: -85.57101

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Used Internet/30 days: not hm/work/school/library	66,368	44.5%	115
Accessed Internet in last 30 days using computer	119,410	80.0%	115
Accessed Internet in last 30 days using cell phone	117,757	78.9%	108
Accessed Internet in last 30 days using tablet	65,633	44.0%	123
Accessed Internet in last 30 days w gaming console	12,879	8.6%	103
Accessed Internet in last 30 days using television	25,714	17.2%	132
Used Wi-Fi/wireless connection outside hm/30 days	57,204	38.3%	127
Used tablet last 30 days for video call	7,968	5.3%	116
Internet last 30 days: visited a chat room	6,434	4.3%	98
Internet last 30 days: used email	123,231	82.6%	114
Internet last 30 days: used IM	94,165	63.1%	104
Internet last 30 days: made personal purchase	88,708	59.5%	121
Internet last 30 days: made business purchase	24,495	16.4%	128
Internet last 30 days: paid bills online	87,062	58.4%	114
Internet last 30 days: took online class	14,101	9.5%	113
Internet last 30 days: looked for employment	22,534	15.1%	101
Internet last 30 days: traded/tracked investments	25,665	17.2%	144
Internet last 30 days: made travel plans	43,763	29.3%	141
Internet last 30 days: obtained auto info	21,493	14.4%	116
Internet last 30 days: obtained financial info	61,248	41.1%	130
Internet last 30 days: obtained medical info	51,716	34.7%	122
Internet last 30 days: checked movie listing/times	44,521	29.8%	126
Internet last 30 days: obtained latest news	85,982	57.6%	124
Internet last 30 days: obtained parenting info	11,686	7.8%	125
Internet last 30 days: obtained real estate info	31,358	21.0%	138
Internet last 30 days: obtained sports news/info	57,627	38.6%	122
Internet last 30 days: visited online blog	26,992	18.1%	133
Internet last 30 days: wrote online blog	4,319	2.9%	118
Internet last 30 days: used online dating website	4,091	2.7%	109
Internet last 30 days: played games online	44,870	30.1%	100
Internet last 30 days: sent greeting card	7,875	5.3%	118
Internet last 30 days: made phone call	46,457	31.1%	109
Internet last 30 days: shared photos via website	57,925	38.8%	114
Internet last 30 days: looked for recipes	71,009	47.6%	117
Internet last 30 days: added video to website	14,033	9.4%	112
Internet last 30 days: downloaded a movie	14,582	9.8%	108
Internet last 30 days: downloaded music	31,100	20.8%	106
Internet last 30 days: download/listen to podcast	14,104	9.5%	131
Internet last 30 days: downloaded TV program	8,332	5.6%	113
Internet last 30 days: downloaded a video game	15,879	10.6%	91
Internet last 30 days: watched movie online	40,169	26.9%	112
Internet last 30 days: watched TV program online	31,553	21.2%	118
Used online gaming srv/30 days: PlayStation Network	7,420	5.0%	89
Used online gaming srv/30 days: Xbox Live	8,059	5.4%	100
Played Massive Multi-Player Online game/30 days	5,254	3.5%	86
Used Spanish language website/app last 30 days	3,430	2.3%	62
Social Media last 30 days: facebook.com	97,515	65.4%	105
Social media last 30 days: instagram.com	39,135	26.2%	106
Social Media last 30 days: linkedin.com	28,892	19.4%	144
Social Media last 30 days: shutterfly.com	7,033	4.7%	138
Social Media last 30 days: tumblr.com	6,680	4.5%	111
Social Media last 30 days: twitter.com	23,856	16.0%	119
Social Media last 30 days: yelp.com	15,297	10.3%	140
Social Media last 30 days: youtube.com	82,272	55.2%	107
Social Media last 30 days: plus.google.com	23,454	15.7%	104
Social Media last 30 days: pinterest.com	35,112	23.5%	116

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Ring: 5 mile radius

Prepared by Charlotte Hollkamp  
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Longitude: -85.57101

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Social network: updated status in last 30 days	47,270	31.7%	105
Social network: updated profile in last 30 days	34,802	23.3%	102
Social network: posted picture in last 30 days	69,400	46.5%	106
Social network: posted video in last 30 days	26,616	17.8%	99
Social network: posted link in last 30 days	29,082	19.5%	123
Social network: saw friend's page in last 30 days	82,109	55.0%	112
Social network: commented on post in last 30 days	75,139	50.4%	111
Social network: posted a blog in last 30 days	6,719	4.5%	107
Social network: rated a product in last 30 days	13,969	9.4%	118
Social network: sent email message in last 30 days	78,909	52.9%	113
Social network: sent IM in last 30 days	32,995	22.1%	116
Social network: played a game in last 30 days	25,677	17.2%	93
Social network: invited to event in last 30 days	15,370	10.3%	113
Social network: liked something in last 30 days	66,764	44.8%	111
Social network: followed something in last 30 days	36,565	24.5%	115
Social network: clicked on an ad in last 30 days	24,784	16.6%	117
Social network: watched video in last 30 days	79,585	53.3%	107
Social network: posted location in last 30 days	18,497	12.4%	110
Social network: sent real or virtual gift/30 days	2,845	1.9%	110
Social network: used to keep in touch w/ friends	61,324	41.1%	104
Social network: used to reconnect w/ old friends	21,408	14.4%	100
Social network: used to meet new friends	11,300	7.6%	95
Social network: used to follow friends activities	32,314	21.7%	109
Social network: used to find out about new prod.	10,009	6.7%	88
Social network: used to review prod. or service	6,926	4.6%	86
Social network: used for professional contacts	11,605	7.8%	101
Social network: used to find mutual interests	9,097	6.1%	89
Social network: used to track current events	21,146	14.2%	103
Social network: used to find info on TV or movie	11,914	8.0%	95
Social network: used to find local information	14,661	9.8%	93
Social network: used for gaming	9,158	6.1%	88
Social network: used to support favorite brands	6,903	4.6%	89
Social network: used to get coupons or discounts	8,323	5.6%	86
Social network: used to gain access to VIP events	5,653	3.8%	88
Used website/search engine/30 days: ask.com	4,952	3.3%	100
Used website/search engine/30 days: bing.com	21,357	14.3%	118
Used website/search engine/30 days: google.com	128,351	86.0%	109
Used website/search engine/30 days: yahoo.com	40,632	27.2%	108
Used entertainment website/app last 30 days: BuzzFeed	13,952	9.4%	121
Used entertainment website/app last 30 days: Fandango	13,633	9.1%	129
Used news website/app last 30 days: abcnews.com	11,226	7.5%	114
Used news website/app last 30 days: bbc.com	12,235	8.2%	137
Used news website/app last 30 days: cbsnews.com	8,327	5.6%	120
Used news website/app last 30 days: cnn.com	29,416	19.7%	129
Used news website/app last 30 days: foxnews.com	21,991	14.7%	118
Used news website/app last 30 days: huffpo.com	24,043	16.1%	143
Used news website/app last 30 days: nbcnews.com	9,476	6.4%	131
Used news website/app last 30 days: yahoonews.com	17,185	11.5%	118
Used sports website/app last 30 days: ESPN	32,757	22.0%	121
Used sports website/app last 30 days: FoxSports	10,457	7.0%	110
Used sports website/app last 30 days: NFL.com	13,579	9.1%	107

**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 2018 and 2023.

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