



Electronics and Internet Market Potential

Anchorage Plaza- Phase Three
12910 Factory Ln, Louisville, Kentucky, 40245
Ring: 1 mile radius

Prepared by Charlotte Hollkamp
Latitude: 38.28821
Longitude: -85.51154

Demographic Summary		2017	2022
Population		3,946	4,124
Population 18+		2,874	3,017
Households		1,673	1,740
Median Household Income		\$103,100	\$110,746
Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Own any tablet	1,420	49.4%	147
Own any e-reader	312	10.9%	125
Own e-reader/tablet: iPad	1,018	35.4%	172
Own e-reader/tablet: Barnes & Noble Nook	140	4.9%	136
Own e-reader/tablet: Amazon Kindle	449	15.6%	124
Own any portable MP3 player	1,055	36.7%	131
Own Apple iPod nano	315	11.0%	148
Own Apple iPod shuffle	188	6.5%	149
Own Apple iPod touch	278	9.7%	111
Purchased portable MP3 player in last 12 months	66	2.3%	82
Own any camera/camcorder	434	15.1%	138
Own digital point & shoot camera/camcorder	700	24.4%	115
Own digital SLR camera/camcorder	345	12.0%	144
Own 35mm camera/camcorder	214	7.4%	106
Spent on camera/camcorder last 12 mo: \$1-99	130	4.5%	93
Spent on camera/camcorder last 12 mo: \$100-\$199	86	3.0%	108
Spent on camera/camcorder last 12 mo: \$200+	176	6.1%	137
Own telephoto/zoom lens	222	7.7%	145
Own wideangle lens	134	4.7%	133
Printed digital photos in last 12 months	581	20.2%	146
Use a computer at work	1,721	59.9%	145
Use desktop computer at work	967	33.6%	145
Use laptop/notebook at work	619	21.5%	149
HH owns a computer	1,478	88.3%	116
Purchased home computer in last 12 months	261	15.6%	124
HH owns desktop computer	803	48.0%	112
HH owns laptop/notebook	1,164	69.6%	125
HH owns netbook	95	5.7%	117
Child (under 18 yrs) uses home computer	427	25.5%	158
HH owns any Apple/Mac brand computer	359	21.5%	139
HH owns any PC/non-Apple brand computer	1,253	74.9%	113

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

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2017 and 2022.

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Purchased most recent home computer 1-2 years ago	349	20.9%	118
Purchased most recent home computer 3-4 years ago	322	19.2%	120
Purchased most recent home computer 5+ years ago	154	9.2%	108
HH purchased most recent computer in a store	743	44.4%	119
HH purchased most recent computer online	298	17.8%	137
Spent on most recent home computer: <\$500	262	15.7%	102
Spent on most recent home computer: \$500-\$999	371	22.2%	121
Spent on most recent home computer: \$1000-\$1499	189	11.3%	124
Spent on most recent home computer: \$1500-\$1999	96	5.7%	134
Spent on most recent home computer: \$2000+	90	5.4%	151
HH owns webcam	427	25.5%	128
HH owns wireless router	696	41.6%	127
HH owns software: accounting	107	6.4%	105
HH owns software: communications/fax	101	6.0%	118
HH owns software: database/filing	129	7.7%	139
HH owns software: desktop publishing	191	11.4%	134
HH owns software: education/training	200	12.0%	130
HH owns software: entertainment/games	399	23.8%	120
HH owns software: personal finance/tax prep	273	16.3%	137
HH owns software: presentation graphics	149	8.9%	141
HH owns software: multimedia	280	16.7%	135
HH owns software: networking	276	16.5%	124
HH owns software: online meeting/conference	83	5.0%	146
HH owns software: security/anti-virus	471	28.2%	119
HH owns software: spreadsheet	455	27.2%	140
HH owns software: utility	113	6.8%	133
HH owns software: web authoring	59	3.5%	165
HH owns software: word processing	656	39.2%	134
HH owns CD player	321	19.2%	112

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
HH owns portable GPS navigation device	520	31.1%	115
HH purchased portable GPS navigation device/12 mo	43	2.6%	95
HH owns headphones (ear buds)	779	46.6%	125
HH owns noise reduction headphones	214	12.8%	154
HH owns home theater/entertainment system	249	14.9%	144
HH owns 1 TV	308	18.4%	89
HH owns 2 TVs	450	26.9%	103
HH owns 3 TVs	402	24.0%	112
HH owns 4+ TVs	356	21.3%	117
HH owns LCD TV	623	37.2%	123
HH owns LED TV	499	29.8%	116
HH owns plasma TV	266	15.9%	106
HH has 3D TV	129	7.7%	143
HH has HDTV	922	55.1%	118
HH has Internet connectable TV	465	27.8%	138
HH owns miniature screen TV (<13 in)	56	3.3%	81
HH owns regular screen TV (13-26 in)	405	24.2%	89
HH owns large screen TV (27-35 in)	624	37.3%	104
HH owns big screen TV (36-42 in)	701	41.9%	123
HH owns giant screen TV (over 42 in)	654	39.1%	138
Most recent HH TV purchase: regular screen (13-26 in)	187	11.2%	89
Most recent HH TV purchase: large screen (27-35 in)	302	18.1%	87
Most recent HH TV purchase: big screen (36-42 in)	426	25.5%	111
Most recent HH TV purchase: giant screen (over 42 in)	496	29.6%	135
HH owns Internet video device for TV	308	18.4%	166
HH purchased video game system in last 12 months	177	10.6%	137
HH owns video game system: handheld	257	15.4%	120
HH owns video game system: attached to TV/computer	940	56.2%	130
HH owns video game system: Nintendo 3DS	75	4.5%	145
HH owns video game system: Nintendo DS/DS Lite	104	6.2%	128
HH owns video game system: Nintendo DSi	60	3.6%	114
HH owns video game system: Nintendo Wii	476	28.5%	139
HH owns video game system: PlayStation 2 (PS2)	133	7.9%	97
HH owns video game system: PlayStation 3 (PS3)	297	17.8%	131
HH owns video game system: Xbox 360	422	25.2%	134
HH purchased 5+ video games in last 12 months	111	6.6%	119
HH spent \$101+ on video games in last 12 months	170	10.2%	135
Have access to Internet at home	2,744	95.5%	112
Connection to Internet at home: via cable modem	1,370	47.7%	120
Connection to Internet at home: via DSL	487	16.9%	105
Connection to Internet at home: via fiber optic	597	20.8%	160
Access Internet at home via high speed connection	2,714	94.4%	114
Spend 10+ hrs online (excl email/IM time) daily	138	4.8%	123
Spend 5-9.9 hrs online (excl email/IM time) daily	425	14.8%	130
Spend 2-4.9 hrs online (excl email/IM time) daily	797	27.7%	130
Spend 1-1.9 hrs online (excl email/IM time) daily	628	21.9%	127
Spend 0.5-0.9 hrs online(excl email/IM time) daily	353	12.3%	100
Spend <0.5 hrs online (excl email/IM time) daily	266	9.3%	96
Used Internet in last 30 days	2,725	94.8%	114
Used Internet/30 days: at home	2,663	92.7%	118
Used Internet/30 days: at work	1,718	59.8%	147
Used Internet/30 days: at school/library	547	19.0%	145

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Used Internet/30 days: not hm/work/school/library	1,197	41.6%	129
Accessed Internet in last 30 days using computer	2,526	87.9%	120
Accessed Internet in last 30 days using cell phone	2,305	80.2%	127
Accessed Internet in last 30 days using tablet	1,445	50.3%	152
Accessed Internet in last 30 days using video game	352	12.2%	151
Accessed Internet in last 30 days using television	508	17.7%	188
Used Wi-Fi/wireless connection outside hm/30 days	1,112	38.7%	132
Internet last 30 days: visited forum	164	5.7%	117
Internet last 30 days: used email	2,543	88.5%	123
Internet last 30 days: used IM	1,893	65.9%	125
Internet last 30 days: made personal purchase	1,775	61.8%	139
Internet last 30 days: made business purchase	558	19.4%	161
Internet last 30 days: paid bills online	1,822	63.4%	134
Internet last 30 days: took online class	373	13.0%	163
Internet last 30 days: looked for employment	491	17.1%	108
Internet last 30 days: traded/tracked investments	556	19.3%	160
Internet last 30 days: made travel plans	909	31.6%	160
Internet last 30 days: obtained auto info	452	15.7%	130
Internet last 30 days: obtained financial info	1,325	46.1%	148
Internet last 30 days: obtained medical info	942	32.8%	128
Internet last 30 days: checked movie listing/times	993	34.6%	141
Internet last 30 days: obtained latest news	1,747	60.8%	134
Internet last 30 days: obtained parenting info	287	10.0%	160
Internet last 30 days: obtained real estate info	632	22.0%	155
Internet last 30 days: obtained sports news/info	1,246	43.4%	139
Internet last 30 days: visited online blog	594	20.7%	159
Internet last 30 days: wrote online blog	145	5.0%	163
Internet last 30 days: used online dating website	71	2.5%	111
Internet last 30 days: played games online	926	32.2%	104
Internet last 30 days: sent greeting card	208	7.2%	144
Internet last 30 days: made phone call	964	33.5%	151
Internet last 30 days: shared photos via website	1,211	42.1%	135
Internet last 30 days: looked for recipes	1,344	46.8%	128
Internet last 30 days: added video to website	321	11.2%	150
Internet last 30 days: downloaded a movie	331	11.5%	139
Internet last 30 days: downloaded music	861	30.0%	127
Internet last 30 days: downloaded podcast	182	6.3%	154
Internet last 30 days: downloaded TV program	224	7.8%	143
Internet last 30 days: downloaded a video game	360	12.5%	107
Internet last 30 days: watched movie online	755	26.3%	140
Internet last 30 days: watched TV program online	671	23.3%	138
Purch/rntd video download/strm/30 days: amazon.com	230	8.0%	134
Purch/rntd video download/strm/30 days: hulu.com	122	4.2%	109
Purch/rntd video download/strm/30 days: itunes.com	140	4.9%	146
Purch/rntd video download/strm/30 days: netflix.com	606	21.1%	149
Used online gaming srv/30 days: PlayStation Network	187	6.5%	139
Used online gaming srv/30 days: Xbox Live	210	7.3%	130
Played Massive Multi-Player Online game/30 days	116	4.0%	106
Visited any Spanish language website last 30 days	98	3.4%	98
Visited website in last 30 days: facebook.com	1,928	67.1%	115
Visited website in last 30 days: LinkedIn.com	629	21.9%	178
Visited website in last 30 days: picasa.com	112	3.9%	171
Visited website in last 30 days: shutterfly.com	192	6.7%	190
Visited website in last 30 days: tumblr.com	141	4.9%	121
Visited website in last 30 days: twitter.com	451	15.7%	126
Visited website in last 30 days: yelp.com	232	8.1%	148
Visited website in last 30 days: YouTube.com	1,695	59.0%	121
Visited website in last 30 days: plus.google.com	531	18.5%	112
Visited website in last 30 days: pinterest	634	22.1%	138

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Social network: updated status in last 30 days	1,132	39.4%	130
Social network: updated profile in last 30 days	812	28.3%	130
Social network: posted picture in last 30 days	1,412	49.1%	130
Social network: posted video in last 30 days	504	17.5%	134
Social network: posted link in last 30 days	550	19.1%	135
Social network: saw friend's page in last 30 days	1,633	56.8%	123
Social network: commented on post in last 30 days	1,489	51.8%	125
Social network: posted a blog in last 30 days	163	5.7%	125
Social network: rated a product in last 30 days	292	10.2%	159
Social network: sent email message in last 30 days	1,539	53.5%	125
Social network: sent IM in last 30 days	597	20.8%	134
Social network: played a game in last 30 days	517	18.0%	97
Social network: invited to event in last 30 days	268	9.3%	123
Social network: liked something in last 30 days	1,257	43.7%	123
Social network: followed something in last 30 days	641	22.3%	127
Social network: clicked on an ad in last 30 days	417	14.5%	145
Social network: watched video in last 30 days	1,500	52.2%	124
Social network: posed location in last 30 days	384	13.4%	138
Social network: used to keep in touch w/ friends	1,295	45.1%	121
Social network: used to reconnect w/ old friends	451	15.7%	123
Social network: used to meet new friends	192	6.7%	100
Social network: used to follow friends activities	609	21.2%	122
Social network: used to find out about new prod.	181	6.3%	106
Social network: used to review prod. or service	145	5.0%	120
Social network: used for professional contacts	241	8.4%	129
Social network: used to find mutual interests	159	5.5%	109
Social network: used to track current events	367	12.8%	120
Social network: used to find info on TV or movie	219	7.6%	118
Social network: used to find local information	277	9.6%	109
Social network: used for gaming	192	6.7%	95
Social network: used to support favorite brands	135	4.7%	108
Social network: used to get coupons or discounts	209	7.3%	119
Social network: used to gain access to VIP events	114	4.0%	111
Used website/search engine/30 days: ask.com	204	7.1%	106
Used website/search engine/30 days: bing.com	593	20.6%	126
Used website/search engine/30 days: google.com	2,574	89.6%	118
Used website/search engine/30 days: yahoo.com	1,028	35.8%	115
Visited news website in last 30 days: ABCnews.com	209	7.3%	128
Visited news website in last 30 days: bbc.com	197	6.9%	158
Visited news website in last 30 days: CBSnews.com	132	4.6%	118
Visited news website in last 30 days: cnn.com	595	20.7%	162
Visited news website in last 30 days: foxnews.com	444	15.4%	145
Visited news website in last 30 days: huffpo.com	428	14.9%	151
Visited news website in last 30 days: nbcnews.com	165	5.7%	128
Visited news website in last 30 days: Yahoo! News	485	16.9%	132

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Demographic Summary		2017	2022
Population		44,658	46,512
Population 18+		33,176	34,972
Households		17,016	17,682
Median Household Income		\$84,387	\$91,737
Product/Consumer Behavior		Expected Number of Adults/HHs	MPI
Own any tablet		14,896	133
Own any e-reader		3,904	136
Own e-reader/tablet: iPad		10,388	152
Own e-reader/tablet: Barnes & Noble Nook		1,637	138
Own e-reader/tablet: Amazon Kindle		5,315	128
Own any portable MP3 player		11,353	122
Own Apple iPod nano		3,407	138
Own Apple iPod shuffle		1,945	134
Own Apple iPod touch		3,429	119
Purchased portable MP3 player in last 12 months		813	88
Own any camera/camcorder		4,643	127
Own digital point & shoot camera/camcorder		8,373	119
Own digital SLR camera/camcorder		3,748	136
Own 35mm camera/camcorder		2,622	113
Spent on camera/camcorder last 12 mo: \$1-99		1,448	90
Spent on camera/camcorder last 12 mo: \$100-\$199		945	102
Spent on camera/camcorder last 12 mo: \$200+		1,795	121
Own telephoto/zoom lens		2,358	133
Own wideangle lens		1,591	137
Printed digital photos in last 12 months		6,044	131
Use a computer at work		17,904	131
Use desktop computer at work		9,610	125
Use laptop/notebook at work		6,960	145
HH owns a computer		14,920	115
Purchased home computer in last 12 months		2,584	121
HH owns desktop computer		8,656	119
HH owns laptop/notebook		11,193	119
HH owns netbook		951	115
Child (under 18 yrs) uses home computer		3,727	136
HH owns any Apple/Mac brand computer		3,722	142
HH owns any PC/non-Apple brand computer		12,534	111

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Purchased most recent home computer 1-2 years ago	3,559	20.9%	118
Purchased most recent home computer 3-4 years ago	3,284	19.3%	121
Purchased most recent home computer 5+ years ago	1,588	9.3%	109
HH purchased most recent computer in a store	7,439	43.7%	117
HH purchased most recent computer online	2,883	16.9%	130
Spent on most recent home computer: <\$500	2,577	15.1%	99
Spent on most recent home computer: \$500-\$999	3,635	21.4%	117
Spent on most recent home computer: \$1000-\$1499	2,070	12.2%	134
Spent on most recent home computer: \$1500-\$1999	1,072	6.3%	148
Spent on most recent home computer: \$2000+	844	5.0%	139
HH owns webcam	4,052	23.8%	120
HH owns wireless router	7,129	41.9%	128
HH owns software: accounting	1,396	8.2%	134
HH owns software: communications/fax	1,155	6.8%	133
HH owns software: database/filing	1,219	7.2%	129
HH owns software: desktop publishing	1,856	10.9%	128
HH owns software: education/training	1,989	11.7%	127
HH owns software: entertainment/games	4,013	23.6%	119
HH owns software: personal finance/tax prep	2,830	16.6%	139
HH owns software: presentation graphics	1,514	8.9%	141
HH owns software: multimedia	2,591	15.2%	122
HH owns software: networking	2,796	16.4%	123
HH owns software: online meeting/conference	744	4.4%	129
HH owns software: security/anti-virus	5,047	29.7%	125
HH owns software: spreadsheet	4,567	26.8%	138
HH owns software: utility	1,124	6.6%	130
HH owns software: web authoring	510	3.0%	140
HH owns software: word processing	6,530	38.4%	131
HH owns CD player	3,471	20.4%	119

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HH owns portable GPS navigation device	5,610	33.0%	122
HH purchased portable GPS navigation device/12 mo	495	2.9%	107
HH owns headphones (ear buds)	7,618	44.8%	120
HH owns noise reduction headphones	1,961	11.5%	139
HH owns home theater/entertainment system	2,299	13.5%	131
HH owns 1 TV	2,902	17.1%	82
HH owns 2 TVs	4,548	26.7%	103
HH owns 3 TVs	3,948	23.2%	108
HH owns 4+ TVs	3,823	22.5%	123
HH owns LCD TV	6,026	35.4%	117
HH owns LED TV	5,057	29.7%	115
HH owns plasma TV	2,741	16.1%	107
HH has 3D TV	1,170	6.9%	128
HH has HDTV	9,077	53.3%	114
HH has Internet connectable TV	4,393	25.8%	128
HH owns miniature screen TV (<13 in)	718	4.2%	103
HH owns regular screen TV (13-26 in)	4,633	27.2%	100
HH owns large screen TV (27-35 in)	6,417	37.7%	105
HH owns big screen TV (36-42 in)	6,613	38.9%	114
HH owns giant screen TV (over 42 in)	6,097	35.8%	127
Most recent HH TV purchase: regular screen (13-26 in)	1,907	11.2%	89
Most recent HH TV purchase: large screen (27-35 in)	3,255	19.1%	92
Most recent HH TV purchase: big screen (36-42 in)	4,142	24.3%	106
Most recent HH TV purchase: giant screen (over 42 in)	4,692	27.6%	126
HH owns Internet video device for TV	2,610	15.3%	139
HH purchased video game system in last 12 months	1,469	8.6%	112
HH owns video game system: handheld	2,516	14.8%	116
HH owns video game system: attached to TV/computer	8,584	50.4%	116
HH owns video game system: Nintendo 3DS	668	3.9%	127
HH owns video game system: Nintendo DS/DS Lite	986	5.8%	119
HH owns video game system: Nintendo DSi	564	3.3%	106
HH owns video game system: Nintendo Wii	4,439	26.1%	127
HH owns video game system: PlayStation 2 (PS2)	1,398	8.2%	100
HH owns video game system: PlayStation 3 (PS3)	2,454	14.4%	106
HH owns video game system: Xbox 360	3,858	22.7%	121
HH purchased 5+ video games in last 12 months	967	5.7%	102
HH spent \$101+ on video games in last 12 months	1,525	9.0%	119
Have access to Internet at home	31,424	94.7%	111
Connection to Internet at home: via cable modem	15,499	46.7%	118
Connection to Internet at home: via DSL	5,283	15.9%	99
Connection to Internet at home: via fiber optic	6,924	20.9%	160
Access Internet at home via high speed connection	30,897	93.1%	112
Spend 10+ hrs online (excl email/IM time) daily	1,450	4.4%	112
Spend 5-9.9 hrs online (excl email/IM time) daily	4,372	13.2%	115
Spend 2-4.9 hrs online (excl email/IM time) daily	8,325	25.1%	117
Spend 1-1.9 hrs online (excl email/IM time) daily	6,894	20.8%	121
Spend 0.5-0.9 hrs online(excl email/IM time) daily	4,422	13.3%	108
Spend <0.5 hrs online (excl email/IM time) daily	3,188	9.6%	100
Used Internet in last 30 days	30,536	92.0%	111
Used Internet/30 days: at home	29,783	89.8%	114
Used Internet/30 days: at work	17,510	52.8%	130
Used Internet/30 days: at school/library	5,325	16.1%	122

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January 23, 2018



Electronics and Internet Market Potential

Anchorage Plaza- Phase Three
12910 Factory Ln, Louisville, Kentucky, 40245
Ring: 3 mile radius

Prepared by Charlotte Hollkamp
Latitude: 38.28821
Longitude: -85.51154

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Used Internet/30 days: not hm/work/school/library	13,015	39.2%	122
Accessed Internet in last 30 days using computer	28,437	85.7%	117
Accessed Internet in last 30 days using cell phone	24,724	74.5%	118
Accessed Internet in last 30 days using tablet	15,282	46.1%	140
Accessed Internet in last 30 days using video game	3,225	9.7%	120
Accessed Internet in last 30 days using television	4,753	14.3%	153
Used Wi-Fi/wireless connection outside hm/30 days	12,704	38.3%	131
Internet last 30 days: visited forum	1,663	5.0%	102
Internet last 30 days: used email	28,395	85.6%	119
Internet last 30 days: used IM	19,674	59.3%	112
Internet last 30 days: made personal purchase	19,422	58.5%	132
Internet last 30 days: made business purchase	5,540	16.7%	139
Internet last 30 days: paid bills online	19,498	58.8%	124
Internet last 30 days: took online class	3,401	10.3%	129
Internet last 30 days: looked for employment	5,321	16.0%	101
Internet last 30 days: traded/tracked investments	6,162	18.6%	153
Internet last 30 days: made travel plans	9,818	29.6%	150
Internet last 30 days: obtained auto info	4,825	14.5%	121
Internet last 30 days: obtained financial info	13,997	42.2%	135
Internet last 30 days: obtained medical info	10,386	31.3%	122
Internet last 30 days: checked movie listing/times	10,329	31.1%	127
Internet last 30 days: obtained latest news	19,310	58.2%	128
Internet last 30 days: obtained parenting info	2,690	8.1%	130
Internet last 30 days: obtained real estate info	6,694	20.2%	142
Internet last 30 days: obtained sports news/info	13,195	39.8%	128
Internet last 30 days: visited online blog	5,933	17.9%	138
Internet last 30 days: wrote online blog	1,268	3.8%	123
Internet last 30 days: used online dating website	646	1.9%	87
Internet last 30 days: played games online	10,162	30.6%	99
Internet last 30 days: sent greeting card	2,136	6.4%	128
Internet last 30 days: made phone call	9,313	28.1%	126
Internet last 30 days: shared photos via website	12,439	37.5%	120
Internet last 30 days: looked for recipes	14,664	44.2%	121
Internet last 30 days: added video to website	2,953	8.9%	120
Internet last 30 days: downloaded a movie	3,399	10.2%	124
Internet last 30 days: downloaded music	8,826	26.6%	113
Internet last 30 days: downloaded podcast	1,881	5.7%	138
Internet last 30 days: downloaded TV program	2,120	6.4%	117
Internet last 30 days: downloaded a video game	3,883	11.7%	100
Internet last 30 days: watched movie online	7,386	22.3%	118
Internet last 30 days: watched TV program online	6,876	20.7%	122
Purch/rntd video download/strm/30 days: amazon.com	2,411	7.3%	121
Purch/rntd video download/strm/30 days: hulu.com	1,320	4.0%	102
Purch/rntd video download/strm/30 days: itunes.com	1,389	4.2%	126
Purch/rntd video download/strm/30 days: netflix.com	6,048	18.2%	129
Used online gaming srv/30 days: PlayStation Network	1,558	4.7%	100
Used online gaming srv/30 days: Xbox Live	1,994	6.0%	107
Played Massive Multi-Player Online game/30 days	1,156	3.5%	91
Visited any Spanish language website last 30 days	864	2.6%	75
Visited website in last 30 days: facebook.com	20,982	63.2%	108
Visited website in last 30 days: LinkedIn.com	6,606	19.9%	162
Visited website in last 30 days: picasa.com	1,032	3.1%	136
Visited website in last 30 days: shutterfly.com	1,919	5.8%	165
Visited website in last 30 days: tumblr.com	1,593	4.8%	119
Visited website in last 30 days: twitter.com	4,865	14.7%	118
Visited website in last 30 days: yelp.com	2,451	7.4%	136
Visited website in last 30 days: YouTube.com	18,267	55.1%	113
Visited website in last 30 days: plus.google.com	5,812	17.5%	106
Visited website in last 30 days: pinterest	6,719	20.3%	126

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Electronics and Internet Market Potential

Anchorage Plaza- Phase Three
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Latitude: 38.28821
Longitude: -85.51154

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Social network: updated status in last 30 days	11,159	33.6%	111
Social network: updated profile in last 30 days	8,107	24.4%	112
Social network: posted picture in last 30 days	14,090	42.5%	113
Social network: posted video in last 30 days	4,691	14.1%	108
Social network: posted link in last 30 days	5,849	17.6%	125
Social network: saw friend's page in last 30 days	17,709	53.4%	116
Social network: commented on post in last 30 days	15,571	46.9%	113
Social network: posted a blog in last 30 days	1,704	5.1%	113
Social network: rated a product in last 30 days	2,775	8.4%	131
Social network: sent email message in last 30 days	16,698	50.3%	117
Social network: sent IM in last 30 days	6,137	18.5%	120
Social network: played a game in last 30 days	5,820	17.5%	95
Social network: invited to event in last 30 days	2,832	8.5%	112
Social network: liked something in last 30 days	13,336	40.2%	113
Social network: followed something in last 30 days	6,660	20.1%	114
Social network: clicked on an ad in last 30 days	4,084	12.3%	123
Social network: watched video in last 30 days	15,664	47.2%	113
Social network: posed location in last 30 days	3,844	11.6%	120
Social network: used to keep in touch w/ friends	13,838	41.7%	112
Social network: used to reconnect w/ old friends	4,732	14.3%	112
Social network: used to meet new friends	1,966	5.9%	89
Social network: used to follow friends activities	6,581	19.8%	115
Social network: used to find out about new prod.	1,938	5.8%	98
Social network: used to review prod. or service	1,433	4.3%	102
Social network: used for professional contacts	2,503	7.5%	116
Social network: used to find mutual interests	1,639	4.9%	97
Social network: used to tract current events	3,832	11.6%	109
Social network: used to find info on TV or movie	2,137	6.4%	100
Social network: used to find local information	2,977	9.0%	101
Social network: used for gaming	2,204	6.6%	95
Social network: used to support favorite brands	1,303	3.9%	90
Social network: used to get coupons or discounts	1,996	6.0%	98
Social network: used to gain access to VIP events	1,061	3.2%	89
Used website/search engine/30 days: ask.com	2,256	6.8%	101
Used website/search engine/30 days: bing.com	6,385	19.2%	117
Used website/search engine/30 days: google.com	28,607	86.2%	114
Used website/search engine/30 days: yahoo.com	11,669	35.2%	113
Visited news website in last 30 days: ABCnews.com	2,158	6.5%	114
Visited news website in last 30 days: bbc.com	2,085	6.3%	145
Visited news website in last 30 days: CBSnews.com	1,457	4.4%	113
Visited news website in last 30 days: cnn.com	6,207	18.7%	146
Visited news website in last 30 days: foxnews.com	4,576	13.8%	130
Visited news website in last 30 days: huffpo.com	4,761	14.4%	145
Visited news website in last 30 days: nbcnews.com	1,992	6.0%	134
Visited news website in last 30 days: Yahoo! News	5,198	15.7%	122

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Demographic Summary		2017	2022
Population		117,205	122,602
Population 18+		89,217	94,151
Households		46,231	48,242
Median Household Income		\$82,507	\$89,735
Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Own any tablet	38,331	43.0%	127
Own any e-reader	10,572	11.8%	137
Own e-reader/tablet: iPad	26,027	29.2%	141
Own e-reader/tablet: Barnes & Noble Nook	4,238	4.8%	133
Own e-reader/tablet: Amazon Kindle	14,355	16.1%	128
Own any portable MP3 player	30,009	33.6%	120
Own Apple iPod nano	8,748	9.8%	132
Own Apple iPod shuffle	5,141	5.8%	131
Own Apple iPod touch	9,054	10.1%	117
Purchased portable MP3 player in last 12 months	2,147	2.4%	86
Own any camera/camcorder	11,672	13.1%	119
Own digital point & shoot camera/camcorder	22,950	25.7%	121
Own digital SLR camera/camcorder	10,091	11.3%	136
Own 35mm camera/camcorder	7,523	8.4%	120
Spent on camera/camcorder last 12 mo: \$1-99	3,995	4.5%	92
Spent on camera/camcorder last 12 mo: \$100-\$199	2,614	2.9%	105
Spent on camera/camcorder last 12 mo: \$200+	4,590	5.1%	115
Own telephoto/zoom lens	6,338	7.1%	133
Own wideangle lens	4,249	4.8%	136
Printed digital photos in last 12 months	16,039	18.0%	129
Use a computer at work	46,531	52.2%	126
Use desktop computer at work	25,294	28.4%	122
Use laptop/notebook at work	17,740	19.9%	138
HH owns a computer	39,692	85.9%	113
Purchased home computer in last 12 months	6,760	14.6%	116
HH owns desktop computer	23,063	49.9%	117
HH owns laptop/notebook	29,431	63.7%	115
HH owns netbook	2,580	5.6%	115
Child (under 18 yrs) uses home computer	8,986	19.4%	120
HH owns any Apple/Mac brand computer	9,489	20.5%	133
HH owns any PC/non-Apple brand computer	33,503	72.5%	109

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Purchased most recent home computer 1-2 years ago	9,392	20.3%	115
Purchased most recent home computer 3-4 years ago	8,849	19.1%	120
Purchased most recent home computer 5+ years ago	4,482	9.7%	114
HH purchased most recent computer in a store	19,831	42.9%	115
HH purchased most recent computer online	7,566	16.4%	125
Spent on most recent home computer: <\$500	6,965	15.1%	98
Spent on most recent home computer: \$500-\$999	9,729	21.0%	115
Spent on most recent home computer: \$1000-\$1499	5,535	12.0%	131
Spent on most recent home computer: \$1500-\$1999	2,816	6.1%	143
Spent on most recent home computer: \$2000+	2,214	4.8%	134
HH owns webcam	10,453	22.6%	114
HH owns wireless router	18,827	40.7%	124
HH owns software: accounting	3,694	8.0%	131
HH owns software: communications/fax	2,987	6.5%	126
HH owns software: database/filing	3,212	6.9%	125
HH owns software: desktop publishing	5,030	10.9%	127
HH owns software: education/training	5,003	10.8%	117
HH owns software: entertainment/games	10,646	23.0%	116
HH owns software: personal finance/tax prep	7,480	16.2%	135
HH owns software: presentation graphics	3,815	8.3%	131
HH owns software: multimedia	6,761	14.6%	118
HH owns software: networking	7,339	15.9%	119
HH owns software: online meeting/conference	1,980	4.3%	126
HH owns software: security/anti-virus	13,582	29.4%	124
HH owns software: spreadsheet	12,003	26.0%	133
HH owns software: utility	2,948	6.4%	126
HH owns software: web authoring	1,263	2.7%	128
HH owns software: word processing	17,302	37.4%	128
HH owns CD player	9,617	20.8%	121

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
HH owns portable GPS navigation device	15,249	33.0%	122
HH purchased portable GPS navigation device/12 mo	1,296	2.8%	103
HH owns headphones (ear buds)	20,252	43.8%	118
HH owns noise reduction headphones	5,169	11.2%	135
HH owns home theater/entertainment system	5,917	12.8%	124
HH owns 1 TV	8,268	17.9%	86
HH owns 2 TVs	12,418	26.9%	103
HH owns 3 TVs	10,632	23.0%	107
HH owns 4+ TVs	9,944	21.5%	118
HH owns LCD TV	15,919	34.4%	114
HH owns LED TV	13,653	29.5%	114
HH owns plasma TV	7,248	15.7%	104
HH has 3D TV	2,997	6.5%	120
HH has HDTV	24,431	52.8%	113
HH has Internet connectable TV	11,553	25.0%	124
HH owns miniature screen TV (<13 in)	1,962	4.2%	103
HH owns regular screen TV (13-26 in)	13,098	28.3%	104
HH owns large screen TV (27-35 in)	17,589	38.0%	106
HH owns big screen TV (36-42 in)	17,550	38.0%	111
HH owns giant screen TV (over 42 in)	15,628	33.8%	119
Most recent HH TV purchase: regular screen (13-26 in)	5,375	11.6%	92
Most recent HH TV purchase: large screen (27-35 in)	9,319	20.2%	97
Most recent HH TV purchase: big screen (36-42 in)	11,128	24.1%	105
Most recent HH TV purchase: giant screen (over 42 in)	12,130	26.2%	120
HH owns Internet video device for TV	6,667	14.4%	130
HH purchased video game system in last 12 months	3,640	7.9%	102
HH owns video game system: handheld	6,333	13.7%	107
HH owns video game system: attached to TV/computer	21,622	46.8%	108
HH owns video game system: Nintendo 3DS	1,632	3.5%	114
HH owns video game system: Nintendo DS/DS Lite	2,453	5.3%	109
HH owns video game system: Nintendo DSi	1,421	3.1%	98
HH owns video game system: Nintendo Wii	11,176	24.2%	118
HH owns video game system: PlayStation 2 (PS2)	3,671	7.9%	97
HH owns video game system: PlayStation 3 (PS3)	6,304	13.6%	101
HH owns video game system: Xbox 360	9,511	20.6%	110
HH purchased 5+ video games in last 12 months	2,479	5.4%	96
HH spent \$101+ on video games in last 12 months	3,672	7.9%	105
Have access to Internet at home	83,350	93.4%	109
Connection to Internet at home: via cable modem	42,390	47.5%	120
Connection to Internet at home: via DSL	13,795	15.5%	96
Connection to Internet at home: via fiber optic	16,904	18.9%	146
Access Internet at home via high speed connection	81,860	91.8%	111
Spend 10+ hrs online (excl email/IM time) daily	3,650	4.1%	105
Spend 5-9.9 hrs online (excl email/IM time) daily	11,021	12.4%	108
Spend 2-4.9 hrs online (excl email/IM time) daily	21,681	24.3%	114
Spend 1-1.9 hrs online (excl email/IM time) daily	18,291	20.5%	119
Spend 0.5-0.9 hrs online(excl email/IM time) daily	12,069	13.5%	110
Spend <0.5 hrs online (excl email/IM time) daily	8,790	9.9%	103
Used Internet in last 30 days	81,113	90.9%	109
Used Internet/30 days: at home	78,660	88.2%	112
Used Internet/30 days: at work	45,550	51.1%	126
Used Internet/30 days: at school/library	13,451	15.1%	115

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Used Internet/30 days: not hm/work/school/library	33,957	38.1%	118
Accessed Internet in last 30 days using computer	75,293	84.4%	115
Accessed Internet in last 30 days using cell phone	63,820	71.5%	113
Accessed Internet in last 30 days using tablet	39,153	43.9%	133
Accessed Internet in last 30 days using video game	8,043	9.0%	111
Accessed Internet in last 30 days using television	11,905	13.3%	142
Used Wi-Fi/wireless connection outside hm/30 days	33,238	37.3%	127
Internet last 30 days: visited forum	4,152	4.7%	95
Internet last 30 days: used email	75,214	84.3%	117
Internet last 30 days: used IM	51,060	57.2%	108
Internet last 30 days: made personal purchase	50,784	56.9%	128
Internet last 30 days: made business purchase	14,394	16.1%	134
Internet last 30 days: paid bills online	50,782	56.9%	121
Internet last 30 days: took online class	8,631	9.7%	122
Internet last 30 days: looked for employment	14,074	15.8%	100
Internet last 30 days: traded/tracked investments	16,148	18.1%	149
Internet last 30 days: made travel plans	25,581	28.7%	145
Internet last 30 days: obtained auto info	12,574	14.1%	117
Internet last 30 days: obtained financial info	36,380	40.8%	131
Internet last 30 days: obtained medical info	27,626	31.0%	121
Internet last 30 days: checked movie listing/times	26,887	30.1%	123
Internet last 30 days: obtained latest news	50,741	56.9%	125
Internet last 30 days: obtained parenting info	6,684	7.5%	120
Internet last 30 days: obtained real estate info	17,150	19.2%	135
Internet last 30 days: obtained sports news/info	34,194	38.3%	123
Internet last 30 days: visited online blog	15,188	17.0%	131
Internet last 30 days: wrote online blog	3,102	3.5%	112
Internet last 30 days: used online dating website	1,757	2.0%	88
Internet last 30 days: played games online	27,048	30.3%	98
Internet last 30 days: sent greeting card	5,412	6.1%	121
Internet last 30 days: made phone call	23,820	26.7%	120
Internet last 30 days: shared photos via website	32,704	36.7%	118
Internet last 30 days: looked for recipes	39,444	44.2%	121
Internet last 30 days: added video to website	7,342	8.2%	111
Internet last 30 days: downloaded a movie	8,567	9.6%	116
Internet last 30 days: downloaded music	22,205	24.9%	106
Internet last 30 days: downloaded podcast	4,888	5.5%	133
Internet last 30 days: downloaded TV program	5,514	6.2%	113
Internet last 30 days: downloaded a video game	9,722	10.9%	93
Internet last 30 days: watched movie online	18,520	20.8%	110
Internet last 30 days: watched TV program online	18,051	20.2%	119
Purch/rntd video download/strm/30 days: amazon.com	6,482	7.3%	121
Purch/rntd video download/strm/30 days: hulu.com	3,441	3.9%	99
Purch/rntd video download/strm/30 days: itunes.com	3,453	3.9%	116
Purch/rntd video download/strm/30 days: netflix.com	15,536	17.4%	123
Used online gaming srv/30 days: PlayStation Network	4,075	4.6%	97
Used online gaming srv/30 days: Xbox Live	4,958	5.6%	99
Played Massive Multi-Player Online game/30 days	2,987	3.3%	88
Visited any Spanish language website last 30 days	1,914	2.1%	61
Visited website in last 30 days: facebook.com	55,218	61.9%	106
Visited website in last 30 days: LinkedIn.com	16,993	19.0%	155
Visited website in last 30 days: picasa.com	2,643	3.0%	130
Visited website in last 30 days: shutterfly.com	4,711	5.3%	150
Visited website in last 30 days: tumblr.com	4,146	4.6%	115
Visited website in last 30 days: twitter.com	12,645	14.2%	114
Visited website in last 30 days: yelp.com	6,105	6.8%	126
Visited website in last 30 days: YouTube.com	47,730	53.5%	110
Visited website in last 30 days: plus.google.com	15,673	17.6%	106
Visited website in last 30 days: pinterest	17,382	19.5%	122

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Social network: updated status in last 30 days	28,854	32.3%	106
Social network: updated profile in last 30 days	20,564	23.0%	106
Social network: posted picture in last 30 days	36,186	40.6%	108
Social network: posted video in last 30 days	11,855	13.3%	101
Social network: posted link in last 30 days	15,117	16.9%	120
Social network: saw friend's page in last 30 days	46,417	52.0%	113
Social network: commented on post in last 30 days	40,517	45.4%	110
Social network: posted a blog in last 30 days	4,349	4.9%	107
Social network: rated a product in last 30 days	7,015	7.9%	123
Social network: sent email message in last 30 days	43,667	48.9%	114
Social network: sent IM in last 30 days	15,612	17.5%	113
Social network: played a game in last 30 days	15,260	17.1%	92
Social network: invited to event in last 30 days	7,395	8.3%	109
Social network: liked something in last 30 days	34,890	39.1%	110
Social network: followed something in last 30 days	17,522	19.6%	111
Social network: clicked on an ad in last 30 days	10,589	11.9%	118
Social network: watched video in last 30 days	41,034	46.0%	110
Social network: posed location in last 30 days	9,919	11.1%	115
Social network: used to keep in touch w/ friends	35,612	39.9%	107
Social network: used to reconnect w/ old friends	11,830	13.3%	104
Social network: used to meet new friends	5,164	5.8%	87
Social network: used to follow friends activities	16,958	19.0%	110
Social network: used to find out about new prod.	4,909	5.5%	92
Social network: used to review prod. or service	3,551	4.0%	94
Social network: used for professional contacts	6,109	6.8%	106
Social network: used to find mutual interests	3,887	4.4%	86
Social network: used to track current events	9,751	10.9%	103
Social network: used to find info on TV or movie	5,586	6.3%	97
Social network: used to find local information	7,747	8.7%	98
Social network: used for gaming	5,684	6.4%	91
Social network: used to support favorite brands	3,359	3.8%	86
Social network: used to get coupons or discounts	5,033	5.6%	92
Social network: used to gain access to VIP events	2,707	3.0%	85
Used website/search engine/30 days: ask.com	6,077	6.8%	101
Used website/search engine/30 days: bing.com	16,973	19.0%	116
Used website/search engine/30 days: google.com	75,666	84.8%	112
Used website/search engine/30 days: yahoo.com	30,337	34.0%	109
Visited news website in last 30 days: ABCnews.com	5,874	6.6%	116
Visited news website in last 30 days: bbc.com	5,263	5.9%	136
Visited news website in last 30 days: CBSnews.com	3,997	4.5%	115
Visited news website in last 30 days: cnn.com	15,670	17.6%	137
Visited news website in last 30 days: foxnews.com	11,893	13.3%	125
Visited news website in last 30 days: huffpo.com	12,419	13.9%	141
Visited news website in last 30 days: nbcnews.com	5,050	5.7%	126
Visited news website in last 30 days: Yahoo! News	13,069	14.6%	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.

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 2017 and 2022.

January 23, 2018