



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		2018	2023
Population		4,280	4,600
Population 18+		3,116	3,353
Households		1,858	2,005
Median Household Income		\$100,529	\$105,676
Product/Consumer Behavior		Expected Number of Adults/HHs	MPI
Own any tablet		1,867	131
Own any e-reader		281	122
Own e-reader/tablet: iPad		1,291	156
Own e-reader/tablet: Amazon Kindle		501	122
Own any portable MP3 player		888	133
Own portable MP3 player: Apple iPod		763	144
Own wearable tech: wristband fitness tracker		397	148
Own wearable tech: smartwatch		155	164
Own any camera/camcorder		379	134
Own digital point & shoot camera/camcorder		512	141
Own digital SLR camera/camcorder		368	151
Own 35mm camera/camcorder		193	104
Own telephoto/zoom lens		163	124
Own wideangle lens		119	120
Printed digital photos in last 12 months		939	130
Use a computer at work		1,811	139
Use desktop computer at work		926	128
Use laptop/notebook at work		808	156
HH owns a computer		1,611	117
Purchased home computer in last 12 months		244	117
HH owns desktop computer		849	119
HH owns laptop/notebook		1,260	120
Child (under 18 yrs) uses home computer		420	164
HH owns any Apple/Mac brand computer		460	140
HH owns any PC/non-Apple brand computer		1,321	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 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	374	20.1%	119
Purchased most recent home computer 3-4 years ago	376	20.2%	127
Purchased most recent home computer 5+ years ago	223	12.0%	115
HH purchased most recent computer in a store	821	44.2%	119
HH purchased most recent computer online	346	18.6%	139
Spent on most recent home computer: <\$500	260	14.0%	92
Spent on most recent home computer: \$500-\$999	397	21.4%	121
Spent on most recent home computer: \$1000-\$1499	236	12.7%	134
Spent on most recent home computer: \$1500-\$1999	129	6.9%	150
Spent on most recent home computer: \$2000+	132	7.1%	175
HH owns webcam	435	23.4%	128
HH owns wireless router	648	34.9%	126
HH owns software: accounting	147	7.9%	127
HH owns software: communications/fax	118	6.4%	135
HH owns software: database/filing	128	6.9%	125
HH owns software: desktop publishing	164	8.8%	122
HH owns software: education/training	225	12.1%	135
HH owns software: entertainment/games	408	22.0%	125
HH owns software: personal finance/tax prep	324	17.4%	149
HH owns software: presentation graphics	155	8.3%	145
HH owns software: multimedia	279	15.0%	132
HH owns software: networking	286	15.4%	126
HH owns software: online meeting/conference	102	5.5%	146
HH owns software: security/anti-virus	532	28.6%	132
HH owns software: spreadsheet	606	32.6%	147
HH owns software: utility	124	6.7%	131
HH owns software: web authoring	57	3.1%	156
HH owns software: word processing	759	40.9%	140
HH owns CD player	308	16.6%	113

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
HH owns portable GPS navigation device	530	28.5%	115
HH purchased portable GPS navigation device/12 mo	34	1.8%	96
HH owns headphones (ear buds)	993	53.4%	133
HH owns noise reduction headphones	243	13.1%	135
HH owns home theater/entertainment system	241	13.0%	145
HH owns 1 TV	299	16.1%	77
HH owns 2 TVs	517	27.8%	103
HH owns 3 TVs	422	22.7%	108
HH owns 4+ TVs	401	21.6%	121
HH owns LCD TV	588	31.6%	118
HH owns LED TV	695	37.4%	118
HH owns plasma TV	258	13.9%	102
HH has 3D TV	151	8.1%	144
HH has HDTV	991	53.3%	117
HH has Internet connectable TV	604	32.5%	126
HH owns small screen TV (<27 in)	292	15.7%	88
HH owns medium screen TV (27-35 in)	582	31.3%	93
HH owns large screen TV (36-42 in)	685	36.9%	108
HH owns XLarge screen TV (over 43-54 in)	611	32.9%	124
HH owns XXL screen TV (over 55 in)	544	29.3%	139
HH most recent TV purch: small screen (<27 in)	110	5.9%	78
HH most recent TV purch: medium screen (27-35 in)	291	15.7%	84
HH most recent TV purch: large screen (36-42 in)	360	19.4%	95
HH most recent TV purch: XLarge screen (43-54 in)	351	18.9%	111
HH most recent TV purch: XXL screen (over 55 in)	427	23.0%	141
HH owns Internet video device for TV	528	28.4%	139
HH owns internet device for TV - Amazon Fire	110	5.9%	118
HH owns internet device for TV - Apple TV	186	10.0%	169
HH owns internet device for TV - Google Chromecast	136	7.3%	138
HH owns internet device for TV - Roku	169	9.1%	120
HH purchased video game system in last 12 months	175	9.4%	111
HH owns video game system: handheld	220	11.8%	137
HH owns video game system: attached to TV/computer	1,037	55.8%	134
HH owns video game system: Nintendo 3DS	63	3.4%	128
HH owns video game system: Nintendo DS/DS Lite	77	4.1%	133
HH owns video game system: Nintendo DSi	41	2.2%	131
HH owns video game system: Nintendo Wii	428	23.0%	147
HH owns video game system: PlayStation 2 (PS2)	121	6.5%	105
HH owns video game system: PlayStation 3 (PS3)	260	14.0%	126
HH owns video game system: Xbox 360	420	22.6%	136
HH purchased 5+ video games in last 12 months	128	6.9%	126
HH spent \$101+ on video games in last 12 months	199	10.7%	143
Have access to Internet at home	3,024	97.0%	110
Connection to Internet at home: via cable modem	1,600	51.3%	117
Connection to Internet at home: via DSL	374	12.0%	105
Connection to Internet at home: via fiber optic	678	21.8%	143
Access Internet at home via high speed connection	3,004	96.4%	111
Spend 10+ hrs online (excl email/IM time) daily	189	6.1%	125
Spend 5-9.9 hrs online (excl email/IM time) daily	426	13.7%	102
Spend 2-4.9 hrs online (excl email/IM time) daily	899	28.9%	121
Spend 1-1.9 hrs online (excl email/IM time) daily	696	22.3%	124
Spend 0.5-0.9 hrs online(excl email/IM time) daily	395	12.7%	110
Spend <0.5 hrs online (excl email/IM time) daily	229	7.3%	92
Used Internet in last 30 days	2,987	95.9%	112
Used Internet/30 days: at home	2,875	92.3%	114
Used Internet/30 days: at work	1,848	59.3%	136
Used Internet/30 days: at school/library	486	15.6%	118

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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 2018 and 2023.

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Used Internet/30 days: not hm/work/school/library	1,508	48.4%	125
Accessed Internet in last 30 days using computer	2,656	85.2%	123
Accessed Internet in last 30 days using cell phone	2,720	87.3%	119
Accessed Internet in last 30 days using tablet	1,548	49.7%	139
Accessed Internet in last 30 days w gaming console	353	11.3%	135
Accessed Internet in last 30 days using television	605	19.4%	148
Used Wi-Fi/wireless connection outside hm/30 days	1,225	39.3%	130
Used tablet last 30 days for video call	223	7.2%	155
Internet last 30 days: visited a chat room	156	5.0%	114
Internet last 30 days: used email	2,779	89.2%	123
Internet last 30 days: used IM	2,287	73.4%	121
Internet last 30 days: made personal purchase	2,049	65.8%	134
Internet last 30 days: made business purchase	539	17.3%	134
Internet last 30 days: paid bills online	2,064	66.2%	130
Internet last 30 days: took online class	337	10.8%	130
Internet last 30 days: looked for employment	505	16.2%	109
Internet last 30 days: traded/tracked investments	602	19.3%	162
Internet last 30 days: made travel plans	978	31.4%	151
Internet last 30 days: obtained auto info	485	15.6%	125
Internet last 30 days: obtained financial info	1,435	46.1%	145
Internet last 30 days: obtained medical info	1,205	38.7%	136
Internet last 30 days: checked movie listing/times	1,089	34.9%	148
Internet last 30 days: obtained latest news	1,897	60.9%	131
Internet last 30 days: obtained parenting info	273	8.8%	140
Internet last 30 days: obtained real estate info	687	22.0%	144
Internet last 30 days: obtained sports news/info	1,384	44.4%	141
Internet last 30 days: visited online blog	649	20.8%	153
Internet last 30 days: wrote online blog	133	4.3%	174
Internet last 30 days: used online dating website	92	3.0%	117
Internet last 30 days: played games online	1,077	34.6%	115
Internet last 30 days: sent greeting card	216	6.9%	154
Internet last 30 days: made phone call	1,090	35.0%	122
Internet last 30 days: shared photos via website	1,371	44.0%	129
Internet last 30 days: looked for recipes	1,636	52.5%	129
Internet last 30 days: added video to website	337	10.8%	129
Internet last 30 days: downloaded a movie	377	12.1%	133
Internet last 30 days: downloaded music	789	25.3%	129
Internet last 30 days: download/listen to podcast	375	12.0%	166
Internet last 30 days: downloaded TV program	214	6.9%	139
Internet last 30 days: downloaded a video game	443	14.2%	122
Internet last 30 days: watched movie online	953	30.6%	128
Internet last 30 days: watched TV program online	731	23.5%	131
Used online gaming srv/30 days: PlayStation Network	208	6.7%	119
Used online gaming srv/30 days: Xbox Live	216	6.9%	128
Played Massive Multi-Player Online game/30 days	127	4.1%	99
Used Spanish language website/app last 30 days	89	2.9%	77
Social Media last 30 days: facebook.com	2,271	72.9%	117
Social media last 30 days: instagram.com	955	30.6%	124
Social Media last 30 days: linkedin.com	672	21.6%	161
Social Media last 30 days: shutterfly.com	156	5.0%	146
Social Media last 30 days: tumblr.com	145	4.7%	115
Social Media last 30 days: twitter.com	625	20.1%	149
Social Media last 30 days: yelp.com	322	10.3%	141
Social Media last 30 days: youtube.com	1,838	59.0%	115
Social Media last 30 days: plus.google.com	587	18.8%	125
Social Media last 30 days: pinterest.com	803	25.8%	127

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Social network: updated status in last 30 days	1,195	38.4%	127
Social network: updated profile in last 30 days	872	28.0%	123
Social network: posted picture in last 30 days	1,683	54.0%	123
Social network: posted video in last 30 days	671	21.5%	120
Social network: posted link in last 30 days	695	22.3%	141
Social network: saw friend's page in last 30 days	1,897	60.9%	124
Social network: commented on post in last 30 days	1,765	56.6%	125
Social network: posted a blog in last 30 days	181	5.8%	138
Social network: rated a product in last 30 days	331	10.6%	134
Social network: sent email message in last 30 days	1,880	60.3%	129
Social network: sent IM in last 30 days	817	26.2%	137
Social network: played a game in last 30 days	608	19.5%	105
Social network: invited to event in last 30 days	355	11.4%	125
Social network: liked something in last 30 days	1,554	49.9%	123
Social network: followed something in last 30 days	877	28.1%	132
Social network: clicked on an ad in last 30 days	620	19.9%	140
Social network: watched video in last 30 days	1,888	60.6%	122
Social network: posted location in last 30 days	466	15.0%	133
Social network: sent real or virtual gift/30 days	74	2.4%	137
Social network: used to keep in touch w/ friends	1,474	47.3%	120
Social network: used to reconnect w/ old friends	530	17.0%	118
Social network: used to meet new friends	292	9.4%	117
Social network: used to follow friends activities	750	24.1%	121
Social network: used to find out about new prod.	214	6.9%	90
Social network: used to review prod. or service	151	4.8%	90
Social network: used for professional contacts	310	9.9%	129
Social network: used to find mutual interests	213	6.8%	100
Social network: used to track current events	483	15.5%	113
Social network: used to find info on TV or movie	271	8.7%	103
Social network: used to find local information	358	11.5%	109
Social network: used for gaming	195	6.3%	90
Social network: used to support favorite brands	177	5.7%	109
Social network: used to get coupons or discounts	221	7.1%	109
Social network: used to gain access to VIP events	142	4.6%	106
Used website/search engine/30 days: ask.com	104	3.3%	101
Used website/search engine/30 days: bing.com	489	15.7%	130
Used website/search engine/30 days: google.com	2,832	90.9%	115
Used website/search engine/30 days: yahoo.com	941	30.2%	119
Used entertainment website/app last 30 days: BuzzFeed	325	10.4%	135
Used entertainment website/app last 30 days: Fandango	344	11.0%	156
Used news website/app last 30 days: abcnews.com	262	8.4%	127
Used news website/app last 30 days: bbc.com	245	7.9%	132
Used news website/app last 30 days: cbsnews.com	203	6.5%	140
Used news website/app last 30 days: cnn.com	714	22.9%	150
Used news website/app last 30 days: foxnews.com	555	17.8%	142
Used news website/app last 30 days: huffpo.com	455	14.6%	130
Used news website/app last 30 days: nbcnews.com	217	7.0%	144
Used news website/app last 30 days: yahoonews.com	399	12.8%	131
Used sports website/app last 30 days: ESPN	835	26.8%	148
Used sports website/app last 30 days: FoxSports	266	8.5%	134
Used sports website/app last 30 days: NFL.com	405	13.0%	152

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Demographic Summary		2018	2023
Population		45,553	48,000
Population 18+		33,931	36,133
Households		17,438	18,416
Median Household Income		\$88,482	\$96,236
		Expected	
Product/Consumer Behavior	Number of Adults/HHs	Percent	MPI
Own any tablet	19,588	57.7%	126
Own any e-reader	3,577	10.5%	142
Own e-reader/tablet: iPad	13,254	39.1%	147
Own e-reader/tablet: Amazon Kindle	5,780	17.0%	130
Own any portable MP3 player	9,169	27.0%	126
Own portable MP3 player: Apple iPod	7,712	22.7%	134
Own wearable tech: wristband fitness tracker	4,175	12.3%	143
Own wearable tech: smartwatch	1,300	3.8%	127
Own any camera/camcorder	4,088	12.0%	133
Own digital point & shoot camera/camcorder	5,404	15.9%	137
Own digital SLR camera/camcorder	3,819	11.3%	144
Own 35mm camera/camcorder	2,423	7.1%	119
Own telephoto/zoom lens	2,068	6.1%	145
Own wideangle lens	1,504	4.4%	140
Printed digital photos in last 12 months	10,095	29.8%	128
Use a computer at work	18,521	54.6%	131
Use desktop computer at work	9,694	28.6%	123
Use laptop/notebook at work	8,349	24.6%	148
HH owns a computer	15,076	86.5%	116
Purchased home computer in last 12 months	2,341	13.4%	119
HH owns desktop computer	8,121	46.6%	121
HH owns laptop/notebook	11,697	67.1%	119
Child (under 18 yrs) uses home computer	3,460	19.8%	144
HH owns any Apple/Mac brand computer	4,314	24.7%	140
HH owns any PC/non-Apple brand computer	12,356	70.9%	113

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Purchased most recent home computer 1-2 years ago	3,661	21.0%	124
Purchased most recent home computer 3-4 years ago	3,308	19.0%	119
Purchased most recent home computer 5+ years ago	2,062	11.8%	113
HH purchased most recent computer in a store	7,573	43.4%	117
HH purchased most recent computer online	3,100	17.8%	132
Spent on most recent home computer: <\$500	2,588	14.8%	98
Spent on most recent home computer: \$500-\$999	3,707	21.3%	121
Spent on most recent home computer: \$1000-\$1499	2,196	12.6%	132
Spent on most recent home computer: \$1500-\$1999	1,208	6.9%	150
Spent on most recent home computer: \$2000+	1,046	6.0%	148
HH owns webcam	3,838	22.0%	121
HH owns wireless router	6,125	35.1%	127
HH owns software: accounting	1,393	8.0%	129
HH owns software: communications/fax	1,063	6.1%	130
HH owns software: database/filing	1,179	6.8%	123
HH owns software: desktop publishing	1,619	9.3%	128
HH owns software: education/training	2,036	11.7%	130
HH owns software: entertainment/games	3,609	20.7%	118
HH owns software: personal finance/tax prep	2,953	16.9%	145
HH owns software: presentation graphics	1,385	7.9%	138
HH owns software: multimedia	2,479	14.2%	125
HH owns software: networking	2,505	14.4%	118
HH owns software: online meeting/conference	896	5.1%	137
HH owns software: security/anti-virus	4,960	28.4%	132
HH owns software: spreadsheet	5,484	31.4%	142
HH owns software: utility	1,088	6.2%	123
HH owns software: web authoring	418	2.4%	122
HH owns software: word processing	6,870	39.4%	135
HH owns CD player	3,130	17.9%	123

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
HH owns portable GPS navigation device	5,253	30.1%	121
HH purchased portable GPS navigation device/12 mo	317	1.8%	95
HH owns headphones (ear buds)	8,963	51.4%	128
HH owns noise reduction headphones	2,395	13.7%	142
HH owns home theater/entertainment system	2,095	12.0%	134
HH owns 1 TV	2,890	16.6%	79
HH owns 2 TVs	4,659	26.7%	99
HH owns 3 TVs	4,009	23.0%	110
HH owns 4+ TVs	4,057	23.3%	131
HH owns LCD TV	5,490	31.5%	118
HH owns LED TV	6,396	36.7%	115
HH owns plasma TV	2,642	15.2%	111
HH has 3D TV	1,373	7.9%	140
HH has HDTV	9,235	53.0%	116
HH has Internet connectable TV	5,761	33.0%	128
HH owns small screen TV (<27 in)	3,074	17.6%	99
HH owns medium screen TV (27-35 in)	5,796	33.2%	99
HH owns large screen TV (36-42 in)	6,569	37.7%	110
HH owns XLarge screen TV (over 43-54 in)	5,779	33.1%	125
HH owns XXL screen TV (over 55 in)	4,800	27.5%	130
HH most recent TV purch: small screen (<27 in)	1,137	6.5%	86
HH most recent TV purch: medium screen (27-35 in)	2,862	16.4%	88
HH most recent TV purch: large screen (36-42 in)	3,543	20.3%	100
HH most recent TV purch: Xlarge screen (43-54 in)	3,472	19.9%	117
HH most recent TV purch: XXL screen (over 55 in)	3,700	21.2%	130
HH owns Internet video device for TV	4,903	28.1%	138
HH owns internet device for TV - Amazon Fire	1,104	6.3%	127
HH owns internet device for TV - Apple TV	1,641	9.4%	159
HH owns internet device for TV - Google Chromecast	1,307	7.5%	142
HH owns internet device for TV - Roku	1,671	9.6%	126
HH purchased video game system in last 12 months	1,604	9.2%	108
HH owns video game system: handheld	1,815	10.4%	120
HH owns video game system: attached to TV/computer	8,539	49.0%	117
HH owns video game system: Nintendo 3DS	600	3.4%	130
HH owns video game system: Nintendo DS/DS Lite	642	3.7%	118
HH owns video game system: Nintendo DSi	335	1.9%	114
HH owns video game system: Nintendo Wii	3,674	21.1%	134
HH owns video game system: PlayStation 2 (PS2)	1,052	6.0%	97
HH owns video game system: PlayStation 3 (PS3)	2,126	12.2%	109
HH owns video game system: Xbox 360	3,460	19.8%	119
HH purchased 5+ video games in last 12 months	1,051	6.0%	110
HH spent \$101+ on video games in last 12 months	1,526	8.8%	117
Have access to Internet at home	32,610	96.1%	109
Connection to Internet at home: via cable modem	17,475	51.5%	117
Connection to Internet at home: via DSL	3,809	11.2%	98
Connection to Internet at home: via fiber optic	7,544	22.2%	146
Access Internet at home via high speed connection	32,323	95.3%	110
Spend 10+ hrs online (excl email/IM time) daily	2,198	6.5%	133
Spend 5-9.9 hrs online (excl email/IM time) daily	4,772	14.1%	105
Spend 2-4.9 hrs online (excl email/IM time) daily	9,144	26.9%	113
Spend 1-1.9 hrs online (excl email/IM time) daily	7,123	21.0%	117
Spend 0.5-0.9 hrs online(excl email/IM time) daily	4,290	12.6%	110
Spend <0.5 hrs online (excl email/IM time) daily	2,567	7.6%	95
Used Internet in last 30 days	31,728	93.5%	110
Used Internet/30 days: at home	30,697	90.5%	112
Used Internet/30 days: at work	18,802	55.4%	127
Used Internet/30 days: at school/library	4,950	14.6%	110

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 16, 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	15,782	46.5%	120
Accessed Internet in last 30 days using computer	28,287	83.4%	120
Accessed Internet in last 30 days using cell phone	28,307	83.4%	114
Accessed Internet in last 30 days using tablet	16,419	48.4%	135
Accessed Internet in last 30 days w gaming console	3,156	9.3%	111
Accessed Internet in last 30 days using television	6,236	18.4%	140
Used Wi-Fi/wireless connection outside hm/30 days	13,586	40.0%	132
Used tablet last 30 days for video call	2,109	6.2%	134
Internet last 30 days: visited a chat room	1,673	4.9%	112
Internet last 30 days: used email	29,215	86.1%	119
Internet last 30 days: used IM	23,028	67.9%	112
Internet last 30 days: made personal purchase	21,610	63.7%	130
Internet last 30 days: made business purchase	6,127	18.1%	140
Internet last 30 days: paid bills online	21,054	62.0%	122
Internet last 30 days: took online class	3,469	10.2%	122
Internet last 30 days: looked for employment	5,188	15.3%	102
Internet last 30 days: traded/tracked investments	6,524	19.2%	161
Internet last 30 days: made travel plans	10,773	31.7%	153
Internet last 30 days: obtained auto info	5,217	15.4%	124
Internet last 30 days: obtained financial info	14,815	43.7%	138
Internet last 30 days: obtained medical info	12,412	36.6%	129
Internet last 30 days: checked movie listing/times	10,885	32.1%	136
Internet last 30 days: obtained latest news	20,285	59.8%	129
Internet last 30 days: obtained parenting info	2,833	8.3%	133
Internet last 30 days: obtained real estate info	7,366	21.7%	142
Internet last 30 days: obtained sports news/info	14,110	41.6%	132
Internet last 30 days: visited online blog	6,346	18.7%	138
Internet last 30 days: wrote online blog	1,138	3.4%	137
Internet last 30 days: used online dating website	952	2.8%	111
Internet last 30 days: played games online	10,393	30.6%	102
Internet last 30 days: sent greeting card	1,951	5.7%	128
Internet last 30 days: made phone call	11,492	33.9%	118
Internet last 30 days: shared photos via website	13,917	41.0%	121
Internet last 30 days: looked for recipes	16,660	49.1%	121
Internet last 30 days: added video to website	3,432	10.1%	120
Internet last 30 days: downloaded a movie	3,754	11.1%	122
Internet last 30 days: downloaded music	7,652	22.6%	115
Internet last 30 days: download/listen to podcast	3,409	10.0%	139
Internet last 30 days: downloaded TV program	2,192	6.5%	131
Internet last 30 days: downloaded a video game	3,978	11.7%	101
Internet last 30 days: watched movie online	9,552	28.2%	118
Internet last 30 days: watched TV program online	7,542	22.2%	124
Used online gaming srv/30 days: PlayStation Network	1,719	5.1%	90
Used online gaming srv/30 days: Xbox Live	1,940	5.7%	106
Played Massive Multi-Player Online game/30 days	1,208	3.6%	87
Used Spanish language website/app last 30 days	887	2.6%	70
Social Media last 30 days: facebook.com	23,172	68.3%	110
Social media last 30 days: instagram.com	9,378	27.6%	112
Social Media last 30 days: linkedin.com	7,219	21.3%	159
Social Media last 30 days: shutterfly.com	1,844	5.4%	159
Social Media last 30 days: tumblr.com	1,396	4.1%	102
Social Media last 30 days: twitter.com	5,926	17.5%	130
Social Media last 30 days: yelp.com	3,691	10.9%	149
Social Media last 30 days: youtube.com	19,476	57.4%	112
Social Media last 30 days: plus.google.com	5,569	16.4%	109
Social Media last 30 days: pinterest.com	8,663	25.5%	126

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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Electronics and Internet Market Potential

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Prepared by Charlotte Hollkamp
Latitude: 38.28821
Longitude: -85.51154

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Social network: updated status in last 30 days	11,512	33.9%	113
Social network: updated profile in last 30 days	8,648	25.5%	112
Social network: posted picture in last 30 days	16,626	49.0%	111
Social network: posted video in last 30 days	6,550	19.3%	107
Social network: posted link in last 30 days	7,085	20.9%	132
Social network: saw friend's page in last 30 days	19,589	57.7%	118
Social network: commented on post in last 30 days	17,785	52.4%	116
Social network: posted a blog in last 30 days	1,677	4.9%	117
Social network: rated a product in last 30 days	3,463	10.2%	129
Social network: sent email message in last 30 days	19,065	56.2%	120
Social network: sent IM in last 30 days	8,004	23.6%	123
Social network: played a game in last 30 days	6,042	17.8%	96
Social network: invited to event in last 30 days	3,775	11.1%	123
Social network: liked something in last 30 days	15,977	47.1%	116
Social network: followed something in last 30 days	8,745	25.8%	121
Social network: clicked on an ad in last 30 days	6,258	18.4%	130
Social network: watched video in last 30 days	18,808	55.4%	111
Social network: posted location in last 30 days	4,665	13.7%	122
Social network: sent real or virtual gift/30 days	777	2.3%	132
Social network: used to keep in touch w/ friends	14,627	43.1%	109
Social network: used to reconnect w/ old friends	5,117	15.1%	105
Social network: used to meet new friends	2,731	8.0%	101
Social network: used to follow friends activities	7,498	22.1%	111
Social network: used to find out about new prod.	2,288	6.7%	89
Social network: used to review prod. or service	1,614	4.8%	88
Social network: used for professional contacts	2,917	8.6%	111
Social network: used to find mutual interests	2,124	6.3%	92
Social network: used to track current events	5,105	15.0%	109
Social network: used to find info on TV or movie	2,741	8.1%	96
Social network: used to find local information	3,527	10.4%	99
Social network: used for gaming	2,094	6.2%	89
Social network: used to support favorite brands	1,662	4.9%	94
Social network: used to get coupons or discounts	2,116	6.2%	96
Social network: used to gain access to VIP events	1,370	4.0%	94
Used website/search engine/30 days: ask.com	1,145	3.4%	102
Used website/search engine/30 days: bing.com	5,134	15.1%	125
Used website/search engine/30 days: google.com	29,949	88.3%	111
Used website/search engine/30 days: yahoo.com	9,740	28.7%	113
Used entertainment website/app last 30 days: BuzzFeed	3,313	9.8%	126
Used entertainment website/app last 30 days: Fandango	3,226	9.5%	135
Used news website/app last 30 days: abcnews.com	2,743	8.1%	122
Used news website/app last 30 days: bbc.com	2,696	7.9%	133
Used news website/app last 30 days: cbsnews.com	2,025	6.0%	128
Used news website/app last 30 days: cnn.com	7,241	21.3%	139
Used news website/app last 30 days: foxnews.com	5,488	16.2%	129
Used news website/app last 30 days: huffpo.com	5,331	15.7%	140
Used news website/app last 30 days: nbcnews.com	2,328	6.9%	142
Used news website/app last 30 days: yahoonews.com	4,246	12.5%	128
Used sports website/app last 30 days: ESPN	7,933	23.4%	129
Used sports website/app last 30 days: FoxSports	2,693	7.9%	125
Used sports website/app last 30 days: NFL.com	3,585	10.6%	124

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Electronics and Internet Market Potential

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Ring: 5 mile radius

Prepared by Charlotte Hollkamp
Latitude: 38.28821
Longitude: -85.51154

Demographic Summary		2018	2023
Population		121,103	128,090
Population 18+		92,474	98,642
Households		47,790	50,483
Median Household Income		\$87,476	\$95,495
Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Own any tablet	51,583	55.8%	122
Own any e-reader	9,725	10.5%	142
Own e-reader/tablet: iPad	34,494	37.3%	140
Own e-reader/tablet: Amazon Kindle	15,659	16.9%	129
Own any portable MP3 player	24,516	26.5%	123
Own portable MP3 player: Apple iPod	20,560	22.2%	131
Own wearable tech: wristband fitness tracker	10,757	11.6%	135
Own wearable tech: smartwatch	3,153	3.4%	113
Own any camera/camcorder	10,722	11.6%	128
Own digital point & shoot camera/camcorder	14,786	16.0%	137
Own digital SLR camera/camcorder	10,190	11.0%	141
Own 35mm camera/camcorder	7,053	7.6%	127
Own telephoto/zoom lens	5,807	6.3%	149
Own wideangle lens	4,116	4.5%	140
Printed digital photos in last 12 months	27,489	29.7%	128
Use a computer at work	48,775	52.7%	126
Use desktop computer at work	25,726	27.8%	120
Use laptop/notebook at work	21,933	23.7%	142
HH owns a computer	40,762	85.3%	115
Purchased home computer in last 12 months	6,381	13.4%	119
HH owns desktop computer	21,950	45.9%	120
HH owns laptop/notebook	31,540	66.0%	117
Child (under 18 yrs) uses home computer	8,656	18.1%	131
HH owns any Apple/Mac brand computer	11,322	23.7%	134
HH owns any PC/non-Apple brand computer	33,582	70.3%	112

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Purchased most recent home computer 1-2 years ago	9,568	20.0%	118
Purchased most recent home computer 3-4 years ago	9,196	19.2%	121
Purchased most recent home computer 5+ years ago	5,789	12.1%	116
HH purchased most recent computer in a store	20,587	43.1%	116
HH purchased most recent computer online	8,277	17.3%	129
Spent on most recent home computer: <\$500	7,043	14.7%	97
Spent on most recent home computer: \$500-\$999	10,201	21.3%	121
Spent on most recent home computer: \$1000-\$1499	5,985	12.5%	132
Spent on most recent home computer: \$1500-\$1999	3,163	6.6%	143
Spent on most recent home computer: \$2000+	2,670	5.6%	138
HH owns webcam	10,139	21.2%	116
HH owns wireless router	16,793	35.1%	127
HH owns software: accounting	3,708	7.8%	125
HH owns software: communications/fax	2,876	6.0%	128
HH owns software: database/filing	3,171	6.6%	121
HH owns software: desktop publishing	4,439	9.3%	128
HH owns software: education/training	5,250	11.0%	123
HH owns software: entertainment/games	9,711	20.3%	116
HH owns software: personal finance/tax prep	7,867	16.5%	141
HH owns software: presentation graphics	3,662	7.7%	133
HH owns software: multimedia	6,443	13.5%	119
HH owns software: networking	6,693	14.0%	115
HH owns software: online meeting/conference	2,257	4.7%	126
HH owns software: security/anti-virus	13,302	27.8%	129
HH owns software: spreadsheet	14,453	30.2%	136
HH owns software: utility	2,959	6.2%	122
HH owns software: web authoring	1,086	2.3%	115
HH owns software: word processing	18,234	38.2%	130
HH owns CD player	8,655	18.1%	124

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
HH owns portable GPS navigation device	14,687	30.7%	124
HH purchased portable GPS navigation device/12 mo	905	1.9%	99
HH owns headphones (ear buds)	23,588	49.4%	123
HH owns noise reduction headphones	6,136	12.8%	133
HH owns home theater/entertainment system	5,566	11.6%	130
HH owns 1 TV	8,352	17.5%	83
HH owns 2 TVs	12,662	26.5%	98
HH owns 3 TVs	11,074	23.2%	110
HH owns 4+ TVs	10,764	22.5%	127
HH owns LCD TV	15,083	31.6%	118
HH owns LED TV	17,277	36.2%	114
HH owns plasma TV	6,949	14.5%	107
HH has 3D TV	3,503	7.3%	130
HH has HDTV	25,398	53.1%	117
HH has Internet connectable TV	15,371	32.2%	124
HH owns small screen TV (<27 in)	8,753	18.3%	103
HH owns medium screen TV (27-35 in)	16,397	34.3%	102
HH owns large screen TV (36-42 in)	18,100	37.9%	111
HH owns XLarge screen TV (over 43-54 in)	15,346	32.1%	121
HH owns XXL screen TV (over 55 in)	12,420	26.0%	123
HH most recent TV purch: small screen (<27 in)	3,285	6.9%	90
HH most recent TV purch: medium screen (27-35 in)	8,229	17.2%	92
HH most recent TV purch: large screen (36-42 in)	10,030	21.0%	103
HH most recent TV purch: Xlarge screen (43-54 in)	9,318	19.5%	114
HH most recent TV purch: XXL screen (over 55 in)	9,598	20.1%	123
HH owns Internet video device for TV	12,740	26.7%	131
HH owns internet device for TV - Amazon Fire	2,768	5.8%	116
HH owns internet device for TV - Apple TV	4,231	8.9%	149
HH owns internet device for TV - Google Chromecast	3,364	7.0%	133
HH owns internet device for TV - Roku	4,394	9.2%	121
HH purchased video game system in last 12 months	4,017	8.4%	99
HH owns video game system: handheld	4,679	9.8%	113
HH owns video game system: attached to TV/computer	21,911	45.8%	110
HH owns video game system: Nintendo 3DS	1,540	3.2%	121
HH owns video game system: Nintendo DS/DS Lite	1,664	3.5%	112
HH owns video game system: Nintendo DSi	893	1.9%	111
HH owns video game system: Nintendo Wii	9,474	19.8%	126
HH owns video game system: PlayStation 2 (PS2)	2,901	6.1%	98
HH owns video game system: PlayStation 3 (PS3)	5,433	11.4%	102
HH owns video game system: Xbox 360	8,868	18.6%	111
HH purchased 5+ video games in last 12 months	2,746	5.7%	105
HH spent \$101+ on video games in last 12 months	3,928	8.2%	110
Have access to Internet at home	88,003	95.2%	108
Connection to Internet at home: via cable modem	48,627	52.6%	120
Connection to Internet at home: via DSL	10,105	10.9%	96
Connection to Internet at home: via fiber optic	18,976	20.5%	135
Access Internet at home via high speed connection	87,160	94.3%	109
Spend 10+ hrs online (excl email/IM time) daily	5,138	5.6%	114
Spend 5-9.9 hrs online (excl email/IM time) daily	12,520	13.5%	101
Spend 2-4.9 hrs online (excl email/IM time) daily	24,369	26.4%	111
Spend 1-1.9 hrs online (excl email/IM time) daily	19,304	20.9%	116
Spend 0.5-0.9 hrs online(excl email/IM time) daily	12,094	13.1%	114
Spend <0.5 hrs online (excl email/IM time) daily	7,287	7.9%	99
Used Internet in last 30 days	85,535	92.5%	109
Used Internet/30 days: at home	82,621	89.3%	110
Used Internet/30 days: at work	49,450	53.5%	123
Used Internet/30 days: at school/library	13,299	14.4%	108

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Latitude: 38.28821
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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Used Internet/30 days: not hm/work/school/library	41,883	45.3%	117
Accessed Internet in last 30 days using computer	76,354	82.6%	119
Accessed Internet in last 30 days using cell phone	75,008	81.1%	111
Accessed Internet in last 30 days using tablet	43,110	46.6%	130
Accessed Internet in last 30 days w gaming console	8,088	8.7%	104
Accessed Internet in last 30 days using television	16,485	17.8%	136
Used Wi-Fi/wireless connection outside hm/30 days	36,394	39.4%	130
Used tablet last 30 days for video call	5,438	5.9%	127
Internet last 30 days: visited a chat room	4,128	4.5%	102
Internet last 30 days: used email	78,419	84.8%	117
Internet last 30 days: used IM	60,004	64.9%	107
Internet last 30 days: made personal purchase	57,366	62.0%	126
Internet last 30 days: made business purchase	16,026	17.3%	135
Internet last 30 days: paid bills online	55,484	60.0%	118
Internet last 30 days: took online class	8,781	9.5%	114
Internet last 30 days: looked for employment	13,502	14.6%	98
Internet last 30 days: traded/tracked investments	17,276	18.7%	156
Internet last 30 days: made travel plans	28,490	30.8%	148
Internet last 30 days: obtained auto info	13,695	14.8%	119
Internet last 30 days: obtained financial info	38,896	42.1%	133
Internet last 30 days: obtained medical info	32,976	35.7%	126
Internet last 30 days: checked movie listing/times	28,580	30.9%	131
Internet last 30 days: obtained latest news	54,275	58.7%	127
Internet last 30 days: obtained parenting info	7,237	7.8%	125
Internet last 30 days: obtained real estate info	19,758	21.4%	140
Internet last 30 days: obtained sports news/info	37,334	40.4%	128
Internet last 30 days: visited online blog	16,496	17.8%	131
Internet last 30 days: wrote online blog	2,771	3.0%	122
Internet last 30 days: used online dating website	2,393	2.6%	103
Internet last 30 days: played games online	27,750	30.0%	99
Internet last 30 days: sent greeting card	5,093	5.5%	123
Internet last 30 days: made phone call	29,812	32.2%	113
Internet last 30 days: shared photos via website	36,677	39.7%	117
Internet last 30 days: looked for recipes	44,749	48.4%	119
Internet last 30 days: added video to website	8,922	9.6%	115
Internet last 30 days: downloaded a movie	9,221	10.0%	110
Internet last 30 days: downloaded music	19,871	21.5%	109
Internet last 30 days: download/listen to podcast	8,847	9.6%	132
Internet last 30 days: downloaded TV program	5,308	5.7%	116
Internet last 30 days: downloaded a video game	9,705	10.5%	90
Internet last 30 days: watched movie online	24,511	26.5%	111
Internet last 30 days: watched TV program online	19,642	21.2%	118
Used online gaming srv/30 days: PlayStation Network	4,304	4.7%	83
Used online gaming srv/30 days: Xbox Live	5,074	5.5%	102
Played Massive Multi-Player Online game/30 days	3,181	3.4%	84
Used Spanish language website/app last 30 days	1,929	2.1%	56
Social Media last 30 days: facebook.com	61,487	66.5%	107
Social media last 30 days: instagram.com	24,258	26.2%	106
Social Media last 30 days: linkedin.com	18,797	20.3%	152
Social Media last 30 days: shutterfly.com	4,831	5.2%	153
Social Media last 30 days: tumblr.com	3,983	4.3%	107
Social Media last 30 days: twitter.com	15,355	16.6%	123
Social Media last 30 days: yelp.com	9,691	10.5%	143
Social Media last 30 days: youtube.com	51,373	55.6%	108
Social Media last 30 days: plus.google.com	14,778	16.0%	106
Social Media last 30 days: pinterest.com	22,973	24.8%	123

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Social network: updated status in last 30 days	29,443	31.8%	106
Social network: updated profile in last 30 days	21,829	23.6%	103
Social network: posted picture in last 30 days	43,580	47.1%	107
Social network: posted video in last 30 days	16,682	18.0%	100
Social network: posted link in last 30 days	18,007	19.5%	123
Social network: saw friend's page in last 30 days	52,007	56.2%	115
Social network: commented on post in last 30 days	47,160	51.0%	113
Social network: posted a blog in last 30 days	4,254	4.6%	109
Social network: rated a product in last 30 days	8,684	9.4%	119
Social network: sent email message in last 30 days	50,192	54.3%	116
Social network: sent IM in last 30 days	20,871	22.6%	118
Social network: played a game in last 30 days	15,802	17.1%	92
Social network: invited to event in last 30 days	9,703	10.5%	116
Social network: liked something in last 30 days	42,102	45.5%	113
Social network: followed something in last 30 days	22,763	24.6%	115
Social network: clicked on an ad in last 30 days	16,049	17.4%	122
Social network: watched video in last 30 days	49,610	53.6%	108
Social network: posted location in last 30 days	11,878	12.8%	114
Social network: sent real or virtual gift/30 days	1,851	2.0%	115
Social network: used to keep in touch w/ friends	38,609	41.8%	106
Social network: used to reconnect w/ old friends	13,408	14.5%	101
Social network: used to meet new friends	6,891	7.5%	93
Social network: used to follow friends activities	20,186	21.8%	109
Social network: used to find out about new prod.	6,090	6.6%	86
Social network: used to review prod. or service	4,224	4.6%	85
Social network: used for professional contacts	7,315	7.9%	102
Social network: used to find mutual interests	5,525	6.0%	88
Social network: used to track current events	13,186	14.3%	104
Social network: used to find info on TV or movie	7,167	7.8%	92
Social network: used to find local information	9,110	9.9%	93
Social network: used for gaming	5,377	5.8%	84
Social network: used to support favorite brands	4,237	4.6%	88
Social network: used to get coupons or discounts	5,337	5.8%	89
Social network: used to gain access to VIP events	3,497	3.8%	88
Used website/search engine/30 days: ask.com	3,064	3.3%	100
Used website/search engine/30 days: bing.com	13,702	14.8%	123
Used website/search engine/30 days: google.com	80,996	87.6%	111
Used website/search engine/30 days: yahoo.com	26,273	28.4%	112
Used entertainment website/app last 30 days: BuzzFeed	8,254	8.9%	115
Used entertainment website/app last 30 days: Fandango	8,512	9.2%	130
Used news website/app last 30 days: abcnews.com	7,103	7.7%	116
Used news website/app last 30 days: bbc.com	7,101	7.7%	129
Used news website/app last 30 days: cbsnews.com	5,228	5.7%	122
Used news website/app last 30 days: cnn.com	18,664	20.2%	132
Used news website/app last 30 days: foxnews.com	14,524	15.7%	125
Used news website/app last 30 days: huffpo.com	14,362	15.5%	138
Used news website/app last 30 days: nbcnews.com	5,993	6.5%	134
Used news website/app last 30 days: yahoonews.com	10,932	11.8%	121
Used sports website/app last 30 days: ESPN	20,839	22.5%	124
Used sports website/app last 30 days: FoxSports	6,900	7.5%	117
Used sports website/app last 30 days: NFL.com	8,952	9.7%	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 2018 and 2023.

July 16, 2018