



Electronics and Internet Market Potential

Proposed Location
 100 S Wacker Dr, Chicago, Illinois, 60606
 Ring: 1 mile radius

Sample Report
 Latitude: 41.87998
 Longitude: -87.63702

Demographic Summary		2018	2023
Population		66,358	76,082
Population 18+		61,983	70,676
Households		38,440	44,505
Median Household Income		\$102,525	\$112,759

Product/Consumer Behavior	Expected		MPI
	Number of Adults/HHs	Percent	
Own any tablet	30,860	49.8%	109
Own any e-reader	7,017	11.3%	153
Own e-reader/tablet: iPad	24,624	39.7%	149
Own e-reader/tablet: Amazon Kindle	9,798	15.8%	120
Own any portable MP3 player	16,681	26.9%	125
Own portable MP3 player: Apple iPod	14,825	23.9%	141
Own wearable tech: wristband fitness tracker	7,012	11.3%	131
Own wearable tech: smartwatch	3,175	5.1%	169
Own any camera/camcorder	5,280	8.5%	94
Own digital point & shoot camera/camcorder	8,211	13.2%	114
Own digital SLR camera/camcorder	6,049	9.8%	125
Own 35mm camera/camcorder	3,918	6.3%	106
Own telephoto/zoom lens	1,906	3.1%	73
Own wideangle lens	2,411	3.9%	123
Printed digital photos in last 12 months	14,360	23.2%	100
Use a computer at work	42,124	68.0%	163
Use desktop computer at work	18,644	30.1%	130
Use laptop/notebook at work	22,098	35.7%	214
HH owns a computer	32,660	85.0%	114
Purchased home computer in last 12 months	6,227	16.2%	144
HH owns desktop computer	11,586	30.1%	79
HH owns laptop/notebook	27,514	71.6%	127
Child (under 18 yrs) uses home computer	2,243	5.8%	42
HH owns any Apple/Mac brand computer	13,267	34.5%	195
HH owns any PC/non-Apple brand computer	22,931	59.7%	95

Sample Report

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	7,774	20.2%	120
Purchased most recent home computer 3-4 years ago	7,245	18.8%	118
Purchased most recent home computer 5+ years ago	3,302	8.6%	82
HH purchased most recent computer in a store	16,104	41.9%	113
HH purchased most recent computer online	7,168	18.6%	139
Spent on most recent home computer: <\$500	5,188	13.5%	89
Spent on most recent home computer: \$500-\$999	6,833	17.8%	101
Spent on most recent home computer: \$1000-\$1499	5,487	14.3%	150
Spent on most recent home computer: \$1500-\$1999	2,645	6.9%	149
Spent on most recent home computer: \$2000+	2,881	7.5%	185
HH owns webcam	7,824	20.4%	112
HH owns wireless router	10,106	26.3%	95
HH owns software: accounting	2,247	5.8%	94
HH owns software: communications/fax	1,878	4.9%	104
HH owns software: database/filing	2,715	7.1%	129
HH owns software: desktop publishing	2,941	7.7%	105
HH owns software: education/training	3,718	9.7%	108
HH owns software: entertainment/games	7,653	19.9%	113
HH owns software: personal finance/tax prep	4,960	12.9%	110
HH owns software: presentation graphics	3,614	9.4%	163
HH owns software: multimedia	6,255	16.3%	143
HH owns software: networking	6,076	15.8%	129
HH owns software: online meeting/conference	2,128	5.5%	147
HH owns software: security/anti-virus	8,103	21.1%	98
HH owns software: spreadsheet	12,329	32.1%	145
HH owns software: utility	2,552	6.6%	131
HH owns software: web authoring	1,313	3.4%	174
HH owns software: word processing	15,122	39.3%	135
HH owns CD player	4,478	11.6%	80

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
HH owns portable GPS navigation device	8,085	21.0%	85
HH purchased portable GPS navigation device/12 mo	1,060	2.8%	145
HH owns headphones (ear buds)	18,505	48.1%	120
HH owns noise reduction headphones	4,821	12.5%	130
HH owns home theater/entertainment system	2,590	6.7%	75
HH owns 1 TV	12,470	32.4%	155
HH owns 2 TVs	10,834	28.2%	104
HH owns 3 TVs	4,901	12.7%	61
HH owns 4+ TVs	2,945	7.7%	43
HH owns LCD TV	10,574	27.5%	103
HH owns LED TV	10,842	28.2%	89
HH owns plasma TV	3,844	10.0%	74
HH has 3D TV	1,965	5.1%	91
HH has HDTV	16,821	43.8%	96
HH has Internet connectable TV	10,279	26.7%	103
HH owns small screen TV (<27 in)	6,335	16.5%	93
HH owns medium screen TV (27-35 in)	9,568	24.9%	74
HH owns large screen TV (36-42 in)	10,262	26.7%	78
HH owns XLarge screen TV (over 43-54 in)	9,496	24.7%	93
HH owns XXL screen TV (over 55 in)	5,454	14.2%	67
HH most recent TV purch: small screen (<27 in)	3,610	9.4%	123
HH most recent TV purch: medium screen (27-35 in)	6,498	16.9%	90
HH most recent TV purch: large screen (36-42 in)	6,556	17.1%	84
HH most recent TV purch: Xlarge screen (43-54 in)	7,056	18.4%	108
HH most recent TV purch: XXL screen (over 55 in)	4,413	11.5%	70
HH owns Internet video device for TV	10,065	26.2%	128
HH owns internet device for TV - Amazon Fire	1,950	5.1%	101
HH owns internet device for TV - Apple TV	3,300	8.6%	145
HH owns internet device for TV - Google Chromecast	2,439	6.3%	120
HH owns internet device for TV - Roku	3,468	9.0%	119
HH purchased video game system in last 12 months	3,465	9.0%	106
HH owns video game system: handheld	2,608	6.8%	78
HH owns video game system: attached to TV/computer	13,043	33.9%	81
HH owns video game system: Nintendo 3DS	633	1.6%	62
HH owns video game system: Nintendo DS/DS Lite	475	1.2%	40
HH owns video game system: Nintendo DSi	203	0.5%	31
HH owns video game system: Nintendo Wii	3,265	8.5%	54
HH owns video game system: PlayStation 2 (PS2)	2,022	5.3%	85
HH owns video game system: PlayStation 3 (PS3)	4,169	10.8%	97
HH owns video game system: Xbox 360	2,885	7.5%	45
HH purchased 5+ video games in last 12 months	1,533	4.0%	73
HH spent \$101+ on video games in last 12 months	2,639	6.9%	92
Have access to Internet at home	57,403	92.6%	105
Connection to Internet at home: via cable modem	34,863	56.2%	128
Connection to Internet at home: via DSL	5,705	9.2%	80
Connection to Internet at home: via fiber optic	10,173	16.4%	108
Access Internet at home via high speed connection	56,485	91.1%	105
Spend 10+ hrs online (excl email/IM time) daily	4,677	7.5%	155
Spend 5-9.9 hrs online (excl email/IM time) daily	14,397	23.2%	174
Spend 2-4.9 hrs online (excl email/IM time) daily	18,195	29.4%	123
Spend 1-1.9 hrs online (excl email/IM time) daily	11,559	18.6%	104
Spend 0.5-0.9 hrs online(excl email/IM time) daily	5,398	8.7%	76
Spend <0.5 hrs online (excl email/IM time) daily	2,650	4.3%	54
Used Internet in last 30 days	58,435	94.3%	111
Used Internet/30 days: at home	55,185	89.0%	110
Used Internet/30 days: at work	39,744	64.1%	147
Used Internet/30 days: at school/library	11,723	18.9%	143

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Used Internet/30 days: not hm/work/school/library	28,967	46.7%	121
Accessed Internet in last 30 days using computer	55,622	89.7%	129
Accessed Internet in last 30 days using cell phone	54,188	87.4%	119
Accessed Internet in last 30 days using tablet	26,280	42.4%	118
Accessed Internet in last 30 days w gaming console	5,409	8.7%	104
Accessed Internet in last 30 days using television	9,389	15.1%	116
Used Wi-Fi/wireless connection outside hm/30 days	28,232	45.5%	151
Used tablet last 30 days for video call	3,663	5.9%	128
Internet last 30 days: visited a chat room	3,448	5.6%	127
Internet last 30 days: used email	55,894	90.2%	124
Internet last 30 days: used IM	40,930	66.0%	109
Internet last 30 days: made personal purchase	43,826	70.7%	144
Internet last 30 days: made business purchase	11,363	18.3%	142
Internet last 30 days: paid bills online	45,691	73.7%	144
Internet last 30 days: took online class	7,765	12.5%	150
Internet last 30 days: looked for employment	13,557	21.9%	147
Internet last 30 days: traded/tracked investments	11,258	18.2%	152
Internet last 30 days: made travel plans	28,642	46.2%	222
Internet last 30 days: obtained auto info	7,905	12.8%	103
Internet last 30 days: obtained financial info	30,035	48.5%	153
Internet last 30 days: obtained medical info	22,957	37.0%	130
Internet last 30 days: checked movie listing/times	20,990	33.9%	143
Internet last 30 days: obtained latest news	45,284	73.1%	158
Internet last 30 days: obtained parenting info	3,929	6.3%	101
Internet last 30 days: obtained real estate info	15,617	25.2%	165
Internet last 30 days: obtained sports news/info	28,416	45.8%	145
Internet last 30 days: visited online blog	17,675	28.5%	210
Internet last 30 days: wrote online blog	2,756	4.4%	181
Internet last 30 days: used online dating website	2,880	4.6%	184
Internet last 30 days: played games online	16,104	26.0%	86
Internet last 30 days: sent greeting card	4,978	8.0%	179
Internet last 30 days: made phone call	20,668	33.3%	116
Internet last 30 days: shared photos via website	30,411	49.1%	144
Internet last 30 days: looked for recipes	28,980	46.8%	115
Internet last 30 days: added video to website	7,575	12.2%	145
Internet last 30 days: downloaded a movie	7,756	12.5%	138
Internet last 30 days: downloaded music	16,000	25.8%	131
Internet last 30 days: download/listen to podcast	9,563	15.4%	213
Internet last 30 days: downloaded TV program	4,222	6.8%	138
Internet last 30 days: downloaded a video game	5,978	9.6%	83
Internet last 30 days: watched movie online	25,866	41.7%	174
Internet last 30 days: watched TV program online	22,268	35.9%	200
Used online gaming srv/30 days: PlayStation Network	6,152	9.9%	177
Used online gaming srv/30 days: Xbox Live	2,997	4.8%	90
Played Massive Multi-Player Online game/30 days	3,001	4.8%	118
Used Spanish language website/app last 30 days	1,232	2.0%	53
Social Media last 30 days: facebook.com	46,549	75.1%	121
Social media last 30 days: instagram.com	29,189	47.1%	191
Social Media last 30 days: linkedin.com	22,432	36.2%	270
Social Media last 30 days: shutterfly.com	1,454	2.3%	69
Social Media last 30 days: tumblr.com	6,950	11.2%	278
Social Media last 30 days: twitter.com	15,922	25.7%	191
Social Media last 30 days: yelp.com	15,255	24.6%	337
Social Media last 30 days: youtube.com	40,715	65.7%	128
Social Media last 30 days: plus.google.com	9,047	14.6%	97
Social Media last 30 days: pinterest.com	15,969	25.8%	127

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Social network: updated status in last 30 days	22,308	36.0%	119
Social network: updated profile in last 30 days	16,193	26.1%	115
Social network: posted picture in last 30 days	34,700	56.0%	127
Social network: posted video in last 30 days	12,854	20.7%	115
Social network: posted link in last 30 days	14,143	22.8%	144
Social network: saw friend's page in last 30 days	40,121	64.7%	132
Social network: commented on post in last 30 days	35,590	57.4%	127
Social network: posted a blog in last 30 days	4,407	7.1%	169
Social network: rated a product in last 30 days	6,819	11.0%	139
Social network: sent email message in last 30 days	37,385	60.3%	129
Social network: sent IM in last 30 days	14,585	23.5%	123
Social network: played a game in last 30 days	7,597	12.3%	66
Social network: invited to event in last 30 days	9,953	16.1%	177
Social network: liked something in last 30 days	31,972	51.6%	127
Social network: followed something in last 30 days	17,418	28.1%	132
Social network: clicked on an ad in last 30 days	12,480	20.1%	142
Social network: watched video in last 30 days	40,531	65.4%	131
Social network: posted location in last 30 days	11,974	19.3%	171
Social network: sent real or virtual gift/30 days	1,814	2.9%	168
Social network: used to keep in touch w/ friends	29,265	47.2%	119
Social network: used to reconnect w/ old friends	9,692	15.6%	108
Social network: used to meet new friends	4,901	7.9%	99
Social network: used to follow friends activities	13,441	21.7%	109
Social network: used to find out about new prod.	5,278	8.5%	112
Social network: used to review prod. or service	3,696	6.0%	110
Social network: used for professional contacts	5,103	8.2%	107
Social network: used to find mutual interests	3,894	6.3%	92
Social network: used to track current events	9,606	15.5%	113
Social network: used to find info on TV or movie	4,821	7.8%	92
Social network: used to find local information	6,992	11.3%	107
Social network: used for gaming	2,702	4.4%	63
Social network: used to support favorite brands	3,308	5.3%	103
Social network: used to get coupons or discounts	3,939	6.4%	98
Social network: used to gain access to VIP events	2,143	3.5%	80
Used website/search engine/30 days: ask.com	1,703	2.7%	83
Used website/search engine/30 days: bing.com	9,317	15.0%	124
Used website/search engine/30 days: google.com	57,018	92.0%	116
Used website/search engine/30 days: yahoo.com	15,417	24.9%	98
Used entertainment website/app last 30 days: BuzzFeed	15,675	25.3%	327
Used entertainment website/app last 30 days: Fandango	8,601	13.9%	196
Used news website/app last 30 days: abcnews.com	6,796	11.0%	166
Used news website/app last 30 days: bbc.com	10,589	17.1%	286
Used news website/app last 30 days: cbsnews.com	3,487	5.6%	121
Used news website/app last 30 days: cnn.com	21,417	34.6%	226
Used news website/app last 30 days: foxnews.com	7,874	12.7%	101
Used news website/app last 30 days: huffpo.com	19,641	31.7%	282
Used news website/app last 30 days: nbcnews.com	4,204	6.8%	140
Used news website/app last 30 days: yahoonews.com	7,770	12.5%	128
Used sports website/app last 30 days: ESPN	18,534	29.9%	165
Used sports website/app last 30 days: FoxSports	3,401	5.5%	86
Used sports website/app last 30 days: NFL.com	5,941	9.6%	112

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Population		373,093	398,556
Population 18+		325,039	348,482
Households		194,612	209,219
Median Household Income		\$79,177	\$91,168

Product/Consumer Behavior	Expected		MPI
	Number of Adults/HHs	Percent	
Own any tablet	157,487	48.5%	106
Own any e-reader	33,606	10.3%	139
Own e-reader/tablet: iPad	118,034	36.3%	136
Own e-reader/tablet: Amazon Kindle	46,664	14.4%	109
Own any portable MP3 player	82,066	25.2%	117
Own portable MP3 player: Apple iPod	71,106	21.9%	129
Own wearable tech: wristband fitness tracker	32,922	10.1%	117
Own wearable tech: smartwatch	14,930	4.6%	152
Own any camera/camcorder	26,699	8.2%	90
Own digital point & shoot camera/camcorder	37,155	11.4%	98
Own digital SLR camera/camcorder	28,086	8.6%	111
Own 35mm camera/camcorder	18,739	5.8%	96
Own telephoto/zoom lens	10,731	3.3%	78
Own wideangle lens	10,875	3.3%	105
Printed digital photos in last 12 months	72,487	22.3%	96
Use a computer at work	185,718	57.1%	137
Use desktop computer at work	85,824	26.4%	114
Use laptop/notebook at work	91,427	28.1%	169
HH owns a computer	158,751	81.6%	110
Purchased home computer in last 12 months	28,786	14.8%	132
HH owns desktop computer	62,277	32.0%	83
HH owns laptop/notebook	129,190	66.4%	117
Child (under 18 yrs) uses home computer	15,382	7.9%	57
HH owns any Apple/Mac brand computer	63,196	32.5%	183
HH owns any PC/non-Apple brand computer	111,378	57.2%	91

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Purchased most recent home computer 1-2 years ago	35,743	18.4%	109
Purchased most recent home computer 3-4 years ago	33,615	17.3%	109
Purchased most recent home computer 5+ years ago	17,891	9.2%	88
HH purchased most recent computer in a store	75,041	38.6%	104
HH purchased most recent computer online	33,275	17.1%	127
Spent on most recent home computer: <\$500	25,172	12.9%	85
Spent on most recent home computer: \$500-\$999	32,261	16.6%	94
Spent on most recent home computer: \$1000-\$1499	24,826	12.8%	134
Spent on most recent home computer: \$1500-\$1999	12,684	6.5%	141
Spent on most recent home computer: \$2000+	14,295	7.3%	181
HH owns webcam	36,762	18.9%	103
HH owns wireless router	50,134	25.8%	93
HH owns software: accounting	11,458	5.9%	95
HH owns software: communications/fax	9,113	4.7%	100
HH owns software: database/filing	12,569	6.5%	118
HH owns software: desktop publishing	14,699	7.6%	104
HH owns software: education/training	18,158	9.3%	104
HH owns software: entertainment/games	36,872	18.9%	108
HH owns software: personal finance/tax prep	23,271	12.0%	102
HH owns software: presentation graphics	16,838	8.7%	150
HH owns software: multimedia	28,259	14.5%	128
HH owns software: networking	29,735	15.3%	125
HH owns software: online meeting/conference	10,536	5.4%	144
HH owns software: security/anti-virus	40,912	21.0%	97
HH owns software: spreadsheet	54,774	28.1%	127
HH owns software: utility	12,197	6.3%	123
HH owns software: web authoring	5,992	3.1%	156
HH owns software: word processing	68,716	35.3%	121
HH owns CD player	22,858	11.7%	80

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HH owns portable GPS navigation device	39,172	20.1%	81
HH purchased portable GPS navigation device/12 mo	4,699	2.4%	127
HH owns headphones (ear buds)	89,359	45.9%	114
HH owns noise reduction headphones	23,519	12.1%	125
HH owns home theater/entertainment system	13,541	7.0%	78
HH owns 1 TV	62,019	31.9%	152
HH owns 2 TVs	52,768	27.1%	101
HH owns 3 TVs	26,810	13.8%	66
HH owns 4+ TVs	16,492	8.5%	48
HH owns LCD TV	52,215	26.8%	100
HH owns LED TV	53,279	27.4%	86
HH owns plasma TV	22,276	11.4%	84
HH has 3D TV	10,091	5.2%	92
HH has HDTV	83,516	42.9%	94
HH has Internet connectable TV	49,972	25.7%	99
HH owns small screen TV (<27 in)	30,344	15.6%	88
HH owns medium screen TV (27-35 in)	51,924	26.7%	80
HH owns large screen TV (36-42 in)	53,364	27.4%	80
HH owns XLarge screen TV (over 43-54 in)	48,001	24.7%	93
HH owns XXL screen TV (over 55 in)	29,375	15.1%	71
HH most recent TV purch: small screen (<27 in)	16,165	8.3%	109
HH most recent TV purch: medium screen (27-35 in)	34,655	17.8%	95
HH most recent TV purch: large screen (36-42 in)	34,645	17.8%	87
HH most recent TV purch: Xlarge screen (43-54 in)	34,766	17.9%	105
HH most recent TV purch: XXL screen (over 55 in)	24,210	12.4%	76
HH owns Internet video device for TV	49,368	25.4%	124
HH owns internet device for TV - Amazon Fire	10,454	5.4%	107
HH owns internet device for TV - Apple TV	16,981	8.7%	147
HH owns internet device for TV - Google Chromecast	12,401	6.4%	121
HH owns internet device for TV - Roku	16,954	8.7%	115
HH purchased video game system in last 12 months	18,987	9.8%	115
HH owns video game system: handheld	12,150	6.2%	72
HH owns video game system: attached to TV/computer	64,516	33.2%	79
HH owns video game system: Nintendo 3DS	3,370	1.7%	65
HH owns video game system: Nintendo DS/DS Lite	2,978	1.5%	49
HH owns video game system: Nintendo DSi	1,412	0.7%	43
HH owns video game system: Nintendo Wii	17,246	8.9%	56
HH owns video game system: PlayStation 2 (PS2)	8,594	4.4%	71
HH owns video game system: PlayStation 3 (PS3)	18,115	9.3%	84
HH owns video game system: Xbox 360	18,052	9.3%	56
HH purchased 5+ video games in last 12 months	7,712	4.0%	72
HH spent \$101+ on video games in last 12 months	12,886	6.6%	89
Have access to Internet at home	295,531	90.9%	103
Connection to Internet at home: via cable modem	175,731	54.1%	123
Connection to Internet at home: via DSL	28,867	8.9%	78
Connection to Internet at home: via fiber optic	55,402	17.0%	112
Access Internet at home via high speed connection	291,772	89.8%	104
Spend 10+ hrs online (excl email/IM time) daily	22,863	7.0%	144
Spend 5-9.9 hrs online (excl email/IM time) daily	65,858	20.3%	152
Spend 2-4.9 hrs online (excl email/IM time) daily	89,556	27.6%	116
Spend 1-1.9 hrs online (excl email/IM time) daily	60,909	18.7%	104
Spend 0.5-0.9 hrs online(excl email/IM time) daily	30,481	9.4%	82
Spend <0.5 hrs online (excl email/IM time) daily	17,352	5.3%	67
Used Internet in last 30 days	297,672	91.6%	107
Used Internet/30 days: at home	283,450	87.2%	108
Used Internet/30 days: at work	181,342	55.8%	128
Used Internet/30 days: at school/library	54,938	16.9%	127

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

Proposed Location
 100 S Wacker Dr, Chicago, Illinois, 60606
 Ring: 3 mile radius

Sample Report
 Latitude: 41.87998
 Longitude: -87.63702

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Used Internet/30 days: not hm/work/school/library	143,556	44.2%	114
Accessed Internet in last 30 days using computer	265,586	81.7%	118
Accessed Internet in last 30 days using cell phone	272,213	83.7%	114
Accessed Internet in last 30 days using tablet	131,328	40.4%	113
Accessed Internet in last 30 days w gaming console	24,092	7.4%	89
Accessed Internet in last 30 days using television	47,359	14.6%	111
Used Wi-Fi/wireless connection outside hm/30 days	130,187	40.1%	133
Used tablet last 30 days for video call	17,500	5.4%	117
Internet last 30 days: visited a chat room	17,410	5.4%	122
Internet last 30 days: used email	273,725	84.2%	116
Internet last 30 days: used IM	204,930	63.0%	104
Internet last 30 days: made personal purchase	208,032	64.0%	130
Internet last 30 days: made business purchase	53,954	16.6%	129
Internet last 30 days: paid bills online	211,950	65.2%	128
Internet last 30 days: took online class	34,850	10.7%	128
Internet last 30 days: looked for employment	60,996	18.8%	126
Internet last 30 days: traded/tracked investments	51,281	15.8%	132
Internet last 30 days: made travel plans	127,276	39.2%	188
Internet last 30 days: obtained auto info	36,348	11.2%	90
Internet last 30 days: obtained financial info	133,272	41.0%	129
Internet last 30 days: obtained medical info	110,973	34.1%	120
Internet last 30 days: checked movie listing/times	96,073	29.6%	125
Internet last 30 days: obtained latest news	208,327	64.1%	138
Internet last 30 days: obtained parenting info	21,800	6.7%	107
Internet last 30 days: obtained real estate info	66,953	20.6%	135
Internet last 30 days: obtained sports news/info	131,591	40.5%	128
Internet last 30 days: visited online blog	78,277	24.1%	177
Internet last 30 days: wrote online blog	13,048	4.0%	164
Internet last 30 days: used online dating website	14,001	4.3%	171
Internet last 30 days: played games online	85,041	26.2%	87
Internet last 30 days: sent greeting card	20,748	6.4%	142
Internet last 30 days: made phone call	102,326	31.5%	110
Internet last 30 days: shared photos via website	142,230	43.8%	129
Internet last 30 days: looked for recipes	141,357	43.5%	107
Internet last 30 days: added video to website	33,838	10.4%	124
Internet last 30 days: downloaded a movie	39,476	12.1%	134
Internet last 30 days: downloaded music	75,607	23.3%	118
Internet last 30 days: download/listen to podcast	43,848	13.5%	186
Internet last 30 days: downloaded TV program	22,286	6.9%	139
Internet last 30 days: downloaded a video game	33,103	10.2%	87
Internet last 30 days: watched movie online	121,475	37.4%	156
Internet last 30 days: watched TV program online	100,183	30.8%	172
Used online gaming srv/30 days: PlayStation Network	25,101	7.7%	138
Used online gaming srv/30 days: Xbox Live	14,986	4.6%	85
Played Massive Multi-Player Online game/30 days	14,287	4.4%	107
Used Spanish language website/app last 30 days	12,143	3.7%	100
Social Media last 30 days: facebook.com	230,437	70.9%	114
Social media last 30 days: instagram.com	137,078	42.2%	171
Social Media last 30 days: linkedin.com	95,299	29.3%	219
Social Media last 30 days: shutterfly.com	8,748	2.7%	79
Social Media last 30 days: tumblr.com	30,667	9.4%	234
Social Media last 30 days: twitter.com	73,672	22.7%	168
Social Media last 30 days: yelp.com	68,484	21.1%	288
Social Media last 30 days: youtube.com	198,905	61.2%	119
Social Media last 30 days: plus.google.com	48,617	15.0%	99
Social Media last 30 days: pinterest.com	71,660	22.0%	109

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Electronics and Internet Market Potential

Proposed Location
 100 S Wacker Dr, Chicago, Illinois, 60606
 Ring: 3 mile radius

Sample Report
 Latitude: 41.87998
 Longitude: -87.63702

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Social network: updated status in last 30 days	108,399	33.3%	111
Social network: updated profile in last 30 days	81,703	25.1%	110
Social network: posted picture in last 30 days	168,252	51.8%	118
Social network: posted video in last 30 days	66,642	20.5%	114
Social network: posted link in last 30 days	66,053	20.3%	128
Social network: saw friend's page in last 30 days	195,519	60.2%	123
Social network: commented on post in last 30 days	171,658	52.8%	117
Social network: posted a blog in last 30 days	19,964	6.1%	146
Social network: rated a product in last 30 days	32,270	9.9%	126
Social network: sent email message in last 30 days	176,411	54.3%	116
Social network: sent IM in last 30 days	71,152	21.9%	114
Social network: played a game in last 30 days	45,274	13.9%	75
Social network: invited to event in last 30 days	43,962	13.5%	149
Social network: liked something in last 30 days	151,717	46.7%	115
Social network: followed something in last 30 days	83,118	25.6%	120
Social network: clicked on an ad in last 30 days	58,599	18.0%	127
Social network: watched video in last 30 days	198,467	61.1%	122
Social network: posted location in last 30 days	54,267	16.7%	148
Social network: sent real or virtual gift/30 days	8,195	2.5%	145
Social network: used to keep in touch w/ friends	144,498	44.5%	112
Social network: used to reconnect w/ old friends	50,576	15.6%	108
Social network: used to meet new friends	28,018	8.6%	108
Social network: used to follow friends activities	68,991	21.2%	106
Social network: used to find out about new prod.	29,872	9.2%	121
Social network: used to review prod. or service	22,007	6.8%	125
Social network: used for professional contacts	29,878	9.2%	119
Social network: used to find mutual interests	24,797	7.6%	112
Social network: used to track current events	52,656	16.2%	118
Social network: used to find info on TV or movie	29,519	9.1%	108
Social network: used to find local information	37,874	11.7%	111
Social network: used for gaming	19,039	5.9%	84
Social network: used to support favorite brands	19,157	5.9%	114
Social network: used to get coupons or discounts	23,814	7.3%	112
Social network: used to gain access to VIP events	14,477	4.5%	103
Used website/search engine/30 days: ask.com	8,288	2.5%	77
Used website/search engine/30 days: bing.com	40,276	12.4%	103
Used website/search engine/30 days: google.com	286,848	88.3%	111
Used website/search engine/30 days: yahoo.com	77,866	24.0%	95
Used entertainment website/app last 30 days: BuzzFeed	65,414	20.1%	260
Used entertainment website/app last 30 days: Fandango	38,894	12.0%	169
Used news website/app last 30 days: abcnews.com	31,815	9.8%	148
Used news website/app last 30 days: bbc.com	46,608	14.3%	240
Used news website/app last 30 days: cbsnews.com	19,425	6.0%	129
Used news website/app last 30 days: cnn.com	92,894	28.6%	187
Used news website/app last 30 days: foxnews.com	37,111	11.4%	91
Used news website/app last 30 days: huffpo.com	81,610	25.1%	223
Used news website/app last 30 days: nbcnews.com	21,527	6.6%	137
Used news website/app last 30 days: yahoonews.com	38,556	11.9%	121
Used sports website/app last 30 days: ESPN	85,442	26.3%	145
Used sports website/app last 30 days: FoxSports	19,116	5.9%	92
Used sports website/app last 30 days: NFL.com	28,232	8.7%	102

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Electronics and Internet Market Potential

Proposed Location
 100 S Wacker Dr, Chicago, Illinois, 60606
 Ring: 5 mile radius

Sample Report
 Latitude: 41.87998
 Longitude: -87.63702

Demographic Summary		2018	2023
Population		853,482	886,698
Population 18+		705,324	737,904
Households		387,951	405,830
Median Household Income		\$64,916	\$76,320

Product/Consumer Behavior	Expected		MPI
	Number of Adults/HHs	Percent	
Own any tablet	321,026	45.5%	100
Own any e-reader	61,775	8.8%	118
Own e-reader/tablet: iPad	224,402	31.8%	119
Own e-reader/tablet: Amazon Kindle	89,699	12.7%	97
Own any portable MP3 player	160,591	22.8%	106
Own portable MP3 player: Apple iPod	135,398	19.2%	113
Own wearable tech: wristband fitness tracker	62,678	8.9%	103
Own wearable tech: smartwatch	31,049	4.4%	145
Own any camera/camcorder	52,923	7.5%	83
Own digital point & shoot camera/camcorder	69,830	9.9%	85
Own digital SLR camera/camcorder	51,624	7.3%	94
Own 35mm camera/camcorder	37,125	5.3%	88
Own telephoto/zoom lens	20,661	2.9%	70
Own wideangle lens	20,586	2.9%	92
Printed digital photos in last 12 months	139,890	19.8%	85
Use a computer at work	350,768	49.7%	119
Use desktop computer at work	168,767	23.9%	103
Use laptop/notebook at work	163,495	23.2%	139
HH owns a computer	295,905	76.3%	102
Purchased home computer in last 12 months	52,448	13.5%	120
HH owns desktop computer	118,866	30.6%	80
HH owns laptop/notebook	238,150	61.4%	109
Child (under 18 yrs) uses home computer	32,389	8.3%	60
HH owns any Apple/Mac brand computer	112,028	28.9%	163
HH owns any PC/non-Apple brand computer	212,843	54.9%	87

Sample Report

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Electronics and Internet Market Potential

Proposed Location
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 Ring: 5 mile radius

Sample Report
 Latitude: 41.87998
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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Purchased most recent home computer 1-2 years ago	65,884	17.0%	100
Purchased most recent home computer 3-4 years ago	60,744	15.7%	98
Purchased most recent home computer 5+ years ago	32,955	8.5%	81
HH purchased most recent computer in a store	136,781	35.3%	95
HH purchased most recent computer online	59,964	15.5%	115
Spent on most recent home computer: <\$500	48,668	12.5%	83
Spent on most recent home computer: \$500-\$999	59,884	15.4%	88
Spent on most recent home computer: \$1000-\$1499	43,323	11.2%	117
Spent on most recent home computer: \$1500-\$1999	22,720	5.9%	127
Spent on most recent home computer: \$2000+	25,566	6.6%	162
HH owns webcam	69,813	18.0%	99
HH owns wireless router	91,204	23.5%	85
HH owns software: accounting	21,497	5.5%	89
HH owns software: communications/fax	17,686	4.6%	97
HH owns software: database/filing	23,798	6.1%	112
HH owns software: desktop publishing	27,729	7.1%	98
HH owns software: education/training	34,972	9.0%	101
HH owns software: entertainment/games	67,755	17.5%	99
HH owns software: personal finance/tax prep	41,550	10.7%	92
HH owns software: presentation graphics	30,300	7.8%	135
HH owns software: multimedia	51,623	13.3%	117
HH owns software: networking	55,302	14.3%	117
HH owns software: online meeting/conference	20,134	5.2%	138
HH owns software: security/anti-virus	76,089	19.6%	91
HH owns software: spreadsheet	95,504	24.6%	111
HH owns software: utility	22,950	5.9%	116
HH owns software: web authoring	11,135	2.9%	146
HH owns software: word processing	122,723	31.6%	108
HH owns CD player	42,170	10.9%	74

Sample Report

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Electronics and Internet Market Potential

Proposed Location
 100 S Wacker Dr, Chicago, Illinois, 60606
 Ring: 5 mile radius

Sample Report
 Latitude: 41.87998
 Longitude: -87.63702

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
HH owns portable GPS navigation device	71,515	18.4%	74
HH purchased portable GPS navigation device/12 mo	8,534	2.2%	115
HH owns headphones (ear buds)	165,392	42.6%	106
HH owns noise reduction headphones	43,340	11.2%	115
HH owns home theater/entertainment system	26,455	6.8%	76
HH owns 1 TV	117,355	30.2%	144
HH owns 2 TVs	105,850	27.3%	101
HH owns 3 TVs	55,208	14.2%	68
HH owns 4+ TVs	35,121	9.1%	51
HH owns LCD TV	96,987	25.0%	94
HH owns LED TV	103,574	26.7%	84
HH owns plasma TV	47,261	12.2%	90
HH has 3D TV	20,239	5.2%	93
HH has HDTV	157,340	40.6%	89
HH has Internet connectable TV	92,874	23.9%	93
HH owns small screen TV (<27 in)	58,952	15.2%	85
HH owns medium screen TV (27-35 in)	103,946	26.8%	80
HH owns large screen TV (36-42 in)	105,629	27.2%	80
HH owns XLarge screen TV (over 43-54 in)	91,135	23.5%	88
HH owns XXL screen TV (over 55 in)	58,291	15.0%	71
HH most recent TV purch: small screen (<27 in)	32,449	8.4%	110
HH most recent TV purch: medium screen (27-35 in)	69,835	18.0%	96
HH most recent TV purch: large screen (36-42 in)	68,644	17.7%	87
HH most recent TV purch: Xlarge screen (43-54 in)	65,945	17.0%	100
HH most recent TV purch: XXL screen (over 55 in)	47,647	12.3%	75
HH owns Internet video device for TV	91,563	23.6%	116
HH owns internet device for TV - Amazon Fire	20,932	5.4%	108
HH owns internet device for TV - Apple TV	30,811	7.9%	134
HH owns internet device for TV - Google Chromecast	22,849	5.9%	111
HH owns internet device for TV - Roku	31,255	8.1%	106
HH purchased video game system in last 12 months	40,339	10.4%	122
HH owns video game system: handheld	24,583	6.3%	73
HH owns video game system: attached to TV/computer	133,385	34.4%	82
HH owns video game system: Nintendo 3DS	6,853	1.8%	67
HH owns video game system: Nintendo DS/DS Lite	6,655	1.7%	55
HH owns video game system: Nintendo DSi	3,303	0.9%	51
HH owns video game system: Nintendo Wii	35,566	9.2%	58
HH owns video game system: PlayStation 2 (PS2)	17,219	4.4%	71
HH owns video game system: PlayStation 3 (PS3)	38,121	9.8%	88
HH owns video game system: Xbox 360	40,098	10.3%	62
HH purchased 5+ video games in last 12 months	16,445	4.2%	77
HH spent \$101+ on video games in last 12 months	26,299	6.8%	91
Have access to Internet at home	621,886	88.2%	100
Connection to Internet at home: via cable modem	349,108	49.5%	113
Connection to Internet at home: via DSL	59,649	8.5%	74
Connection to Internet at home: via fiber optic	116,104	16.5%	108
Access Internet at home via high speed connection	611,971	86.8%	100
Spend 10+ hrs online (excl email/IM time) daily	47,510	6.7%	138
Spend 5-9.9 hrs online (excl email/IM time) daily	133,658	18.9%	142
Spend 2-4.9 hrs online (excl email/IM time) daily	183,899	26.1%	110
Spend 1-1.9 hrs online (excl email/IM time) daily	122,987	17.4%	97
Spend 0.5-0.9 hrs online(excl email/IM time) daily	64,880	9.2%	80
Spend <0.5 hrs online (excl email/IM time) daily	38,205	5.4%	68
Used Internet in last 30 days	617,549	87.6%	103
Used Internet/30 days: at home	585,134	83.0%	102
Used Internet/30 days: at work	351,252	49.8%	114
Used Internet/30 days: at school/library	110,660	15.7%	118

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Electronics and Internet Market Potential

Proposed Location
 100 S Wacker Dr, Chicago, Illinois, 60606
 Ring: 5 mile radius

Sample Report
 Latitude: 41.87998
 Longitude: -87.63702

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Used Internet/30 days: not hm/work/school/library	289,144	41.0%	106
Accessed Internet in last 30 days using computer	517,315	73.3%	106
Accessed Internet in last 30 days using cell phone	562,654	79.8%	109
Accessed Internet in last 30 days using tablet	259,272	36.8%	103
Accessed Internet in last 30 days w gaming console	51,516	7.3%	87
Accessed Internet in last 30 days using television	92,262	13.1%	100
Used Wi-Fi/wireless connection outside hm/30 days	249,641	35.4%	117
Used tablet last 30 days for video call	34,825	4.9%	107
Internet last 30 days: visited a chat room	37,743	5.4%	122
Internet last 30 days: used email	542,988	77.0%	106
Internet last 30 days: used IM	435,942	61.8%	102
Internet last 30 days: made personal purchase	395,364	56.1%	114
Internet last 30 days: made business purchase	99,150	14.1%	109
Internet last 30 days: paid bills online	412,923	58.5%	115
Internet last 30 days: took online class	67,496	9.6%	115
Internet last 30 days: looked for employment	131,076	18.6%	125
Internet last 30 days: traded/tracked investments	93,585	13.3%	111
Internet last 30 days: made travel plans	226,356	32.1%	154
Internet last 30 days: obtained auto info	76,628	10.9%	87
Internet last 30 days: obtained financial info	246,257	34.9%	110
Internet last 30 days: obtained medical info	215,962	30.6%	108
Internet last 30 days: checked movie listing/times	186,618	26.5%	112
Internet last 30 days: obtained latest news	394,483	55.9%	121
Internet last 30 days: obtained parenting info	45,339	6.4%	102
Internet last 30 days: obtained real estate info	121,491	17.2%	113
Internet last 30 days: obtained sports news/info	254,242	36.0%	114
Internet last 30 days: visited online blog	145,493	20.6%	152
Internet last 30 days: wrote online blog	24,883	3.5%	144
Internet last 30 days: used online dating website	28,143	4.0%	158
Internet last 30 days: played games online	188,700	26.8%	89
Internet last 30 days: sent greeting card	40,828	5.8%	129
Internet last 30 days: made phone call	214,945	30.5%	106
Internet last 30 days: shared photos via website	281,451	39.9%	117
Internet last 30 days: looked for recipes	278,345	39.5%	97
Internet last 30 days: added video to website	68,537	9.7%	116
Internet last 30 days: downloaded a movie	82,512	11.7%	129
Internet last 30 days: downloaded music	161,202	22.9%	116
Internet last 30 days: download/listen to podcast	81,820	11.6%	160
Internet last 30 days: downloaded TV program	45,057	6.4%	129
Internet last 30 days: downloaded a video game	78,689	11.2%	96
Internet last 30 days: watched movie online	242,195	34.3%	143
Internet last 30 days: watched TV program online	191,112	27.1%	151
Used online gaming srv/30 days: PlayStation Network	53,106	7.5%	134
Used online gaming srv/30 days: Xbox Live	32,657	4.6%	86
Played Massive Multi-Player Online game/30 days	32,897	4.7%	113
Used Spanish language website/app last 30 days	39,149	5.6%	149
Social Media last 30 days: facebook.com	473,130	67.1%	108
Social media last 30 days: instagram.com	272,959	38.7%	157
Social Media last 30 days: linkedin.com	168,479	23.9%	178
Social Media last 30 days: shutterfly.com	16,682	2.4%	69
Social Media last 30 days: tumblr.com	56,650	8.0%	199
Social Media last 30 days: twitter.com	139,943	19.8%	147
Social Media last 30 days: yelp.com	123,808	17.6%	240
Social Media last 30 days: youtube.com	408,037	57.9%	113
Social Media last 30 days: plus.google.com	107,169	15.2%	101
Social Media last 30 days: pinterest.com	137,444	19.5%	96

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Electronics and Internet Market Potential

Proposed Location
 100 S Wacker Dr, Chicago, Illinois, 60606
 Ring: 5 mile radius

Sample Report
 Latitude: 41.87998
 Longitude: -87.63702

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Social network: updated status in last 30 days	229,120	32.5%	108
Social network: updated profile in last 30 days	175,701	24.9%	109
Social network: posted picture in last 30 days	346,394	49.1%	112
Social network: posted video in last 30 days	145,302	20.6%	115
Social network: posted link in last 30 days	130,368	18.5%	117
Social network: saw friend's page in last 30 days	388,374	55.1%	112
Social network: commented on post in last 30 days	345,759	49.0%	108
Social network: posted a blog in last 30 days	40,259	5.7%	135
Social network: rated a product in last 30 days	66,044	9.4%	118
Social network: sent email message in last 30 days	351,791	49.9%	107
Social network: sent IM in last 30 days	142,500	20.2%	106
Social network: played a game in last 30 days	113,185	16.0%	87
Social network: invited to event in last 30 days	86,492	12.3%	135
Social network: liked something in last 30 days	309,896	43.9%	109
Social network: followed something in last 30 days	166,571	23.6%	111
Social network: clicked on an ad in last 30 days	119,560	17.0%	119
Social network: watched video in last 30 days	405,052	57.4%	115
Social network: posted location in last 30 days	105,735	15.0%	133
Social network: sent real or virtual gift/30 days	16,438	2.3%	134
Social network: used to keep in touch w/ friends	296,369	42.0%	106
Social network: used to reconnect w/ old friends	110,361	15.6%	109
Social network: used to meet new friends	63,805	9.0%	113
Social network: used to follow friends activities	142,790	20.2%	102
Social network: used to find out about new prod.	65,280	9.3%	122
Social network: used to review prod. or service	50,034	7.1%	131
Social network: used for professional contacts	66,211	9.4%	121
Social network: used to find mutual interests	58,612	8.3%	122
Social network: used to track current events	113,311	16.1%	117
Social network: used to find info on TV or movie	69,396	9.8%	117
Social network: used to find local information	85,569	12.1%	115
Social network: used for gaming	49,982	7.1%	102
Social network: used to support favorite brands	46,517	6.6%	127
Social network: used to get coupons or discounts	56,390	8.0%	123
Social network: used to gain access to VIP events	36,941	5.2%	122
Used website/search engine/30 days: ask.com	19,281	2.7%	83
Used website/search engine/30 days: bing.com	77,566	11.0%	91
Used website/search engine/30 days: google.com	588,108	83.4%	105
Used website/search engine/30 days: yahoo.com	168,132	23.8%	94
Used entertainment website/app last 30 days: BuzzFeed	117,281	16.6%	215
Used entertainment website/app last 30 days: Fandango	75,626	10.7%	152
Used news website/app last 30 days: abcnews.com	64,681	9.2%	139
Used news website/app last 30 days: bbc.com	86,164	12.2%	205
Used news website/app last 30 days: cbsnews.com	39,966	5.7%	122
Used news website/app last 30 days: cnn.com	172,084	24.4%	159
Used news website/app last 30 days: foxnews.com	74,661	10.6%	84
Used news website/app last 30 days: huffpo.com	144,787	20.5%	183
Used news website/app last 30 days: nbcnews.com	44,998	6.4%	132
Used news website/app last 30 days: yahoonews.com	78,844	11.2%	114
Used sports website/app last 30 days: ESPN	167,032	23.7%	130
Used sports website/app last 30 days: FoxSports	41,248	5.8%	92
Used sports website/app last 30 days: NFL.com	60,748	8.6%	101

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.