



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		2021	2026
Population		71,839	79,539
Population 18+		66,685	73,648
Households		41,940	46,878
Median Household Income		\$122,586	\$135,928

Product/Consumer Behavior	Expected		MPI
	Number of Adults or HHs	Percent	
Own any tablet	38,084	57.1%	111
Own any e-reader	8,097	12.1%	118
Own e-reader/tablet: Amazon Kindle	13,182	19.8%	113
Own e-reader/tablet: iPad	28,046	42.1%	137
Own e-reader/tablet: Samsung Galaxy/Galaxy Note	4,336	6.5%	72
Own any portable MP3 player	10,707	16.1%	110
Own portable MP3 player: Apple iPod	8,711	13.1%	124
Own wearable tech: Apple Watch	9,248	13.9%	172
Own wearable tech: Fitbit	9,464	14.2%	125
Own digital camcorder	4,098	6.1%	90
Own digital point & shoot camera/camcorder	5,529	8.3%	103
Own digital SLR camera/camcorder	9,028	13.5%	170
Own 35mm camera/camcorder	4,288	6.4%	122
Own telephoto/zoom lens	3,690	5.5%	124
Own wide-angle lens	3,969	6.0%	161
Own a selfie stick	3,369	5.1%	107
Printed digital photos in last 12 months	17,159	25.7%	117
Use a computer at work	45,935	68.9%	160
Use desktop computer at work	21,891	32.8%	153
Use laptop/notebook at work	23,085	34.6%	169
HH owns a computer	35,051	83.6%	112
HH purchased computer in last 12 months	5,350	12.8%	125
HH owns desktop computer	13,272	31.6%	91
HH owns laptop/notebook	28,227	67.3%	114
HH with child (under 18 yrs) using home computer	2,394	5.7%	49
HH owns any Apple/Mac brand computer	12,598	30.0%	149
HH owns any PC/non-Apple brand computer	25,060	59.8%	98

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 2021 and 2026.



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Product/Consumer Behavior	Expected Number of Adults or HHs	Percent	MPI
HH purchased most recent computer 1-2 years ago	8,180	19.5%	125
HH purchased most recent computer 3-4 years ago	7,470	17.8%	113
HH purchased most recent computer 5+ years ago	5,906	14.1%	112
HH purchased most recent computer in a store	14,460	34.5%	98
HH purchased most recent computer online	10,652	25.4%	161
HH spent \$1-499 on most recent home computer	4,846	11.6%	81
HH spent \$500-\$999 on most recent home computer	7,656	18.3%	110
HH spent \$1000-\$1499 on most recent home computer	5,270	12.6%	122
HH spent \$1500-\$1999 on most recent home computer	3,334	7.9%	160
HH spent \$2000+ on most recent home computer	3,619	8.6%	196
HH owns webcam	8,728	20.8%	123
HH owns wireless router	11,988	28.6%	116
HH owns all-in-one printer (print copy scan)	18,966	45.2%	94
HH owns software: accounting	2,348	5.6%	103
HH owns software: communications/fax	2,558	6.1%	152
HH owns software: database/filing	2,572	6.1%	125
HH owns software: desktop publishing	3,080	7.3%	116
HH owns software: education/training	4,712	11.2%	143
HH owns software: entertainment/games	8,821	21.0%	138
HH owns software: personal finance/tax prep	5,269	12.6%	106
HH owns software: presentation graphics	4,120	9.8%	179
HH owns software: multimedia	5,736	13.7%	145
HH owns software: networking	6,490	15.5%	152
HH owns software: online meeting/conference	4,334	10.3%	182
HH owns software: online/remote backup	3,312	7.9%	184
HH owns software: security/anti-virus	10,936	26.1%	135
HH owns software: spreadsheet	13,891	33.1%	150
HH owns touch screen monitor	2,984	7.1%	81
HH owns software: utility	4,058	9.7%	226
HH owns software: word processing	15,024	35.8%	127
HH owns CD player	3,722	8.9%	69

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Product/Consumer Behavior	Expected Number of Adults or HHs	Percent	MPI
HH owns portable GPS device	5,478	13.1%	68
HH owns headphones (ear buds)	20,637	49.2%	116
HH owns noise reduction headphones	7,965	19.0%	151
HH owns Bluetooth/wireless headphones	12,039	28.7%	127
HH owns home theater/entertainment system	3,196	7.6%	86
HH owns 1 TV	16,304	38.9%	184
HH owns 2 TVs	11,104	26.5%	100
HH owns 3 TVs	4,494	10.7%	51
HH owns 4+ TVs	3,063	7.3%	42
HH owns LCD TV	9,709	23.1%	102
HH owns LED TV	13,497	32.2%	86
HH owns plasma TV	3,921	9.3%	81
HH has 3D TV	2,226	5.3%	115
HH has HDTV	17,304	41.3%	98
HH has 4K Ultra HDTV	6,530	15.6%	94
HH has Internet connectable TV	14,694	35.0%	96
HH owns small screen TV (<27 in)	3,529	8.4%	65
HH owns medium screen TV (27-35 in)	10,865	25.9%	90
HH owns large screen TV (36-42 in)	11,166	26.6%	83
HH owns XLarge screen TV (43-54 in)	9,682	23.1%	78
HH owns XXL screen TV (55 in+)	10,148	24.2%	80
HH most recent TV purch: small screen (<27 in)	2,042	4.9%	94
HH most recent TV purch: medium screen (27-35 in)	7,036	16.8%	116
HH most recent TV purch: large screen (36-42 in)	7,667	18.3%	103
HH most recent TV purch: Xlarge screen (43-54 in)	7,107	16.9%	92
HH most recent TV purch: XXL screen (55 in+)	9,475	22.6%	92
HH owns any internet video device for TV	15,753	37.6%	112
HH owns internet device for TV - Amazon Fire	7,002	16.7%	115
HH owns internet device for TV - Apple TV	3,838	9.2%	137
HH owns internet device for TV - Google Chromecast	3,234	7.7%	137
HH owns internet device for TV - Roku	5,591	13.3%	85
HH purchased video game system in last 12 months	3,703	8.8%	107
HH owns video game system: handheld	4,830	11.5%	95
HH owns video game system: attached to TV/computer	14,251	34.0%	83
HH owns video game system: Nintendo DS/Lite DSI/XL	1,773	4.2%	91
HH owns video game system: Nintendo 3DS/3DS XL	1,841	4.4%	103
HH owns video game system: Nintendo Switch	3,174	7.6%	106
HH owns video game system: Nintendo Wii	2,873	6.9%	64
HH owns video game system: Nintendo Wii U	1,199	2.9%	93
HH owns video game system: PlayStation 2 (PS2)	1,532	3.7%	75
HH owns video game system: PlayStation 3 (PS3)	2,256	5.4%	70
HH owns video game system: PlayStation 4 (PS4)	5,519	13.2%	81
HH owns video game system: Xbox 360	3,149	7.5%	64
HH owns video game system: Xbox One	4,815	11.5%	82
HH purchased 5+ video games in last 12 months	2,184	5.2%	110
HH spent \$101+ on video games in last 12 months	3,304	7.9%	110
Have access to Internet at home	64,921	97.4%	107
Connect to Internet at home via broadband/high speed	64,818	97.2%	108
Connection to Internet at home: via cable modem	38,742	58.1%	124
Connection to Internet at home: via DSL	3,248	4.9%	52
Connection to Internet at home: via fiber optic	15,454	23.2%	151
Connect to Internet at home via satellite	626	0.9%	25
Spend 10+ hrs online (excl email/IM time) daily	8,660	13.0%	168
Spend 5-9.9 hrs online (excl email/IM time) daily	22,078	33.1%	186
Spend 2-4.9 hrs online (excl email/IM time) daily	16,343	24.5%	92
Spend 1-1.9 hrs online (excl email/IM time) daily	9,220	13.8%	79
Spend 0.5-0.9 hrs online (excl email/IM time) daily	3,959	5.9%	61
Spend <0.5 hrs online (excl email/IM time) daily	2,012	3.0%	52
Used Internet in last 30 days	64,680	97.0%	109

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Used Internet/30 days: at home	62,289	93.4%	110
Used Internet/30 days: at work	43,381	65.1%	145
Used Internet/30 days: at school/library	12,270	18.4%	149
Used Internet/30 days: not hm/work/school/library	24,982	37.5%	105
Accessed Internet in last 30 days using computer	57,309	85.9%	125
Accessed Internet in last 30 days using cell phone	61,227	91.8%	113
Accessed Internet in last 30 days using tablet	28,969	43.4%	137
Accessed Internet in last 30 days w gaming console	6,425	9.6%	101
Accessed Internet in last 30 days using television	13,795	20.7%	89
Used tablet last 30 days for video call	4,729	7.1%	133
Internet last 30 days: used email	60,552	90.8%	120
Internet last 30 days: used IM	49,119	73.7%	103
Internet last 30 days: made personal purchase	54,429	81.6%	142
Internet last 30 days: made business purchase	11,766	17.6%	126
Internet last 30 days: paid bills online	51,299	76.9%	134
Internet last 30 days: took online class	13,532	20.3%	195
Internet last 30 days: looked for employment	11,796	17.7%	117
Internet last 30 days: traded/tracked Investments	16,598	24.9%	175
Internet last 30 days: made travel plans	26,434	39.6%	181
Internet last 30 days: obtained auto info	7,465	11.2%	91
Internet last 30 days: obtained financial info	31,398	47.1%	147
Internet last 30 days: obtained medical info	26,612	39.9%	124
Internet last 30 days: checked movie listing/times	16,272	24.4%	113
Internet last 30 days: obtained latest news	46,337	69.5%	143
Internet last 30 days: obtained parenting info	3,065	4.6%	72
Internet last 30 days: obtained real estate info	14,751	22.1%	140
Internet last 30 days: obtained sports news/info	28,393	42.6%	142
Internet last 30 days: visited online blog	16,782	25.2%	196
Internet last 30 days: wrote online blog	1,783	2.7%	153
Internet last 30 days: used online dating website	4,920	7.4%	240
Internet last 30 days: used video chat	24,267	36.4%	123
Internet last 30 days: visited a chat room	5,256	7.9%	142
Internet last 30 days: played games online	23,993	36.0%	107
Internet last 30 days: sent greeting card	3,416	5.1%	100
Internet last 30 days: made phone call	24,536	36.8%	99
Internet last 30 days: shared photos via website	30,047	45.1%	133
Internet last 30 days: looked for recipes	31,840	47.7%	110
Internet last 30 days: added video to website	7,923	11.9%	143
Internet last 30 days: downloaded a movie	8,077	12.1%	129
Internet last 30 days: downloaded music	14,286	21.4%	120
Internet last 30 days: downloaded TV program	4,009	6.0%	132
Internet last 30 days: downloaded a video game	9,402	14.1%	104
Internet last 30 days: watched movie online	33,036	49.5%	153
Internet last 30 days: watched TV program online	21,964	32.9%	155
Used online gaming srv/30 days: PlayStation Network	3,263	4.9%	73
Used online gaming srv/30 days: Xbox Live	4,059	6.1%	96
Played Massive Multi-Player Online game/30 days	5,099	7.6%	151
Used Spanish language website/app last 30 days	1,103	1.7%	36
Social Media last 30 days: facebook.com	47,263	70.9%	109
Social media last 30 days: instagram.com	37,198	55.8%	161
Social Media last 30 days: linkedin.com	24,338	36.5%	271
Social Media last 30 days: used reddit	14,596	21.9%	300
Social Media last 30 days: shutterfly.com	1,390	2.1%	72
Social Media last 30 days: snapchat.com	19,823	29.7%	137
Social Media last 30 days: tumblr.com	4,704	7.1%	245
Social Media last 30 days: Twitch	3,738	5.6%	167
Social Media last 30 days: twitter.com	22,200	33.3%	217
Social Media last 30 days: yelp.com	12,352	18.5%	278
Social Media last 30 days: youtube.com	44,818	67.2%	124
Social Media last 30 days: pinterest.com	14,143	21.2%	102

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Product/Consumer Behavior	Expected Number of Adults or HHs	Percent	MPI
Social network: updated status in last 30 days	18,029	27.0%	102
Social network: updated profile in last 30 days	15,304	22.9%	109
Social network: posted picture in last 30 days	37,433	56.1%	124
Social network: posted video in last 30 days	16,252	24.4%	117
Social network: posted link in last 30 days	13,253	19.9%	149
Social network: saw friend's page in last 30 days	41,157	61.7%	128
Social network: commented on post in last 30 days	35,071	52.6%	114
Social network: posted a blog in last 30 days	3,030	4.5%	162
Social network: rated a product in last 30 days	7,366	11.0%	117
Social network: sent email message in last 30 days	37,973	56.9%	112
Social network: sent IM in last 30 days	14,311	21.5%	109
Social network: played a game in last 30 days	11,858	17.8%	84
Social network: invited to event in last 30 days	6,640	10.0%	107
Social network: liked something in last 30 days	32,007	48.0%	119
Social network: followed something in last 30 days	23,640	35.5%	143
Social network: clicked on an ad in last 30 days	18,859	28.3%	153
Social network: watched video in last 30 days	43,672	65.5%	124
Social network: posted location in last 30 days	12,367	18.5%	186
Social network: sent real or virtual gift in last 30 days	2,901	4.4%	172
Used filter On Picture Social Media in last 30 Days	11,243	16.9%	120
IM/Video Chat: Facebook messenger in last 30 Days	26,959	40.4%	79
IM/Video Chat: FaceTime in last 30 Days	21,704	32.5%	116
IM/Video Chat: Google Hangouts in last 30 Days	8,209	12.3%	252
IM/Video Chat: Skype n last 30 Days	9,775	14.7%	171
IM/Video Chat: Snapchat in last 30 Days	13,432	20.1%	115
IM/Video Chat: WhatsApp in last 30 Days	18,433	27.6%	180
Social network: used to keep in touch w/ friends	31,384	47.1%	108
Social network: used to reconnect w/ old friends	12,068	18.1%	121
Social network: used to meet new friends	6,723	10.1%	135
Social network: used to follow friends activities	16,352	24.5%	113
Social network: used to find out about new prod.	6,496	9.7%	116
Social network: used to review prod. or service	4,247	6.4%	105
Social network: used for professional contacts	9,211	13.8%	167
Social network: used to find mutual interests	6,847	10.3%	151
Social network: used to track current events	15,148	22.7%	137
Social network: used to find info on TV or movie	8,703	13.1%	137
Social network: used to find local information	10,928	16.4%	125
Social network: used for gaming	4,543	6.8%	79
Social network: used to support favorite brands	4,645	7.0%	119
Social network: used to get coupons or discounts	6,981	10.5%	139
Social network: used to gain access to VIP events	3,824	5.7%	128

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Used website/search engine/30 days: bing.com	4,688	7.0%	75
Used website/search engine/30 days: google.com	62,044	93.0%	112
Used website/search engine/30 days: yahoo.com	9,995	15.0%	83
2021 Used Indeed Job/Careers Website or App/30 Days	11,527	17.3%	124
2021 Used Zillow Info/Ref Website or App/30 Days	14,191	21.3%	128
Used entertainment website/app last 30 days: BuzzFeed	14,643	22.0%	293
Used entertainment website/app last 30 days: Fandango	6,482	9.7%	186
Used news website/app last 30 days: abcnews.com	6,953	10.4%	124
Used news website/app last 30 days: bbc.com	14,326	21.5%	326
Used news website/app last 30 days: cbsnews.com	6,518	9.8%	162
Used news website/app last 30 days: cnn.com	21,775	32.7%	200
Used news website/app last 30 days: foxnews.com	8,811	13.2%	91
Used news website/app last 30 days: huffpost.com	13,181	19.8%	268
Used news website/app last 30 days: nbcnews.com	6,594	9.9%	169
Used news website/app last 30 days: yahoonews.com	5,608	8.4%	111
Used sports website/app last 30 days: ESPN	18,195	27.3%	153
Used sports website/app last 30 days: FoxSports	4,423	6.6%	94
Used sports website/app last 30 days: NBA.com	4,144	6.2%	130
Used sports website/app last 30 days: NFL.com	5,708	8.6%	110
Used website/app last 30 days: PBS	4,428	6.6%	161
Used website/app last 30 days: Telemundo	1,265	1.9%	70

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Demographic Summary		2021	2026
Population		378,278	395,216
Population 18+		329,435	345,718
Households		199,383	210,136
Median Household Income		\$102,231	\$113,215

Product/Consumer Behavior	Expected		MPI
	Number of Adults or HHs	Percent	
Own any tablet	172,204	52.3%	102
Own any e-reader	39,756	12.1%	117
Own e-reader/tablet: Amazon Kindle	58,665	17.8%	102
Own e-reader/tablet: iPad	123,973	37.6%	123
Own e-reader/tablet: Samsung Galaxy/Galaxy Note	21,579	6.6%	72
Own any portable MP3 player	51,534	15.6%	108
Own portable MP3 player: Apple iPod	40,308	12.2%	116
Own wearable tech: Apple Watch	39,391	12.0%	148
Own wearable tech: Fitbit	38,585	11.7%	103
Own digital camcorder	20,286	6.2%	90
Own digital point & shoot camera/camcorder	25,016	7.6%	94
Own digital SLR camera/camcorder	36,649	11.1%	140
Own 35mm camera/camcorder	18,561	5.6%	107
Own telephoto/zoom lens	17,613	5.3%	120
Own wide-angle lens	17,730	5.4%	145
Own a selfie stick	16,666	5.1%	107
Printed digital photos in last 12 months	77,181	23.4%	106
Use a computer at work	193,761	58.8%	136
Use desktop computer at work	90,624	27.5%	129
Use laptop/notebook at work	98,875	30.0%	146
HH owns a computer	157,872	79.2%	106
HH purchased computer in last 12 months	23,451	11.8%	115
HH owns desktop computer	60,665	30.4%	87
HH owns laptop/notebook	128,349	64.4%	109
HH with child (under 18 yrs) using home computer	12,625	6.3%	55
HH owns any Apple/Mac brand computer	60,501	30.3%	151
HH owns any PC/non-Apple brand computer	110,446	55.4%	91

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Product/Consumer Behavior	Expected Number of Adults or HHs	Percent	MPI
HH purchased most recent computer 1-2 years ago	35,546	17.8%	115
HH purchased most recent computer 3-4 years ago	31,879	16.0%	101
HH purchased most recent computer 5+ years ago	26,001	13.0%	103
HH purchased most recent computer in a store	66,062	33.1%	95
HH purchased most recent computer online	43,909	22.0%	140
HH spent \$1-499 on most recent home computer	22,815	11.4%	80
HH spent \$500-\$999 on most recent home computer	32,657	16.4%	99
HH spent \$1000-\$1499 on most recent home computer	24,064	12.1%	117
HH spent \$1500-\$1999 on most recent home computer	15,015	7.5%	152
HH spent \$2000+ on most recent home computer	15,233	7.6%	173
HH owns webcam	37,014	18.6%	110
HH owns wireless router	50,013	25.1%	102
HH owns all-in-one printer (print copy scan)	84,621	42.4%	88
HH owns software: accounting	11,549	5.8%	106
HH owns software: communications/fax	10,176	5.1%	127
HH owns software: database/filing	10,864	5.4%	111
HH owns software: desktop publishing	13,207	6.6%	105
HH owns software: education/training	19,398	9.7%	124
HH owns software: entertainment/games	35,709	17.9%	117
HH owns software: personal finance/tax prep	23,108	11.6%	97
HH owns software: presentation graphics	16,645	8.3%	152
HH owns software: multimedia	23,895	12.0%	127
HH owns software: networking	27,043	13.6%	133
HH owns software: online meeting/conference	19,186	9.6%	170
HH owns software: online/remote backup	13,925	7.0%	162
HH owns software: security/anti-virus	44,355	22.2%	115
HH owns software: spreadsheet	57,801	29.0%	131
HH owns touch screen monitor	13,783	6.9%	79
HH owns software: utility	15,126	7.6%	177
HH owns software: word processing	64,984	32.6%	116
HH owns CD player	18,470	9.3%	72

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 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 or HHs	Percent	MPI
HH owns portable GPS device	27,125	13.6%	71
HH owns headphones (ear buds)	94,270	47.3%	111
HH owns noise reduction headphones	33,036	16.6%	132
HH owns Bluetooth/wireless headphones	51,377	25.8%	114
HH owns home theater/entertainment system	15,056	7.6%	85
HH owns 1 TV	72,363	36.3%	172
HH owns 2 TVs	53,172	26.7%	100
HH owns 3 TVs	24,643	12.4%	59
HH owns 4+ TVs	15,946	8.0%	46
HH owns LCD TV	44,121	22.1%	98
HH owns LED TV	62,464	31.3%	83
HH owns plasma TV	21,178	10.6%	92
HH has 3D TV	10,214	5.1%	111
HH has HDTV	79,620	39.9%	95
HH has 4K Ultra HDTV	30,422	15.3%	92
HH has Internet connectable TV	67,118	33.7%	92
HH owns small screen TV (<27 in)	18,782	9.4%	73
HH owns medium screen TV (27-35 in)	50,130	25.1%	88
HH owns large screen TV (36-42 in)	56,404	28.3%	88
HH owns XLarge screen TV (43-54 in)	48,006	24.1%	81
HH owns XXL screen TV (55 in+)	46,478	23.3%	77
HH most recent TV purch: small screen (<27 in)	10,362	5.2%	100
HH most recent TV purch: medium screen (27-35 in)	31,325	15.7%	109
HH most recent TV purch: large screen (36-42 in)	38,317	19.2%	108
HH most recent TV purch: XLarge screen (43-54 in)	34,297	17.2%	94
HH most recent TV purch: XXL screen (55 in+)	41,968	21.0%	86
HH owns any internet video device for TV	71,882	36.1%	108
HH owns internet device for TV - Amazon Fire	31,333	15.7%	108
HH owns internet device for TV - Apple TV	18,248	9.2%	137
HH owns internet device for TV - Google Chromecast	14,804	7.4%	132
HH owns internet device for TV - Roku	26,974	13.5%	86
HH purchased video game system in last 12 months	19,021	9.5%	116
HH owns video game system: handheld	21,331	10.7%	88
HH owns video game system: attached to TV/computer	66,231	33.2%	81
HH owns video game system: Nintendo DS/Lite DSI/XL	7,430	3.7%	80
HH owns video game system: Nintendo 3DS/3DS XL	7,548	3.8%	89
HH owns video game system: Nintendo Switch	14,381	7.2%	101
HH owns video game system: Nintendo Wii	14,012	7.0%	65
HH owns video game system: Nintendo Wii U	5,188	2.6%	84
HH owns video game system: PlayStation 2 (PS2)	6,578	3.3%	68
HH owns video game system: PlayStation 3 (PS3)	10,578	5.3%	69
HH owns video game system: PlayStation 4 (PS4)	27,044	13.6%	84
HH owns video game system: Xbox 360	14,206	7.1%	61
HH owns video game system: Xbox One	21,274	10.7%	77
HH purchased 5+ video games in last 12 months	9,394	4.7%	100
HH spent \$101+ on video games in last 12 months	14,780	7.4%	103
Have access to Internet at home	308,755	93.7%	103
Connect to Internet at home via broadband/high speed	305,292	92.7%	103
Connection to Internet at home: via cable modem	175,380	53.2%	114
Connection to Internet at home: via DSL	18,981	5.8%	61
Connection to Internet at home: via fiber optic	68,508	20.8%	136
Connect to Internet at home via satellite	4,320	1.3%	34
Spend 10+ hrs online (excl email/IM time) daily	37,262	11.3%	147
Spend 5-9.9 hrs online (excl email/IM time) daily	92,314	28.0%	158
Spend 2-4.9 hrs online (excl email/IM time) daily	87,035	26.4%	99
Spend 1-1.9 hrs online (excl email/IM time) daily	47,390	14.4%	82
Spend 0.5-0.9 hrs online (excl email/IM time) daily	22,034	6.7%	69
Spend <0.5 hrs online (excl email/IM time) daily	11,314	3.4%	59
Used Internet in last 30 days	308,065	93.5%	105

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

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Product/Consumer Behavior	Expected Number of Adults or HHs	Percent	MPI
Used Internet/30 days: at home	295,316	89.6%	105
Used Internet/30 days: at work	186,327	56.6%	126
Used Internet/30 days: at school/library	53,114	16.1%	131
Used Internet/30 days: not hm/work/school/library	125,936	38.2%	107
Accessed Internet in last 30 days using computer	259,322	78.7%	115
Accessed Internet in last 30 days using cell phone	290,161	88.1%	108
Accessed Internet in last 30 days using tablet	121,262	36.8%	116
Accessed Internet in last 30 days w gaming console	29,206	8.9%	93
Accessed Internet in last 30 days using television	69,765	21.2%	91
Used tablet last 30 days for video call	20,065	6.1%	114
Internet last 30 days: used email	279,608	84.9%	112
Internet last 30 days: used IM	241,419	73.3%	103
Internet last 30 days: made personal purchase	237,405	72.1%	125
Internet last 30 days: made business purchase	55,020	16.7%	119
Internet last 30 days: paid bills online	226,790	68.8%	120
Internet last 30 days: took online class	55,153	16.7%	160
Internet last 30 days: looked for employment	57,376	17.4%	115
Internet last 30 days: traded/tracked Investments	68,878	20.9%	147
Internet last 30 days: made travel plans	113,496	34.5%	157
Internet last 30 days: obtained auto info	34,928	10.6%	86
Internet last 30 days: obtained financial info	133,873	40.6%	127
Internet last 30 days: obtained medical info	123,060	37.4%	116
Internet last 30 days: checked movie listing/times	75,961	23.1%	107
Internet last 30 days: obtained latest news	203,810	61.9%	128
Internet last 30 days: obtained parenting info	19,111	5.8%	90
Internet last 30 days: obtained real estate info	64,016	19.4%	123
Internet last 30 days: obtained sports news/info	121,424	36.9%	123
Internet last 30 days: visited online blog	71,094	21.6%	168
Internet last 30 days: wrote online blog	8,603	2.6%	150
Internet last 30 days: used online dating website	20,839	6.3%	206
Internet last 30 days: used video chat	118,004	35.8%	121
Internet last 30 days: visited a chat room	25,288	7.7%	138
Internet last 30 days: played games online	106,262	32.3%	96
Internet last 30 days: sent greeting card	16,653	5.1%	99
Internet last 30 days: made phone call	119,182	36.2%	97
Internet last 30 days: shared photos via website	134,498	40.8%	120
Internet last 30 days: looked for recipes	148,422	45.1%	104
Internet last 30 days: added video to website	36,867	11.2%	135
Internet last 30 days: downloaded a movie	39,161	11.9%	127
Internet last 30 days: downloaded music	64,576	19.6%	110
Internet last 30 days: downloaded TV program	19,535	5.9%	130
Internet last 30 days: downloaded a video game	45,218	13.7%	101
Internet last 30 days: watched movie online	150,662	45.7%	141
Internet last 30 days: watched TV program online	99,897	30.3%	143
Used online gaming srv/30 days: PlayStation Network	18,454	5.6%	83
Used online gaming srv/30 days: Xbox Live	19,177	5.8%	91
Played Massive Multi-Player Online game/30 days	21,655	6.6%	130
Used Spanish language website/app last 30 days	15,357	4.7%	100
Social Media last 30 days: facebook.com	222,844	67.6%	104
Social media last 30 days: instagram.com	168,879	51.3%	148
Social Media last 30 days: linkedin.com	98,356	29.9%	222
Social Media last 30 days: used reddit	54,339	16.5%	226
Social Media last 30 days: shutterfly.com	7,281	2.2%	76
Social Media last 30 days: snapchat.com	86,231	26.2%	120
Social Media last 30 days: tumblr.com	17,846	5.4%	188
Social Media last 30 days: Twitch	15,514	4.7%	140
Social Media last 30 days: twitter.com	90,711	27.5%	180
Social Media last 30 days: yelp.com	54,534	16.6%	249
Social Media last 30 days: youtube.com	206,460	62.7%	116
Social Media last 30 days: pinterest.com	61,652	18.7%	90

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Product/Consumer Behavior	Expected Number of Adults or HHs	Percent	MPI
Social network: updated status in last 30 days	86,539	26.3%	99
Social network: updated profile in last 30 days	74,333	22.6%	107
Social network: posted picture in last 30 days	172,099	52.2%	116
Social network: posted video in last 30 days	80,441	24.4%	117
Social network: posted link in last 30 days	58,729	17.8%	133
Social network: saw friend's page in last 30 days	188,434	57.2%	118
Social network: commented on post in last 30 days	162,117	49.2%	107
Social network: posted a blog in last 30 days	13,290	4.0%	144
Social network: rated a product in last 30 days	35,930	10.9%	116
Social network: sent email message in last 30 days	174,960	53.1%	105
Social network: sent IM in last 30 days	69,426	21.1%	107
Social network: played a game in last 30 days	59,392	18.0%	85
Social network: invited to event in last 30 days	33,645	10.2%	110
Social network: liked something in last 30 days	147,549	44.8%	111
Social network: followed something in last 30 days	104,648	31.8%	128
Social network: clicked on an ad in last 30 days	85,718	26.0%	141
Social network: watched video in last 30 days	201,918	61.3%	116
Social network: posted location in last 30 days	52,737	16.0%	161
Social network: sent real or virtual gift in last 30 days	12,789	3.9%	154
Used filter On Picture Social Media in last 30 Days	56,531	17.2%	122
IM/Video Chat: Facebook messenger in last 30 Days	143,782	43.6%	85
IM/Video Chat: FaceTime in last 30 Days	105,279	32.0%	114
IM/Video Chat: Google Hangouts in last 30 Days	33,686	10.2%	210
IM/Video Chat: Skype n last 30 Days	42,288	12.8%	150
IM/Video Chat: Snapchat in last 30 Days	60,945	18.5%	105
IM/Video Chat: WhatsApp in last 30 Days	93,166	28.3%	184
Social network: used to keep in touch w/ friends	149,283	45.3%	104
Social network: used to reconnect w/ old friends	56,695	17.2%	115
Social network: used to meet new friends	30,081	9.1%	122
Social network: used to follow friends activities	78,515	23.8%	110
Social network: used to find out about new prod.	30,984	9.4%	112
Social network: used to review prod. or service	22,412	6.8%	112
Social network: used for professional contacts	40,889	12.4%	150
Social network: used to find mutual interests	30,872	9.4%	138
Social network: used to track current events	68,447	20.8%	125
Social network: used to find info on TV or movie	42,756	13.0%	136
Social network: used to find local information	51,697	15.7%	120
Social network: used for gaming	25,068	7.6%	88
Social network: used to support favorite brands	23,101	7.0%	120
Social network: used to get coupons or discounts	31,139	9.5%	125
Social network: used to gain access to VIP events	18,336	5.6%	124

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Used website/search engine/30 days: bing.com	22,468	6.8%	73
Used website/search engine/30 days: google.com	292,867	88.9%	107
Used website/search engine/30 days: yahoo.com	49,390	15.0%	83
2021 Used Indeed Job/Careers Website or App/30 Days	53,800	16.3%	117
2021 Used Zillow Info/Ref Website or App/30 Days	63,688	19.3%	117
Used entertainment website/app last 30 days: BuzzFeed	56,277	17.1%	228
Used entertainment website/app last 30 days: Fandango	28,833	8.8%	168
Used news website/app last 30 days: abcnews.com	33,195	10.1%	120
Used news website/app last 30 days: bbc.com	54,492	16.5%	251
Used news website/app last 30 days: cbsnews.com	27,584	8.4%	138
Used news website/app last 30 days: cnn.com	94,392	28.7%	176
Used news website/app last 30 days: foxnews.com	40,283	12.2%	84
Used news website/app last 30 days: huffpost.com	52,107	15.8%	215
Used news website/app last 30 days: nbcnews.com	28,014	8.5%	145
Used news website/app last 30 days: yahoo.com	26,559	8.1%	107
Used sports website/app last 30 days: ESPN	78,587	23.9%	134
Used sports website/app last 30 days: FoxSports	21,657	6.6%	94
Used sports website/app last 30 days: NBA.com	21,053	6.4%	134
Used sports website/app last 30 days: NFL.com	27,385	8.3%	107
Used website/app last 30 days: PBS	20,988	6.4%	155
Used website/app last 30 days: Telemundo	11,323	3.4%	126

Sample Report

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Electronics and Internet Market Potential

Proposed Location
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Sample Report
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Demographic Summary		2021	2026
Population		850,188	866,190
Population 18+		704,004	722,864
Households		390,966	401,874
Median Household Income		\$83,661	\$96,082

Product/Consumer Behavior	Expected		MPI
	Number of Adults or HHs	Percent	
Own any tablet	344,949	49.0%	96
Own any e-reader	76,433	10.9%	106
Own e-reader/tablet: Amazon Kindle	111,801	15.9%	91
Own e-reader/tablet: iPad	235,558	33.5%	109
Own e-reader/tablet: Samsung Galaxy/Galaxy Note	48,694	6.9%	76
Own any portable MP3 player	104,768	14.9%	102
Own portable MP3 player: Apple iPod	79,277	11.3%	107
Own wearable tech: Apple Watch	74,290	10.6%	131
Own wearable tech: Fitbit	72,885	10.4%	91
Own digital camcorder	40,983	5.8%	86
Own digital point & shoot camera/camcorder	47,580	6.8%	84
Own digital SLR camera/camcorder	65,253	9.3%	116
Own 35mm camera/camcorder	34,209	4.9%	92
Own telephoto/zoom lens	32,946	4.7%	105
Own wide-angle lens	32,004	4.5%	123
Own a selfie stick	34,078	4.8%	102
Printed digital photos in last 12 months	145,694	20.7%	94
Use a computer at work	357,242	50.7%	118
Use desktop computer at work	167,281	23.8%	111
Use laptop/notebook at work	176,809	25.1%	122
HH owns a computer	291,141	74.5%	100
HH purchased computer in last 12 months	42,425	10.9%	106
HH owns desktop computer	115,096	29.4%	84
HH owns laptop/notebook	234,993	60.1%	102
HH with child (under 18 yrs) using home computer	26,723	6.8%	59
HH owns any Apple/Mac brand computer	108,215	27.7%	138
HH owns any PC/non-Apple brand computer	207,443	53.1%	87

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Product/Consumer Behavior	Expected Number of Adults or HHs	Percent	MPI
HH purchased most recent computer 1-2 years ago	63,722	16.3%	105
HH purchased most recent computer 3-4 years ago	57,061	14.6%	92
HH purchased most recent computer 5+ years ago	47,025	12.0%	95
HH purchased most recent computer in a store	121,980	31.2%	89
HH purchased most recent computer online	76,585	19.6%	124
HH spent \$1-499 on most recent home computer	43,699	11.2%	78
HH spent \$500-\$999 on most recent home computer	58,175	14.9%	90
HH spent \$1000-\$1499 on most recent home computer	42,615	10.9%	106
HH spent \$1500-\$1999 on most recent home computer	26,086	6.7%	135
HH spent \$2000+ on most recent home computer	26,236	6.7%	152
HH owns webcam	66,757	17.1%	101
HH owns wireless router	88,637	22.7%	92
HH owns all-in-one printer (print copy scan)	155,266	39.7%	82
HH owns software: accounting	21,563	5.5%	101
HH owns software: communications/fax	18,287	4.7%	116
HH owns software: database/filing	19,362	5.0%	101
HH owns software: desktop publishing	23,569	6.0%	95
HH owns software: education/training	35,173	9.0%	115
HH owns software: entertainment/games	63,310	16.2%	106
HH owns software: personal finance/tax prep	40,785	10.4%	88
HH owns software: presentation graphics	29,001	7.4%	135
HH owns software: multimedia	41,941	10.7%	114
HH owns software: networking	48,216	12.3%	121
HH owns software: online meeting/conference	33,609	8.6%	152
HH owns software: online/remote backup	24,420	6.2%	145
HH owns software: security/anti-virus	77,279	19.8%	102
HH owns software: spreadsheet	99,689	25.5%	115
HH owns touch screen monitor	24,823	6.3%	72
HH owns software: utility	25,791	6.6%	154
HH owns software: word processing	114,885	29.4%	104
HH owns CD player	33,254	8.5%	66

Sample Report

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HH owns portable GPS device	50,214	12.8%	67
HH owns headphones (ear buds)	174,374	44.6%	105
HH owns noise reduction headphones	58,448	14.9%	119
HH owns Bluetooth/wireless headphones	94,110	24.1%	106
HH owns home theater/entertainment system	28,497	7.3%	82
HH owns 1 TV	133,580	34.2%	162
HH owns 2 TVs	102,891	26.3%	99
HH owns 3 TVs	51,892	13.3%	63
HH owns 4+ TVs	34,809	8.9%	51
HH owns LCD TV	82,833	21.2%	94
HH owns LED TV	120,170	30.7%	82
HH owns plasma TV	43,443	11.1%	96
HH has 3D TV	19,293	4.9%	107
HH has HDTV	147,280	37.7%	89
HH has 4K Ultra HDTV	58,875	15.1%	91
HH has Internet connectable TV	125,623	32.1%	88
HH owns small screen TV (<27 in)	38,553	9.9%	77
HH owns medium screen TV (27-35 in)	97,813	25.0%	87
HH owns large screen TV (36-42 in)	108,785	27.8%	86
HH owns XLarge screen TV (43-54 in)	92,419	23.6%	80
HH owns XXL screen TV (55 in+)	88,936	22.7%	76
HH most recent TV purch: small screen (<27 in)	20,786	5.3%	102
HH most recent TV purch: medium screen (27-35 in)	61,825	15.8%	109
HH most recent TV purch: large screen (36-42 in)	73,425	18.8%	106
HH most recent TV purch: Xlarge screen (43-54 in)	65,455	16.7%	91
HH most recent TV purch: XXL screen (55 in+)	79,411	20.3%	83
HH owns any internet video device for TV	133,258	34.1%	102
HH owns internet device for TV - Amazon Fire	59,469	15.2%	105
HH owns internet device for TV - Apple TV	32,350	8.3%	124
HH owns internet device for TV - Google Chromecast	27,416	7.0%	124
HH owns internet device for TV - Roku	50,447	12.9%	82
HH purchased video game system in last 12 months	39,649	10.1%	123
HH owns video game system: handheld	41,985	10.7%	88
HH owns video game system: attached to TV/computer	134,441	34.4%	84
HH owns video game system: Nintendo DS/Lite DSI/XL	14,181	3.6%	78
HH owns video game system: Nintendo 3DS/3DS XL	15,034	3.8%	90
HH owns video game system: Nintendo Switch	27,630	7.1%	99
HH owns video game system: Nintendo Wii	26,784	6.9%	64
HH owns video game system: Nintendo Wii U	10,194	2.6%	84
HH owns video game system: PlayStation 2 (PS2)	12,955	3.3%	68
HH owns video game system: PlayStation 3 (PS3)	21,683	5.5%	73
HH owns video game system: PlayStation 4 (PS4)	57,968	14.8%	92
HH owns video game system: Xbox 360	30,178	7.7%	66
HH owns video game system: Xbox One	42,626	10.9%	78
HH purchased 5+ video games in last 12 months	18,284	4.7%	99
HH spent \$101+ on video games in last 12 months	28,811	7.4%	103
Have access to Internet at home	644,414	91.5%	100
Connect to Internet at home via broadband/high speed	635,425	90.3%	101
Connection to Internet at home: via cable modem	353,429	50.2%	107
Connection to Internet at home: via DSL	40,901	5.8%	61
Connection to Internet at home: via fiber optic	131,250	18.6%	122
Connect to Internet at home via satellite	11,196	1.6%	42
Spend 10+ hrs online (excl email/IM time) daily	76,556	10.9%	141
Spend 5-9.9 hrs online (excl email/IM time) daily	177,944	25.3%	142
Spend 2-4.9 hrs online (excl email/IM time) daily	178,695	25.4%	95
Spend 1-1.9 hrs online (excl email/IM time) daily	101,003	14.3%	82
Spend 0.5-0.9 hrs online (excl email/IM time) daily	48,695	6.9%	71
Spend <0.5 hrs online (excl email/IM time) daily	28,981	4.1%	71
Used Internet in last 30 days	636,788	90.5%	101

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Product/Consumer Behavior	Expected Number of Adults or HHs	Percent	MPI
Used Internet/30 days: at home	606,582	86.2%	101
Used Internet/30 days: at work	350,549	49.8%	111
Used Internet/30 days: at school/library	104,350	14.8%	120
Used Internet/30 days: not hm/work/school/library	255,447	36.3%	102
Accessed Internet in last 30 days using computer	501,017	71.2%	104
Accessed Internet in last 30 days using cell phone	598,477	85.0%	104
Accessed Internet in last 30 days using tablet	229,730	32.6%	103
Accessed Internet in last 30 days w gaming console	63,677	9.0%	95
Accessed Internet in last 30 days using television	145,068	20.6%	89
Used tablet last 30 days for video call	39,162	5.6%	105
Internet last 30 days: used email	549,615	78.1%	103
Internet last 30 days: used IM	509,286	72.3%	101
Internet last 30 days: made personal purchase	449,944	63.9%	111
Internet last 30 days: made business purchase	104,196	14.8%	106
Internet last 30 days: paid bills online	446,648	63.4%	111
Internet last 30 days: took online class	105,339	15.0%	143
Internet last 30 days: looked for employment	125,534	17.8%	118
Internet last 30 days: traded/tracked Investments	121,244	17.2%	121
Internet last 30 days: made travel plans	200,070	28.4%	129
Internet last 30 days: obtained auto info	73,382	10.4%	85
Internet last 30 days: obtained financial info	246,554	35.0%	109
Internet last 30 days: obtained medical info	234,878	33.4%	103
Internet last 30 days: checked movie listing/times	149,035	21.2%	98
Internet last 30 days: obtained latest news	385,129	54.7%	113
Internet last 30 days: obtained parenting info	41,224	5.9%	91
Internet last 30 days: obtained real estate info	120,209	17.1%	108
Internet last 30 days: obtained sports news/info	235,704	33.5%	111
Internet last 30 days: visited online blog	129,899	18.5%	144
Internet last 30 days: wrote online blog	16,529	2.3%	134
Internet last 30 days: used online dating website	40,511	5.8%	187
Internet last 30 days: used video chat	244,241	34.7%	117
Internet last 30 days: visited a chat room	52,643	7.5%	134
Internet last 30 days: played games online	224,972	32.0%	95
Internet last 30 days: sent greeting card	33,588	4.8%	93
Internet last 30 days: made phone call	255,308	36.3%	98
Internet last 30 days: shared photos via website	262,429	37.3%	110
Internet last 30 days: looked for recipes	292,416	41.5%	96
Internet last 30 days: added video to website	74,077	10.5%	127
Internet last 30 days: downloaded a movie	80,168	11.4%	121
Internet last 30 days: downloaded music	134,543	19.1%	107
Internet last 30 days: downloaded TV program	39,006	5.5%	121
Internet last 30 days: downloaded a video game	99,416	14.1%	104
Internet last 30 days: watched movie online	299,208	42.5%	131
Internet last 30 days: watched TV program online	190,622	27.1%	128
Used online gaming srv/30 days: PlayStation Network	46,404	6.6%	98
Used online gaming srv/30 days: Xbox Live	42,354	6.0%	95
Played Massive Multi-Player Online game/30 days	44,462	6.3%	124
Used Spanish language website/app last 30 days	45,880	6.5%	140
Social Media last 30 days: facebook.com	462,575	65.7%	101
Social Media last 30 days: instagram.com	331,230	47.0%	136
Social Media last 30 days: linkedin.com	173,733	24.7%	183
Social Media last 30 days: used reddit	97,758	13.9%	191
Social Media last 30 days: shutterfly.com	13,937	2.0%	68
Social Media last 30 days: snapchat.com	176,231	25.0%	115
Social Media last 30 days: tumblr.com	33,441	4.8%	165
Social Media last 30 days: Twitch	29,791	4.2%	126
Social Media last 30 days: twitter.com	165,633	23.5%	154
Social Media last 30 days: yelp.com	96,562	13.7%	206
Social Media last 30 days: youtube.com	423,598	60.2%	111
Social Media last 30 days: pinterest.com	117,907	16.7%	80

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 2021 and 2026.



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 or HHs	Percent	MPI
Social network: updated status in last 30 days	183,731	26.1%	99
Social network: updated profile in last 30 days	160,858	22.8%	109
Social network: posted picture in last 30 days	349,405	49.6%	110
Social network: posted video in last 30 days	170,391	24.2%	116
Social network: posted link in last 30 days	109,151	15.5%	116
Social network: saw friend's page in last 30 days	372,468	52.9%	109
Social network: commented on post in last 30 days	324,668	46.1%	100
Social network: posted a blog in last 30 days	26,699	3.8%	136
Social network: rated a product in last 30 days	71,638	10.2%	108
Social network: sent email message in last 30 days	349,864	49.7%	98
Social network: sent IM in last 30 days	141,034	20.0%	102
Social network: played a game in last 30 days	134,061	19.0%	89
Social network: invited to event in last 30 days	66,137	9.4%	101
Social network: liked something in last 30 days	292,785	41.6%	103
Social network: followed something in last 30 days	201,976	28.7%	116
Social network: clicked on an ad in last 30 days	163,294	23.2%	126
Social network: watched video in last 30 days	414,483	58.9%	111
Social network: posted location in last 30 days	101,599	14.4%	145
Social network: sent real or virtual gift in last 30 days	24,806	3.5%	139
Used filter On Picture Social Media in last 30 Days	117,934	16.8%	119
IM/Video Chat: Facebook messenger in last 30 Days	319,578	45.4%	88
IM/Video Chat: FaceTime in last 30 Days	212,946	30.2%	108
IM/Video Chat: Google Hangouts in last 30 Days	61,928	8.8%	180
IM/Video Chat: Skype n last 30 Days	75,768	10.8%	126
IM/Video Chat: Snapchat in last 30 Days	127,564	18.1%	103
IM/Video Chat: WhatsApp in last 30 Days	197,601	28.1%	183
Social network: used to keep in touch w/ friends	309,798	44.0%	101
Social network: used to reconnect w/ old friends	120,465	17.1%	114
Social network: used to meet new friends	65,888	9.4%	126
Social network: used to follow friends activities	158,340	22.5%	104
Social network: used to find out about new prod.	67,880	9.6%	115
Social network: used to review prod. or service	50,473	7.2%	118
Social network: used for professional contacts	85,327	12.1%	146
Social network: used to find mutual interests	65,875	9.4%	137
Social network: used to track current events	143,618	20.4%	123
Social network: used to find info on TV or movie	92,821	13.2%	138
Social network: used to find local information	110,113	15.6%	120
Social network: used for gaming	61,584	8.7%	101
Social network: used to support favorite brands	53,183	7.6%	129
Social network: used to get coupons or discounts	66,656	9.5%	126
Social network: used to gain access to VIP events	41,312	5.9%	131

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: 5 mile radius

Sample Report
Latitude: 41.87998
Longitude: -87.63702

Used website/search engine/30 days: bing.com	44,562	6.3%	68
Used website/search engine/30 days: google.com	601,018	85.4%	103
Used website/search engine/30 days: yahoo.com	107,463	15.3%	84
2021 Used Indeed Job/Careers Website or App/30 Days	114,873	16.3%	117
2021 Used Zillow Info/Ref Website or App/30 Days	119,514	17.0%	102
Used entertainment website/app last 30 days: BuzzFeed	101,592	14.4%	192
Used entertainment website/app last 30 days: Fandango	53,022	7.5%	144
Used news website/app last 30 days: abcnews.com	68,433	9.7%	116
Used news website/app last 30 days: bbc.com	96,873	13.8%	209
Used news website/app last 30 days: cbsnews.com	53,500	7.6%	126
Used news website/app last 30 days: cnn.com	175,486	24.9%	153
Used news website/app last 30 days: foxnews.com	80,069	11.4%	78
Used news website/app last 30 days: huffpost.com	93,193	13.2%	180
Used news website/app last 30 days: nbcnews.com	51,876	7.4%	126
Used news website/app last 30 days: yahoo.com	53,511	7.6%	101
Used sports website/app last 30 days: ESPN	153,166	21.8%	122
Used sports website/app last 30 days: FoxSports	49,309	7.0%	100
Used sports website/app last 30 days: NBA.com	49,172	7.0%	146
Used sports website/app last 30 days: NFL.com	57,435	8.2%	105
Used website/app last 30 days: PBS	38,248	5.4%	132
Used website/app last 30 days: Telemundo	31,955	4.5%	167

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.

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