



# 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		2022	2027
Population		79,579	83,205
Population 18+		73,382	76,623
Households		46,942	49,392
Median Household Income		\$135,114	\$151,317

  

Product/Consumer Behavior	Expected		MPI
	Number of Adults or HHs	Percent	
Own any tablet	43,921	59.9%	106
Own any e-reader	13,514	18.4%	150
Own e-reader/tablet: Amazon Kindle	18,462	25.2%	119
Own e-reader/tablet: iPad	32,411	44.2%	127
Own e-reader/tablet: Samsung Galaxy/Galaxy Note	4,082	5.6%	55
Own any portable MP3 player	10,525	14.3%	105
Own wearable tech: Apple Watch	14,838	20.2%	160
Own wearable tech: Fitbit	10,778	14.7%	105
Own Garmin wearable technology	2,930	4.0%	144
Own digital camcorder	4,444	6.1%	80
Own digital point & shoot camera or camcorder	7,993	10.9%	111
Own digital SLR camera or camcorder	11,159	15.2%	155
Own 35mm camera or camcorder	3,676	5.0%	83
Own telephoto or zoom lens	4,927	6.7%	124
Own wide-angle lens	4,322	5.9%	136
Own a selfie stick	4,297	5.9%	103
Printed digital photos in last 12 months	20,570	28.0%	111
Use a computer at work	49,246	67.1%	156
Use desktop computer at work	20,215	27.5%	136
Use laptop or notebook at work	29,474	40.2%	178
HH owns a computer	41,125	87.6%	108
HH purchased computer in last 12 months	6,567	14.0%	109
HH owns desktop computer	15,459	32.9%	87
HH owns laptop or notebook	33,977	72.4%	110
HH with child (under 18 yrs) using home computer	2,204	4.7%	39
HH owns any Apple/Mac brand computer	15,979	34.0%	152
HH owns any PC/non-Apple brand computer	28,995	61.8%	93

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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Product/Consumer Behavior	Expected Number of Adults or HHs	Percent	MPI
HH purchased most recent computer 1-2 years ago	9,102	19.4%	113
HH purchased most recent computer 3-4 years ago	9,800	20.9%	118
HH purchased most recent computer 5+ years ago	7,269	15.5%	100
HH purchased most recent computer in a store	16,092	34.3%	93
HH purchased most recent computer online	15,350	32.7%	145
HH spent \$1-499 on most recent home computer	5,541	11.8%	76
HH spent \$500-\$999 on most recent home computer	8,187	17.4%	92
HH spent \$1000-\$1499 on most recent home computer	7,385	15.7%	131
HH spent \$1500-\$1999 on most recent home computer	4,282	9.1%	174
HH spent \$2000+ on most recent home computer	4,747	10.1%	214
HH owns webcam	13,019	27.7%	120
HH owns wireless router	16,044	34.2%	112
HH owns all-in-one printer (print copy scan)	22,959	48.9%	88
HH owns software: accounting	2,329	5.0%	81
HH owns software: communications or fax	2,926	6.2%	157
HH owns software: database or filing	2,664	5.7%	111
HH owns software: desktop publishing	3,285	7.0%	101
HH owns software: education or training	4,883	10.4%	118
HH owns software: entertainment or games	12,491	26.6%	139
HH owns software: personal finance or tax prep	7,173	15.3%	107
HH owns software: presentation graphics	4,312	9.2%	148
HH owns software: multimedia	6,678	14.2%	141
HH owns software: networking	7,602	16.2%	150
HH owns software: online meeting or conference	10,510	22.4%	175
HH owns software: online or remote backup	4,859	10.4%	180
HH owns software: security or anti-virus	14,164	30.2%	128
HH owns software: spreadsheet	17,956	38.3%	145
HH owns touch screen monitor	4,047	8.6%	77
HH owns software: utility	4,327	9.2%	184
HH owns software: web authoring software	955	2.0%	116
HH owns software: word processing	19,867	42.3%	124
HH owns CD player	5,275	11.2%	71

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HH owns portable GPS device	6,222	13.3%	64
HH owns headphones (ear buds)	28,837	61.4%	123
HH owns noise reduction headphones	12,196	26.0%	152
HH owns Bluetooth or wireless headphones	21,183	45.1%	132
HH owns home theater or entertainment system	5,984	12.7%	96
HH owns 1 TV	16,765	35.7%	182
HH owns 2 TVs	14,107	30.1%	110
HH owns 3 TVs	6,298	13.4%	61
HH owns 4+ TVs	4,417	9.4%	45
HH owns LCD TV	11,046	23.5%	96
HH owns LED TV	18,953	40.4%	94
HH owns OLED TV	3,486	7.4%	156
HH owns plasma TV	4,451	9.5%	84
HH has HDTV	19,651	41.9%	95
HH has 4K Ultra HDTV	11,563	24.6%	107
HH has Internet connectable TV	19,666	41.9%	98
HH owns small screen TV (<27 in)	3,657	7.8%	59
HH owns medium screen TV (27-35 in)	12,088	25.8%	90
HH owns large screen TV (36-42 in)	13,988	29.8%	89
HH owns XLarge screen TV (43-54 in)	12,881	27.4%	81
HH owns XXL screen TV (55-69 in)	14,178	30.2%	89
HH owns XXXL screen TV (70+ in)	1,474	3.1%	55
HH most recent TV purch: small screen (<27 in)	1,677	3.6%	73
HH most recent TV purch: medium screen (27-35 in)	6,702	14.3%	106
HH most recent TV purch: large screen (36-42 in)	9,018	19.2%	112
HH most recent TV purch: XLarge screen (43-54 in)	8,617	18.4%	94
HH most recent TV purch: XXL screen (55-59 in)	12,193	26.0%	100
HH most recent TV purch: XXXL screen (70+ in)	1,171	2.5%	56
HH owns any internet video device for TV	22,892	48.8%	108
HH owns internet device for TV - Amazon Fire	10,214	21.8%	101
HH owns internet device for TV - Apple TV	5,259	11.2%	130
HH owns internet device for TV - Google Chromecast	4,998	10.6%	152
HH owns internet device for TV - Roku	8,672	18.5%	83
HH owns video game system: handheld	7,089	15.1%	102
HH owns video game system: attached to TV/computer	17,172	36.6%	88
HH owns video game system: Nintendo DS/Lite DSI/XL	2,865	6.1%	86
HH owns video game system: Nintendo Switch	5,517	11.8%	106
HH owns video game system: Nintendo Wii/Wii U	810	1.7%	61
HH owns video game system: PlayStation 2 (PS2)	1,522	3.2%	72
HH owns video game system: PlayStation 3 (PS3)	2,865	6.1%	87
HH owns video game system: PlayStation 4 (PS4)	6,691	14.3%	84
HH owns video game system: Xbox 360	3,513	7.5%	69
HH owns video game system: Xbox One	4,752	10.1%	72
HH purchased video game system in last 12 months	4,328	9.2%	119
HH purchased 5+ video games in last 12 months	3,492	7.4%	139
HH spent \$101+ on video games in last 12 months	4,587	9.8%	124
Have access to Internet at home	70,924	96.7%	102
Connect to Internet at home via broadband/high speed	69,753	95.1%	104
Connection to Internet at home: via cable modem	37,705	51.4%	114
Connection to Internet at home: via DSL	4,749	6.5%	64
Connection to Internet at home: via fiber optic	16,933	23.1%	141
Connect to Internet at home via satellite	806	1.1%	32
Spend <0.5 hrs online (excl email/IM time) daily	1,796	2.4%	50
Spend 0.5-0.9 hrs online (excl email/IM time) daily	3,676	5.0%	61
Spend 1-1.9 hrs online (excl email/IM time) daily	9,766	13.3%	78
Spend 2-4.9 hrs online (excl email/IM time) daily	19,906	27.1%	92
Spend 5-9.9 hrs online (excl email/IM time) daily	23,361	31.8%	154
Spend 10+ hrs online (excl email/IM time) daily	11,471	15.6%	158
Used Internet in last 30 days	71,942	98.0%	104

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Used Internet/30 days: at home	69,931	95.3%	106
Used Internet/30 days: at work	37,296	50.8%	131
Used Internet/30 days: at school or library	7,212	9.8%	119
Used Internet/30 days: not home/work/school/library	30,418	41.5%	123
Accessed Internet in last 30 days using computer	65,323	89.0%	118
Accessed Internet in last 30 days using cell phone	66,731	90.9%	109
Accessed Internet in last 30 days using tablet	32,667	44.5%	128
Accessed Internet in last 30 days with gaming console	8,766	11.9%	118
Accessed Internet in last 30 days using television	21,617	29.5%	113
Internet last 30 days: used email	66,597	90.8%	112
Internet last 30 days: used IM	62,490	85.2%	110
Internet last 30 days: made personal purchase	61,738	84.1%	126
Internet last 30 days: made business purchase	13,029	17.8%	131
Internet last 30 days: paid bills online	56,861	77.5%	128
Internet last 30 days: took online class	16,584	22.6%	180
Internet last 30 days: looked for employment	13,507	18.4%	134
Internet last 30 days: traded/tracked Investments	21,267	29.0%	178
Internet last 30 days: made travel plans	22,715	31.0%	182
Internet last 30 days: obtained auto info	6,820	9.3%	86
Internet last 30 days: obtained financial info	34,353	46.8%	146
Internet last 30 days: obtained medical info	29,798	40.6%	125
Internet last 30 days: checked movie listing/times	10,239	14.0%	101
Internet last 30 days: obtained latest news	49,211	67.1%	129
Internet last 30 days: obtained parenting info	2,910	4.0%	77
Internet last 30 days: obtained real estate info	16,564	22.6%	147
Internet last 30 days: obtained sports news/info	28,764	39.2%	140
Internet last 30 days: visited online blog	19,728	26.9%	218
Internet last 30 days: wrote online blog	1,876	2.6%	179
Internet last 30 days: used online dating website	7,085	9.7%	283
Internet last 30 days: used video chat	36,917	50.3%	143
Internet last 30 days: visited a chat room	5,820	7.9%	124
Internet last 30 days: played games online	26,323	35.9%	100
Internet last 30 days: sent greeting card	3,611	4.9%	96
Internet last 30 days: made phone call	29,952	40.8%	111
Internet last 30 days: shared photos via website	27,460	37.4%	124
Internet last 30 days: looked for recipes	44,524	60.7%	121
Internet last 30 days: added video to website	7,349	10.0%	125
Internet last 30 days: downloaded a movie	7,422	10.1%	133
Internet last 30 days: downloaded music	14,392	19.6%	118
Internet last 30 days: downloaded TV program	3,562	4.9%	131
Internet last 30 days: downloaded a video game	12,324	16.8%	118
Internet last 30 days: watched movie online	36,768	50.1%	147
Internet last 30 days: watched TV program online	25,075	34.2%	156
Used online gaming srv/30 days: Nintendo Switch	3,862	5.3%	171
Used online gaming srv/30 days: PlayStation Network	4,736	6.5%	93
Used online gaming srv/30 days: Xbox Live	3,694	5.0%	79
Played Massive Multi-Player Online game/30 days	4,840	6.6%	139
Used Spanish language website/app last 30 days	1,828	2.5%	57
Social Media last 30 days: facebook.com	48,632	66.3%	102
Social media last 30 days: instagram.com	42,983	58.6%	159
Social Media last 30 days: linkedin.com	27,946	38.1%	270
Social Media last 30 days: used reddit	18,067	24.6%	281
Social Media last 30 days: shutterfly.com	1,591	2.2%	76
Social Media last 30 days: snapchat.com	19,651	26.8%	125
Social Media last 30 days: tumblr.com	3,622	4.9%	234
Social Media last 30 days: Twitch	4,447	6.1%	169
Social Media last 30 days: twitter.com	26,095	35.6%	205
Social Media last 30 days: yelp.com	13,375	18.2%	305
Social Media last 30 days: youtube.com	49,657	67.7%	123
Social Media last 30 days: pinterest.com	13,639	18.6%	92

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Product/Consumer Behavior	Expected Number of Adults or HHs	Percent	MPI
Social network: updated status in last 30 days	18,864	25.7%	103
Social network: updated profile in last 30 days	14,913	20.3%	105
Social network: posted picture in last 30 days	36,608	49.9%	116
Social network: posted video in last 30 days	14,954	20.4%	110
Social network: posted link in last 30 days	12,753	17.4%	146
Social network: saw friend's page in last 30 days	41,520	56.6%	122
Social network: commented on post in last 30 days	36,742	50.1%	111
Social network: posted a blog in last 30 days	2,896	3.9%	172
Social network: rated a product in last 30 days	7,882	10.7%	123
Social network: sent email message in last 30 days	38,895	53.0%	108
Social network: sent IM in last 30 days	21,144	28.8%	127
Social network: played a game in last 30 days	10,609	14.5%	73
Social network: invited to event in last 30 days	5,056	6.9%	105
Social network: liked something in last 30 days	31,453	42.9%	112
Social network: followed something in last 30 days	24,839	33.8%	135
Social network: clicked on an ad in last 30 days	18,145	24.7%	144
Social network: watched video in last 30 days	42,996	58.6%	121
Social network: posted location in last 30 days	9,236	12.6%	187
Social network: sent real or virtual gift in last 30 days	2,465	3.4%	129
Used filter On Picture Social Media in last 30 Days	11,081	15.1%	123
IM/Video Chat: Facebook messenger in last 30 Days	31,411	42.8%	85
IM/Video Chat: FaceTime in last 30 Days	27,581	37.6%	123
IM/Video Chat: Google Hangouts in last 30 Days	9,115	12.4%	260
IM/Video Chat: Skype in last 30 Days	10,248	14.0%	187
IM/Video Chat: Slack in last 30 Days	8,218	11.2%	415
IM/Video Chat: Snapchat in last 30 Days	14,205	19.4%	119
IM/Video Chat: WhatsApp in last 30 Days	23,291	31.7%	192
Social network: used to keep in touch w/ friends	33,248	45.3%	102
Social network: used to reconnect w/ old friends	11,407	15.5%	101
Social network: used to meet new friends	5,847	8.0%	123
Social network: used to follow friends activities	18,374	25.0%	111
Social network: used to find out about new products	5,682	7.7%	105
Social network: used to review products or service	2,989	4.1%	78
Social network: used for professional contacts	8,431	11.5%	161
Social network: used to find mutual interests	6,194	8.4%	135
Social network: used to track current events	13,877	18.9%	117
Social network: used to find info on TV or movie	7,691	10.5%	121
Social network: used to find local information	10,500	14.3%	111
Social network: used for gaming	3,921	5.3%	68
Social network: used to support favorite brands	4,097	5.6%	109
Social network: used to get coupons or discounts	6,608	9.0%	128
Social network: used to gain access to VIP events	3,888	5.3%	138

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Used website/search engine/30 days: bing.com	5,436	7.4%	79
Used website/search engine/30 days: google.com	67,792	92.4%	109
Used website/search engine/30 days: yahoo.com	9,458	12.9%	75
Used website/search engine/30 days: Used Indeed	11,673	15.9%	116
Used website/search engine/30 days: Zillow Info/Ref Website	18,488	25.2%	140
Used entertainment website/app last 30 days: BuzzFeed	13,325	18.2%	265
Used entertainment website/app last 30 days: Fandango	3,459	4.7%	177
Used news website/app last 30 days: abcnews.com	8,612	11.7%	126
Used news website/app last 30 days: bbc.com	13,857	18.9%	282
Used news website/app last 30 days: cbsnews.com	6,968	9.5%	146
Used news website/app last 30 days: cnn.com	24,179	32.9%	183
Used news website/app last 30 days: foxnews.com	8,651	11.8%	76
Used news website/app last 30 days: huffpost.com	9,777	13.3%	204
Used news website/app last 30 days: nbcnews.com	7,148	9.7%	146
Used news website/app last 30 days: yahoonews.com	5,980	8.1%	100
Used sports website/app last 30 days: ESPN	17,524	23.9%	149
Used sports website/app last 30 days: FoxSports	4,503	6.1%	99
2022 Used MLB Sports Website or App/30 Days	3,941	5.4%	159
Used sports website/app last 30 days: NBA.com	4,185	5.7%	147
Used sports website/app last 30 days: NFL.com	5,400	7.4%	101
Used website/app last 30 days: PBS	3,653	5.0%	141
Used website/app last 30 days: Telemundo	441	0.6%	24
Social network: follow actors/comedians	19,867	27.1%	146
Social network: follow artists/photographers	14,544	19.8%	158
Social network: follow charitable groups	12,663	17.3%	144
Social network: follow chefs/restaurants	13,983	19.1%	135
Social network: follow companies/brands	17,022	23.2%	139
Social network: follow gamers	6,250	8.5%	130
Social network: follow hobby-related groups	19,068	26.0%	135
Social network: follow local groups	14,321	19.5%	119
Social network: follow magazines	6,672	9.1%	124
Social network: follow medical/ailment groups	4,840	6.6%	119
Social network: follow music groups	17,723	24.2%	136
Social network: follow newspapers	11,413	15.6%	153
Social network: follow other celebrities	10,588	14.4%	131
Social network: follow political groups	13,977	19.0%	146
Social network: follow politicians	16,128	22.0%	151
Social network: follow religious groups	6,811	9.3%	91
Social network: follow school groups	10,497	14.3%	116
Social network: follow sports/Athletes	14,744	20.1%	141
Social network: follow travel-related groups	9,437	12.9%	136
Social network: follow TV programs/networks	13,983	19.1%	128

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Demographic Summary		2022	2027
Population		406,343	409,476
Population 18+		353,908	358,343
Households		217,632	221,192
Median Household Income		\$112,587	\$130,780

  

Product/Consumer Behavior	Expected		MPI
	Number of Adults or HHs	Percent	
Own any tablet	204,411	57.8%	103
Own any e-reader	59,546	16.8%	137
Own e-reader/tablet: Amazon Kindle	82,993	23.5%	111
Own e-reader/tablet: iPad	147,606	41.7%	120
Own e-reader/tablet: Samsung Galaxy/Galaxy Note	23,833	6.7%	66
Own any portable MP3 player	50,816	14.4%	105
Own wearable tech: Apple Watch	62,599	17.7%	140
Own wearable tech: Fitbit	47,226	13.3%	95
Own Garmin wearable technology	12,729	3.6%	130
Own digital camcorder	21,457	6.1%	80
Own digital point & shoot camera or camcorder	34,687	9.8%	100
Own digital SLR camera or camcorder	47,360	13.4%	137
Own 35mm camera or camcorder	18,390	5.2%	86
Own telephoto or zoom lens	22,071	6.2%	116
Own wide-angle lens	20,139	5.7%	132
Own a selfie stick	21,318	6.0%	106
Printed digital photos in last 12 months	94,188	26.6%	105
Use a computer at work	208,989	59.1%	137
Use desktop computer at work	86,755	24.5%	121
Use laptop or notebook at work	122,876	34.7%	154
HH owns a computer	185,149	85.1%	105
HH purchased computer in last 12 months	30,627	14.1%	109
HH owns desktop computer	72,830	33.5%	88
HH owns laptop or notebook	153,869	70.7%	108
HH with child (under 18 yrs) using home computer	14,157	6.5%	54
HH owns any Apple/Mac brand computer	73,850	33.9%	152
HH owns any PC/non-Apple brand computer	130,213	59.8%	90

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HH purchased most recent computer 1-2 years ago	40,662	18.7%	109
HH purchased most recent computer 3-4 years ago	41,729	19.2%	108
HH purchased most recent computer 5+ years ago	32,766	15.1%	98
HH purchased most recent computer in a store	74,422	34.2%	92
HH purchased most recent computer online	65,310	30.0%	133
HH spent \$1-499 on most recent home computer	26,495	12.2%	78
HH spent \$500-\$999 on most recent home computer	37,069	17.0%	90
HH spent \$1000-\$1499 on most recent home computer	32,650	15.0%	125
HH spent \$1500-\$1999 on most recent home computer	17,894	8.2%	157
HH spent \$2000+ on most recent home computer	19,779	9.1%	192
HH owns webcam	56,266	25.9%	112
HH owns wireless router	69,562	32.0%	105
HH owns all-in-one printer (print copy scan)	107,441	49.4%	89
HH owns software: accounting	12,036	5.5%	90
HH owns software: communications or fax	12,059	5.5%	139
HH owns software: database or filing	12,221	5.6%	110
HH owns software: desktop publishing	14,782	6.8%	98
HH owns software: education or training	21,351	9.8%	111
HH owns software: entertainment or games	51,558	23.7%	124
HH owns software: personal finance or tax prep	32,029	14.7%	103
HH owns software: presentation graphics	18,996	8.7%	140
HH owns software: multimedia	29,349	13.5%	133
HH owns software: networking	31,873	14.6%	136
HH owns software: online meeting or conference	44,769	20.6%	161
HH owns software: online or remote backup	20,380	9.4%	162
HH owns software: security or anti-virus	59,299	27.2%	116
HH owns software: spreadsheet	75,143	34.5%	131
HH owns touch screen monitor	18,925	8.7%	78
HH owns software: utility	17,481	8.0%	161
HH owns software: web authoring software	4,454	2.0%	116
HH owns software: word processing	86,675	39.8%	117
HH owns CD player	25,684	11.8%	75

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 MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2022 and 2027.





# 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 or HHs	Percent	MPI
HH owns portable GPS device	31,984	14.7%	71
HH owns headphones (ear buds)	128,345	59.0%	118
HH owns noise reduction headphones	51,534	23.7%	139
HH owns Bluetooth or wireless headphones	90,557	41.6%	121
HH owns home theater or entertainment system	27,110	12.5%	94
HH owns 1 TV	72,484	33.3%	170
HH owns 2 TVs	64,299	29.5%	108
HH owns 3 TVs	31,635	14.5%	66
HH owns 4+ TVs	22,623	10.4%	50
HH owns LCD TV	51,169	23.5%	96
HH owns LED TV	85,207	39.2%	91
HH owns OLED TV	14,354	6.6%	139
HH owns plasma TV	23,607	10.8%	96
HH has HDTV	91,811	42.2%	96
HH has 4K Ultra HDTV	50,254	23.1%	100
HH has Internet connectable TV	89,687	41.2%	97
HH owns small screen TV (<27 in)	19,609	9.0%	69
HH owns medium screen TV (27-35 in)	55,581	25.5%	89
HH owns large screen TV (36-42 in)	65,847	30.3%	90
HH owns XLarge screen TV (43-54 in)	61,948	28.5%	84
HH owns XXL screen TV (55-69 in)	63,365	29.1%	85
HH owns XXXL screen TV (70+ in)	8,220	3.8%	66
HH most recent TV purch: small screen (<27 in)	9,052	4.2%	85
HH most recent TV purch: medium screen (27-35 in)	31,069	14.3%	106
HH most recent TV purch: large screen (36-42 in)	40,745	18.7%	109
HH most recent TV purch: XLarge screen (43-54 in)	40,665	18.7%	96
HH most recent TV purch: XXL screen (55-59 in)	52,643	24.2%	94
HH most recent TV purch: XXXL screen (70+ in)	6,678	3.1%	69
HH owns any internet video device for TV	102,852	47.3%	104
HH owns internet device for TV - Amazon Fire	45,232	20.8%	97
HH owns internet device for TV - Apple TV	25,005	11.5%	134
HH owns internet device for TV - Google Chromecast	21,324	9.8%	140
HH owns internet device for TV - Roku	40,759	18.7%	85
HH owns video game system: handheld	31,862	14.6%	99
HH owns video game system: attached to TV/computer	77,688	35.7%	86
HH owns video game system: Nintendo DS/Lite DSI/XL	12,768	5.9%	83
HH owns video game system: Nintendo Switch	25,115	11.5%	104
HH owns video game system: Nintendo Wii/Wii U	4,250	2.0%	69
HH owns video game system: PlayStation 2 (PS2)	6,610	3.0%	67
HH owns video game system: PlayStation 3 (PS3)	12,507	5.7%	82
HH owns video game system: PlayStation 4 (PS4)	31,474	14.5%	85
HH owns video game system: Xbox 360	15,919	7.3%	67
HH owns video game system: Xbox One	21,766	10.0%	71
HH purchased video game system in last 12 months	22,095	10.2%	131
HH purchased 5+ video games in last 12 months	14,515	6.7%	125
HH spent \$101+ on video games in last 12 months	19,735	9.1%	115
Have access to Internet at home	338,745	95.7%	101
Connect to Internet at home via broadband/high speed	329,944	93.2%	102
Connection to Internet at home: via cable modem	172,074	48.6%	108
Connection to Internet at home: via DSL	23,725	6.7%	67
Connection to Internet at home: via fiber optic	79,477	22.5%	137
Connect to Internet at home via satellite	4,485	1.3%	37
Spend <0.5 hrs online (excl email/IM time) daily	10,112	2.9%	59
Spend 0.5-0.9 hrs online (excl email/IM time) daily	19,746	5.6%	67
Spend 1-1.9 hrs online (excl email/IM time) daily	48,724	13.8%	81
Spend 2-4.9 hrs online (excl email/IM time) daily	101,996	28.8%	98
Spend 5-9.9 hrs online (excl email/IM time) daily	101,523	28.7%	139
Spend 10+ hrs online (excl email/IM time) daily	50,593	14.3%	144
Used Internet in last 30 days	343,073	96.9%	103

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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 or HHs	Percent	MPI
Used Internet/30 days: at home	332,035	93.8%	104
Used Internet/30 days: at work	161,368	45.6%	118
Used Internet/30 days: at school or library	30,539	8.6%	104
Used Internet/30 days: not home/work/school/library	145,789	41.2%	122
Accessed Internet in last 30 days using computer	300,343	84.9%	113
Accessed Internet in last 30 days using cell phone	314,816	89.0%	106
Accessed Internet in last 30 days using tablet	143,189	40.5%	117
Accessed Internet in last 30 days with gaming console	39,752	11.2%	111
Accessed Internet in last 30 days using television	103,065	29.1%	112
Internet last 30 days: used email	310,327	87.7%	108
Internet last 30 days: used IM	298,190	84.3%	109
Internet last 30 days: made personal purchase	276,900	78.2%	117
Internet last 30 days: made business purchase	59,505	16.8%	124
Internet last 30 days: paid bills online	254,880	72.0%	119
Internet last 30 days: took online class	72,683	20.5%	164
Internet last 30 days: looked for employment	64,698	18.3%	133
Internet last 30 days: traded/tracked Investments	91,552	25.9%	159
Internet last 30 days: made travel plans	96,651	27.3%	161
Internet last 30 days: obtained auto info	33,855	9.6%	88
Internet last 30 days: obtained financial info	150,810	42.6%	133
Internet last 30 days: obtained medical info	139,704	39.5%	121
Internet last 30 days: checked movie listing/times	51,004	14.4%	105
Internet last 30 days: obtained latest news	226,806	64.1%	124
Internet last 30 days: obtained parenting info	19,239	5.4%	105
Internet last 30 days: obtained real estate info	75,617	21.4%	139
Internet last 30 days: obtained sports news/info	125,163	35.4%	126
Internet last 30 days: visited online blog	83,877	23.7%	192
Internet last 30 days: wrote online blog	8,499	2.4%	168
Internet last 30 days: used online dating website	29,383	8.3%	243
Internet last 30 days: used video chat	170,819	48.3%	137
Internet last 30 days: visited a chat room	29,752	8.4%	132
Internet last 30 days: played games online	123,504	34.9%	97
Internet last 30 days: sent greeting card	18,414	5.2%	101
Internet last 30 days: made phone call	143,260	40.5%	110
Internet last 30 days: shared photos via website	126,504	35.7%	118
Internet last 30 days: looked for recipes	202,845	57.3%	115
Internet last 30 days: added video to website	36,515	10.3%	129
Internet last 30 days: downloaded a movie	36,645	10.4%	136
Internet last 30 days: downloaded music	66,570	18.8%	113
Internet last 30 days: downloaded TV program	18,290	5.2%	139
Internet last 30 days: downloaded a video game	57,088	16.1%	113
Internet last 30 days: watched movie online	168,949	47.7%	140
Internet last 30 days: watched TV program online	112,952	31.9%	145
Used online gaming srv/30 days: Nintendo Switch	17,194	4.9%	158
Used online gaming srv/30 days: PlayStation Network	23,919	6.8%	97
Used online gaming srv/30 days: Xbox Live	17,773	5.0%	79
Played Massive Multi-Player Online game/30 days	20,694	5.8%	123
Used Spanish language website/app last 30 days	16,991	4.8%	109
Social Media last 30 days: facebook.com	232,263	65.6%	101
Social media last 30 days: instagram.com	193,378	54.6%	148
Social Media last 30 days: linkedin.com	114,480	32.3%	230
Social Media last 30 days: used reddit	72,213	20.4%	233
Social Media last 30 days: shutterfly.com	8,577	2.4%	85
Social Media last 30 days: snapchat.com	86,312	24.4%	114
Social Media last 30 days: tumblr.com	14,425	4.1%	193
Social Media last 30 days: Twitch	18,693	5.3%	148
Social Media last 30 days: twitter.com	110,648	31.3%	180
Social Media last 30 days: yelp.com	58,322	16.5%	276
Social Media last 30 days: youtube.com	232,248	65.6%	119
Social Media last 30 days: pinterest.com	62,896	17.8%	88

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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 or HHs	Percent	MPI
Social network: updated status in last 30 days	89,425	25.3%	101
Social network: updated profile in last 30 days	72,464	20.5%	106
Social network: posted picture in last 30 days	168,025	47.5%	110
Social network: posted video in last 30 days	73,839	20.9%	113
Social network: posted link in last 30 days	58,543	16.5%	139
Social network: saw friend's page in last 30 days	190,721	53.9%	116
Social network: commented on post in last 30 days	169,748	48.0%	107
Social network: posted a blog in last 30 days	12,164	3.4%	150
Social network: rated a product in last 30 days	37,351	10.6%	121
Social network: sent email message in last 30 days	183,033	51.7%	105
Social network: sent IM in last 30 days	97,459	27.5%	122
Social network: played a game in last 30 days	57,308	16.2%	82
Social network: invited to event in last 30 days	24,286	6.9%	105
Social network: liked something in last 30 days	147,162	41.6%	109
Social network: followed something in last 30 days	114,123	32.2%	129
Social network: clicked on an ad in last 30 days	81,864	23.1%	135
Social network: watched video in last 30 days	201,403	56.9%	117
Social network: posted location in last 30 days	37,326	10.5%	157
Social network: sent real or virtual gift in last 30 days	12,872	3.6%	140
Used filter On Picture Social Media in last 30 Days	55,278	15.6%	127
IM/Video Chat: Facebook messenger in last 30 Days	160,190	45.3%	90
IM/Video Chat: FaceTime in last 30 Days	131,611	37.2%	121
IM/Video Chat: Google Hangouts in last 30 Days	38,788	11.0%	229
IM/Video Chat: Skype in last 30 Days	43,734	12.4%	165
IM/Video Chat: Slack in last 30 Days	33,374	9.4%	350
IM/Video Chat: Snapchat in last 30 Days	62,179	17.6%	108
IM/Video Chat: WhatsApp in last 30 Days	112,093	31.7%	191
Social network: used to keep in touch w/ friends	159,810	45.2%	102
Social network: used to reconnect w/ old friends	55,172	15.6%	101
Social network: used to meet new friends	26,504	7.5%	116
Social network: used to follow friends activities	84,512	23.9%	105
Social network: used to find out about new products	27,446	7.8%	105
Social network: used to review products or service	16,579	4.7%	90
Social network: used for professional contacts	35,862	10.1%	142
Social network: used to find mutual interests	27,764	7.8%	126
Social network: used to track current events	65,812	18.6%	115
Social network: used to find info on TV or movie	37,879	10.7%	123
Social network: used to find local information	51,426	14.5%	113
Social network: used for gaming	22,698	6.4%	81
Social network: used to support favorite brands	19,972	5.6%	110
Social network: used to get coupons or discounts	30,799	8.7%	124
Social network: used to gain access to VIP events	17,880	5.1%	131

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# Electronics and Internet Market Potential

Proposed Location  
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Ring: 3 mile radius

Sample Report  
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Longitude: -87.63702

Used website/search engine/30 days: bing.com	27,209	7.7%	82
Used website/search engine/30 days: google.com	320,760	90.6%	107
Used website/search engine/30 days: yahoo.com	47,560	13.4%	78
Used website/search engine/30 days: Used Indeed	56,064	15.8%	116
Used website/search engine/30 days: Zillow Info/Ref Website	81,524	23.0%	128
Used entertainment website/app last 30 days: BuzzFeed	52,342	14.8%	216
Used entertainment website/app last 30 days: Fandango	15,992	4.5%	170
Used news website/app last 30 days: abcnews.com	40,000	11.3%	121
Used news website/app last 30 days: bbc.com	56,260	15.9%	237
Used news website/app last 30 days: cbsnews.com	30,963	8.7%	135
Used news website/app last 30 days: cnn.com	107,447	30.4%	169
Used news website/app last 30 days: foxnews.com	42,935	12.1%	78
Used news website/app last 30 days: huffpost.com	43,084	12.2%	187
Used news website/app last 30 days: nbcnews.com	31,937	9.0%	136
Used news website/app last 30 days: yahoonews.com	28,956	8.2%	100
Used sports website/app last 30 days: ESPN	74,654	21.1%	132
Used sports website/app last 30 days: FoxSports	19,701	5.6%	89
2022 Used MLB Sports Website or App/30 Days	16,438	4.6%	137
Used sports website/app last 30 days: NBA.com	19,411	5.5%	142
Used sports website/app last 30 days: NFL.com	25,357	7.2%	98
Used website/app last 30 days: PBS	18,021	5.1%	145
Used website/app last 30 days: Telemundo	7,903	2.2%	88
Social network: follow actors/comedians	87,557	24.7%	134
Social network: follow artists/photographers	64,544	18.2%	145
Social network: follow charitable groups	53,515	15.1%	126
Social network: follow chefs/restaurants	62,257	17.6%	124
Social network: follow companies/brands	76,657	21.7%	130
Social network: follow gamers	28,164	8.0%	122
Social network: follow hobby-related groups	83,019	23.5%	121
Social network: follow local groups	63,739	18.0%	110
Social network: follow magazines	32,712	9.2%	126
Social network: follow medical/ailment groups	22,149	6.3%	113
Social network: follow music groups	78,124	22.1%	124
Social network: follow newspapers	52,345	14.8%	146
Social network: follow other celebrities	48,344	13.7%	124
Social network: follow political groups	60,819	17.2%	132
Social network: follow politicians	70,408	19.9%	136
Social network: follow religious groups	32,070	9.1%	89
Social network: follow school groups	47,993	13.6%	110
Social network: follow sports/Athletes	64,822	18.3%	129
Social network: follow travel-related groups	41,781	11.8%	125
Social network: follow TV programs/networks	63,676	18.0%	121

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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  
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Demographic Summary		2022	2027
Population		878,154	874,419
Population 18+		728,983	731,385
Households		422,190	424,382
Median Household Income		\$94,377	\$111,362

  

Product/Consumer Behavior	Expected		MPI
	Number of Adults or HHs	Percent	
Own any tablet	404,448	55.5%	99
Own any e-reader	108,785	14.9%	122
Own e-reader/tablet: Amazon Kindle	157,001	21.5%	102
Own e-reader/tablet: iPad	280,047	38.4%	111
Own e-reader/tablet: Samsung Galaxy/Galaxy Note	56,318	7.7%	76
Own any portable MP3 player	100,508	13.8%	101
Own wearable tech: Apple Watch	122,604	16.8%	133
Own wearable tech: Fitbit	92,149	12.6%	90
Own Garmin wearable technology	23,227	3.2%	115
Own digital camcorder	44,228	6.1%	80
Own digital point & shoot camera or camcorder	63,647	8.7%	89
Own digital SLR camera or camcorder	85,059	11.7%	119
Own 35mm camera or camcorder	35,923	4.9%	82
Own telephoto or zoom lens	40,225	5.5%	102
Own wide-angle lens	36,953	5.1%	117
Own a selfie stick	42,926	5.9%	104
Printed digital photos in last 12 months	177,935	24.4%	96
Use a computer at work	385,190	52.8%	123
Use desktop computer at work	162,470	22.3%	110
Use laptop or notebook at work	218,295	29.9%	133
HH owns a computer	346,758	82.1%	101
HH purchased computer in last 12 months	57,595	13.6%	106
HH owns desktop computer	139,174	33.0%	87
HH owns laptop or notebook	287,166	68.0%	104
HH with child (under 18 yrs) using home computer	32,728	7.8%	64
HH owns any Apple/Mac brand computer	133,174	31.5%	141
HH owns any PC/non-Apple brand computer	248,880	58.9%	89

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 or HHs	Percent	MPI
HH purchased most recent computer 1-2 years ago	75,374	17.9%	104
HH purchased most recent computer 3-4 years ago	75,085	17.8%	100
HH purchased most recent computer 5+ years ago	60,621	14.4%	93
HH purchased most recent computer in a store	140,859	33.4%	90
HH purchased most recent computer online	116,526	27.6%	123
HH spent \$1-499 on most recent home computer	51,830	12.3%	79
HH spent \$500-\$999 on most recent home computer	68,951	16.3%	86
HH spent \$1000-\$1499 on most recent home computer	58,977	14.0%	116
HH spent \$1500-\$1999 on most recent home computer	30,171	7.1%	136
HH spent \$2000+ on most recent home computer	33,847	8.0%	170
HH owns webcam	104,560	24.8%	108
HH owns wireless router	124,919	29.6%	97
HH owns all-in-one printer (print copy scan)	201,810	47.8%	86
HH owns software: accounting	22,471	5.3%	87
HH owns software: communications or fax	20,716	4.9%	124
HH owns software: database or filing	21,644	5.1%	100
HH owns software: desktop publishing	25,995	6.2%	89
HH owns software: education or training	40,807	9.7%	110
HH owns software: entertainment or games	92,744	22.0%	115
HH owns software: personal finance or tax prep	56,193	13.3%	93
HH owns software: presentation graphics	33,485	7.9%	128
HH owns software: multimedia	52,674	12.5%	123
HH owns software: networking	57,309	13.6%	126
HH owns software: online meeting or conference	78,305	18.5%	145
HH owns software: online or remote backup	35,445	8.4%	146
HH owns software: security or anti-virus	105,404	25.0%	106
HH owns software: spreadsheet	130,817	31.0%	117
HH owns touch screen monitor	35,393	8.4%	75
HH owns software: utility	30,107	7.1%	143
HH owns software: web authoring software	8,754	2.1%	118
HH owns software: word processing	153,397	36.3%	107
HH owns CD player	46,389	11.0%	70

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 or HHs	Percent	MPI
HH owns portable GPS device	59,660	14.1%	69
HH owns headphones (ear buds)	239,087	56.6%	113
HH owns noise reduction headphones	93,554	22.2%	130
HH owns Bluetooth or wireless headphones	170,656	40.4%	118
HH owns home theater or entertainment system	51,462	12.2%	92
HH owns 1 TV	131,611	31.2%	159
HH owns 2 TVs	121,672	28.8%	105
HH owns 3 TVs	66,625	15.8%	71
HH owns 4+ TVs	49,063	11.6%	56
HH owns LCD TV	97,050	23.0%	93
HH owns LED TV	162,418	38.5%	90
HH owns OLED TV	25,707	6.1%	128
HH owns plasma TV	48,249	11.4%	101
HH has HDTV	171,760	40.7%	92
HH has 4K Ultra HDTV	96,734	22.9%	99
HH has Internet connectable TV	169,164	40.1%	94
HH owns small screen TV (<27 in)	39,789	9.4%	72
HH owns medium screen TV (27-35 in)	107,800	25.5%	89
HH owns large screen TV (36-42 in)	126,399	29.9%	89
HH owns XLarge screen TV (43-54 in)	119,669	28.3%	84
HH owns XXL screen TV (55-69 in)	121,931	28.9%	85
HH owns XXXL screen TV (70+ in)	16,431	3.9%	68
HH most recent TV purch: small screen (<27 in)	17,903	4.2%	87
HH most recent TV purch: medium screen (27-35 in)	60,959	14.4%	107
HH most recent TV purch: large screen (36-42 in)	77,261	18.3%	107
HH most recent TV purch: XLarge screen (43-54 in)	77,511	18.4%	94
HH most recent TV purch: XXL screen (55-59 in)	100,419	23.8%	92
HH most recent TV purch: XXXL screen (70+ in)	13,415	3.2%	71
HH owns any internet video device for TV	193,406	45.8%	101
HH owns internet device for TV - Amazon Fire	88,472	21.0%	98
HH owns internet device for TV - Apple TV	44,677	10.6%	123
HH owns internet device for TV - Google Chromecast	38,074	9.0%	128
HH owns internet device for TV - Roku	78,256	18.5%	84
HH owns video game system: handheld	62,980	14.9%	101
HH owns video game system: attached to TV/computer	160,196	37.9%	91
HH owns video game system: Nintendo DS/Lite DSI/XL	25,356	6.0%	85
HH owns video game system: Nintendo Switch	49,635	11.8%	106
HH owns video game system: Nintendo Wii/Wii U	9,380	2.2%	78
HH owns video game system: PlayStation 2 (PS2)	13,499	3.2%	71
HH owns video game system: PlayStation 3 (PS3)	25,122	6.0%	84
HH owns video game system: PlayStation 4 (PS4)	68,599	16.2%	96
HH owns video game system: Xbox 360	32,501	7.7%	71
HH owns video game system: Xbox One	45,532	10.8%	77
HH purchased video game system in last 12 months	46,797	11.1%	143
HH purchased 5+ video games in last 12 months	28,266	6.7%	126
HH spent \$101+ on video games in last 12 months	38,653	9.2%	116
Have access to Internet at home	691,492	94.9%	101
Connect to Internet at home via broadband/high speed	669,472	91.8%	100
Connection to Internet at home: via cable modem	337,973	46.4%	103
Connection to Internet at home: via DSL	48,572	6.7%	66
Connection to Internet at home: via fiber optic	151,637	20.8%	127
Connect to Internet at home via satellite	12,970	1.8%	51
Spend <0.5 hrs online (excl email/IM time) daily	24,008	3.3%	67
Spend 0.5-0.9 hrs online (excl email/IM time) daily	41,164	5.6%	68
Spend 1-1.9 hrs online (excl email/IM time) daily	99,835	13.7%	80
Spend 2-4.9 hrs online (excl email/IM time) daily	203,064	27.9%	95
Spend 5-9.9 hrs online (excl email/IM time) daily	200,254	27.5%	133
Spend 10+ hrs online (excl email/IM time) daily	104,074	14.3%	144
Used Internet in last 30 days	696,210	95.5%	102

**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 MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2022 and 2027.



# 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
Used Internet/30 days: at home	668,909	91.8%	102
Used Internet/30 days: at work	303,459	41.6%	108
Used Internet/30 days: at school or library	63,794	8.8%	106
Used Internet/30 days: not home/work/school/library	277,920	38.1%	113
Accessed Internet in last 30 days using computer	581,440	79.8%	106
Accessed Internet in last 30 days using cell phone	635,513	87.2%	104
Accessed Internet in last 30 days using tablet	270,193	37.1%	107
Accessed Internet in last 30 days with gaming console	83,727	11.5%	113
Accessed Internet in last 30 days using television	207,307	28.4%	109
Internet last 30 days: used email	609,273	83.6%	103
Internet last 30 days: used IM	602,554	82.7%	107
Internet last 30 days: made personal purchase	529,007	72.6%	108
Internet last 30 days: made business purchase	111,706	15.3%	113
Internet last 30 days: paid bills online	496,078	68.1%	112
Internet last 30 days: took online class	140,330	19.3%	153
Internet last 30 days: looked for employment	135,740	18.6%	136
Internet last 30 days: traded/tracked Investments	160,148	22.0%	135
Internet last 30 days: made travel plans	172,076	23.6%	139
Internet last 30 days: obtained auto info	70,655	9.7%	89
Internet last 30 days: obtained financial info	276,985	38.0%	118
Internet last 30 days: obtained medical info	263,810	36.2%	111
Internet last 30 days: checked movie listing/times	99,898	13.7%	100
Internet last 30 days: obtained latest news	425,909	58.4%	113
Internet last 30 days: obtained parenting info	39,288	5.4%	104
Internet last 30 days: obtained real estate info	140,441	19.3%	126
Internet last 30 days: obtained sports news/info	235,271	32.3%	115
Internet last 30 days: visited online blog	152,257	20.9%	169
Internet last 30 days: wrote online blog	16,440	2.3%	158
Internet last 30 days: used online dating website	54,106	7.4%	218
Internet last 30 days: used video chat	332,115	45.6%	130
Internet last 30 days: visited a chat room	62,462	8.6%	134
Internet last 30 days: played games online	255,430	35.0%	97
Internet last 30 days: sent greeting card	35,299	4.8%	94
Internet last 30 days: made phone call	291,518	40.0%	108
Internet last 30 days: shared photos via website	246,051	33.8%	112
Internet last 30 days: looked for recipes	389,528	53.4%	107
Internet last 30 days: added video to website	72,413	9.9%	124
Internet last 30 days: downloaded a movie	72,188	9.9%	130
Internet last 30 days: downloaded music	137,113	18.8%	113
Internet last 30 days: downloaded TV program	37,048	5.1%	137
Internet last 30 days: downloaded a video game	123,183	16.9%	119
Internet last 30 days: watched movie online	332,324	45.6%	133
Internet last 30 days: watched TV program online	209,940	28.8%	131
Used online gaming srv/30 days: Nintendo Switch	34,697	4.8%	155
Used online gaming srv/30 days: PlayStation Network	56,346	7.7%	111
Used online gaming srv/30 days: Xbox Live	40,098	5.5%	86
Played Massive Multi-Player Online game/30 days	43,639	6.0%	126
Used Spanish language website/app last 30 days	47,126	6.5%	147
Social Media last 30 days: facebook.com	466,861	64.0%	98
Social media last 30 days: instagram.com	380,659	52.2%	141
Social Media last 30 days: linkedin.com	198,249	27.2%	193
Social Media last 30 days: used reddit	127,907	17.5%	200
Social Media last 30 days: shutterfly.com	16,435	2.3%	79
Social Media last 30 days: snapchat.com	177,482	24.3%	114
Social Media last 30 days: tumblr.com	26,359	3.6%	171
Social Media last 30 days: Twitch	36,716	5.0%	141
Social Media last 30 days: twitter.com	206,635	28.3%	163
Social Media last 30 days: yelp.com	102,301	14.0%	235
Social Media last 30 days: youtube.com	463,291	63.6%	116
Social Media last 30 days: pinterest.com	122,594	16.8%	83

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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 or HHs	Percent	MPI
Social network: updated status in last 30 days	186,913	25.6%	103
Social network: updated profile in last 30 days	154,888	21.2%	110
Social network: posted picture in last 30 days	336,098	46.1%	107
Social network: posted video in last 30 days	155,199	21.3%	115
Social network: posted link in last 30 days	108,892	14.9%	126
Social network: saw friend's page in last 30 days	368,723	50.6%	109
Social network: commented on post in last 30 days	332,292	45.6%	101
Social network: posted a blog in last 30 days	22,981	3.2%	137
Social network: rated a product in last 30 days	73,905	10.1%	116
Social network: sent email message in last 30 days	361,091	49.5%	101
Social network: sent IM in last 30 days	187,584	25.7%	114
Social network: played a game in last 30 days	125,578	17.2%	87
Social network: invited to event in last 30 days	46,700	6.4%	98
Social network: liked something in last 30 days	286,945	39.4%	103
Social network: followed something in last 30 days	220,776	30.3%	121
Social network: clicked on an ad in last 30 days	156,491	21.5%	125
Social network: watched video in last 30 days	401,334	55.1%	113
Social network: posted location in last 30 days	69,644	9.6%	142
Social network: sent real or virtual gift in last 30 days	24,208	3.3%	128
Used filter On Picture Social Media in last 30 Days	114,497	15.7%	128
IM/Video Chat: Facebook messenger in last 30 Days	336,972	46.2%	92
IM/Video Chat: FaceTime in last 30 Days	260,265	35.7%	116
IM/Video Chat: Google Hangouts in last 30 Days	70,370	9.7%	202
IM/Video Chat: Skype in last 30 Days	77,232	10.6%	142
IM/Video Chat: Slack in last 30 Days	57,900	7.9%	294
IM/Video Chat: Snapchat in last 30 Days	127,263	17.5%	108
IM/Video Chat: WhatsApp in last 30 Days	222,963	30.6%	185
Social network: used to keep in touch w/ friends	328,009	45.0%	102
Social network: used to reconnect w/ old friends	118,965	16.3%	106
Social network: used to meet new friends	59,869	8.2%	127
Social network: used to follow friends activities	167,401	23.0%	101
Social network: used to find out about new products	60,993	8.4%	114
Social network: used to review products or service	39,025	5.4%	102
Social network: used for professional contacts	74,967	10.3%	144
Social network: used to find mutual interests	58,640	8.0%	129
Social network: used to track current events	136,421	18.7%	116
Social network: used to find info on TV or movie	82,346	11.3%	130
Social network: used to find local information	110,752	15.2%	118
Social network: used for gaming	55,072	7.6%	96
Social network: used to support favorite brands	45,093	6.2%	121
Social network: used to get coupons or discounts	65,647	9.0%	128
Social network: used to gain access to VIP events	38,440	5.3%	137

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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	53,265	7.3%	78
Used website/search engine/30 days: google.com	646,158	88.6%	104
Used website/search engine/30 days: yahoo.com	105,898	14.5%	84
Used website/search engine/30 days: Used Indeed	121,814	16.7%	122
Used website/search engine/30 days: Zillow Info/Ref Website	151,136	20.7%	116
Used entertainment website/app last 30 days: BuzzFeed	95,330	13.1%	191
Used entertainment website/app last 30 days: Fandango	28,932	4.0%	149
Used news website/app last 30 days: abcnews.com	82,673	11.3%	122
Used news website/app last 30 days: bbc.com	98,277	13.5%	201
Used news website/app last 30 days: cbsnews.com	58,858	8.1%	124
Used news website/app last 30 days: cnn.com	198,769	27.3%	152
Used news website/app last 30 days: foxnews.com	86,185	11.8%	76
Used news website/app last 30 days: huffpost.com	77,041	10.6%	162
Used news website/app last 30 days: nbcnews.com	61,513	8.4%	127
Used news website/app last 30 days: yahoonews.com	60,012	8.2%	101
Used sports website/app last 30 days: ESPN	141,716	19.4%	121
Used sports website/app last 30 days: FoxSports	42,570	5.8%	94
2022 Used MLB Sports Website or App/30 Days	31,150	4.3%	126
Used sports website/app last 30 days: NBA.com	42,924	5.9%	152
Used sports website/app last 30 days: NFL.com	52,421	7.2%	98
Used website/app last 30 days: PBS	33,114	4.5%	129
Used website/app last 30 days: Telemundo	24,721	3.4%	134
Social network: follow actors/comedians	175,848	24.1%	130
Social network: follow artists/photographers	127,324	17.5%	139
Social network: follow charitable groups	100,395	13.8%	115
Social network: follow chefs/restaurants	124,028	17.0%	120
Social network: follow companies/brands	153,796	21.1%	127
Social network: follow gamers	60,125	8.2%	126
Social network: follow hobby-related groups	160,321	22.0%	114
Social network: follow local groups	123,582	17.0%	104
Social network: follow magazines	67,126	9.2%	125
Social network: follow medical/ailment groups	44,160	6.1%	110
Social network: follow music groups	159,924	21.9%	124
Social network: follow newspapers	102,752	14.1%	139
Social network: follow other celebrities	101,277	13.9%	127
Social network: follow political groups	114,118	15.7%	120
Social network: follow politicians	134,139	18.4%	126
Social network: follow religious groups	68,206	9.4%	92
Social network: follow school groups	94,492	13.0%	105
Social network: follow sports/Athletes	132,607	18.2%	128
Social network: follow travel-related groups	82,918	11.4%	120
Social network: follow TV programs/networks	129,859	17.8%	120

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