

Electronics and Internet Market Potential




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

Demographic Summary	2024	2029
Population	83,240	87,717
Population 18+	77,761	81,417
Households	50,206	54,514
Median Household Income	\$137,764	\$148,796


Product/Consumer Behavior	Expected Number of Adults or HHs	Percent	MPI
Own Tablet	40,221	51.7%	90
Own E-Reader	15,388	19.8%	125
Own E-Reader or Tablet: Amazon Fire	5,703	7.3%	57
Own E-Reader or Tablet: Amazon Kindle	18,193	23.4%	99
Own E-Reader or Tablet: Apple iPad	30,824	39.6%	108
Own E-Reader or Tablet: Barnes & Noble Nook	1,041	1.3%	64
Own E-Reader or Tablet: Microsoft Surface	2,632	3.4%	122
Own E-Reader or Tablet: Samsung Galaxy Tab	4,133	5.3%	47
Own Portable MP3 Player	6,026	7.8%	87
Own Apple Watch Wearable Technology	18,575	23.9%	127
Own Fitbit Wearable Technology	11,333	14.6%	98
Own Garmin Wearable Technology	3,153	4.0%	113
Own Digital Camcorder	4,163	5.3%	71
Own Digital Point and Shoot Camera or Camcorder	5,775	7.4%	76
Own Digital SLR Camera or Camcorder	9,147	11.8%	113
Own 35mm Camera or Camcorder	3,758	4.8%	67
Own Telephoto or Zoom Lens for Camera	4,852	6.2%	90
Own Wide Angle Lens for Camera	3,813	4.9%	100
Own Selfie Stick for Camera or Phone	5,210	6.7%	105
Printed Digital Photos Last 12 Mo	21,309	27.4%	105
Use Computer at Work	54,810	70.5%	161
Use Desktop Computer at Work	19,838	25.5%	136
Use Laptop or Notebook Computer at Work	34,957	45.0%	180
HH Owns Computer	44,607	88.8%	106

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 2024 and 2029.


Product/Consumer Behavior	Expected Number of Adults or HHs	Percent	MPI
HH Purchased Most Recent Home Computer/12 Mo	7,204	14.3%	114
HH Owns Desktop Computer	16,479	32.8%	85
HH Owns Laptop or Notebook	38,464	76.6%	111
HH Has Child (<18 Yrs) Using Home Computer	2,187	4.4%	40
HH Owns Apple or Mac Brand Computer	18,833	37.5%	152
HH Owns PC or Non-Apple Brand Computer	32,156	64.0%	91
HH Purchased Most Recent Home Computer 1-2 Yrs Ago	10,737	21.4%	108
HH Purchased Most Recent Home Computer 3-4 Yrs Ago	9,979	19.9%	109
HH Purchased Most Recent Home Computer 5+ Yrs Ago	8,178	16.3%	94
HH Purchased Most Recent Home Computer at Store	18,194	36.2%	97
HH Purchased Most Recent Home Computer Online	16,382	32.6%	119
HH Spent \$1-499 on Most Recent Home Computer	4,908	9.8%	71
HH Spent \$500-999 on Most Recent Home Computer	8,438	16.8%	89
HH Spent \$1,000-1,499 on Most Recent Home Computer	8,715	17.4%	153
HH Spent \$1,500-1,999 on Most Recent Home Computer	3,466	6.9%	171
HH Spent \$2000+ on Most Recent Home Computer	4,601	9.2%	150
HH Owns Webcam	13,724	27.3%	113
HH Owns Wireless Router	17,265	34.4%	98
HH Owns All-In-One Printer (Print Copy Scan)	23,560	46.9%	83
HH Owns Accounting Software	2,525	5.0%	81
HH Owns Communications or Fax Software	2,229	4.4%	113
HH Owns Database or Filing Software	2,601	5.2%	98
HH Owns Desktop Publishing Software	3,016	6.0%	93
HH Owns Education or Training Software	5,461	10.9%	123
HH Owns Entertainment or Games Software	16,271	32.4%	126
HH Owns Personal Finance or Tax Prep Software	7,447	14.8%	94
HH Owns Presentation Graphics Software	4,614	9.2%	155
HH Owns Multimedia Software	6,603	13.2%	144
HH Owns Networking Software	5,298	10.6%	124
HH Owns Online Meeting or Conference Software	11,279	22.5%	141
HH Owns Online or Remote Backup Software	5,045	10.1%	161
HH Owns Security or Anti-Virus Software	12,245	24.4%	105
HH Owns Spreadsheet Software	17,194	34.3%	132
HH Owns Touch Screen Monitor	5,943	11.8%	94

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Product/Consumer Behavior	Expected Number of Adults or HHs	Percent	MPI
HH Owns Utility Software	3,916	7.8%	146
HH Owns Web Authoring Software	1,356	2.7%	163
HH Owns Word Processing Software	21,658	43.1%	119
HH Owns CD Player	5,611	11.2%	67
HH Owns Portable GPS Device	5,540	11.0%	60
HH Owns Ear Buds Headphones	22,810	45.4%	88
HH Owns Bluetooth or Wireless Headphones	26,687	53.2%	118
HH Owns Noise Reduction Headphones	15,621	31.1%	139
HH Owns Headphones w/Microphone	16,420	32.7%	142
HH Owns Home Theater or Entertainment System	5,670	11.3%	72
HH Owns 1 TV	17,621	35.1%	190
HH Owns 2 TVs	14,958	29.8%	107
HH Owns 3 TVs	6,697	13.3%	60
HH Owns 4+ TVs	4,977	9.9%	45
HH Owns LCD TV	13,145	26.2%	107
HH Owns LED TV	21,388	42.6%	94
HH Owns OLED TV	4,850	9.7%	130
HH Owns Plasma TV	3,662	7.3%	71
HH Owns HDTV	15,668	31.2%	94
HH Owns 4K Ultra HDTV	15,524	30.9%	107
HH Owns Internet Connectable TV	20,356	40.5%	99
HH Owns <27 in Screen TV (Small)	4,168	8.3%	70
HH Owns 27-35 in Screen TV (Medium)	11,382	22.7%	82
HH Owns 36-42 in Screen TV (Large)	14,447	28.8%	88
HH Owns 43-54 in Screen TV (XL)	15,598	31.1%	89
HH Owns 55-69 in Screen TV (XXL)	16,145	32.2%	85
HH Owns 70 in+ Screen TV (XXXL)	3,531	7.0%	79
HH Most Recent TV Purchase: <27 in (Small)	1,680	3.4%	80
HH Most Recent TV Purchase: 27-35 in (Medium)	6,439	12.8%	105
HH Most Recent TV Purchase: 36-42 in (Large)	8,506	16.9%	105
HH Most Recent TV Purchase: 43-54 in (XL)	10,185	20.3%	105
HH Most Recent TV Purchase: 55-69 in (XXL)	13,146	26.2%	94
HH Most Recent TV Purchase: 70+ in (XXXL)	2,982	5.9%	85
HH Owns Internet Video Device for TV	25,472	50.7%	96

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Product/Consumer Behavior	Expected Number of Adults or HHs	Percent	MPI
HH Owns Amazon Fire Internet Device for TV	10,256	20.4%	78
HH Owns Apple TV Internet Device for TV	6,962	13.9%	146
HH Owns Google Chromecast Intrnt Device for TV	5,208	10.4%	137
HH Owns Roku Internet Device for TV	11,132	22.2%	83
HH Owns Handheld Video Game System	11,094	22.1%	118
HH Owns Video Game System Attached to TV/Computer	20,015	39.9%	97
HH Owns Nintendo DS/2DS/3DS Video Game System	3,491	7.0%	109
HH Owns Nintendo Switch Video Game System	10,131	20.2%	121
HH Owns Nintendo Wii/Wii U Video Game System	3,017	6.0%	72
HH Owns PlayStation 2/3 (PS2/PS3) Video Game System	2,828	5.6%	82
HH Owns PlayStation 4 (PS 4) Video Game System	7,293	14.5%	91
HH Owns PlayStation 5 (PS 5) Video Game System	2,754	5.5%	108
HH Owns Xbox 360 Video Game System	3,017	6.0%	68
HH Owns Xbox One Video Game System	4,060	8.1%	70
HH Owns Xbox Series X Video Game System	1,278	2.5%	90
HH Purchased Video Game System Last 12 Mo	4,825	9.6%	123
HH Purchased 1 Video Game Last 12 Mo	1,052	2.1%	99
HH Purchased 2 Video Games Last 12 Mo	1,732	3.5%	123
HH Purchased 3 Video Games Last 12 Mo	1,066	2.1%	106
HH Purchased 4 Video Games Last 12 Mo	713	1.4%	81
HH Purchased 5+ Video Games Last 12 Mo	3,688	7.3%	121
HH Spent \$1-100 on Video Games Last 12 Mo	4,338	8.6%	102
HH Spent \$101-200 on Video Games Last 12 Mo	2,595	5.2%	114
HH Spent \$201+ on Video Games Last 12 Mo	1,952	3.9%	107
HH Purchased Video Game from Disc Dept Store Last 12 Mo	721	1.4%	72
HH Purchased Video Game from Electronics Store Last 12 Mo	1,634	3.3%	111
HH Purchased Video Games from Game Console Last 12 Mo	3,432	6.8%	135
HH Purchased Video Game from GameStop Last 12 Mo	3,275	6.5%	102
HH Purchased Video Game from Steam Last 12 Mo	1,938	3.9%	166
HH Purchased Video Game from Other Online Last 12 Mo	4,724	9.4%	127
HH Purchased Video Game Syst from Disc Dept Store Last 12 Mo	310	0.6%	64
HH Purchased Video Game System from Electr Store Last 12 Mo	1,090	2.2%	129
HH Purchased Video Game System from GameStop Last 12 Mo	740	1.5%	79
HH Purchased Video Game System from Other Online Last 12 Mo	1,869	3.7%	131


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Product/Consumer Behavior	Expected Number of Adults or HHs	Percent	MPI
Have Internet Access at Home	76,279	98.1%	102
Broadband or High Speed Internet Connection at Home	74,417	95.7%	103
Cable Modem Internet Connection at Home	30,960	39.8%	97
DSL Internet Connection at Home	4,859	6.3%	69
Fiber Optic Internet Connection at Home	22,595	29.1%	158
Satellite Service Internet Connection at Home	712	0.9%	25
Spend <0.5 Hrs Online (Excluding Email) Daily	1,410	1.8%	39
Spend 0.5-0.9 Hrs Online (Excluding Email) Daily	3,599	4.6%	60
Spend 1-1.9 Hrs Online (Excluding Email) Daily	8,910	11.5%	68
Spend 2-4.9 Hrs Online (Excluding Email) Daily	23,995	30.9%	100
Spend 5-9.9 Hrs Online (Excluding Email) Daily	23,897	30.7%	136
Spend 10+ Hrs Online (Excluding Email) Daily	12,643	16.3%	149
Used Internet Last 30 Days	76,472	98.3%	101
Used Internet at Home Last 30 Days	74,034	95.2%	103
Used Internet at Work Last 30 Days	46,415	59.7%	146
Used Internet at School or Library Last 30 Days	9,300	12.0%	138
Used Internet Not Home/Work/School/Library Last 30 Days	45,157	58.1%	154
Used Computer to Access Internet Last 30 Days	70,673	90.9%	116
Used Cell Phone to Access Internet Last 30 Days	71,089	91.4%	106
Used Tablet to Access Internet Last 30 Days	28,009	36.0%	100
Used Vid Game Console to Access Internet Last 30 Days	11,916	15.3%	145
Used TV to Access Internet Last 30 Days	28,723	36.9%	128
Used Internet for Email Last 30 Days	71,033	91.3%	108
Used Internet for IM Last 30 Days	70,121	90.2%	112
Used Internet for Phone Call Last 30 Days	36,035	46.3%	122
Used Internet for Video Chat Last 30 Days	42,179	54.2%	158
Used Internet for Personal Purchase Last 30 Days	64,598	83.1%	115
Used Internet for Business Purchase Last 30 Days	15,234	19.6%	145
Used Internet for Latest News Last 30 Days	54,316	69.8%	134
Used Internet for Sports News or Info Last 30 Days	28,435	36.6%	130
Used Internet for Financial Info Last 30 Days	36,270	46.6%	152
Used Internet for Medical Info Last 30 Days	32,744	42.1%	129
Used Internet for Movie Listings/Times Last 30 Days	16,300	21.0%	135
Used Internet for Parenting Info Last 30 Days	3,632	4.7%	103

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Product/Consumer Behavior	Expected Number of Adults or HHs	Percent	MPI
Used Internet for Real Estate Info Last 30 Days	20,114	25.9%	167
Used Internet for Recipes Last 30 Days	48,256	62.1%	118
Used Internet to Add Video to Website Last 30 Days	7,886	10.1%	141
Used Internet to Download Movie Last 30 Days	7,120	9.2%	146
Used Internet to Download Music Last 30 Days	14,927	19.2%	126
Used Internet to Download TV Program Last 30 Days	4,696	6.0%	183
Used Internet to Download Video Game Last 30 Days	14,694	18.9%	136
Used Internet to Look for Employment Last 30 Days	14,854	19.1%	150
Used Internet for Online Dating Last 30 Days	9,421	12.1%	349
Used Internet to Pay Bills Last 30 Days	58,357	75.0%	118
Used Internet to Play Games Last 30 Days	27,954	36.0%	96
Used Internet to Research New/Used Vehicle Purch Last 30 Days	8,465	10.9%	106
Used Internet to Send Greeting Card Last 30 Days	3,280	4.2%	103
Used Internet to Share Photos on Website Last 30 Days	25,915	33.3%	123
Used Internet to Take Online Class Last 30 Days	15,025	19.3%	165
Used Internet to Trade or Track Investments Last 30 Days	27,160	34.9%	184
Used Internet for Travel Plans Last 30 Days	34,577	44.5%	195
Used Internet to Visit Blogs Last 30 Days	19,999	25.7%	225
Used Internet to Write Blogs Last 30 Days	2,330	3.0%	245
Used Internet to Visit Chat Room Last 30 Days	6,486	8.3%	154
Used Internet to Watch Movie Last 30 Days	39,240	50.5%	148
Used Internet to Watch TV Program Last 30 Days	28,769	37.0%	165
Used Nintendo Switch Online Gaming Service Last 30 Days	5,622	7.2%	170
Used PlayStation Network Gaming Service Last 30 Days	5,734	7.4%	104
Used Xbox Network Gaming Service Last 30 Days	3,843	4.9%	90
Played Massive Multi-Player Online Game Last 30 Days	2,605	3.4%	137
Used Spanish Language Website or App Last 30 Days	3,081	4.0%	75
Social Media: Used Facebook Last 30 Days	48,912	62.9%	100
Social Media: Used Instagram Last 30 Days	49,307	63.4%	166
Social Media: Used LinkedIn Last 30 Days	31,565	40.6%	279
Social Media: Used Reddit Last 30 Days	23,115	29.7%	259
Social Media: Used Shutterfly Last 30 Days	1,413	1.8%	77
Social Media: Used Snapchat Last 30 Days	21,965	28.3%	142
Social Media: Used TikTok Last 30 Days	21,082	27.1%	118

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Product/Consumer Behavior	Expected Number of Adults or HHs	Percent	MPI
Social Media: Used Tumblr Last 30 Days	2,686	3.5%	191
Social Media: Used Twitch Last 30 Days	6,618	8.5%	207
Social Media: Used Twitter Last 30 Days	28,808	37.0%	208
Social Media: Used Yelp Last 30 Days	14,219	18.3%	307
Social Media: Used YouTube Last 30 Days	52,308	67.3%	126
Social Media: Used Pinterest Last 30 Days	14,110	18.1%	102
Social Media: Applied Filter to Picture Last 30 Days	11,563	14.9%	160
Social Media: Clicked on Ad Last 30 Days	15,607	20.1%	142
Social Media: Commented on Friend's Post Last 30 Days	32,955	42.4%	108
Social Media: Communicated via Instant Messaging Last 30 Days	24,862	32.0%	135
Social Media: Followed or Became Fan Last 30 Days	27,006	34.7%	157
Social Media: Invited People to Event Last 30 Days	4,292	5.5%	129
Social Media: Liked Something Last 30 Days	27,349	35.2%	109
Social Media: Played Game Last 30 Days	8,681	11.2%	68
Social Media: Posted Blog Last 30 Days	1,658	2.1%	150
Social Media: Posted or Shared Video Last 30 Days	14,914	19.2%	112
Social Media: Posted Picture Last 30 Days	33,108	42.6%	112
Social Media: Posted Update Last 30 Days	21,777	28.0%	101
Social Media: Posted Website Link Last 30 Days	9,254	11.9%	146
Social Media: Posted/Shared My Location Last 30 Days	6,583	8.5%	153
Social Media: Rated Product or Service Last 30 Days	6,493	8.3%	116
Social Media: Saw Friend's Profile Last 30 Days	41,559	53.4%	129
Social Media: Sent Email or Text Message Last 30 Days	38,112	49.0%	114
Social Media: Sent Real or Virtual Gift Last 30 Days	1,683	2.2%	128
Social Media: Updated My Profile Last 30 Days	15,761	20.3%	126
Social Media: Watched Video Last 30 Days	44,219	56.9%	129
IM/Video Chat: Used Facebook Messenger Last 30 Days	34,373	44.2%	93
IM/Video Chat: Used FaceTime Last 30 Days	32,585	41.9%	137
IM/Video Chat: Used Google Meet Last 30 Days	7,805	10.0%	221
IM/Video Chat: Used Microsoft Teams Last 30 Days	22,127	28.5%	231
IM/Video Chat: Used Skype Last 30 Days	6,326	8.1%	209
IM/Video Chat: Used Slack Last 30 Days	11,559	14.9%	480
IM/Video Chat: Used Snapchat Last 30 Days	15,532	20.0%	140
IM/Video Chat: Used WhatsApp Last 30 Days	27,986	36.0%	192

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IM/Video Chat: Used Zoom Last 30 Days	37,234	47.9%	173
Social Media: Follow Friends/Family Very Important	17,783	22.9%	103
Social Media: Meet New Friends Very Important	6,117	7.9%	117
Social Media: Keep in Touch w/Friends/Family Very Important	33,059	42.5%	105
Social Media: Reconnect w/People from Past Very Important	13,414	17.3%	96
Social Media: Meet/Network w/Prof Contacts Very Important	7,137	9.2%	143
Social Media: Find People w/Mutual Interests Very Important	6,335	8.2%	126
Social Media: Learn About Products/Services Very Important	5,314	6.8%	132
Social Media: Rate/Review Products/Services Very Important	4,046	5.2%	119
Social Media: Find Local Information Very Important	9,605	12.3%	121
Social Media: Find TV/Movie Information Very Important	5,772	7.4%	120
Social Media: Get Access to VIP Events Very Important	3,388	4.4%	120
Social Media: Get Exclusive Offers/Discounts Very Important	5,020	6.5%	107
Social Media: Play Games Very Important	4,643	6.0%	97
Social Media: Show Supportfor Fav Co/Brands Very Important	3,205	4.1%	112
Social Media: Track News/Events Very Important	8,340	10.7%	116
Used Bing Website or Search Engine Last 30 Days	6,613	8.5%	100
Used Google Website or Search Engine Last 30 Days	71,802	92.3%	108
Used Yahoo Website or Search Engine Last 30 Days	7,503	9.7%	60
Used Indeed Job/Careers Website or App Last 30 Days	12,269	15.8%	108
Used Zillow Website or App Last 30 Days	22,048	28.4%	132
Used BuzzFeed Entertainment Website or App Last 30 Days	8,239	10.6%	225
Used Fandango Entertainment Website or App Last 30 Days	2,238	2.9%	157
Used ABC News Website or App Last 30 Days	6,131	7.9%	103
Used BBC News Website or App Last 30 Days	9,826	12.6%	234
Used CBS News Website or App Last 30 Days	4,441	5.7%	105
Used CNN Website or App Last 30 Days	19,677	25.3%	168
Used Fox News Website or App Last 30 Days	6,420	8.3%	60
Used HuffPost News Website or App Last 30 Days	5,995	7.7%	202
Used NBC News Website or App Last 30 Days	4,994	6.4%	111
Used Yahoo! News Website or App Last 30 Days	6,264	8.1%	96
Used ESPN Sports Website or App Last 30 Days	17,114	22.0%	136
Used Fox Sports Website or App Last 30 Days	3,729	4.8%	80
Used MLB Sports Website or App Last 30 Days	3,864	5.0%	118

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Used NBA Sports Website or App Last 30 Days	3,995	5.1%	146
Used NFL Sports Website or App Last 30 Days	4,653	6.0%	91
Used PBS Website or App Last 30 Days	2,956	3.8%	129
Used Telemundo Website or App Last 30 Days	1,145	1.5%	47
Social Media: Follow Actors/Comedians	26,988	34.7%	133
Social Media: Follow Artists/Photographers	20,124	25.9%	142
Social Media: Follow Charitable Groups	13,855	17.8%	119
Social Media: Follow Chefs/Restaurants	21,258	27.3%	133
Social Media: Follow Companies/Brands	24,251	31.2%	134
Social Media: Follow Gamers	7,888	10.1%	127
Social Media: Follow Hobby-Related Groups	26,596	34.2%	113
Social Media: Follow Local Groups	19,874	25.6%	105
Social Media: Follow Magazines	8,790	11.3%	124
Social Media: Follow Medical/Ailment Groups	5,927	7.6%	94
Social Media: Follow Music Groups	23,535	30.3%	116
Social Media: Follow Newspapers	12,895	16.6%	130
Social Media: Follow Other Celebrities	16,225	20.9%	135
Social Media: Follow Political Groups	12,444	16.0%	117
Social Media: Follow Politicians	13,567	17.4%	136
Social Media: Follow Religious Groups	8,142	10.5%	73
Social Media: Follow School Groups	12,514	16.1%	95
Social Media: Follow Sports/Athletes	21,276	27.4%	127
Social Media: Follow Travel-Related Groups	14,801	19.0%	131
Social Media: Follow TV Programs/Networks	17,087	22.0%	107

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Ring: 3 mile radius

Demographic Summary	2024	2029
Population	401,691	409,809
Population 18+	356,827	363,127
Households	219,984	231,498
Median Household Income	\$116,894	\$129,026

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent	MPI
Own Tablet	192,551	54.0%	94
Own E-Reader	71,295	20.0%	126
Own E-Reader or Tablet: Amazon Fire	29,664	8.3%	64
Own E-Reader or Tablet: Amazon Kindle	86,101	24.1%	103
Own E-Reader or Tablet: Apple iPad	143,755	40.3%	110
Own E-Reader or Tablet: Barnes & Noble Nook	5,362	1.5%	72
Own E-Reader or Tablet: Microsoft Surface	11,409	3.2%	115
Own E-Reader or Tablet: Samsung Galaxy Tab	24,002	6.7%	60
Own Portable MP3 Player	27,913	7.8%	87
Own Apple Watch Wearable Technology	79,564	22.3%	118
Own Fitbit Wearable Technology	50,827	14.2%	96
Own Garmin Wearable Technology	14,281	4.0%	112
Own Digital Camcorder	21,036	5.9%	78
Own Digital Point and Shoot Camera or Camcorder	28,898	8.1%	83
Own Digital SLR Camera or Camcorder	42,482	11.9%	115
Own 35mm Camera or Camcorder	19,610	5.5%	76
Own Telephoto or Zoom Lens for Camera	23,199	6.5%	94
Own Wide Angle Lens for Camera	17,449	4.9%	100
Own Selfie Stick for Camera or Phone	22,907	6.4%	100
Printed Digital Photos Last 12 Mo	93,534	26.2%	101
Use Computer at Work	227,510	63.8%	146
Use Desktop Computer at Work	81,436	22.8%	122
Use Laptop or Notebook Computer at Work	144,162	40.4%	162
HH Owns Computer	193,745	88.1%	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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Electronics and Internet Market Potential | Proposed Location | Ring: 3 mile radius


Product/Consumer Behavior	Expected Number of Adults or HHs	Percent	MPI
HH Purchased Most Recent Home Computer/12 Mo	31,394	14.3%	113
HH Owns Desktop Computer	74,248	33.8%	87
HH Owns Laptop or Notebook	166,304	75.6%	109
HH Has Child (<18 Yrs) Using Home Computer	12,635	5.7%	53
HH Owns Apple or Mac Brand Computer	82,597	37.5%	152
HH Owns PC or Non-Apple Brand Computer	139,975	63.6%	91
HH Purchased Most Recent Home Computer 1-2 Yrs Ago	46,647	21.2%	107
HH Purchased Most Recent Home Computer 3-4 Yrs Ago	42,479	19.3%	106
HH Purchased Most Recent Home Computer 5+ Yrs Ago	35,834	16.3%	94
HH Purchased Most Recent Home Computer at Store	78,735	35.8%	96
HH Purchased Most Recent Home Computer Online	71,758	32.6%	119
HH Spent \$1-499 on Most Recent Home Computer	22,839	10.4%	75
HH Spent \$500-999 on Most Recent Home Computer	38,468	17.5%	92
HH Spent \$1,000-1,499 on Most Recent Home Computer	35,236	16.0%	141
HH Spent \$1,500-1,999 on Most Recent Home Computer	14,362	6.5%	161
HH Spent \$2000+ on Most Recent Home Computer	19,073	8.7%	142
HH Owns Webcam	59,135	26.9%	111
HH Owns Wireless Router	76,202	34.6%	99
HH Owns All-In-One Printer (Print Copy Scan)	107,702	49.0%	87
HH Owns Accounting Software	11,742	5.3%	86
HH Owns Communications or Fax Software	9,508	4.3%	110
HH Owns Database or Filing Software	11,558	5.3%	100
HH Owns Desktop Publishing Software	13,714	6.2%	97
HH Owns Education or Training Software	23,541	10.7%	121
HH Owns Entertainment or Games Software	66,966	30.4%	118
HH Owns Personal Finance or Tax Prep Software	33,632	15.3%	97
HH Owns Presentation Graphics Software	19,174	8.7%	147
HH Owns Multimedia Software	26,677	12.1%	133
HH Owns Networking Software	23,281	10.6%	125
HH Owns Online Meeting or Conference Software	48,946	22.3%	140
HH Owns Online or Remote Backup Software	21,370	9.7%	156
HH Owns Security or Anti-Virus Software	51,828	23.6%	102
HH Owns Spreadsheet Software	71,669	32.6%	126
HH Owns Touch Screen Monitor	24,928	11.3%	90

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 2024 and 2029.

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent	MPI
HH Owns Utility Software	16,558	7.5%	141
HH Owns Web Authoring Software	5,345	2.4%	147
HH Owns Word Processing Software	92,045	41.8%	115
HH Owns CD Player	26,792	12.2%	73
HH Owns Portable GPS Device	26,308	12.0%	65
HH Owns Ear Buds Headphones	105,571	48.0%	93
HH Owns Bluetooth or Wireless Headphones	114,092	51.9%	115
HH Owns Noise Reduction Headphones	65,039	29.6%	132
HH Owns Headphones w/Microphone	69,041	31.4%	136
HH Owns Home Theater or Entertainment System	27,100	12.3%	78
HH Owns 1 TV	70,591	32.1%	174
HH Owns 2 TVs	65,626	29.8%	107
HH Owns 3 TVs	32,804	14.9%	67
HH Owns 4+ TVs	24,321	11.1%	50
HH Owns LCD TV	55,588	25.3%	103
HH Owns LED TV	91,999	41.8%	93
HH Owns OLED TV	21,178	9.6%	129
HH Owns Plasma TV	17,724	8.1%	79
HH Owns HDTV	69,147	31.4%	94
HH Owns 4K Ultra HDTV	65,830	29.9%	103
HH Owns Internet Connectable TV	86,939	39.5%	96
HH Owns <27 in Screen TV (Small)	19,618	8.9%	75
HH Owns 27-35 in Screen TV (Medium)	51,153	23.3%	84
HH Owns 36-42 in Screen TV (Large)	62,829	28.6%	87
HH Owns 43-54 in Screen TV (XL)	68,740	31.3%	90
HH Owns 55-69 in Screen TV (XXL)	70,870	32.2%	85
HH Owns 70 in+ Screen TV (XXXL)	15,422	7.0%	79
HH Most Recent TV Purchase: <27 in (Small)	8,231	3.7%	89
HH Most Recent TV Purchase: 27-35 in (Medium)	27,892	12.7%	104
HH Most Recent TV Purchase: 36-42 in (Large)	36,318	16.5%	102
HH Most Recent TV Purchase: 43-54 in (XL)	44,272	20.1%	104
HH Most Recent TV Purchase: 55-69 in (XXL)	56,465	25.7%	92
HH Most Recent TV Purchase: 70+ in (XXXL)	12,896	5.9%	84
HH Owns Internet Video Device for TV	111,246	50.6%	96


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 **Source:** These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2024 and 2029.

Electronics and Internet Market Potential | Proposed Location | Ring: 3 mile radius

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent	MPI
HH Owns Amazon Fire Internet Device for TV	48,463	22.0%	84
HH Owns Apple TV Internet Device for TV	29,534	13.4%	142
HH Owns Google Chromecast Intrnt Device for TV	21,433	9.7%	129
HH Owns Roku Internet Device for TV	47,453	21.6%	81
HH Owns Handheld Video Game System	46,032	20.9%	112
HH Owns Video Game System Attached to TV/Computer	85,018	38.6%	94
HH Owns Nintendo DS/2DS/3DS Video Game System	14,160	6.4%	101
HH Owns Nintendo Switch Video Game System	41,940	19.1%	115
HH Owns Nintendo Wii/Wii U Video Game System	13,387	6.1%	73
HH Owns PlayStation 2/3 (PS2/PS3) Video Game System	12,116	5.5%	80
HH Owns PlayStation 4 (PS 4) Video Game System	31,030	14.1%	89
HH Owns PlayStation 5 (PS 5) Video Game System	11,832	5.4%	106
HH Owns Xbox 360 Video Game System	13,473	6.1%	69
HH Owns Xbox One Video Game System	17,766	8.1%	70
HH Owns Xbox Series X Video Game System	5,351	2.4%	86
HH Purchased Video Game System Last 12 Mo	22,873	10.4%	133
HH Purchased 1 Video Game Last 12 Mo	4,309	2.0%	92
HH Purchased 2 Video Games Last 12 Mo	7,156	3.3%	116
HH Purchased 3 Video Games Last 12 Mo	4,956	2.3%	112
HH Purchased 4 Video Games Last 12 Mo	3,439	1.6%	90
HH Purchased 5+ Video Games Last 12 Mo	15,220	6.9%	114
HH Spent \$1-100 on Video Games Last 12 Mo	18,955	8.6%	102
HH Spent \$101-200 on Video Games Last 12 Mo	10,935	5.0%	110
HH Spent \$201+ on Video Games Last 12 Mo	8,261	3.8%	103
HH Purchased Video Game from Disc Dept Store Last 12 Mo	3,003	1.4%	68
HH Purchased Video Game from Electronics Store Last 12 Mo	6,780	3.1%	106
HH Purchased Video Games from Game Console Last 12 Mo	13,681	6.2%	123
HH Purchased Video Game from GameStop Last 12 Mo	13,944	6.3%	99
HH Purchased Video Game from Steam Last 12 Mo	7,632	3.5%	150
HH Purchased Video Game from Other Online Last 12 Mo	19,934	9.1%	122
HH Purchased Video Game Syst from Disc Dept Store Last 12 Mo	1,405	0.6%	66
HH Purchased Video Game System from Electr Store Last 12 Mo	4,369	2.0%	118
HH Purchased Video Game System from GameStop Last 12 Mo	3,662	1.7%	89
HH Purchased Video Game System from Other Online Last 12 Mo	8,156	3.7%	131


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Electronics and Internet Market Potential | Proposed Location | Ring: 3 mile radius


Product/Consumer Behavior	Expected Number of Adults or HHs	Percent	MPI
Have Internet Access at Home	348,697	97.7%	101
Broadband or High Speed Internet Connection at Home	338,454	94.8%	102
Cable Modem Internet Connection at Home	143,872	40.3%	98
DSL Internet Connection at Home	23,113	6.5%	72
Fiber Optic Internet Connection at Home	97,490	27.3%	149
Satellite Service Internet Connection at Home	4,203	1.2%	32
Spend <0.5 Hrs Online (Excluding Email) Daily	8,830	2.5%	54
Spend 0.5-0.9 Hrs Online (Excluding Email) Daily	18,342	5.1%	66
Spend 1-1.9 Hrs Online (Excluding Email) Daily	46,431	13.0%	77
Spend 2-4.9 Hrs Online (Excluding Email) Daily	109,366	30.6%	99
Spend 5-9.9 Hrs Online (Excluding Email) Daily	103,575	29.0%	128
Spend 10+ Hrs Online (Excluding Email) Daily	54,184	15.2%	139
Used Internet Last 30 Days	350,395	98.2%	101
Used Internet at Home Last 30 Days	338,495	94.9%	102
Used Internet at Work Last 30 Days	192,792	54.0%	132
Used Internet at School or Library Last 30 Days	38,944	10.9%	126
Used Internet Not Home/Work/School/Library Last 30 Days	188,450	52.8%	140
Used Computer to Access Internet Last 30 Days	313,644	87.9%	113
Used Cell Phone to Access Internet Last 30 Days	321,998	90.2%	105
Used Tablet to Access Internet Last 30 Days	129,737	36.4%	101
Used Vid Game Console to Access Internet Last 30 Days	47,185	13.2%	125
Used TV to Access Internet Last 30 Days	122,326	34.3%	119
Used Internet for Email Last 30 Days	321,148	90.0%	106
Used Internet for IM Last 30 Days	316,230	88.6%	110
Used Internet for Phone Call Last 30 Days	157,745	44.2%	117
Used Internet for Video Chat Last 30 Days	181,709	50.9%	148
Used Internet for Personal Purchase Last 30 Days	286,939	80.4%	112
Used Internet for Business Purchase Last 30 Days	66,496	18.6%	138
Used Internet for Latest News Last 30 Days	235,572	66.0%	126
Used Internet for Sports News or Info Last 30 Days	123,578	34.6%	123
Used Internet for Financial Info Last 30 Days	153,168	42.9%	140
Used Internet for Medical Info Last 30 Days	144,444	40.5%	124
Used Internet for Movie Listings/Times Last 30 Days	68,346	19.1%	124
Used Internet for Parenting Info Last 30 Days	18,817	5.3%	116

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Product/Consumer Behavior	Expected Number of Adults or HHs	Percent	MPI
Used Internet for Real Estate Info Last 30 Days	85,437	23.9%	155
Used Internet for Recipes Last 30 Days	213,760	59.9%	114
Used Internet to Add Video to Website Last 30 Days	33,497	9.4%	131
Used Internet to Download Movie Last 30 Days	29,257	8.2%	131
Used Internet to Download Music Last 30 Days	65,188	18.3%	120
Used Internet to Download TV Program Last 30 Days	18,372	5.2%	156
Used Internet to Download Video Game Last 30 Days	60,491	16.9%	122
Used Internet to Look for Employment Last 30 Days	64,070	18.0%	141
Used Internet for Online Dating Last 30 Days	35,058	9.8%	283
Used Internet to Pay Bills Last 30 Days	258,911	72.6%	114
Used Internet to Play Games Last 30 Days	124,546	34.9%	93
Used Internet to Research New/Used Vehicle Purch Last 30 Days	35,646	10.0%	97
Used Internet to Send Greeting Card Last 30 Days	16,304	4.6%	111
Used Internet to Share Photos on Website Last 30 Days	110,959	31.1%	115
Used Internet to Take Online Class Last 30 Days	64,467	18.1%	154
Used Internet to Trade or Track Investments Last 30 Days	113,976	31.9%	168
Used Internet for Travel Plans Last 30 Days	140,533	39.4%	173
Used Internet to Visit Blogs Last 30 Days	83,892	23.5%	206
Used Internet to Write Blogs Last 30 Days	9,156	2.6%	210
Used Internet to Visit Chat Room Last 30 Days	28,507	8.0%	148
Used Internet to Watch Movie Last 30 Days	167,949	47.1%	138
Used Internet to Watch TV Program Last 30 Days	120,531	33.8%	151
Used Nintendo Switch Online Gaming Service Last 30 Days	22,561	6.3%	148
Used PlayStation Network Gaming Service Last 30 Days	25,259	7.1%	100
Used Xbox Network Gaming Service Last 30 Days	16,578	4.7%	85
Played Massive Multi-Player Online Game Last 30 Days	11,054	3.1%	127
Used Spanish Language Website or App Last 30 Days	17,787	5.0%	94
Social Media: Used Facebook Last 30 Days	219,301	61.5%	97
Social Media: Used Instagram Last 30 Days	206,630	57.9%	152
Social Media: Used LinkedIn Last 30 Days	126,033	35.3%	243
Social Media: Used Reddit Last 30 Days	90,301	25.3%	221
Social Media: Used Shutterfly Last 30 Days	6,816	1.9%	81
Social Media: Used Snapchat Last 30 Days	83,647	23.4%	118
Social Media: Used TikTok Last 30 Days	89,194	25.0%	109

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Product/Consumer Behavior	Expected Number of Adults or HHs	Percent	MPI
Social Media: Used Tumblr Last 30 Days	10,626	3.0%	164
Social Media: Used Twitch Last 30 Days	24,823	7.0%	169
Social Media: Used Twitter Last 30 Days	116,788	32.7%	184
Social Media: Used Yelp Last 30 Days	59,060	16.6%	278
Social Media: Used YouTube Last 30 Days	231,337	64.8%	122
Social Media: Used Pinterest Last 30 Days	60,147	16.9%	94
Social Media: Applied Filter to Picture Last 30 Days	46,866	13.1%	141
Social Media: Clicked on Ad Last 30 Days	65,760	18.4%	130
Social Media: Commented on Friend's Post Last 30 Days	143,727	40.3%	103
Social Media: Communicated via Instant Messaging Last 30 Days	104,236	29.2%	124
Social Media: Followed or Became Fan Last 30 Days	111,443	31.2%	141
Social Media: Invited People to Event Last 30 Days	17,981	5.0%	117
Social Media: Liked Something Last 30 Days	119,306	33.4%	103
Social Media: Played Game Last 30 Days	41,936	11.8%	72
Social Media: Posted Blog Last 30 Days	7,432	2.1%	146
Social Media: Posted or Shared Video Last 30 Days	66,982	18.8%	109
Social Media: Posted Picture Last 30 Days	144,514	40.5%	107
Social Media: Posted Update Last 30 Days	96,251	27.0%	98
Social Media: Posted Website Link Last 30 Days	39,378	11.0%	135
Social Media: Posted/Shared My Location Last 30 Days	27,047	7.6%	137
Social Media: Rated Product or Service Last 30 Days	29,077	8.2%	113
Social Media: Saw Friend's Profile Last 30 Days	175,557	49.2%	119
Social Media: Sent Email or Text Message Last 30 Days	167,003	46.8%	109
Social Media: Sent Real or Virtual Gift Last 30 Days	8,442	2.4%	140
Social Media: Updated My Profile Last 30 Days	65,385	18.3%	114
Social Media: Watched Video Last 30 Days	189,826	53.2%	120
IM/Video Chat: Used Facebook Messenger Last 30 Days	153,423	43.0%	91
IM/Video Chat: Used FaceTime Last 30 Days	140,569	39.4%	128
IM/Video Chat: Used Google Meet Last 30 Days	34,263	9.6%	211
IM/Video Chat: Used Microsoft Teams Last 30 Days	86,682	24.3%	197
IM/Video Chat: Used Skype Last 30 Days	25,563	7.2%	184
IM/Video Chat: Used Slack Last 30 Days	44,967	12.6%	407
IM/Video Chat: Used Snapchat Last 30 Days	58,593	16.4%	115
IM/Video Chat: Used WhatsApp Last 30 Days	125,770	35.3%	188

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Product/Consumer Behavior	Expected Number of Adults or HHs	Percent	MPI
IM/Video Chat: Used Zoom Last 30 Days	165,815	46.5%	168
Social Media: Follow Friends/Family Very Important	79,158	22.2%	100
Social Media: Meet New Friends Very Important	26,924	7.5%	112
Social Media: Keep in Touch w/Friends/Family Very Important	149,544	41.9%	103
Social Media: Reconnect w/People from Past Very Important	63,079	17.7%	99
Social Media: Meet/Network w/Prof Contacts Very Important	31,512	8.8%	137
Social Media: Find People w/Mutual Interests Very Important	28,430	8.0%	124
Social Media: Learn About Products/Services Very Important	23,955	6.7%	130
Social Media: Rate/Review Products/Services Very Important	18,127	5.1%	117
Social Media: Find Local Information Very Important	41,109	11.5%	113
Social Media: Find TV/Movie Information Very Important	26,252	7.4%	119
Social Media: Get Access to VIP Events Very Important	15,117	4.2%	117
Social Media: Get Exclusive Offers/Discounts Very Important	23,402	6.6%	109
Social Media: Play Games Very Important	20,226	5.7%	92
Social Media: Show Supportfor Fav Co/Brands Very Important	14,793	4.2%	113
Social Media: Track News/Events Very Important	38,423	10.8%	117
Used Bing Website or Search Engine Last 30 Days	28,944	8.1%	96
Used Google Website or Search Engine Last 30 Days	324,125	90.8%	106
Used Yahoo Website or Search Engine Last 30 Days	40,015	11.2%	69
Used Indeed Job/Careers Website or App Last 30 Days	54,667	15.3%	105
Used Zillow Website or App Last 30 Days	97,654	27.4%	127
Used BuzzFeed Entertainment Website or App Last 30 Days	33,417	9.4%	199
Used Fandango Entertainment Website or App Last 30 Days	9,191	2.6%	140
Used ABC News Website or App Last 30 Days	29,368	8.2%	108
Used BBC News Website or App Last 30 Days	41,631	11.7%	216
Used CBS News Website or App Last 30 Days	20,737	5.8%	106
Used CNN Website or App Last 30 Days	84,326	23.6%	157
Used Fox News Website or App Last 30 Days	30,589	8.6%	62
Used HuffPost News Website or App Last 30 Days	24,357	6.8%	178
Used NBC News Website or App Last 30 Days	23,823	6.7%	115
Used Yahoo! News Website or App Last 30 Days	28,869	8.1%	96
Used ESPN Sports Website or App Last 30 Days	71,146	19.9%	123
Used Fox Sports Website or App Last 30 Days	16,654	4.7%	78
Used MLB Sports Website or App Last 30 Days	17,900	5.0%	119

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Product/Consumer Behavior	Expected Number of Adults or HHs	Percent	MPI
Used NBA Sports Website or App Last 30 Days	18,224	5.1%	145
Used NFL Sports Website or App Last 30 Days	20,956	5.9%	89
Used PBS Website or App Last 30 Days	13,974	3.9%	133
Used Telemundo Website or App Last 30 Days	8,055	2.3%	72
Social Media: Follow Actors/Comedians	119,023	33.4%	128
Social Media: Follow Artists/Photographers	88,970	24.9%	137
Social Media: Follow Charitable Groups	61,625	17.3%	116
Social Media: Follow Chefs/Restaurants	93,666	26.3%	127
Social Media: Follow Companies/Brands	106,031	29.7%	127
Social Media: Follow Gamers	34,046	9.5%	119
Social Media: Follow Hobby-Related Groups	117,184	32.8%	109
Social Media: Follow Local Groups	89,385	25.1%	103
Social Media: Follow Magazines	41,856	11.7%	129
Social Media: Follow Medical/Ailment Groups	27,042	7.6%	94
Social Media: Follow Music Groups	105,210	29.5%	113
Social Media: Follow Newspapers	57,337	16.1%	126
Social Media: Follow Other Celebrities	70,331	19.7%	127
Social Media: Follow Political Groups	54,871	15.4%	113
Social Media: Follow Politicians	59,540	16.7%	130
Social Media: Follow Religious Groups	39,789	11.2%	78
Social Media: Follow School Groups	54,848	15.4%	91
Social Media: Follow Sports/Athletes	90,605	25.4%	118
Social Media: Follow Travel-Related Groups	64,847	18.2%	125
Social Media: Follow TV Programs/Networks	78,160	21.9%	107

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Electronics and Internet Market Potential



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

Demographic Summary	2024	2029
Population	859,901	859,117
Population 18+	733,582	733,976
Households	424,338	438,209
Median Household Income	\$100,409	\$111,319

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent	MPI
Own Tablet	396,705	54.1%	94
Own E-Reader	135,846	18.5%	117
Own E-Reader or Tablet: Amazon Fire	67,828	9.3%	72
Own E-Reader or Tablet: Amazon Kindle	172,196	23.5%	100
Own E-Reader or Tablet: Apple iPad	281,461	38.4%	105
Own E-Reader or Tablet: Barnes & Noble Nook	11,843	1.6%	77
Own E-Reader or Tablet: Microsoft Surface	22,466	3.1%	110
Own E-Reader or Tablet: Samsung Galaxy Tab	59,273	8.1%	72
Own Portable MP3 Player	55,365	7.5%	84
Own Apple Watch Wearable Technology	157,774	21.5%	114
Own Fitbit Wearable Technology	99,358	13.5%	91
Own Garmin Wearable Technology	27,089	3.7%	103
Own Digital Camcorder	44,074	6.0%	80
Own Digital Point and Shoot Camera or Camcorder	56,534	7.7%	79
Own Digital SLR Camera or Camcorder	80,166	10.9%	105
Own 35mm Camera or Camcorder	38,867	5.3%	73
Own Telephoto or Zoom Lens for Camera	44,529	6.1%	88
Own Wide Angle Lens for Camera	32,905	4.5%	91
Own Selfie Stick for Camera or Phone	45,209	6.2%	96
Printed Digital Photos Last 12 Mo	182,185	24.8%	95
Use Computer at Work	423,427	57.7%	132
Use Desktop Computer at Work	154,519	21.1%	113
Use Laptop or Notebook Computer at Work	263,223	35.9%	144
HH Owns Computer	362,922	85.5%	102


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Electronics and Internet Market Potential | Proposed Location | Ring: 5 mile radius


Product/Consumer Behavior	Expected Number of Adults or HHs	Percent	MPI
HH Purchased Most Recent Home Computer/12 Mo	58,343	13.8%	109
HH Owns Desktop Computer	141,503	33.4%	86
HH Owns Laptop or Notebook	310,616	73.2%	106
HH Has Child (<18 Yrs) Using Home Computer	28,591	6.7%	63
HH Owns Apple or Mac Brand Computer	148,943	35.1%	142
HH Owns PC or Non-Apple Brand Computer	267,344	63.0%	90
HH Purchased Most Recent Home Computer 1-2 Yrs Ago	86,759	20.4%	103
HH Purchased Most Recent Home Computer 3-4 Yrs Ago	77,784	18.3%	100
HH Purchased Most Recent Home Computer 5+ Yrs Ago	66,803	15.7%	91
HH Purchased Most Recent Home Computer at Store	147,423	34.7%	93
HH Purchased Most Recent Home Computer Online	131,531	31.0%	113
HH Spent \$1-499 on Most Recent Home Computer	45,467	10.7%	78
HH Spent \$500-999 on Most Recent Home Computer	72,465	17.1%	90
HH Spent \$1,000-1,499 on Most Recent Home Computer	61,973	14.6%	128
HH Spent \$1,500-1,999 on Most Recent Home Computer	25,261	6.0%	147
HH Spent \$2000+ on Most Recent Home Computer	33,481	7.9%	130
HH Owns Webcam	109,825	25.9%	107
HH Owns Wireless Router	140,317	33.1%	95
HH Owns All-In-One Printer (Print Copy Scan)	205,020	48.3%	85
HH Owns Accounting Software	21,869	5.2%	83
HH Owns Communications or Fax Software	17,257	4.1%	103
HH Owns Database or Filing Software	21,323	5.0%	95
HH Owns Desktop Publishing Software	25,744	6.1%	94
HH Owns Education or Training Software	43,708	10.3%	117
HH Owns Entertainment or Games Software	122,204	28.8%	112
HH Owns Personal Finance or Tax Prep Software	61,151	14.4%	92
HH Owns Presentation Graphics Software	34,043	8.0%	135
HH Owns Multimedia Software	47,867	11.3%	124
HH Owns Networking Software	42,419	10.0%	118
HH Owns Online Meeting or Conference Software	87,858	20.7%	130
HH Owns Online or Remote Backup Software	37,655	8.9%	142
HH Owns Security or Anti-Virus Software	94,683	22.3%	96
HH Owns Spreadsheet Software	127,360	30.0%	116
HH Owns Touch Screen Monitor	46,812	11.0%	88

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 2024 and 2029.


Product/Consumer Behavior	Expected Number of Adults or HHs	Percent	MPI
HH Owns Utility Software	29,275	6.9%	129
HH Owns Web Authoring Software	9,772	2.3%	139
HH Owns Word Processing Software	165,377	39.0%	107
HH Owns CD Player	51,557	12.2%	73
HH Owns Portable GPS Device	50,669	11.9%	64
HH Owns Ear Buds Headphones	206,078	48.6%	94
HH Owns Bluetooth or Wireless Headphones	214,210	50.5%	112
HH Owns Noise Reduction Headphones	119,356	28.1%	126
HH Owns Headphones w/Microphone	126,779	29.9%	129
HH Owns Home Theater or Entertainment System	53,261	12.6%	80
HH Owns 1 TV	125,839	29.7%	161
HH Owns 2 TVs	125,673	29.6%	106
HH Owns 3 TVs	68,547	16.1%	72
HH Owns 4+ TVs	52,481	12.4%	56
HH Owns LCD TV	102,927	24.3%	99
HH Owns LED TV	175,549	41.4%	92
HH Owns OLED TV	38,055	9.0%	120
HH Owns Plasma TV	37,443	8.8%	86
HH Owns HDTV	130,580	30.8%	92
HH Owns 4K Ultra HDTV	125,131	29.5%	102
HH Owns Internet Connectable TV	164,209	38.7%	94
HH Owns <27 in Screen TV (Small)	39,017	9.2%	77
HH Owns 27-35 in Screen TV (Medium)	99,789	23.5%	85
HH Owns 36-42 in Screen TV (Large)	121,350	28.6%	87
HH Owns 43-54 in Screen TV (XL)	132,979	31.3%	90
HH Owns 55-69 in Screen TV (XXL)	137,247	32.3%	86
HH Owns 70 in+ Screen TV (XXXL)	30,228	7.1%	80
HH Most Recent TV Purchase: <27 in (Small)	16,522	3.9%	93
HH Most Recent TV Purchase: 27-35 in (Medium)	53,261	12.6%	103
HH Most Recent TV Purchase: 36-42 in (Large)	68,879	16.2%	100
HH Most Recent TV Purchase: 43-54 in (XL)	84,442	19.9%	103
HH Most Recent TV Purchase: 55-69 in (XXL)	107,998	25.4%	91
HH Most Recent TV Purchase: 70+ in (XXXL)	25,134	5.9%	85
HH Owns Internet Video Device for TV	213,203	50.2%	95

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Product/Consumer Behavior	Expected Number of Adults or HHs	Percent	MPI
HH Owns Amazon Fire Internet Device for TV	97,495	23.0%	87
HH Owns Apple TV Internet Device for TV	52,910	12.5%	132
HH Owns Google Chromecast Intrnt Device for TV	39,161	9.2%	122
HH Owns Roku Internet Device for TV	92,381	21.8%	81
HH Owns Handheld Video Game System	86,946	20.5%	109
HH Owns Video Game System Attached to TV/Computer	167,358	39.4%	96
HH Owns Nintendo DS/2DS/3DS Video Game System	26,700	6.3%	99
HH Owns Nintendo Switch Video Game System	78,838	18.6%	112
HH Owns Nintendo Wii/Wii U Video Game System	25,730	6.1%	73
HH Owns PlayStation 2/3 (PS2/PS3) Video Game System	23,790	5.6%	81
HH Owns PlayStation 4 (PS 4) Video Game System	63,455	14.9%	94
HH Owns PlayStation 5 (PS 5) Video Game System	23,591	5.6%	109
HH Owns Xbox 360 Video Game System	27,094	6.4%	72
HH Owns Xbox One Video Game System	36,256	8.5%	74
HH Owns Xbox Series X Video Game System	10,477	2.5%	88
HH Purchased Video Game System Last 12 Mo	45,337	10.7%	137
HH Purchased 1 Video Game Last 12 Mo	8,501	2.0%	94
HH Purchased 2 Video Games Last 12 Mo	13,503	3.2%	113
HH Purchased 3 Video Games Last 12 Mo	9,387	2.2%	110
HH Purchased 4 Video Games Last 12 Mo	7,104	1.7%	96
HH Purchased 5+ Video Games Last 12 Mo	29,000	6.8%	112
HH Spent \$1-100 on Video Games Last 12 Mo	36,903	8.7%	103
HH Spent \$101-200 on Video Games Last 12 Mo	21,151	5.0%	110
HH Spent \$201+ on Video Games Last 12 Mo	16,029	3.8%	104
HH Purchased Video Game from Disc Dept Store Last 12 Mo	6,075	1.4%	72
HH Purchased Video Game from Electronics Store Last 12 Mo	13,309	3.1%	107
HH Purchased Video Games from Game Console Last 12 Mo	25,249	6.0%	117
HH Purchased Video Game from GameStop Last 12 Mo	27,861	6.6%	102
HH Purchased Video Game from Steam Last 12 Mo	13,532	3.2%	137
HH Purchased Video Game from Other Online Last 12 Mo	36,921	8.7%	117
HH Purchased Video Game Syst from Disc Dept Store Last 12 Mo	2,927	0.7%	71
HH Purchased Video Game System from Electr Store Last 12 Mo	8,428	2.0%	118
HH Purchased Video Game System from GameStop Last 12 Mo	7,826	1.8%	98
HH Purchased Video Game System from Other Online Last 12 Mo	15,245	3.6%	127

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 **Source:** These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2024 and 2029.


Product/Consumer Behavior	Expected Number of Adults or HHs	Percent	MPI
Have Internet Access at Home	711,532	97.0%	101
Broadband or High Speed Internet Connection at Home	685,586	93.5%	101
Cable Modem Internet Connection at Home	295,701	40.3%	98
DSL Internet Connection at Home	47,904	6.5%	72
Fiber Optic Internet Connection at Home	179,936	24.5%	134
Satellite Service Internet Connection at Home	10,522	1.4%	39
Spend <0.5 Hrs Online (Excluding Email) Daily	21,314	2.9%	63
Spend 0.5-0.9 Hrs Online (Excluding Email) Daily	39,402	5.4%	69
Spend 1-1.9 Hrs Online (Excluding Email) Daily	97,091	13.2%	79
Spend 2-4.9 Hrs Online (Excluding Email) Daily	219,001	29.9%	96
Spend 5-9.9 Hrs Online (Excluding Email) Daily	208,902	28.5%	126
Spend 10+ Hrs Online (Excluding Email) Daily	108,995	14.9%	136
Used Internet Last 30 Days	716,466	97.7%	101
Used Internet at Home Last 30 Days	686,303	93.6%	101
Used Internet at Work Last 30 Days	364,764	49.7%	122
Used Internet at School or Library Last 30 Days	77,418	10.6%	121
Used Internet Not Home/Work/School/Library Last 30 Days	351,947	48.0%	127
Used Computer to Access Internet Last 30 Days	613,240	83.6%	107
Used Cell Phone to Access Internet Last 30 Days	651,698	88.8%	103
Used Tablet to Access Internet Last 30 Days	257,408	35.1%	98
Used Vid Game Console to Access Internet Last 30 Days	93,960	12.8%	121
Used TV to Access Internet Last 30 Days	241,345	32.9%	114
Used Internet for Email Last 30 Days	638,943	87.1%	103
Used Internet for IM Last 30 Days	638,625	87.1%	108
Used Internet for Phone Call Last 30 Days	314,320	42.9%	113
Used Internet for Video Chat Last 30 Days	350,174	47.7%	139
Used Internet for Personal Purchase Last 30 Days	559,362	76.3%	106
Used Internet for Business Purchase Last 30 Days	124,733	17.0%	126
Used Internet for Latest News Last 30 Days	443,764	60.5%	116
Used Internet for Sports News or Info Last 30 Days	233,451	31.8%	113
Used Internet for Financial Info Last 30 Days	282,910	38.6%	125
Used Internet for Medical Info Last 30 Days	273,726	37.3%	115
Used Internet for Movie Listings/Times Last 30 Days	133,774	18.2%	118
Used Internet for Parenting Info Last 30 Days	38,653	5.3%	116

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Product/Consumer Behavior	Expected Number of Adults or HHs	Percent	MPI
Used Internet for Real Estate Info Last 30 Days	156,937	21.4%	138
Used Internet for Recipes Last 30 Days	418,849	57.1%	108
Used Internet to Add Video to Website Last 30 Days	66,338	9.0%	126
Used Internet to Download Movie Last 30 Days	56,495	7.7%	123
Used Internet to Download Music Last 30 Days	131,569	17.9%	118
Used Internet to Download TV Program Last 30 Days	35,513	4.8%	147
Used Internet to Download Video Game Last 30 Days	121,938	16.6%	120
Used Internet to Look for Employment Last 30 Days	130,260	17.8%	139
Used Internet for Online Dating Last 30 Days	62,646	8.5%	246
Used Internet to Pay Bills Last 30 Days	508,380	69.3%	109
Used Internet to Play Games Last 30 Days	257,178	35.1%	93
Used Internet to Research New/Used Vehicle Purch Last 30 Days	70,811	9.7%	94
Used Internet to Send Greeting Card Last 30 Days	31,889	4.3%	106
Used Internet to Share Photos on Website Last 30 Days	216,291	29.5%	109
Used Internet to Take Online Class Last 30 Days	123,465	16.8%	144
Used Internet to Trade or Track Investments Last 30 Days	203,408	27.7%	146
Used Internet for Travel Plans Last 30 Days	251,577	34.3%	150
Used Internet to Visit Blogs Last 30 Days	153,478	20.9%	183
Used Internet to Write Blogs Last 30 Days	16,847	2.3%	188
Used Internet to Visit Chat Room Last 30 Days	56,773	7.7%	143
Used Internet to Watch Movie Last 30 Days	327,214	44.6%	131
Used Internet to Watch TV Program Last 30 Days	228,224	31.1%	139
Used Nintendo Switch Online Gaming Service Last 30 Days	43,839	6.0%	140
Used PlayStation Network Gaming Service Last 30 Days	58,981	8.0%	114
Used Xbox Network Gaming Service Last 30 Days	36,045	4.9%	90
Played Massive Multi-Player Online Game Last 30 Days	22,614	3.1%	126
Used Spanish Language Website or App Last 30 Days	48,210	6.6%	124
Social Media: Used Facebook Last 30 Days	447,630	61.0%	97
Social Media: Used Instagram Last 30 Days	400,701	54.6%	143
Social Media: Used LinkedIn Last 30 Days	221,163	30.1%	207
Social Media: Used Reddit Last 30 Days	159,628	21.8%	190
Social Media: Used Shutterfly Last 30 Days	13,287	1.8%	77
Social Media: Used Snapchat Last 30 Days	165,651	22.6%	113
Social Media: Used TikTok Last 30 Days	185,988	25.4%	110

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Product/Consumer Behavior	Expected Number of Adults or HHs	Percent	MPI
Social Media: Used Tumblr Last 30 Days	20,260	2.8%	153
Social Media: Used Twitch Last 30 Days	46,077	6.3%	153
Social Media: Used Twitter Last 30 Days	216,495	29.5%	166
Social Media: Used Yelp Last 30 Days	103,943	14.2%	238
Social Media: Used YouTube Last 30 Days	460,540	62.8%	118
Social Media: Used Pinterest Last 30 Days	119,326	16.3%	91
Social Media: Applied Filter to Picture Last 30 Days	93,938	12.8%	137
Social Media: Clicked on Ad Last 30 Days	124,801	17.0%	120
Social Media: Commented on Friend's Post Last 30 Days	282,617	38.5%	98
Social Media: Communicated via Instant Messaging Last 30 Days	197,417	26.9%	114
Social Media: Followed or Became Fan Last 30 Days	211,546	28.8%	130
Social Media: Invited People to Event Last 30 Days	34,750	4.7%	110
Social Media: Liked Something Last 30 Days	233,730	31.9%	99
Social Media: Played Game Last 30 Days	92,170	12.6%	77
Social Media: Posted Blog Last 30 Days	14,610	2.0%	140
Social Media: Posted or Shared Video Last 30 Days	140,905	19.2%	112
Social Media: Posted Picture Last 30 Days	292,386	39.9%	105
Social Media: Posted Update Last 30 Days	198,709	27.1%	98
Social Media: Posted Website Link Last 30 Days	76,391	10.4%	127
Social Media: Posted/Shared My Location Last 30 Days	52,086	7.1%	128
Social Media: Rated Product or Service Last 30 Days	56,656	7.7%	108
Social Media: Saw Friend's Profile Last 30 Days	337,510	46.0%	111
Social Media: Sent Email or Text Message Last 30 Days	327,748	44.7%	104
Social Media: Sent Real or Virtual Gift Last 30 Days	16,424	2.2%	133
Social Media: Updated My Profile Last 30 Days	134,926	18.4%	114
Social Media: Watched Video Last 30 Days	371,095	50.6%	114
IM/Video Chat: Used Facebook Messenger Last 30 Days	322,141	43.9%	93
IM/Video Chat: Used FaceTime Last 30 Days	275,272	37.5%	122
IM/Video Chat: Used Google Meet Last 30 Days	63,736	8.7%	191
IM/Video Chat: Used Microsoft Teams Last 30 Days	153,175	20.9%	170
IM/Video Chat: Used Skype Last 30 Days	46,167	6.3%	162
IM/Video Chat: Used Slack Last 30 Days	77,235	10.5%	340
IM/Video Chat: Used Snapchat Last 30 Days	116,450	15.9%	111
IM/Video Chat: Used WhatsApp Last 30 Days	248,570	33.9%	181

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Product/Consumer Behavior	Expected Number of Adults or HHs	Percent	MPI
IM/Video Chat: Used Zoom Last 30 Days	314,446	42.9%	155
Social Media: Follow Friends/Family Very Important	161,973	22.1%	99
Social Media: Meet New Friends Very Important	59,695	8.1%	121
Social Media: Keep in Touch w/Friends/Family Very Important	308,239	42.0%	103
Social Media: Reconnect w/People from Past Very Important	135,797	18.5%	103
Social Media: Meet/Network w/Prof Contacts Very Important	65,656	8.9%	139
Social Media: Find People w/Mutual Interests Very Important	61,108	8.3%	129
Social Media: Learn About Products/Services Very Important	51,810	7.1%	136
Social Media: Rate/Review Products/Services Very Important	40,181	5.5%	126
Social Media: Find Local Information Very Important	84,225	11.5%	112
Social Media: Find TV/Movie Information Very Important	56,829	7.8%	125
Social Media: Get Access to VIP Events Very Important	33,567	4.6%	126
Social Media: Get Exclusive Offers/Discounts Very Important	52,596	7.2%	119
Social Media: Play Games Very Important	45,694	6.2%	101
Social Media: Show Supportfor Fav Co/Brands Very Important	33,673	4.6%	125
Social Media: Track News/Events Very Important	82,689	11.3%	122
Used Bing Website or Search Engine Last 30 Days	56,899	7.8%	91
Used Google Website or Search Engine Last 30 Days	652,758	89.0%	104
Used Yahoo Website or Search Engine Last 30 Days	88,711	12.1%	75
Used Indeed Job/Careers Website or App Last 30 Days	119,373	16.3%	111
Used Zillow Website or App Last 30 Days	187,118	25.5%	118
Used BuzzFeed Entertainment Website or App Last 30 Days	60,918	8.3%	176
Used Fandango Entertainment Website or App Last 30 Days	17,956	2.5%	133
Used ABC News Website or App Last 30 Days	60,194	8.2%	107
Used BBC News Website or App Last 30 Days	75,181	10.3%	190
Used CBS News Website or App Last 30 Days	42,075	5.7%	105
Used CNN Website or App Last 30 Days	157,927	21.5%	143
Used Fox News Website or App Last 30 Days	63,174	8.6%	62
Used HuffPost News Website or App Last 30 Days	44,780	6.1%	160
Used NBC News Website or App Last 30 Days	45,792	6.2%	107
Used Yahoo! News Website or App Last 30 Days	58,719	8.0%	95
Used ESPN Sports Website or App Last 30 Days	135,519	18.5%	114
Used Fox Sports Website or App Last 30 Days	34,854	4.8%	79
Used MLB Sports Website or App Last 30 Days	35,244	4.8%	114

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Product/Consumer Behavior	Expected Number of Adults or HHs	Percent	MPI
Used NBA Sports Website or App Last 30 Days	39,010	5.3%	151
Used NFL Sports Website or App Last 30 Days	43,212	5.9%	89
Used PBS Website or App Last 30 Days	25,910	3.5%	120
Used Telemundo Website or App Last 30 Days	25,759	3.5%	112
Social Media: Follow Actors/Comedians	241,867	33.0%	126
Social Media: Follow Artists/Photographers	177,547	24.2%	133
Social Media: Follow Charitable Groups	122,038	16.6%	112
Social Media: Follow Chefs/Restaurants	189,828	25.9%	126
Social Media: Follow Companies/Brands	213,320	29.1%	125
Social Media: Follow Gamers	71,264	9.7%	121
Social Media: Follow Hobby-Related Groups	232,662	31.7%	105
Social Media: Follow Local Groups	175,504	23.9%	98
Social Media: Follow Magazines	85,437	11.7%	128
Social Media: Follow Medical/Ailment Groups	58,298	8.0%	98
Social Media: Follow Music Groups	216,662	29.5%	113
Social Media: Follow Newspapers	113,382	15.5%	121
Social Media: Follow Other Celebrities	146,677	20.0%	129
Social Media: Follow Political Groups	107,168	14.6%	107
Social Media: Follow Politicians	115,551	15.8%	123
Social Media: Follow Religious Groups	88,103	12.0%	84
Social Media: Follow School Groups	111,852	15.3%	90
Social Media: Follow Sports/Athletes	180,775	24.6%	115
Social Media: Follow Travel-Related Groups	129,092	17.6%	121
Social Media: Follow TV Programs/Networks	162,959	22.2%	109

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