

Demographic Summary		2025	2030
Population		85,883	90,628
Population 18+		80,374	84,826
Households		52,380	56,302
Median Household Income		\$138,427	\$147,664
Product/Consumer Behavior		Expected Number of Adults or	MPI
		Percent	
Own Tablet	41,460	51.6%	92
Own E-Reader	16,842	20.9%	128
Own E-Reader/Tablet: Amazon Fire	5,706	7.1%	60
Own E-Reader/Tablet: Amazon Kindle	19,400	24.1%	105
Own E-Reader/Tablet: Apple iPad	31,821	39.6%	109
Own E-Reader/Tablet: Barnes & Noble Nook	1,366	1.7%	86
Own E-Reader/Tablet: Microsoft Surface	2,731	3.4%	130
Own E-Reader/Tablet: Samsung Galaxy Tab	4,156	5.2%	47
Own Portable MP3 Player	4,533	5.6%	73
Own Apple Watch Wearable Technology	20,917	26.0%	121
Own Fitbit Wearable Technology	2,864	3.6%	112
Own Garmin Wearable Technology	1,756	2.2%	111
Own Digital Camcorder	4,495	5.6%	80
Own Digital Point and Shoot Camera/Camcorder	5,803	7.2%	85
Own Digital SLR Camera or Camcorder	8,733	10.9%	112
Own 35mm Camera or Camcorder	3,818	4.8%	71
Own Telephoto/Zoom Lens for Camera	5,127	6.4%	98
Own Wide Angle Lens for Camera	4,131	5.1%	111
Own Selfie Stick for Camera or Phone	4,641	5.8%	101
Printed Digital Photos/12 Mo	21,688	27.0%	108
Use Computer at Work	57,028	71.0%	160
Use Desktop Computer at Work	20,044	24.9%	140
Use Laptop or Notebook Computer at Work	36,514	45.4%	178
HH Owns Computer	46,771	89.3%	108
HH Purchased Most Recent Home Computer/12 Mo	7,263	13.9%	120
HH Owns Desktop Computer	17,150	32.7%	88
HH Owns Laptop or Notebook	40,110	76.6%	111
HH Has Child (<18 Yrs) Using Home Computer	2,405	4.6%	45
HH Owns Apple/Mac Brand Computer	18,994	36.3%	145
HH Owns PC/Non-Apple Brand Computer	34,687	66.2%	96
HH Purchased Most Recent Computer 1-2 Yrs Ago	10,229	19.5%	103
HH Purchased Most Recent Computer 3-4 Yrs Ago	10,556	20.1%	110
HH Purchased Most Recent Computer 5+ Yrs Ago	8,991	17.2%	105
HH Purchased Most Recent Home Computer at Store	18,131	34.6%	99
HH Purchased Most Recent Home Computer Online	17,574	33.5%	124
HH Spent \$1-499 on Most Recent Home Computer	5,167	9.9%	76
HH Spent \$500-999 on Most Recent Home Computer	8,992	17.2%	97
HH Spent \$1K-1499 on Most Recent Home Computer	8,443	16.1%	145
HH Spent \$1500-1999 on Most Recent Home Computer	3,498	6.7%	164
HH Spent \$2K+ on Most Recent Home Computer	5,070	9.7%	153
HH Owns All-In-One Printer (Print Copy Scan)	23,563	45.0%	84
HH Owns Wireless Router	17,805	34.0%	102
HH Owns Webcam	14,290	27.3%	118
HH Owns Accounting Software	2,540	4.8%	80
HH Owns Communications or Fax Software	2,016	3.9%	101

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

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2025 and 2030.

Product/Consumer Behavior	Expected Number of Adults or	Percent	MPI
HH Owns Database or Filing Software	2,592	5.0%	98
HH Owns Desktop Publishing Software	2,842	5.4%	89
HH Owns Education or Training Software	5,960	11.4%	134
HH Owns Entertainment or Games Software	17,389	33.2%	132
HH Owns Personal Finance or Tax Prep Software	8,114	15.5%	105
HH Owns Presentation Graphics Software	4,347	8.3%	141
HH Owns Multimedia Software	6,438	12.3%	139
HH Owns Networking Software	5,215	10.0%	123
HH Owns Online Mtg or Conference Software	11,880	22.7%	154
HH Owns Online or Remote Backup Software	4,656	8.9%	148
HH Owns Security or Anti-Virus Software	11,948	22.8%	108
HH Owns Spreadsheet Software	17,840	34.1%	137
HH Owns Touch Screen Monitor	5,743	11.0%	88
HH Owns Utility Software	3,818	7.3%	134
HH Owns Web Authoring Software	1,195	2.3%	147
HH Owns Word Processing Software	21,206	40.5%	119
HH Owns CD Player	5,480	10.5%	69
HH Owns Portable GPS Device	4,952	9.4%	57
HH Owns Ear Buds Headphones	32,226	61.5%	119
HH Owns Bluetooth or Wireless Headphones	28,537	54.5%	117
HH Owns Noise Reduction Headphones	16,694	31.9%	135
HH Owns Headphones w/Microphone	16,711	31.9%	137
HH Owns Home Theater or Entertainment System	5,824	11.1%	74
HH Owns 1 TV	19,576	37.4%	189
HH Owns 2 TVs	16,082	30.7%	111
HH Owns 3 TVs	5,903	11.3%	51
HH Owns 4+ TVs	4,413	8.4%	38
HH Owns LCD TV	11,906	22.7%	98
HH Owns LED TV	22,457	42.9%	95
HH Owns OLED TV	5,553	10.6%	118
HH Owns Plasma TV	4,033	7.7%	80
HH Owns HDTV	14,815	28.3%	91
HH Owns 4K Ultra HDTV	16,393	31.3%	106
HH Owns 8K Ultra HDTV	1,185	2.3%	94
HH Owns Smart TV	21,357	40.8%	98
HH Owns <27 in Screen TV (Small)	4,390	8.4%	73
HH Owns 27-35 in Screen TV (Medium)	11,660	22.3%	85
HH Owns 36-42 in Screen TV (Large)	13,819	26.4%	84
HH Owns 43-54 in Screen TV (XL)	15,933	30.4%	87
HH Owns 55-69 in Screen TV (XXL)	17,180	32.8%	85
HH Owns 70 in+ Screen TV (XXXL)	3,761	7.2%	68
HH Most Recent TV Purchase: <27 in (Small)	1,944	3.7%	93
HH Most Recent TV Purchase: 27-35 in (Medium)	6,389	12.2%	104
HH Most Recent TV Purchase: 36-42 in (Large)	8,389	16.0%	103
HH Most Recent TV Purchase: 43-54 in (XL)	10,343	19.8%	102
HH Most Recent TV Purchase: 55-69 in (XXL)	14,408	27.5%	97
HH Most Recent TV Purchase: 70+ in (XXXL)	3,268	6.2%	76
HH Owns Internet Video Device for TV	26,130	49.9%	95
HH Owns Amazon Fire Internet Device for TV	10,333	19.7%	78
HH Owns Apple TV Internet Device for TV	6,906	13.2%	145

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Product/Consumer Behavior	Expected Number of Adults or	Percent	MPI
HH Owns Google Chromecast Intrnt Device for TV	5,217	10.0%	142
HH Owns Roku Internet Device for TV	12,041	23.0%	84
HH Owns Handheld Video Game System	12,438	23.8%	121
HH Owns Video Game System Attached to TV/Comp	21,622	41.3%	102
HH Owns Nintendo DS/2DS/3DS Video Game System	3,255	6.2%	103
HH Owns Nintendo Switch Video Game System	11,510	22.0%	122
HH Owns Nintendo Wii/Wii U Video Game System	2,648	5.1%	66
HH Owns PlayStation 3/Earlier Video Game System	2,431	4.6%	75
HH Owns PlayStation 4 Video Game System	6,770	12.9%	91
HH Owns PlayStation 5 Video Game System	4,664	8.9%	112
HH Owns Xbox 360 Video Game System	2,615	5.0%	61
HH Owns Xbox One Video Game System	4,282	8.2%	79
HH Owns Xbox Series S Video Game System	1,142	2.2%	74
HH Owns Xbox Series X Video Game System	1,623	3.1%	82
HH Purchased Video Game System/12 Mo	4,851	9.3%	131
HH Purchased 1 Video Game/12 Mo	1,224	2.3%	100
HH Purchased 2 Video Games/12 Mo	1,640	3.1%	110
HH Purchased 3 Video Games/12 Mo	911	1.7%	94
HH Purchased 4 Video Games/12 Mo	877	1.7%	107
HH Purchased 5+ Video Games/12 Mo	4,066	7.8%	134
HH Spent \$1-100 on Video Games/12 Mo	4,350	8.3%	102
HH Spent \$101-200 on Video Games/12 Mo	2,977	5.7%	129
HH Spent \$201+ on Video Games/12 Mo	2,461	4.7%	129
HH Purch Video Game from Disc Dept Store/12 Mo	707	1.4%	82
HH Purch Video Game from Electr Store/12 Mo	1,772	3.4%	120
HH Purch Video Game from GameStop/12 Mo	3,051	5.8%	96
HH Purch Video Game from Steam/12 Mo	2,327	4.4%	168
HH Purch Video Game from Oth Online/12 Mo	4,557	8.7%	122
HH Purch Video Game System/Disc Dept Store/12 Mo	324	0.6%	79
HH Purch Video Game System/Electr Store/12 Mo	906	1.7%	110
HH Purch Video Game System/GameStop/12 Mo	614	1.2%	64
HH Purch Video Game System/Oth Online/12 Mo	1,659	3.2%	118
HH Owns Meta Quest VR Headset	2,011	3.8%	108
HH Owns Sony PlayStation VR Headset	421	0.8%	93
Broadband/High Speed Internet Connection at Home	76,367	95.0%	103
Cable Modem Internet Connection at Home	30,083	37.4%	97
DSL Internet Connection at Home	4,072	5.1%	65
Fiber Optic Internet Connection at Home	23,787	29.6%	144
Satellite Service Internet Connection at Home	1,217	1.5%	41
Spend <0.5 Hrs Online (Excluding Email) Daily	1,539	1.9%	47
Spend 0.5-0.9 Hrs Online (Excluding Email) Daily	3,002	3.7%	51
Spend 1-1.9 Hrs Online (Excluding Email) Daily	9,538	11.9%	72
Spend 2-4.9 Hrs Online (Excluding Email) Daily	26,150	32.5%	104
Spend 5-9.9 Hrs Online (Excluding Email) Daily	23,914	29.8%	128
Spend 10+ Hrs Online (Excluding Email) Daily	12,905	16.1%	147
Used Internet/30 Days	78,431	97.6%	101
Used Internet at Home/30 Days	76,034	94.6%	103
Used Internet at Work/30 Days	51,539	64.1%	150
Used Internet at School or Library/30 Days	10,932	13.6%	136
Used Intrnt Not Home/Work/School/Library/30 Days	48,102	59.9%	151

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Product/Consumer Behavior	Expected Number of Adults or	Percent	MPI
Used Computer to Access Internet/30 Days	72,373	90.0%	117
Used Cell Phone to Access Internet/30 Days	73,682	91.7%	106
Used Tablet to Access Internet/30 Days	28,122	35.0%	99
Used Vid Game Console to Access Internet/30 Days	13,290	16.5%	143
Used TV to Access Internet/30 Days	31,621	39.3%	130
Used Internet for Email/30 Days	73,627	91.6%	109
Used Internet for IM/30 Days	73,218	91.1%	114
Used Internet for Phone Call/30 Days	39,139	48.7%	121
Used Internet for Video Chat/30 Days	41,671	51.9%	154
Used Internet for Personal Purchase/30 Days	66,141	82.3%	115
Used Internet for Business Purchase/30 Days	15,933	19.8%	143
Used Internet for Entmt/Celebrity Info/30 Days	34,462	42.9%	150
Used Internet for Latest News/30 Days	56,147	69.9%	135
Used Internet for Sports News or Info/30 Days	31,026	38.6%	133
Used Internet for Financial Info/30 Days	37,383	46.5%	154
Used Internet for Medical Info/30 Days	34,887	43.4%	128
Used Internet for Movie Listings/Times/30 Days	20,374	25.4%	136
Used Internet for Online Dating/30 Days	9,232	11.5%	325
Used Internet for Parenting Info/30 Days	3,914	4.9%	100
Used Internet for Real Estate Info/30 Days	19,561	24.3%	161
Used Internet for Recipes/30 Days	50,398	62.7%	117
Used Internet for TV Show Schedule Info/30 Days	10,918	13.6%	108
Used Internet for Travel Plans/30 Days	37,559	46.7%	190
Used Internet to Add Video to Website/30 Days	8,639	10.8%	147
Used Internet to Download Movie/30 Days	8,570	10.7%	158
Used Internet to Download Music/30 Days	16,043	20.0%	131
Used Internet to Download TV Program/30 Days	5,064	6.3%	181
Used Internet to Download Video Game/30 Days	15,868	19.7%	134
Used Internet to Help Make Purchase/30 Days	45,295	56.4%	133
Used Internet to Look for Employment/30 Days	15,788	19.6%	145
Used Internet to Pay Bills/30 Days	62,232	77.4%	121
Used Internet to Play Games/30 Days	30,244	37.6%	97
Used Internet to Post Comment on Forum/30 Days	11,768	14.6%	138
Used Internet to Research Vehicle Purch/30 Days	9,777	12.2%	115
Used Internet to Send Greeting Card/30 Days	2,905	3.6%	93
Used Internet to Share Photos on Website/30 Days	27,301	34.0%	125
Used Internet to Take Online Class/30 Days	14,800	18.4%	166
Used Internet to Trade/Track Investments/30 Days	26,927	33.5%	188
Used Internet to Visit Blogs/30 Days	21,799	27.1%	242
Used Internet to Write Blogs/30 Days	1,867	2.3%	201
Used Internet to Visit Chat Room/30 Days	6,925	8.6%	159
Used Internet to Visit Gambling Site/30 Days	3,442	4.3%	153
Used Internet to Visit TV Show's Website/30 Days	20,384	25.4%	136
Used Internet to Watch Movie/30 Days	41,131	51.2%	145
Used Internet to Watch TV Program/30 Days	27,843	34.6%	153
Used Nintendo Switch Online Gaming Svc/30 Days	5,129	6.4%	138
Used PlayStation Network Gaming Svc/30 Days	7,287	9.1%	120
Used Xbox Network Gaming Svc/30 Days	4,232	5.3%	100
Played Massive Multi-Player Online Game/30 Days	2,756	3.4%	139
Used Bing Website or Search Engine/30 Days	8,332	10.4%	120

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Product/Consumer Behavior	Expected Number of Adults or	Percent	MPI
Used Google Website or Search Engine/30 Days	73,569	91.5%	109
Used Yahoo Website or Search Engine/30 Days	9,271	11.5%	73
Used Indeed Job/Careers Website or App/30 Days	14,828	18.4%	115
Used Zillow Website or App/30 Days	22,236	27.7%	129
Used BuzzFeed Entertainment Website/App/30 Days	6,413	8.0%	199
Used Fandango Entertainment Website/App/30 Days	3,086	3.8%	159
Used ABC News Website or App/30 Days	6,753	8.4%	108
Used BBC News Website or App/30 Days	9,685	12.1%	232
Used CBS News Website or App/30 Days	5,357	6.7%	124
Used CNN Website or App/30 Days	20,665	25.7%	181
Used Fox News Website or App/30 Days	7,338	9.1%	69
Used HuffPost News Website or App/30 Days	4,728	5.9%	196
Used NBC News Website or App/30 Days	5,862	7.3%	130
Used Yahoo! News Website or App/30 Days	6,241	7.8%	96
Used ESPN Sports Website or App/30 Days	18,338	22.8%	133
Used Fox Sports Website or App/30 Days	4,364	5.4%	84
Used MLB Sports Website or App/30 Days	4,357	5.4%	117
Used NBA Sports Website or App/30 Days	4,654	5.8%	152
Used NFL Sports Website or App/30 Days	5,239	6.5%	94
Used PBS Website or App/30 Days	2,758	3.4%	115
Used Spanish Language Website or App/30 Days	3,094	3.9%	67
Used Telemundo Website or App/30 Days	1,249	1.6%	45
Used Univision Website or App/30 Days	1,448	1.8%	57
IM/Video Chat: Used Discord/30 Days	11,601	14.4%	182
IM/Video Chat: Used Facebook Messenger/30 Days	34,700	43.2%	91
IM/Video Chat: Used FaceTime/30 Days	33,738	42.0%	135
IM/Video Chat: Used Google Meet/30 Days	9,591	11.9%	220
IM/Video Chat: Used Microsoft Teams/30 Days	23,603	29.4%	217
IM/Video Chat: Used Skype/30 Days	4,858	6.0%	204
IM/Video Chat: Used Slack/30 Days	10,645	13.2%	438
IM/Video Chat: Used Snapchat/30 Days	15,969	19.9%	136
IM/Video Chat: Used Telegram/30 Days	4,961	6.2%	210
IM/Video Chat: Used WhatsApp/30 Days	30,691	38.2%	187
IM/Video Chat: Used Zoom/30 Days	35,140	43.7%	184
Spend <0.5 Hrs on Social Media Daily	8,852	11.0%	79
Spend 0.5-0.9 Hrs on Social Media Daily	11,835	14.7%	96
Spend 1-1.9 Hrs on Social Media Daily	20,791	25.9%	122
Spend 2-4.9 Hrs on Social Media Daily	21,656	26.9%	136
Spend 5-9.9 Hrs on Social Media Daily	6,204	7.7%	104
Spend 10+ Hrs on Social Media Daily	1,557	1.9%	87
Social Media: Follow Actors/Comedians	28,927	36.0%	133
Social Media: Used Facebook/30 Days	49,679	61.8%	100
Social Media: Used Google Photos/30 Days	15,790	19.6%	117
Social Media: Used Instagram/30 Days	50,655	63.0%	161
Social Media: Used LinkedIn/30 Days	33,322	41.5%	275
Social Media: Used Nextdoor/30 Days	7,257	9.0%	98
Social Media: Used Reddit/30 Days	24,704	30.7%	247
Social Media: Used Shutterfly/30 Days	1,170	1.5%	62
Social Media: Used Snapchat/30 Days	21,865	27.2%	137
Social Media: Used TikTok/30 Days	24,832	30.9%	121

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Product/Consumer Behavior	Expected Number of Adults or	Percent	MPI
Social Media: Used Tumblr/30 Days	2,494	3.1%	173
Social Media: Used Twitch/30 Days	5,729	7.1%	173
Social Media: Used X (formerly Twitter)/30 Days	29,697	37.0%	209
Social Media: Used Yelp/30 Days	12,553	15.6%	273
Social Media: Used YouTube/30 Days	53,244	66.3%	124
Social Media: Used Pinterest/30 Days	13,962	17.4%	99
Social Media: Applied Filter to Picture/30 Days	10,983	13.7%	155
Social Media: Clicked on Ad/30 Days	17,386	21.6%	148
Social Media: Commented on Friend`s Post/30 Days	32,798	40.8%	110
Social Media: Communicated via IM/30 Days	25,717	32.0%	137
Social Media: Created Video/30 Days	7,912	9.8%	125
Social Media: Followed/Became Fan/30 Days	27,414	34.1%	152
Social Media: Invited People to Event/30 Days	4,817	6.0%	134
Social Media: Liked Something/30 Days	27,924	34.7%	113
Social Media: Made Purchase/30 Days	20,274	25.2%	108
Social Media: Played Game/30 Days	10,265	12.8%	76
Social Media: Posted Blog Entry/30 Days	1,699	2.1%	161
Social Media: Posted/Shared Video/30 Days	16,113	20.1%	111
Social Media: Posted Picture/30 Days	33,214	41.3%	114
Social Media: Posted Update/30 Days	23,379	29.1%	101
Social Media: Posted Website Link/30 Days	8,982	11.2%	139
Social Media: Posted/Shared My Location/30 Days	7,050	8.8%	154
Social Media: Rated Product or Service/30 Days	6,976	8.7%	123
Social Media: Reposted/Shared Content/30 Days	14,200	17.7%	124
Social Media: Saw Friend`s Profile/30 Days	41,384	51.5%	126
Social Media: Sent Email/Text Message/30 Days	38,999	48.5%	114
Social Media: Sent Real/Virtual Gift/30 Days	2,093	2.6%	148
Social Media: Shared a Meme or GIF/30 Days	19,316	24.0%	141
Social Media: Updated My Profile/30 Days	17,183	21.4%	132
Social Media: Visited Co/Brand Profile/30 Days	20,987	26.1%	173
Social Media: Watched Video/30 Days	46,656	58.0%	128
Social Media: Follow Friends/Family Very Impt	18,764	23.4%	108
Social Media: Meet New Friends Very Impt	6,447	8.0%	116
Social Media: Keep in Touch Very Impt	33,955	42.3%	106
Social Media: Reconnect w/People Very Impt	14,229	17.7%	102
Social Media: Find Mutual Interests Very Impt	6,908	8.6%	122
Social Media: Influence Others Very Impt	3,896	4.8%	131
Social Media: Share Opinions/Beliefs Very Impt	4,896	6.1%	112
Social Media: Ntwrk w/Prof Contacts Very Impt	7,433	9.3%	143
Social Media: Learn About Prods/Svcs Very Impt	5,145	6.4%	114
Social Media: Rate/Review Prods/Svcs Very Impt	4,090	5.1%	
Social Media: Find Local Info Very Impt	10,480	13.0%	117
Social Media: Find TV/Movie Info Very Impt	6,753	8.4%	121
Social Media: Access to VIP Events Very Impt	4,199	5.2%	131
Social Media: Get Exclusive Offers Very Impt	5,527	6.9%	105
Social Media: Play Games Very Impt	4,855	6.0%	93
Social Media: Support Fav Co/Brands Very Impt	4,101	5.1%	128
Social Media: Track News/Events Very Impt	10,457	13.0%	130
Social Media: Follow Artists/Photographers	20,672	25.7%	138

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Product/Consumer Behavior	Expected Number of Adults or	Percent	MPI
Social Media: Follow Charitable Groups	14,854	18.5%	126
Social Media: Follow Chefs/Restaurants	21,450	26.7%	127
Social Media: Follow Companies/Brands	25,697	32.0%	135
Social Media: Follow Gamers	8,788	10.9%	126
Social Media: Follow Hobby-Related Groups	29,268	36.4%	120
Social Media: Follow Local Groups	21,980	27.4%	111
Social Media: Follow Magazines	9,686	12.1%	133
Social Media: Follow Medical/Ailment Groups	6,228	7.8%	92
Social Media: Follow Music Groups	26,201	32.6%	120
Social Media: Follow Newspapers	13,828	17.2%	138
Social Media: Follow Oth Celebrities	17,212	21.4%	132
Social Media: Follow Political Groups	11,781	14.7%	115
Social Media: Follow Politicians	13,442	16.7%	135
Social Media: Follow Religious Groups	9,146	11.4%	82
Social Media: Follow School Groups	12,963	16.1%	97
Social Media: Follow Sports/Athletes	22,457	27.9%	127
Social Media: Follow Travel-Related Groups	17,014	21.2%	137
Social Media: Follow TV Programs/Networks	18,622	23.2%	113

Sample Report

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Demographic Summary		2025	2030
Population		404,831	413,853
Population 18+		359,533	369,185
Households		224,866	234,916
Median Household Income		\$118,422	\$128,064

Product/Consumer Behavior	Expected		MPI
	Number of Adults or	Percent	
Own Tablet	192,525	53.5%	95
Own E-Reader	72,698	20.2%	124
Own E-Reader/Tablet: Amazon Fire	28,432	7.9%	67
Own E-Reader/Tablet: Amazon Kindle	86,656	24.1%	105
Own E-Reader/Tablet: Apple iPad	144,989	40.3%	111
Own E-Reader/Tablet: Barnes & Noble Nook	5,964	1.7%	84
Own E-Reader/Tablet: Microsoft Surface	11,162	3.1%	119
Own E-Reader/Tablet: Samsung Galaxy Tab	22,873	6.4%	57
Own Portable MP3 Player	22,398	6.2%	81
Own Apple Watch Wearable Technology	89,083	24.8%	115
Own Fitbit Wearable Technology	10,790	3.0%	94
Own Garmin Wearable Technology	8,352	2.3%	118
Own Digital Camcorder	20,757	5.8%	83
Own Digital Point and Shoot Camera/Camcorder	26,674	7.4%	87
Own Digital SLR Camera or Camcorder	38,928	10.8%	112
Own 35mm Camera or Camcorder	19,197	5.3%	80
Own Telephoto/Zoom Lens for Camera	22,908	6.4%	98
Own Wide Angle Lens for Camera	18,044	5.0%	108
Own Selfie Stick for Camera or Phone	20,403	5.7%	99
Printed Digital Photos/12 Mo	92,711	25.8%	103
Use Computer at Work	229,902	63.9%	144
Use Desktop Computer at Work	79,660	22.2%	124
Use Laptop or Notebook Computer at Work	145,342	40.4%	158
HH Owns Computer	197,365	87.8%	106
HH Purchased Most Recent Home Computer/12 Mo	29,830	13.3%	115
HH Owns Desktop Computer	75,251	33.5%	90
HH Owns Laptop or Notebook	169,071	75.2%	109
HH Has Child (<18 Yrs) Using Home Computer	12,661	5.6%	56
HH Owns Apple/Mac Brand Computer	82,729	36.8%	147
HH Owns PC/Non-Apple Brand Computer	145,335	64.6%	93
HH Purchased Most Recent Computer 1-2 Yrs Ago	44,061	19.6%	103
HH Purchased Most Recent Computer 3-4 Yrs Ago	43,215	19.2%	105
HH Purchased Most Recent Computer 5+ Yrs Ago	37,111	16.5%	101
HH Purchased Most Recent Home Computer at Store	76,218	33.9%	97
HH Purchased Most Recent Home Computer Online	72,972	32.5%	120
HH Spent \$1-499 on Most Recent Home Computer	21,783	9.7%	75
HH Spent \$500-999 on Most Recent Home Computer	38,472	17.1%	97
HH Spent \$1K-1499 on Most Recent Home Computer	34,219	15.2%	137
HH Spent \$1500-1999 on Most Recent Home Computer	13,303	5.9%	145
HH Spent \$2K+ on Most Recent Home Computer	21,558	9.6%	152
HH Owns All-In-One Printer (Print Copy Scan)	103,281	45.9%	85
HH Owns Wireless Router	75,824	33.7%	101
HH Owns Webcam	59,743	26.6%	115
HH Owns Accounting Software	11,899	5.3%	87
HH Owns Communications or Fax Software	8,710	3.9%	101

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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 2025 and 2030.

Product/Consumer Behavior	Expected Number of Adults or	Percent	MPI
HH Owns Database or Filing Software	11,217	5.0%	99
HH Owns Desktop Publishing Software	12,140	5.4%	89
HH Owns Education or Training Software	24,168	10.8%	126
HH Owns Entertainment or Games Software	68,819	30.6%	122
HH Owns Personal Finance or Tax Prep Software	33,575	14.9%	101
HH Owns Presentation Graphics Software	18,313	8.1%	139
HH Owns Multimedia Software	25,528	11.3%	129
HH Owns Networking Software	21,838	9.7%	120
HH Owns Online Mtg or Conference Software	48,467	21.6%	146
HH Owns Online or Remote Backup Software	19,439	8.6%	144
HH Owns Security or Anti-Virus Software	49,807	22.1%	104
HH Owns Spreadsheet Software	71,609	31.9%	129
HH Owns Touch Screen Monitor	24,543	10.9%	88
HH Owns Utility Software	15,739	7.0%	129
HH Owns Web Authoring Software	4,628	2.1%	132
HH Owns Word Processing Software	88,410	39.3%	116
HH Owns CD Player	25,734	11.4%	75
HH Owns Portable GPS Device	23,516	10.5%	63
HH Owns Ear Buds Headphones	135,526	60.3%	116
HH Owns Bluetooth or Wireless Headphones	118,620	52.8%	113
HH Owns Noise Reduction Headphones	68,471	30.4%	129
HH Owns Headphones w/Microphone	68,942	30.7%	131
HH Owns Home Theater or Entertainment System	26,845	11.9%	80
HH Owns 1 TV	78,055	34.7%	176
HH Owns 2 TVs	68,174	30.3%	109
HH Owns 3 TVs	29,388	13.1%	59
HH Owns 4+ TVs	21,953	9.8%	45
HH Owns LCD TV	50,201	22.3%	96
HH Owns LED TV	93,713	41.7%	93
HH Owns OLED TV	23,754	10.6%	118
HH Owns Plasma TV	18,627	8.3%	86
HH Owns HDTV	64,137	28.5%	92
HH Owns 4K Ultra HDTV	67,975	30.2%	102
HH Owns 8K Ultra HDTV	4,934	2.2%	91
HH Owns Smart TV	89,772	39.9%	96
HH Owns <27 in Screen TV (Small)	18,996	8.4%	73
HH Owns 27-35 in Screen TV (Medium)	50,479	22.4%	86
HH Owns 36-42 in Screen TV (Large)	60,130	26.7%	85
HH Owns 43-54 in Screen TV (XL)	69,344	30.8%	89
HH Owns 55-69 in Screen TV (XXL)	73,470	32.7%	84
HH Owns 70 in+ Screen TV (XXXL)	16,822	7.5%	71
HH Most Recent TV Purchase: <27 in (Small)	8,287	3.7%	92
HH Most Recent TV Purchase: 27-35 in (Medium)	27,160	12.1%	103
HH Most Recent TV Purchase: 36-42 in (Large)	36,483	16.2%	104
HH Most Recent TV Purchase: 43-54 in (XL)	44,927	20.0%	103
HH Most Recent TV Purchase: 55-69 in (XXL)	59,766	26.6%	93
HH Most Recent TV Purchase: 70+ in (XXXL)	14,223	6.3%	77
HH Owns Internet Video Device for TV	110,518	49.1%	94
HH Owns Amazon Fire Internet Device for TV	46,365	20.6%	81
HH Owns Apple TV Internet Device for TV	28,249	12.6%	138

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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 2025 and 2030.

Product/Consumer Behavior	Expected Number of Adults or	Percent	MPI
HH Owns Google Chromecast Intrnt Device for TV	21,077	9.4%	134
HH Owns Roku Internet Device for TV	49,320	21.9%	80
HH Owns Handheld Video Game System	49,570	22.0%	112
HH Owns Video Game System Attached to TV/Comp	88,718	39.5%	97
HH Owns Nintendo DS/2DS/3DS Video Game System	13,186	5.9%	97
HH Owns Nintendo Switch Video Game System	45,657	20.3%	113
HH Owns Nintendo Wii/Wii U Video Game System	11,783	5.2%	69
HH Owns PlayStation 3/Earlier Video Game System	10,659	4.7%	77
HH Owns PlayStation 4 Video Game System	28,871	12.8%	91
HH Owns PlayStation 5 Video Game System	18,881	8.4%	105
HH Owns Xbox 360 Video Game System	11,934	5.3%	65
HH Owns Xbox One Video Game System	17,512	7.8%	76
HH Owns Xbox Series S Video Game System	4,759	2.1%	72
HH Owns Xbox Series X Video Game System	6,756	3.0%	80
HH Purchased Video Game System/12 Mo	21,959	9.8%	138
HH Purchased 1 Video Game/12 Mo	4,880	2.2%	93
HH Purchased 2 Video Games/12 Mo	6,806	3.0%	107
HH Purchased 3 Video Games/12 Mo	4,140	1.8%	100
HH Purchased 4 Video Games/12 Mo	3,848	1.7%	109
HH Purchased 5+ Video Games/12 Mo	15,708	7.0%	120
HH Spent \$1-100 on Video Games/12 Mo	18,776	8.3%	103
HH Spent \$101-200 on Video Games/12 Mo	11,502	5.1%	116
HH Spent \$201+ on Video Games/12 Mo	9,754	4.3%	119
HH Purch Video Game from Disc Dept Store/12 Mo	2,848	1.3%	77
HH Purch Video Game from Electr Store/12 Mo	7,196	3.2%	113
HH Purch Video Game from GameStop/12 Mo	13,116	5.8%	96
HH Purch Video Game from Steam/12 Mo	9,126	4.1%	154
HH Purch Video Game from Oth Online/12 Mo	18,747	8.3%	117
HH Purch Video Game System/Disc Dept Store/12 Mo	1,288	0.6%	73
HH Purch Video Game System/Electr Store/12 Mo	3,773	1.7%	107
HH Purch Video Game System/GameStop/12 Mo	3,145	1.4%	77
HH Purch Video Game System/Oth Online/12 Mo	7,159	3.2%	118
HH Owns Meta Quest VR Headset	8,336	3.7%	104
HH Owns Sony PlayStation VR Headset	1,738	0.8%	89
Broadband/High Speed Internet Connection at Home	337,886	94.0%	102
Cable Modem Internet Connection at Home	136,397	37.9%	98
DSL Internet Connection at Home	18,936	5.3%	67
Fiber Optic Internet Connection at Home	101,873	28.3%	138
Satellite Service Internet Connection at Home	5,580	1.6%	42
Spend <0.5 Hrs Online (Excluding Email) Daily	9,131	2.5%	62
Spend 0.5-0.9 Hrs Online (Excluding Email) Daily	15,531	4.3%	59
Spend 1-1.9 Hrs Online (Excluding Email) Daily	45,502	12.7%	77
Spend 2-4.9 Hrs Online (Excluding Email) Daily	114,317	31.8%	101
Spend 5-9.9 Hrs Online (Excluding Email) Daily	105,504	29.3%	127
Spend 10+ Hrs Online (Excluding Email) Daily	52,486	14.6%	133
Used Internet/30 Days	350,899	97.6%	101
Used Internet at Home/30 Days	338,582	94.2%	102
Used Internet at Work/30 Days	208,334	58.0%	136
Used Internet at School or Library/30 Days	46,804	13.0%	130
Used Intrnt Not Home/Work/School/Library/30 Days	199,012	55.4%	140

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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 2025 and 2030.

Product/Consumer Behavior	Expected Number of Adults or	Percent	MPI
Used Computer to Access Internet/30 Days	313,262	87.1%	113
Used Cell Phone to Access Internet/30 Days	324,726	90.3%	104
Used Tablet to Access Internet/30 Days	128,909	35.9%	101
Used Vid Game Console to Access Internet/30 Days	51,925	14.4%	125
Used TV to Access Internet/30 Days	129,979	36.1%	119
Used Internet for Email/30 Days	323,243	89.9%	107
Used Internet for IM/30 Days	320,183	89.1%	111
Used Internet for Phone Call/30 Days	167,043	46.5%	116
Used Internet for Video Chat/30 Days	174,939	48.7%	145
Used Internet for Personal Purchase/30 Days	286,622	79.7%	112
Used Internet for Business Purchase/30 Days	66,385	18.5%	134
Used Internet for Entmt/Celebrity Info/30 Days	145,007	40.3%	142
Used Internet for Latest News/30 Days	237,091	65.9%	127
Used Internet for Sports News or Info/30 Days	127,937	35.6%	123
Used Internet for Financial Info/30 Days	151,922	42.3%	140
Used Internet for Medical Info/30 Days	148,744	41.4%	122
Used Internet for Movie Listings/Times/30 Days	85,429	23.8%	128
Used Internet for Online Dating/30 Days	33,735	9.4%	265
Used Internet for Parenting Info/30 Days	17,980	5.0%	102
Used Internet for Real Estate Info/30 Days	80,779	22.5%	149
Used Internet for Recipes/30 Days	216,627	60.3%	113
Used Internet for TV Show Schedule Info/30 Days	48,082	13.4%	107
Used Internet for Travel Plans/30 Days	148,951	41.4%	168
Used Internet to Add Video to Website/30 Days	34,893	9.7%	133
Used Internet to Download Movie/30 Days	33,738	9.4%	139
Used Internet to Download Music/30 Days	67,278	18.7%	123
Used Internet to Download TV Program/30 Days	19,736	5.5%	158
Used Internet to Download Video Game/30 Days	64,759	18.0%	122
Used Internet to Help Make Purchase/30 Days	192,433	53.5%	126
Used Internet to Look for Employment/30 Days	66,753	18.6%	137
Used Internet to Pay Bills/30 Days	266,097	74.0%	115
Used Internet to Play Games/30 Days	133,961	37.3%	96
Used Internet to Post Comment on Forum/30 Days	48,832	13.6%	128
Used Internet to Research Vehicle Purch/30 Days	37,889	10.5%	100
Used Internet to Send Greeting Card/30 Days	14,318	4.0%	102
Used Internet to Share Photos on Website/30 Days	114,544	31.9%	118
Used Internet to Take Online Class/30 Days	63,240	17.6%	159
Used Internet to Trade/Track Investments/30 Days	109,810	30.5%	172
Used Internet to Visit Blogs/30 Days	85,700	23.8%	212
Used Internet to Write Blogs/30 Days	7,259	2.0%	175
Used Internet to Visit Chat Room/30 Days	29,075	8.1%	150
Used Internet to Visit Gambling Site/30 Days	14,736	4.1%	146
Used Internet to Visit TV Show's Website/30 Days	86,108	23.9%	129
Used Internet to Watch Movie/30 Days	172,706	48.0%	136
Used Internet to Watch TV Program/30 Days	115,766	32.2%	142
Used Nintendo Switch Online Gaming Svc/30 Days	21,157	5.9%	127
Used PlayStation Network Gaming Svc/30 Days	29,975	8.3%	110
Used Xbox Network Gaming Svc/30 Days	16,963	4.7%	90
Played Massive Multi-Player Online Game/30 Days	11,889	3.3%	134
Used Bing Website or Search Engine/30 Days	33,559	9.3%	108

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Electronics and Internet Market Potential

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

Sample Report
Latitude: 41.8803
Longitude: -87.6375

Product/Consumer Behavior	Expected Number of Adults or	Percent	MPI
Used Google Website or Search Engine/30 Days	322,603	89.7%	107
Used Yahoo Website or Search Engine/30 Days	42,889	11.9%	75
Used Indeed Job/Careers Website or App/30 Days	63,115	17.6%	110
Used Zillow Website or App/30 Days	96,261	26.8%	125
Used BuzzFeed Entertainment Website/App/30 Days	26,582	7.4%	185
Used Fandango Entertainment Website/App/30 Days	12,912	3.6%	149
Used ABC News Website or App/30 Days	30,606	8.5%	109
Used BBC News Website or App/30 Days	38,981	10.8%	208
Used CBS News Website or App/30 Days	23,255	6.5%	120
Used CNN Website or App/30 Days	84,249	23.4%	165
Used Fox News Website or App/30 Days	33,131	9.2%	70
Used HuffPost News Website or App/30 Days	18,144	5.0%	168
Used NBC News Website or App/30 Days	25,633	7.1%	127
Used Yahoo! News Website or App/30 Days	28,009	7.8%	96
Used ESPN Sports Website or App/30 Days	74,778	20.8%	121
Used Fox Sports Website or App/30 Days	19,242	5.3%	83
Used MLB Sports Website or App/30 Days	19,445	5.4%	117
Used NBA Sports Website or App/30 Days	20,464	5.7%	149
Used NFL Sports Website or App/30 Days	22,585	6.3%	90
Used PBS Website or App/30 Days	13,347	3.7%	124
Used Spanish Language Website or App/30 Days	17,633	4.9%	86
Used Telemundo Website or App/30 Days	8,632	2.4%	70
Used Univision Website or App/30 Days	8,583	2.4%	76
IM/Video Chat: Used Discord/30 Days	45,347	12.6%	159
IM/Video Chat: Used Facebook Messenger/30 Days	153,499	42.7%	90
IM/Video Chat: Used FaceTime/30 Days	141,978	39.5%	127
IM/Video Chat: Used Google Meet/30 Days	38,531	10.7%	198
IM/Video Chat: Used Microsoft Teams/30 Days	91,319	25.4%	187
IM/Video Chat: Used Skype/30 Days	19,500	5.4%	183
IM/Video Chat: Used Slack/30 Days	42,207	11.7%	388
IM/Video Chat: Used Snapchat/30 Days	60,777	16.9%	116
IM/Video Chat: Used Telegram/30 Days	20,394	5.7%	193
IM/Video Chat: Used WhatsApp/30 Days	134,222	37.3%	182
IM/Video Chat: Used Zoom/30 Days	150,337	41.8%	176
Spend <0.5 Hrs on Social Media Daily	43,447	12.1%	87
Spend 0.5-0.9 Hrs on Social Media Daily	53,444	14.9%	97
Spend 1-1.9 Hrs on Social Media Daily	88,562	24.6%	117
Spend 2-4.9 Hrs on Social Media Daily	89,044	24.8%	125
Spend 5-9.9 Hrs on Social Media Daily	27,657	7.7%	103
Spend 10+ Hrs on Social Media Daily	7,186	2.0%	90
Social Media: Follow Actors/Comedians	123,220	34.3%	126
Social Media: Used Facebook/30 Days	215,784	60.0%	97
Social Media: Used Google Photos/30 Days	69,002	19.2%	115
Social Media: Used Instagram/30 Days	209,078	58.1%	149
Social Media: Used LinkedIn/30 Days	129,215	35.9%	238
Social Media: Used Nextdoor/30 Days	34,602	9.6%	104
Social Media: Used Reddit/30 Days	94,945	26.4%	212
Social Media: Used Shutterfly/30 Days	5,757	1.6%	68
Social Media: Used Snapchat/30 Days	84,649	23.5%	119
Social Media: Used TikTok/30 Days	102,431	28.5%	111

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Product/Consumer Behavior	Expected Number of Adults or	Percent	MPI
Social Media: Used Tumblr/30 Days	10,133	2.8%	157
Social Media: Used Twitch/30 Days	22,690	6.3%	153
Social Media: Used X (formerly Twitter)/30 Days	116,068	32.3%	182
Social Media: Used Yelp/30 Days	52,424	14.6%	254
Social Media: Used YouTube/30 Days	232,399	64.6%	121
Social Media: Used Pinterest/30 Days	58,565	16.3%	93
Social Media: Applied Filter to Picture/30 Days	43,734	12.2%	138
Social Media: Clicked on Ad/30 Days	72,534	20.2%	138
Social Media: Commented on Friend`s Post/30 Days	140,534	39.1%	105
Social Media: Communicated via IM/30 Days	104,770	29.1%	125
Social Media: Created Video/30 Days	33,671	9.4%	119
Social Media: Followed/Became Fan/30 Days	111,559	31.0%	138
Social Media: Invited People to Event/30 Days	19,518	5.4%	122
Social Media: Liked Something/30 Days	117,007	32.5%	106
Social Media: Made Purchase/30 Days	88,906	24.7%	106
Social Media: Played Game/30 Days	47,583	13.2%	79
Social Media: Posted Blog Entry/30 Days	7,351	2.0%	156
Social Media: Posted/Shared Video/30 Days	70,314	19.6%	108
Social Media: Posted Picture/30 Days	140,850	39.2%	108
Social Media: Posted Update/30 Days	101,985	28.4%	99
Social Media: Posted Website Link/30 Days	38,306	10.7%	132
Social Media: Posted/Shared My Location/30 Days	28,565	8.0%	139
Social Media: Rated Product or Service/30 Days	29,395	8.2%	116
Social Media: Reposted/Shared Content/30 Days	59,055	16.4%	115
Social Media: Saw Friend`s Profile/30 Days	173,452	48.2%	118
Social Media: Sent Email/Text Message/30 Days	168,171	46.8%	110
Social Media: Sent Real/Virtual Gift/30 Days	9,505	2.6%	150
Social Media: Shared a Meme or GIF/30 Days	77,172	21.5%	126
Social Media: Updated My Profile/30 Days	69,146	19.2%	119
Social Media: Visited Co/Brand Profile/30 Days	84,498	23.5%	156
Social Media: Watched Video/30 Days	197,629	55.0%	121
Social Media: Follow Friends/Family Very Impt	81,966	22.8%	106
Social Media: Meet New Friends Very Impt	29,004	8.1%	116
Social Media: Keep in Touch Very Impt	150,244	41.8%	105
Social Media: Reconnect w/People Very Impt	63,968	17.8%	102
Social Media: Find Mutual Interests Very Impt	30,911	8.6%	122
Social Media: Influence Others Very Impt	16,327	4.5%	123
Social Media: Share Opinions/Beliefs Very Impt	21,683	6.0%	111
Social Media: Ntwrk w/Prof Contacts Very Impt	31,951	8.9%	137
Social Media: Learn About Prods/Svcs Very Impt	24,155	6.7%	120
Social Media: Rate/Review Prods/Svcs Very Impt	18,512	5.2%	
Social Media: Find Local Info Very Impt	44,793	12.5%	112
Social Media: Find TV/Movie Info Very Impt	30,161	8.4%	121
Social Media: Access to VIP Events Very Impt	17,664	4.9%	123
Social Media: Get Exclusive Offers Very Impt	25,395	7.1%	107
Social Media: Play Games Very Impt	22,354	6.2%	95
Social Media: Support Fav Co/Brands Very Impt	17,233	4.8%	121
Social Media: Track News/Events Very Impt	45,303	12.6%	126
Social Media: Follow Artists/Photographers	87,499	24.3%	130

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Product/Consumer Behavior	Expected Number of Adults or	Percent	MPI
Social Media: Follow Charitable Groups	62,809	17.5%	119
Social Media: Follow Chefs/Restaurants	92,118	25.6%	122
Social Media: Follow Companies/Brands	108,291	30.1%	127
Social Media: Follow Gamers	37,762	10.5%	121
Social Media: Follow Hobby-Related Groups	121,113	33.7%	111
Social Media: Follow Local Groups	92,269	25.7%	104
Social Media: Follow Magazines	43,151	12.0%	133
Social Media: Follow Medical/Ailment Groups	27,689	7.7%	92
Social Media: Follow Music Groups	111,890	31.1%	115
Social Media: Follow Newspapers	58,972	16.4%	131
Social Media: Follow Oth Celebrities	72,768	20.2%	125
Social Media: Follow Political Groups	52,185	14.5%	114
Social Media: Follow Politicians	57,095	15.9%	129
Social Media: Follow Religious Groups	40,849	11.4%	81
Social Media: Follow School Groups	54,973	15.3%	92
Social Media: Follow Sports/Athletes	94,975	26.4%	120
Social Media: Follow Travel-Related Groups	71,119	19.8%	128
Social Media: Follow TV Programs/Networks	80,560	22.4%	109

Sample Report

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Demographic Summary		2025	2030
Population		860,198	862,494
Population 18+		733,129	741,807
Households		431,408	442,972
Median Household Income		\$102,657	\$111,418

Product/Consumer Behavior	Expected		MPI
	Number of Adults or	Percent	
Own Tablet	394,222	53.8%	96
Own E-Reader	135,614	18.5%	113
Own E-Reader/Tablet: Amazon Fire	64,142	8.8%	75
Own E-Reader/Tablet: Amazon Kindle	169,995	23.2%	101
Own E-Reader/Tablet: Apple iPad	281,948	38.5%	106
Own E-Reader/Tablet: Barnes & Noble Nook	11,990	1.6%	82
Own E-Reader/Tablet: Microsoft Surface	21,205	2.9%	111
Own E-Reader/Tablet: Samsung Galaxy Tab	57,767	7.9%	71
Own Portable MP3 Player	45,287	6.2%	80
Own Apple Watch Wearable Technology	174,960	23.9%	111
Own Fitbit Wearable Technology	20,095	2.7%	86
Own Garmin Wearable Technology	15,816	2.2%	109
Own Digital Camcorder	42,144	5.8%	83
Own Digital Point and Shoot Camera/Camcorder	50,875	6.9%	82
Own Digital SLR Camera or Camcorder	71,847	9.8%	101
Own 35mm Camera or Camcorder	37,069	5.1%	75
Own Telephoto/Zoom Lens for Camera	42,375	5.8%	89
Own Wide Angle Lens for Camera	33,044	4.5%	97
Own Selfie Stick for Camera or Phone	40,178	5.5%	95
Printed Digital Photos/12 Mo	178,331	24.3%	97
Use Computer at Work	420,957	57.4%	130
Use Desktop Computer at Work	149,422	20.4%	114
Use Laptop or Notebook Computer at Work	261,007	35.6%	139
HH Owns Computer	365,624	84.8%	102
HH Purchased Most Recent Home Computer/12 Mo	54,549	12.6%	110
HH Owns Desktop Computer	141,607	32.8%	88
HH Owns Laptop or Notebook	312,650	72.5%	105
HH Has Child (<18 Yrs) Using Home Computer	28,120	6.5%	64
HH Owns Apple/Mac Brand Computer	149,160	34.6%	139
HH Owns PC/Non-Apple Brand Computer	273,002	63.3%	91
HH Purchased Most Recent Computer 1-2 Yrs Ago	82,055	19.0%	100
HH Purchased Most Recent Computer 3-4 Yrs Ago	78,315	18.1%	99
HH Purchased Most Recent Computer 5+ Yrs Ago	67,018	15.5%	95
HH Purchased Most Recent Home Computer at Store	141,386	32.8%	93
HH Purchased Most Recent Home Computer Online	131,221	30.4%	113
HH Spent \$1-499 on Most Recent Home Computer	42,473	9.8%	76
HH Spent \$500-999 on Most Recent Home Computer	70,804	16.4%	93
HH Spent \$1K-1499 on Most Recent Home Computer	59,918	13.9%	125
HH Spent \$1500-1999 on Most Recent Home Computer	22,832	5.3%	130
HH Spent \$2K+ on Most Recent Home Computer	37,655	8.7%	138
HH Owns All-In-One Printer (Print Copy Scan)	193,385	44.8%	83
HH Owns Wireless Router	137,572	31.9%	95
HH Owns Webcam	109,396	25.4%	110
HH Owns Accounting Software	22,169	5.1%	85
HH Owns Communications or Fax Software	15,651	3.6%	95

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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 2025 and 2030.

Product/Consumer Behavior	Expected Number of Adults or	Percent	MPI
HH Owns Database or Filing Software	20,443	4.7%	94
HH Owns Desktop Publishing Software	22,854	5.3%	87
HH Owns Education or Training Software	44,474	10.3%	121
HH Owns Entertainment or Games Software	124,069	28.8%	114
HH Owns Personal Finance or Tax Prep Software	59,010	13.7%	92
HH Owns Presentation Graphics Software	32,346	7.5%	128
HH Owns Multimedia Software	45,895	10.6%	121
HH Owns Networking Software	39,507	9.2%	113
HH Owns Online Mtg or Conference Software	85,294	19.8%	134
HH Owns Online or Remote Backup Software	34,316	8.0%	133
HH Owns Security or Anti-Virus Software	89,994	20.9%	98
HH Owns Spreadsheet Software	124,560	28.9%	117
HH Owns Touch Screen Monitor	46,863	10.9%	87
HH Owns Utility Software	27,732	6.4%	118
HH Owns Web Authoring Software	8,457	2.0%	126
HH Owns Word Processing Software	157,260	36.5%	107
HH Owns CD Player	48,394	11.2%	74
HH Owns Portable GPS Device	45,590	10.6%	64
HH Owns Ear Buds Headphones	251,792	58.4%	113
HH Owns Bluetooth or Wireless Headphones	220,658	51.1%	110
HH Owns Noise Reduction Headphones	124,612	28.9%	123
HH Owns Headphones w/Microphone	125,802	29.2%	125
HH Owns Home Theater or Entertainment System	52,074	12.1%	81
HH Owns 1 TV	139,425	32.3%	164
HH Owns 2 TVs	128,997	29.9%	108
HH Owns 3 TVs	62,935	14.6%	66
HH Owns 4+ TVs	47,849	11.1%	51
HH Owns LCD TV	93,857	21.8%	94
HH Owns LED TV	176,812	41.0%	91
HH Owns OLED TV	43,093	10.0%	112
HH Owns Plasma TV	38,353	8.9%	92
HH Owns HDTV	120,538	27.9%	90
HH Owns 4K Ultra HDTV	128,935	29.9%	101
HH Owns 8K Ultra HDTV	9,490	2.2%	91
HH Owns Smart TV	168,198	39.0%	94
HH Owns <27 in Screen TV (Small)	37,028	8.6%	75
HH Owns 27-35 in Screen TV (Medium)	97,180	22.5%	86
HH Owns 36-42 in Screen TV (Large)	115,830	26.9%	85
HH Owns 43-54 in Screen TV (XL)	133,307	30.9%	89
HH Owns 55-69 in Screen TV (XXL)	141,791	32.9%	85
HH Owns 70 in+ Screen TV (XXXL)	33,735	7.8%	75
HH Most Recent TV Purchase: <27 in (Small)	15,940	3.7%	92
HH Most Recent TV Purchase: 27-35 in (Medium)	51,329	11.9%	102
HH Most Recent TV Purchase: 36-42 in (Large)	69,160	16.0%	103
HH Most Recent TV Purchase: 43-54 in (XL)	85,670	19.9%	102
HH Most Recent TV Purchase: 55-69 in (XXL)	113,437	26.3%	92
HH Most Recent TV Purchase: 70+ in (XXXL)	27,959	6.5%	79
HH Owns Internet Video Device for TV	209,706	48.6%	93
HH Owns Amazon Fire Internet Device for TV	91,778	21.3%	84
HH Owns Apple TV Internet Device for TV	50,145	11.6%	127

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Electronics and Internet Market Potential

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

Sample Report
Latitude: 41.8803
Longitude: -87.6375

Product/Consumer Behavior	Expected Number of Adults or	Percent	MPI
HH Owns Google Chromecast Intrnt Device for TV	38,145	8.8%	126
HH Owns Roku Internet Device for TV	95,140	22.1%	81
HH Owns Handheld Video Game System	92,246	21.4%	109
HH Owns Video Game System Attached to TV/Comp	172,233	39.9%	98
HH Owns Nintendo DS/2DS/3DS Video Game System	24,668	5.7%	94
HH Owns Nintendo Switch Video Game System	84,810	19.7%	110
HH Owns Nintendo Wii/Wii U Video Game System	22,977	5.3%	70
HH Owns PlayStation 3/Earlier Video Game System	21,110	4.9%	80
HH Owns PlayStation 4 Video Game System	58,624	13.6%	96
HH Owns PlayStation 5 Video Game System	36,970	8.6%	108
HH Owns Xbox 360 Video Game System	23,944	5.5%	67
HH Owns Xbox One Video Game System	34,670	8.0%	78
HH Owns Xbox Series S Video Game System	10,176	2.4%	80
HH Owns Xbox Series X Video Game System	13,193	3.1%	81
HH Purchased Video Game System/12 Mo	43,241	10.0%	142
HH Purchased 1 Video Game/12 Mo	9,346	2.2%	93
HH Purchased 2 Video Games/12 Mo	12,951	3.0%	106
HH Purchased 3 Video Games/12 Mo	8,281	1.9%	104
HH Purchased 4 Video Games/12 Mo	7,686	1.8%	114
HH Purchased 5+ Video Games/12 Mo	29,158	6.8%	116
HH Spent \$1-100 on Video Games/12 Mo	36,550	8.5%	104
HH Spent \$101-200 on Video Games/12 Mo	21,618	5.0%	113
HH Spent \$201+ on Video Games/12 Mo	18,405	4.3%	117
HH Purch Video Game from Disc Dept Store/12 Mo	5,620	1.3%	79
HH Purch Video Game from Electr Store/12 Mo	13,847	3.2%	113
HH Purch Video Game from GameStop/12 Mo	26,452	6.1%	101
HH Purch Video Game from Steam/12 Mo	16,215	3.8%	142
HH Purch Video Game from Oth Online/12 Mo	34,886	8.1%	114
HH Purch Video Game System/Disc Dept Store/12 Mo	2,486	0.6%	73
HH Purch Video Game System/Electr Store/12 Mo	7,448	1.7%	110
HH Purch Video Game System/GameStop/12 Mo	6,713	1.6%	85
HH Purch Video Game System/Oth Online/12 Mo	13,477	3.1%	116
HH Owns Meta Quest VR Headset	15,522	3.6%	101
HH Owns Sony PlayStation VR Headset	3,528	0.8%	94
Broadband/High Speed Internet Connection at Home	678,652	92.6%	100
Cable Modem Internet Connection at Home	276,342	37.7%	97
DSL Internet Connection at Home	39,482	5.4%	69
Fiber Optic Internet Connection at Home	188,149	25.7%	125
Satellite Service Internet Connection at Home	12,426	1.7%	46
Spend <0.5 Hrs Online (Excluding Email) Daily	20,796	2.8%	70
Spend 0.5-0.9 Hrs Online (Excluding Email) Daily	33,668	4.6%	63
Spend 1-1.9 Hrs Online (Excluding Email) Daily	92,646	12.6%	77
Spend 2-4.9 Hrs Online (Excluding Email) Daily	226,785	30.9%	99
Spend 5-9.9 Hrs Online (Excluding Email) Daily	212,057	28.9%	125
Spend 10+ Hrs Online (Excluding Email) Daily	104,139	14.2%	130
Used Internet/30 Days	710,753	97.0%	100
Used Internet at Home/30 Days	680,017	92.8%	101
Used Internet at Work/30 Days	389,184	53.1%	124
Used Internet at School or Library/30 Days	91,552	12.5%	125
Used Intrnt Not Home/Work/School/Library/30 Days	367,884	50.2%	127

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Product/Consumer Behavior	Expected Number of Adults or	Percent	MPI
Used Computer to Access Internet/30 Days	603,872	82.4%	107
Used Cell Phone to Access Internet/30 Days	651,024	88.8%	103
Used Tablet to Access Internet/30 Days	254,688	34.7%	98
Used Vid Game Console to Access Internet/30 Days	101,968	13.9%	120
Used TV to Access Internet/30 Days	253,677	34.6%	114
Used Internet for Email/30 Days	635,676	86.7%	103
Used Internet for IM/30 Days	638,718	87.1%	109
Used Internet for Phone Call/30 Days	330,589	45.1%	112
Used Internet for Video Chat/30 Days	337,418	46.0%	137
Used Internet for Personal Purchase/30 Days	554,076	75.6%	106
Used Internet for Business Purchase/30 Days	123,199	16.8%	122
Used Internet for Entmt/Celebrity Info/30 Days	274,420	37.4%	131
Used Internet for Latest News/30 Days	442,474	60.4%	116
Used Internet for Sports News or Info/30 Days	238,520	32.5%	112
Used Internet for Financial Info/30 Days	276,889	37.8%	125
Used Internet for Medical Info/30 Days	280,653	38.3%	113
Used Internet for Movie Listings/Times/30 Days	165,063	22.5%	121
Used Internet for Online Dating/30 Days	59,930	8.2%	231
Used Internet for Parenting Info/30 Days	37,092	5.1%	104
Used Internet for Real Estate Info/30 Days	147,424	20.1%	133
Used Internet for Recipes/30 Days	419,633	57.2%	107
Used Internet for TV Show Schedule Info/30 Days	96,139	13.1%	105
Used Internet for Travel Plans/30 Days	263,136	35.9%	146
Used Internet to Add Video to Website/30 Days	69,338	9.5%	130
Used Internet to Download Movie/30 Days	63,802	8.7%	129
Used Internet to Download Music/30 Days	132,968	18.1%	119
Used Internet to Download TV Program/30 Days	38,203	5.2%	150
Used Internet to Download Video Game/30 Days	129,482	17.7%	120
Used Internet to Help Make Purchase/30 Days	355,556	48.5%	115
Used Internet to Look for Employment/30 Days	134,309	18.3%	135
Used Internet to Pay Bills/30 Days	516,470	70.5%	110
Used Internet to Play Games/30 Days	274,197	37.4%	97
Used Internet to Post Comment on Forum/30 Days	92,658	12.6%	119
Used Internet to Research Vehicle Purch/30 Days	74,509	10.2%	96
Used Internet to Send Greeting Card/30 Days	28,529	3.9%	100
Used Internet to Share Photos on Website/30 Days	221,924	30.3%	112
Used Internet to Take Online Class/30 Days	119,882	16.4%	147
Used Internet to Trade/Track Investments/30 Days	192,530	26.3%	148
Used Internet to Visit Blogs/30 Days	152,937	20.9%	186
Used Internet to Write Blogs/30 Days	13,332	1.8%	158
Used Internet to Visit Chat Room/30 Days	56,976	7.8%	144
Used Internet to Visit Gambling Site/30 Days	28,923	4.0%	141
Used Internet to Visit TV Show's Website/30 Days	169,551	23.1%	124
Used Internet to Watch Movie/30 Days	333,901	45.5%	129
Used Internet to Watch TV Program/30 Days	218,581	29.8%	132
Used Nintendo Switch Online Gaming Svc/30 Days	42,506	5.8%	125
Used PlayStation Network Gaming Svc/30 Days	66,822	9.1%	120
Used Xbox Network Gaming Svc/30 Days	36,434	5.0%	95
Played Massive Multi-Player Online Game/30 Days	23,460	3.2%	129
Used Bing Website or Search Engine/30 Days	63,011	8.6%	99

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Product/Consumer Behavior	Expected Number of Adults or	Percent	MPI
Used Google Website or Search Engine/30 Days	642,164	87.6%	104
Used Yahoo Website or Search Engine/30 Days	90,689	12.4%	78
Used Indeed Job/Careers Website or App/30 Days	134,357	18.3%	115
Used Zillow Website or App/30 Days	182,680	24.9%	116
Used BuzzFeed Entertainment Website/App/30 Days	49,270	6.7%	168
Used Fandango Entertainment Website/App/30 Days	24,849	3.4%	140
Used ABC News Website or App/30 Days	61,445	8.4%	108
Used BBC News Website or App/30 Days	68,615	9.4%	180
Used CBS News Website or App/30 Days	45,215	6.2%	115
Used CNN Website or App/30 Days	153,530	20.9%	148
Used Fox News Website or App/30 Days	66,478	9.1%	69
Used HuffPost News Website or App/30 Days	32,579	4.4%	148
Used NBC News Website or App/30 Days	47,738	6.5%	116
Used Yahoo! News Website or App/30 Days	56,340	7.7%	95
Used ESPN Sports Website or App/30 Days	140,429	19.1%	112
Used Fox Sports Website or App/30 Days	40,327	5.5%	85
Used MLB Sports Website or App/30 Days	36,942	5.0%	109
Used NBA Sports Website or App/30 Days	42,292	5.8%	151
Used NFL Sports Website or App/30 Days	45,942	6.3%	90
Used PBS Website or App/30 Days	24,762	3.4%	113
Used Spanish Language Website or App/30 Days	48,748	6.7%	116
Used Telemundo Website or App/30 Days	27,568	3.8%	110
Used Univision Website or App/30 Days	26,425	3.6%	114
IM/Video Chat: Used Discord/30 Days	82,999	11.3%	143
IM/Video Chat: Used Facebook Messenger/30 Days	320,654	43.7%	93
IM/Video Chat: Used FaceTime/30 Days	276,627	37.7%	121
IM/Video Chat: Used Google Meet/30 Days	72,102	9.8%	182
IM/Video Chat: Used Microsoft Teams/30 Days	159,899	21.8%	161
IM/Video Chat: Used Skype/30 Days	35,146	4.8%	162
IM/Video Chat: Used Slack/30 Days	72,982	9.9%	329
IM/Video Chat: Used Snapchat/30 Days	120,834	16.5%	113
IM/Video Chat: Used Telegram/30 Days	38,105	5.2%	177
IM/Video Chat: Used WhatsApp/30 Days	260,552	35.5%	174
IM/Video Chat: Used Zoom/30 Days	280,058	38.2%	161
Spend <0.5 Hrs on Social Media Daily	86,446	11.8%	85
Spend 0.5-0.9 Hrs on Social Media Daily	105,068	14.3%	94
Spend 1-1.9 Hrs on Social Media Daily	171,028	23.3%	110
Spend 2-4.9 Hrs on Social Media Daily	178,887	24.4%	123
Spend 5-9.9 Hrs on Social Media Daily	63,278	8.6%	116
Spend 10+ Hrs on Social Media Daily	16,733	2.3%	102
Social Media: Follow Actors/Comedians	249,277	34.0%	125
Social Media: Used Facebook/30 Days	436,330	59.5%	96
Social Media: Used Google Photos/30 Days	139,619	19.0%	114
Social Media: Used Instagram/30 Days	404,097	55.1%	141
Social Media: Used LinkedIn/30 Days	223,407	30.5%	202
Social Media: Used Nextdoor/30 Days	64,658	8.8%	95
Social Media: Used Reddit/30 Days	167,749	22.9%	184
Social Media: Used Shutterfly/30 Days	11,517	1.6%	66
Social Media: Used Snapchat/30 Days	166,629	22.7%	115
Social Media: Used TikTok/30 Days	212,116	28.9%	113

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Product/Consumer Behavior	Expected Number of Adults or	Percent	MPI
Social Media: Used Tumblr/30 Days	19,312	2.6%	147
Social Media: Used Twitch/30 Days	43,241	5.9%	143
Social Media: Used X (formerly Twitter)/30 Days	211,418	28.8%	163
Social Media: Used Yelp/30 Days	92,140	12.6%	219
Social Media: Used YouTube/30 Days	459,975	62.7%	117
Social Media: Used Pinterest/30 Days	116,557	15.9%	91
Social Media: Applied Filter to Picture/30 Days	88,383	12.1%	137
Social Media: Clicked on Ad/30 Days	136,887	18.7%	128
Social Media: Commented on Friend`s Post/30 Days	274,217	37.4%	100
Social Media: Communicated via IM/30 Days	196,978	26.9%	115
Social Media: Created Video/30 Days	70,589	9.6%	123
Social Media: Followed/Became Fan/30 Days	210,443	28.7%	128
Social Media: Invited People to Event/30 Days	37,657	5.1%	115
Social Media: Liked Something/30 Days	225,530	30.8%	100
Social Media: Made Purchase/30 Days	172,054	23.5%	100
Social Media: Played Game/30 Days	102,896	14.0%	84
Social Media: Posted Blog Entry/30 Days	14,321	1.9%	149
Social Media: Posted/Shared Video/30 Days	147,430	20.1%	111
Social Media: Posted Picture/30 Days	282,950	38.6%	106
Social Media: Posted Update/30 Days	208,112	28.4%	99
Social Media: Posted Website Link/30 Days	74,025	10.1%	125
Social Media: Posted/Shared My Location/30 Days	55,283	7.5%	132
Social Media: Rated Product or Service/30 Days	56,721	7.7%	110
Social Media: Reposted/Shared Content/30 Days	115,377	15.7%	110
Social Media: Saw Friend`s Profile/30 Days	332,604	45.4%	111
Social Media: Sent Email/Text Message/30 Days	328,150	44.8%	105
Social Media: Sent Real/Virtual Gift/30 Days	18,050	2.5%	140
Social Media: Shared a Meme or GIF/30 Days	149,199	20.4%	120
Social Media: Updated My Profile/30 Days	141,433	19.3%	119
Social Media: Visited Co/Brand Profile/30 Days	156,531	21.4%	142
Social Media: Watched Video/30 Days	385,324	52.6%	116
Social Media: Follow Friends/Family Very Impt	163,533	22.3%	104
Social Media: Meet New Friends Very Impt	64,123	8.8%	126
Social Media: Keep in Touch Very Impt	307,022	41.9%	105
Social Media: Reconnect w/People Very Impt	135,169	18.4%	106
Social Media: Find Mutual Interests Very Impt	65,498	8.9%	127
Social Media: Influence Others Very Impt	36,601	5.0%	135
Social Media: Share Opinions/Beliefs Very Impt	48,033	6.5%	120
Social Media: Ntwrk w/Prof Contacts Very Impt	66,662	9.1%	141
Social Media: Learn About Prods/Svcs Very Impt	53,910	7.3%	131
Social Media: Rate/Review Prods/Svcs Very Impt	41,387	5.7%	
Social Media: Find Local Info Very Impt	92,675	12.6%	114
Social Media: Find TV/Movie Info Very Impt	65,031	8.9%	128
Social Media: Access to VIP Events Very Impt	38,684	5.3%	132
Social Media: Get Exclusive Offers Very Impt	57,134	7.8%	118
Social Media: Play Games Very Impt	50,987	7.0%	107
Social Media: Support Fav Co/Brands Very Impt	38,226	5.2%	131
Social Media: Track News/Events Very Impt	92,977	12.7%	127
Social Media: Follow Artists/Photographers	173,786	23.7%	127

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Product/Consumer Behavior	Expected Number of Adults or	Percent	MPI
Social Media: Follow Charitable Groups	121,322	16.6%	113
Social Media: Follow Chefs/Restaurants	186,254	25.4%	121
Social Media: Follow Companies/Brands	215,953	29.5%	124
Social Media: Follow Gamers	77,195	10.5%	121
Social Media: Follow Hobby-Related Groups	234,585	32.0%	105
Social Media: Follow Local Groups	177,804	24.3%	99
Social Media: Follow Magazines	86,969	11.9%	131
Social Media: Follow Medical/Ailment Groups	59,482	8.1%	97
Social Media: Follow Music Groups	226,135	30.9%	114
Social Media: Follow Newspapers	114,800	15.7%	125
Social Media: Follow Oth Celebrities	150,243	20.5%	126
Social Media: Follow Political Groups	101,215	13.8%	108
Social Media: Follow Politicians	110,094	15.0%	122
Social Media: Follow Religious Groups	88,292	12.0%	86
Social Media: Follow School Groups	110,611	15.1%	91
Social Media: Follow Sports/Athletes	187,743	25.6%	117
Social Media: Follow Travel-Related Groups	139,182	19.0%	123
Social Media: Follow TV Programs/Networks	166,339	22.7%	111

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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