



Electronics and Internet Market Potential

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

Sample Report
 Latitude: 41.88055
 Longitude: -87.63701

Demographic Summary		2015	2020
Population		57,033	61,397
Population 18+		53,634	57,674
Households		32,801	35,719
Median Household Income		\$93,852	\$104,122

Product/Consumer Behavior	Expected		MPI
	Number of Adults/HHs	Percent	
Own any e-reader/tablet (such as Kindle or iPad)	17,257	32.2%	152
Own e-reader/tablet: iPad	9,005	16.8%	162
Own e-reader/tablet: Barnes&Noble Nook	2,511	4.7%	186
Own e-reader/tablet: Amazon Kindle	5,817	10.8%	136
Own any portable MP3 player	25,478	47.5%	142
Own Apple iPod classic	9,531	17.8%	178
Own Apple iPod nano	7,105	13.2%	138
Own Apple iPod shuffle	5,697	10.6%	233
Own Apple iPod touch	6,075	11.3%	112
Purchased portable MP3 player in last 12 months	3,305	6.2%	119
Spent \$200+ on MP3 player in last 12 months	1,730	3.2%	156
Own digital point & shoot camera	19,298	36.0%	111
Own digital single-lens reflex (SLR) camera	5,698	10.6%	123
Own Canon camera	11,729	21.9%	128
Own Fujifilm camera	898	1.7%	61
Own Kodak camera	2,597	4.8%	54
Own Nikon camera	5,828	10.9%	118
Own Olympus camera	3,085	5.8%	164
Own Panasonic camera	1,273	2.4%	108
Own Sony camera	2,262	4.2%	64
Bought any camera in last 12 months	4,657	8.7%	120
Spent on cameras in last 12 months: \$1-99	4,429	8.3%	86
Spent on cameras in last 12 months: \$100-\$199	2,024	3.8%	67
Spent on cameras in last 12 months: \$200+	4,995	9.3%	154
Own telephoto/zoom lens	3,047	5.7%	90
Own wideangle lens	2,065	3.9%	109
Own memory card for camera	16,406	30.6%	107
Bought memory card for camera in last 12 months	2,501	4.7%	81
Own photo paper	6,290	11.7%	78
Own photo printer	5,013	9.3%	71
Printed digital photos in last 12 months	1,243	2.3%	69
Bought film in last 12 months	3,385	6.3%	83
Use a computer at work	31,686	59.1%	147
Use desktop computer at work	16,517	30.8%	125
Use laptop/notebook at work	11,469	21.4%	160
HH owns a computer	28,358	86.5%	113
Purchased home computer in last 12 months	5,725	17.5%	120
HH owns desktop computer	13,046	39.8%	82
HH owns laptop/notebook	21,655	66.0%	129
HH owns netbook	1,055	3.2%	87
Child (under 18 yrs) uses home computer	2,207	6.7%	39
HH owns any Apple/Mac brand computer	8,926	27.2%	189
HH owns any PC/non-Apple brand computer	21,928	66.9%	97
Brand of computer HH owns: Acer	1,988	6.1%	80
Brand of computer HH owns: Compaq	833	2.5%	52
Brand of computer HH owns: Dell	7,154	21.8%	76
Brand of computer HH owns: Gateway	1,156	3.5%	80
Brand of computer HH owns: HP	5,780	17.6%	89

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

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2015 and 2020.



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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Brand of computer HH owns: Sony	1,142	3.5%	115
Brand of computer HH owns: Toshiba	3,373	10.3%	129
Purchased most recent home computer 1-2 years ago	6,866	20.9%	111
Purchased most recent home computer 3-4 years ago	5,530	16.9%	111
Purchased most recent home computer 5+ years ago	2,940	9.0%	113
Spent on most recent home computer: <\$500	4,910	15.0%	106
Spent on most recent home computer: \$500-\$999	7,190	21.9%	108
Spent on most recent home computer: \$1000-\$1499	5,237	16.0%	160
Spent on most recent home computer: \$1500-\$1999	1,624	5.0%	107
Spent on most recent home computer: \$2000+	1,333	4.1%	105
Purch most recent hm computer at computer superstr	5,996	18.3%	139
Purch most recent hm computer at dept/discount str	2,212	6.7%	83
Purch most recent hm computer direct from manufact	4,881	14.9%	142
Purch most recent hm computer at electronics store	4,589	14.0%	113
Purch most recent hm computer from online-only co.	1,886	5.7%	156
HH owns Blu-ray drive	1,377	4.2%	86
HH owns CD drive	13,277	40.5%	111
HH owns DVD drive	10,550	32.2%	141
HH owns external hard drive	6,721	20.5%	123
HH owns flash drive	9,807	29.9%	118
HH owns LAN/network interface card	3,435	10.5%	136
HH owns inkjet printer	11,007	33.6%	89
HH owns laser printer	4,467	13.6%	96
HH owns document scanner	6,256	19.1%	105
HH owns computer speakers	13,682	41.7%	125
HH owns webcam	7,768	23.7%	122
HH owns wireless router	11,916	36.3%	113
HH owns software: accounting	1,807	5.5%	83
HH owns software: communications/fax	2,092	6.4%	109
HH owns software: database/filing	2,786	8.5%	137
HH owns software: desktop publishing	3,208	9.8%	105
HH owns software: education/training	2,982	9.1%	105
HH owns software: entertainment/games	8,739	26.6%	117
HH owns software: personal finance/tax prep	5,238	16.0%	134
HH owns software: presentation graphics	3,557	10.8%	162
HH owns software: multimedia	7,040	21.5%	160
HH owns software: networking	5,344	16.3%	116
HH owns software: online meeting/conference	1,480	4.5%	154
HH owns software: security/anti-virus	10,507	32.0%	123
HH owns software: spreadsheet	7,617	23.2%	116
HH owns software: utility	2,307	7.0%	127
HH owns software: web authoring	953	2.9%	124
HH owns software: word processing	10,577	32.2%	107
HH owns camcorder	4,136	12.6%	81
HH owns CD player	5,678	17.3%	91
HH owns DVD/Blu-ray player	20,070	61.2%	99
HH purchased DVD/Blu-ray player in last 12 months	1,725	5.3%	61

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
HH owns portable GPS navigation device	6,347	19.4%	70
HH purchased portable GPS navigation device/12 mo	908	2.8%	65
HH owns headphones (ear buds)	13,817	42.1%	123
HH owns noise reduction headphones	3,145	9.6%	128
HH owns home theater/entertainment system	2,908	8.9%	80
HH owns MP3 docking station	3,845	11.7%	121
HH owns 1 TV	13,365	40.7%	202
HH owns 2 TVs	8,133	24.8%	94
HH owns 3 TVs	3,701	11.3%	53
HH owns 4+ TVs	2,104	6.4%	33
HH owns DLP TV	402	1.2%	67
HH owns LCD TV	12,831	39.1%	104
HH owns plasma TV	4,325	13.2%	85
HH owns projection TV	399	1.2%	38
HH has HDTV	15,542	47.4%	103
HH has Internet connectable TV	5,032	15.3%	88
HH owns miniature screen TV (<13 in)	1,191	3.6%	68
HH owns regular screen TV (13-26 in)	9,299	28.3%	88
HH owns large screen TV (27-35 in)	9,802	29.9%	77
HH owns big screen TV (36-42 in)	9,033	27.5%	86
HH owns giant screen TV (over 42 in)	6,042	18.4%	77
Most recent HH TV purchase: miniature screen (<13 in)	360	1.1%	67
Most recent HH TV purchase: regular screen (13-26 in)	6,186	18.9%	127
Most recent HH TV purchase: large screen (27-35 in)	6,398	19.5%	83
Most recent HH TV purchase: big screen (36-42 in)	7,245	22.1%	97
Most recent HH TV purchase: giant screen (over 42 in)	5,005	15.3%	85
HH owns Internet video device for TV	2,515	7.7%	176
HH purchased video game system in last 12 months	2,462	7.5%	81
HH owns video game system: handheld	2,454	7.5%	46
HH owns video game system: attached to TV/computer	11,796	36.0%	80
HH owns video game system: Nintendo DS/DS Lite	800	2.4%	36
HH owns video game system: Nintendo DSi/DSi XL	515	1.6%	30
HH owns video game system: Nintendo Wii	4,707	14.4%	59
HH owns video game system: PlayStation 2 (PS2)	2,163	6.6%	57
HH owns video game system: PlayStation 3 (PS3)	3,720	11.3%	84
HH owns video game system: Sony PSP/PSPgo	564	1.7%	53
HH owns video game system: Xbox 360	4,858	14.8%	81
HH purchased 5+ video games in last 12 months	2,054	6.3%	89
HH spent \$101+ on video games in last 12 months	2,423	7.4%	76
Have access to Internet at home using a computer	47,301	88.2%	112
Connection to Internet at home: dial-up modem	278	0.5%	24
Connection to Internet at home: cable modem	18,368	34.2%	109
Connection to Internet at home: DSL	7,258	13.5%	80
Connection to Internet at home: fiber optic	5,426	10.1%	114
Connection to Internet at home: wireless	24,097	44.9%	158
Connection to Internet at home: any high speed	46,105	86.0%	118
Time online in a typical day: 10+ hours	3,472	6.5%	219
Time online in a typical day: 5-9.9 hours	9,878	18.4%	198
Time online in a typical day: 2-4.9 hours	14,165	26.4%	143
Time online in a typical day: 1-1.9 hours	9,007	16.8%	99
Time online in a typical day: 0.5-0.9 hours	6,823	12.7%	100
Time online in a typical day: <0.5 hours	3,303	6.2%	58
Any Internet usage in last 30 days	49,133	91.6%	115
Used Internet/30 days: at home	46,526	86.7%	118
Used Internet/30 days: at work	29,438	54.9%	149
Used Internet/30 days: at school/library	9,704	18.1%	161

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Used Internet/30 days: not hm/work/school/library	19,727	36.8%	153
Device used to access Internet/30 days: computer	48,301	90.1%	120
Device used to access Internet/30 days: cell phone	35,930	67.0%	143
Used Wi-Fi/wireless connection outside hm/30 days	25,689	47.9%	180
Internet last 30 days: visited chat room	2,395	4.5%	84
Internet last 30 days: used email	46,773	87.2%	125
Internet last 30 days: used IM	32,184	60.0%	133
Internet last 30 days: made personal purchase	32,318	60.3%	154
Internet last 30 days: made business purchase	10,028	18.7%	174
Internet last 30 days: paid bills online	34,075	63.5%	149
Internet last 30 days: looked for employment	12,725	23.7%	150
Internet last 30 days: traded/tracked investments	8,650	16.1%	145
Internet last 30 days: made travel plans	22,330	41.6%	234
Internet last 30 days: obtained new/used car info	5,427	10.1%	93
Internet last 30 days: obtained financial info	26,057	48.6%	167
Internet last 30 days: obtained medical info	18,530	34.5%	161
Internet last 30 days: checked movie listing/times	21,116	39.4%	184
Internet last 30 days: obtained latest news	36,779	68.6%	158
Internet last 30 days: obtained parenting info	2,187	4.1%	81
Internet last 30 days: obtained real estate info	10,274	19.2%	165
Internet last 30 days: obtained sports news/info	22,455	41.9%	147
Internet last 30 days: visited online blog	15,303	28.5%	235
Internet last 30 days: wrote online blog	4,711	8.8%	286
Internet last 30 days: used online dating website	2,214	4.1%	244
Internet last 30 days: played games online	12,132	22.6%	86
Internet last 30 days: sent greeting card	5,263	9.8%	195
Internet last 30 days: made phone call	11,797	22.0%	156
Internet last 30 days: shared photos via website	21,049	39.2%	146
Internet last 30 days: looked for recipes	22,850	42.6%	138
Internet last 30 days: added video to website	5,084	9.5%	163
Internet last 30 days: downloaded a movie	6,560	12.2%	185
Internet last 30 days: downloaded music	17,770	33.1%	150
Internet last 30 days: downloaded podcast	5,135	9.6%	255
Internet last 30 days: downloaded TV program	6,598	12.3%	284
Internet last 30 days: downloaded a video game	3,386	6.3%	76
Internet last 30 days: watched movie online	16,246	30.3%	223
Internet last 30 days: watched TV program online	17,516	32.7%	243
Purch/rntd video download/strm/30 days: amazon.com	2,272	4.2%	154
Purch/rntd video download/strm/30 days: itunes.com	2,464	4.6%	146
Purch/rntd video download/strm/30 days: netflix.com	13,848	25.8%	227
Visited any Spanish language website last 30 days	1,456	2.7%	106
Visited website in last 30 days: facebook.com	37,076	69.1%	134
Visited website in last 30 days: LinkedIn.com	13,974	26.1%	315
Visited website in last 30 days: MySpace.com	1,032	1.9%	91
Visited website in last 30 days: photobucket.com	1,383	2.6%	104
Visited website in last 30 days: picasa.com	3,886	7.2%	251
Visited website in last 30 days: shutterfly.com	2,455	4.6%	149
Visited website in last 30 days: tumblr.com	4,429	8.3%	339
Visited website in last 30 days: twitter.com	10,258	19.1%	208
Visited website in last 30 days: yelp.com	8,463	15.8%	505
Visited website in last 30 days: YouTube.com	30,429	56.7%	139
Used website/search engine/30 days: ask.com	2,990	5.6%	78
Used website/search engine/30 days: bing.com	11,468	21.4%	129
Used website/search engine/30 days: google.com	47,030	87.7%	124
Used website/search engine/30 days: yahoo.com	17,306	32.3%	90

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Visited news website in last 30 days: ABCnews.com	4,049	7.5%	181
Visited news website in last 30 days: CBSnews.com	2,944	5.5%	206
Visited news website in last 30 days: cnn.com	14,669	27.4%	256
Visited news website in last 30 days: foxnews.com	4,068	7.6%	92
Visited news website in last 30 days: msnbc.com	6,773	12.6%	200
Visited news website in last 30 days: Yahoo! News	8,247	15.4%	113

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Demographic Summary		2015	2020
Population		346,518	360,284
Population 18+		300,956	314,142
Households		179,919	188,120
Median Household Income		\$65,793	\$78,805

Product/Consumer Behavior	Expected		
	Number of Adults/HHs	Percent	MPI
Own any e-reader/tablet (such as Kindle or iPad)	87,090	28.9%	136
Own e-reader/tablet: iPad	48,946	16.3%	157
Own e-reader/tablet: Barnes&Noble Nook	10,957	3.6%	145
Own e-reader/tablet: Amazon Kindle	30,476	10.1%	127
Own any portable MP3 player	123,278	41.0%	122
Own Apple iPod classic	46,028	15.3%	153
Own Apple iPod nano	36,683	12.2%	127
Own Apple iPod shuffle	23,071	7.7%	168
Own Apple iPod touch	31,327	10.4%	102
Purchased portable MP3 player in last 12 months	17,388	5.8%	112
Spent \$200+ on MP3 player in last 12 months	7,769	2.6%	125
Own digital point & shoot camera	95,721	31.8%	98
Own digital single-lens reflex (SLR) camera	30,070	10.0%	116
Own Canon camera	59,599	19.8%	116
Own Fujifilm camera	5,774	1.9%	70
Own Kodak camera	14,862	4.9%	55
Own Nikon camera	27,739	9.2%	100
Own Olympus camera	13,450	4.5%	128
Own Panasonic camera	7,337	2.4%	111
Own Sony camera	16,374	5.4%	83
Bought any camera in last 12 months	24,259	8.1%	112
Spent on cameras in last 12 months: \$1-99	24,200	8.0%	84
Spent on cameras in last 12 months: \$100-\$199	13,581	4.5%	80
Spent on cameras in last 12 months: \$200+	25,456	8.5%	140
Own telephoto/zoom lens	15,726	5.2%	83
Own wideangle lens	10,126	3.4%	95
Own memory card for camera	79,411	26.4%	92
Bought memory card for camera in last 12 months	14,800	4.9%	85
Own photo paper	33,124	11.0%	73
Own photo printer	26,968	9.0%	68
Printed digital photos in last 12 months	7,121	2.4%	70
Bought film in last 12 months	19,341	6.4%	85
Use a computer at work	152,423	50.6%	126
Use desktop computer at work	81,633	27.1%	110
Use laptop/notebook at work	54,384	18.1%	135
HH owns a computer	145,243	80.7%	106
Purchased home computer in last 12 months	28,206	15.7%	108
HH owns desktop computer	69,924	38.9%	80
HH owns laptop/notebook	108,222	60.2%	118
HH owns netbook	6,387	3.5%	96
Child (under 18 yrs) uses home computer	15,220	8.5%	49
HH owns any Apple/Mac brand computer	46,268	25.7%	179
HH owns any PC/non-Apple brand computer	113,091	62.9%	91
Brand of computer HH owns: Acer	10,539	5.9%	78
Brand of computer HH owns: Compaq	5,543	3.1%	63
Brand of computer HH owns: Dell	40,495	22.5%	79
Brand of computer HH owns: Gateway	6,272	3.5%	79
Brand of computer HH owns: HP	30,133	16.7%	85

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Brand of computer HH owns: Toshiba	15,587	8.7%	109
Purchased most recent home computer 1-2 years ago	34,851	19.4%	103
Purchased most recent home computer 3-4 years ago	27,929	15.5%	102
Purchased most recent home computer 5+ years ago	13,720	7.6%	96
Spent on most recent home computer: <\$500	22,438	12.5%	89
Spent on most recent home computer: \$500-\$999	33,969	18.9%	93
Spent on most recent home computer: \$1000-\$1499	24,835	13.8%	138
Spent on most recent home computer: \$1500-\$1999	9,892	5.5%	119
Spent on most recent home computer: \$2000+	8,027	4.5%	116
Purch most recent hm computer at computer superstr	28,491	15.8%	120
Purch most recent hm computer at dept/discount str	10,711	6.0%	74
Purch most recent hm computer direct from manufact	24,087	13.4%	128
Purch most recent hm computer at electronics store	22,092	12.3%	99
Purch most recent hm computer from online-only co.	9,289	5.2%	140
HH owns Blu-ray drive	8,030	4.5%	92
HH owns CD drive	62,941	35.0%	96
HH owns DVD drive	47,171	26.2%	115
HH owns external hard drive	32,715	18.2%	110
HH owns flash drive	46,913	26.1%	103
HH owns LAN/network interface card	15,992	8.9%	115
HH owns inkjet printer	58,531	32.5%	86
HH owns laser printer	24,014	13.3%	94
HH owns document scanner	29,937	16.6%	91
HH owns computer speakers	61,717	34.3%	103
HH owns webcam	36,699	20.4%	105
HH owns wireless router	57,447	31.9%	100
HH owns software: accounting	10,665	5.9%	89
HH owns software: communications/fax	10,852	6.0%	103
HH owns software: database/filing	13,192	7.3%	118
HH owns software: desktop publishing	15,768	8.8%	94
HH owns software: education/training	15,847	8.8%	102
HH owns software: entertainment/games	41,266	22.9%	101
HH owns software: personal finance/tax prep	24,188	13.4%	112
HH owns software: presentation graphics	16,251	9.0%	135
HH owns software: multimedia	30,692	17.1%	127
HH owns software: networking	26,438	14.7%	105
HH owns software: online meeting/conference	7,155	4.0%	136
HH owns software: security/anti-virus	47,636	26.5%	102
HH owns software: spreadsheet	37,739	21.0%	105
HH owns software: utility	11,778	6.5%	118
HH owns software: web authoring	5,039	2.8%	120
HH owns software: word processing	54,618	30.4%	101
HH owns camcorder	21,368	11.9%	76
HH owns CD player	28,871	16.0%	84
HH owns DVD/Blu-ray player	103,191	57.4%	93
HH purchased DVD/Blu-ray player in last 12 months	10,806	6.0%	70

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HH owns portable GPS navigation device	34,979	19.4%	70
HH purchased portable GPS navigation device/12 mo	4,850	2.7%	63
HH owns headphones (ear buds)	67,789	37.7%	110
HH owns noise reduction headphones	15,489	8.6%	115
HH owns home theater/entertainment system	15,536	8.6%	77
HH owns MP3 docking station	18,864	10.5%	108
HH owns 1 TV	66,784	37.1%	184
HH owns 2 TVs	46,583	25.9%	98
HH owns 3 TVs	22,331	12.4%	58
HH owns 4+ TVs	13,574	7.5%	38
HH owns DLP TV	2,228	1.2%	67
HH owns LCD TV	66,559	37.0%	98
HH owns plasma TV	23,212	12.9%	84
HH owns projection TV	2,735	1.5%	47
HH has HDTV	80,746	44.9%	98
HH has Internet connectable TV	26,209	14.6%	84
HH owns miniature screen TV (<13 in)	6,533	3.6%	68
HH owns regular screen TV (13-26 in)	47,709	26.5%	82
HH owns large screen TV (27-35 in)	57,231	31.8%	81
HH owns big screen TV (36-42 in)	48,243	26.8%	83
HH owns giant screen TV (over 42 in)	32,046	17.8%	75
Most recent HH TV purchase: miniature screen (<13 in)	2,203	1.2%	74
Most recent HH TV purchase: regular screen (13-26 in)	30,230	16.8%	113
Most recent HH TV purchase: large screen (27-35 in)	38,812	21.6%	92
Most recent HH TV purchase: big screen (36-42 in)	38,418	21.4%	94
Most recent HH TV purchase: giant screen (over 42 in)	26,297	14.6%	81
HH owns Internet video device for TV	12,052	6.7%	153
HH purchased video game system in last 12 months	18,531	10.3%	112
HH owns video game system: handheld	16,033	8.9%	55
HH owns video game system: attached to TV/computer	64,414	35.8%	79
HH owns video game system: Nintendo DS/DS Lite	6,064	3.4%	50
HH owns video game system: Nintendo DSi/DSi XL	4,071	2.3%	43
HH owns video game system: Nintendo Wii	27,727	15.4%	63
HH owns video game system: PlayStation 2 (PS2)	12,644	7.0%	61
HH owns video game system: PlayStation 3 (PS3)	21,015	11.7%	87
HH owns video game system: Sony PSP/PSPgo	4,000	2.2%	68
HH owns video game system: Xbox 360	25,182	14.0%	77
HH purchased 5+ video games in last 12 months	10,667	5.9%	84
HH spent \$101+ on video games in last 12 months	14,098	7.8%	81
Have access to Internet at home using a computer	247,404	82.2%	105
Connection to Internet at home: dial-up modem	2,304	0.8%	36
Connection to Internet at home: cable modem	98,496	32.7%	104
Connection to Internet at home: DSL	42,222	14.0%	83
Connection to Internet at home: fiber optic	29,680	9.9%	111
Connection to Internet at home: wireless	114,974	38.2%	135
Connection to Internet at home: any high speed	238,896	79.4%	109
Time online in a typical day: 10+ hours	16,046	5.3%	181
Time online in a typical day: 5-9.9 hours	47,941	15.9%	171
Time online in a typical day: 2-4.9 hours	70,253	23.3%	126
Time online in a typical day: 1-1.9 hours	49,606	16.5%	98
Time online in a typical day: 0.5-0.9 hours	35,145	11.7%	92
Time online in a typical day: <0.5 hours	21,619	7.2%	67
Any Internet usage in last 30 days	255,578	84.9%	107
Used Internet/30 days: at home	241,165	80.1%	109
Used Internet/30 days: at work	141,064	46.9%	127
Used Internet/30 days: at school/library	44,643	14.8%	132

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

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Electronics and Internet Market Potential

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

Sample Report
 Latitude: 41.88055
 Longitude: -87.63701

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Used Internet/30 days: not hm/work/school/library	97,266	32.3%	134
Device used to access Internet/30 days: computer	245,858	81.7%	109
Device used to access Internet/30 days: cell phone	183,203	60.9%	130
Used Wi-Fi/wireless connection outside hm/30 days	121,175	40.3%	151
Internet last 30 days: visited chat room	15,340	5.1%	96
Internet last 30 days: used email	237,531	78.9%	113
Internet last 30 days: used IM	153,195	50.9%	113
Internet last 30 days: made personal purchase	157,147	52.2%	133
Internet last 30 days: made business purchase	48,058	16.0%	148
Internet last 30 days: paid bills online	162,075	53.9%	126
Internet last 30 days: looked for employment	62,892	20.9%	133
Internet last 30 days: traded/tracked investments	41,192	13.7%	123
Internet last 30 days: made travel plans	102,329	34.0%	191
Internet last 30 days: obtained new/used car info	27,109	9.0%	83
Internet last 30 days: obtained financial info	115,533	38.4%	132
Internet last 30 days: obtained medical info	87,397	29.0%	135
Internet last 30 days: checked movie listing/times	97,856	32.5%	152
Internet last 30 days: obtained latest news	178,069	59.2%	136
Internet last 30 days: obtained parenting info	13,709	4.6%	91
Internet last 30 days: obtained real estate info	46,103	15.3%	132
Internet last 30 days: obtained sports news/info	105,594	35.1%	123
Internet last 30 days: visited online blog	69,870	23.2%	191
Internet last 30 days: wrote online blog	20,961	7.0%	226
Internet last 30 days: used online dating website	10,344	3.4%	203
Internet last 30 days: played games online	66,918	22.2%	84
Internet last 30 days: sent greeting card	23,004	7.6%	152
Internet last 30 days: made phone call	60,831	20.2%	143
Internet last 30 days: shared photos via website	101,637	33.8%	126
Internet last 30 days: looked for recipes	106,168	35.3%	114
Internet last 30 days: added video to website	24,733	8.2%	142
Internet last 30 days: downloaded a movie	32,027	10.6%	161
Internet last 30 days: downloaded music	92,140	30.6%	139
Internet last 30 days: downloaded podcast	24,266	8.1%	215
Internet last 30 days: downloaded TV program	29,617	9.8%	227
Internet last 30 days: downloaded a video game	20,597	6.8%	82
Internet last 30 days: watched movie online	76,945	25.6%	188
Internet last 30 days: watched TV program online	80,417	26.7%	199
Purch/rntd video download/strm/30 days: amazon.com	12,344	4.1%	149
Purch/rntd video download/strm/30 days: itunes.com	13,222	4.4%	140
Purch/rntd video download/strm/30 days: netflix.com	61,022	20.3%	179
Visited any Spanish language website last 30 days	10,311	3.4%	133
Visited website in last 30 days: facebook.com	186,174	61.9%	120
Visited website in last 30 days: LinkedIn.com	62,812	20.9%	252
Visited website in last 30 days: MySpace.com	6,428	2.1%	101
Visited website in last 30 days: photobucket.com	8,351	2.8%	112
Visited website in last 30 days: picasa.com	17,470	5.8%	201
Visited website in last 30 days: shutterfly.com	11,137	3.7%	120
Visited website in last 30 days: tumblr.com	20,297	6.7%	277
Visited website in last 30 days: twitter.com	50,581	16.8%	183
Visited website in last 30 days: yelp.com	40,191	13.4%	427
Visited website in last 30 days: YouTube.com	153,456	51.0%	124
Used website/search engine/30 days: ask.com	16,212	5.4%	76
Used website/search engine/30 days: bing.com	53,640	17.8%	108
Used website/search engine/30 days: google.com	239,597	79.6%	112
Used website/search engine/30 days: yahoo.com	97,149	32.3%	90

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Electronics and Internet Market Potential

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

Sample Report
Latitude: 41.88055
Longitude: -87.63701

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Visited news website in last 30 days: ABCnews.com	18,787	6.2%	149
Visited news website in last 30 days: CBSnews.com	13,080	4.3%	163
Visited news website in last 30 days: cnn.com	64,658	21.5%	201
Visited news website in last 30 days: foxnews.com	23,075	7.7%	93
Visited news website in last 30 days: msnbc.com	30,505	10.1%	160
Visited news website in last 30 days: Yahoo! News	44,661	14.8%	109

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Electronics and Internet Market Potential

Proposed Location
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 Ring: 5 mile radius

Sample Report
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Demographic Summary		2015	2020
Population		823,969	848,551
Population 18+		677,268	702,441
Households		373,340	386,805
Median Household Income		\$53,612	\$62,929

Product/Consumer Behavior	Expected		
	Number of Adults/HHs	Percent	MPI
Own any e-reader/tablet (such as Kindle or iPad)	167,833	24.8%	117
Own e-reader/tablet: iPad	96,996	14.3%	138
Own e-reader/tablet: Barnes&Noble Nook	21,073	3.1%	124
Own e-reader/tablet: Amazon Kindle	57,994	8.6%	108
Own any portable MP3 player	253,272	37.4%	111
Own Apple iPod classic	91,057	13.4%	134
Own Apple iPod nano	74,479	11.0%	115
Own Apple iPod shuffle	43,678	6.4%	142
Own Apple iPod touch	66,291	9.8%	96
Purchased portable MP3 player in last 12 months	37,592	5.6%	107
Spent \$200+ on MP3 player in last 12 months	15,459	2.3%	110
Own digital point & shoot camera	189,746	28.0%	87
Own digital single-lens reflex (SLR) camera	59,248	8.7%	102
Own Canon camera	116,243	17.2%	101
Own Fujifilm camera	13,090	1.9%	71
Own Kodak camera	35,119	5.2%	58
Own Nikon camera	55,412	8.2%	89
Own Olympus camera	25,736	3.8%	109
Own Panasonic camera	15,845	2.3%	106
Own Sony camera	37,964	5.6%	86
Bought any camera in last 12 months	50,050	7.4%	102
Spent on cameras in last 12 months: \$1-99	52,317	7.7%	81
Spent on cameras in last 12 months: \$100-\$199	31,472	4.6%	83
Spent on cameras in last 12 months: \$200+	51,618	7.6%	126
Own telephoto/zoom lens	30,806	4.5%	72
Own wideangle lens	19,496	2.9%	81
Own memory card for camera	155,133	22.9%	80
Bought memory card for camera in last 12 months	31,127	4.6%	80
Own photo paper	64,759	9.6%	64
Own photo printer	55,981	8.3%	62
Printed digital photos in last 12 months	15,708	2.3%	69
Bought film in last 12 months	45,641	6.7%	89
Use a computer at work	298,580	44.1%	109
Use desktop computer at work	162,422	24.0%	97
Use laptop/notebook at work	103,894	15.3%	115
HH owns a computer	284,116	76.1%	100
Purchased home computer in last 12 months	54,176	14.5%	100
HH owns desktop computer	142,421	38.1%	78
HH owns laptop/notebook	207,394	55.6%	109
HH owns netbook	12,910	3.5%	93
Child (under 18 yrs) uses home computer	35,504	9.5%	55
HH owns any Apple/Mac brand computer	84,401	22.6%	157
HH owns any PC/non-Apple brand computer	226,893	60.8%	88
Brand of computer HH owns: Acer	22,514	6.0%	80
Brand of computer HH owns: Compaq	12,601	3.4%	69
Brand of computer HH owns: Dell	82,028	22.0%	77
Brand of computer HH owns: Gateway	12,746	3.4%	77
Brand of computer HH owns: HP	60,231	16.1%	82

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Sample Report
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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Brand of computer HH owns: Sony	13,299	3.6%	118
Brand of computer HH owns: Toshiba	30,654	8.2%	103
Purchased most recent home computer 1-2 years ago	65,146	17.4%	93
Purchased most recent home computer 3-4 years ago	54,329	14.6%	96
Purchased most recent home computer 5+ years ago	26,967	7.2%	91
Spent on most recent home computer: <\$500	44,929	12.0%	85
Spent on most recent home computer: \$500-\$999	64,466	17.3%	85
Spent on most recent home computer: \$1000-\$1499	45,450	12.2%	122
Spent on most recent home computer: \$1500-\$1999	18,891	5.1%	110
Spent on most recent home computer: \$2000+	15,592	4.2%	108
Purch most recent hm computer at computer superstr	53,553	14.3%	109
Purch most recent hm computer at dept/discount str	21,724	5.8%	72
Purch most recent hm computer direct from manufact	43,824	11.7%	112
Purch most recent hm computer at electronics store	43,731	11.7%	95
Purch most recent hm computer from online-only co.	17,316	4.6%	126
HH owns Blu-ray drive	17,250	4.6%	95
HH owns CD drive	122,639	32.8%	90
HH owns DVD drive	88,259	23.6%	104
HH owns external hard drive	60,678	16.3%	98
HH owns flash drive	87,808	23.5%	93
HH owns LAN/network interface card	30,226	8.1%	105
HH owns inkjet printer	111,601	29.9%	79
HH owns laser printer	45,430	12.2%	86
HH owns document scanner	57,152	15.3%	84
HH owns computer speakers	117,745	31.5%	94
HH owns webcam	70,853	19.0%	98
HH owns wireless router	107,387	28.8%	90
HH owns software: accounting	20,659	5.5%	83
HH owns software: communications/fax	20,357	5.5%	93
HH owns software: database/filing	25,142	6.7%	108
HH owns software: desktop publishing	29,873	8.0%	86
HH owns software: education/training	31,223	8.4%	97
HH owns software: entertainment/games	78,278	21.0%	92
HH owns software: personal finance/tax prep	43,872	11.8%	98
HH owns software: presentation graphics	30,055	8.1%	120
HH owns software: multimedia	56,511	15.1%	113
HH owns software: networking	51,028	13.7%	98
HH owns software: online meeting/conference	13,643	3.7%	125
HH owns software: security/anti-virus	89,320	23.9%	92
HH owns software: spreadsheet	69,033	18.5%	92
HH owns software: utility	22,309	6.0%	108
HH owns software: web authoring	9,759	2.6%	112
HH owns software: word processing	102,292	27.4%	91
HH owns camcorder	42,854	11.5%	74
HH owns CD player	54,371	14.6%	76
HH owns DVD/Blu-ray player	208,358	55.8%	90
HH purchased DVD/Blu-ray player in last 12 months	23,392	6.3%	73

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Sample Report
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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
HH owns portable GPS navigation device	67,333	18.0%	65
HH purchased portable GPS navigation device/12 mo	10,220	2.7%	64
HH owns headphones (ear buds)	129,653	34.7%	102
HH owns noise reduction headphones	28,970	7.8%	104
HH owns home theater/entertainment system	30,668	8.2%	74
HH owns MP3 docking station	35,270	9.4%	98
HH owns 1 TV	130,756	35.0%	174
HH owns 2 TVs	96,681	25.9%	98
HH owns 3 TVs	50,174	13.4%	63
HH owns 4+ TVs	31,749	8.5%	43
HH owns DLP TV	4,509	1.2%	66
HH owns LCD TV	130,355	34.9%	93
HH owns plasma TV	50,547	13.5%	88
HH owns projection TV	5,836	1.6%	49
HH has HDTV	159,011	42.6%	93
HH has Internet connectable TV	51,490	13.8%	79
HH owns miniature screen TV (<13 in)	14,693	3.9%	74
HH owns regular screen TV (13-26 in)	95,707	25.6%	79
HH owns large screen TV (27-35 in)	119,537	32.0%	82
HH owns big screen TV (36-42 in)	98,938	26.5%	82
HH owns giant screen TV (over 42 in)	64,702	17.3%	73
Most recent HH TV purchase: miniature screen (<13 in)	5,389	1.4%	87
Most recent HH TV purchase: regular screen (13-26 in)	60,232	16.1%	108
Most recent HH TV purchase: large screen (27-35 in)	81,797	21.9%	94
Most recent HH TV purchase: big screen (36-42 in)	78,693	21.1%	93
Most recent HH TV purchase: giant screen (over 42 in)	52,909	14.2%	79
HH owns Internet video device for TV	22,222	6.0%	136
HH purchased video game system in last 12 months	43,736	11.7%	127
HH owns video game system: handheld	37,972	10.2%	63
HH owns video game system: attached to TV/computer	140,029	37.5%	83
HH owns video game system: Nintendo DS/DS Lite	14,133	3.8%	56
HH owns video game system: Nintendo DSi/DSi XL	10,719	2.9%	54
HH owns video game system: Nintendo Wii	59,586	16.0%	66
HH owns video game system: PlayStation 2 (PS2)	29,026	7.8%	68
HH owns video game system: PlayStation 3 (PS3)	46,803	12.5%	93
HH owns video game system: Sony PSP/PSPgo	9,879	2.6%	81
HH owns video game system: Xbox 360	55,264	14.8%	81
HH purchased 5+ video games in last 12 months	22,877	6.1%	87
HH spent \$101+ on video games in last 12 months	31,312	8.4%	86
Have access to Internet at home using a computer	523,761	77.3%	98
Connection to Internet at home: dial-up modem	6,518	1.0%	45
Connection to Internet at home: cable modem	209,332	30.9%	98
Connection to Internet at home: DSL	90,103	13.3%	79
Connection to Internet at home: fiber optic	61,404	9.1%	102
Connection to Internet at home: wireless	229,339	33.9%	119
Connection to Internet at home: any high speed	498,529	73.6%	101
Time online in a typical day: 10+ hours	32,939	4.9%	165
Time online in a typical day: 5-9.9 hours	95,594	14.1%	152
Time online in a typical day: 2-4.9 hours	143,884	21.2%	115
Time online in a typical day: 1-1.9 hours	106,390	15.7%	93
Time online in a typical day: 0.5-0.9 hours	75,508	11.1%	88
Time online in a typical day: <0.5 hours	51,210	7.6%	71
Any Internet usage in last 30 days	543,005	80.2%	101
Used Internet/30 days: at home	500,142	73.8%	100
Used Internet/30 days: at work	275,947	40.7%	110
Used Internet/30 days: at school/library	91,921	13.6%	121

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Used Internet/30 days: not hm/work/school/library	199,486	29.5%	122
Device used to access Internet/30 days: computer	512,288	75.6%	101
Device used to access Internet/30 days: cell phone	380,727	56.2%	120
Used Wi-Fi/wireless connection outside hm/30 days	234,215	34.6%	130
Internet last 30 days: visited chat room	39,809	5.9%	111
Internet last 30 days: used email	483,872	71.4%	103
Internet last 30 days: used IM	325,894	48.1%	107
Internet last 30 days: made personal purchase	301,667	44.5%	114
Internet last 30 days: made business purchase	88,959	13.1%	122
Internet last 30 days: paid bills online	320,788	47.4%	111
Internet last 30 days: looked for employment	136,587	20.2%	128
Internet last 30 days: traded/tracked investments	77,275	11.4%	103
Internet last 30 days: made travel plans	186,588	27.6%	155
Internet last 30 days: obtained new/used car info	61,163	9.0%	83
Internet last 30 days: obtained financial info	217,362	32.1%	110
Internet last 30 days: obtained medical info	169,314	25.0%	116
Internet last 30 days: checked movie listing/times	189,735	28.0%	131
Internet last 30 days: obtained latest news	347,469	51.3%	118
Internet last 30 days: obtained parenting info	30,523	4.5%	90
Internet last 30 days: obtained real estate info	89,212	13.2%	113
Internet last 30 days: obtained sports news/info	214,474	31.7%	111
Internet last 30 days: visited online blog	131,424	19.4%	159
Internet last 30 days: wrote online blog	39,283	5.8%	189
Internet last 30 days: used online dating website	20,721	3.1%	181
Internet last 30 days: played games online	158,406	23.4%	88
Internet last 30 days: sent greeting card	45,218	6.7%	133
Internet last 30 days: made phone call	126,320	18.7%	132
Internet last 30 days: shared photos via website	206,021	30.4%	113
Internet last 30 days: looked for recipes	212,464	31.4%	102
Internet last 30 days: added video to website	52,641	7.8%	134
Internet last 30 days: downloaded a movie	67,681	10.0%	151
Internet last 30 days: downloaded music	199,104	29.4%	133
Internet last 30 days: downloaded podcast	45,688	6.7%	180
Internet last 30 days: downloaded TV program	57,316	8.5%	195
Internet last 30 days: downloaded a video game	53,113	7.8%	94
Internet last 30 days: watched movie online	151,124	22.3%	164
Internet last 30 days: watched TV program online	152,031	22.4%	167
Purch/rntd video download/strm/30 days: amazon.com	24,592	3.6%	132
Purch/rntd video download/strm/30 days: itunes.com	27,552	4.1%	129
Purch/rntd video download/strm/30 days: netflix.com	113,535	16.8%	148
Visited any Spanish language website last 30 days	33,490	4.9%	193
Visited website in last 30 days: facebook.com	390,587	57.7%	112
Visited website in last 30 days: LinkedIn.com	113,463	16.8%	203
Visited website in last 30 days: MySpace.com	16,649	2.5%	117
Visited website in last 30 days: photobucket.com	19,720	2.9%	117
Visited website in last 30 days: picasa.com	32,532	4.8%	167
Visited website in last 30 days: shutterfly.com	20,504	3.0%	98
Visited website in last 30 days: tumblr.com	39,340	5.8%	238
Visited website in last 30 days: twitter.com	104,309	15.4%	168
Visited website in last 30 days: yelp.com	72,875	10.8%	344
Visited website in last 30 days: YouTube.com	326,966	48.3%	118
Used website/search engine/30 days: ask.com	36,653	5.4%	76
Used website/search engine/30 days: bing.com	103,461	15.3%	92
Used website/search engine/30 days: google.com	498,638	73.6%	104
Used website/search engine/30 days: yahoo.com	223,053	32.9%	92

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

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2015 and 2020.



Electronics and Internet Market Potential

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

Sample Report
Latitude: 41.88055
Longitude: -87.63701

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Visited news website in last 30 days: ABCnews.com	36,292	5.4%	128
Visited news website in last 30 days: CBSnews.com	25,709	3.8%	142
Visited news website in last 30 days: cnn.com	120,895	17.9%	167
Visited news website in last 30 days: foxnews.com	46,578	6.9%	83
Visited news website in last 30 days: msnbc.com	57,028	8.4%	133
Visited news website in last 30 days: Yahoo! News	95,078	14.0%	103

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

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2015 and 2020.