



Electronics and Internet Market Potential

100-180 N Crowley Rd, Crowley, Texas, 76036
 Ring: 1 mile radius

Prepared by Esri
 Latitude: 32.57840
 Longitude: -97.35323

Demographic Summary		2018	2023
Population		8,703	9,754
Population 18+		6,282	7,024
Households		3,010	3,339
Median Household Income		\$63,734	\$71,815

Product/Consumer Behavior	Expected		MPI
	Number of Adults/HHs	Percent	
Own any tablet	3,091	49.2%	108
Own any e-reader	437	7.0%	94
Own e-reader/tablet: iPad	1,676	26.7%	100
Own e-reader/tablet: Amazon Kindle	904	14.4%	110
Own any portable MP3 player	1,506	24.0%	111
Own portable MP3 player: Apple iPod	1,185	18.9%	111
Own wearable tech: wristband fitness tracker	670	10.7%	124
Own wearable tech: smartwatch	195	3.1%	103
Own any camera/camcorder	566	9.0%	99
Own digital point & shoot camera/camcorder	671	10.7%	92
Own digital SLR camera/camcorder	532	8.5%	109
Own 35mm camera/camcorder	265	4.2%	71
Own telephoto/zoom lens	242	3.9%	91
Own wideangle lens	187	3.0%	94
Printed digital photos in last 12 months	1,625	25.9%	111
Use a computer at work	2,924	46.5%	111
Use desktop computer at work	1,620	25.8%	111
Use laptop/notebook at work	1,102	17.5%	105
HH owns a computer	2,348	78.0%	105
Purchased home computer in last 12 months	343	11.4%	101
HH owns desktop computer	1,250	41.5%	108
HH owns laptop/notebook	1,800	59.8%	106
Child (under 18 yrs) uses home computer	584	19.4%	140
HH owns any Apple/Mac brand computer	504	16.7%	94
HH owns any PC/non-Apple brand computer	2,030	67.4%	107

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 2018 and 2023.



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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Purchased most recent home computer 1-2 years ago	536	17.8%	105
Purchased most recent home computer 3-4 years ago	470	15.6%	98
Purchased most recent home computer 5+ years ago	338	11.2%	107
HH purchased most recent computer in a store	1,230	40.9%	110
HH purchased most recent computer online	378	12.6%	94
Spent on most recent home computer: <\$500	502	16.7%	110
Spent on most recent home computer: \$500-\$999	589	19.6%	111
Spent on most recent home computer: \$1000-\$1499	269	8.9%	94
Spent on most recent home computer: \$1500-\$1999	112	3.7%	81
Spent on most recent home computer: \$2000+	128	4.3%	105
HH owns webcam	638	21.2%	116
HH owns wireless router	921	30.6%	111
HH owns software: accounting	186	6.2%	100
HH owns software: communications/fax	122	4.1%	86
HH owns software: database/filing	160	5.3%	97
HH owns software: desktop publishing	231	7.7%	106
HH owns software: education/training	318	10.6%	118
HH owns software: entertainment/games	539	17.9%	102
HH owns software: personal finance/tax prep	385	12.8%	110
HH owns software: presentation graphics	180	6.0%	104
HH owns software: multimedia	400	13.3%	117
HH owns software: networking	418	13.9%	114
HH owns software: online meeting/conference	97	3.2%	86
HH owns software: security/anti-virus	719	23.9%	111
HH owns software: spreadsheet	730	24.3%	109
HH owns software: utility	136	4.5%	89
HH owns software: web authoring	62	2.1%	105
HH owns software: word processing	908	30.2%	103
HH owns CD player	474	15.7%	108

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
HH owns portable GPS navigation device	775	25.7%	104
HH purchased portable GPS navigation device/12 mo	48	1.6%	84
HH owns headphones (ear buds)	1,372	45.6%	114
HH owns noise reduction headphones	313	10.4%	107
HH owns home theater/entertainment system	323	10.7%	120
HH owns 1 TV	476	15.8%	75
HH owns 2 TVs	880	29.2%	108
HH owns 3 TVs	647	21.5%	102
HH owns 4+ TVs	675	22.4%	126
HH owns LCD TV	818	27.2%	102
HH owns LED TV	1,119	37.2%	117
HH owns plasma TV	460	15.3%	112
HH has 3D TV	227	7.5%	134
HH has HDTV	1,506	50.0%	110
HH has Internet connectable TV	983	32.7%	126
HH owns small screen TV (<27 in)	460	15.3%	86
HH owns medium screen TV (27-35 in)	992	33.0%	98
HH owns large screen TV (36-42 in)	1,098	36.5%	107
HH owns XLarge screen TV (over 43-54 in)	953	31.7%	119
HH owns XXL screen TV (over 55 in)	781	25.9%	123
HH most recent TV purch: small screen (<27 in)	173	5.7%	75
HH most recent TV purch: medium screen (27-35 in)	530	17.6%	94
HH most recent TV purch: large screen (36-42 in)	627	20.8%	102
HH most recent TV purch: Xlarge screen (43-54 in)	575	19.1%	112
HH most recent TV purch: XXL screen (over 55 in)	586	19.5%	119
HH owns Internet video device for TV	779	25.9%	127
HH owns internet device for TV - Amazon Fire	237	7.9%	157
HH owns internet device for TV - Apple TV	193	6.4%	108
HH owns internet device for TV - Google Chromecast	205	6.8%	129
HH owns internet device for TV - Roku	320	10.6%	140
HH purchased video game system in last 12 months	280	9.3%	109
HH owns video game system: handheld	392	13.0%	150
HH owns video game system: attached to TV/computer	1,708	56.7%	136
HH owns video game system: Nintendo 3DS	115	3.8%	144
HH owns video game system: Nintendo DS/DS Lite	140	4.7%	149
HH owns video game system: Nintendo DSi	62	2.1%	122
HH owns video game system: Nintendo Wii	684	22.7%	145
HH owns video game system: PlayStation 2 (PS2)	256	8.5%	137
HH owns video game system: PlayStation 3 (PS3)	467	15.5%	139
HH owns video game system: Xbox 360	744	24.7%	148
HH purchased 5+ video games in last 12 months	189	6.3%	114
HH spent \$101+ on video games in last 12 months	314	10.4%	140
Have access to Internet at home	5,822	92.7%	105
Connection to Internet at home: via cable modem	3,004	47.8%	109
Connection to Internet at home: via DSL	727	11.6%	101
Connection to Internet at home: via fiber optic	994	15.8%	104
Access Internet at home via high speed connection	5,712	90.9%	105
Spend 10+ hrs online (excl email/IM time) daily	348	5.5%	114
Spend 5-9.9 hrs online (excl email/IM time) daily	904	14.4%	108
Spend 2-4.9 hrs online (excl email/IM time) daily	1,750	27.9%	117
Spend 1-1.9 hrs online (excl email/IM time) daily	1,187	18.9%	105
Spend 0.5-0.9 hrs online(excl email/IM time) daily	684	10.9%	95
Spend <0.5 hrs online (excl email/IM time) daily	411	6.5%	82
Used Internet in last 30 days	5,605	89.2%	105
Used Internet/30 days: at home	5,414	86.2%	106
Used Internet/30 days: at work	3,104	49.4%	113
Used Internet/30 days: at school/library	903	14.4%	108

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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Used Internet/30 days: not hm/work/school/library	2,605	41.5%	107
Accessed Internet in last 30 days using computer	4,617	73.5%	106
Accessed Internet in last 30 days using cell phone	4,951	78.8%	108
Accessed Internet in last 30 days using tablet	2,460	39.2%	109
Accessed Internet in last 30 days w gaming console	786	12.5%	149
Accessed Internet in last 30 days using television	917	14.6%	112
Used Wi-Fi/wireless connection outside hm/30 days	1,933	30.8%	102
Used tablet last 30 days for video call	263	4.2%	91
Internet last 30 days: visited a chat room	316	5.0%	114
Internet last 30 days: used email	4,870	77.5%	107
Internet last 30 days: used IM	4,263	67.9%	112
Internet last 30 days: made personal purchase	3,303	52.6%	107
Internet last 30 days: made business purchase	868	13.8%	107
Internet last 30 days: paid bills online	3,582	57.0%	112
Internet last 30 days: took online class	651	10.4%	124
Internet last 30 days: looked for employment	1,123	17.9%	120
Internet last 30 days: traded/tracked investments	689	11.0%	92
Internet last 30 days: made travel plans	1,226	19.5%	94
Internet last 30 days: obtained auto info	929	14.8%	119
Internet last 30 days: obtained financial info	2,231	35.5%	112
Internet last 30 days: obtained medical info	1,837	29.2%	103
Internet last 30 days: checked movie listing/times	1,795	28.6%	121
Internet last 30 days: obtained latest news	2,970	47.3%	102
Internet last 30 days: obtained parenting info	536	8.5%	136
Internet last 30 days: obtained real estate info	1,053	16.8%	110
Internet last 30 days: obtained sports news/info	2,209	35.2%	111
Internet last 30 days: visited online blog	848	13.5%	99
Internet last 30 days: wrote online blog	130	2.1%	84
Internet last 30 days: used online dating website	182	2.9%	115
Internet last 30 days: played games online	2,253	35.9%	119
Internet last 30 days: sent greeting card	231	3.7%	82
Internet last 30 days: made phone call	1,989	31.7%	111
Internet last 30 days: shared photos via website	2,178	34.7%	102
Internet last 30 days: looked for recipes	2,874	45.7%	112
Internet last 30 days: added video to website	577	9.2%	109
Internet last 30 days: downloaded a movie	696	11.1%	122
Internet last 30 days: downloaded music	1,342	21.4%	109
Internet last 30 days: download/listen to podcast	414	6.6%	91
Internet last 30 days: downloaded TV program	308	4.9%	99
Internet last 30 days: downloaded a video game	923	14.7%	126
Internet last 30 days: watched movie online	1,641	26.1%	109
Internet last 30 days: watched TV program online	1,180	18.8%	105
Used online gaming srv/30 days: PlayStation Network	461	7.3%	131
Used online gaming srv/30 days: Xbox Live	467	7.4%	138
Played Massive Multi-Player Online game/30 days	304	4.8%	118
Used Spanish language website/app last 30 days	201	3.2%	86
Social Media last 30 days: facebook.com	4,330	68.9%	111
Social media last 30 days: instagram.com	1,699	27.0%	110
Social Media last 30 days: linkedin.com	822	13.1%	98
Social Media last 30 days: shutterfly.com	263	4.2%	122
Social Media last 30 days: tumblr.com	230	3.7%	91
Social Media last 30 days: twitter.com	872	13.9%	103
Social Media last 30 days: yelp.com	307	4.9%	67
Social Media last 30 days: youtube.com	3,486	55.5%	108
Social Media last 30 days: plus.google.com	991	15.8%	105
Social Media last 30 days: pinterest.com	1,562	24.9%	123

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Social network: updated status in last 30 days	2,312	36.8%	122
Social network: updated profile in last 30 days	1,611	25.6%	112
Social network: posted picture in last 30 days	3,094	49.3%	112
Social network: posted video in last 30 days	1,431	22.8%	127
Social network: posted link in last 30 days	1,155	18.4%	116
Social network: saw friend's page in last 30 days	3,327	53.0%	108
Social network: commented on post in last 30 days	3,125	49.7%	110
Social network: posted a blog in last 30 days	249	4.0%	94
Social network: rated a product in last 30 days	575	9.2%	116
Social network: sent email message in last 30 days	3,201	51.0%	109
Social network: sent IM in last 30 days	1,366	21.7%	114
Social network: played a game in last 30 days	1,311	20.9%	113
Social network: invited to event in last 30 days	659	10.5%	116
Social network: liked something in last 30 days	2,965	47.2%	117
Social network: followed something in last 30 days	1,530	24.4%	114
Social network: clicked on an ad in last 30 days	950	15.1%	107
Social network: watched video in last 30 days	3,413	54.3%	109
Social network: posted location in last 30 days	784	12.5%	111
Social network: sent real or virtual gift/30 days	101	1.6%	93
Social network: used to keep in touch w/ friends	2,759	43.9%	111
Social network: used to reconnect w/ old friends	918	14.6%	101
Social network: used to meet new friends	486	7.7%	97
Social network: used to follow friends activities	1,296	20.6%	103
Social network: used to find out about new prod.	476	7.6%	100
Social network: used to review prod. or service	349	5.6%	103
Social network: used for professional contacts	447	7.1%	92
Social network: used to find mutual interests	397	6.3%	93
Social network: used to track current events	940	15.0%	109
Social network: used to find info on TV or movie	531	8.5%	100
Social network: used to find local information	660	10.5%	100
Social network: used for gaming	439	7.0%	100
Social network: used to support favorite brands	346	5.5%	106
Social network: used to get coupons or discounts	444	7.1%	108
Social network: used to gain access to VIP events	256	4.1%	95
Used website/search engine/30 days: ask.com	188	3.0%	90
Used website/search engine/30 days: bing.com	759	12.1%	100
Used website/search engine/30 days: google.com	5,272	83.9%	106
Used website/search engine/30 days: yahoo.com	1,685	26.8%	106
Used entertainment website/app last 30 days: BuzzFeed	412	6.6%	85
Used entertainment website/app last 30 days: Fandango	511	8.1%	115
Used news website/app last 30 days: abcnews.com	432	6.9%	104
Used news website/app last 30 days: bbc.com	275	4.4%	73
Used news website/app last 30 days: cbsnews.com	263	4.2%	90
Used news website/app last 30 days: cnn.com	953	15.2%	99
Used news website/app last 30 days: foxnews.com	906	14.4%	115
Used news website/app last 30 days: huffpo.com	678	10.8%	96
Used news website/app last 30 days: nbcnews.com	280	4.5%	92
Used news website/app last 30 days: yahoonews.com	676	10.8%	110
Used sports website/app last 30 days: ESPN	1,202	19.1%	105
Used sports website/app last 30 days: FoxSports	502	8.0%	125
Used sports website/app last 30 days: NFL.com	710	11.3%	132

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Demographic Summary		2018	2023
Population		64,740	73,661
Population 18+		46,133	52,251
Households		21,068	23,767
Median Household Income		\$71,489	\$78,678

Product/Consumer Behavior	Expected		MPI
	Number of Adults/HHs	Percent	
Own any tablet	24,081	52.2%	114
Own any e-reader	3,730	8.1%	109
Own e-reader/tablet: iPad	13,991	30.3%	114
Own e-reader/tablet: Amazon Kindle	7,049	15.3%	116
Own any portable MP3 player	11,099	24.1%	112
Own portable MP3 player: Apple iPod	8,931	19.4%	114
Own wearable tech: wristband fitness tracker	5,482	11.9%	138
Own wearable tech: smartwatch	1,547	3.4%	111
Own any camera/camcorder	4,629	10.0%	110
Own digital point & shoot camera/camcorder	5,294	11.5%	98
Own digital SLR camera/camcorder	4,036	8.7%	112
Own 35mm camera/camcorder	2,092	4.5%	76
Own telephoto/zoom lens	2,071	4.5%	107
Own wideangle lens	1,699	3.7%	116
Printed digital photos in last 12 months	12,833	27.8%	120
Use a computer at work	22,838	49.5%	118
Use desktop computer at work	12,435	27.0%	116
Use laptop/notebook at work	8,749	19.0%	114
HH owns a computer	16,831	79.9%	107
Purchased home computer in last 12 months	2,548	12.1%	108
HH owns desktop computer	8,847	42.0%	110
HH owns laptop/notebook	13,144	62.4%	110
Child (under 18 yrs) uses home computer	4,232	20.1%	145
HH owns any Apple/Mac brand computer	3,761	17.9%	101
HH owns any PC/non-Apple brand computer	14,477	68.7%	109

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Purchased most recent home computer 1-2 years ago	3,849	18.3%	108
Purchased most recent home computer 3-4 years ago	3,427	16.3%	102
Purchased most recent home computer 5+ years ago	2,173	10.3%	99
HH purchased most recent computer in a store	8,542	40.5%	110
HH purchased most recent computer online	2,811	13.3%	99
Spent on most recent home computer: <\$500	3,380	16.0%	106
Spent on most recent home computer: \$500-\$999	4,163	19.8%	112
Spent on most recent home computer: \$1000-\$1499	1,990	9.4%	99
Spent on most recent home computer: \$1500-\$1999	786	3.7%	81
Spent on most recent home computer: \$2000+	961	4.6%	112
HH owns webcam	4,481	21.3%	117
HH owns wireless router	6,394	30.3%	110
HH owns software: accounting	1,380	6.6%	106
HH owns software: communications/fax	973	4.6%	98
HH owns software: database/filing	1,214	5.8%	105
HH owns software: desktop publishing	1,624	7.7%	106
HH owns software: education/training	2,276	10.8%	121
HH owns software: entertainment/games	3,880	18.4%	105
HH owns software: personal finance/tax prep	2,862	13.6%	116
HH owns software: presentation graphics	1,343	6.4%	110
HH owns software: multimedia	2,889	13.7%	121
HH owns software: networking	3,035	14.4%	118
HH owns software: online meeting/conference	797	3.8%	101
HH owns software: security/anti-virus	5,041	23.9%	111
HH owns software: spreadsheet	5,415	25.7%	116
HH owns software: utility	1,016	4.8%	95
HH owns software: web authoring	442	2.1%	107
HH owns software: word processing	6,685	31.7%	108
HH owns CD player	3,245	15.4%	105

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HH purchased portable GPS navigation device/12 mo	346	1.6%	86
HH owns headphones (ear buds)	9,823	46.6%	116
HH owns noise reduction headphones	2,302	10.9%	113
HH owns home theater/entertainment system	2,381	11.3%	127
HH owns 1 TV	3,077	14.6%	70
HH owns 2 TVs	5,943	28.2%	105
HH owns 3 TVs	4,708	22.3%	106
HH owns 4+ TVs	4,973	23.6%	133
HH owns LCD TV	5,840	27.7%	104
HH owns LED TV	7,807	37.1%	116
HH owns plasma TV	3,474	16.5%	121
HH has 3D TV	1,744	8.3%	147
HH has HDTV	10,544	50.0%	110
HH has Internet connectable TV	6,947	33.0%	128
HH owns small screen TV (<27 in)	3,195	15.2%	85
HH owns medium screen TV (27-35 in)	7,020	33.3%	99
HH owns large screen TV (36-42 in)	7,760	36.8%	108
HH owns XLarge screen TV (over 43-54 in)	6,632	31.5%	119
HH owns XXL screen TV (over 55 in)	5,756	27.3%	129
HH most recent TV purch: small screen (<27 in)	1,141	5.4%	71
HH most recent TV purch: medium screen (27-35 in)	3,550	16.9%	90
HH most recent TV purch: large screen (36-42 in)	4,319	20.5%	101
HH most recent TV purch: Xlarge screen (43-54 in)	4,053	19.2%	113
HH most recent TV purch: XXL screen (over 55 in)	4,287	20.3%	125
HH owns Internet video device for TV	5,596	26.6%	130
HH owns internet device for TV - Amazon Fire	1,715	8.1%	163
HH owns internet device for TV - Apple TV	1,363	6.5%	109
HH owns internet device for TV - Google Chromecast	1,469	7.0%	132
HH owns internet device for TV - Roku	2,242	10.6%	140
HH purchased video game system in last 12 months	1,934	9.2%	108
HH owns video game system: handheld	2,595	12.3%	142
HH owns video game system: attached to TV/computer	11,866	56.3%	135
HH owns video game system: Nintendo 3DS	793	3.8%	142
HH owns video game system: Nintendo DS/DS Lite	876	4.2%	134
HH owns video game system: Nintendo DSi	439	2.1%	124
HH owns video game system: Nintendo Wii	4,809	22.8%	145
HH owns video game system: PlayStation 2 (PS2)	1,634	7.8%	125
HH owns video game system: PlayStation 3 (PS3)	3,267	15.5%	139
HH owns video game system: Xbox 360	4,927	23.4%	140
HH purchased 5+ video games in last 12 months	1,388	6.6%	120
HH spent \$101+ on video games in last 12 months	2,182	10.4%	139
Have access to Internet at home	43,254	93.8%	106
Connection to Internet at home: via cable modem	22,020	47.7%	109
Connection to Internet at home: via DSL	5,983	13.0%	113
Connection to Internet at home: via fiber optic	7,258	15.7%	103
Access Internet at home via high speed connection	42,482	92.1%	106
Spend 10+ hrs online (excl email/IM time) daily	2,763	6.0%	123
Spend 5-9.9 hrs online (excl email/IM time) daily	6,701	14.5%	109
Spend 2-4.9 hrs online (excl email/IM time) daily	12,626	27.4%	115
Spend 1-1.9 hrs online (excl email/IM time) daily	9,058	19.6%	109
Spend 0.5-0.9 hrs online(excl email/IM time) daily	5,204	11.3%	98
Spend <0.5 hrs online (excl email/IM time) daily	3,319	7.2%	90
Used Internet in last 30 days	41,968	91.0%	107
Used Internet/30 days: at home	40,567	87.9%	109
Used Internet/30 days: at work	24,322	52.7%	121
Used Internet/30 days: at school/library	6,701	14.5%	110

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

100-180 N Crowley Rd, Crowley, Texas, 76036
 Ring: 3 mile radius

Prepared by Esri
 Latitude: 32.57840
 Longitude: -97.35323

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Used Internet/30 days: not hm/work/school/library	20,184	43.8%	113
Accessed Internet in last 30 days using computer	34,943	75.7%	109
Accessed Internet in last 30 days using cell phone	37,769	81.9%	112
Accessed Internet in last 30 days using tablet	19,439	42.1%	118
Accessed Internet in last 30 days w gaming console	5,643	12.2%	146
Accessed Internet in last 30 days using television	7,361	16.0%	122
Used Wi-Fi/wireless connection outside hm/30 days	14,946	32.4%	107
Used tablet last 30 days for video call	2,302	5.0%	108
Internet last 30 days: visited a chat room	2,363	5.1%	116
Internet last 30 days: used email	37,187	80.6%	111
Internet last 30 days: used IM	31,693	68.7%	113
Internet last 30 days: made personal purchase	25,082	54.4%	111
Internet last 30 days: made business purchase	6,662	14.4%	112
Internet last 30 days: paid bills online	27,448	59.5%	117
Internet last 30 days: took online class	4,564	9.9%	119
Internet last 30 days: looked for employment	7,869	17.1%	114
Internet last 30 days: traded/tracked investments	5,835	12.6%	106
Internet last 30 days: made travel plans	9,694	21.0%	101
Internet last 30 days: obtained auto info	6,750	14.6%	118
Internet last 30 days: obtained financial info	17,547	38.0%	120
Internet last 30 days: obtained medical info	13,710	29.7%	105
Internet last 30 days: checked movie listing/times	13,697	29.7%	126
Internet last 30 days: obtained latest news	22,899	49.6%	107
Internet last 30 days: obtained parenting info	3,703	8.0%	128
Internet last 30 days: obtained real estate info	8,218	17.8%	117
Internet last 30 days: obtained sports news/info	17,058	37.0%	117
Internet last 30 days: visited online blog	6,454	14.0%	103
Internet last 30 days: wrote online blog	1,065	2.3%	94
Internet last 30 days: used online dating website	1,194	2.6%	103
Internet last 30 days: played games online	15,787	34.2%	113
Internet last 30 days: sent greeting card	1,777	3.9%	86
Internet last 30 days: made phone call	15,676	34.0%	119
Internet last 30 days: shared photos via website	16,449	35.7%	105
Internet last 30 days: looked for recipes	20,780	45.0%	111
Internet last 30 days: added video to website	4,461	9.7%	115
Internet last 30 days: downloaded a movie	5,061	11.0%	121
Internet last 30 days: downloaded music	10,355	22.4%	114
Internet last 30 days: download/listen to podcast	3,159	6.8%	95
Internet last 30 days: downloaded TV program	2,501	5.4%	110
Internet last 30 days: downloaded a video game	6,447	14.0%	120
Internet last 30 days: watched movie online	12,192	26.4%	110
Internet last 30 days: watched TV program online	9,290	20.1%	112
Used online gaming srv/30 days: PlayStation Network	3,283	7.1%	127
Used online gaming srv/30 days: Xbox Live	3,330	7.2%	134
Played Massive Multi-Player Online game/30 days	1,939	4.2%	102
Used Spanish language website/app last 30 days	1,586	3.4%	92
Social Media last 30 days: facebook.com	31,772	68.9%	111
Social media last 30 days: instagram.com	12,270	26.6%	108
Social Media last 30 days: linkedin.com	6,363	13.8%	103
Social Media last 30 days: shutterfly.com	1,899	4.1%	120
Social Media last 30 days: tumblr.com	1,665	3.6%	89
Social Media last 30 days: twitter.com	6,673	14.5%	107
Social Media last 30 days: yelp.com	2,479	5.4%	74
Social Media last 30 days: youtube.com	26,101	56.6%	110
Social Media last 30 days: plus.google.com	7,081	15.3%	102
Social Media last 30 days: pinterest.com	11,714	25.4%	125

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

100-180 N Crowley Rd, Crowley, Texas, 76036
 Ring: 3 mile radius

Prepared by Esri
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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Social network: updated status in last 30 days	16,312	35.4%	117
Social network: updated profile in last 30 days	11,876	25.7%	113
Social network: posted picture in last 30 days	22,578	48.9%	111
Social network: posted video in last 30 days	10,091	21.9%	122
Social network: posted link in last 30 days	8,344	18.1%	114
Social network: saw friend's page in last 30 days	24,875	53.9%	110
Social network: commented on post in last 30 days	22,882	49.6%	110
Social network: posted a blog in last 30 days	1,710	3.7%	88
Social network: rated a product in last 30 days	4,108	8.9%	113
Social network: sent email message in last 30 days	23,744	51.5%	110
Social network: sent IM in last 30 days	10,082	21.9%	114
Social network: played a game in last 30 days	8,694	18.8%	102
Social network: invited to event in last 30 days	4,444	9.6%	106
Social network: liked something in last 30 days	21,592	46.8%	116
Social network: followed something in last 30 days	10,937	23.7%	111
Social network: clicked on an ad in last 30 days	6,977	15.1%	107
Social network: watched video in last 30 days	25,323	54.9%	110
Social network: posted location in last 30 days	5,675	12.3%	109
Social network: sent real or virtual gift/30 days	752	1.6%	94
Social network: used to keep in touch w/ friends	20,539	44.5%	113
Social network: used to reconnect w/ old friends	6,985	15.1%	105
Social network: used to meet new friends	3,606	7.8%	98
Social network: used to follow friends activities	9,847	21.3%	107
Social network: used to find out about new prod.	3,398	7.4%	97
Social network: used to review prod. or service	2,418	5.2%	97
Social network: used for professional contacts	3,467	7.5%	97
Social network: used to find mutual interests	2,945	6.4%	94
Social network: used to track current events	6,690	14.5%	105
Social network: used to find info on TV or movie	3,791	8.2%	97
Social network: used to find local information	5,058	11.0%	104
Social network: used for gaming	2,923	6.3%	91
Social network: used to support favorite brands	2,629	5.7%	110
Social network: used to get coupons or discounts	3,527	7.6%	117
Social network: used to gain access to VIP events	2,090	4.5%	105
Used website/search engine/30 days: ask.com	1,445	3.1%	95
Used website/search engine/30 days: bing.com	6,124	13.3%	110
Used website/search engine/30 days: google.com	39,449	85.5%	108
Used website/search engine/30 days: yahoo.com	12,452	27.0%	107
Used entertainment website/app last 30 days: BuzzFeed	2,949	6.4%	83
Used entertainment website/app last 30 days: Fandango	3,450	7.5%	106
Used news website/app last 30 days: abcnews.com	3,291	7.1%	108
Used news website/app last 30 days: bbc.com	2,081	4.5%	76
Used news website/app last 30 days: cbsnews.com	1,877	4.1%	88
Used news website/app last 30 days: cnn.com	7,612	16.5%	108
Used news website/app last 30 days: foxnews.com	7,032	15.2%	121
Used news website/app last 30 days: huffpo.com	4,976	10.8%	96
Used news website/app last 30 days: nbcnews.com	2,257	4.9%	101
Used news website/app last 30 days: yahoonews.com	5,111	11.1%	113
Used sports website/app last 30 days: ESPN	9,446	20.5%	113
Used sports website/app last 30 days: FoxSports	3,686	8.0%	125
Used sports website/app last 30 days: NFL.com	5,845	12.7%	148

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Electronics and Internet Market Potential

100-180 N Crowley Rd, Crowley, Texas, 76036
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Demographic Summary		2018	2023
Population		164,411	184,213
Population 18+		117,566	131,502
Households		54,649	60,775
Median Household Income		\$67,963	\$76,021

Product/Consumer Behavior	Expected		MPI
	Number of Adults/HHs	Percent	
Own any tablet	59,201	50.4%	110
Own any e-reader	9,032	7.7%	104
Own e-reader/tablet: iPad	33,768	28.7%	108
Own e-reader/tablet: Amazon Kindle	16,896	14.4%	109
Own any portable MP3 player	27,523	23.4%	109
Own portable MP3 player: Apple iPod	21,984	18.7%	110
Own wearable tech: wristband fitness tracker	12,427	10.6%	123
Own wearable tech: smartwatch	4,013	3.4%	113
Own any camera/camcorder	11,826	10.1%	111
Own digital point & shoot camera/camcorder	13,490	11.5%	98
Own digital SLR camera/camcorder	9,900	8.4%	108
Own 35mm camera/camcorder	5,966	5.1%	85
Own telephoto/zoom lens	5,092	4.3%	103
Own wideangle lens	4,017	3.4%	108
Printed digital photos in last 12 months	30,920	26.3%	113
Use a computer at work	54,357	46.2%	111
Use desktop computer at work	29,581	25.2%	109
Use laptop/notebook at work	21,349	18.2%	109
HH owns a computer	42,639	78.0%	105
Purchased home computer in last 12 months	6,395	11.7%	104
HH owns desktop computer	22,529	41.2%	108
HH owns laptop/notebook	32,969	60.3%	107
Child (under 18 yrs) uses home computer	10,230	18.7%	135
HH owns any Apple/Mac brand computer	9,360	17.1%	97
HH owns any PC/non-Apple brand computer	36,826	67.4%	107

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Purchased most recent home computer 1-2 years ago	9,667	17.7%	105
Purchased most recent home computer 3-4 years ago	8,722	16.0%	100
Purchased most recent home computer 5+ years ago	5,629	10.3%	99
HH purchased most recent computer in a store	21,400	39.2%	106
HH purchased most recent computer online	7,262	13.3%	99
Spent on most recent home computer: <\$500	8,602	15.7%	104
Spent on most recent home computer: \$500-\$999	10,391	19.0%	108
Spent on most recent home computer: \$1000-\$1499	5,154	9.4%	99
Spent on most recent home computer: \$1500-\$1999	2,110	3.9%	84
Spent on most recent home computer: \$2000+	2,293	4.2%	103
HH owns webcam	11,139	20.4%	112
HH owns wireless router	16,047	29.4%	106
HH owns software: accounting	3,331	6.1%	98
HH owns software: communications/fax	2,491	4.6%	97
HH owns software: database/filing	3,047	5.6%	102
HH owns software: desktop publishing	4,131	7.6%	104
HH owns software: education/training	5,657	10.4%	116
HH owns software: entertainment/games	10,042	18.4%	105
HH owns software: personal finance/tax prep	7,159	13.1%	112
HH owns software: presentation graphics	3,326	6.1%	105
HH owns software: multimedia	7,249	13.3%	117
HH owns software: networking	7,498	13.7%	112
HH owns software: online meeting/conference	2,173	4.0%	106
HH owns software: security/anti-virus	12,652	23.2%	107
HH owns software: spreadsheet	13,257	24.3%	109
HH owns software: utility	2,703	4.9%	97
HH owns software: web authoring	1,125	2.1%	105
HH owns software: word processing	16,723	30.6%	105
HH owns CD player	8,250	15.1%	103

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
HH owns portable GPS navigation device	13,942	25.5%	103
HH purchased portable GPS navigation device/12 mo	909	1.7%	87
HH owns headphones (ear buds)	24,458	44.8%	111
HH owns noise reduction headphones	5,793	10.6%	110
HH owns home theater/entertainment system	5,874	10.7%	120
HH owns 1 TV	8,950	16.4%	78
HH owns 2 TVs	14,904	27.3%	101
HH owns 3 TVs	12,068	22.1%	105
HH owns 4+ TVs	12,343	22.6%	127
HH owns LCD TV	15,202	27.8%	104
HH owns LED TV	19,350	35.4%	111
HH owns plasma TV	8,618	15.8%	116
HH has 3D TV	3,968	7.3%	129
HH has HDTV	26,393	48.3%	106
HH has Internet connectable TV	16,646	30.5%	118
HH owns small screen TV (<27 in)	8,926	16.3%	92
HH owns medium screen TV (27-35 in)	18,306	33.5%	100
HH owns large screen TV (36-42 in)	19,591	35.8%	105
HH owns XLarge screen TV (over 43-54 in)	16,239	29.7%	112
HH owns XXL screen TV (over 55 in)	14,383	26.3%	125
HH most recent TV purch: small screen (<27 in)	3,488	6.4%	84
HH most recent TV purch: medium screen (27-35 in)	9,441	17.3%	92
HH most recent TV purch: large screen (36-42 in)	11,135	20.4%	100
HH most recent TV purch: Xlarge screen (43-54 in)	9,956	18.2%	107
HH most recent TV purch: XXL screen (over 55 in)	10,806	19.8%	121
HH owns Internet video device for TV	13,527	24.8%	121
HH owns internet device for TV - Amazon Fire	3,805	7.0%	139
HH owns internet device for TV - Apple TV	3,574	6.5%	110
HH owns internet device for TV - Google Chromecast	3,495	6.4%	121
HH owns internet device for TV - Roku	5,148	9.4%	124
HH purchased video game system in last 12 months	4,898	9.0%	105
HH owns video game system: handheld	6,326	11.6%	134
HH owns video game system: attached to TV/computer	28,763	52.6%	126
HH owns video game system: Nintendo 3DS	1,989	3.6%	137
HH owns video game system: Nintendo DS/DS Lite	2,115	3.9%	124
HH owns video game system: Nintendo DSi	1,178	2.2%	128
HH owns video game system: Nintendo Wii	11,545	21.1%	134
HH owns video game system: PlayStation 2 (PS2)	4,033	7.4%	119
HH owns video game system: PlayStation 3 (PS3)	7,996	14.6%	131
HH owns video game system: Xbox 360	11,830	21.6%	130
HH purchased 5+ video games in last 12 months	3,491	6.4%	116
HH spent \$101+ on video games in last 12 months	5,305	9.7%	130
Have access to Internet at home	108,682	92.4%	105
Connection to Internet at home: via cable modem	55,056	46.8%	107
Connection to Internet at home: via DSL	14,475	12.3%	108
Connection to Internet at home: via fiber optic	18,563	15.8%	104
Access Internet at home via high speed connection	106,750	90.8%	105
Spend 10+ hrs online (excl email/IM time) daily	6,731	5.7%	118
Spend 5-9.9 hrs online (excl email/IM time) daily	16,659	14.2%	106
Spend 2-4.9 hrs online (excl email/IM time) daily	30,403	25.9%	109
Spend 1-1.9 hrs online (excl email/IM time) daily	22,336	19.0%	106
Spend 0.5-0.9 hrs online(excl email/IM time) daily	13,564	11.5%	100
Spend <0.5 hrs online (excl email/IM time) daily	9,196	7.8%	98
Used Internet in last 30 days	105,303	89.6%	105
Used Internet/30 days: at home	101,135	86.0%	106
Used Internet/30 days: at work	58,209	49.5%	114
Used Internet/30 days: at school/library	16,045	13.6%	103

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March 05, 2019



Electronics and Internet Market Potential

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Used Internet/30 days: not hm/work/school/library	49,104	41.8%	108
Accessed Internet in last 30 days using computer	86,136	73.3%	106
Accessed Internet in last 30 days using cell phone	93,675	79.7%	109
Accessed Internet in last 30 days using tablet	47,190	40.1%	112
Accessed Internet in last 30 days w gaming console	12,566	10.7%	128
Accessed Internet in last 30 days using television	17,212	14.6%	112
Used Wi-Fi/wireless connection outside hm/30 days	36,582	31.1%	103
Used tablet last 30 days for video call	5,686	4.8%	105
Internet last 30 days: visited a chat room	5,762	4.9%	111
Internet last 30 days: used email	91,785	78.1%	107
Internet last 30 days: used IM	78,751	67.0%	110
Internet last 30 days: made personal purchase	61,237	52.1%	106
Internet last 30 days: made business purchase	16,002	13.6%	106
Internet last 30 days: paid bills online	66,807	56.8%	111
Internet last 30 days: took online class	11,022	9.4%	112
Internet last 30 days: looked for employment	19,109	16.3%	109
Internet last 30 days: traded/tracked investments	14,256	12.1%	101
Internet last 30 days: made travel plans	24,126	20.5%	99
Internet last 30 days: obtained auto info	16,350	13.9%	112
Internet last 30 days: obtained financial info	41,625	35.4%	112
Internet last 30 days: obtained medical info	34,440	29.3%	103
Internet last 30 days: checked movie listing/times	32,314	27.5%	116
Internet last 30 days: obtained latest news	56,668	48.2%	104
Internet last 30 days: obtained parenting info	8,776	7.5%	119
Internet last 30 days: obtained real estate info	19,632	16.7%	109
Internet last 30 days: obtained sports news/info	41,365	35.2%	111
Internet last 30 days: visited online blog	15,915	13.5%	100
Internet last 30 days: wrote online blog	2,863	2.4%	99
Internet last 30 days: used online dating website	3,048	2.6%	103
Internet last 30 days: played games online	39,184	33.3%	111
Internet last 30 days: sent greeting card	5,071	4.3%	96
Internet last 30 days: made phone call	38,239	32.5%	114
Internet last 30 days: shared photos via website	41,551	35.3%	104
Internet last 30 days: looked for recipes	51,790	44.1%	108
Internet last 30 days: added video to website	11,095	9.4%	112
Internet last 30 days: downloaded a movie	11,926	10.1%	112
Internet last 30 days: downloaded music	25,293	21.5%	109
Internet last 30 days: download/listen to podcast	8,134	6.9%	96
Internet last 30 days: downloaded TV program	5,845	5.0%	101
Internet last 30 days: downloaded a video game	15,965	13.6%	117
Internet last 30 days: watched movie online	29,670	25.2%	105
Internet last 30 days: watched TV program online	22,738	19.3%	108
Used online gaming srv/30 days: PlayStation Network	7,751	6.6%	117
Used online gaming srv/30 days: Xbox Live	8,085	6.9%	127
Played Massive Multi-Player Online game/30 days	5,139	4.4%	106
Used Spanish language website/app last 30 days	5,059	4.3%	116
Social Media last 30 days: facebook.com	78,800	67.0%	108
Social media last 30 days: instagram.com	30,509	26.0%	105
Social Media last 30 days: linkedin.com	15,558	13.2%	99
Social Media last 30 days: shutterfly.com	4,657	4.0%	116
Social Media last 30 days: tumblr.com	4,254	3.6%	90
Social Media last 30 days: twitter.com	16,443	14.0%	104
Social Media last 30 days: yelp.com	6,551	5.6%	76
Social Media last 30 days: youtube.com	65,300	55.5%	108
Social Media last 30 days: plus.google.com	18,377	15.6%	104
Social Media last 30 days: pinterest.com	27,777	23.6%	117

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Social network: updated status in last 30 days	40,430	34.4%	114
Social network: updated profile in last 30 days	29,776	25.3%	111
Social network: posted picture in last 30 days	56,734	48.3%	110
Social network: posted video in last 30 days	25,210	21.4%	119
Social network: posted link in last 30 days	20,251	17.2%	109
Social network: saw friend's page in last 30 days	62,743	53.4%	109
Social network: commented on post in last 30 days	57,524	48.9%	108
Social network: posted a blog in last 30 days	4,576	3.9%	92
Social network: rated a product in last 30 days	10,103	8.6%	109
Social network: sent email message in last 30 days	59,612	50.7%	108
Social network: sent IM in last 30 days	24,945	21.2%	111
Social network: played a game in last 30 days	22,832	19.4%	105
Social network: invited to event in last 30 days	11,306	9.6%	106
Social network: liked something in last 30 days	53,388	45.4%	112
Social network: followed something in last 30 days	26,948	22.9%	107
Social network: clicked on an ad in last 30 days	17,676	15.0%	106
Social network: watched video in last 30 days	63,504	54.0%	108
Social network: posted location in last 30 days	14,745	12.5%	111
Social network: sent real or virtual gift/30 days	2,040	1.7%	100
Social network: used to keep in touch w/ friends	51,040	43.4%	110
Social network: used to reconnect w/ old friends	18,021	15.3%	106
Social network: used to meet new friends	9,710	8.3%	104
Social network: used to follow friends activities	24,826	21.1%	106
Social network: used to find out about new prod.	9,265	7.9%	103
Social network: used to review prod. or service	6,530	5.6%	103
Social network: used for professional contacts	9,428	8.0%	104
Social network: used to find mutual interests	7,910	6.7%	99
Social network: used to track current events	17,109	14.6%	106
Social network: used to find info on TV or movie	10,045	8.5%	101
Social network: used to find local information	13,131	11.2%	106
Social network: used for gaming	8,169	6.9%	100
Social network: used to support favorite brands	6,723	5.7%	110
Social network: used to get coupons or discounts	8,787	7.5%	115
Social network: used to gain access to VIP events	5,550	4.7%	110
Used website/search engine/30 days: ask.com	3,807	3.2%	98
Used website/search engine/30 days: bing.com	15,078	12.8%	106
Used website/search engine/30 days: google.com	98,625	83.9%	106
Used website/search engine/30 days: yahoo.com	31,692	27.0%	106
Used entertainment website/app last 30 days: BuzzFeed	7,858	6.7%	86
Used entertainment website/app last 30 days: Fandango	8,868	7.5%	107
Used news website/app last 30 days: abcnews.com	8,118	6.9%	104
Used news website/app last 30 days: bbc.com	5,340	4.5%	76
Used news website/app last 30 days: cbsnews.com	4,991	4.2%	91
Used news website/app last 30 days: cnn.com	18,647	15.9%	104
Used news website/app last 30 days: foxnews.com	17,053	14.5%	116
Used news website/app last 30 days: huffpo.com	11,910	10.1%	90
Used news website/app last 30 days: nbcnews.com	5,381	4.6%	95
Used news website/app last 30 days: yahoonews.com	12,352	10.5%	107
Used sports website/app last 30 days: ESPN	23,278	19.8%	109
Used sports website/app last 30 days: FoxSports	8,986	7.6%	120
Used sports website/app last 30 days: NFL.com	13,086	11.1%	130

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 2018 and 2023.