

Demographic Summary		2018	2023
Population		3,466,118	3,732,725
Population 18+		2,803,618	3,027,494
Households		1,424,564	1,526,918
Median Household Income		\$52,538	\$59,541

Product/Consumer Behavior	Expected		MPI
	Number of Adults/HHs	Percent	
Own any tablet	1,275,085	45.5%	99
Own any e-reader	208,393	7.4%	100
Own e-reader/tablet: iPad	720,617	25.7%	96
Own e-reader/tablet: Amazon Kindle	368,768	13.2%	100
Own any portable MP3 player	586,282	20.9%	97
Own portable MP3 player: Apple iPod	452,394	16.1%	95
Own wearable tech: wristband fitness tracker	231,981	8.3%	96
Own wearable tech: smartwatch	84,715	3.0%	100
Own any camera/camcorder	234,923	8.4%	92
Own digital point & shoot camera/camcorder	333,973	11.9%	102
Own digital SLR camera/camcorder	206,192	7.4%	94
Own 35mm camera/camcorder	159,606	5.7%	95
Own telephoto/zoom lens	115,252	4.1%	98
Own wideangle lens	91,857	3.3%	103
Printed digital photos in last 12 months	639,632	22.8%	98
Use a computer at work	1,104,011	39.4%	94
Use desktop computer at work	616,735	22.0%	95
Use laptop/notebook at work	430,217	15.3%	92
HH owns a computer	1,058,076	74.3%	100
Purchased home computer in last 12 months	161,533	11.3%	101
HH owns desktop computer	543,006	38.1%	99
HH owns laptop/notebook	802,682	56.3%	100
Child (under 18 yrs) uses home computer	181,571	12.7%	92
HH owns any Apple/Mac brand computer	231,629	16.3%	92
HH owns any PC/non-Apple brand computer	906,545	63.6%	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 GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2018 and 2023.

Drive Time : 60 minutes radii

Latitude: 27.62229825
Longitude: -82.54167347

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Purchased most recent home computer 1-2 years ago	246,200	17.3%	102
Purchased most recent home computer 3-4 years ago	229,593	16.1%	101
Purchased most recent home computer 5+ years ago	143,378	10.1%	96
HH purchased most recent computer in a store	535,427	37.6%	102
HH purchased most recent computer online	182,537	12.8%	95
Spent on most recent home computer: <\$500	225,374	15.8%	104
Spent on most recent home computer: \$500-\$999	255,894	18.0%	102
Spent on most recent home computer: \$1000-\$1499	131,481	9.2%	97
Spent on most recent home computer: \$1500-\$1999	68,114	4.8%	104
Spent on most recent home computer: \$2000+	54,391	3.8%	94
HH owns webcam	269,025	18.9%	103
HH owns wireless router	396,604	27.8%	101
HH owns software: accounting	90,194	6.3%	102
HH owns software: communications/fax	68,385	4.8%	102
HH owns software: database/filing	79,110	5.6%	101
HH owns software: desktop publishing	104,259	7.3%	101
HH owns software: education/training	124,144	8.7%	97
HH owns software: entertainment/games	256,148	18.0%	102
HH owns software: personal finance/tax prep	175,258	12.3%	105
HH owns software: presentation graphics	84,045	5.9%	102
HH owns software: multimedia	155,232	10.9%	96
HH owns software: networking	177,495	12.5%	102
HH owns software: online meeting/conference	52,467	3.7%	98
HH owns software: security/anti-virus	317,038	22.3%	103
HH owns software: spreadsheet	315,194	22.1%	100
HH owns software: utility	70,317	4.9%	97
HH owns software: web authoring	26,508	1.9%	95
HH owns software: word processing	418,952	29.4%	101
HH owns CD player	204,637	14.4%	98

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.

Drive Time : 60 minutes radii

Latitude: 27.62229825
Longitude: -82.54167347

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
HH owns portable GPS navigation device	357,126	25.1%	101
HH purchased portable GPS navigation device/12 mo	26,220	1.8%	96
HH owns headphones (ear buds)	546,736	38.4%	96
HH owns noise reduction headphones	127,735	9.0%	93
HH owns home theater/entertainment system	117,799	8.3%	93
HH owns 1 TV	305,986	21.5%	103
HH owns 2 TVs	391,110	27.5%	102
HH owns 3 TVs	296,077	20.8%	99
HH owns 4+ TVs	243,683	17.1%	96
HH owns LCD TV	367,825	25.8%	97
HH owns LED TV	453,534	31.8%	100
HH owns plasma TV	189,243	13.3%	98
HH has 3D TV	82,354	5.8%	103
HH has HDTV	652,964	45.8%	101
HH has Internet connectable TV	362,539	25.4%	98
HH owns small screen TV (<27 in)	244,217	17.1%	96
HH owns medium screen TV (27-35 in)	475,533	33.4%	100
HH owns large screen TV (36-42 in)	490,557	34.4%	101
HH owns XLarge screen TV (over 43-54 in)	369,890	26.0%	98
HH owns XXL screen TV (over 55 in)	291,909	20.5%	97
HH most recent TV purch: small screen (<27 in)	105,392	7.4%	97
HH most recent TV purch: medium screen (27-35 in)	264,481	18.6%	99
HH most recent TV purch: large screen (36-42 in)	294,102	20.6%	101
HH most recent TV purch: Xlarge screen (43-54 in)	236,554	16.6%	97
HH most recent TV purch: XXL screen (over 55 in)	226,365	15.9%	97
HH owns Internet video device for TV	277,978	19.5%	96
HH owns internet device for TV - Amazon Fire	69,158	4.9%	97
HH owns internet device for TV - Apple TV	77,643	5.5%	92
HH owns internet device for TV - Google Chromecast	74,675	5.2%	99
HH owns internet device for TV - Roku	109,648	7.7%	101
HH purchased video game system in last 12 months	107,972	7.6%	89
HH owns video game system: handheld	117,742	8.3%	95
HH owns video game system: attached to TV/computer	557,674	39.1%	94
HH owns video game system: Nintendo 3DS	35,301	2.5%	93
HH owns video game system: Nintendo DS/DS Lite	40,382	2.8%	91
HH owns video game system: Nintendo DSi	21,967	1.5%	92
HH owns video game system: Nintendo Wii	211,406	14.8%	94
HH owns video game system: PlayStation 2 (PS2)	83,491	5.9%	94
HH owns video game system: PlayStation 3 (PS3)	155,173	10.9%	98
HH owns video game system: Xbox 360	226,561	15.9%	95
HH purchased 5+ video games in last 12 months	74,337	5.2%	95
HH spent \$101+ on video games in last 12 months	100,568	7.1%	95
Have access to Internet at home	2,474,291	88.3%	100
Connection to Internet at home: via cable modem	1,307,992	46.7%	106
Connection to Internet at home: via DSL	310,715	11.1%	97
Connection to Internet at home: via fiber optic	380,557	13.6%	89
Access Internet at home via high speed connection	2,433,988	86.8%	100
Spend 10+ hrs online (excl email/IM time) daily	134,275	4.8%	98
Spend 5-9.9 hrs online (excl email/IM time) daily	367,874	13.1%	98
Spend 2-4.9 hrs online (excl email/IM time) daily	664,984	23.7%	100
Spend 1-1.9 hrs online (excl email/IM time) daily	494,734	17.6%	98
Spend 0.5-0.9 hrs online(excl email/IM time) daily	316,068	11.3%	98
Spend <0.5 hrs online (excl email/IM time) daily	232,591	8.3%	104
Used Internet in last 30 days	2,381,063	84.9%	100
Used Internet/30 days: at home	2,261,385	80.7%	100
Used Internet/30 days: at work	1,160,122	41.4%	95
Used Internet/30 days: at school/library	349,896	12.5%	94

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.

Electronics and Internet Market Potential

Drive Time : 60 minutes radii

Latitude: 27.62229825
Longitude: -82.54167347

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Used Internet/30 days: not hm/work/school/library	1,024,715	36.5%	95
Accessed Internet in last 30 days using computer	1,944,609	69.4%	100
Accessed Internet in last 30 days using cell phone	1,984,347	70.8%	97
Accessed Internet in last 30 days using tablet	991,089	35.4%	99
Accessed Internet in last 30 days w gaming console	236,616	8.4%	101
Accessed Internet in last 30 days using television	354,039	12.6%	97
Used Wi-Fi/wireless connection outside hm/30 days	810,812	28.9%	96
Used tablet last 30 days for video call	129,381	4.6%	100
Internet last 30 days: visited a chat room	121,591	4.3%	99
Internet last 30 days: used email	2,042,272	72.8%	100
Internet last 30 days: used IM	1,675,750	59.8%	98
Internet last 30 days: made personal purchase	1,357,842	48.4%	99
Internet last 30 days: made business purchase	337,908	12.1%	94
Internet last 30 days: paid bills online	1,426,112	50.9%	100
Internet last 30 days: took online class	225,319	8.0%	96
Internet last 30 days: looked for employment	416,099	14.8%	99
Internet last 30 days: traded/tracked investments	327,654	11.7%	98
Internet last 30 days: made travel plans	568,522	20.3%	98
Internet last 30 days: obtained auto info	358,169	12.8%	103
Internet last 30 days: obtained financial info	892,660	31.8%	101
Internet last 30 days: obtained medical info	814,672	29.1%	102
Internet last 30 days: checked movie listing/times	659,327	23.5%	100
Internet last 30 days: obtained latest news	1,279,239	45.6%	99
Internet last 30 days: obtained parenting info	176,801	6.3%	100
Internet last 30 days: obtained real estate info	435,638	15.5%	102
Internet last 30 days: obtained sports news/info	883,882	31.5%	100
Internet last 30 days: visited online blog	365,151	13.0%	96
Internet last 30 days: wrote online blog	65,859	2.3%	96
Internet last 30 days: used online dating website	73,719	2.6%	104
Internet last 30 days: played games online	880,391	31.4%	104
Internet last 30 days: sent greeting card	136,388	4.9%	108
Internet last 30 days: made phone call	793,625	28.3%	99
Internet last 30 days: shared photos via website	948,411	33.8%	99
Internet last 30 days: looked for recipes	1,148,655	41.0%	101
Internet last 30 days: added video to website	240,980	8.6%	102
Internet last 30 days: downloaded a movie	245,505	8.8%	97
Internet last 30 days: downloaded music	525,473	18.7%	95
Internet last 30 days: download/listen to podcast	194,420	6.9%	96
Internet last 30 days: downloaded TV program	137,332	4.9%	99
Internet last 30 days: downloaded a video game	333,153	11.9%	102
Internet last 30 days: watched movie online	646,506	23.1%	96
Internet last 30 days: watched TV program online	486,142	17.3%	97
Used online gaming srv/30 days: PlayStation Network	156,631	5.6%	99
Used online gaming srv/30 days: Xbox Live	153,413	5.5%	101
Played Massive Multi-Player Online game/30 days	106,106	3.8%	92
Used Spanish language website/app last 30 days	101,059	3.6%	97
Social Media last 30 days: facebook.com	1,715,203	61.2%	98
Social media last 30 days: instagram.com	630,168	22.5%	91
Social Media last 30 days: linkedin.com	352,310	12.6%	94
Social Media last 30 days: shutterfly.com	92,265	3.3%	96
Social Media last 30 days: tumblr.com	103,024	3.7%	91
Social Media last 30 days: twitter.com	358,252	12.8%	95
Social Media last 30 days: yelp.com	176,995	6.3%	86
Social Media last 30 days: youtube.com	1,409,255	50.3%	98
Social Media last 30 days: plus.google.com	436,884	15.6%	103
Social Media last 30 days: pinterest.com	555,819	19.8%	98

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.

Drive Time : 60 minutes radii

Latitude: 27.62229825
Longitude: -82.54167347

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Social network: updated status in last 30 days	828,152	29.5%	98
Social network: updated profile in last 30 days	621,107	22.2%	97
Social network: posted picture in last 30 days	1,205,978	43.0%	98
Social network: posted video in last 30 days	493,620	17.6%	98
Social network: posted link in last 30 days	431,436	15.4%	97
Social network: saw friend's page in last 30 days	1,351,069	48.2%	98
Social network: commented on post in last 30 days	1,256,980	44.8%	99
Social network: posted a blog in last 30 days	110,357	3.9%	93
Social network: rated a product in last 30 days	224,591	8.0%	101
Social network: sent email message in last 30 days	1,310,014	46.7%	100
Social network: sent IM in last 30 days	521,595	18.6%	97
Social network: played a game in last 30 days	539,922	19.3%	104
Social network: invited to event in last 30 days	253,102	9.0%	99
Social network: liked something in last 30 days	1,120,773	40.0%	99
Social network: followed something in last 30 days	583,603	20.8%	97
Social network: clicked on an ad in last 30 days	395,750	14.1%	99
Social network: watched video in last 30 days	1,333,114	47.5%	95
Social network: posted location in last 30 days	318,895	11.4%	101
Social network: sent real or virtual gift/30 days	47,810	1.7%	98
Social network: used to keep in touch w/ friends	1,109,053	39.6%	100
Social network: used to reconnect w/ old friends	406,078	14.5%	100
Social network: used to meet new friends	212,498	7.6%	95
Social network: used to follow friends activities	551,509	19.7%	99
Social network: used to find out about new prod.	204,192	7.3%	96
Social network: used to review prod. or service	143,513	5.1%	95
Social network: used for professional contacts	203,781	7.3%	94
Social network: used to find mutual interests	185,767	6.6%	97
Social network: used to track current events	377,491	13.5%	98
Social network: used to find info on TV or movie	235,529	8.4%	100
Social network: used to find local information	293,170	10.5%	99
Social network: used for gaming	200,421	7.1%	103
Social network: used to support favorite brands	142,740	5.1%	98
Social network: used to get coupons or discounts	180,175	6.4%	99
Social network: used to gain access to VIP events	118,871	4.2%	98
Used website/search engine/30 days: ask.com	104,325	3.7%	112
Used website/search engine/30 days: bing.com	347,699	12.4%	103
Used website/search engine/30 days: google.com	2,192,606	78.2%	99
Used website/search engine/30 days: yahoo.com	707,108	25.2%	100
Used entertainment website/app last 30 days: BuzzFeed	198,793	7.1%	92
Used entertainment website/app last 30 days: Fandango	199,890	7.1%	101
Used news website/app last 30 days: abcnews.com	189,094	6.7%	102
Used news website/app last 30 days: bbc.com	156,963	5.6%	94
Used news website/app last 30 days: cbsnews.com	139,410	5.0%	107
Used news website/app last 30 days: cnn.com	403,574	14.4%	94
Used news website/app last 30 days: foxnews.com	367,049	13.1%	104
Used news website/app last 30 days: huffpo.com	308,934	11.0%	98
Used news website/app last 30 days: nbcnews.com	139,586	5.0%	103
Used news website/app last 30 days: yahoonews.com	272,005	9.7%	99
Used sports website/app last 30 days: ESPN	489,426	17.5%	96
Used sports website/app last 30 days: FoxSports	190,153	6.8%	106
Used sports website/app last 30 days: NFL.com	242,667	8.7%	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 GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2018 and 2023.

Drive Time : 120 minutes radii

Latitude: 27.62229825
Longitude: -82.54167347

Demographic Summary		2018	2023
Population		7,950,789	8,671,768
Population 18+		6,419,778	7,014,342
Households		3,183,348	3,456,630
Median Household Income		\$51,437	\$58,264

Product/Consumer Behavior	Expected		MPI
	Number of Adults/HHs	Percent	
Own any tablet	2,865,338	44.6%	98
Own any e-reader	463,357	7.2%	97
Own e-reader/tablet: iPad	1,585,139	24.7%	93
Own e-reader/tablet: Amazon Kindle	817,393	12.7%	97
Own any portable MP3 player	1,306,993	20.4%	95
Own portable MP3 player: Apple iPod	989,641	15.4%	91
Own wearable tech: wristband fitness tracker	517,640	8.1%	94
Own wearable tech: smartwatch	190,607	3.0%	98
Own any camera/camcorder	534,774	8.3%	92
Own digital point & shoot camera/camcorder	755,064	11.8%	101
Own digital SLR camera/camcorder	456,049	7.1%	91
Own 35mm camera/camcorder	359,098	5.6%	93
Own telephoto/zoom lens	256,735	4.0%	95
Own wideangle lens	207,979	3.2%	102
Printed digital photos in last 12 months	1,457,406	22.7%	98
Use a computer at work	2,393,935	37.3%	89
Use desktop computer at work	1,345,022	21.0%	90
Use laptop/notebook at work	923,292	14.4%	86
HH owns a computer	2,347,356	73.7%	99
Purchased home computer in last 12 months	360,991	11.3%	101
HH owns desktop computer	1,209,466	38.0%	99
HH owns laptop/notebook	1,772,683	55.7%	98
Child (under 18 yrs) uses home computer	396,447	12.5%	90
HH owns any Apple/Mac brand computer	487,979	15.3%	86
HH owns any PC/non-Apple brand computer	2,029,424	63.8%	102

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

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2018 and 2023.

Drive Time : 120 minutes radii

Latitude: 27.62229825
Longitude: -82.54167347

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Purchased most recent home computer 1-2 years ago	540,429	17.0%	100
Purchased most recent home computer 3-4 years ago	506,471	15.9%	100
Purchased most recent home computer 5+ years ago	316,090	9.9%	95
HH purchased most recent computer in a store	1,185,414	37.2%	101
HH purchased most recent computer online	393,851	12.4%	92
Spent on most recent home computer: <\$500	509,307	16.0%	105
Spent on most recent home computer: \$500-\$999	567,584	17.8%	101
Spent on most recent home computer: \$1000-\$1499	283,057	8.9%	94
Spent on most recent home computer: \$1500-\$1999	146,187	4.6%	99
Spent on most recent home computer: \$2000+	115,068	3.6%	89
HH owns webcam	593,426	18.6%	102
HH owns wireless router	877,250	27.6%	100
HH owns software: accounting	198,696	6.2%	101
HH owns software: communications/fax	149,907	4.7%	100
HH owns software: database/filing	173,379	5.4%	99
HH owns software: desktop publishing	228,433	7.2%	99
HH owns software: education/training	268,751	8.4%	94
HH owns software: entertainment/games	569,388	17.9%	102
HH owns software: personal finance/tax prep	387,521	12.2%	104
HH owns software: presentation graphics	181,578	5.7%	99
HH owns software: multimedia	335,826	10.5%	93
HH owns software: networking	391,695	12.3%	101
HH owns software: online meeting/conference	116,440	3.7%	97
HH owns software: security/anti-virus	695,862	21.9%	101
HH owns software: spreadsheet	681,848	21.4%	97
HH owns software: utility	153,893	4.8%	95
HH owns software: web authoring	56,770	1.8%	91
HH owns software: word processing	912,300	28.7%	98
HH owns CD player	451,002	14.2%	97

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.

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
HH owns portable GPS navigation device	804,136	25.3%	102
HH purchased portable GPS navigation device/12 mo	58,591	1.8%	96
HH owns headphones (ear buds)	1,187,536	37.3%	93
HH owns noise reduction headphones	275,838	8.7%	90
HH owns home theater/entertainment system	257,779	8.1%	91
HH owns 1 TV	677,452	21.3%	102
HH owns 2 TVs	875,750	27.5%	102
HH owns 3 TVs	667,591	21.0%	100
HH owns 4+ TVs	545,968	17.2%	96
HH owns LCD TV	810,202	25.5%	95
HH owns LED TV	1,012,424	31.8%	100
HH owns plasma TV	424,572	13.3%	98
HH has 3D TV	179,525	5.6%	100
HH has HDTV	1,455,619	45.7%	100
HH has Internet connectable TV	798,231	25.1%	97
HH owns small screen TV (<27 in)	541,551	17.0%	95
HH owns medium screen TV (27-35 in)	1,068,937	33.6%	100
HH owns large screen TV (36-42 in)	1,095,749	34.4%	101
HH owns XLarge screen TV (over 43-54 in)	816,682	25.7%	97
HH owns XXL screen TV (over 55 in)	647,806	20.3%	96
HH most recent TV purch: small screen (<27 in)	234,458	7.4%	97
HH most recent TV purch: medium screen (27-35 in)	597,142	18.8%	100
HH most recent TV purch: large screen (36-42 in)	653,945	20.5%	101
HH most recent TV purch: Xlarge screen (43-54 in)	524,456	16.5%	97
HH most recent TV purch: XXL screen (over 55 in)	500,682	15.7%	96
HH owns Internet video device for TV	600,245	18.9%	92
HH owns internet device for TV - Amazon Fire	151,803	4.8%	95
HH owns internet device for TV - Apple TV	165,895	5.2%	88
HH owns internet device for TV - Google Chromecast	159,355	5.0%	95
HH owns internet device for TV - Roku	243,820	7.7%	101
HH purchased video game system in last 12 months	238,903	7.5%	88
HH owns video game system: handheld	253,974	8.0%	92
HH owns video game system: attached to TV/computer	1,221,152	38.4%	92
HH owns video game system: Nintendo 3DS	76,761	2.4%	91
HH owns video game system: Nintendo DS/DS Lite	84,400	2.7%	85
HH owns video game system: Nintendo DSi	49,382	1.6%	92
HH owns video game system: Nintendo Wii	462,577	14.5%	92
HH owns video game system: PlayStation 2 (PS2)	185,672	5.8%	94
HH owns video game system: PlayStation 3 (PS3)	343,133	10.8%	97
HH owns video game system: Xbox 360	498,322	15.7%	94
HH purchased 5+ video games in last 12 months	164,424	5.2%	94
HH spent \$101+ on video games in last 12 months	221,876	7.0%	93
Have access to Internet at home	5,638,874	87.8%	100
Connection to Internet at home: via cable modem	2,919,551	45.5%	104
Connection to Internet at home: via DSL	736,297	11.5%	100
Connection to Internet at home: via fiber optic	835,679	13.0%	86
Access Internet at home via high speed connection	5,543,287	86.3%	100
Spend 10+ hrs online (excl email/IM time) daily	291,424	4.5%	93
Spend 5-9.9 hrs online (excl email/IM time) daily	821,188	12.8%	96
Spend 2-4.9 hrs online (excl email/IM time) daily	1,492,949	23.3%	98
Spend 1-1.9 hrs online (excl email/IM time) daily	1,120,484	17.5%	97
Spend 0.5-0.9 hrs online(excl email/IM time) daily	714,380	11.1%	97
Spend <0.5 hrs online (excl email/IM time) daily	559,912	8.7%	109
Used Internet in last 30 days	5,409,425	84.3%	99
Used Internet/30 days: at home	5,131,354	79.9%	99
Used Internet/30 days: at work	2,541,409	39.6%	91
Used Internet/30 days: at school/library	753,351	11.7%	88

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

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2018 and 2023.

Electronics and Internet Market Potential

Drive Time : 120 minutes radii

Latitude: 27.62229825
Longitude: -82.54167347

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Used Internet/30 days: not hm/work/school/library	2,261,887	35.2%	91
Accessed Internet in last 30 days using computer	4,370,617	68.1%	98
Accessed Internet in last 30 days using cell phone	4,471,421	69.7%	95
Accessed Internet in last 30 days using tablet	2,195,797	34.2%	95
Accessed Internet in last 30 days w gaming console	510,950	8.0%	95
Accessed Internet in last 30 days using television	761,255	11.9%	91
Used Wi-Fi/wireless connection outside hm/30 days	1,735,391	27.0%	89
Used tablet last 30 days for video call	293,315	4.6%	99
Internet last 30 days: visited a chat room	273,717	4.3%	97
Internet last 30 days: used email	4,594,850	71.6%	99
Internet last 30 days: used IM	3,793,069	59.1%	97
Internet last 30 days: made personal purchase	3,013,600	46.9%	96
Internet last 30 days: made business purchase	727,224	11.3%	88
Internet last 30 days: paid bills online	3,184,694	49.6%	97
Internet last 30 days: took online class	493,991	7.7%	92
Internet last 30 days: looked for employment	921,168	14.3%	96
Internet last 30 days: traded/tracked investments	710,893	11.1%	93
Internet last 30 days: made travel plans	1,220,560	19.0%	92
Internet last 30 days: obtained auto info	796,128	12.4%	100
Internet last 30 days: obtained financial info	1,958,875	30.5%	96
Internet last 30 days: obtained medical info	1,817,436	28.3%	100
Internet last 30 days: checked movie listing/times	1,431,772	22.3%	94
Internet last 30 days: obtained latest news	2,818,667	43.9%	95
Internet last 30 days: obtained parenting info	384,722	6.0%	95
Internet last 30 days: obtained real estate info	955,401	14.9%	97
Internet last 30 days: obtained sports news/info	1,957,439	30.5%	97
Internet last 30 days: visited online blog	773,783	12.1%	89
Internet last 30 days: wrote online blog	146,392	2.3%	93
Internet last 30 days: used online dating website	161,912	2.5%	100
Internet last 30 days: played games online	1,995,756	31.1%	103
Internet last 30 days: sent greeting card	313,406	4.9%	109
Internet last 30 days: made phone call	1,789,668	27.9%	97
Internet last 30 days: shared photos via website	2,125,229	33.1%	97
Internet last 30 days: looked for recipes	2,575,477	40.1%	99
Internet last 30 days: added video to website	542,054	8.4%	100
Internet last 30 days: downloaded a movie	536,519	8.4%	92
Internet last 30 days: downloaded music	1,167,063	18.2%	92
Internet last 30 days: download/listen to podcast	416,655	6.5%	90
Internet last 30 days: downloaded TV program	304,852	4.7%	96
Internet last 30 days: downloaded a video game	756,472	11.8%	101
Internet last 30 days: watched movie online	1,406,985	21.9%	92
Internet last 30 days: watched TV program online	1,072,551	16.7%	93
Used online gaming srv/30 days: PlayStation Network	347,947	5.4%	97
Used online gaming srv/30 days: Xbox Live	340,032	5.3%	98
Played Massive Multi-Player Online game/30 days	238,057	3.7%	90
Used Spanish language website/app last 30 days	249,644	3.9%	105
Social Media last 30 days: facebook.com	3,876,107	60.4%	97
Social media last 30 days: instagram.com	1,379,471	21.5%	87
Social Media last 30 days: linkedin.com	739,475	11.5%	86
Social Media last 30 days: shutterfly.com	199,186	3.1%	91
Social Media last 30 days: tumblr.com	225,865	3.5%	87
Social Media last 30 days: twitter.com	774,063	12.1%	90
Social Media last 30 days: yelp.com	370,553	5.8%	79
Social Media last 30 days: youtube.com	3,174,731	49.5%	96
Social Media last 30 days: plus.google.com	993,477	15.5%	103
Social Media last 30 days: pinterest.com	1,242,704	19.4%	96

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.

Electronics and Internet Market Potential

Drive Time : 120 minutes radii

Latitude: 27.62229825
Longitude: -82.54167347

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Social network: updated status in last 30 days	1,837,434	28.6%	95
Social network: updated profile in last 30 days	1,384,320	21.6%	95
Social network: posted picture in last 30 days	2,714,683	42.3%	96
Social network: posted video in last 30 days	1,106,816	17.2%	96
Social network: posted link in last 30 days	925,495	14.4%	91
Social network: saw friend's page in last 30 days	3,029,788	47.2%	96
Social network: commented on post in last 30 days	2,823,060	44.0%	97
Social network: posted a blog in last 30 days	240,271	3.7%	89
Social network: rated a product in last 30 days	498,932	7.8%	98
Social network: sent email message in last 30 days	2,939,006	45.8%	98
Social network: sent IM in last 30 days	1,154,333	18.0%	94
Social network: played a game in last 30 days	1,234,523	19.2%	104
Social network: invited to event in last 30 days	557,641	8.7%	96
Social network: liked something in last 30 days	2,519,794	39.3%	97
Social network: followed something in last 30 days	1,282,465	20.0%	94
Social network: clicked on an ad in last 30 days	874,115	13.6%	96
Social network: watched video in last 30 days	2,980,794	46.4%	93
Social network: posted location in last 30 days	710,886	11.1%	98
Social network: sent real or virtual gift/30 days	104,182	1.6%	93
Social network: used to keep in touch w/ friends	2,519,084	39.2%	99
Social network: used to reconnect w/ old friends	932,456	14.5%	101
Social network: used to meet new friends	487,218	7.6%	95
Social network: used to follow friends activities	1,248,491	19.4%	98
Social network: used to find out about new prod.	468,665	7.3%	96
Social network: used to review prod. or service	330,086	5.1%	95
Social network: used for professional contacts	461,398	7.2%	93
Social network: used to find mutual interests	425,191	6.6%	97
Social network: used to track current events	858,507	13.4%	97
Social network: used to find info on TV or movie	545,200	8.5%	101
Social network: used to find local information	679,367	10.6%	100
Social network: used for gaming	459,602	7.2%	103
Social network: used to support favorite brands	329,474	5.1%	99
Social network: used to get coupons or discounts	419,270	6.5%	100
Social network: used to gain access to VIP events	277,925	4.3%	100
Used website/search engine/30 days: ask.com	247,545	3.9%	116
Used website/search engine/30 days: bing.com	783,534	12.2%	101
Used website/search engine/30 days: google.com	4,957,979	77.2%	97
Used website/search engine/30 days: yahoo.com	1,601,522	24.9%	99
Used entertainment website/app last 30 days: BuzzFeed	427,486	6.7%	86
Used entertainment website/app last 30 days: Fandango	431,415	6.7%	95
Used news website/app last 30 days: abcnews.com	420,071	6.5%	99
Used news website/app last 30 days: bbc.com	328,773	5.1%	86
Used news website/app last 30 days: cbsnews.com	314,030	4.9%	105
Used news website/app last 30 days: cnn.com	869,408	13.5%	88
Used news website/app last 30 days: foxnews.com	822,303	12.8%	102
Used news website/app last 30 days: huffpo.com	649,905	10.1%	90
Used news website/app last 30 days: nbcnews.com	306,593	4.8%	99
Used news website/app last 30 days: yahoonews.com	598,624	9.3%	95
Used sports website/app last 30 days: ESPN	1,058,301	16.5%	91
Used sports website/app last 30 days: FoxSports	433,960	6.8%	106
Used sports website/app last 30 days: NFL.com	544,038	8.5%	99

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.

Drive Time : 180 minutes radii

Latitude: 27.62229825
Longitude: -82.54167347

Demographic Summary		2018	2023
Population		11,238,670	12,182,221
Population 18+		9,096,230	9,879,490
Households		4,491,345	4,850,538
Median Household Income		\$51,304	\$58,039

Product/Consumer Behavior	Expected		MPI
	Number of Adults/HHs	Percent	
Own any tablet	4,038,111	44.4%	97
Own any e-reader	652,906	7.2%	97
Own e-reader/tablet: iPad	2,229,708	24.5%	92
Own e-reader/tablet: Amazon Kindle	1,158,380	12.7%	97
Own any portable MP3 player	1,845,370	20.3%	94
Own portable MP3 player: Apple iPod	1,399,281	15.4%	90
Own wearable tech: wristband fitness tracker	734,411	8.1%	94
Own wearable tech: smartwatch	265,664	2.9%	97
Own any camera/camcorder	765,848	8.4%	93
Own digital point & shoot camera/camcorder	1,072,527	11.8%	101
Own digital SLR camera/camcorder	644,629	7.1%	91
Own 35mm camera/camcorder	514,123	5.7%	94
Own telephoto/zoom lens	366,505	4.0%	96
Own wideangle lens	293,900	3.2%	102
Printed digital photos in last 12 months	2,071,719	22.8%	98
Use a computer at work	3,401,072	37.4%	89
Use desktop computer at work	1,916,582	21.1%	91
Use laptop/notebook at work	1,310,269	14.4%	86
HH owns a computer	3,311,475	73.7%	99
Purchased home computer in last 12 months	508,820	11.3%	101
HH owns desktop computer	1,707,386	38.0%	99
HH owns laptop/notebook	2,499,708	55.7%	98
Child (under 18 yrs) uses home computer	558,712	12.4%	90
HH owns any Apple/Mac brand computer	683,518	15.2%	86
HH owns any PC/non-Apple brand computer	2,865,332	63.8%	102

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

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2018 and 2023.

Drive Time : 180 minutes radii

Latitude: 27.62229825
Longitude: -82.54167347

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Purchased most recent home computer 1-2 years ago	761,808	17.0%	100
Purchased most recent home computer 3-4 years ago	717,165	16.0%	100
Purchased most recent home computer 5+ years ago	448,689	10.0%	96
HH purchased most recent computer in a store	1,674,782	37.3%	101
HH purchased most recent computer online	557,564	12.4%	92
Spent on most recent home computer: <\$500	721,682	16.1%	106
Spent on most recent home computer: \$500-\$999	805,363	17.9%	102
Spent on most recent home computer: \$1000-\$1499	399,446	8.9%	94
Spent on most recent home computer: \$1500-\$1999	203,704	4.5%	98
Spent on most recent home computer: \$2000+	160,002	3.6%	88
HH owns webcam	835,868	18.6%	102
HH owns wireless router	1,241,040	27.6%	100
HH owns software: accounting	279,529	6.2%	100
HH owns software: communications/fax	210,074	4.7%	99
HH owns software: database/filing	242,811	5.4%	98
HH owns software: desktop publishing	321,908	7.2%	99
HH owns software: education/training	378,739	8.4%	94
HH owns software: entertainment/games	801,138	17.8%	102
HH owns software: personal finance/tax prep	541,730	12.1%	103
HH owns software: presentation graphics	254,115	5.7%	98
HH owns software: multimedia	476,319	10.6%	93
HH owns software: networking	548,591	12.2%	100
HH owns software: online meeting/conference	161,055	3.6%	95
HH owns software: security/anti-virus	979,587	21.8%	101
HH owns software: spreadsheet	957,692	21.3%	96
HH owns software: utility	215,536	4.8%	94
HH owns software: web authoring	79,205	1.8%	90
HH owns software: word processing	1,283,134	28.6%	98
HH owns CD player	640,094	14.3%	98

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.

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
HH owns portable GPS navigation device	1,135,471	25.3%	102
HH purchased portable GPS navigation device/12 mo	82,718	1.8%	97
HH owns headphones (ear buds)	1,678,923	37.4%	93
HH owns noise reduction headphones	387,971	8.6%	89
HH owns home theater/entertainment system	365,296	8.1%	91
HH owns 1 TV	952,159	21.2%	101
HH owns 2 TVs	1,232,217	27.4%	102
HH owns 3 TVs	944,582	21.0%	100
HH owns 4+ TVs	776,234	17.3%	97
HH owns LCD TV	1,150,511	25.6%	96
HH owns LED TV	1,428,796	31.8%	100
HH owns plasma TV	591,972	13.2%	97
HH has 3D TV	250,102	5.6%	99
HH has HDTV	2,055,579	45.8%	100
HH has Internet connectable TV	1,127,172	25.1%	97
HH owns small screen TV (<27 in)	771,061	17.2%	96
HH owns medium screen TV (27-35 in)	1,520,191	33.8%	101
HH owns large screen TV (36-42 in)	1,549,173	34.5%	101
HH owns XLarge screen TV (over 43-54 in)	1,154,927	25.7%	97
HH owns XXL screen TV (over 55 in)	912,094	20.3%	96
HH most recent TV purch: small screen (<27 in)	331,634	7.4%	97
HH most recent TV purch: medium screen (27-35 in)	849,041	18.9%	101
HH most recent TV purch: large screen (36-42 in)	924,506	20.6%	101
HH most recent TV purch: Xlarge screen (43-54 in)	740,749	16.5%	97
HH most recent TV purch: XXL screen (over 55 in)	704,806	15.7%	96
HH owns Internet video device for TV	842,990	18.8%	92
HH owns internet device for TV - Amazon Fire	211,823	4.7%	94
HH owns internet device for TV - Apple TV	231,154	5.1%	87
HH owns internet device for TV - Google Chromecast	223,800	5.0%	94
HH owns internet device for TV - Roku	343,712	7.7%	101
HH purchased video game system in last 12 months	334,100	7.4%	87
HH owns video game system: handheld	360,124	8.0%	93
HH owns video game system: attached to TV/computer	1,733,200	38.6%	92
HH owns video game system: Nintendo 3DS	109,063	2.4%	91
HH owns video game system: Nintendo DS/DS Lite	122,491	2.7%	88
HH owns video game system: Nintendo DSi	70,459	1.6%	93
HH owns video game system: Nintendo Wii	661,049	14.7%	94
HH owns video game system: PlayStation 2 (PS2)	263,842	5.9%	94
HH owns video game system: PlayStation 3 (PS3)	480,721	10.7%	96
HH owns video game system: Xbox 360	709,770	15.8%	95
HH purchased 5+ video games in last 12 months	232,933	5.2%	95
HH spent \$101+ on video games in last 12 months	312,651	7.0%	93
Have access to Internet at home	7,984,022	87.8%	100
Connection to Internet at home: via cable modem	4,108,424	45.2%	103
Connection to Internet at home: via DSL	1,056,024	11.6%	102
Connection to Internet at home: via fiber optic	1,177,327	12.9%	85
Access Internet at home via high speed connection	7,848,292	86.3%	100
Spend 10+ hrs online (excl email/IM time) daily	410,662	4.5%	93
Spend 5-9.9 hrs online (excl email/IM time) daily	1,162,560	12.8%	96
Spend 2-4.9 hrs online (excl email/IM time) daily	2,119,726	23.3%	98
Spend 1-1.9 hrs online (excl email/IM time) daily	1,583,366	17.4%	97
Spend 0.5-0.9 hrs online(excl email/IM time) daily	1,013,263	11.1%	97
Spend <0.5 hrs online (excl email/IM time) daily	791,813	8.7%	109
Used Internet in last 30 days	7,655,821	84.2%	99
Used Internet/30 days: at home	7,262,475	79.8%	99
Used Internet/30 days: at work	3,603,710	39.6%	91
Used Internet/30 days: at school/library	1,101,095	12.1%	91

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.

Drive Time : 180 minutes radii

Latitude: 27.62229825
Longitude: -82.54167347

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Used Internet/30 days: not hm/work/school/library	3,218,687	35.4%	92
Accessed Internet in last 30 days using computer	6,196,876	68.1%	98
Accessed Internet in last 30 days using cell phone	6,327,836	69.6%	95
Accessed Internet in last 30 days using tablet	3,096,232	34.0%	95
Accessed Internet in last 30 days w gaming console	731,816	8.0%	96
Accessed Internet in last 30 days using television	1,079,813	11.9%	91
Used Wi-Fi/wireless connection outside hm/30 days	2,480,670	27.3%	90
Used tablet last 30 days for video call	411,659	4.5%	98
Internet last 30 days: visited a chat room	381,618	4.2%	95
Internet last 30 days: used email	6,498,684	71.4%	98
Internet last 30 days: used IM	5,374,183	59.1%	97
Internet last 30 days: made personal purchase	4,266,316	46.9%	96
Internet last 30 days: made business purchase	1,039,957	11.4%	89
Internet last 30 days: paid bills online	4,495,826	49.4%	97
Internet last 30 days: took online class	706,441	7.8%	93
Internet last 30 days: looked for employment	1,302,197	14.3%	96
Internet last 30 days: traded/tracked investments	1,000,859	11.0%	92
Internet last 30 days: made travel plans	1,717,640	18.9%	91
Internet last 30 days: obtained auto info	1,123,738	12.4%	99
Internet last 30 days: obtained financial info	2,766,496	30.4%	96
Internet last 30 days: obtained medical info	2,564,747	28.2%	99
Internet last 30 days: checked movie listing/times	2,036,401	22.4%	95
Internet last 30 days: obtained latest news	3,991,430	43.9%	95
Internet last 30 days: obtained parenting info	536,678	5.9%	94
Internet last 30 days: obtained real estate info	1,347,386	14.8%	97
Internet last 30 days: obtained sports news/info	2,760,510	30.3%	96
Internet last 30 days: visited online blog	1,093,079	12.0%	89
Internet last 30 days: wrote online blog	204,274	2.2%	92
Internet last 30 days: used online dating website	228,293	2.5%	100
Internet last 30 days: played games online	2,827,895	31.1%	103
Internet last 30 days: sent greeting card	433,056	4.8%	106
Internet last 30 days: made phone call	2,520,625	27.7%	97
Internet last 30 days: shared photos via website	2,999,226	33.0%	97
Internet last 30 days: looked for recipes	3,651,203	40.1%	99
Internet last 30 days: added video to website	765,548	8.4%	100
Internet last 30 days: downloaded a movie	761,295	8.4%	92
Internet last 30 days: downloaded music	1,662,618	18.3%	93
Internet last 30 days: download/listen to podcast	593,933	6.5%	90
Internet last 30 days: downloaded TV program	433,759	4.8%	96
Internet last 30 days: downloaded a video game	1,065,891	11.7%	101
Internet last 30 days: watched movie online	1,992,626	21.9%	91
Internet last 30 days: watched TV program online	1,519,171	16.7%	93
Used online gaming srv/30 days: PlayStation Network	490,556	5.4%	96
Used online gaming srv/30 days: Xbox Live	486,681	5.4%	99
Played Massive Multi-Player Online game/30 days	339,598	3.7%	91
Used Spanish language website/app last 30 days	332,800	3.7%	98
Social Media last 30 days: facebook.com	5,498,557	60.4%	97
Social media last 30 days: instagram.com	1,957,257	21.5%	87
Social Media last 30 days: linkedin.com	1,044,087	11.5%	86
Social Media last 30 days: shutterfly.com	283,789	3.1%	91
Social Media last 30 days: tumblr.com	321,881	3.5%	88
Social Media last 30 days: twitter.com	1,098,022	12.1%	90
Social Media last 30 days: yelp.com	515,607	5.7%	78
Social Media last 30 days: youtube.com	4,491,595	49.4%	96
Social Media last 30 days: plus.google.com	1,396,256	15.3%	102
Social Media last 30 days: pinterest.com	1,778,611	19.6%	97

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.

Electronics and Internet Market Potential

Drive Time : 180 minutes radii

Latitude: 27.62229825
Longitude: -82.54167347

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Social network: updated status in last 30 days	2,609,603	28.7%	95
Social network: updated profile in last 30 days	1,967,638	21.6%	95
Social network: posted picture in last 30 days	3,848,775	42.3%	96
Social network: posted video in last 30 days	1,564,938	17.2%	96
Social network: posted link in last 30 days	1,322,699	14.5%	92
Social network: saw friend's page in last 30 days	4,293,577	47.2%	96
Social network: commented on post in last 30 days	4,001,103	44.0%	97
Social network: posted a blog in last 30 days	341,114	3.8%	89
Social network: rated a product in last 30 days	703,429	7.7%	98
Social network: sent email message in last 30 days	4,162,985	45.8%	98
Social network: sent IM in last 30 days	1,635,837	18.0%	94
Social network: played a game in last 30 days	1,746,182	19.2%	104
Social network: invited to event in last 30 days	794,219	8.7%	96
Social network: liked something in last 30 days	3,574,260	39.3%	97
Social network: followed something in last 30 days	1,835,844	20.2%	95
Social network: clicked on an ad in last 30 days	1,240,957	13.6%	96
Social network: watched video in last 30 days	4,232,360	46.5%	93
Social network: posted location in last 30 days	1,002,026	11.0%	98
Social network: sent real or virtual gift/30 days	146,757	1.6%	93
Social network: used to keep in touch w/ friends	3,566,421	39.2%	99
Social network: used to reconnect w/ old friends	1,311,285	14.4%	100
Social network: used to meet new friends	688,508	7.6%	95
Social network: used to follow friends activities	1,773,637	19.5%	98
Social network: used to find out about new prod.	661,928	7.3%	96
Social network: used to review prod. or service	465,019	5.1%	95
Social network: used for professional contacts	651,540	7.2%	93
Social network: used to find mutual interests	598,414	6.6%	97
Social network: used to track current events	1,208,907	13.3%	97
Social network: used to find info on TV or movie	763,436	8.4%	100
Social network: used to find local information	955,180	10.5%	100
Social network: used for gaming	649,874	7.1%	103
Social network: used to support favorite brands	462,533	5.1%	98
Social network: used to get coupons or discounts	588,584	6.5%	99
Social network: used to gain access to VIP events	387,530	4.3%	99
Used website/search engine/30 days: ask.com	349,644	3.8%	116
Used website/search engine/30 days: bing.com	1,113,279	12.2%	101
Used website/search engine/30 days: google.com	7,017,595	77.1%	97
Used website/search engine/30 days: yahoo.com	2,265,520	24.9%	98
Used entertainment website/app last 30 days: BuzzFeed	611,421	6.7%	87
Used entertainment website/app last 30 days: Fandango	604,312	6.6%	94
Used news website/app last 30 days: abcnews.com	588,115	6.5%	98
Used news website/app last 30 days: bbc.com	463,190	5.1%	85
Used news website/app last 30 days: cbsnews.com	442,542	4.9%	105
Used news website/app last 30 days: cnn.com	1,222,237	13.4%	88
Used news website/app last 30 days: foxnews.com	1,162,039	12.8%	102
Used news website/app last 30 days: huffpo.com	921,624	10.1%	90
Used news website/app last 30 days: nbcnews.com	428,987	4.7%	97
Used news website/app last 30 days: yahoonews.com	845,774	9.3%	95
Used sports website/app last 30 days: ESPN	1,499,074	16.5%	91
Used sports website/app last 30 days: FoxSports	609,175	6.7%	105
Used sports website/app last 30 days: NFL.com	766,151	8.4%	99

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.