



Electronics and Internet Market Potential

Rankin County, MS (28121)

Geography: County

www.yallbusiness.com

Demographic Summary		2015	2020
Population		146,619	153,070
Population 18+		111,195	116,072
Households		55,243	57,881
Median Household Income		\$56,778	\$62,466

Product/Consumer Behavior	Expected		MPI
	Number of Adults/HHs	Percent	
Own any e-reader/tablet (such as Kindle or iPad)	22,774	20.5%	97
Own e-reader/tablet: iPad	9,842	8.9%	86
Own e-reader/tablet: Barnes&Noble Nook	2,868	2.6%	102
Own e-reader/tablet: Amazon Kindle	8,622	7.8%	97
Own any portable MP3 player	35,848	32.2%	96
Own Apple iPod classic	10,434	9.4%	94
Own Apple iPod nano	9,942	8.9%	93
Own Apple iPod shuffle	4,549	4.1%	90
Own Apple iPod touch	11,093	10.0%	98
Purchased portable MP3 player in last 12 months	5,182	4.7%	90
Spent \$200+ on MP3 player in last 12 months	2,325	2.1%	101
Own digital point & shoot camera	36,989	33.3%	103
Own digital single-lens reflex (SLR) camera	8,748	7.9%	91
Own Canon camera	18,495	16.6%	97
Own Fujifilm camera	3,319	3.0%	109
Own Kodak camera	10,868	9.8%	110
Own Nikon camera	10,078	9.1%	98
Own Olympus camera	3,837	3.5%	99
Own Panasonic camera	1,917	1.7%	78
Own Sony camera	7,012	6.3%	96
Bought any camera in last 12 months	7,753	7.0%	97
Spent on cameras in last 12 months: \$1-99	10,985	9.9%	103
Spent on cameras in last 12 months: \$100-\$199	5,982	5.4%	96
Spent on cameras in last 12 months: \$200+	6,289	5.7%	94
Own telephoto/zoom lens	6,916	6.2%	98
Own wideangle lens	3,693	3.3%	94
Own memory card for camera	33,302	29.9%	105
Bought memory card for camera in last 12 months	6,426	5.8%	100
Own photo paper	17,831	16.0%	106
Own photo printer	15,502	13.9%	105
Printed digital photos in last 12 months	4,052	3.6%	108
Bought film in last 12 months	8,344	7.5%	99
Use a computer at work	46,197	41.5%	103
Use desktop computer at work	29,122	26.2%	106
Use laptop/notebook at work	14,578	13.1%	98
HH owns a computer	43,546	78.8%	103
Purchased home computer in last 12 months	8,281	15.0%	103
HH owns desktop computer	28,740	52.0%	107
HH owns laptop/notebook	28,758	52.1%	102
HH owns netbook	2,039	3.7%	99
Child (under 18 yrs) uses home computer	11,008	19.9%	115
HH owns any Apple/Mac brand computer	6,964	12.6%	88
HH owns any PC/non-Apple brand computer	40,313	73.0%	106
Brand of computer HH owns: Acer	4,410	8.0%	106
Brand of computer HH owns: Compaq	2,680	4.9%	100
Brand of computer HH owns: Dell	16,840	30.5%	107
Brand of computer HH owns: Gateway	2,573	4.7%	105
Brand of computer HH owns: HP	11,938	21.6%	109

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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Brand of computer HH owns: Sony	1,629	2.9%	97
Brand of computer HH owns: Toshiba	4,726	8.6%	107
Purchased most recent home computer 1-2 years ago	10,616	19.2%	102
Purchased most recent home computer 3-4 years ago	8,944	16.2%	107
Purchased most recent home computer 5+ years ago	4,630	8.4%	105
Spent on most recent home computer: <\$500	8,410	15.2%	108
Spent on most recent home computer: \$500-\$999	11,713	21.2%	105
Spent on most recent home computer: \$1000-\$1499	5,528	10.0%	100
Spent on most recent home computer: \$1500-\$1999	2,372	4.3%	93
Spent on most recent home computer: \$2000+	2,117	3.8%	99
Purch most recent hm computer at computer superstr	7,485	13.5%	103
Purch most recent hm computer at dept/discount str	4,859	8.8%	109
Purch most recent hm computer direct from manufact	5,591	10.1%	96
Purch most recent hm computer at electronics store	7,404	13.4%	109
Purch most recent hm computer from online-only co.	1,947	3.5%	96
HH owns Blu-ray drive	2,858	5.2%	106
HH owns CD drive	21,122	38.2%	105
HH owns DVD drive	13,187	23.9%	105
HH owns external hard drive	9,725	17.6%	106
HH owns flash drive	14,976	27.1%	107
HH owns LAN/network interface card	4,395	8.0%	103
HH owns inkjet printer	22,315	40.4%	107
HH owns laser printer	8,101	14.7%	103
HH owns document scanner	10,838	19.6%	108
HH owns computer speakers	19,904	36.0%	108
HH owns webcam	11,307	20.5%	106
HH owns wireless router	19,132	34.6%	108
HH owns software: accounting	3,815	6.9%	104
HH owns software: communications/fax	3,332	6.0%	103
HH owns software: database/filing	3,448	6.2%	100
HH owns software: desktop publishing	5,439	9.8%	106
HH owns software: education/training	5,036	9.1%	106
HH owns software: entertainment/games	13,784	25.0%	109
HH owns software: personal finance/tax prep	7,391	13.4%	112
HH owns software: presentation graphics	3,720	6.7%	101
HH owns software: multimedia	7,894	14.3%	106
HH owns software: networking	8,111	14.7%	105
HH owns software: online meeting/conference	1,403	2.5%	87
HH owns software: security/anti-virus	15,695	28.4%	109
HH owns software: spreadsheet	12,099	21.9%	109
HH owns software: utility	3,041	5.5%	99
HH owns software: web authoring	1,348	2.4%	104
HH owns software: word processing	17,483	31.6%	105
HH owns camcorder	9,284	16.8%	108
HH owns CD player	11,162	20.2%	106
HH owns DVD/Blu-ray player	36,083	65.3%	106
HH purchased DVD/Blu-ray player in last 12 months	5,174	9.4%	109

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
HH owns portable GPS navigation device	16,278	29.5%	107
HH purchased portable GPS navigation device/12 mo	2,373	4.3%	101
HH owns headphones (ear buds)	19,711	35.7%	105
HH owns noise reduction headphones	4,219	7.6%	102
HH owns home theater/entertainment system	6,924	12.5%	112
HH owns MP3 docking station	5,782	10.5%	108
HH owns 1 TV	9,470	17.1%	85
HH owns 2 TVs	14,126	25.6%	97
HH owns 3 TVs	12,720	23.0%	107
HH owns 4+ TVs	12,458	22.6%	114
HH owns DLP TV	1,162	2.1%	115
HH owns LCD TV	21,930	39.7%	106
HH owns plasma TV	8,966	16.2%	105
HH owns projection TV	2,104	3.8%	118
HH has HDTV	26,220	47.5%	103
HH has Internet connectable TV	10,587	19.2%	110
HH owns miniature screen TV (<13 in)	2,906	5.3%	99
HH owns regular screen TV (13-26 in)	18,821	34.1%	105
HH owns large screen TV (27-35 in)	22,245	40.3%	103
HH owns big screen TV (36-42 in)	18,552	33.6%	104
HH owns giant screen TV (over 42 in)	14,920	27.0%	114
Most recent HH TV purchase: miniature screen (<13 in)	791	1.4%	87
Most recent HH TV purchase: regular screen (13-26 in)	8,084	14.6%	98
Most recent HH TV purchase: large screen (27-35 in)	12,659	22.9%	98
Most recent HH TV purchase: big screen (36-42 in)	12,683	23.0%	101
Most recent HH TV purchase: giant screen (over 42 in)	10,913	19.8%	110
HH owns Internet video device for TV	2,143	3.9%	89
HH purchased video game system in last 12 months	4,599	8.3%	90
HH owns video game system: handheld	10,110	18.3%	113
HH owns video game system: attached to TV/computer	27,504	49.8%	110
HH owns video game system: Nintendo DS/DS Lite	4,374	7.9%	117
HH owns video game system: Nintendo DSi/DSi XL	3,337	6.0%	114
HH owns video game system: Nintendo Wii	15,415	27.9%	115
HH owns video game system: PlayStation 2 (PS2)	7,197	13.0%	113
HH owns video game system: PlayStation 3 (PS3)	8,362	15.1%	112
HH owns video game system: Sony PSP/PSPgo	1,920	3.5%	106
HH owns video game system: Xbox 360	11,084	20.1%	110
HH purchased 5+ video games in last 12 months	4,103	7.4%	106
HH spent \$101+ on video games in last 12 months	5,910	10.7%	110
Have access to Internet at home using a computer	85,100	76.5%	97
Connection to Internet at home: dial-up modem	2,623	2.4%	111
Connection to Internet at home: cable modem	32,032	28.8%	92
Connection to Internet at home: DSL	20,780	18.7%	111
Connection to Internet at home: fiber optic	7,793	7.0%	79
Connection to Internet at home: wireless	30,878	27.8%	98
Connection to Internet at home: any high speed	78,783	70.9%	97
Time online in a typical day: 10+ hours	3,071	2.8%	94
Time online in a typical day: 5-9.9 hours	9,043	8.1%	87
Time online in a typical day: 2-4.9 hours	19,728	17.7%	96
Time online in a typical day: 1-1.9 hours	18,288	16.4%	97
Time online in a typical day: 0.5-0.9 hours	14,292	12.9%	101
Time online in a typical day: <0.5 hours	11,858	10.7%	100
Any Internet usage in last 30 days	86,177	77.5%	98
Used Internet/30 days: at home	78,935	71.0%	97
Used Internet/30 days: at work	42,223	38.0%	103
Used Internet/30 days: at school/library	10,850	9.8%	87

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Used Internet/30 days: not hm/work/school/library	24,701	22.2%	92
Device used to access Internet/30 days: computer	81,796	73.6%	98
Device used to access Internet/30 days: cell phone	49,989	45.0%	96
Used Wi-Fi/wireless connection outside hm/30 days	28,446	25.6%	96
Internet last 30 days: visited chat room	5,099	4.6%	86
Internet last 30 days: used email	74,993	67.4%	97
Internet last 30 days: used IM	48,633	43.7%	97
Internet last 30 days: made personal purchase	41,365	37.2%	95
Internet last 30 days: made business purchase	11,580	10.4%	97
Internet last 30 days: paid bills online	47,029	42.3%	99
Internet last 30 days: looked for employment	15,759	14.2%	90
Internet last 30 days: traded/tracked investments	11,761	10.6%	95
Internet last 30 days: made travel plans	17,885	16.1%	90
Internet last 30 days: obtained new/used car info	12,323	11.1%	102
Internet last 30 days: obtained financial info	32,544	29.3%	100
Internet last 30 days: obtained medical info	22,760	20.5%	95
Internet last 30 days: checked movie listing/times	22,067	19.8%	93
Internet last 30 days: obtained latest news	46,725	42.0%	97
Internet last 30 days: obtained parenting info	5,265	4.7%	94
Internet last 30 days: obtained real estate info	12,505	11.2%	97
Internet last 30 days: obtained sports news/info	29,991	27.0%	94
Internet last 30 days: visited online blog	11,681	10.5%	86
Internet last 30 days: wrote online blog	2,695	2.4%	79
Internet last 30 days: used online dating website	1,523	1.4%	81
Internet last 30 days: played games online	28,485	25.6%	97
Internet last 30 days: sent greeting card	4,753	4.3%	85
Internet last 30 days: made phone call	14,005	12.6%	89
Internet last 30 days: shared photos via website	29,121	26.2%	97
Internet last 30 days: looked for recipes	33,942	30.5%	99
Internet last 30 days: added video to website	5,964	5.4%	92
Internet last 30 days: downloaded a movie	5,957	5.4%	81
Internet last 30 days: downloaded music	22,571	20.3%	92
Internet last 30 days: downloaded podcast	3,385	3.0%	81
Internet last 30 days: downloaded TV program	3,579	3.2%	74
Internet last 30 days: downloaded a video game	8,691	7.8%	94
Internet last 30 days: watched movie online	12,327	11.1%	82
Internet last 30 days: watched TV program online	12,339	11.1%	83
Purch/rntd video download/strm/30 days: amazon.com	2,496	2.2%	82
Purch/rntd video download/strm/30 days: itunes.com	3,224	2.9%	92
Purch/rntd video download/strm/30 days: netflix.com	11,431	10.3%	91
Visited any Spanish language website last 30 days	2,257	2.0%	79
Visited website in last 30 days: facebook.com	56,212	50.6%	98
Visited website in last 30 days: LinkedIn.com	7,569	6.8%	82
Visited website in last 30 days: MySpace.com	2,064	1.9%	88
Visited website in last 30 days: photobucket.com	2,636	2.4%	95
Visited website in last 30 days: picasa.com	2,804	2.5%	87
Visited website in last 30 days: shutterfly.com	3,284	3.0%	96
Visited website in last 30 days: tumblr.com	1,815	1.6%	67
Visited website in last 30 days: twitter.com	8,295	7.5%	81
Visited website in last 30 days: yelp.com	1,827	1.6%	53
Visited website in last 30 days: YouTube.com	42,252	38.0%	93
Used website/search engine/30 days: ask.com	8,093	7.3%	102
Used website/search engine/30 days: bing.com	19,204	17.3%	104
Used website/search engine/30 days: google.com	76,899	69.2%	98
Used website/search engine/30 days: yahoo.com	39,786	35.8%	100

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Visited news website in last 30 days: ABCnews.com	4,450	4.0%	96
Visited news website in last 30 days: CBSnews.com	2,579	2.3%	87
Visited news website in last 30 days: cnn.com	10,359	9.3%	87
Visited news website in last 30 days: foxnews.com	9,930	8.9%	108
Visited news website in last 30 days: msnbc.com	7,046	6.3%	100
Visited news website in last 30 days: Yahoo! News	14,884	13.4%	98

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