

Electronics and Internet Market Potential

Independence City, MO 2
 Independence City, MO (2935000)
 Geography: Place

Data provided by ESRI

Demographic Summary		2017	2022
Population		120,865	124,191
Population 18+		95,025	97,568
Households		50,166	51,400
Median Household Income		\$48,224	\$53,516

Product/Consumer Behavior	Expected		MPI
	Number of Adults/HHs	Percent	
Own any tablet	29,015	30.5%	91
Own any e-reader	7,568	8.0%	92
Own e-reader/tablet: iPad	15,058	15.8%	77
Own e-reader/tablet: Barnes & Noble Nook	3,481	3.7%	102
Own e-reader/tablet: Amazon Kindle	11,814	12.4%	99
Own any portable MP3 player	25,113	26.4%	95
Own Apple iPod nano	5,846	6.2%	83
Own Apple iPod shuffle	3,635	3.8%	87
Own Apple iPod touch	7,939	8.4%	96
Purchased portable MP3 player in last 12 months	2,228	2.3%	84
Own any camera/camcorder	8,767	9.2%	84
Own digital point & shoot camera/camcorder	20,000	21.0%	99
Own digital SLR camera/camcorder	7,491	7.9%	95
Own 35mm camera/camcorder	6,996	7.4%	105
Spent on camera/camcorder last 12 mo: \$1-99	4,955	5.2%	108
Spent on camera/camcorder last 12 mo: \$100-\$199	2,680	2.8%	101
Spent on camera/camcorder last 12 mo: \$200+	3,884	4.1%	91
Own telephoto/zoom lens	4,737	5.0%	93
Own wideangle lens	3,213	3.4%	97
Printed digital photos in last 12 months	12,455	13.1%	94
Use a computer at work	35,953	37.8%	92
Use desktop computer at work	21,377	22.5%	97
Use laptop/notebook at work	11,649	12.3%	85
HH owns a computer	36,754	73.3%	96
Purchased home computer in last 12 months	6,255	12.5%	99
HH owns desktop computer	20,888	41.6%	98
HH owns laptop/notebook	26,201	52.2%	94
HH owns netbook	2,235	4.5%	91
Child (under 18 yrs) uses home computer	7,779	15.5%	96
HH owns any Apple/Mac brand computer	5,235	10.4%	68
HH owns any PC/non-Apple brand computer	33,427	66.6%	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 2017 and 2022.

Electronics and Internet Market Potential

Independence City, MO 2
 Independence City, MO (2935000)
 Geography: Place

Data provided by ESRI

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Purchased most recent home computer 1-2 years ago	8,798	17.5%	99
Purchased most recent home computer 3-4 years ago	7,605	15.2%	95
Purchased most recent home computer 5+ years ago	4,462	8.9%	104
HH purchased most recent computer in a store	18,528	36.9%	99
HH purchased most recent computer online	6,117	12.2%	93
Spent on most recent home computer: <\$500	8,728	17.4%	114
Spent on most recent home computer: \$500-\$999	9,023	18.0%	98
Spent on most recent home computer: \$1000-\$1499	4,189	8.4%	92
Spent on most recent home computer: \$1500-\$1999	1,507	3.0%	70
Spent on most recent home computer: \$2000+	1,376	2.7%	77
HH owns webcam	9,828	19.6%	98
HH owns wireless router	16,242	32.4%	99
HH owns software: accounting	2,853	5.7%	93
HH owns software: communications/fax	2,193	4.4%	86
HH owns software: database/filing	2,362	4.7%	85
HH owns software: desktop publishing	3,711	7.4%	87
HH owns software: education/training	4,390	8.8%	95
HH owns software: entertainment/games	10,306	20.5%	103
HH owns software: personal finance/tax prep	5,322	10.6%	89
HH owns software: presentation graphics	2,690	5.4%	85
HH owns software: multimedia	6,183	12.3%	99
HH owns software: networking	6,395	12.7%	96
HH owns software: online meeting/conference	1,478	2.9%	87
HH owns software: security/anti-virus	11,897	23.7%	100
HH owns software: spreadsheet	8,956	17.9%	92
HH owns software: utility	2,253	4.5%	89
HH owns software: web authoring	862	1.7%	81
HH owns software: word processing	13,578	27.1%	92
HH owns CD player	8,777	17.5%	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 2017 and 2022.

Electronics and Internet Market Potential

Independence City, MO 2
 Independence City, MO (2935000)
 Geography: Place

Data provided by ESRI

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
HH owns portable GPS navigation device	13,171	26.3%	97
HH purchased portable GPS navigation device/12 mo	1,141	2.3%	84
HH owns headphones (ear buds)	17,956	35.8%	96
HH owns noise reduction headphones	3,645	7.3%	88
HH owns home theater/entertainment system	4,955	9.9%	96
HH owns 1 TV	9,992	19.9%	96
HH owns 2 TVs	13,692	27.3%	105
HH owns 3 TVs	10,794	21.5%	100
HH owns 4+ TVs	9,424	18.8%	103
HH owns LCD TV	14,913	29.7%	98
HH owns LED TV	12,831	25.6%	99
HH owns plasma TV	7,153	14.3%	95
HH has 3D TV	2,675	5.3%	99
HH has HDTV	23,474	46.8%	100
HH has Internet connectable TV	9,293	18.5%	92
HH owns miniature screen TV (<13 in)	2,166	4.3%	105
HH owns regular screen TV (13-26 in)	14,080	28.1%	103
HH owns large screen TV (27-35 in)	19,514	38.9%	108
HH owns big screen TV (36-42 in)	16,429	32.7%	96
HH owns giant screen TV (over 42 in)	13,466	26.8%	95
Most recent HH TV purchase: regular screen (13-26 in)	6,324	12.6%	100
Most recent HH TV purchase: large screen (27-35 in)	11,458	22.8%	110
Most recent HH TV purchase: big screen (36-42 in)	11,072	22.1%	96
Most recent HH TV purchase: giant screen (over 42 in)	10,470	20.9%	95
HH owns Internet video device for TV	4,501	9.0%	81
HH purchased video game system in last 12 months	3,522	7.0%	91
HH owns video game system: handheld	7,031	14.0%	110
HH owns video game system: attached to TV/computer	21,952	43.8%	101
HH owns video game system: Nintendo 3DS	1,557	3.1%	101
HH owns video game system: Nintendo DS/DS Lite	2,872	5.7%	118
HH owns video game system: Nintendo DSi	1,680	3.3%	107
HH owns video game system: Nintendo Wii	10,322	20.6%	100
HH owns video game system: PlayStation 2 (PS2)	4,746	9.5%	116
HH owns video game system: PlayStation 3 (PS3)	6,944	13.8%	102
HH owns video game system: Xbox 360	9,586	19.1%	102
HH purchased 5+ video games in last 12 months	2,763	5.5%	99
HH spent \$101+ on video games in last 12 months	3,522	7.0%	93
Have access to Internet at home	80,729	85.0%	100
Connection to Internet at home: via cable modem	40,889	43.0%	108
Connection to Internet at home: via DSL	14,594	15.4%	96
Connection to Internet at home: via fiber optic	9,311	9.8%	75
Access Internet at home via high speed connection	78,627	82.7%	100
Spend 10+ hrs online (excl email/IM time) daily	3,078	3.2%	83
Spend 5-9.9 hrs online (excl email/IM time) daily	10,879	11.4%	100
Spend 2-4.9 hrs online (excl email/IM time) daily	19,448	20.5%	96
Spend 1-1.9 hrs online (excl email/IM time) daily	16,024	16.9%	98
Spend 0.5-0.9 hrs online(excl email/IM time) daily	12,060	12.7%	103
Spend <0.5 hrs online (excl email/IM time) daily	9,680	10.2%	106
Used Internet in last 30 days	78,898	83.0%	100
Used Internet/30 days: at home	73,957	77.8%	99
Used Internet/30 days: at work	35,309	37.2%	92
Used Internet/30 days: at school/library	11,109	11.7%	89

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

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2017 and 2022.

Electronics and Internet Market Potential

Independence City, MO 2
 Independence City, MO (2935000)
 Geography: Place

Data provided by ESRI

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Used Internet/30 days: not hm/work/school/library	26,779	28.2%	88
Accessed Internet in last 30 days using computer	68,189	71.8%	98
Accessed Internet in last 30 days using cell phone	55,914	58.8%	93
Accessed Internet in last 30 days using tablet	27,359	28.8%	87
Accessed Internet in last 30 days using video game	9,095	9.6%	118
Accessed Internet in last 30 days using television	8,093	8.5%	91
Used Wi-Fi/wireless connection outside hm/30 days	24,498	25.8%	88
Internet last 30 days: visited forum	4,315	4.5%	93
Internet last 30 days: used email	65,574	69.0%	96
Internet last 30 days: used IM	49,659	52.3%	99
Internet last 30 days: made personal purchase	36,626	38.5%	87
Internet last 30 days: made business purchase	9,298	9.8%	81
Internet last 30 days: paid bills online	42,170	44.4%	94
Internet last 30 days: took online class	6,409	6.7%	85
Internet last 30 days: looked for employment	16,351	17.2%	109
Internet last 30 days: traded/tracked investments	9,157	9.6%	80
Internet last 30 days: made travel plans	14,373	15.1%	77
Internet last 30 days: obtained auto info	10,972	11.5%	96
Internet last 30 days: obtained financial info	26,334	27.7%	89
Internet last 30 days: obtained medical info	22,255	23.4%	91
Internet last 30 days: checked movie listing/times	21,284	22.4%	91
Internet last 30 days: obtained latest news	40,032	42.1%	93
Internet last 30 days: obtained parenting info	5,355	5.6%	90
Internet last 30 days: obtained real estate info	12,215	12.9%	90
Internet last 30 days: obtained sports news/info	27,357	28.8%	92
Internet last 30 days: visited online blog	10,357	10.9%	84
Internet last 30 days: wrote online blog	2,585	2.7%	88
Internet last 30 days: used online dating website	1,787	1.9%	84
Internet last 30 days: played games online	33,637	35.4%	114
Internet last 30 days: sent greeting card	4,246	4.5%	89
Internet last 30 days: made phone call	18,997	20.0%	90
Internet last 30 days: shared photos via website	28,788	30.3%	97
Internet last 30 days: looked for recipes	35,371	37.2%	102
Internet last 30 days: added video to website	7,043	7.4%	100
Internet last 30 days: downloaded a movie	6,183	6.5%	79
Internet last 30 days: downloaded music	20,777	21.9%	93
Internet last 30 days: downloaded podcast	3,080	3.2%	79
Internet last 30 days: downloaded TV program	4,479	4.7%	86
Internet last 30 days: downloaded a video game	12,097	12.7%	109
Internet last 30 days: watched movie online	15,261	16.1%	85
Internet last 30 days: watched TV program online	13,497	14.2%	84
Purch/rntd video download/strm/30 days: amazon.com	4,743	5.0%	83
Purch/rntd video download/strm/30 days: hulu.com	3,782	4.0%	102
Purch/rntd video download/strm/30 days: itunes.com	2,564	2.7%	81
Purch/rntd video download/strm/30 days: netflix.com	12,631	13.3%	94
Used online gaming srv/30 days: PlayStation Network	5,261	5.5%	118
Used online gaming srv/30 days: Xbox Live	5,757	6.1%	108
Played Massive Multi-Player Online game/30 days	4,255	4.5%	117
Visited any Spanish language website last 30 days	1,967	2.1%	59
Visited website in last 30 days: facebook.com	56,034	59.0%	101
Visited website in last 30 days: LinkedIn.com	8,092	8.5%	69
Visited website in last 30 days: picasa.com	1,819	1.9%	84
Visited website in last 30 days: shutterfly.com	2,173	2.3%	65
Visited website in last 30 days: tumblr.com	3,226	3.4%	84
Visited website in last 30 days: twitter.com	9,886	10.4%	83
Visited website in last 30 days: yelp.com	2,417	2.5%	47
Visited website in last 30 days: YouTube.com	44,359	46.7%	96
Visited website in last 30 days: plus.google.com	15,596	16.4%	99
Visited website in last 30 days: pinterest	15,640	16.5%	103

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

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2017 and 2022.

Electronics and Internet Market Potential

Independence City, MO 2
 Independence City, MO (2935000)
 Geography: Place

Data provided by ESRI

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Social network: updated status in last 30 days	29,939	31.5%	104
Social network: updated profile in last 30 days	19,952	21.0%	96
Social network: posted picture in last 30 days	35,562	37.4%	99
Social network: posted video in last 30 days	12,103	12.7%	97
Social network: posted link in last 30 days	12,680	13.3%	94
Social network: saw friend's page in last 30 days	43,496	45.8%	99
Social network: commented on post in last 30 days	39,755	41.8%	101
Social network: posted a blog in last 30 days	4,160	4.4%	97
Social network: rated a product in last 30 days	6,003	6.3%	99
Social network: sent email message in last 30 days	40,984	43.1%	100
Social network: sent IM in last 30 days	13,780	14.5%	94
Social network: played a game in last 30 days	21,172	22.3%	120
Social network: invited to event in last 30 days	6,601	6.9%	91
Social network: liked something in last 30 days	33,813	35.6%	100
Social network: followed something in last 30 days	16,825	17.7%	101
Social network: clicked on an ad in last 30 days	9,681	10.2%	102
Social network: watched video in last 30 days	38,872	40.9%	98
Social network: posed location in last 30 days	9,190	9.7%	100
Social network: used to keep in touch w/ friends	35,245	37.1%	100
Social network: used to reconnect w/ old friends	11,127	11.7%	92
Social network: used to meet new friends	5,996	6.3%	94
Social network: used to follow friends activities	15,483	16.3%	94
Social network: used to find out about new prod.	5,402	5.7%	95
Social network: used to review prod. or service	3,704	3.9%	92
Social network: used for professional contacts	5,304	5.6%	86
Social network: used to find mutual interests	4,425	4.7%	92
Social network: used to tract current events	8,873	9.3%	88
Social network: used to find info on TV or movie	5,370	5.7%	88
Social network: used to find local information	7,795	8.2%	93
Social network: used for gaming	6,989	7.4%	105
Social network: used to support favorite brands	3,867	4.1%	93
Social network: used to get coupons or discounts	5,919	6.2%	102
Social network: used to gain access to VIP events	2,873	3.0%	84
Used website/search engine/30 days: ask.com	6,772	7.1%	106
Used website/search engine/30 days: bing.com	16,086	16.9%	103
Used website/search engine/30 days: google.com	71,247	75.0%	99
Used website/search engine/30 days: yahoo.com	30,779	32.4%	104
Visited news website in last 30 days: ABCnews.com	5,434	5.7%	100
Visited news website in last 30 days: bbc.com	3,110	3.3%	75
Visited news website in last 30 days: CBSnews.com	3,730	3.9%	101
Visited news website in last 30 days: cnn.com	9,705	10.2%	80
Visited news website in last 30 days: foxnews.com	9,770	10.3%	97
Visited news website in last 30 days: huffpo.com	7,531	7.9%	80
Visited news website in last 30 days: nbcnews.com	3,662	3.9%	86
Visited news website in last 30 days: Yahoo! News	11,960	12.6%	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 2017 and 2022.