



Sports and Leisure Market Potential

Itawamba County, MS (28057)

Geography: County

www.yallbusiness.com

Demographic Summary		2015	2020
Population		24,186	25,100
Population 18+		18,962	19,583
Households		9,193	9,539
Median Household Income		\$37,668	\$41,447
Product/Consumer Behavior		Expected Number of Adults/HHS	MPI
		Percent	
Participated in aerobics in last 12 months		1,157	68
Participated in archery in last 12 months		767	147
Participated in auto racing in last 12 months		456	120
Participated in backpacking in last 12 months		350	63
Participated in baseball in last 12 months		891	105
Participated in basketball in last 12 months		1,501	95
Participated in bicycling (mountain) in last 12 months		415	54
Participated in bicycling (road) in last 12 months		1,292	69
Participated in boating (power) in last 12 months		1,037	104
Participated in bowling in last 12 months		1,437	78
Participated in canoeing/kayaking in last 12 months		990	97
Participated in fishing (fresh water) in last 12 months		3,421	146
Participated in fishing (salt water) in last 12 months		843	110
Participated in football in last 12 months		821	87
Participated in Frisbee in last 12 months		649	74
Participated in golf in last 12 months		1,361	76
Participated in hiking in last 12 months		1,231	65
Participated in horseback riding in last 12 months		615	133
Participated in hunting with rifle in last 12 months		1,621	186
Participated in hunting with shotgun in last 12 months		1,289	168
Participated in ice skating in last 12 months		333	68
Participated in jogging/running in last 12 months		1,326	55
Participated in motorcycling in last 12 months		723	124
Participated in Pilates in last 12 months		368	70
Participated in skiing (downhill) in last 12 months		278	51
Participated in soccer in last 12 months		386	54
Participated in softball in last 12 months		588	91
Participated in swimming in last 12 months		2,707	90
Participated in target shooting in last 12 months		1,045	122
Participated in tennis in last 12 months		440	54
Participated in volleyball in last 12 months		489	73
Participated in walking for exercise in last 12 months		4,705	89
Participated in weight lifting in last 12 months		1,345	67
Participated in yoga in last 12 months		789	58
Spent on sports/rec equip in last 12 months: \$1-99		1,139	101
Spent on sports/rec equip in last 12 months: \$100-\$249		1,112	90
Spent on sports/rec equip in last 12 months: \$250+		1,245	94
Attend sports events		3,610	81
Attend sports events: auto racing (NASCAR)		442	115
Attend sports events: baseball game - MLB reg seas		1,006	55
Attend sports events: basketball game (college)		352	63
Attend sports events: basketball game-NBA reg seas		243	41
Attend sports events: football game (college)		919	86
Attend sports events: football game-NFL Mon/Thurs		315	64
Attend sports events: football game - NFL weekend		532	60
Attend sports events: high school sports		953	109
Attend sports events: ice hockey game-NHL reg seas		304	57

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.

September 27, 2015



Sports and Leisure Market Potential

Itawamba County, MS (28057)

www.yallbusiness.com

Geography: County

Product/Consumer Behavior	Expected		MPI
	Number of Adults/HHs	Percent	
Listen to sports on radio	2,684	14.2%	92
Listen to baseball (MLB reg season) on radio often	232	1.2%	51
Listen to football (NFL Mon/Thurs) on radio often	304	1.6%	84
Listen to football (NFL wknd games) on radio often	342	1.8%	82
Listen to football (college) on radio often	506	2.7%	123
Watch sports on TV	11,583	61.1%	97
Watch on TV: alpine skiing/ski jumping	850	4.5%	80
Watch on TV: auto racing (NASCAR)	3,919	20.7%	143
Watch on TV: auto racing (not NASCAR)	1,351	7.1%	118
Watch on TV: baseball (MLB regular season)	3,693	19.5%	82
Watch on TV: baseball (MLB playoffs/World Series)	3,726	19.6%	84
Watch on TV: basketball (college)	3,117	16.4%	106
Watch on TV: basketball (NCAA tournament)	2,912	15.4%	98
Watch on TV: basketball (NBA regular season)	2,789	14.7%	80
Watch on TV: basketball (NBA playoffs/finals)	3,074	16.2%	82
Watch on TV: basketball (WNBA)	787	4.2%	92
Watch on TV: bicycle racing	402	2.1%	72
Watch on TV: bowling	580	3.1%	90
Watch on TV: boxing	1,455	7.7%	89
Watch on TV: bull riding (pro)	1,882	9.9%	179
Watch on TV: Equestrian events	739	3.9%	117
Watch on TV: extreme sports (summer)	1,044	5.5%	89
Watch on TV: extreme sports (winter)	1,170	6.2%	91
Watch on TV: figure skating	1,832	9.7%	92
Watch on TV: fishing	1,786	9.4%	137
Watch on TV: football (college)	5,246	27.7%	104
Watch on TV: football (NFL Mon/Thurs night games)	6,181	32.6%	95
Watch on TV: football (NFL weekend games)	6,525	34.4%	95
Watch on TV: football (NFL playoffs/Super Bowl)	6,831	36.0%	97
Watch on TV: golf (PGA)	2,305	12.2%	83
Watch on TV: golf (LPGA)	826	4.4%	88
Watch on TV: gymnastics	1,575	8.3%	101
Watch on TV: horse racing	792	4.2%	112
Watch on TV: ice hockey (NHL regular season)	1,096	5.8%	63
Watch on TV: ice hockey (NHL playoffs/St Stanley Cup)	1,038	5.5%	58
Watch on TV: marathon/road running/triathlon	296	1.6%	70
Watch on TV: mixed martial arts (MMA)	912	4.8%	95
Watch on TV: motorcycle racing	1,062	5.6%	123
Watch on TV: Olympics (summer)	4,044	21.3%	81
Watch on TV: Olympics (winter)	4,042	21.3%	84
Watch on TV: poker	1,192	6.3%	96
Watch on TV: rodeo	1,656	8.7%	176
Watch on TV: soccer (MLS)	482	2.5%	46
Watch on TV: soccer (World Cup)	961	5.1%	53
Watch on TV: tennis (men`s)	1,108	5.8%	64
Watch on TV: tennis (women`s)	1,064	5.6%	64
Watch on TV: track & field	804	4.2%	75
Watch on TV: truck and tractor pull/mud racing	783	4.1%	141
Watch on TV: volleyball (pro beach)	712	3.8%	85
Watch on TV: weightlifting	309	1.6%	92
Watch on TV: wrestling (WWE)	824	4.3%	132

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

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.

September 27, 2015



Sports and Leisure Market Potential

Itawamba County, MS (28057)

www.yallbusiness.com

Geography: County

Product/Consumer Behavior	Expected		MPI
	Number of Adults/HHs	Percent	
Member of AARP	2,168	11.4%	97
Member of charitable organization	582	3.1%	68
Member of church board	680	3.6%	115
Member of fraternal order	473	2.5%	94
Member of religious club	599	3.2%	87
Member of union	641	3.4%	83
Member of veterans club	503	2.7%	112
Attended adult education course in last 12 months	975	5.1%	79
Went to art gallery in last 12 months	689	3.6%	50
Attended auto show in last 12 months	1,389	7.3%	89
Did baking in last 12 months	4,266	22.5%	97
Went to bar/night club in last 12 months	2,322	12.2%	72
Went to beach in last 12 months	3,078	16.2%	69
Played billiards/pool in last 12 months	1,188	6.3%	81
Played bingo in last 12 months	807	4.3%	102
Did birdwatching in last 12 months	1,008	5.3%	112
Played board game in last 12 months	2,044	10.8%	81
Read book in last 12 months	5,989	31.6%	92
Participated in book club in last 12 months	380	2.0%	73
Went on overnight camping trip in last 12 months	2,575	13.6%	107
Played cards in last 12 months	3,093	16.3%	99
Played chess in last 12 months	448	2.4%	73
Played computer game (offline w/software)/12 months	1,401	7.4%	103
Played computer game (online w/software)/12 months	1,070	5.6%	81
Played computer game (online w/o software)/12 months	1,661	8.8%	95
Cooked for fun in last 12 months	3,610	19.0%	87
Did crossword puzzle in last 12 months	2,269	12.0%	105
Danced/went dancing in last 12 months	1,321	7.0%	80
Attended dance performance in last 12 months	457	2.4%	59
Dined out in last 12 months	7,313	38.6%	86
Participated in fantasy sports league last 12 months	437	2.3%	57
Did furniture refinishing in last 12 months	535	2.8%	101
Gambled at casino in last 12 months	1,976	10.4%	71
Gambled in Atlantic City in last 12 months	165	0.9%	36
Gambled in Las Vegas in last 12 months	402	2.1%	51
Participate in indoor gardening/plant care	1,966	10.4%	108
Attended horse races in last 12 months	315	1.7%	60
Participated in karaoke in last 12 months	518	2.7%	75
Bought lottery ticket in last 12 months	6,624	34.9%	96
Played lottery 6+ times in last 30 days	2,162	11.4%	99
Bought lottery ticket in last 12 months: Daily Drawing	666	3.5%	85
Bought lottery ticket in last 12 months: Instant Game	3,617	19.1%	113
Bought lottery ticket in last 12 months: Mega Millions	2,822	14.9%	84
Bought lottery ticket in last 12 months: Powerball	3,631	19.1%	101
Attended a movie in last 6 months	9,251	48.8%	81
Attended movie in last 90 days: once/week or more	369	1.9%	84
Attended movie in last 90 days: 2-3 times a month	635	3.3%	55
Attended movie in last 90 days: once a month	1,437	7.6%	72
Attended movie in last 90 days: < once a month	5,998	31.6%	87
Movie genre seen at theater/6 months: action	3,524	18.6%	70

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.

September 27, 2015



Sports and Leisure Market Potential

Itawamba County, MS (28057)

www.yallbusiness.com

Geography: County

Product/Consumer Behavior	Expected		MPI
	Number of Adults/HHs	Percent	
Movie genre seen at theater/6 months: adventure	4,180	22.0%	78
Movie genre seen at theater/6 months: comedy	4,019	21.2%	75
Movie genre seen at theater/6 months: crime	1,765	9.3%	62
Movie genre seen at theater/6 months: drama	4,078	21.5%	72
Movie genre seen at theater/6 months: family	2,077	11.0%	80
Movie genre seen at theater/6 months: fantasy	2,684	14.2%	76
Movie genre seen at theater/6 months: horror	1,038	5.5%	77
Movie genre seen at theater/6 months: romance	2,252	11.9%	77
Movie genre seen at theater/6 months: science fiction	2,014	10.6%	68
Movie genre seen at theater/6 months: thriller	2,125	11.2%	67
Went to museum in last 12 months	1,431	7.5%	58
Attended classical music/opera performance/12 months	332	1.8%	46
Attended country music performance in last 12 months	1,166	6.1%	112
Attended rock music performance in last 12 months	1,019	5.4%	55
Played musical instrument in last 12 months	1,137	6.0%	86
Did painting/drawing in last 12 months	1,013	5.3%	91
Did photo album/scrapbooking in last 12 months	986	5.2%	92
Did photography in last 12 months	1,465	7.7%	78
Did Sudoku puzzle in last 12 months	1,662	8.8%	82
Went to live theater in last 12 months	1,548	8.2%	65
Visited a theme park in last 12 months	2,498	13.2%	73
Visited a theme park 5+ times in last 12 months	480	2.5%	67
Participated in trivia games in last 12 months	834	4.4%	84
Played video/electronic game (console) last 12 months	1,938	10.2%	90
Played video/electronic game (portable) last 12 months	808	4.3%	95
Visited an indoor water park in last 12 months	519	2.7%	88
Did woodworking in last 12 months	1,076	5.7%	131
Participated in word games in last 12 months	1,785	9.4%	88
Went to zoo in last 12 months	1,500	7.9%	67
Purchased DVDs in last 30 days: 1	691	3.6%	96
Purchased DVDs in last 30 days: 2	762	4.0%	129
Purchased DVDs in last 30 days: 3+	1,295	6.8%	122
Purchased DVD/Blu-ray disc online in last 12 months	887	4.7%	72
Rented DVDs in last 30 days: 1	573	3.0%	78
Rented DVDs in last 30 days: 2	823	4.3%	90
Rented DVDs in last 30 days: 3+	2,767	14.6%	86
Rented movie/oth video/30 days: action/adventure	4,181	22.0%	85
Rented movie/oth video/30 days: classics	978	5.2%	68
Rented movie/oth video/30 days: comedy	4,079	21.5%	84
Rented movie/oth video/30 days: drama	2,597	13.7%	78
Rented movie/oth video/30 days: family/children	2,057	10.8%	97
Rented movie/oth video/30 days: foreign	329	1.7%	54
Rented movie/oth video/30 days: horror	1,742	9.2%	98
Rented movie/oth video/30 days: musical	312	1.6%	55
Rented movie/oth video/30 days: news/documentary	377	2.0%	48
Rented movie/oth video/30 days: romance	1,637	8.6%	82
Rented movie/oth video/30 days: science fiction	1,445	7.6%	93
Rented movie/oth video/30 days: TV show	1,277	6.7%	82
Rented movie/oth video/30 days: western	793	4.2%	127

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.

September 27, 2015



Sports and Leisure Market Potential

Itawamba County, MS (28057)

www.yallbusiness.com

Geography: County

Product/Consumer Behavior	Expected		MPI
	Number of Adults/HHs	Percent	
Rented/purch DVD/Blu-ray/30 days: from amazon.com	343	1.8%	55
Rented DVD/Blu-ray/30 days: from netflix.com	1,729	9.1%	72
Rented/purch DVD/Blu-ray/30 days: from Redbox	2,685	14.2%	79
HH owns ATV/UTV	1,026	11.2%	204
Bought any children`s toy/game in last 12 months	6,477	34.2%	103
Spent on toys/games for child last 12 months: <\$50	1,292	6.8%	111
Spent on toys/games for child last 12 months: \$50-99	539	2.8%	106
Spent on toys/games for child last 12 months: \$100-199	1,219	6.4%	104
Spent on toys/games for child last 12 months: \$200-499	1,804	9.5%	99
Spent on toys/games for child last 12 months: \$500+	975	5.1%	103
Bought any toys/games online in last 12 months	1,012	5.3%	80
Bought infant toy in last 12 months	1,270	6.7%	102
Bought pre-school toy in last 12 months	1,409	7.4%	105
Bought for child last 12 months: boy action figure	1,575	8.3%	116
Bought for child last 12 months: girl action figure	611	3.2%	110
Bought for child last 12 months: action game	537	2.8%	108
Bought for child last 12 months: bicycle	1,395	7.4%	112
Bought for child last 12 months: board game	1,994	10.5%	104
Bought for child last 12 months: builder set	775	4.1%	103
Bought for child last 12 months: car	2,056	10.8%	115
Bought for child last 12 months: construction toy	953	5.0%	101
Bought for child last 12 months: fashion doll	968	5.1%	109
Bought for child last 12 months: large/baby doll	1,443	7.6%	114
Bought for child last 12 months: doll accessories	732	3.9%	108
Bought for child last 12 months: doll clothing	713	3.8%	99
Bought for child last 12 months: educational toy	2,161	11.4%	96
Bought for child last 12 months: electronic doll/animal	593	3.1%	130
Bought for child last 12 months: electronic game	1,552	8.2%	101
Bought for child last 12 months: mechanical toy	735	3.9%	108
Bought for child last 12 months: model kit/set	482	2.5%	104
Bought for child last 12 months: plush doll/animal	1,517	8.0%	108
Bought for child last 12 months: sound game	529	2.8%	130
Bought for child last 12 months: water toy	1,987	10.5%	112
Bought for child last 12 months: word game	532	2.8%	89

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

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



Sports and Leisure Market Potential

Itawamba County, MS (28057)

www.yallbusiness.com

Geography: County

Product/Consumer Behavior	Expected		MPI
	Number of Adults/HHs	Percent	
Bought digital book in last 12 months	1,386	7.3%	66
Bought hardcover book in last 12 months	3,762	19.8%	88
Bought paperback book in last 12 months	5,582	29.4%	87
Bought 1-3 books in last 12 months	3,410	18.0%	91
Bought 4-6 books in last 12 months	1,667	8.8%	82
Bought 7+ books in last 12 months	2,940	15.5%	86
Bought book (fiction) in last 12 months	4,588	24.2%	86
Bought book (non-fiction) in last 12 months	3,593	18.9%	80
Bought biography in last 12 months	899	4.7%	65
Bought children`s book in last 12 months	1,552	8.2%	85
Bought cookbook in last 12 months	1,737	9.2%	101
Bought history book in last 12 months	962	5.1%	64
Bought mystery book in last 12 months	2,018	10.6%	92
Bought novel in last 12 months	2,166	11.4%	70
Bought religious book (not bible) in last 12 mo	1,350	7.1%	109
Bought romance book in last 12 months	1,741	9.2%	128
Bought science fiction book in last 12 months	935	4.9%	87
Bought personal/business self-help book last 12 months	768	4.1%	67
Bought travel book in last 12 months	290	1.5%	64
Bought book online in last 12 months	2,433	12.8%	67
Bought book last 12 months: amazon.com	1,925	10.2%	62
Bought book last 12 months: barnes&noble.com	414	2.2%	66
Bought book last 12 months: Barnes & Noble book store	1,872	9.9%	62
Bought book last 12 months: other book store (not B&N)	2,111	11.1%	94
Bought book last 12 months: through book club	378	2.0%	109
Bought book last 12 months: mail order	667	3.5%	158
Listened to/purchased audiobook in last 6 months	606	3.2%	69

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.