Demographic Summary	2017	2022
Population	24,317	24,887
Population 18+	19,156	19,546
Households	9,166	9,366
Median Household Income	$40,323	$43,769

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's clothing in last 12 months	9,391	49.0%	103
Bought any women's clothing in last 12 months	8,166	42.6%	98
Bought clothing for child <13 years in last 6 months	5,094	26.6%	97
Bought any shoes in last 12 months	9,801	51.2%	95
Bought costume jewelry in last 12 months	3,446	18.0%	94
Bought any fine jewelry in last 12 months	3,348	17.5%	97
Bought a watch in last 12 months	2,975	15.5%	102
Automobiles (Households)			
HH owns/leases any vehicle	8,117	88.6%	104
HH bought/leased new vehicle last 12 mo	696	7.6%	77
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	16,829	87.9%	103
Bought/changed motor oil in last 12 months	11,344	59.2%	123
Had tune-up in last 12 months	5,378	28.1%	98
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	11,721	61.2%	92
Drank regular cola in last 6 months	9,205	48.1%	109
Drank beer/ale in last 6 months	6,598	34.4%	82
Cameras (Adults)			
Own digital point & shoot camera/camcorder	3,775	19.7%	93
Own digital SLR camera/camcorder	1,172	6.1%	73
Printed digital photos in last 12 months	2,221	11.6%	83
Cell Phones (Adults/Households)			
Bought cell phone in last 12 months	6,614	34.5%	95
Have a smartphone	9,868	51.5%	77
Have a smartphone: Android phone (any brand)	4,803	25.1%	79
Have a smartphone: Apple iPhone	4,124	21.5%	70
Number of cell phones in household: 1	3,334	36.4%	114
Number of cell phones in household: 2	3,224	35.2%	93
Number of cell phones in household: 3+	1,851	20.2%	78
HH has cell phone only (no landline telephone)	3,829	41.8%	92
Computers (Households)			
HH owns a computer	6,025	65.7%	86
HH owns desktop computer	3,504	38.2%	90
HH owns laptop/notebook	4,199	45.8%	83
HH owns any Apple/Mac brand computer	655	7.1%	46
HH owns any PC/non-Apple brand computer	5,648	61.6%	93
HH purchased most recent computer in a store	3,127	34.1%	91
HH purchased most recent computer online	847	9.2%	71
Spent <$500 on most recent home computer	1,515	16.5%	108
Spent $500-$999 on most recent home computer	1,525	16.6%	91
Spent $1,000-$1,499 on most recent home computer	563	6.1%	67
Spent $1,500-$1,999 on most recent home computer	187	2.0%	48
Spent $2,000+ on most recent home computer	229	2.5%	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 2017 and 2022.

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Convenience Stores (Adults)			
Shopped at convenience store in last 6 mos	8,645	45.1%	91
Bought brewed coffee at convenience store in last 30 days	2,920	15.2%	98
Bought cigarettes at convenience store in last 30 days	3,279	17.1%	141
Bought gas at convenience store in last 30 days	8,435	44.0%	130
Spent at convenience store in last 30 days: <$20	1,124	5.9%	75
Spent at convenience store in last 30 days: $20-$39	1,463	7.6%	84
Spent at convenience store in last 30 days: $40-$50	1,589	8.3%	110
Spent at convenience store in last 30 days: $51-$99	1,081	5.6%	121
Spent at convenience store in last 30 days: $100+	5,724	29.9%	127
Entertainment (Adults)			
Attended a movie in last 6 months	9,153	47.8%	81
Went to live theater in last 12 months	1,541	8.0%	62
Went to a bar/night club in last 12 months	2,231	11.6%	69
Dined out in last 12 months	7,394	38.6%	85
Gambled at a casino in last 12 months	1,989	10.4%	75
Visited a theme park in last 12 months	2,595	13.5%	76
Viewed movie (video-on-demand) in last 30 days	2,011	10.5%	57
Viewed TV show (video-on-demand) in last 30 days	1,093	5.7%	43
Watched any pay-per-view TV in last 12 months	2,019	10.5%	85
Downloaded a movie over the Internet in last 30 days	737	3.8%	47
Downloaded any individual song in last 6 months	3,320	17.3%	82
Watched a movie online in the last 30 days	2,026	10.6%	56
Watched a TV program online in last 30 days	1,762	9.2%	54
Played a video/electronic game (console) in last 12 months	1,641	8.6%	86
Played a video/electronic game (portable) in last 12 months	757	4.0%	88
Financial (Adults)			
Have home mortgage (1st)	5,319	27.8%	91
Used ATM/cash machine in last 12 months	8,132	42.5%	85
Own any stock	1,018	5.3%	73
Own U.S. savings bond	872	4.6%	88
Own shares in mutual fund (stock)	1,175	6.1%	84
Own shares in mutual fund (bonds)	679	3.5%	70
Have interest checking account	4,731	24.7%	91
Have non-interest checking account	5,720	29.9%	101
Have savings account	9,172	47.9%	88
Have 401K retirement savings plan	2,322	12.1%	83
Own/used any credit/debit card in last 12 months	13,706	71.5%	95
Avg monthly credit card expenditures: <$111	2,461	12.8%	107
Avg monthly credit card expenditures: $111-$225	1,261	6.6%	93
Avg monthly credit card expenditures: $226-$450	1,314	6.9%	104
Avg monthly credit card expenditures: $451-$700	751	3.9%	74
Avg monthly credit card expenditures: $701-$1,000	714	3.7%	81
Avg monthly credit card expenditures: $1,001+	782	4.1%	44
Did banking online in last 12 months	5,422	28.3%	77
Did banking on mobile device in last 12 months	2,148	11.2%	65
Paid bills online in last 12 months	6,591	34.4%	77

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June 25, 2018

Delbert Hosemann
Secretary of State

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Grocery (Adults)			
Used beef (fresh/frozen) in last 6 months	6,694	73.0%	105
Used bread in last 6 months	8,791	95.9%	102
Used chicken (fresh or frozen) in last 6 months	6,041	65.9%	95
Used turkey (fresh or frozen) in last 6 months	1,409	15.4%	97
Used fish/seafood (fresh or frozen) in last 6 months	4,624	50.4%	92
Used fresh fruit/vegetables in last 6 months	7,889	86.1%	99
Used fresh milk in last 6 months	8,152	88.9%	102
Used organic food in last 6 months	1,125	12.3%	60
Health (Adults)			
Exercise at home 2+ times per week	4,721	24.6%	85
Exercise at club 2+ times per week	1,243	6.5%	49
Visited a doctor in last 12 months	14,905	77.8%	103
Used vitamin/dietary supplement in last 6 months	9,714	50.7%	96
Home (Households)			
Any home improvement in last 12 months	2,661	29.0%	107
Used housekeeper/maid/professional HH cleaning service in last 12	964	10.5%	79
Purchased low ticket HH furnishings in last 12 months	1,320	14.4%	89
Purchased big ticket HH furnishings in last 12 months	1,710	18.7%	87
Bought any small kitchen appliance in last 12 months	1,920	20.9%	94
Bought any large kitchen appliance in last 12 months	1,234	13.5%	106
Insurance (Adults/Households)			
Currently carry life insurance	9,251	48.3%	112
Carry medical/hospital/accident insurance	13,104	68.4%	99
Carry homeowner insurance	10,005	52.2%	111
Carry renter's insurance	1,394	7.3%	83
Have auto insurance: 1 vehicle in household covered	2,887	31.5%	101
Have auto insurance: 2 vehicles in household covered	2,510	27.4%	96
Have auto insurance: 3+ vehicles in household covered	2,285	24.9%	115
Pets (Households)			
Household owns any pet	5,789	63.2%	116
Household owns any cat	2,728	29.8%	132
Household owns any dog	4,762	52.0%	126
Psychographics (Adults)			
Buying American is important to me	10,034	52.4%	126
Usually buy items on credit rather than wait	2,026	10.6%	86
Usually buy based on quality - not price	3,396	17.7%	97
Price is usually more important than brand name	5,897	30.8%	116
Usually use coupons for brands I buy often	3,835	20.0%	110
Am interested in how to help the environment	2,811	14.7%	89
Usually pay more for environ safe product	2,147	11.2%	84
Usually value green products over convenience	1,817	9.5%	87
Likely to buy a brand that supports a charity	6,674	34.8%	100
Reading (Adults)			
Bought digital book in last 12 months	1,975	10.3%	73
Bought hardcover book in last 12 months	3,020	15.8%	77
Bought paperback book in last 12 month	4,775	24.9%	84
Read any daily newspaper (paper version)	4,784	25.0%	103
Read any digital newspaper in last 30 days	4,524	23.6%	69
Read any magazine (paper/electronic version) in last 6 months	16,541	86.3%	96

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Itawamba County, MS (28057)
Geography: County

www.yallbusiness.com

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Restaurants (Adults)			
Went to family restaurant/steak house in last 6 months	14,233	74.3%	99
Went to family restaurant/steak house: 4+ times a month	5,266	27.5%	100
Went to fast food/drive-in restaurant in last 6 months	17,547	91.6%	102
Went to fast food/drive-in restaurant 9+ times/mo	7,958	41.5%	106
Fast food/drive-in last 6 months: eat in	7,698	40.2%	110
Fast food/drive-in last 6 months: home delivery	1,095	5.7%	74
Fast food/drive-in last 6 months: take-out/drive-thru	9,463	49.4%	107
Fast food/drive-in last 6 months: take-out/walk-in	3,151	16.4%	82
Television & Electronics (Adults/Households)			
Own any tablet	4,628	24.2%	72
Own any e-reader	1,197	6.2%	72
Own e-reader/tablet: iPad	2,311	12.1%	58
HH has Internet connectable TV	1,495	16.3%	81
Own any portable MP3 player	4,348	22.7%	81
HH owns 1 TV	1,736	18.9%	91
HH owns 2 TVs	2,588	28.2%	109
HH owns 3 TVs	2,022	22.1%	102
HH owns 4+ TVs	1,785	19.5%	107
HH subscribes to cable TV	3,088	33.7%	70
HH subscribes to fiber optic	168	1.8%	23
HH owns portable GPS navigation device	2,466	26.9%	99
HH purchased video game system in last 12 mos	405	4.4%	57
HH owns Internet video device for TV	579	6.3%	57
Travel (Adults)			
Domestic travel in last 12 months	8,394	43.8%	86
Took 3+ domestic non-business trips in last 12 months	1,682	8.8%	79
Spent on domestic vacations in last 12 months: <$1,000	1,651	8.6%	83
Spent on domestic vacations in last 12 months: $1,000-$1,499	869	4.5%	80
Spent on domestic vacations in last 12 months: $1,500-$1,999	581	3.0%	82
Spent on domestic vacations in last 12 months: $2,000-$2,999	442	2.3%	61
Spent on domestic vacations in last 12 months: $3,000+	802	4.2%	73
Domestic travel in the 12 months: used general travel website	884	4.6%	66
Foreign travel in last 3 years	2,416	12.6%	52
Took 3+ foreign trips by plane in last 3 years	219	1.1%	26
Spent on foreign vacations in last 12 months: <$1,000	421	2.2%	52
Spent on foreign vacations in last 12 months: $1,000-$2,999	378	2.0%	57
Spent on foreign vacations in last 12 months: $3,000+	366	1.9%	38
Foreign travel in last 3 years: used general travel website	496	2.6%	45
Nights spent in hotel/motel in last 12 months: any	6,811	35.6%	86
Took cruise of more than one day in last 3 years	1,134	5.9%	74
Member of any frequent flyer program	1,237	6.5%	40
Member of any hotel rewards program	1,940	10.1%	68

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