



# Sports and Leisure Market Potential

Rankin County, MS (28121)

Geography: County

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

  

<b>Product/Consumer Behavior</b>	<b>Expected Number of Adults/HHS</b>	<b>Percent</b>	<b>MPI</b>
Participated in aerobics in last 12 months	9,649	8.7%	97
Participated in archery in last 12 months	3,303	3.0%	108
Participated in auto racing in last 12 months	2,572	2.3%	116
Participated in backpacking in last 12 months	3,023	2.7%	93
Participated in baseball in last 12 months	4,838	4.4%	97
Participated in basketball in last 12 months	8,722	7.8%	94
Participated in bicycling (mountain) in last 12 months	4,235	3.8%	95
Participated in bicycling (road) in last 12 months	10,089	9.1%	92
Participated in boating (power) in last 12 months	6,095	5.5%	104
Participated in bowling in last 12 months	10,449	9.4%	96
Participated in canoeing/kayaking in last 12 months	5,844	5.3%	98
Participated in fishing (fresh water) in last 12 months	15,947	14.3%	116
Participated in fishing (salt water) in last 12 months	5,070	4.6%	113
Participated in football in last 12 months	5,311	4.8%	95
Participated in Frisbee in last 12 months	5,078	4.6%	99
Participated in golf in last 12 months	10,334	9.3%	98
Participated in hiking in last 12 months	9,930	8.9%	89
Participated in horseback riding in last 12 months	3,099	2.8%	114
Participated in hunting with rifle in last 12 months	5,878	5.3%	115
Participated in hunting with shotgun in last 12 months	5,075	4.6%	113
Participated in ice skating in last 12 months	2,534	2.3%	89
Participated in jogging/running in last 12 months	12,944	11.6%	91
Participated in motorcycling in last 12 months	3,773	3.4%	111
Participated in Pilates in last 12 months	3,002	2.7%	97
Participated in skiing (downhill) in last 12 months	2,804	2.5%	88
Participated in soccer in last 12 months	3,583	3.2%	86
Participated in softball in last 12 months	3,664	3.3%	96
Participated in swimming in last 12 months	17,416	15.7%	99
Participated in target shooting in last 12 months	5,542	5.0%	110
Participated in tennis in last 12 months	4,415	4.0%	93
Participated in volleyball in last 12 months	3,795	3.4%	96
Participated in walking for exercise in last 12 months	29,729	26.7%	95
Participated in weight lifting in last 12 months	10,778	9.7%	91
Participated in yoga in last 12 months	6,919	6.2%	87
Spent on sports/rec equip in last 12 months: \$1-99	6,828	6.1%	103
Spent on sports/rec equip in last 12 months: \$100-\$249	6,830	6.1%	94
Spent on sports/rec equip in last 12 months: \$250+	8,035	7.2%	103
Attend sports events	26,562	23.9%	102
Attend sports events: auto racing (NASCAR)	2,475	2.2%	110
Attend sports events: baseball game - MLB reg seas	9,698	8.7%	91
Attend sports events: basketball game (college)	3,317	3.0%	101
Attend sports events: basketball game-NBA reg seas	3,052	2.7%	87
Attend sports events: football game (college)	6,847	6.2%	109
Attend sports events: football game-NFL Mon/Thurs	2,560	2.3%	89
Attend sports events: football game - NFL weekend	4,936	4.4%	96
Attend sports events: high school sports	5,223	4.7%	102
Attend sports events: ice hockey game-NHL reg seas	2,782	2.5%	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.

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Product/Consumer Behavior	Expected		MPI
	Number of Adults/HHs	Percent	
Listen to sports on radio	17,203	15.5%	100
Listen to baseball (MLB reg season) on radio often	2,096	1.9%	79
Listen to football (NFL Mon/Thurs) on radio often	2,009	1.8%	94
Listen to football (NFL wknd games) on radio often	2,307	2.1%	94
Listen to football (college) on radio often	2,844	2.6%	118
Watch sports on TV	69,164	62.2%	99
Watch on TV: alpine skiing/ski jumping	5,522	5.0%	89
Watch on TV: auto racing (NASCAR)	17,912	16.1%	112
Watch on TV: auto racing (not NASCAR)	6,880	6.2%	103
Watch on TV: baseball (MLB regular season)	25,072	22.5%	95
Watch on TV: baseball (MLB playoffs/World Series)	24,300	21.9%	94
Watch on TV: basketball (college)	18,046	16.2%	105
Watch on TV: basketball (NCAA tournament)	17,578	15.8%	100
Watch on TV: basketball (NBA regular season)	19,134	17.2%	94
Watch on TV: basketball (NBA playoffs/finals)	20,723	18.6%	94
Watch on TV: basketball (WNBA)	4,504	4.1%	89
Watch on TV: bicycle racing	2,998	2.7%	92
Watch on TV: bowling	3,702	3.3%	98
Watch on TV: boxing	8,617	7.7%	90
Watch on TV: bull riding (pro)	6,864	6.2%	112
Watch on TV: Equestrian events	4,018	3.6%	109
Watch on TV: extreme sports (summer)	6,245	5.6%	91
Watch on TV: extreme sports (winter)	7,183	6.5%	95
Watch on TV: figure skating	11,393	10.2%	97
Watch on TV: fishing	8,229	7.4%	108
Watch on TV: football (college)	31,600	28.4%	107
Watch on TV: football (NFL Mon/Thurs night games)	38,398	34.5%	101
Watch on TV: football (NFL weekend games)	40,988	36.9%	102
Watch on TV: football (NFL playoffs/Super Bowl)	42,228	38.0%	102
Watch on TV: golf (PGA)	16,516	14.9%	101
Watch on TV: golf (LPGA)	5,214	4.7%	95
Watch on TV: gymnastics	9,041	8.1%	99
Watch on TV: horse racing	4,352	3.9%	105
Watch on TV: ice hockey (NHL regular season)	9,300	8.4%	91
Watch on TV: ice hockey (NHL playoffs/St Stanley Cup)	9,247	8.3%	88
Watch on TV: marathon/road running/triathlon	2,199	2.0%	88
Watch on TV: mixed martial arts (MMA)	5,267	4.7%	94
Watch on TV: motorcycle racing	5,113	4.6%	101
Watch on TV: Olympics (summer)	28,788	25.9%	98
Watch on TV: Olympics (winter)	27,986	25.2%	99
Watch on TV: poker	6,925	6.2%	95
Watch on TV: rodeo	5,980	5.4%	108
Watch on TV: soccer (MLS)	4,871	4.4%	80
Watch on TV: soccer (World Cup)	8,854	8.0%	83
Watch on TV: tennis (men`s)	9,284	8.3%	92
Watch on TV: tennis (women`s)	8,975	8.1%	92
Watch on TV: track & field	5,865	5.3%	94
Watch on TV: truck and tractor pull/mud racing	3,269	2.9%	101
Watch on TV: volleyball (pro beach)	4,320	3.9%	88
Watch on TV: weightlifting	1,574	1.4%	80
Watch on TV: wrestling (WWE)	3,443	3.1%	94

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Product/Consumer Behavior	Expected		MPI
	Number of Adults/HHs	Percent	
Member of AARP	12,069	10.9%	92
Member of charitable organization	4,670	4.2%	93
Member of church board	3,171	2.9%	92
Member of fraternal order	2,747	2.5%	93
Member of religious club	3,634	3.3%	90
Member of union	4,306	3.9%	95
Member of veterans club	2,716	2.4%	103
Attended adult education course in last 12 months	6,989	6.3%	96
Went to art gallery in last 12 months	6,671	6.0%	82
Attended auto show in last 12 months	9,204	8.3%	100
Did baking in last 12 months	25,119	22.6%	98
Went to bar/night club in last 12 months	17,496	15.7%	92
Went to beach in last 12 months	24,376	21.9%	93
Played billiards/pool in last 12 months	8,178	7.4%	96
Played bingo in last 12 months	4,121	3.7%	89
Did birdwatching in last 12 months	5,572	5.0%	105
Played board game in last 12 months	14,477	13.0%	98
Read book in last 12 months	38,447	34.6%	100
Participated in book club in last 12 months	2,788	2.5%	92
Went on overnight camping trip in last 12 months	14,886	13.4%	105
Played cards in last 12 months	17,571	15.8%	96
Played chess in last 12 months	3,146	2.8%	87
Played computer game (offline w/software)/12 months	7,841	7.1%	98
Played computer game (online w/software)/12 months	7,045	6.3%	91
Played computer game (online w/o software)/12 months	10,144	9.1%	98
Cooked for fun in last 12 months	24,009	21.6%	98
Did crossword puzzle in last 12 months	12,201	11.0%	97
Danced/went dancing in last 12 months	8,635	7.8%	89
Attended dance performance in last 12 months	3,861	3.5%	85
Dined out in last 12 months	50,092	45.0%	100
Participated in fantasy sports league last 12 months	4,322	3.9%	95
Did furniture refinishing in last 12 months	3,314	3.0%	107
Gambled at casino in last 12 months	14,993	13.5%	92
Gambled in Atlantic City in last 12 months	1,517	1.4%	57
Gambled in Las Vegas in last 12 months	4,121	3.7%	90
Participate in indoor gardening/plant care	10,854	9.8%	101
Attended horse races in last 12 months	2,667	2.4%	87
Participated in karaoke in last 12 months	3,477	3.1%	86
Bought lottery ticket in last 12 months	38,610	34.7%	96
Played lottery 6+ times in last 30 days	11,933	10.7%	93
Bought lottery ticket in last 12 months: Daily Drawing	3,962	3.6%	86
Bought lottery ticket in last 12 months: Instant Game	18,016	16.2%	96
Bought lottery ticket in last 12 months: Mega Millions	18,252	16.4%	92
Bought lottery ticket in last 12 months: Powerball	21,433	19.3%	102
Attended a movie in last 6 months	64,471	58.0%	96
Attended movie in last 90 days: once/week or more	2,279	2.0%	89
Attended movie in last 90 days: 2-3 times a month	6,175	5.6%	91
Attended movie in last 90 days: once a month	10,938	9.8%	94
Attended movie in last 90 days: < once a month	39,460	35.5%	98
Movie genre seen at theater/6 months: action	27,513	24.7%	93

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Product/Consumer Behavior	Expected		MPI
	Number of Adults/HHs	Percent	
Movie genre seen at theater/6 months: adventure	30,045	27.0%	95
Movie genre seen at theater/6 months: comedy	29,822	26.8%	95
Movie genre seen at theater/6 months: crime	14,931	13.4%	90
Movie genre seen at theater/6 months: drama	31,146	28.0%	94
Movie genre seen at theater/6 months: family	14,521	13.1%	95
Movie genre seen at theater/6 months: fantasy	19,445	17.5%	94
Movie genre seen at theater/6 months: horror	7,035	6.3%	89
Movie genre seen at theater/6 months: romance	16,977	15.3%	99
Movie genre seen at theater/6 months: science fiction	16,376	14.7%	94
Movie genre seen at theater/6 months: thriller	16,699	15.0%	90
Went to museum in last 12 months	12,280	11.0%	85
Attended classical music/opera performance/12 months	3,382	3.0%	79
Attended country music performance in last 12 months	6,940	6.2%	114
Attended rock music performance in last 12 months	9,588	8.6%	88
Played musical instrument in last 12 months	7,503	6.7%	97
Did painting/drawing in last 12 months	6,343	5.7%	97
Did photo album/scrapbooking in last 12 months	6,580	5.9%	104
Did photography in last 12 months	10,473	9.4%	96
Did Sudoku puzzle in last 12 months	11,232	10.1%	95
Went to live theater in last 12 months	12,788	11.5%	92
Visited a theme park in last 12 months	19,258	17.3%	96
Visited a theme park 5+ times in last 12 months	4,100	3.7%	98
Participated in trivia games in last 12 months	5,467	4.9%	94
Played video/electronic game (console) last 12 months	11,739	10.6%	93
Played video/electronic game (portable) last 12 months	4,505	4.1%	91
Visited an indoor water park in last 12 months	3,633	3.3%	105
Did woodworking in last 12 months	5,329	4.8%	111
Participated in word games in last 12 months	11,931	10.7%	100
Went to zoo in last 12 months	13,194	11.9%	101
Purchased DVDs in last 30 days: 1	4,728	4.3%	112
Purchased DVDs in last 30 days: 2	3,783	3.4%	109
Purchased DVDs in last 30 days: 3+	6,257	5.6%	100
Purchased DVD/Blu-ray disc online in last 12 months	6,799	6.1%	94
Rented DVDs in last 30 days: 1	3,897	3.5%	91
Rented DVDs in last 30 days: 2	5,506	5.0%	102
Rented DVDs in last 30 days: 3+	18,956	17.0%	101
Rented movie/oth video/30 days: action/adventure	28,844	25.9%	100
Rented movie/oth video/30 days: classics	7,840	7.1%	93
Rented movie/oth video/30 days: comedy	28,867	26.0%	101
Rented movie/oth video/30 days: drama	18,785	16.9%	97
Rented movie/oth video/30 days: family/children	13,024	11.7%	105
Rented movie/oth video/30 days: foreign	2,695	2.4%	75
Rented movie/oth video/30 days: horror	9,942	8.9%	95
Rented movie/oth video/30 days: musical	2,582	2.3%	78
Rented movie/oth video/30 days: news/documentary	3,765	3.4%	81
Rented movie/oth video/30 days: romance	11,909	10.7%	102
Rented movie/oth video/30 days: science fiction	8,593	7.7%	94
Rented movie/oth video/30 days: TV show	8,195	7.4%	89
Rented movie/oth video/30 days: western	3,881	3.5%	106

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	Number of Adults/HHs	Percent	
Rented/purch DVD/Blu-ray/30 days: from amazon.com	3,172	2.9%	87
Rented DVD/Blu-ray/30 days: from netflix.com	12,514	11.3%	89
Rented/purch DVD/Blu-ray/30 days: from Redbox	21,129	19.0%	106
HH owns ATV/UTV	3,807	6.9%	126
Bought any children`s toy/game in last 12 months	37,744	33.9%	102
Spent on toys/games for child last 12 months: <\$50	6,676	6.0%	98
Spent on toys/games for child last 12 months: \$50-99	2,900	2.6%	98
Spent on toys/games for child last 12 months: \$100-199	7,175	6.5%	104
Spent on toys/games for child last 12 months: \$200-499	11,223	10.1%	105
Spent on toys/games for child last 12 months: \$500+	5,670	5.1%	102
Bought any toys/games online in last 12 months	7,008	6.3%	95
Bought infant toy in last 12 months	7,668	6.9%	105
Bought pre-school toy in last 12 months	7,876	7.1%	100
Bought for child last 12 months: boy action figure	7,799	7.0%	98
Bought for child last 12 months: girl action figure	3,489	3.1%	107
Bought for child last 12 months: action game	2,916	2.6%	100
Bought for child last 12 months: bicycle	8,082	7.3%	110
Bought for child last 12 months: board game	11,713	10.5%	104
Bought for child last 12 months: builder set	4,344	3.9%	99
Bought for child last 12 months: car	11,028	9.9%	106
Bought for child last 12 months: construction toy	5,207	4.7%	94
Bought for child last 12 months: fashion doll	5,260	4.7%	101
Bought for child last 12 months: large/baby doll	7,378	6.6%	99
Bought for child last 12 months: doll accessories	4,523	4.1%	114
Bought for child last 12 months: doll clothing	4,514	4.1%	107
Bought for child last 12 months: educational toy	14,733	13.2%	111
Bought for child last 12 months: electronic doll/animal	2,837	2.6%	106
Bought for child last 12 months: electronic game	8,985	8.1%	100
Bought for child last 12 months: mechanical toy	4,086	3.7%	102
Bought for child last 12 months: model kit/set	2,765	2.5%	102
Bought for child last 12 months: plush doll/animal	8,423	7.6%	102
Bought for child last 12 months: sound game	2,295	2.1%	96
Bought for child last 12 months: water toy	11,222	10.1%	108
Bought for child last 12 months: word game	3,379	3.0%	97

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Bought digital book in last 12 months	12,014	10.8%	97
Bought hardcover book in last 12 months	24,533	22.1%	98
Bought paperback book in last 12 months	36,556	32.9%	97
Bought 1-3 books in last 12 months	21,536	19.4%	98
Bought 4-6 books in last 12 months	11,009	9.9%	92
Bought 7+ books in last 12 months	19,672	17.7%	98
Bought book (fiction) in last 12 months	30,433	27.4%	98
Bought book (non-fiction) in last 12 months	25,479	22.9%	97
Bought biography in last 12 months	7,028	6.3%	86
Bought children`s book in last 12 months	10,290	9.3%	96
Bought cookbook in last 12 months	9,916	8.9%	98
Bought history book in last 12 months	7,254	6.5%	82
Bought mystery book in last 12 months	13,049	11.7%	101
Bought novel in last 12 months	17,124	15.4%	95
Bought religious book (not bible) in last 12 mo	7,423	6.7%	102
Bought romance book in last 12 months	8,741	7.9%	109
Bought science fiction book in last 12 months	5,852	5.3%	93
Bought personal/business self-help book last 12 months	6,310	5.7%	94
Bought travel book in last 12 months	2,256	2.0%	85
Bought book online in last 12 months	20,113	18.1%	94
Bought book last 12 months: amazon.com	16,856	15.2%	93
Bought book last 12 months: barnes&noble.com	3,369	3.0%	92
Bought book last 12 months: Barnes & Noble book store	16,645	15.0%	94
Bought book last 12 months: other book store (not B&N)	12,681	11.4%	96
Bought book last 12 months: through book club	2,027	1.8%	100
Bought book last 12 months: mail order	2,466	2.2%	100
Listened to/purchased audiobook in last 6 months	4,803	4.3%	93

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