



Sports and Leisure Market Potential

2832 Geer Hwy, Marietta, South Carolina, 29661
Ring: 1 mile radius

For Reference Use Only

Latitude: 35.02090

Longitude: -82.50177

Demographic Summary		2016	2021
Population		1,785	1,821
Population 18+		1,357	1,386
Households		657	667
Median Household Income		\$40,255	\$40,692
Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Participated in aerobics in last 12 months	81	6.0%	70
Participated in archery in last 12 months	39	2.9%	106
Participated in backpacking in last 12 months	25	1.8%	60
Participated in baseball in last 12 months	60	4.4%	96
Participated in basketball in last 12 months	82	6.0%	73
Participated in bicycling (mountain) in last 12 months	22	1.6%	42
Participated in bicycling (road) in last 12 months	75	5.5%	56
Participated in boating (power) in last 12 months	48	3.5%	66
Participated in bowling in last 12 months	87	6.4%	68
Participated in canoeing/kayaking in last 12 months	45	3.3%	59
Participated in fishing (fresh water) in last 12 months	210	15.5%	125
Participated in fishing (salt water) in last 12 months	61	4.5%	114
Participated in football in last 12 months	66	4.9%	104
Participated in Frisbee in last 12 months	40	2.9%	69
Participated in golf in last 12 months	55	4.1%	44
Participated in hiking in last 12 months	82	6.0%	61
Participated in horseback riding in last 12 months	44	3.2%	131
Participated in hunting with rifle in last 12 months	73	5.4%	119
Participated in hunting with shotgun in last 12 months	65	4.8%	122
Participated in ice skating in last 12 months	19	1.4%	57
Participated in jogging/running in last 12 months	91	6.7%	51
Participated in motorcycling in last 12 months	55	4.1%	139
Participated in Pilates in last 12 months	19	1.4%	51
Participated in skiing (downhill) in last 12 months	18	1.3%	49
Participated in soccer in last 12 months	35	2.6%	68
Participated in softball in last 12 months	50	3.7%	108
Participated in swimming in last 12 months	175	12.9%	83
Participated in target shooting in last 12 months	74	5.5%	115
Participated in tennis in last 12 months	26	1.9%	48
Participated in volleyball in last 12 months	36	2.7%	82
Participated in walking for exercise in last 12 months	247	18.2%	68
Participated in weight lifting in last 12 months	74	5.5%	55
Participated in yoga in last 12 months	43	3.2%	45
Spent on sports/rec equip in last 12 months: \$1-99	88	6.5%	113
Spent on sports/rec equip in last 12 months: \$100-\$249	62	4.6%	74
Spent on sports/rec equip in last 12 months: \$250+	89	6.6%	90
Attend sports events	221	16.3%	71
Attend sports events: baseball game - MLB reg seas	59	4.3%	47
Attend sports events: basketball game (college)	26	1.9%	66
Attend sports events: basketball game-NBA reg seas	13	1.0%	32
Attend sports events: football game (college)	55	4.1%	71
Attend sports events: football game-NFL Mon/Thurs	25	1.8%	68
Attend sports events: football game - NFL weekend	34	2.5%	54
Attend sports events: high school sports	81	6.0%	125

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 2016 and 2021.

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Listen to sports on radio	169	12.5%	83
Listen to baseball (MLB reg season) on radio often	13	1.0%	43
Listen to football (NFL wknd games) on radio often	26	1.9%	97
Watch sports on TV	801	59.0%	96
Watch on TV: alpine skiing/ski jumping	47	3.5%	60
Watch on TV: auto racing (NASCAR)	220	16.2%	118
Watch on TV: auto racing (not NASCAR)	99	7.3%	124
Watch on TV: baseball (MLB regular season)	215	15.8%	70
Watch on TV: baseball (MLB playoffs/World Series)	201	14.8%	67
Watch on TV: basketball (college)	178	13.1%	88
Watch on TV: basketball (NCAA tournament)	171	12.6%	84
Watch on TV: basketball (NBA regular season)	185	13.6%	78
Watch on TV: basketball (NBA playoffs/finals)	203	15.0%	77
Watch on TV: basketball (WNBA)	57	4.2%	94
Watch on TV: bicycle racing	28	2.1%	66
Watch on TV: bowling	50	3.7%	115
Watch on TV: boxing	118	8.7%	108
Watch on TV: bull riding (pro)	106	7.8%	153
Watch on TV: Equestrian events	56	4.1%	123
Watch on TV: extreme sports (summer)	63	4.6%	78
Watch on TV: extreme sports (winter)	77	5.7%	87
Watch on TV: figure skating	124	9.1%	91
Watch on TV: fishing	105	7.7%	117
Watch on TV: football (college)	337	24.8%	96
Watch on TV: football (NFL Mon/Thurs night games)	398	29.3%	87
Watch on TV: football (NFL weekend games)	438	32.3%	90
Watch on TV: football (NFL playoffs/Super Bowl)	452	33.3%	90
Watch on TV: golf (PGA)	130	9.6%	67
Watch on TV: golf (LPGA)	42	3.1%	65
Watch on TV: gymnastics	105	7.7%	94
Watch on TV: horse racing (at track or OTB)	42	3.1%	110
Watch on TV: ice hockey (NHL regular season)	75	5.5%	59
Watch on TV: ice hockey (NHL playoffs/St Stanley Cup)	74	5.5%	58
Watch on TV: marathon/road running/triathlon	25	1.8%	73
Watch on TV: mixed martial arts (MMA)	71	5.2%	103
Watch on TV: motorcycle racing	61	4.5%	101
Watch on TV: Olympics (summer)	267	19.7%	73
Watch on TV: Olympics (winter)	257	18.9%	73
Watch on TV: poker	61	4.5%	80
Watch on TV: rodeo	97	7.1%	153
Watch on TV: soccer (MLS)	43	3.2%	59
Watch on TV: soccer (World Cup)	63	4.6%	53
Watch on TV: tennis (men`s)	76	5.6%	67
Watch on TV: tennis (women`s)	86	6.3%	77
Watch on TV: track & field	57	4.2%	74
Watch on TV: truck and tractor pull/mud racing	75	5.5%	186
Watch on TV: volleyball (pro beach)	52	3.8%	86
Watch on TV: wrestling (WWE)	55	4.1%	127
Interest in sports: college basketball Super Fan	70	5.2%	137
Interest in sports: college football Super Fan	96	7.1%	107
Interest in sports: golf Super Fan	19	1.4%	68
Interest in sports: high school sports Super Fan	44	3.2%	104
Interest in sports: MLB Super Fan	50	3.7%	67
Interest in sports: NASCAR Super Fan	67	4.9%	146
Interest in sports: NBA Super Fan	70	5.2%	87
Interest in sports: NFL Super Fan	187	13.8%	101
Interest in sports: NHL Super Fan	30	2.2%	63

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Member of AARP	125	9.2%	78
Member of charitable organization	31	2.3%	53
Member of church board	41	3.0%	98
Member of fraternal order	28	2.1%	79
Member of religious club	34	2.5%	67
Member of union	39	2.9%	77
Member of veterans club	30	2.2%	99
Attended adult education course in last 12 months	77	5.7%	83
Went to art gallery in last 12 months	51	3.8%	50
Attended auto show in last 12 months	103	7.6%	99
Did baking in last 12 months	229	16.9%	78
Went to bar/night club in last 12 months	145	10.7%	64
Went to beach in last 12 months	239	17.6%	71
Played billiards/pool in last 12 months	79	5.8%	75
Played bingo in last 12 months	59	4.3%	108
Did birdwatching in last 12 months	50	3.7%	85
Played board game in last 12 months	101	7.4%	59
Read book in last 12 months	388	28.6%	84
Participated in book club in last 12 months	27	2.0%	71
Went on overnight camping trip in last 12 months	141	10.4%	87
Played cards in last 12 months	182	13.4%	86
Played chess in last 12 months	41	3.0%	93
Played computer game (offline w/software)/12 months	77	5.7%	86
Played computer game (online w/software)/12 months	107	7.9%	115
Played computer game (online w/o software)/12 months	128	9.4%	104
Cooked for fun in last 12 months	246	18.1%	79
Did crossword puzzle in last 12 months	124	9.1%	85
Danced/went dancing in last 12 months	74	5.5%	68
Attended dance performance in last 12 months	38	2.8%	63
Dined out in last 12 months	469	34.6%	77
Participated in fantasy sports league last 12 months	33	2.4%	58
Did furniture refinishing in last 12 months	50	3.7%	110
Gambled at casino in last 12 months	149	11.0%	80
Gambled in Atlantic City in last 12 months	6	0.4%	19
Gambled in Las Vegas in last 12 months	41	3.0%	77
Participate in indoor gardening/plant care	116	8.5%	92
Attended horse races in last 12 months	22	1.6%	63
Participated in karaoke in last 12 months	37	2.7%	79
Bought lottery ticket in last 12 months	482	35.5%	95
Played lottery 6+ times in last 30 days	153	11.3%	95
Bought lottery ticket in last 12 months: Daily Drawing	41	3.0%	79
Bought lottery ticket in last 12 months: Instant Game	238	17.5%	96
Bought lottery ticket in last 12 months: Mega Millions	219	16.1%	90
Bought lottery ticket in last 12 months: Powerball	279	20.6%	96
Attended a movie in last 6 months	665	49.0%	82
Attended movie in last 90 days: once/week or more	41	3.0%	125
Attended movie in last 90 days: 2-3 times a month	40	2.9%	50
Attended movie in last 90 days: once a month	88	6.5%	64
Attended movie in last 90 days: < once a month	412	30.4%	86
Movie genre seen at theater/6 months: action	232	17.1%	66

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Movie genre seen at theater/6 months: adventure	267	19.7%	70
Movie genre seen at theater/6 months: comedy	267	19.7%	76
Movie genre seen at theater/6 months: crime	183	13.5%	76
Movie genre seen at theater/6 months: drama	263	19.4%	71
Movie genre seen at theater/6 months: family	105	7.7%	70
Movie genre seen at theater/6 months: fantasy	174	12.8%	70
Movie genre seen at theater/6 months: horror	91	6.7%	83
Movie genre seen at theater/6 months: romance	118	8.7%	74
Movie genre seen at theater/6 months: science fiction	121	8.9%	63
Movie genre seen at theater/6 months: thriller	155	11.4%	70
Went to museum in last 12 months	74	5.5%	44
Attended classical music/opera performance/12 months	28	2.1%	49
Attended country music performance in last 12 months	71	5.2%	92
Attended rock music performance in last 12 months	64	4.7%	50
Played musical instrument in last 12 months	77	5.7%	87
Did painting/drawing in last 12 months	67	4.9%	81
Did photo album/scrapbooking in last 12 months	62	4.6%	81
Did photography in last 12 months	88	6.5%	64
Did Sudoku puzzle in last 12 months	85	6.3%	63
Went to live theater in last 12 months	77	5.7%	44
Visited a theme park in last 12 months	160	11.8%	67
Visited a theme park 5+ times in last 12 months	37	2.7%	72
Participated in trivia games in last 12 months	59	4.3%	85
Played video/electronic game (console) last 12 months	133	9.8%	94
Played video/electronic game (portable) last 12 months	49	3.6%	79
Visited an indoor water park in last 12 months	37	2.7%	91
Did woodworking in last 12 months	67	4.9%	111
Participated in word games in last 12 months	113	8.3%	77
Went to zoo in last 12 months	98	7.2%	65
Purchased DVDs in last 30 days: 1	46	3.4%	100
Purchased DVDs in last 30 days: 2	33	2.4%	93
Purchased DVDs in last 30 days: 3+	71	5.2%	101
Purchased DVD/Blu-ray disc online in last 12 months	46	3.4%	53
Rented DVDs in last 30 days: 1	31	2.3%	60
Rented DVDs in last 30 days: 2	40	2.9%	67
Rented DVDs in last 30 days: 3+	195	14.4%	102
Rented movie/oth video/30 days: action/adventure	303	22.3%	91
Rented movie/oth video/30 days: classics	78	5.7%	83
Rented movie/oth video/30 days: comedy	284	20.9%	86
Rented movie/oth video/30 days: drama	173	12.7%	79
Rented movie/oth video/30 days: family/children	134	9.9%	92
Rented movie/oth video/30 days: foreign	32	2.4%	85
Rented movie/oth video/30 days: horror	128	9.4%	107
Rented movie/oth video/30 days: musical	27	2.0%	67
Rented movie/oth video/30 days: news/documentary	33	2.4%	67
Rented movie/oth video/30 days: romance	113	8.3%	89
Rented movie/oth video/30 days: science fiction	97	7.1%	93
Rented movie/oth video/30 days: TV show	97	7.1%	89
Rented movie/oth video/30 days: western	61	4.5%	155

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Product/Consumer Behavior	Expected		MPI
	Number of Adults/HHs	Percent	
Rented/purch DVD/Blu-ray/30 days: from amazon.com	33	2.4%	60
Rented DVD/Blu-ray/30 days: from netflix.com	90	6.6%	57
Rented/purch DVD/Blu-ray/30 days: from Redbox	202	14.9%	79
HH owns ATV/UTV	47	7.2%	145
Bought any children`s toy/game in last 12 months	468	34.5%	106
Spent on toys/games for child last 12 months: <\$50	110	8.1%	138
Spent on toys/games for child last 12 months: \$50-99	50	3.7%	136
Spent on toys/games for child last 12 months: \$100-199	94	6.9%	109
Spent on toys/games for child last 12 months: \$200-499	110	8.1%	89
Spent on toys/games for child last 12 months: \$500+	41	3.0%	64
Bought any toys/games online in last 12 months	58	4.3%	60
Bought infant toy in last 12 months	79	5.8%	87
Bought pre-school toy in last 12 months	99	7.3%	107
Bought for child last 12 months: boy action figure	93	6.9%	94
Bought for child last 12 months: girl action figure	52	3.8%	125
Bought for child last 12 months: action game	43	3.2%	125
Bought for child last 12 months: bicycle	89	6.6%	98
Bought for child last 12 months: board game	117	8.6%	87
Bought for child last 12 months: builder set	50	3.7%	86
Bought for child last 12 months: car	147	10.8%	119
Bought for child last 12 months: construction toy	50	3.7%	76
Bought for child last 12 months: fashion doll	57	4.2%	92
Bought for child last 12 months: large/baby doll	95	7.0%	106
Bought for child last 12 months: doll accessories	44	3.2%	89
Bought for child last 12 months: doll clothing	46	3.4%	90
Bought for child last 12 months: educational toy	136	10.0%	88
Bought for child last 12 months: electronic doll/animal	37	2.7%	106
Bought for child last 12 months: electronic game	110	8.1%	104
Bought for child last 12 months: mechanical toy	53	3.9%	112
Bought for child last 12 months: model kit/set	37	2.7%	111
Bought for child last 12 months: plush doll/animal	110	8.1%	111
Bought for child last 12 months: sound game	32	2.4%	119
Bought for child last 12 months: water toy	114	8.4%	92
Bought for child last 12 months: word game	47	3.5%	116

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Bought digital book in last 12 months	98	7.2%	55
Bought hardcover book in last 12 months	209	15.4%	74
Bought paperback book in last 12 months	325	23.9%	76
Bought 1-3 books in last 12 months	235	17.3%	89
Bought 4-6 books in last 12 months	108	8.0%	75
Bought 7+ books in last 12 months	171	12.6%	74
Bought book (fiction) in last 12 months	250	18.4%	67
Bought book (non-fiction) in last 12 months	226	16.7%	73
Bought biography in last 12 months	55	4.1%	55
Bought children`s book in last 12 months	90	6.6%	73
Bought cookbook in last 12 months	99	7.3%	89
Bought history book in last 12 months	51	3.8%	47
Bought mystery book in last 12 months	121	8.9%	80
Bought novel in last 12 months	127	9.4%	60
Bought religious book (not bible) in last 12 mo	90	6.6%	101
Bought romance book in last 12 months	110	8.1%	107
Bought science fiction book in last 12 months	48	3.5%	64
Bought personal/business self-help book last 12 months	51	3.8%	65
Bought travel book in last 12 months	16	1.2%	56
Bought book online in last 12 months	139	10.2%	53
Bought book last 12 months: amazon.com	122	9.0%	52
Bought book last 12 months: barnes&noble.com	23	1.7%	56
Bought book last 12 months: Barnes & Noble book store	109	8.0%	55
Bought book last 12 months: other book store (not B&N)	115	8.5%	74
Bought book last 12 months: mail order	44	3.2%	143
Listened to/purchased audiobook in last 6 months	43	3.2%	72

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Ring: 2 mile radius

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Demographic Summary		2016	2021
Population		3,797	3,916
Population 18+		2,920	3,006
Households		1,423	1,460
Median Household Income		\$39,558	\$39,370
Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Participated in aerobics in last 12 months	184	6.3%	74
Participated in archery in last 12 months	82	2.8%	103
Participated in backpacking in last 12 months	53	1.8%	59
Participated in baseball in last 12 months	124	4.2%	92
Participated in basketball in last 12 months	192	6.6%	80
Participated in bicycling (mountain) in last 12 months	46	1.6%	41
Participated in bicycling (road) in last 12 months	169	5.8%	58
Participated in boating (power) in last 12 months	128	4.4%	82
Participated in bowling in last 12 months	189	6.5%	68
Participated in canoeing/kayaking in last 12 months	103	3.5%	63
Participated in fishing (fresh water) in last 12 months	472	16.2%	131
Participated in fishing (salt water) in last 12 months	124	4.2%	107
Participated in football in last 12 months	148	5.1%	108
Participated in Frisbee in last 12 months	86	2.9%	69
Participated in golf in last 12 months	136	4.7%	51
Participated in hiking in last 12 months	183	6.3%	63
Participated in horseback riding in last 12 months	97	3.3%	135
Participated in hunting with rifle in last 12 months	172	5.9%	130
Participated in hunting with shotgun in last 12 months	143	4.9%	125
Participated in ice skating in last 12 months	41	1.4%	58
Participated in jogging/running in last 12 months	207	7.1%	54
Participated in motorcycling in last 12 months	117	4.0%	137
Participated in Pilates in last 12 months	44	1.5%	55
Participated in skiing (downhill) in last 12 months	40	1.4%	50
Participated in soccer in last 12 months	75	2.6%	67
Participated in softball in last 12 months	109	3.7%	109
Participated in swimming in last 12 months	406	13.9%	90
Participated in target shooting in last 12 months	151	5.2%	109
Participated in tennis in last 12 months	57	2.0%	49
Participated in volleyball in last 12 months	82	2.8%	86
Participated in walking for exercise in last 12 months	577	19.8%	74
Participated in weight lifting in last 12 months	163	5.6%	56
Participated in yoga in last 12 months	85	2.9%	41
Spent on sports/rec equip in last 12 months: \$1-99	180	6.2%	107
Spent on sports/rec equip in last 12 months: \$100-\$249	144	4.9%	80
Spent on sports/rec equip in last 12 months: \$250+	186	6.4%	88
Attend sports events	513	17.6%	77
Attend sports events: baseball game - MLB reg seas	142	4.9%	53
Attend sports events: basketball game (college)	60	2.1%	71
Attend sports events: basketball game-NBA reg seas	28	1.0%	32
Attend sports events: football game (college)	135	4.6%	81
Attend sports events: football game-NFL Mon/Thurs	56	1.9%	70
Attend sports events: football game - NFL weekend	74	2.5%	55
Attend sports events: high school sports	169	5.8%	121

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Listen to sports on radio	406	13.9%	93
Listen to baseball (MLB reg season) on radio often	26	0.9%	40
Listen to football (NFL wknd games) on radio often	62	2.1%	107
Watch sports on TV	1,748	59.9%	97
Watch on TV: alpine skiing/ski jumping	101	3.5%	59
Watch on TV: auto racing (NASCAR)	523	17.9%	130
Watch on TV: auto racing (not NASCAR)	217	7.4%	126
Watch on TV: baseball (MLB regular season)	474	16.2%	72
Watch on TV: baseball (MLB playoffs/World Series)	435	14.9%	68
Watch on TV: basketball (college)	398	13.6%	91
Watch on TV: basketball (NCAA tournament)	376	12.9%	86
Watch on TV: basketball (NBA regular season)	401	13.7%	78
Watch on TV: basketball (NBA playoffs/finals)	440	15.1%	78
Watch on TV: basketball (WNBA)	115	3.9%	88
Watch on TV: bicycle racing	57	2.0%	63
Watch on TV: bowling	98	3.4%	105
Watch on TV: boxing	235	8.0%	100
Watch on TV: bull riding (pro)	241	8.3%	161
Watch on TV: Equestrian events	122	4.2%	124
Watch on TV: extreme sports (summer)	141	4.8%	81
Watch on TV: extreme sports (winter)	165	5.7%	87
Watch on TV: figure skating	271	9.3%	92
Watch on TV: fishing	235	8.0%	122
Watch on TV: football (college)	780	26.7%	104
Watch on TV: football (NFL Mon/Thurs night games)	893	30.6%	90
Watch on TV: football (NFL weekend games)	976	33.4%	93
Watch on TV: football (NFL playoffs/Super Bowl)	1,006	34.5%	93
Watch on TV: golf (PGA)	292	10.0%	70
Watch on TV: golf (LPGA)	84	2.9%	61
Watch on TV: gymnastics	234	8.0%	97
Watch on TV: horse racing (at track or OTB)	95	3.3%	115
Watch on TV: ice hockey (NHL regular season)	153	5.2%	56
Watch on TV: ice hockey (NHL playoffs/St Stanley Cup)	159	5.4%	58
Watch on TV: marathon/road running/triathlon	56	1.9%	76
Watch on TV: mixed martial arts (MMA)	150	5.1%	101
Watch on TV: motorcycle racing	147	5.0%	113
Watch on TV: Olympics (summer)	583	20.0%	74
Watch on TV: Olympics (winter)	558	19.1%	73
Watch on TV: poker	118	4.0%	72
Watch on TV: rodeo	221	7.6%	162
Watch on TV: soccer (MLS)	88	3.0%	56
Watch on TV: soccer (World Cup)	133	4.6%	52
Watch on TV: tennis (men`s)	169	5.8%	69
Watch on TV: tennis (women`s)	187	6.4%	77
Watch on TV: track & field	114	3.9%	69
Watch on TV: truck and tractor pull/mud racing	164	5.6%	189
Watch on TV: volleyball (pro beach)	109	3.7%	84
Watch on TV: wrestling (WWE)	115	3.9%	123
Interest in sports: college basketball Super Fan	146	5.0%	133
Interest in sports: college football Super Fan	224	7.7%	116
Interest in sports: golf Super Fan	41	1.4%	68
Interest in sports: high school sports Super Fan	97	3.3%	106
Interest in sports: MLB Super Fan	107	3.7%	66
Interest in sports: NASCAR Super Fan	143	4.9%	145
Interest in sports: NBA Super Fan	140	4.8%	81
Interest in sports: NFL Super Fan	389	13.3%	98
Interest in sports: NHL Super Fan	56	1.9%	55

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June 06, 2017



Sports and Leisure Market Potential

2832 Geer Hwy, Marietta, South Carolina, 29661
Ring: 2 mile radius

For Reference Use Only

Latitude: 35.02090

Longitude: -82.50177

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Member of AARP	272	9.3%	79
Member of charitable organization	67	2.3%	54
Member of church board	87	3.0%	97
Member of fraternal order	64	2.2%	84
Member of religious club	72	2.5%	66
Member of union	83	2.8%	76
Member of veterans club	68	2.3%	104
Attended adult education course in last 12 months	164	5.6%	83
Went to art gallery in last 12 months	109	3.7%	50
Attended auto show in last 12 months	224	7.7%	100
Did baking in last 12 months	524	17.9%	83
Went to bar/night club in last 12 months	325	11.1%	67
Went to beach in last 12 months	519	17.8%	71
Played billiards/pool in last 12 months	176	6.0%	78
Played bingo in last 12 months	125	4.3%	106
Did birdwatching in last 12 months	119	4.1%	94
Played board game in last 12 months	232	7.9%	62
Read book in last 12 months	861	29.5%	86
Participated in book club in last 12 months	56	1.9%	68
Went on overnight camping trip in last 12 months	306	10.5%	88
Played cards in last 12 months	392	13.4%	86
Played chess in last 12 months	86	2.9%	91
Played computer game (offline w/software)/12 months	187	6.4%	97
Played computer game (online w/software)/12 months	215	7.4%	107
Played computer game (online w/o software)/12 months	288	9.9%	109
Cooked for fun in last 12 months	546	18.7%	82
Did crossword puzzle in last 12 months	276	9.5%	88
Danced/went dancing in last 12 months	158	5.4%	68
Attended dance performance in last 12 months	74	2.5%	57
Dined out in last 12 months	1,043	35.7%	80
Participated in fantasy sports league last 12 months	72	2.5%	59
Did furniture refinishing in last 12 months	106	3.6%	108
Gambled at casino in last 12 months	299	10.2%	75
Gambled in Atlantic City in last 12 months	13	0.4%	19
Gambled in Las Vegas in last 12 months	74	2.5%	64
Participate in indoor gardening/plant care	253	8.7%	93
Attended horse races in last 12 months	48	1.6%	64
Participated in karaoke in last 12 months	81	2.8%	80
Bought lottery ticket in last 12 months	1,053	36.1%	97
Played lottery 6+ times in last 30 days	320	11.0%	93
Bought lottery ticket in last 12 months: Daily Drawing	88	3.0%	79
Bought lottery ticket in last 12 months: Instant Game	547	18.7%	103
Bought lottery ticket in last 12 months: Mega Millions	458	15.7%	88
Bought lottery ticket in last 12 months: Powerball	610	20.9%	97
Attended a movie in last 6 months	1,435	49.1%	83
Attended movie in last 90 days: once/week or more	79	2.7%	112
Attended movie in last 90 days: 2-3 times a month	91	3.1%	53
Attended movie in last 90 days: once a month	196	6.7%	66
Attended movie in last 90 days: < once a month	890	30.5%	86
Movie genre seen at theater/6 months: action	498	17.1%	66

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Movie genre seen at theater/6 months: adventure	572	19.6%	70
Movie genre seen at theater/6 months: comedy	587	20.1%	77
Movie genre seen at theater/6 months: crime	377	12.9%	73
Movie genre seen at theater/6 months: drama	560	19.2%	70
Movie genre seen at theater/6 months: family	230	7.9%	71
Movie genre seen at theater/6 months: fantasy	381	13.0%	72
Movie genre seen at theater/6 months: horror	188	6.4%	80
Movie genre seen at theater/6 months: romance	255	8.7%	74
Movie genre seen at theater/6 months: science fiction	257	8.8%	62
Movie genre seen at theater/6 months: thriller	314	10.8%	65
Went to museum in last 12 months	163	5.6%	45
Attended classical music/opera performance/12 months	58	2.0%	47
Attended country music performance in last 12 months	162	5.5%	98
Attended rock music performance in last 12 months	138	4.7%	50
Played musical instrument in last 12 months	160	5.5%	84
Did painting/drawing in last 12 months	145	5.0%	81
Did photo album/scrapbooking in last 12 months	135	4.6%	82
Did photography in last 12 months	203	7.0%	69
Did Sudoku puzzle in last 12 months	188	6.4%	64
Went to live theater in last 12 months	183	6.3%	48
Visited a theme park in last 12 months	356	12.2%	69
Visited a theme park 5+ times in last 12 months	83	2.8%	75
Participated in trivia games in last 12 months	125	4.3%	83
Played video/electronic game (console) last 12 months	277	9.5%	91
Played video/electronic game (portable) last 12 months	115	3.9%	86
Visited an indoor water park in last 12 months	80	2.7%	92
Did woodworking in last 12 months	148	5.1%	114
Participated in word games in last 12 months	256	8.8%	81
Went to zoo in last 12 months	224	7.7%	69
Purchased DVDs in last 30 days: 1	104	3.6%	105
Purchased DVDs in last 30 days: 2	73	2.5%	96
Purchased DVDs in last 30 days: 3+	159	5.4%	105
Purchased DVD/Blu-ray disc online in last 12 months	108	3.7%	57
Rented DVDs in last 30 days: 1	68	2.3%	61
Rented DVDs in last 30 days: 2	95	3.3%	74
Rented DVDs in last 30 days: 3+	413	14.1%	100
Rented movie/oth video/30 days: action/adventure	657	22.5%	91
Rented movie/oth video/30 days: classics	168	5.8%	83
Rented movie/oth video/30 days: comedy	616	21.1%	87
Rented movie/oth video/30 days: drama	375	12.8%	80
Rented movie/oth video/30 days: family/children	313	10.7%	100
Rented movie/oth video/30 days: foreign	54	1.8%	67
Rented movie/oth video/30 days: horror	266	9.1%	103
Rented movie/oth video/30 days: musical	59	2.0%	68
Rented movie/oth video/30 days: news/documentary	68	2.3%	64
Rented movie/oth video/30 days: romance	240	8.2%	88
Rented movie/oth video/30 days: science fiction	211	7.2%	94
Rented movie/oth video/30 days: TV show	196	6.7%	83
Rented movie/oth video/30 days: western	131	4.5%	155

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Product/Consumer Behavior	Expected		MPI
	Number of Adults/HHs	Percent	
Rented/purch DVD/Blu-ray/30 days: from amazon.com	63	2.2%	53
Rented DVD/Blu-ray/30 days: from netflix.com	207	7.1%	61
Rented/purch DVD/Blu-ray/30 days: from Redbox	465	15.9%	85
HH owns ATV/UTV	116	8.2%	165
Bought any children`s toy/game in last 12 months	1,012	34.7%	107
Spent on toys/games for child last 12 months: <\$50	218	7.5%	127
Spent on toys/games for child last 12 months: \$50-99	96	3.3%	122
Spent on toys/games for child last 12 months: \$100-199	206	7.1%	111
Spent on toys/games for child last 12 months: \$200-499	253	8.7%	95
Spent on toys/games for child last 12 months: \$500+	109	3.7%	79
Bought any toys/games online in last 12 months	134	4.6%	65
Bought infant toy in last 12 months	189	6.5%	97
Bought pre-school toy in last 12 months	206	7.1%	103
Bought for child last 12 months: boy action figure	222	7.6%	105
Bought for child last 12 months: girl action figure	115	3.9%	129
Bought for child last 12 months: action game	94	3.2%	127
Bought for child last 12 months: bicycle	193	6.6%	99
Bought for child last 12 months: board game	272	9.3%	94
Bought for child last 12 months: builder set	115	3.9%	92
Bought for child last 12 months: car	331	11.3%	125
Bought for child last 12 months: construction toy	119	4.1%	84
Bought for child last 12 months: fashion doll	131	4.5%	98
Bought for child last 12 months: large/baby doll	204	7.0%	105
Bought for child last 12 months: doll accessories	100	3.4%	94
Bought for child last 12 months: doll clothing	102	3.5%	93
Bought for child last 12 months: educational toy	331	11.3%	99
Bought for child last 12 months: electronic doll/animal	82	2.8%	109
Bought for child last 12 months: electronic game	238	8.2%	104
Bought for child last 12 months: mechanical toy	118	4.0%	116
Bought for child last 12 months: model kit/set	82	2.8%	114
Bought for child last 12 months: plush doll/animal	251	8.6%	118
Bought for child last 12 months: sound game	68	2.3%	118
Bought for child last 12 months: water toy	270	9.2%	101
Bought for child last 12 months: word game	101	3.5%	116

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Sports and Leisure Market Potential

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Bought digital book in last 12 months	239	8.2%	62
Bought hardcover book in last 12 months	471	16.1%	77
Bought paperback book in last 12 months	755	25.9%	82
Bought 1-3 books in last 12 months	527	18.0%	93
Bought 4-6 books in last 12 months	241	8.3%	78
Bought 7+ books in last 12 months	396	13.6%	79
Bought book (fiction) in last 12 months	594	20.3%	74
Bought book (non-fiction) in last 12 months	511	17.5%	76
Bought biography in last 12 months	121	4.1%	56
Bought children`s book in last 12 months	208	7.1%	79
Bought cookbook in last 12 months	226	7.7%	94
Bought history book in last 12 months	117	4.0%	51
Bought mystery book in last 12 months	276	9.5%	85
Bought novel in last 12 months	287	9.8%	63
Bought religious book (not bible) in last 12 mo	206	7.1%	107
Bought romance book in last 12 months	243	8.3%	110
Bought science fiction book in last 12 months	122	4.2%	76
Bought personal/business self-help book last 12 months	118	4.0%	70
Bought travel book in last 12 months	35	1.2%	57
Bought book online in last 12 months	332	11.4%	59
Bought book last 12 months: amazon.com	286	9.8%	56
Bought book last 12 months: barnes&noble.com	58	2.0%	66
Bought book last 12 months: Barnes & Noble book store	254	8.7%	59
Bought book last 12 months: other book store (not B&N)	268	9.2%	80
Bought book last 12 months: mail order	100	3.4%	151
Listened to/purchased audiobook in last 6 months	89	3.0%	70

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Sports and Leisure Market Potential

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Demographic Summary		2016	2021
Population		6,251	6,503
Population 18+		4,844	5,029
Households		2,319	2,401
Median Household Income		\$38,948	\$38,643
Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Participated in aerobics in last 12 months	313	6.5%	76
Participated in archery in last 12 months	134	2.8%	102
Participated in backpacking in last 12 months	88	1.8%	59
Participated in baseball in last 12 months	195	4.0%	88
Participated in basketball in last 12 months	333	6.9%	83
Participated in bicycling (mountain) in last 12 months	76	1.6%	40
Participated in bicycling (road) in last 12 months	291	6.0%	60
Participated in boating (power) in last 12 months	249	5.1%	97
Participated in bowling in last 12 months	314	6.5%	69
Participated in canoeing/kayaking in last 12 months	179	3.7%	66
Participated in fishing (fresh water) in last 12 months	819	16.9%	137
Participated in fishing (salt water) in last 12 months	198	4.1%	103
Participated in football in last 12 months	250	5.2%	110
Participated in Frisbee in last 12 months	144	3.0%	69
Participated in golf in last 12 months	252	5.2%	57
Participated in hiking in last 12 months	311	6.4%	65
Participated in horseback riding in last 12 months	163	3.4%	136
Participated in hunting with rifle in last 12 months	311	6.4%	142
Participated in hunting with shotgun in last 12 months	245	5.1%	129
Participated in ice skating in last 12 months	68	1.4%	57
Participated in jogging/running in last 12 months	359	7.4%	56
Participated in motorcycling in last 12 months	192	4.0%	136
Participated in Pilates in last 12 months	77	1.6%	58
Participated in skiing (downhill) in last 12 months	70	1.4%	53
Participated in soccer in last 12 months	120	2.5%	65
Participated in softball in last 12 months	182	3.8%	110
Participated in swimming in last 12 months	718	14.8%	96
Participated in target shooting in last 12 months	243	5.0%	106
Participated in tennis in last 12 months	95	2.0%	49
Participated in volleyball in last 12 months	140	2.9%	89
Participated in walking for exercise in last 12 months	1,021	21.1%	79
Participated in weight lifting in last 12 months	275	5.7%	57
Participated in yoga in last 12 months	134	2.8%	39
Spent on sports/rec equip in last 12 months: \$1-99	284	5.9%	102
Spent on sports/rec equip in last 12 months: \$100-\$249	255	5.3%	86
Spent on sports/rec equip in last 12 months: \$250+	309	6.4%	88
Attend sports events	907	18.7%	82
Attend sports events: baseball game - MLB reg seas	254	5.2%	57
Attend sports events: basketball game (college)	103	2.1%	74
Attend sports events: basketball game-NBA reg seas	45	0.9%	31
Attend sports events: football game (college)	249	5.1%	90
Attend sports events: football game-NFL Mon/Thurs	97	2.0%	73
Attend sports events: football game - NFL weekend	124	2.6%	55
Attend sports events: high school sports	269	5.6%	116

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Listen to sports on radio	723	14.9%	100
Listen to baseball (MLB reg season) on radio often	42	0.9%	39
Listen to football (NFL wknd games) on radio often	110	2.3%	115
Watch sports on TV	2,937	60.6%	98
Watch on TV: alpine skiing/ski jumping	169	3.5%	60
Watch on TV: auto racing (NASCAR)	937	19.3%	140
Watch on TV: auto racing (not NASCAR)	357	7.4%	125
Watch on TV: baseball (MLB regular season)	815	16.8%	75
Watch on TV: baseball (MLB playoffs/World Series)	738	15.2%	69
Watch on TV: basketball (college)	675	13.9%	93
Watch on TV: basketball (NCAA tournament)	625	12.9%	86
Watch on TV: basketball (NBA regular season)	654	13.5%	77
Watch on TV: basketball (NBA playoffs/finals)	723	14.9%	77
Watch on TV: basketball (WNBA)	175	3.6%	81
Watch on TV: bicycle racing	92	1.9%	61
Watch on TV: bowling	152	3.1%	98
Watch on TV: boxing	365	7.5%	94
Watch on TV: bull riding (pro)	421	8.7%	170
Watch on TV: Equestrian events	207	4.3%	127
Watch on TV: extreme sports (summer)	244	5.0%	84
Watch on TV: extreme sports (winter)	274	5.7%	87
Watch on TV: figure skating	460	9.5%	94
Watch on TV: fishing	403	8.3%	126
Watch on TV: football (college)	1,363	28.1%	109
Watch on TV: football (NFL Mon/Thurs night games)	1,532	31.6%	93
Watch on TV: football (NFL weekend games)	1,663	34.3%	95
Watch on TV: football (NFL playoffs/Super Bowl)	1,715	35.4%	96
Watch on TV: golf (PGA)	510	10.5%	74
Watch on TV: golf (LPGA)	133	2.7%	58
Watch on TV: gymnastics	400	8.3%	100
Watch on TV: horse racing (at track or OTB)	164	3.4%	120
Watch on TV: ice hockey (NHL regular season)	248	5.1%	55
Watch on TV: ice hockey (NHL playoffs/St Stanley Cup)	267	5.5%	58
Watch on TV: marathon/road running/triathlon	94	1.9%	76
Watch on TV: mixed martial arts (MMA)	244	5.0%	99
Watch on TV: motorcycle racing	265	5.5%	123
Watch on TV: Olympics (summer)	985	20.3%	75
Watch on TV: Olympics (winter)	945	19.5%	75
Watch on TV: poker	182	3.8%	67
Watch on TV: rodeo	387	8.0%	171
Watch on TV: soccer (MLS)	143	3.0%	55
Watch on TV: soccer (World Cup)	219	4.5%	51
Watch on TV: tennis (men`s)	289	6.0%	71
Watch on TV: tennis (women`s)	308	6.4%	77
Watch on TV: track & field	179	3.7%	65
Watch on TV: truck and tractor pull/mud racing	275	5.7%	191
Watch on TV: volleyball (pro beach)	179	3.7%	83
Watch on TV: wrestling (WWE)	185	3.8%	120
Interest in sports: college basketball Super Fan	232	4.8%	128
Interest in sports: college football Super Fan	390	8.1%	122
Interest in sports: golf Super Fan	69	1.4%	69
Interest in sports: high school sports Super Fan	165	3.4%	109
Interest in sports: MLB Super Fan	176	3.6%	66
Interest in sports: NASCAR Super Fan	236	4.9%	144
Interest in sports: NBA Super Fan	212	4.4%	74
Interest in sports: NFL Super Fan	624	12.9%	94
Interest in sports: NHL Super Fan	83	1.7%	49

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Member of AARP	460	9.5%	81
Member of charitable organization	111	2.3%	54
Member of church board	143	3.0%	96
Member of fraternal order	112	2.3%	88
Member of religious club	116	2.4%	64
Member of union	138	2.8%	77
Member of veterans club	117	2.4%	108
Attended adult education course in last 12 months	270	5.6%	82
Went to art gallery in last 12 months	181	3.7%	50
Attended auto show in last 12 months	373	7.7%	100
Did baking in last 12 months	915	18.9%	88
Went to bar/night club in last 12 months	554	11.4%	68
Went to beach in last 12 months	883	18.2%	73
Played billiards/pool in last 12 months	299	6.2%	80
Played bingo in last 12 months	204	4.2%	105
Did birdwatching in last 12 months	210	4.3%	100
Played board game in last 12 months	410	8.5%	67
Read book in last 12 months	1,472	30.4%	89
Participated in book club in last 12 months	91	1.9%	67
Went on overnight camping trip in last 12 months	521	10.8%	90
Played cards in last 12 months	646	13.3%	86
Played chess in last 12 months	140	2.9%	89
Played computer game (offline w/software)/12 months	342	7.1%	107
Played computer game (online w/software)/12 months	341	7.0%	103
Played computer game (online w/o software)/12 months	499	10.3%	114
Cooked for fun in last 12 months	933	19.3%	84
Did crossword puzzle in last 12 months	479	9.9%	92
Danced/went dancing in last 12 months	260	5.4%	67
Attended dance performance in last 12 months	116	2.4%	53
Dined out in last 12 months	1,797	37.1%	83
Participated in fantasy sports league last 12 months	121	2.5%	60
Did furniture refinishing in last 12 months	175	3.6%	108
Gambled at casino in last 12 months	477	9.8%	72
Gambled in Atlantic City in last 12 months	22	0.5%	20
Gambled in Las Vegas in last 12 months	107	2.2%	56
Participate in indoor gardening/plant care	431	8.9%	96
Attended horse races in last 12 months	81	1.7%	65
Participated in karaoke in last 12 months	134	2.8%	80
Bought lottery ticket in last 12 months	1,770	36.5%	98
Played lottery 6+ times in last 30 days	516	10.7%	90
Bought lottery ticket in last 12 months: Daily Drawing	146	3.0%	79
Bought lottery ticket in last 12 months: Instant Game	953	19.7%	108
Bought lottery ticket in last 12 months: Mega Millions	745	15.4%	86
Bought lottery ticket in last 12 months: Powerball	1,025	21.2%	99
Attended a movie in last 6 months	2,392	49.4%	83
Attended movie in last 90 days: once/week or more	115	2.4%	98
Attended movie in last 90 days: 2-3 times a month	156	3.2%	55
Attended movie in last 90 days: once a month	335	6.9%	68
Attended movie in last 90 days: < once a month	1,486	30.7%	87
Movie genre seen at theater/6 months: action	828	17.1%	66

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June 06, 2017



Sports and Leisure Market Potential

2832 Geer Hwy, Marietta, South Carolina, 29661
Ring: 3 mile radius

For Reference Use Only

Latitude: 35.02090

Longitude: -82.50177

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Movie genre seen at theater/6 months: adventure	955	19.7%	70
Movie genre seen at theater/6 months: comedy	985	20.3%	78
Movie genre seen at theater/6 months: crime	603	12.4%	70
Movie genre seen at theater/6 months: drama	927	19.1%	70
Movie genre seen at theater/6 months: family	392	8.1%	73
Movie genre seen at theater/6 months: fantasy	645	13.3%	73
Movie genre seen at theater/6 months: horror	301	6.2%	77
Movie genre seen at theater/6 months: romance	418	8.6%	73
Movie genre seen at theater/6 months: science fiction	422	8.7%	61
Movie genre seen at theater/6 months: thriller	500	10.3%	63
Went to museum in last 12 months	280	5.8%	47
Attended classical music/opera performance/12 months	91	1.9%	45
Attended country music performance in last 12 months	287	5.9%	105
Attended rock music performance in last 12 months	233	4.8%	51
Played musical instrument in last 12 months	258	5.3%	82
Did painting/drawing in last 12 months	240	5.0%	81
Did photo album/scrapbooking in last 12 months	224	4.6%	82
Did photography in last 12 months	357	7.4%	73
Did Sudoku puzzle in last 12 months	323	6.7%	67
Went to live theater in last 12 months	333	6.9%	53
Visited a theme park in last 12 months	607	12.5%	71
Visited a theme park 5+ times in last 12 months	143	3.0%	78
Participated in trivia games in last 12 months	206	4.3%	83
Played video/electronic game (console) last 12 months	453	9.4%	90
Played video/electronic game (portable) last 12 months	206	4.3%	93
Visited an indoor water park in last 12 months	132	2.7%	91
Did woodworking in last 12 months	251	5.2%	117
Participated in word games in last 12 months	449	9.3%	86
Went to zoo in last 12 months	389	8.0%	72
Purchased DVDs in last 30 days: 1	180	3.7%	109
Purchased DVDs in last 30 days: 2	124	2.6%	98
Purchased DVDs in last 30 days: 3+	272	5.6%	108
Purchased DVD/Blu-ray disc online in last 12 months	192	4.0%	62
Rented DVDs in last 30 days: 1	116	2.4%	63
Rented DVDs in last 30 days: 2	169	3.5%	79
Rented DVDs in last 30 days: 3+	673	13.9%	98
Rented movie/oth video/30 days: action/adventure	1,099	22.7%	92
Rented movie/oth video/30 days: classics	280	5.8%	84
Rented movie/oth video/30 days: comedy	1,028	21.2%	88
Rented movie/oth video/30 days: drama	627	12.9%	81
Rented movie/oth video/30 days: family/children	545	11.3%	105
Rented movie/oth video/30 days: foreign	74	1.5%	55
Rented movie/oth video/30 days: horror	428	8.8%	100
Rented movie/oth video/30 days: musical	98	2.0%	68
Rented movie/oth video/30 days: news/documentary	108	2.2%	62
Rented movie/oth video/30 days: romance	394	8.1%	87
Rented movie/oth video/30 days: science fiction	355	7.3%	95
Rented movie/oth video/30 days: TV show	308	6.4%	79
Rented movie/oth video/30 days: western	216	4.5%	154

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Rented/purch DVD/Blu-ray/30 days: from amazon.com	95	2.0%	48
Rented DVD/Blu-ray/30 days: from netflix.com	365	7.5%	65
Rented/purch DVD/Blu-ray/30 days: from Redbox	809	16.7%	89
HH owns ATV/UTV	207	8.9%	180
Bought any children`s toy/game in last 12 months	1,691	34.9%	108
Spent on toys/games for child last 12 months: <\$50	336	6.9%	118
Spent on toys/games for child last 12 months: \$50-99	146	3.0%	111
Spent on toys/games for child last 12 months: \$100-199	350	7.2%	114
Spent on toys/games for child last 12 months: \$200-499	445	9.2%	100
Spent on toys/games for child last 12 months: \$500+	212	4.4%	93
Bought any toys/games online in last 12 months	234	4.8%	68
Bought infant toy in last 12 months	342	7.1%	106
Bought pre-school toy in last 12 months	335	6.9%	101
Bought for child last 12 months: boy action figure	396	8.2%	113
Bought for child last 12 months: girl action figure	191	3.9%	129
Bought for child last 12 months: action game	158	3.3%	129
Bought for child last 12 months: bicycle	322	6.6%	99
Bought for child last 12 months: board game	478	9.9%	100
Bought for child last 12 months: builder set	205	4.2%	99
Bought for child last 12 months: car	569	11.7%	129
Bought for child last 12 months: construction toy	219	4.5%	94
Bought for child last 12 months: fashion doll	228	4.7%	103
Bought for child last 12 months: large/baby doll	334	6.9%	104
Bought for child last 12 months: doll accessories	172	3.6%	97
Bought for child last 12 months: doll clothing	176	3.6%	97
Bought for child last 12 months: educational toy	602	12.4%	109
Bought for child last 12 months: electronic doll/animal	139	2.9%	112
Bought for child last 12 months: electronic game	397	8.2%	105
Bought for child last 12 months: mechanical toy	203	4.2%	120
Bought for child last 12 months: model kit/set	140	2.9%	117
Bought for child last 12 months: plush doll/animal	443	9.1%	125
Bought for child last 12 months: sound game	110	2.3%	115
Bought for child last 12 months: water toy	484	10.0%	110
Bought for child last 12 months: word game	166	3.4%	115

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Bought digital book in last 12 months	439	9.1%	69
Bought hardcover book in last 12 months	808	16.7%	80
Bought paperback book in last 12 months	1,327	27.4%	87
Bought 1-3 books in last 12 months	893	18.4%	94
Bought 4-6 books in last 12 months	418	8.6%	82
Bought 7+ books in last 12 months	694	14.3%	84
Bought book (fiction) in last 12 months	1,066	22.0%	80
Bought book (non-fiction) in last 12 months	882	18.2%	79
Bought biography in last 12 months	206	4.3%	58
Bought children`s book in last 12 months	365	7.5%	83
Bought cookbook in last 12 months	389	8.0%	98
Bought history book in last 12 months	206	4.3%	54
Bought mystery book in last 12 months	482	10.0%	89
Bought novel in last 12 months	500	10.3%	66
Bought religious book (not bible) in last 12 mo	359	7.4%	112
Bought romance book in last 12 months	413	8.5%	113
Bought science fiction book in last 12 months	225	4.6%	84
Bought personal/business self-help book last 12 months	205	4.2%	73
Bought travel book in last 12 months	60	1.2%	59
Bought book online in last 12 months	603	12.4%	64
Bought book last 12 months: amazon.com	511	10.5%	61
Bought book last 12 months: barnes&noble.com	109	2.3%	74
Bought book last 12 months: Barnes & Noble book store	448	9.2%	63
Bought book last 12 months: other book store (not B&N)	474	9.8%	85
Bought book last 12 months: mail order	172	3.6%	157
Listened to/purchased audiobook in last 6 months	144	3.0%	68

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