Sports and Leisure Market Potential

Palm Bay City Limits

City of Palm Bay (01/30/2014)

Demographic Summary	2013	2018
Population	105,475	107,953
Population 18+	81,552	84,172
Households	40,418	41,491
Median Household Income	$42,566	$50,098

Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Participated in aerobics	7,617	9.3%	94
Participated in archery	2,479	3.0%	117
Participated in backpacking/hiking	6,672	8.2%	87
Participated in baseball	3,763	4.6%	89
Participated in basketball	7,750	9.5%	101
Participated in bicycling (mountain)	2,777	3.4%	92
Participated in bicycling (road)	6,880	8.4%	87
Participated in boating (power)	5,097	6.3%	102
Participated in bowling	10,483	12.9%	110
Participated in canoeing/kayaking	3,638	4.5%	94
Participated in downhill skiing	1,928	2.4%	80
Participated in fishing (fresh water)	11,969	14.7%	113
Participated in fishing (salt water)	3,516	4.3%	94
Participated in football	5,228	6.4%	103
Participated in Frisbee	4,522	5.5%	101
Participated in golf	7,280	8.9%	87
Play golf < once a month	2,786	3.4%	86
Play golf 1+ times a month	3,584	4.4%	82
Participated in horseback riding	2,263	2.8%	91
Participated in hunting with rifle	4,068	5.0%	104
Participated in hunting with shotgun	3,865	4.7%	113
Participated in ice skating	2,291	2.8%	97
Participated in jogging/running	7,987	9.8%	92
Participated in martial arts	1,152	1.4%	100
Participated in motorcycling	3,267	4.0%	110
Participated in Pilates	2,321	2.8%	86
Participated in roller skating	1,741	2.1%	103
Participated in snowboarding	1,322	1.6%	84
Participated in soccer	2,703	3.3%	77
Participated in softball	3,308	4.1%	103
Participated in swimming	15,620	19.2%	98
Participated in target shooting	3,619	4.4%	116
Participated in tennis	2,867	3.5%	82
Participated in volleyball	2,691	3.3%	94
Participated in walking for exercise	24,051	29.5%	99
Participated in weight lifting	9,316	11.4%	96
Participated in yoga	3,621	4.4%	76
Spent on high end sports/recreation equipment/12 mo: <$250	3,548	4.4%	98
Spent on high end sports/recreation equipment/12 mo: $250+	3,474	4.3%	109
Attend sports event: auto racing (NASCAR)	6,224	7.6%	105
Attend sports event: auto racing (not NASCAR)	4,918	6.0%	96
Attend sports event: baseball game	11,742	14.4%	97

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults 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 2013 and 2018.

January 30, 2014

Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Attend sports event: basketball game (college)	6,460	7.9%	100
Attend sports event: basketball game (pro)	6,806	8.3%	98
Attend sports event: football game (college)	8,353	10.2%	99
Attend sports event: football-Monday night game (pro)	4,994	6.1%	100
Attend sports event: football-weekend game (pro)	6,681	8.2%	90
Attend sports event: golf tournament	4,262	5.2%	95
Attend sports event: ice hockey game	5,307	6.5%	99
Attend sports event: soccer game	4,465	5.5%	88
Attend sports event: tennis match	3,522	4.3%	88
Attended adult education course in last 12 months	5,455	6.7%	101
Attended auto show in last 12 months	7,225	8.9%	108
Went to bar/night club in last 12 months	15,737	19.3%	101
Went to beach in last 12 months	18,117	22.2%	90
Attended dance performance in last 12 months	3,379	4.1%	92
Danced/went dancing in last 12 months	7,189	8.8%	93
Dined out in last 12 months	40,399	49.5%	101
Dine out < once a month	4,482	5.5%	118
Dine out once a month	5,287	6.5%	105
Dine out 2-3 times a month	9,562	11.7%	102
Dine out once a week	8,363	10.3%	89
Dine out 2+ times per week	7,838	9.6%	97
Gambled at casino in last 12 months	13,055	16.0%	100
Gambled at casino 6+ times in last 12 months	1,859	2.3%	84
Gambled in Atlantic City in last 12 months	1,338	1.6%	65
Gambled in Las Vegas in last 12 months	3,237	4.0%	82
Attended horse races in last 12 months	1,944	2.4%	80
Attended movies in last 6 months	46,701	57.3%	97
Attended movies in last 90 days: < once a month	26,278	32.2%	100
Attended movies in last 90 days: once a month	7,661	9.4%	91
Attended movies in last 90 days: 2-3 times a month	5,328	6.5%	96
Attended movies in last 90 days: once/week or more	1,614	2.0%	77
Prefer to see movie after second week of release	19,448	23.8%	101
Went to museum in last 12 months	8,787	10.8%	83
Attended music performance in last 12 months	18,958	23.2%	98
Attended country music performance in last 12 mo	4,507	5.5%	110
Attended rock music performance in last 12 months	8,206	10.1%	92
Attended classical music/opera performance/12 mo	3,108	3.8%	82
Went to live theater in last 12 months	9,754	12.0%	90
Visited a theme park in last 12 months	17,628	21.6%	100
Visited Disney World (FL)/12 mo: Magic Kingdom	2,995	3.7%	108
Visited any Sea World in last 12 months	3,148	3.9%	112
Visited any Six Flags in last 12 months	3,784	4.6%	79
Went to zoo in last 12 months	10,693	13.1%	103
Played backgammon in last 12 months	1,446	1.8%	88
Participated in book club in last 12 months	2,527	3.1%	97
Played billiards/pool in last 12 months	8,283	10.2%	105
Played bingo in last 12 months	4,344	5.3%	126
Did birdwatching in last 12 months	5,887	7.2%	117
Played board game in last 12 months	14,211	17.4%	107

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Played cards in last 12 months	18,245	22.4%	107
Played chess in last 12 months	2,582	3.2%	86
Cooked for fun in last 12 months	17,141	21.0%	101
Did crossword puzzle in last 12 months	12,353	15.1%	105
Participated in fantasy sports league last 12 mo	2,402	2.9%	90
Flew a kite in last 12 months	2,413	3.0%	105
Did furniture refinishing in last 12 months	3,093	3.8%	118
Did indoor gardening/plant care in last 12 months	8,556	10.5%	105
Participated in karaoke in last 12 months	3,185	3.9%	88
Bought lottery ticket in last 12 months	31,504	38.6%	112
Bought lottery ticket in last 12 mo: Daily Drawing	3,647	4.5%	93
Bought lottery ticket in last 12 mo: Instant Game	14,715	18.0%	115
Bought lottery ticket in last 12 mo: Lotto Drawing	18,863	23.1%	108
Played lottery: <3 times in last 30 days	13,461	16.5%	105
Played lottery: 3-7 times in last 30 days	9,048	11.1%	116
Played lottery: 8+ times in last 30 days	8,996	11.0%	120
Played musical instrument in last 12 months	5,978	7.3%	92
Did painting/drawing in last 12 months	4,979	6.1%	93
Did photography in last 12 months	9,095	11.2%	88
Read book in last 12 months	32,841	40.3%	99
Participated in trivia games in last 12 months	5,214	6.4%	106
Played video game in last 12 months	11,604	14.2%	107
Did woodworking in last 12 months	4,618	5.7%	122
Participated in word games in last 12 months	8,103	9.9%	104
Member of AARP	13,530	16.6%	108
Member of business club	2,164	2.7%	105
Member of charitable organization	4,916	6.0%	95
Member of church board	3,425	4.2%	98
Member of fraternal order	3,171	3.9%	111
Member of religious club	5,702	7.0%	110
Member of union	4,246	5.2%	100
Member of veterans club	3,251	4.0%	120
Bought any children`s toy/game in last 12 months	29,606	36.3%	105
Spent on toys/games in last 12 months: <$50	6,029	7.4%	122
Spent on toys/games in last 12 months: $50-99	2,402	2.9%	107
Spent on toys/games in last 12 months: $100-199	6,044	7.4%	103
Spent on toys/games in last 12 months: $200-499	8,796	10.8%	100
Spent on toys/games in last 12 months: $500+	4,441	5.4%	95
Bought infant toy in last 12 months	6,855	8.4%	101
Bought pre-school toy in last 12 months	6,464	7.9%	98
Spent on toys/games (for child <6)/12 mo: <$100	10,118	12.4%	112
Spent on toys/games (for child <6)/12 mo: $100-199	5,505	6.8%	100
Spent on toys/games (for child <6)/12 mo: $200+	6,137	7.5%	98
Bought for child in last 12 mo: boy action figure	7,126	8.7%	109
Bought for child in last 12 mo: girl action figure	2,586	3.2%	103
Bought for child in last 12 mo: bicycle	6,246	7.7%	112
Bought for child in last 12 mo: board game	9,983	12.2%	104

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Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Bought for child in last 12 mo: builder set	2,988	3.7%	109
Bought for child in last 12 mo: car	8,441	10.4%	113
Bought for child in last 12 mo: construction toy	4,348	5.3%	109
Bought for child in last 12 mo: large/baby doll	5,121	6.3%	97
Bought for child in last 12 mo: fashion doll	4,565	5.6%	110
Bought for child in last 12 mo: plush doll/animal	7,308	9.0%	107
Bought for child in last 12 mo: doll accessories	3,355	4.1%	103
Bought for child in last 12 mo: doll clothing	3,396	4.2%	101
Bought for child in last 12 mo: educational toy	11,734	14.4%	106
Bought for child in last 12 mo: electronic game	7,762	9.5%	102
Bought for child in last 12 mo: mechanical toy	3,801	4.7%	117
Bought for child in last 12 mo: model kit/set	2,108	2.6%	100
Bought for child in last 12 mo: sound game	1,872	2.3%	82
Bought for child in last 12 mo: water toy	8,071	9.9%	104
Bought for child in last 12 mo: word game	2,760	3.4%	88
Bought book in last 12 months	39,348	48.2%	96
Bought 1-3 books in last 12 months	15,496	19.0%	97
Bought 4-9 books in last 12 months	11,905	14.6%	93
Bought 10+ books in last 12 months	11,939	14.6%	97
Bought paperback book in last 12 months	29,147	35.7%	94
Bought <3 paperback books in last 12 months	9,672	11.9%	92
Bought 3-6 paperback books in last 12 months	10,295	12.6%	96
Bought 7+ paperback books in last 12 months	9,181	11.3%	95
Bought hardcover book in last 12 months	21,825	26.8%	96
Bought <3 hardcover books in last 12 months	9,964	12.2%	100
Bought 3-5 hardcover books in last 12 months	5,604	6.9%	86
Bought 6+ hardcover books in last 12 months	6,261	7.7%	97
Bought book (fiction) in last 12 months	21,902	26.9%	95
Bought book (non-fiction) in last 12 months	19,623	24.1%	94
Bought biography in last 12 months	4,786	5.9%	80
Bought children`s book in last 12 months	10,364	12.7%	100
Bought cookbook in last 12 months	8,298	10.2%	93
Bought desk dictionary in last 12 months	1,424	1.7%	85
Bought history book in last 12 months	5,507	6.8%	89
Bought mystery book in last 12 months	9,007	11.0%	98
Bought personal/business self-help book last 12 mo	5,269	6.5%	89
Bought religious book (not bible) last 12 months	6,644	8.1%	108
Bought romance book in last 12 months	5,084	6.2%	96
Bought science fiction book in last 12 months	3,599	4.4%	97
Bought book through book club in last 12 months	4,020	4.9%	115
Bought book at book store in last 12 months	26,013	31.9%	95
Bought book at Barnes & Noble in last 12 months	14,900	18.3%	92
Bought book at Borders in last 12 months	7,188	8.8%	79
Bought book at convenience store in last 12 months	1,601	2.0%	88
Bought book at department store in last 12 months	6,356	7.8%	103
Bought book at drug store in last 12 months	1,585	1.9%	85
Bought book through Internet in last 12 mo	7,475	9.2%	89
Bought book through mail order in last 12 months	2,730	3.3%	99
Bought book at supermarket in last 12 months	4,208	5.2%	99
Bought book at warehouse store in last 12 months	4,101	5.0%	86

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