

# Sports and Leisure Market Potential

Independence City, MO 2  
 Independence City, MO (2935000)  
 Geography: Place

Data provided by ESRI

<b>Demographic Summary</b>		<b>2017</b>	<b>2022</b>
Population		120,865	124,191
Population 18+		95,025	97,568
Households		50,166	51,400
Median Household Income		\$48,224	\$53,516
<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	7,245	7.6%	92
Participated in archery in last 12 months	2,870	3.0%	107
Participated in backpacking in last 12 months	2,853	3.0%	93
Participated in baseball in last 12 months	4,474	4.7%	103
Participated in basketball in last 12 months	7,956	8.4%	99
Participated in bicycling (mountain) in last 12 months	3,481	3.7%	89
Participated in bicycling (road) in last 12 months	8,918	9.4%	91
Participated in boating (power) in last 12 months	4,283	4.5%	89
Participated in bowling in last 12 months	9,801	10.3%	107
Participated in canoeing/kayaking in last 12 months	4,802	5.1%	87
Participated in fishing (fresh water) in last 12 months	13,371	14.1%	118
Participated in fishing (salt water) in last 12 months	3,410	3.6%	87
Participated in football in last 12 months	4,998	5.3%	104
Participated in Frisbee in last 12 months	3,675	3.9%	85
Participated in golf in last 12 months	8,254	8.7%	99
Participated in hiking in last 12 months	8,624	9.1%	88
Participated in horseback riding in last 12 months	1,798	1.9%	82
Participated in hunting with rifle in last 12 months	4,268	4.5%	101
Participated in hunting with shotgun in last 12 months	3,629	3.8%	104
Participated in ice skating in last 12 months	2,249	2.4%	86
Participated in jogging/running in last 12 months	10,301	10.8%	81
Participated in motorcycling in last 12 months	3,153	3.3%	110
Participated in Pilates in last 12 months	1,921	2.0%	76
Participated in ping pong in last 12 mos	3,307	3.5%	82
Participated in rock climbing in last 12 mos	1,598	1.7%	86
Participated in roller skating in last 12 mos	1,855	2.0%	101
Participated in skiing (downhill) in last 12 months	2,069	2.2%	81
Participated in soccer in last 12 months	3,274	3.4%	80
Participated in softball in last 12 months	3,301	3.5%	106
Participated in swimming in last 12 months	14,094	14.8%	95
Participated in target shooting in last 12 months	4,396	4.6%	100
Participated in tennis in last 12 months	2,929	3.1%	81
Participated in volleyball in last 12 months	3,068	3.2%	97
Participated in walking for exercise in last 12 months	24,784	26.1%	97
Participated in weight lifting in last 12 months	9,007	9.5%	93
Participated in yoga in last 12 months	5,605	5.9%	77
Participated in Zumba in last 12 mos	3,976	4.2%	98
Spent on sports/rec equip in last 12 months: \$1-99	5,841	6.1%	97
Spent on sports/rec equip in last 12 months: \$100-\$249	5,594	5.9%	94
Spent on sports/rec equip in last 12 months: \$250+	7,048	7.4%	96
Attend sports events	18,833	19.8%	99
Attend sports events: baseball game - MLB reg seas	6,544	6.9%	93
Attend sports events: basketball game (college)	1,981	2.1%	93
Attend sports events: basketball game-NBA reg seas	1,679	1.8%	85
Attend sports events: football game (college)	4,351	4.6%	103
Attend sports events: football game-NFL Mon/Thurs	1,697	1.8%	91
Attend sports events: football game - NFL weekend	3,035	3.2%	93
Attend sports events: high school sports	4,958	5.2%	118

**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 Number of Adults/HHs	Percent	MPI
Listen to sports on radio	13,686	14.4%	107
Watch sports on TV	58,933	62.0%	102
Watch on TV: alpine skiing/ski jumping	5,339	5.6%	98
Watch on TV: auto racing (NASCAR)	14,398	15.2%	124
Watch on TV: auto racing (not NASCAR)	5,166	5.4%	108
Watch on TV: baseball (MLB regular season)	21,699	22.8%	106
Watch on TV: baseball (MLB playoffs/World Series)	19,573	20.6%	104
Watch on TV: basketball (college)	15,562	16.4%	114
Watch on TV: basketball (NCAA tournament)	14,573	15.3%	109
Watch on TV: basketball (NBA regular season)	14,585	15.3%	96
Watch on TV: basketball (NBA playoffs/finals)	16,610	17.5%	98
Watch on TV: basketball (WNBA)	3,528	3.7%	99
Watch on TV: bicycle racing	2,679	2.8%	92
Watch on TV: bowling	3,232	3.4%	128
Watch on TV: boxing	6,280	6.6%	91
Watch on TV: bull riding (pro)	3,694	3.9%	100
Watch on TV: Equestrian events	2,347	2.5%	88
Watch on TV: extreme sports (summer)	3,994	4.2%	84
Watch on TV: extreme sports (winter)	5,192	5.5%	94
Watch on TV: figure skating	8,647	9.1%	102
Watch on TV: fishing	5,628	5.9%	106
Watch on TV: football (college)	25,829	27.2%	108
Watch on TV: football (NFL Mon/Thurs night games)	32,875	34.6%	104
Watch on TV: football (NFL weekend games)	35,370	37.2%	105
Watch on TV: football (NFL playoffs/Super Bowl)	36,151	38.0%	104
Watch on TV: golf (PGA)	14,366	15.1%	115
Watch on TV: golf (LPGA)	4,462	4.7%	111
Watch on TV: gymnastics	6,093	6.4%	105
Watch on TV: high school sports	6,146	6.5%	122
Watch on TV: horse racing (at track or OTB)	3,284	3.5%	105
Watch on TV: ice hockey (NHL regular season)	8,699	9.2%	97
Watch on TV: ice hockey (NHL playoffs/St Stanley Cup)	8,824	9.3%	98
Watch on TV: marathon/road running/triathlon	2,198	2.3%	107
Watch on TV: mixed martial arts (MMA)	4,880	5.1%	110
Watch on TV: motorcycle racing	3,222	3.4%	97
Watch on TV: Olympics (summer)	18,989	20.0%	101
Watch on TV: Olympics (winter)	20,751	21.8%	102
Watch on TV: rodeo	3,150	3.3%	94
Watch on TV: soccer (MLS)	3,923	4.1%	78
Watch on TV: soccer (World Cup)	8,089	8.5%	82
Watch on TV: tennis (men`s)	6,160	6.5%	88
Watch on TV: tennis (women`s)	6,104	6.4%	90
Watch on TV: track & field	4,755	5.0%	103
Watch on TV: volleyball (pro beach)	3,507	3.7%	107
Watch on TV: wrestling (WWE)	6,429	6.8%	120
Interest in sports: college basketball Super Fan	3,410	3.6%	96
Interest in sports: college football Super Fan	6,741	7.1%	102
Interest in sports: golf Super Fan	1,831	1.9%	104
Interest in sports: high school sports Super Fan	2,538	2.7%	78
Interest in sports: MLB Super Fan	5,210	5.5%	102
Interest in sports: NASCAR Super Fan	3,441	3.6%	112
Interest in sports: NBA Super Fan	4,867	5.1%	92
Interest in sports: NFL Super Fan	14,040	14.8%	105
Interest in sports: NHL Super Fan	2,738	2.9%	80
Interest in sports: soccer Super Fan	2,243	2.4%	74

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Product/Consumer Behavior	Expected		MPI
	Number of Adults/HHs	Percent	
Member of AARP	11,751	12.4%	103
Member of charitable organization	3,786	4.0%	93
Member of church board	3,423	3.6%	114
Member of fraternal order	2,572	2.7%	107
Member of religious club	4,013	4.2%	109
Member of union	3,559	3.7%	105
Member of veterans club	2,577	2.7%	116
Attended adult education course in last 12 months	6,654	7.0%	95
Went to art gallery in last 12 months	5,974	6.3%	85
Attended auto show in last 12 months	6,529	6.9%	106
Did baking in last 12 months	23,579	24.8%	105
Went to bar/night club in last 12 months	16,797	17.7%	105
Went to beach in last 12 months	19,990	21.0%	83
Played billiards/pool in last 12 months	7,945	8.4%	108
Played bingo in last 12 months	4,783	5.0%	125
Did birdwatching in last 12 months	4,540	4.8%	106
Played board game in last 12 months	12,799	13.5%	100
Read book in last 12 months	31,245	32.9%	98
Participated in book club in last 12 months	2,463	2.6%	91
Went on overnight camping trip in last 12 months	11,687	12.3%	101
Played cards in last 12 months	15,073	15.9%	105
Played chess in last 12 months	2,826	3.0%	94
Played computer game (offline w/software)/12 months	6,720	7.1%	109
Played computer game (online w/software)/12 months	7,459	7.8%	108
Played computer game (online w/o software)/12 months	9,811	10.3%	113
Cooked for fun in last 12 months	22,162	23.3%	99
Did crossword puzzle in last 12 months	10,213	10.7%	108
Danced/went dancing in last 12 months	6,284	6.6%	87
Attended dance performance in last 12 months	3,436	3.6%	82
Dined out in last 12 months	41,094	43.2%	96
Participated in fantasy sports league last 12 months	4,146	4.4%	96
Did furniture refinishing in last 12 months	3,403	3.6%	100
Gambled at casino in last 12 months	12,485	13.1%	95
Gambled in Atlantic City in last 12 months	1,716	1.8%	78
Gambled in Las Vegas in last 12 months	2,410	2.5%	64
Participate in indoor gardening/plant care	9,322	9.8%	106
Attended horse races in last 12 months	2,597	2.7%	103
Participated in karaoke in last 12 months	3,266	3.4%	98
Bought lottery ticket in last 12 months	35,486	37.3%	104
Played lottery 6+ times in last 30 days	12,511	13.2%	114
Bought lottery ticket in last 12 months: Daily Drawing	3,353	3.5%	98
Bought lottery ticket in last 12 months: Instant Game	19,812	20.8%	113
Bought lottery ticket in last 12 months: Mega Millions	14,524	15.3%	89
Bought lottery ticket in last 12 months: Powerball	19,644	20.7%	101
Attended a movie in last 6 months	53,057	55.8%	94
Attended movie in last 90 days: once/week or more	2,112	2.2%	92
Attended movie in last 90 days: 2-3 times a month	4,801	5.1%	89
Attended movie in last 90 days: once a month	8,395	8.8%	89
Attended movie in last 90 days: < once a month	32,401	34.1%	97
Movie genre seen at theater/6 months: action	21,343	22.5%	90

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	Number of Adults/HHs	Percent	
Movie genre seen at theater/6 months: adventure	26,036	27.4%	92
Movie genre seen at theater/6 months: comedy	23,631	24.9%	93
Movie genre seen at theater/6 months: crime	12,834	13.5%	90
Movie genre seen at theater/6 months: drama	20,317	21.4%	89
Movie genre seen at theater/6 months: family	8,067	8.5%	91
Movie genre seen at theater/6 months: fantasy	13,986	14.7%	90
Movie genre seen at theater/6 months: horror	7,439	7.8%	96
Movie genre seen at theater/6 months: romance	7,733	8.1%	85
Movie genre seen at theater/6 months: science fiction	14,992	15.8%	87
Movie genre seen at theater/6 months: thriller	13,999	14.7%	87
Went to museum in last 12 months	9,757	10.3%	83
Attended classical music/opera performance/12 months	3,087	3.2%	81
Attended country music performance in last 12 months	6,195	6.5%	111
Attended rock music performance in last 12 months	8,491	8.9%	96
Played musical instrument in last 12 months	5,642	5.9%	93
Did painting/drawing in last 12 months	5,815	6.1%	98
Did photo album/scrapbooking in last 12 months	5,214	5.5%	101
Did photography in last 12 months	9,274	9.8%	94
Did Sudoku puzzle in last 12 months	9,434	9.9%	108
Went to live theater in last 12 months	10,596	11.2%	86
Visited a theme park in last 12 months	15,726	16.5%	93
Visited a theme park 5+ times in last 12 months	2,833	3.0%	73
Participated in trivia games in last 12 months	5,229	5.5%	105
Played video/electronic game (console) last 12 months	10,075	10.6%	107
Played video/electronic game (portable) last 12 months	4,276	4.5%	100
Visited an indoor water park in last 12 months	2,763	2.9%	101
Did woodworking in last 12 months	4,434	4.7%	104
Participated in word games in last 12 months	10,396	10.9%	109
Went to zoo in last 12 months	10,900	11.5%	100
Purchased DVDs in last 30 days: 1	3,009	3.2%	105
Purchased DVDs in last 30 days: 2	2,089	2.2%	93
Purchased DVDs in last 30 days: 3+	5,875	6.2%	121
Purchased DVD/Blu-ray disc online in last 12 months	5,484	5.8%	91
Rented DVDs in last 30 days: 1	3,225	3.4%	96
Rented DVDs in last 30 days: 2	4,134	4.4%	95
Rented DVDs in last 30 days: 3+	12,934	13.6%	110
Rented movie/oth video/30 days: action/adventure	23,368	24.6%	105
Rented movie/oth video/30 days: classics	5,483	5.8%	90
Rented movie/oth video/30 days: comedy	23,520	24.8%	106
Rented movie/oth video/30 days: drama	15,941	16.8%	106
Rented movie/oth video/30 days: family/children	10,595	11.1%	105
Rented movie/oth video/30 days: foreign	1,879	2.0%	84
Rented movie/oth video/30 days: horror	9,381	9.9%	121
Rented movie/oth video/30 days: musical	2,937	3.1%	107
Rented movie/oth video/30 days: news/documentary	3,520	3.7%	103
Rented movie/oth video/30 days: romance	8,234	8.7%	102
Rented movie/oth video/30 days: science fiction	7,791	8.2%	105
Rented movie/oth video/30 days: TV show	7,965	8.4%	103
Rented movie/oth video/30 days: western	2,636	2.8%	110

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Rented/purch DVD/Blu-ray/30 days: from amazon.com	4,224	4.4%	87
Rented DVD/Blu-ray/30 days: from netflix.com	11,303	11.9%	95
Rented/purch DVD/Blu-ray/30 days: from Redbox	18,884	19.9%	105
HH owns ATV/UTV	2,103	4.2%	88
Bought any children`s toy/game in last 12 months	31,686	33.3%	102
Spent on toys/games for child last 12 months: <\$50	5,621	5.9%	101
Spent on toys/games for child last 12 months: \$50-99	2,963	3.1%	118
Spent on toys/games for child last 12 months: \$100-199	6,389	6.7%	103
Spent on toys/games for child last 12 months: \$200-499	8,357	8.8%	99
Spent on toys/games for child last 12 months: \$500+	4,556	4.8%	100
Bought any toys/games online in last 12 months	7,305	7.7%	101
Bought infant toy in last 12 months	6,549	6.9%	100
Bought pre-school toy in last 12 months	6,767	7.1%	107
Bought for child last 12 months: boy action figure	7,847	8.3%	104
Bought for child last 12 months: girl action figure	3,201	3.4%	98
Bought for child last 12 months: action game	2,432	2.6%	98
Bought for child last 12 months: bicycle	6,289	6.6%	101
Bought for child last 12 months: board game	9,236	9.7%	95
Bought for child last 12 months: builder set	4,284	4.5%	90
Bought for child last 12 months: car	9,093	9.6%	108
Bought for child last 12 months: construction toy	5,172	5.4%	99
Bought for child last 12 months: fashion doll	4,767	5.0%	111
Bought for child last 12 months: large/baby doll	6,296	6.6%	102
Bought for child last 12 months: doll accessories	4,132	4.3%	110
Bought for child last 12 months: doll clothing	4,036	4.2%	106
Bought for child last 12 months: educational toy	10,976	11.6%	102
Bought for child last 12 months: electronic doll/animal	2,511	2.6%	104
Bought for child last 12 months: electronic game	7,079	7.4%	102
Bought for child last 12 months: mechanical toy	3,489	3.7%	106
Bought for child last 12 months: model kit/set	2,762	2.9%	107
Bought for child last 12 months: plush doll/animal	7,326	7.7%	99
Bought for child last 12 months: sound game	1,963	2.1%	110
Bought for child last 12 months: water toy	9,075	9.6%	105
Bought for child last 12 months: word game	3,115	3.3%	108

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Bought digital book in last 12 months	12,253	12.9%	91
Bought hardcover book in last 12 months	18,383	19.3%	94
Bought paperback book in last 12 months	27,285	28.7%	96
Bought 1-3 books in last 12 months	16,523	17.4%	91
Bought 4-6 books in last 12 months	9,410	9.9%	96
Bought 7+ books in last 12 months	16,016	16.9%	99
Bought book (fiction) in last 12 months	24,749	26.0%	96
Bought book (non-fiction) in last 12 months	20,079	21.1%	91
Bought biography in last 12 months	5,742	6.0%	84
Bought children`s book in last 12 months	8,251	8.7%	95
Bought cookbook in last 12 months	6,918	7.3%	98
Bought history book in last 12 months	6,493	6.8%	87
Bought mystery book in last 12 months	10,578	11.1%	98
Bought novel in last 12 months	13,403	14.1%	92
Bought religious book (not bible) in last 12 mo	5,969	6.3%	98
Bought romance book in last 12 months	7,610	8.0%	119
Bought science fiction book in last 12 months	5,248	5.5%	96
Bought personal/business self-help book last 12 months	4,771	5.0%	85
Bought travel book in last 12 months	1,673	1.8%	86
Bought book online in last 12 months	15,618	16.4%	85
Bought book last 12 months: amazon.com	15,120	15.9%	87
Bought book last 12 months: barnes&noble.com	2,475	2.6%	98
Bought book last 12 months: Barnes & Noble book store	10,715	11.3%	82
Bought book last 12 months: other book store (not B&N)	9,775	10.3%	92
Bought book last 12 months: mail order	2,423	2.5%	115
Listened to/purchased audiobook in last 6 months	3,886	4.1%	90

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