



# Recreation Expenditures

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      |
| Households   |                                 | 55,243                      | 57,881       |
| Families   |                                 | 39,110                      | 40,770       |
| Median Age   |                                 | 37.2                        | 38.1         |
| Median Household Income                                |                                 | \$56,778                    | \$62,466     |
|  | <b>Spending Potential Index</b> | <b>Average Amount Spent</b> | <b>Total</b> |
| <b>Entertainment/Recreation Fees and Admissions</b>    | 94                              | \$607.91                    | \$33,582,777 |
| Admission to Movies, Theater, Opera, Ballet            | 93                              | \$153.48                    | \$8,478,720  |
| Admission to Sporting Events, excl.Trips               | 96                              | \$63.90                     | \$3,529,858  |
| Fees for Participant Sports, excl.Trips                | 96                              | \$115.66                    | \$6,389,583  |
| Fees for Recreational Lessons                          | 91                              | \$111.16                    | \$6,140,595  |
| Membership Fees for Social/Recreation/Civic Clubs      | 95                              | \$163.19                    | \$9,015,235  |
| Dating Services  | 87                              | \$0.52                      | \$28,785     |
| Rental of Video Cassettes and DVDs                     | 98                              | \$23.03                     | \$1,272,462  |
| <b>Toys &amp; Games</b>                                | 95                              | \$117.11                    | \$6,469,518  |
| Toys and Playground Equipment                          | 96                              | \$110.67                    | \$6,113,741  |
| Play Arcade Pinball/Video Games                        | 88                              | \$2.68                      | \$147,946    |
| Online Entertainment and Games                         | 93                              | \$3.76                      | \$207,830    |
| <b>Recreational Vehicles and Fees</b>                  | 92                              | \$200.00                    | \$11,048,654 |
| Docking and Landing Fees for Boats and Planes          | 94                              | \$9.20                      | \$508,307    |
| Camp Fees  | 88                              | \$29.29                     | \$1,618,314  |
| Purchase of RVs or Boats                               | 92                              | \$154.65                    | \$8,543,305  |
| Rental of RVs or Boats                                 | 91                              | \$6.86                      | \$378,727    |
| <b>Sports, Recreation and Exercise Equipment</b>       | 100                             | \$190.13                    | \$10,503,458 |
| Exercise Equipment and Gear, Game Tables               | 104                             | \$79.69                     | \$4,402,150  |
| Bicycles   | 92                              | \$27.61                     | \$1,525,076  |
| Camping Equipment                                      | 94                              | \$15.95                     | \$881,327    |
| Hunting and Fishing Equipment                          | 106                             | \$44.44                     | \$2,454,997  |
| Winter Sports Equipment                                | 88                              | \$5.24                      | \$289,252    |
| Water Sports Equipment                                 | 98                              | \$6.39                      | \$353,199    |
| Other Sports Equipment                                 | 94                              | \$7.48                      | \$413,408    |
| Rental/Repair of Sports/Recreation/Exercise Equipment  | 109                             | \$3.33                      | \$184,050    |
| <b>Photographic Equipment and Supplies</b>             | 97                              | \$79.03                     | \$4,365,975  |
| Film   | 95                              | \$1.14                      | \$63,029     |
| Film Processing  | 97                              | \$11.96                     | \$660,954    |
| Photographic Equipment                                 | 95                              | \$37.64                     | \$2,079,402  |
| Photographer Fees/Other Supplies & Equip Rental/Repair | 100                             | \$28.29                     | \$1,562,591  |
| <b>Reading</b>   | 93                              | \$141.14                    | \$7,797,151  |
| Magazine/Newspaper Subscriptions                       | 92                              | \$49.98                     | \$2,760,793  |
| Magazine/Newspaper Single Copies                       | 89                              | \$13.84                     | \$764,729    |
| Books  | 93                              | \$59.68                     | \$3,296,788  |
| Digital Book Readers                                   | 98                              | \$17.65                     | \$974,841    |

**Data Note:** The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

**Source:** Esri forecasts for 2015 and 2020; Consumer Spending data are derived from the 2011 and 2012 Consumer Expenditure Surveys, Bureau of Labor Statistics.

September 23, 2015