



Retail Market Potential

White Mountain

Prepared by Esri

Demographic Summary		2023	2028
Population		14,367	14,241
Population 18+		9,190	9,034
Households		3,499	3,487
Median Household Income		\$44,698	\$49,962

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought Men`s Clothing/12 Mo	5,703	62.1%	101
Bought Women`s Clothing/12 Mo	5,154	56.1%	108
Bought Shoes/12 Mo	6,745	73.4%	99
Bought Fine Jewelry/12 Mo	2,185	23.8%	116
Bought Watch/12 Mo	1,683	18.3%	132
Automobiles (Households)			
HH Owns or Leases Any Vehicle	3,086	88.2%	97
HH Bought or Leased New Vehicle/12 Mo	274	7.8%	78
Automotive Aftermarket (Adults)			
Bought Gasoline/6 Mo	8,161	88.8%	98
Bought or Changed Motor Oil/12 Mo	5,112	55.6%	108
Had Vehicle Tune-Up/12 Mo	2,218	24.1%	97
Beverages (Adults)			
Drank Non-Diet (Regular) Cola/6 Mo	4,372	47.6%	129
Drank Beer or Ale/6 Mo	3,188	34.7%	87
Cameras (Adults)			
Own Digital Point and Shoot Camera/Camcorder	651	7.1%	64
Own Digital SLR Camera or Camcorder	674	7.3%	68
Printed Digital Photos/12 Mo	2,143	23.3%	86
Cell Phones (Adults/Households)			
Bought Cell Phone/12 Mo	3,545	38.6%	110
Have a Smartphone	8,584	93.4%	100
Have Android Phone (Any Brand) Smartphone	4,430	48.2%	125
Have Apple iPhone Smartphone	4,378	47.6%	84
HH Owns 1 Cell Phone	1,036	29.6%	97
HH Owns 2 Cell Phones	1,194	34.1%	87
HH Owns 3+ Cell Phones	1,199	34.3%	119
HH Has Cell Phone Only (No Landline Telephone)	2,428	69.4%	101
Computers (Households)			
HH Owns Computer	2,658	76.0%	89
HH Owns Desktop Computer	1,176	33.6%	84
HH Owns Laptop or Notebook	2,188	62.5%	89
HH Owns Apple/Mac Brand Computer	591	16.9%	70
HH Owns PC/Non-Apple Brand Computer	2,332	66.6%	94
HH Purchased Most Recent Home Computer at Store	1,138	32.5%	83
HH Purchased Most Recent Home Computer Online	829	23.7%	86
HH Spent \$1-499 on Most Recent Home Computer	564	16.1%	102
HH Spent \$500-999 on Most Recent Home Computer	570	16.3%	80
HH Spent \$1K-1499 on Most Recent Home Computer	287	8.2%	68
HH Spent \$1500-1999 on Most Recent Home Computer	78	2.2%	48
HH Spent \$2K+ on Most Recent Home Computer	140	4.0%	74

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 MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2023 and 2028.



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Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
Convenience Stores (Adults)			
Shopped at C-Store/6 Mo	6,195	67.4%	105
Bought Brewed Coffee at C-Store/30 Days	1,163	12.7%	105
Bought Cigarettes at C-Store/30 Days	724	7.9%	129
Bought Gas at C-Store/30 Days	4,084	44.4%	113
Spent \$1-19 at C-Store/30 Days	581	6.3%	86
Spent \$20-39 at C-Store/30 Days	892	9.7%	98
Spent \$40-50 at C-Store/30 Days	680	7.4%	95
Spent \$51-99 at C-Store/30 Days	585	6.4%	104
Spent \$100+ at C-Store/30 Days	2,349	25.6%	122
Entertainment (Adults)			
Attended Movie/6 Mo	3,203	34.9%	94
Went to Live Theater/12 Mo	397	4.3%	63
Went to Bar or Night Club/12 Mo	1,315	14.3%	88
Dined Out/12 Mo	4,063	44.2%	85
Gambled at Casino/12 Mo	851	9.3%	86
Visited Theme Park/12 Mo	1,210	13.2%	113
Viewed Movie (Video-on-Demand)/30 Days	676	7.4%	66
Viewed TV Show (Video-on-Demand)/30 Days	493	5.4%	71
Used Internet to Download Movie/30 Days	505	5.5%	91
Downloaded Individual Song/6 Mo	1,861	20.3%	101
Used Internet to Watch Movie/30 Days	3,138	34.1%	100
Used Internet to Watch TV Program/30 Days	1,563	17.0%	77
Played (Console) Video or Electronic Game/12 Mo	1,233	13.4%	105
Played (Portable) Video or Electronic Game/12 Mo	606	6.6%	99
Financial (Adults)			
Have 1st Home Mortgage	2,773	30.2%	79
Used ATM or Cash Machine/12 Mo	5,807	63.2%	100
Own Any Stock	823	9.0%	60
Own U.S. Savings Bonds	381	4.1%	58
Own Shares in Mutual Fund (Stocks)	609	6.6%	48
Own Shares in Mutual Fund (Bonds)	392	4.3%	50
Have Interest Checking Account	2,560	27.9%	71
Have Non-Interest Checking Account	3,266	35.5%	94
Have Savings Account	6,100	66.4%	90
Have 401(k) Retirement Savings Plan	1,639	17.8%	73
Own or Used Any Credit/Debit Card/12 Mo	8,206	89.3%	96
Avg \$1-110 Monthly Credit Card Expenditures	1,280	13.9%	122
Avg \$111-225 Monthly Credit Card Expenditures	739	8.0%	105
Avg \$226-450 Monthly Credit Card Expenditures	756	8.2%	89
Avg \$451-700 Monthly Credit Card Expenditures	762	8.3%	90
Avg \$701-1000 Monthly Credit Card Expenditures	535	5.8%	71
Avg \$1001-2000 Monthly Credit Card Expenditures	754	8.2%	70
Avg \$2001+ Monthly Credit Card Expenditures	521	5.7%	51
Did Banking Online/12 Mo	4,569	49.7%	85
Did Banking by Mobile Device/12 Mo	4,014	43.7%	91

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Grocery (Adults)			
HH Used Bread/6 Mo	3,321	94.9%	100
HH Used Chicken (Fresh or Frozen)/6 Mo	2,432	69.5%	100
HH Used Turkey (Fresh or Frozen)/6 Mo	425	12.1%	82
HH Used Fish or Seafood (Fresh or Frozen)/6 Mo	2,077	59.4%	99
HH Used Fresh Fruit or Vegetables/6 Mo	3,000	85.7%	97
HH Used Fresh Milk/6 Mo	2,971	84.9%	103
HH Used Fish or Seafood (Fresh or Frozen)/6 Mo	2,077	59.4%	81
Health (Adults)			
Exercise at Home 2+ Times/Wk	3,983	43.3%	88
Exercise at Club 2+ Times/Wk	740	8.1%	69
Visited Doctor/12 Mo	6,729	73.2%	92
Used Vitamins or Dietary Supplements/6 Mo	5,763	62.7%	95
Home (Households)			
HH Did Home Improvement/12 Mo	1,216	34.8%	88
HH Used Maid/Prof Cln Svc (+ Furn/Carpet)/12 Mo	807	23.1%	76
HH Purchased Low Ticket HH Furnishing/12 Mo	789	22.5%	92
HH Purchased Big Ticket HH Furnishing/12 Mo	988	28.2%	99
HH Bought Small Kitchen Appliance/12 Mo	957	27.4%	105
HH Bought Large Kitchen Appliance/12 Mo	559	16.0%	98
Insurance (Adults/Households)			
Currently Carry Life Insurance	3,917	42.6%	83
Personally Carry Any Med/Hosp/Accident Insur	6,822	74.2%	87
Homeowner Carries Home/Personal Property Insurance	4,676	50.9%	82
Renter Carries Home/Pers Property Insurance	1,056	11.5%	96
HH Has 1 Vehicle Covered w/Auto Insurance	1,105	31.6%	103
HH Has 2 Vehicles Covered w/Auto Insurance	1,112	31.8%	97
HH Has 3+ Vehicles Covered w/Auto Insurance	809	23.1%	87
Pets (Households)			
HH Owns Cat	729	20.8%	90
HH Owns Dog	1,550	44.3%	112
Psychographics (Adults)			
Represents adults who "completely agree" with the statement:			
Am Interested in How to Help Env: 4-Agr Cmpl	1,904	20.7%	111
Buying American Is Important: 4-Agr Cmpl	3,060	33.3%	104
Buy Based on Quality Not Price: 4-Agr Cmpl	1,594	17.3%	115
Buy on Credit Rather Than Wait: 4-Agr Cmpl	1,417	15.4%	121
Only Use Coupons Brands Usually Buy: 4-Agr Cmpl	1,005	10.9%	99
Will Pay More for Env Safe Prods: 4-Agr Cmpl	1,267	13.8%	113
Buy Based on Price Not Brands: 4-Agr Cmpl	2,589	28.2%	104
Am Interested in How to Help Env: 4-Agr Cmpl	1,904	20.7%	111
Reading (Adults)			
Bought Digital Book/12 Mo	1,322	14.4%	76
Bought Hardcover Book/12 Mo	2,045	22.3%	82
Bought Paperback Book/12 Mo	2,652	28.9%	85
Read Daily Newspaper (Paper Version)	1,282	13.9%	91
Read Digital Newspaper/30 Days	4,144	45.1%	89
Read Magazine (Paper/Electronic Vers)/6 Mo	7,726	84.1%	97

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Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
Restaurants (Adults)			
Went to Family Restrnt/SteakHse/6 Mo	5,974	65.0%	98
Went to Family Restrnt/SteakHse 4+ Times/30 Days	1,806	19.7%	96
Went to Fast Food/Drive-In Restaurant/6 Mo	8,416	91.6%	101
Went to Fast Food/Drive-In Rest 9+ Times/30 Days	3,947	42.9%	110
Ordered Eat-In Fast Food/6 Mo	2,026	22.0%	108
Ordered Home Delivery Fast Food/6 Mo	1,402	15.3%	114
Take-Out/Drive-Thru/Curbside Fast Food/6 Mo	5,306	57.7%	99
Ordered Take-Out/Walk-In Fast Food/6 Mo	1,705	18.6%	83
Television & Electronics (Adults/Households)			
Own Tablet	4,852	52.8%	90
Own E-Reader	846	9.2%	64
Own E-Reader/Tablet: Apple iPad	2,525	27.5%	74
HH Owns Internet Connectable TV	1,342	38.4%	89
Own Portable MP3 Player	920	10.0%	90
HH Owns 1 TV	572	16.3%	90
HH Owns 2 TVs	940	26.9%	95
HH Owns 3 TVs	855	24.4%	107
HH Owns 4+ TVs	763	21.8%	97
HH Subscribes to Cable TV	999	28.6%	84
HH Subscribes to Fiber Optic TV	105	3.0%	57
HH Owns Portable GPS Device	578	16.5%	79
HH Purchased Video Game System/12 Mo	300	8.6%	107
HH Owns Internet Video Device for TV	1,695	48.4%	92
Travel (Adults)			
Took Domestic Trip in Continental U.S./12 Mo	4,053	44.1%	82
Took 3+ Domestic Non-Business Trips/12 Mo	904	9.8%	71
Spent \$1-999 on Domestic Vacations/12 Mo	1,033	11.2%	82
Spent \$1K-1499 on Domestic Vacations/12 Mo	471	5.1%	80
Spent \$1500-1999 on Domestic Vacations/12 Mo	220	2.4%	63
Spent \$2K-2999 on Domestic Vacations/12 Mo	263	2.9%	72
Spent \$3K+ on Domestic Vacations/12 Mo	405	4.4%	66
Used Intrnt Travel Site for Domestic Trip/12 Mo	420	4.6%	82
Took Foreign Trip (Incl Alaska & Hawaii)/3 Yrs	2,554	27.8%	84
Took 3+ Foreign Trips by Plane/3 Yrs	484	5.3%	72
Spent \$1-999 on Foreign Vacations/12 Mo	459	5.0%	64
Index: Spent \$1K-2999 on Foreign Vacations/12 Mo	418	4.5%	149
Spent \$3K+ on Foreign Vacations/12 Mo	291	3.2%	75
Used General Travel Site: Foreign Trip/3 Yrs	358	3.9%	61
Spent Night at Hotel or Motel/12 Mo	3,710	40.4%	89
Took Cruise of More Than One Day/3 Yrs	626	6.8%	67
Member of Frequent Flyer Program	1,601	17.4%	63
Member of Hotel Rewards Program	1,955	21.3%	74

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