



# Sports and Leisure 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/HHs	Percent	MPI
Participated in Aerobics/12 Mo	655	7.1%	85
Participated in Archery/12 Mo	260	2.8%	116
Participated in Backpacking/12 Mo	297	3.2%	91
Participated in Baseball/12 Mo	284	3.1%	120
Participated in Basketball/12 Mo	511	5.6%	97
Participated in Bicycling (Mountain)/12 Mo	233	2.5%	71
Participated in Bicycling (Road)/12 Mo	772	8.4%	70
Participated in Boating (Power)/12 Mo	260	2.8%	59
Participated in Bowling/12 Mo	568	6.2%	92
Participated in Canoeing or Kayaking/12 Mo	548	6.0%	79
Participated in Fishing (Fresh Water)/12 Mo	1,016	11.1%	105
Participated in Fishing (Salt Water)/12 Mo	429	4.7%	135
Participated in Football/12 Mo	221	2.4%	101
Participated in Frisbee/12 Mo	318	3.5%	101
Participated in Golf/12 Mo	469	5.1%	64
Participated in Hiking/12 Mo	1,098	11.9%	63
Participated in Horseback Riding/12 Mo	188	2.0%	106
Participated in Hunting w/Rifle/12 Mo	362	3.9%	116
Participated in Hunting w/Shotgun/12 Mo	242	2.6%	106
Participated in Ice Skating/12 Mo	210	2.3%	103
Participated in Jogging or Running/12 Mo	848	9.2%	82
Participated in Motorcycling/12 Mo	292	3.2%	120
Participated in Pilates/12 Mo	246	2.7%	95
Participated in Ping Pong/12 Mo	345	3.8%	109
Participated in Rock Climbing/12 Mo	197	2.1%	138
Participated in Roller Skating/12 Mo	198	2.2%	135
Participated in Skiing (Downhill)/12 Mo	179	1.9%	76
Participated in Soccer/12 Mo	408	4.4%	141
Participated in Softball/12 Mo	184	2.0%	123
Participated in Swimming/12 Mo	1,040	11.3%	75
Participated in Target Shooting/12 Mo	414	4.5%	90
Participated in Tennis/12 Mo	293	3.2%	84
Participated in Volleyball/12 Mo	241	2.6%	112
Participated in Walking for Exercise/12 Mo	2,309	25.1%	74
Participated in Weight Lifting/12 Mo	1,025	11.2%	79
Participated in Yoga/12 Mo	746	8.1%	74
Participated in Zumba/12 Mo	389	4.2%	137
Spent \$1-99 on Sports/Recreation Equipment/12 Mo	631	6.9%	98
Spent \$100-249 on Sports/Recreation Equipment/12 Mo	554	6.0%	96
Spent \$250+ on Sports/Recreation Equipment/12 Mo	806	8.8%	86
Attend College Basketball Game/12 Mo	92	1.0%	91
Attend College Football Game/12 Mo	174	1.9%	92
Attend High School Sports Events/12 Mo	229	2.5%	87
Attend MLB Regular Season Baseball Game/12 Mo	212	2.3%	87
Attend Sports Events	754	8.2%	73
Listen to Sports on Radio	611	6.6%	76
Watch Alpine Skiing or Ski Jumping on TV	200	2.2%	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/HHs	Percent	MPI
Watch Auto Racing (Not NASCAR) on TV	424	4.6%	110
Watch Bicycle Racing on TV	223	2.4%	120
Watch Bowling on TV	219	2.4%	106
Watch Boxing on TV	777	8.5%	135
Watch College Basketball on TV	822	8.9%	74
Watch College Football on TV	1,997	21.7%	82
Watch Esports on TV	400	4.4%	136
Watch Figure Skating on TV	386	4.2%	82
Watch Fishing on TV	296	3.2%	100
Watch Gymnastics on TV	444	4.8%	100
Watch High School Sports on TV	383	4.2%	92
Watch Horse Racing (at Track or OTB) on TV	194	2.1%	76
Watch International Soccer on TV	684	7.4%	128
Watch LPGA Golf on TV	181	2.0%	67
Watch Marathon/Triathlon/Obstacle Race on TV	150	1.6%	129
Watch Men`s Tennis on TV	492	5.4%	78
Watch MLB Playoffs/World Series Baseball on TV	1,106	12.0%	75
Watch MLB Regular Season Baseball on TV	1,292	14.1%	76
Watch MLS Soccer on TV	499	5.4%	112
Watch Motorcycle Racing on TV	173	1.9%	116
Watch NASCAR Auto Racing on TV	550	6.0%	77
Watch NBA Playoffs or Finals Basketball on TV	1,330	14.5%	101
Watch NBA Regular Season Basketball on TV	1,320	14.4%	104
Watch NCAA Tournament Basketball on TV	745	8.1%	78
Watch NFL Playoffs or Super Bowl Football on TV	2,348	25.5%	78
Watch NFL Sun/Mon/Thu Night Football Games on TV	2,491	27.1%	84
Watch NFL Weekend Football Games on TV	2,329	25.3%	84
Watch NHL Playoffs/St Stanley Cup Ice Hockey on TV	353	3.8%	53
Watch NHL Regular Season Ice Hockey on TV	390	4.2%	55
Watch Oth Mixed Martial Arts (MMA) on TV	288	3.1%	110
Watch PGA Golf on TV	718	7.8%	62
Watch Pro Beach Volleyball on TV	200	2.2%	119
Watch Pro Bull Riding on TV	235	2.6%	102
Watch Rodeo on TV	191	2.1%	118
Watch Sports on TV	5,201	56.6%	92
Watch Summer Extreme Sports on TV	237	2.6%	147
Watch Summer Olympics on TV	924	10.1%	90
Watch Track & Field on TV	307	3.3%	104
Watch U.S. Men's Soccer National Team on TV	454	4.9%	138
Watch U.S. Women's Soccer National Team on TV	344	3.7%	110
Watch Ultimate Fighting Championship (UFC) on TV	504	5.5%	125
Watch Winter Extreme Sports on TV	199	2.2%	113
Watch Winter Olympics on TV	650	7.1%	92
Watch WNBA Basketball on TV	322	3.5%	129
Watch Women's Tennis on TV	571	6.2%	93
Watch World Cup Soccer on TV	654	7.1%	133
Watch Wrestling (WWE) on TV	496	5.4%	140
College Basketball Super Fan (10-10 on 10 Scale)	237	2.6%	92
College Football Super Fan (10-10 on 10 Scale)	433	4.7%	85
Golf Super Fan (10-10 on 10 Scale)	121	1.3%	83
High School Sports Super Fan (10-10 on 10 Scale)	201	2.2%	107
Intl Soccer Super Fan (10-10 on 10 Scale)	348	3.8%	166
MLB Super Fan (10-10 on 10 Scale)	344	3.7%	90
MLS Soccer Super Fan (10-10 on 10 Scale)	227	2.5%	210
NASCAR Super Fan (10-10 on 10 Scale)	148	1.6%	102
NBA Super Fan (10-10 on 10 Scale)	414	4.5%	116
NFL Super Fan (10-10 on 10 Scale)	870	9.5%	101
NHL Super Fan (10-10 on 10 Scale)	166	1.8%	81
Pro Wrestling Super Fan (10-10 on 10 Scale)	202	2.2%	185

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Product/Consumer Behavior	Expected		MPI
	Number of Adults/HHs	Percent	
Member of AARP	1,081	11.8%	70
Member of Church Board	273	3.0%	112
Member of Fraternal Order	182	2.0%	81
Member of Religious Club	259	2.8%	102
Member of Union	263	2.9%	62
Member of Veterans Club	159	1.7%	68
Participate in Indoor Gardening or Plant Care	1,193	13.0%	81
Attended Adult Education Course/12 Mo	930	10.1%	91
Visited Aquarium/12 Mo	613	6.7%	119
Went to Art Gallery/12 Mo	518	5.6%	79
Attended Auto Show/12 Mo	445	4.8%	107
Did Baking/12 Mo	2,492	27.1%	86
Barbecued/12 Mo	2,659	28.9%	91
Went to Bar or Night Club/12 Mo	1,315	14.3%	88
Went to Beach/12 Mo	2,059	22.4%	80
Played Billiards or Pool/12 Mo	363	3.9%	92
Played Bingo/12 Mo	343	3.7%	107
Did Birdwatching/12 Mo	537	5.8%	80
Played Board Game/12 Mo	1,631	17.7%	78
Read Book/12 Mo	2,659	28.9%	73
Participated in Book Club/12 Mo	278	3.0%	76
Went on Overnight Camping Trip/12 Mo	1,131	12.3%	91
Played Cards/12 Mo	1,340	14.6%	80
Played Chess/12 Mo	312	3.4%	86
Played Computer Game Offline (w/Software)/12 Mo	738	8.0%	92
Played Computer Game Online/12 Mo	1,200	13.1%	84
Cooked for Fun/12 Mo	2,277	24.8%	90
Did Crossword Puzzle/12 Mo	974	10.6%	80
Danced or Went Dancing/12 Mo	666	7.2%	112
Attended Dance Performance/12 Mo	258	2.8%	108
Dined Out/12 Mo	4,063	44.2%	85
Flew a Drone/12 Mo	251	2.7%	108
Attended State or County Fair/12 Mo	741	8.1%	112
Participated in Fantasy Sports League/12 Mo	385	4.2%	89
Did Furniture Refinishing/12 Mo	425	4.6%	97
Gambled at Casino/12 Mo	851	9.3%	86
Gambled in Las Vegas/12 Mo	232	2.5%	79
Participated in Genealogy/12 Mo	351	3.8%	76
Attended Horse Races/12 Mo	184	2.0%	125
Participated in Karaoke/12 Mo	384	4.2%	129
Bought Lottery Ticket/12 Mo	3,028	32.9%	104
Played Lottery 6+ Times/30 Days	1,034	11.3%	115
Bought Daily Drawing Lottery Ticket/12 Mo	311	3.4%	107
Bought Instant Game Lottery Ticket/12 Mo	1,816	19.8%	108
Bought Mega Millions Lottery Ticket/12 Mo	1,518	16.5%	101
Bought Powerball Lottery Ticket/12 Mo	1,559	17.0%	97
Attended Movie/6 Mo	3,203	34.9%	94
Attended Movie 1+ Times Wk/90 Days	119	1.3%	156
Attended Movie 2-3 Times Month/90 Days	183	2.0%	159
Attended Movie 1 Time Month/90 Days	304	3.3%	126
Attended Movie < 1 Time Month/90 Days	2,018	22.0%	80
Saw Action Genre Movie at Theater/6 Mo	1,131	12.3%	119
Saw Adventure Genre Movie at Theater/6 Mo	1,215	13.2%	128

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Product/Consumer Behavior	Expected		MPI
	Number of Adults/HHs	Percent	
Saw Animation Genre Movie at Theater/6 Mo	658	7.2%	147
Saw Biography Genre Movie at Theater/6 Mo	218	2.4%	97
Saw Comedy Genre Movie at Theater/6 Mo	1,098	11.9%	126
Saw Crime Genre Movie at Theater/6 Mo	627	6.8%	123
Saw Drama Genre Movie at Theater/6 Mo	935	10.2%	114
Saw Family Genre Movie at Theater/6 Mo	431	4.7%	160
Saw Fantasy Genre Movie at Theater/6 Mo	584	6.4%	129
Saw Horror Genre Movie at Theater/6 Mo	464	5.0%	138
Saw Romance Genre Movie at Theater/6 Mo	252	2.7%	123
Saw Science Fiction Genre Movie at Theater/6 Mo	589	6.4%	136
Saw Thriller Genre Movie at Theater/6 Mo	587	6.4%	129
Went to Museum/12 Mo	722	7.9%	74
Attended Classical Music/Opera Performance/12 Mo	255	2.8%	106
Attended Country Music Performance/12 Mo	273	3.0%	87
Attended Rock Music Performance/12 Mo	521	5.7%	97
Played Musical Instrument/12 Mo	617	6.7%	79
Did Painting/Drawing/Sculpting/12 Mo	903	9.8%	94
Did Photo Album or Scrapbooking/12 Mo	355	3.9%	87
Did Photography/12 Mo	881	9.6%	85
Did Sudoku Puzzle/12 Mo	582	6.3%	66
Participated in Tailgating/12 Mo	202	2.2%	83
Went to Live Theater/12 Mo	397	4.3%	63
Visited Theme Park/12 Mo	1,210	13.2%	113
Visited Theme Park 5+ Days/12 Mo	273	3.0%	118
Participated in Trivia Games/12 Mo	501	5.5%	71
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
Visited Indoor Water Park/12 Mo	153	1.7%	96
Did Woodworking/12 Mo	404	4.4%	78
Went to Zoo/12 Mo	832	9.1%	86
Bought 1-2 DVDs/30 Days	298	3.2%	127
Bought 3+ DVDs/30 Days	186	2.0%	97
Rented 1 DVD (Movie or Other Video)/30 Days	181	2.0%	99
Rented 2 DVDs (Movie or Other Video)/30 Days	149	1.6%	102
Rented 3+ DVDs (Movie or Other Video)/30 Days	339	3.7%	134
Rented Action or Adventure Movie/30 Days	1,470	16.0%	96
Rented Classic Movie/30 Days	368	4.0%	92
Rented Comedy Movie/30 Days	990	10.8%	82
Rented Drama Movie/30 Days	867	9.4%	87
Rented Family or Children`s Movie/30 Days	476	5.2%	96
Rented Foreign Movie/30 Days	183	2.0%	101
Rented Horror Movie/30 Days	523	5.7%	118
Rented Musical Movie/30 Days	212	2.3%	107
Rented News or Documentary Movie/30 Days	319	3.5%	94
Rented Romance Movie/30 Days	443	4.8%	113
Rented Science Fiction Movie/30 Days	444	4.8%	89
Rented TV Show Movie/30 Days	416	4.5%	74
Rented Western Movie/30 Days	154	1.7%	90
Rented/Purchased DVD/Blu-Ray from Amazon/30 Days	811	8.8%	75
Rented/Purchased DVD/Blu-Ray from Netflix/30 Days	328	3.6%	89
Rented/Purchased DVD/Blu-Ray from Redbox/30 Days	794	8.6%	136

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Product/Consumer Behavior	Expected		MPI
	Number of Adults/HHs	Percent	
Bought Children`s Toy or Game/12 Mo	3,581	39.0%	102
Spent \$1-49 on Toys or Games for Child/12 Mo	729	7.9%	111
Spent \$50-99 on Toys or Games for Child/12 Mo	299	3.3%	102
Spent \$100-199 on Toys or Games for Child/12 Mo	705	7.7%	100
Spent \$200-499 on Toys or Games for Child/12 Mo	1,047	11.4%	104
Spent \$500+ on Toys or Games for Child/12 Mo	484	5.3%	89
Bought Infant Toy/12 Mo	721	7.8%	110
Bought Pre-School Toy/12 Mo	769	8.4%	116
Bought Boy Action Figure for Child/12 Mo	913	9.9%	136
Bought Girl Action Figure for Child/12 Mo	378	4.1%	133
Bought Action Game for Child/12 Mo	263	2.9%	119
Bought Bicycle for Child/12 Mo	661	7.2%	125
Bought Board Game for Child/12 Mo	1,221	13.3%	89
Bought Builder Set for Child/12 Mo	478	5.2%	92
Bought Car for Child/12 Mo	815	8.9%	118
Bought Construction Toy for Child/12 Mo	621	6.8%	97
Bought Fashion Doll for Child/12 Mo	394	4.3%	95
Bought Large/Baby Doll for Child/12 Mo	673	7.3%	112
Bought Doll Accessories for Child/12 Mo	362	3.9%	101
Bought Doll Clothing for Child/12 Mo	366	4.0%	110
Bought Educational Toy for Child/12 Mo	1,293	14.1%	98
Bought Electronic Doll or Animal for Child/12 Mo	282	3.1%	120
Bought Electronic Game for Child/12 Mo	551	6.0%	106
Bought Mechanical Toy for Child/12 Mo	420	4.6%	117
Bought Model Kit or Set for Child/12 Mo	383	4.2%	113
Bought Plush Doll or Animal for Child/12 Mo	847	9.2%	92
Bought Sound Game for Child/12 Mo	188	2.0%	164
Bought Water Toy for Child/12 Mo	847	9.2%	112
Bought Word Game for Child/12 Mo	163	1.8%	78
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
Bought 1-3 Books/12 Mo	1,986	21.6%	101
Bought 4-6 Books/12 Mo	960	10.4%	88
Bought 7+ Books/12 Mo	1,467	16.0%	76
Bought Fiction Book/12 Mo	2,348	25.5%	81
Bought Non-Fiction Book/12 Mo	2,130	23.2%	78
Bought Biography/12 Mo	622	6.8%	74
Bought Children`s Book/12 Mo	1,091	11.9%	114
Bought Cookbook/12 Mo	577	6.3%	90
Bought History Book/12 Mo	607	6.6%	64
Bought Mystery Book/12 Mo	885	9.6%	78
Bought Novel/12 Mo	1,087	11.8%	71
Bought Religious Book (Not Bible)/12 Mo	628	6.8%	111
Bought Romance Book/12 Mo	544	5.9%	99
Bought Science Fiction Book/12 Mo	577	6.3%	91
Bought Personal/Business Self-Help Book/12 Mo	691	7.5%	90
Bought Travel Book/12 Mo	125	1.4%	75
Purchased Greeting Card/6 Mo	3,913	42.6%	79
Bought Book from Barnes & Noble Store/12 Mo	759	8.3%	79
Bought Book from Oth Book Store/12 Mo	813	8.8%	92
Bought Book from Amazon Online/12 Mo	2,566	27.9%	78
Bought Book from Barnes & Noble Online/12 Mo	157	1.7%	66
Bought Book from iTunes/Apple Books/12 Mo	139	1.5%	93
Listened to Audiobook/6 Mo	655	7.1%	86

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