

Section III Demographics of Recreation Demand and Utilization

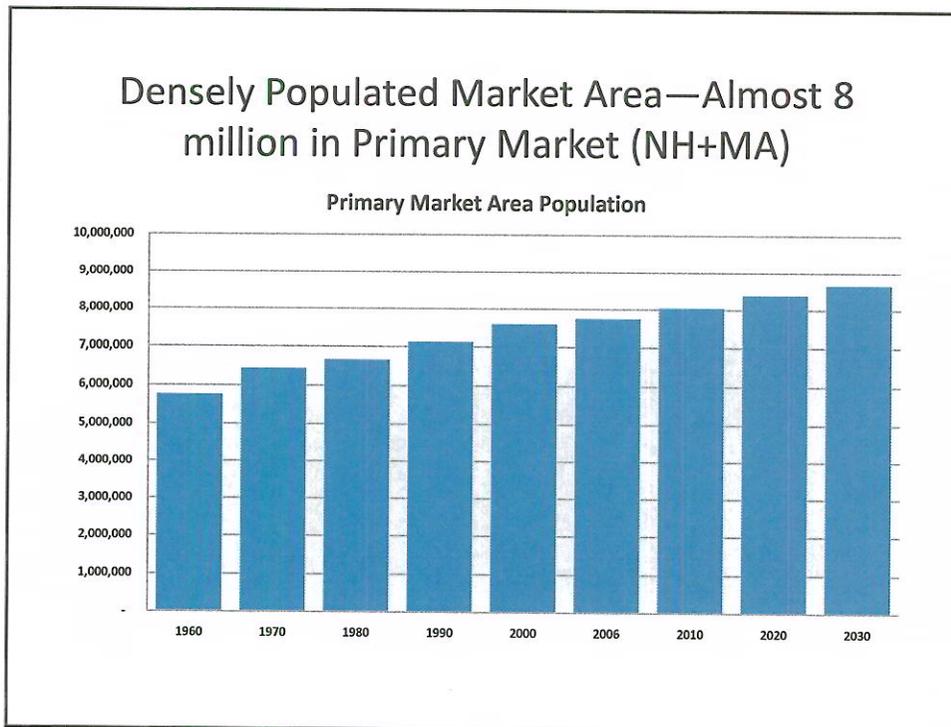
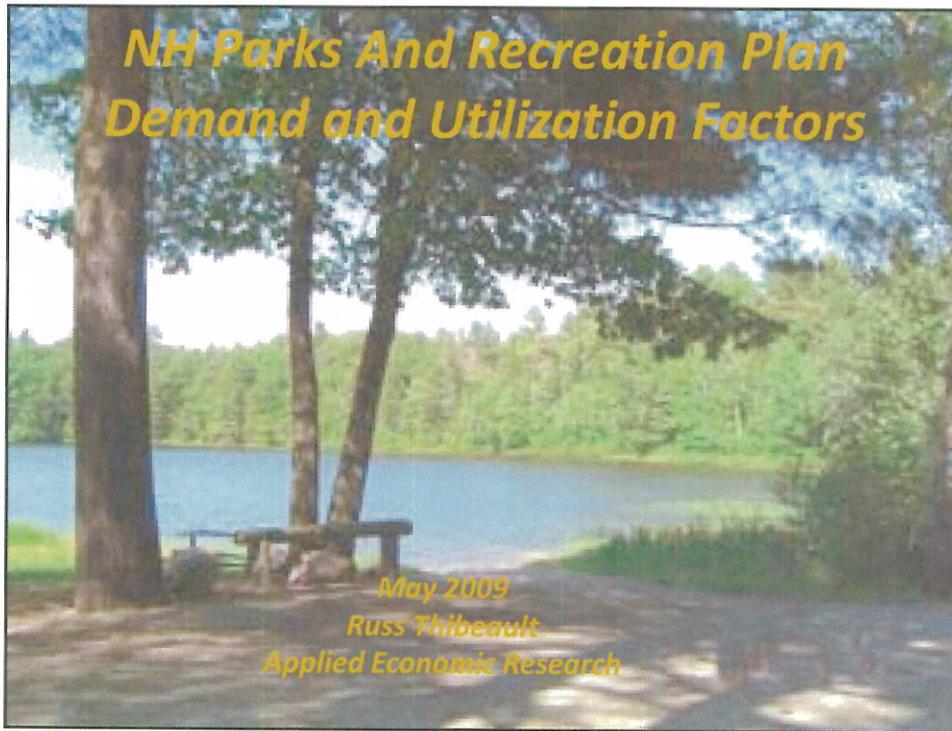
This section of the plan analyzes utilization and the current /future demand for the NH Park system by drawing on population/demographic trends and recreation participation data. The findings are set forth in this summary narrative, in the attached power point presentation and in an addendum setting forth data on more detailed demographic and recreation expenditure estimates.

The following points are seen as having a structuring influence over the current and future facilities offered by the NH Park system:

- *The state's parks serve two principal markets: (1) NH residents, who account for nearly half of the parks' surveyed visitors and (2) Massachusetts residents, who make up one-third of visitors. Other Northeast states represent 13% of visitors with the balance coming from other US regions outside the Northeast (4%) and International visitors (2%). NH residents probably make up a yet larger share of non-surveyed visitors to state forests, trails, etc. on a year-round basis.*
- *An examination of park-specific data indicates that NH residents tend to visit a park close to their residence and out-of-state visitors tend to visit destination facilities, such as Hampton Beach or Franconia Notch and campgrounds. This indicates that the system serves two roles (with some overlap): as a convenient recreation opportunity for state residents and as an attraction-destination opportunity for out-of-state visitors.*
- *The market area (NH and MA) is densely populated with almost 8 million residents (it grew by 2 million since 1960) and is expected to grow by more than 600,000 in the next 20 years. Other things being equal, demand for facilities will rise given this expected population growth.*
- *Changing demographics are possibly more significant than growth in structuring future demand for the state's parks:*
 - *The ageing of the population is beginning to structure recreation demand and will be a major factor in the coming decades. As a result of both ageing in place and the immigration of retirees, nearly 90% of the state's 2010-2030 population growth will be over age 65. The demand for recreation activities is very age-sensitive—participation surveys have shown that as we age, we are less likely to participate in active outdoor recreation activities such as skiing/camping, and more likely to participate in less active activities, such as walking. People age 65+ are only half as likely as younger people to participate in outdoor recreation. Despite this lower participation rate, the number of participants age 65 and over more than doubles and by the year 2030, they will represent the largest number of participants by age group.*
 - *The market area (NH and MA) is changing in another important way—the foreign born population rose by 18% 2000-2006, versus an overall population increase of 2%). The parks have historically served an English-speaking population. Today there are over 1.25 million market area residents who speak a language other than English at home.*
 - *Nearly 1 million area residents have a disability. Many of these disabilities could limit participation in outdoor recreation activities.*

- The state's population is increasingly located in southern NH (Hillsborough Rockingham and Strafford counties) which collectively represents nearly two-thirds of the state's population and its projected population growth (2010-2030). *This increases the significance of park facilities located in or easily accessible to southern NH.*
- Over 2 million market area residents participate in some form of outdoor recreation annually.
- The Parks are heavily utilized. Although the Parks Division lacks the resources to fully inventory park usage, recent annual AIX reports support an estimate of 4-5 million visitors a year including fee paying overnight campers and fee paying day visitors along with some visitors to non-fee sites. Total utilization is probably significantly higher.
- Because of a lack of manpower, reliable data is not available to quantify park visitation trends, but anecdotal data suggests visitation may be down slightly on an overall basis during this decade, probably due to the gradual ageing of the population. We recommend that the Division expand resources to more carefully document park visitation.
- The market area is affluent with NH per capita income (2007) of \$41,500 and MA per capita income of \$49,100, versus a US figure of \$38,600.
- The market area enjoys its recreations pursuits, spending over \$5 billion on recreation activities in 2008, including \$2.4 billion on entertainment/recreation fees and admissions.
- Although there has been no estimate of the economic impact of the NH park system, it is clearly a *significant contributor to the state's economy*. Estimates indicate that outdoor recreation contributes \$22 billion annually to the New England economy, generating over 270,000 jobs. *We recommend that the Division collect the necessary visitation data and commission an economic impact analysis for the next biennial budget.*

Chapter III: Power Point Slides And Graphics

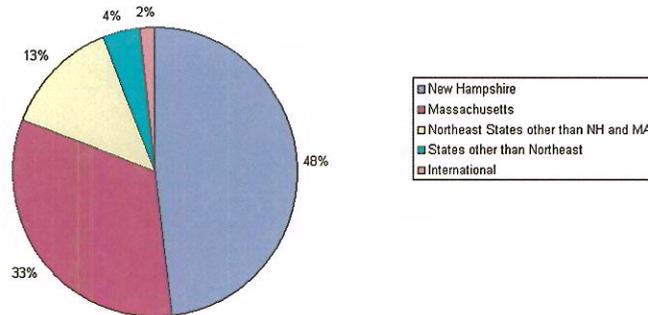


Primary Market is NH and MA

All Survey Sites in
 New Hampshire State Parks

All 2005 Dates

Percent of Respondants by Area



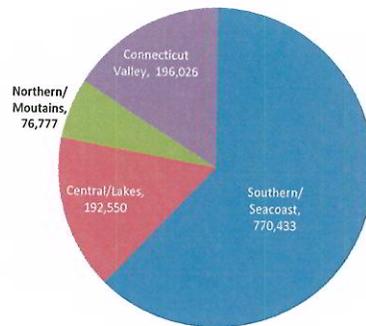
Market Area Will Add 625,000 in Next 20 Years

	Projected Population		Change	
	2010	2030	Number	Percent
NH	1,385,600	1,646,500	260,900	19%
MA	6,649,400	7,012,000	362,600	5%
Primary Market	8,035,000	8,658,500	623,500	8%

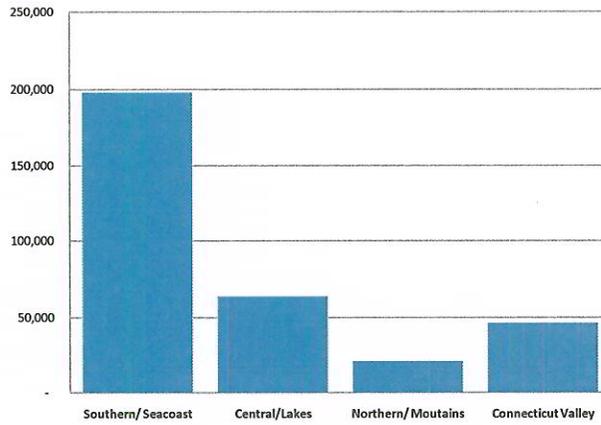
Dramatic Demographic Shifts Are Ahead: Essentially All Growth Will Be in the 65+ Age Category

NH Population Change By Age				
AGE	Change 2000-2030		Share Of Total Pop.	
	#	%	2000	2030
5-14	-2,484	-1%	16%	12%
15-24	11,865	8%	13%	11%
25-64	31,673	5%	58%	47%
65+	289,224	195%	13%	29%
Total	330,278	28%	100%	100%

Two Thirds of Population Is in Southern/Seacoast Regions



Most of 2010-30 Growth In Southern/Seacoast



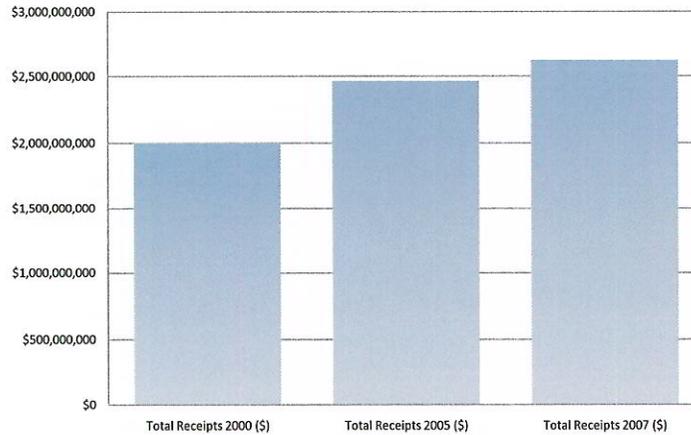
We're Not All The Same

	2006		
	NH	MA	Combined
Foreign Born	71,200	908,271	979,471
Speak Language Other Than English at Home	102,137	1,221,942	1,324,079
With Disability	171,972	827,159	999,131
Age 65 +	161,836	856,886	1,018,722

Note: Primary Market's Foreign born population up 18% since 2000, versus 2% growth in overall population.

Rooms/Meals Spending is Up Over 30% Since 2000

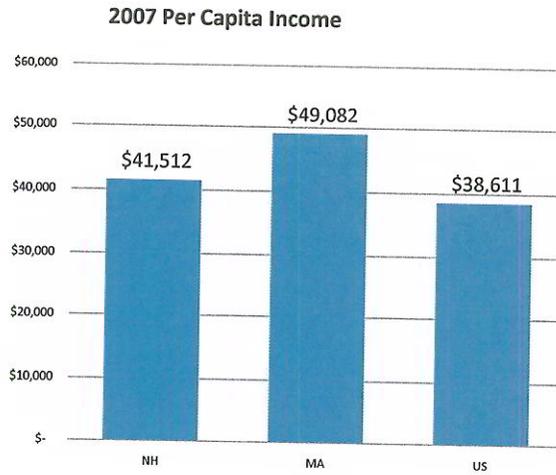
NH Rooms And Meals Receipts



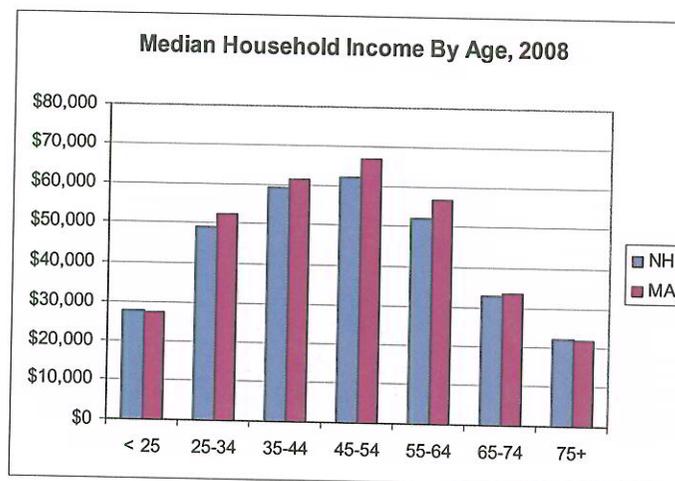
Fastest Rooms/Meals Growth in Seacoast/Southeast Part Of State

New Hampshire County	Total Receipts 2000 (\$)	Total Receipts 2005 (\$)	Total Receipts 2007 (\$)	Change \$	Change %
Hillsborough	605,788,128	680,574,227	722,075,812	116,287,684	19%
Grafton	181,965,455	205,146,684	222,272,314	40,306,858	22%
Carroll	155,542,282	180,009,479	192,593,297	37,051,015	24%
Belknap	110,000,590	136,670,113	145,214,936	35,214,346	32%
Cheshire	62,093,728	84,714,098	82,778,946	20,685,218	33%
Coos	60,449,924	81,958,547	81,861,757	21,411,833	35%
Strafford	114,334,639	138,044,342	157,380,943	43,046,304	38%
Sullivan	45,077,655	57,370,808	62,388,869	17,311,215	38%
Merrimack	132,697,412	175,632,009	186,349,754	53,652,342	40%
Rockingham	525,685,520	725,774,369	770,705,971	245,020,451	47%
Total	1,993,635,334	2,465,894,675	2,623,622,600	629,987,266	32%

Market Area Is Affluent



Boomers Have the Bucks



Market Area Residents Spend \$5 Billion per Year on Recreation

Recreation Spending, 2008

	Spending per Household	NH	MA Combined	
Entertainment/Recreation Fees and Admissions	\$689.04	\$358,805,646	\$2,058,966,630	\$2,417,772,276
Toys & Games	\$161.79	\$84,249,138	\$452,026,153	\$536,275,291
Recreational Vehicles and Fees	\$498.42	\$259,540,928	\$1,139,647,737	\$1,399,188,665
Sports, Recreation and Exercise Equipment	\$218.09	\$113,563,223	\$602,805,746	\$716,368,969
Total	\$1,567.34			\$5,069,605,201

Outdoor Recreation Contributes \$22 Billion to the New England Economy

DIVISION 1: NEW ENGLAND TOTALS

CT, ME, MA, NH, RI, VT

Total Contribution: \$22,941 million

Jobs Generated: 271,196

Gear Retail Sales: \$2,211 million

Trip-related Sales: \$17,696 million

Taxes (federal, state): \$3,369 million

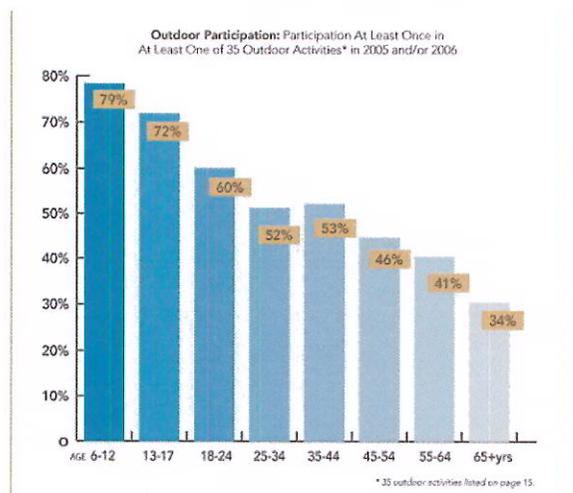


Upwards of 2 Million Market Residents Participate in Some Form of Outdoor Recreation in 2008

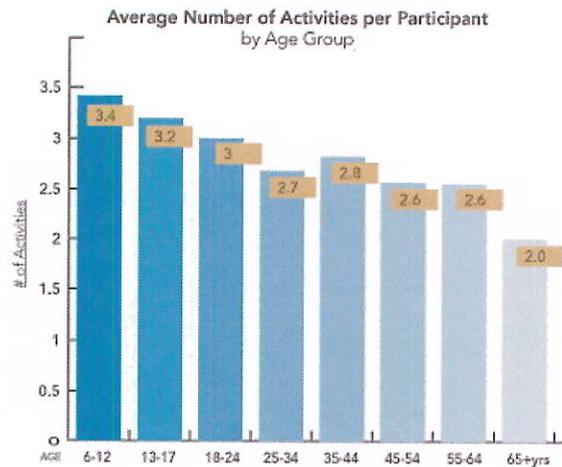
Outdoor Sports Participation, 2008

Activity	Participation Rate	NH	MA	Combined Participants
		Participants	Participants	
Participated in backpacking/hiking	9.2%	95,813	451,961	547,774
Participated in bicycling (mountain)	4.5%	46,805	222,522	269,327
Participated in bicycling (road)	9.6%	99,277	496,258	595,535
Participated in boating (power)	7.0%	72,405	286,783	359,188
Participated in canoeing/kayaking	5.2%	53,756	232,603	286,359
Participated in downhill skiing	3.9%	40,320	221,153	261,473
Participated in fishing (fresh water)	14.5%	150,118	520,581	670,699
Participated in fishing (salt water)	4.4%	45,227	218,115	263,342
Participated in horseback riding	3.5%	36,454	136,615	173,069
Participated in hunting with rifle	5.0%	51,654	158,324	209,978
Participated in hunting with shotgun	4.8%	49,838	152,979	202,817
Participated in jogging/running	10.6%	109,834	575,442	685,276
Participated in motorcycling	3.6%	37,343	138,329	175,672
Participated in swimming	21.5%	223,055	990,443	1,213,498
Participated in walking for exercise	30.9%	321,024	1,485,716	1,806,740
Participated in water skiing	1.9%	19,918	100,673	120,591
Spent on high end sports/rec equip/12 mo: <\$250	4.7%	48,450	213,337	261,787

Ageing Population Signals Lighter Demand

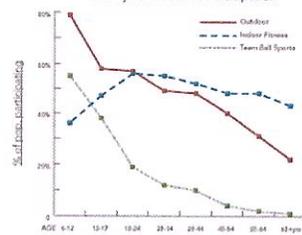


And When They Participate, It is Less Often

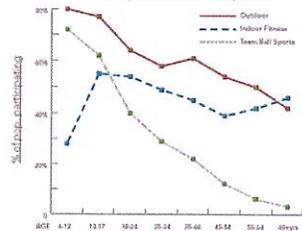


Fitness Matters To the Ageing Population

Outdoor, Indoor Fitness and Team Ball Sports Activities:
 Life Cycle of Female Participation

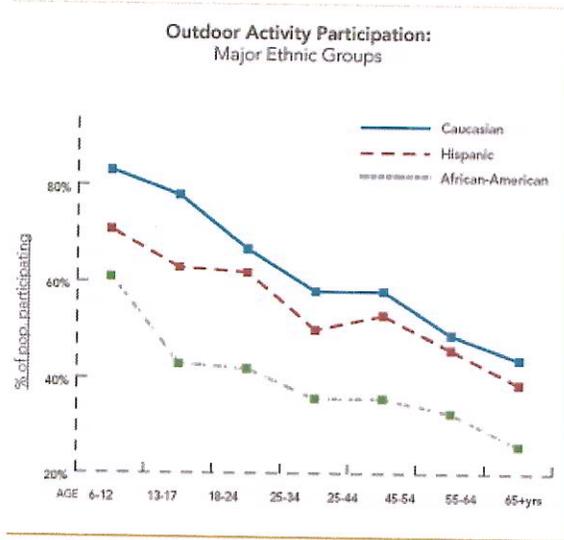


Outdoor, Indoor Fitness and Team Ball Sports:
 Life Cycle of Male Participation*

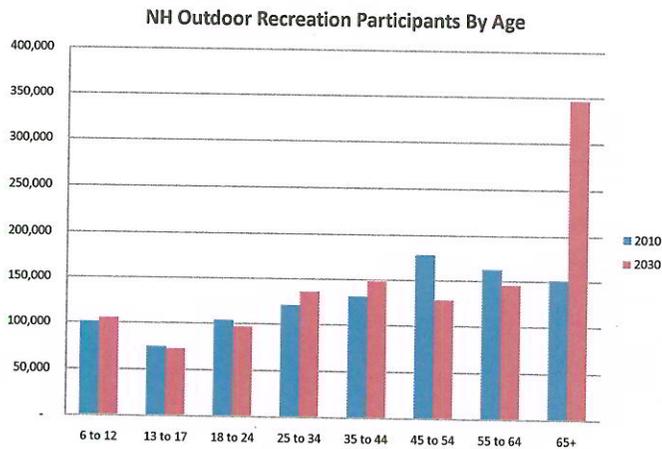


*Participation is defined as taking part in one activity within the activity category at least once in 2005 and/or 2006. Details on activity categories can be found on page 1A17.

Race and Ethnicity Matter



Participation by Age 65+ More Than Doubles



Implications

- The NH Park System is serving a densely populated and affluent market area with 8 million residents.
- The population will grow by average of 30,000 a year over next 20 years.
- The population will be increasingly diverse
- On a net basis, essentially all of the population growth will be in the older age categories.
- The mature family categories will actually shrink.
- This shift portends stable demand for active recreation and significantly higher demand for passive and fitness pursuits.
- The shift raises the possibility of decline use of some facilities in the absence of re-focusing.
- There is inadequate data on existing users of the system—their characteristics, preferences, likes/dislikes.
- The system serves two functions:
 - Convenient recreation for those living nearby
 - Destination recreation for day trippers and overnight visitors

Chapter III: Supplemental Data



Demographic and Income Profile

Prepared by Applied Economic Research

State: 33 New Hampshire

Summary	2000	2008	2013
Population	1,235,786	1,343,347	1,406,967
Households	474,606	520,729	548,479
Families	323,651	346,832	359,617
Average Household Size	2.53	2.51	2.50
Owner Occupied HUs	330,700	379,079	394,452
Renter Occupied HUs	143,906	141,650	154,027
Median Age	37.0	39.8	40.8

Trends: 2008-2013 Annual Rate	Area	National
Population	0.93%	1.23%
Households	1.04%	1.26%
Families	0.73%	1.05%
Owner HHs	0.80%	1.07%
Median Household Income	3.10%	3.19%

Households by Income	2000		2008		2013	
	Number	Percent	Number	Percent	Number	Percent
< \$15,000	51,443	10.8%	39,064	7.5%	35,343	6.4%
\$15,000 - \$24,999	51,226	10.8%	41,417	8.0%	33,688	6.1%
\$25,000 - \$34,999	55,301	11.6%	43,974	8.4%	37,165	6.8%
\$35,000 - \$49,999	81,875	17.2%	70,296	13.5%	56,997	10.4%
\$50,000 - \$74,999	109,447	23.1%	115,772	22.2%	116,983	21.3%
\$75,000 - \$99,999	60,009	12.6%	89,739	17.2%	94,382	17.2%
\$100,000 - \$149,999	43,093	9.1%	74,219	14.3%	103,359	18.8%
\$150,000 - \$199,999	12,118	2.6%	23,053	4.4%	31,560	5.8%
\$200,000+	10,238	2.2%	23,195	4.5%	39,002	7.1%
Median Household Income	\$49,474		\$63,147		\$73,573	
Average Household Income	\$61,083		\$80,253		\$96,349	
Per Capita Income	\$23,844		\$31,556		\$38,043	

Population by Age	2000		2008		2013	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	75,685	6.1%	79,842	5.9%	83,176	5.9%
5 - 9	88,537	7.2%	80,609	6.0%	81,795	5.8%
10 - 14	93,255	7.5%	87,969	6.5%	87,330	6.2%
15 - 19	86,688	7.0%	97,662	7.3%	95,430	6.8%
20 - 24	68,766	5.6%	89,471	6.7%	94,313	6.7%
25 - 34	160,061	13.0%	149,705	11.1%	166,158	11.8%
35 - 44	221,179	17.9%	194,510	14.5%	174,874	12.4%
45 - 54	183,986	14.9%	225,005	16.7%	232,830	16.5%
55 - 64	109,659	8.9%	167,939	12.5%	198,607	14.1%
65 - 74	78,327	6.3%	87,785	6.5%	104,865	7.5%
75 - 84	51,412	4.2%	57,319	4.3%	58,354	4.1%
85+	18,231	1.5%	25,531	1.9%	29,235	2.1%

Race and Ethnicity	2000		2008		2013	
	Number	Percent	Number	Percent	Number	Percent
White Alone	1,186,851	96.0%	1,275,635	95.0%	1,324,289	94.1%
Black Alone	9,035	0.7%	11,408	0.8%	13,034	0.9%
American Indian Alone	2,964	0.2%	3,549	0.3%	3,932	0.3%
Asian Alone	15,931	1.3%	26,593	2.0%	35,724	2.5%
Pacific Islander Alone	371	0.0%	543	0.0%	680	0.0%
Some Other Race Alone	7,420	0.6%	10,700	0.8%	13,269	0.9%
Two or More Races	13,214	1.1%	14,919	1.1%	16,039	1.1%
Hispanic Origin (Any Race)	20,489	1.7%	30,182	2.2%	37,768	2.7%

Data Note: Income is expressed in current dollars.

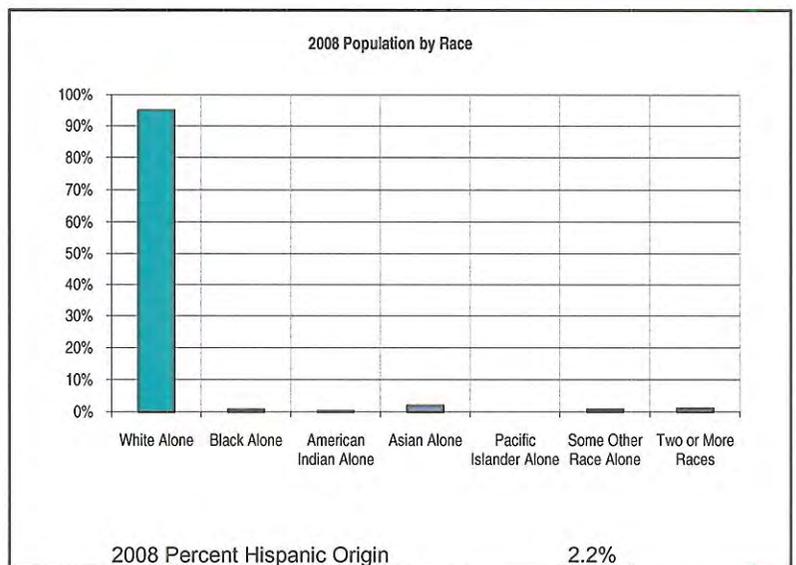
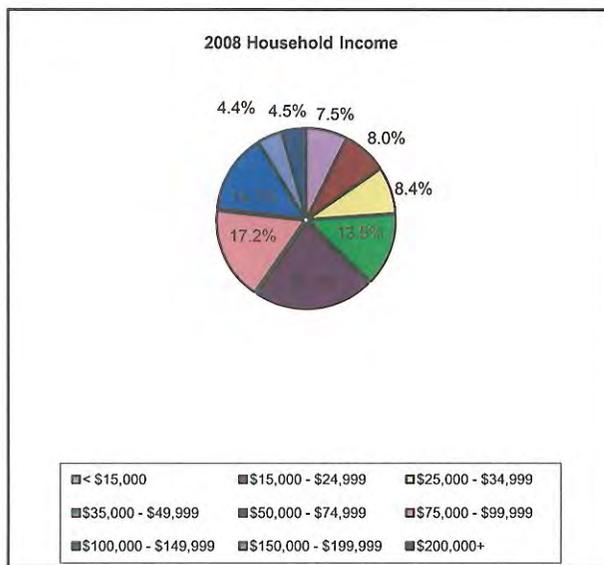
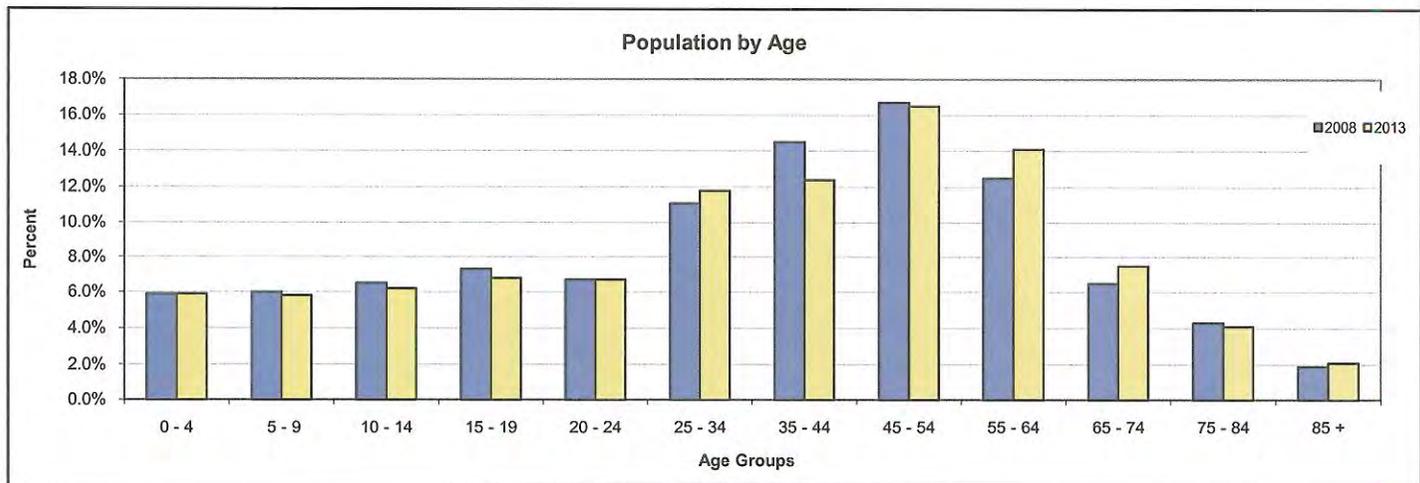
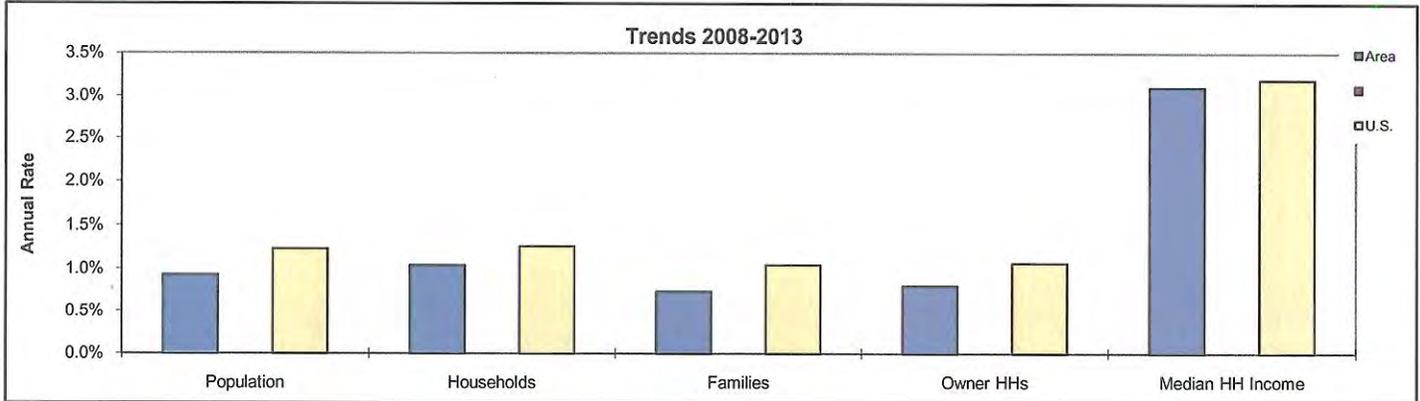
Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2008 and 2013.



Demographic and Income Profile

Prepared by Applied Economic Research

State: 33 New Hampshire



Source: ESRI forecasts for 2008 and 2013.
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Demographic and Income Profile

Prepared by Applied Economic Research

State: 25 Massachusetts

Summary	2000	2008	2013
Population	6,349,097	6,518,184	6,605,384
Households	2,443,580	2,523,144	2,565,022
Families	1,576,696	1,621,890	1,639,332
Average Household Size	2.51	2.50	2.49
Owner Occupied HUs	1,508,052	1,631,214	1,635,776
Renter Occupied HUs	935,528	891,930	929,246
Median Age	36.6	38.5	39.5

Trends: 2008-2013 Annual Rate	Area	National
Population	0.27%	1.23%
Households	0.33%	1.26%
Families	0.21%	1.05%
Owner HHs	0.06%	1.07%
Median Household Income	3.72%	3.19%

Households by Income	2000		2008		2013	
	Number	Percent	Number	Percent	Number	Percent
< \$15,000	351,887	14.4%	249,961	9.9%	205,878	8.0%
\$15,000 - \$24,999	248,208	10.2%	202,672	8.0%	181,412	7.1%
\$25,000 - \$34,999	253,125	10.4%	192,579	7.6%	154,858	6.0%
\$35,000 - \$49,999	355,195	14.5%	285,935	11.3%	215,296	8.4%
\$50,000 - \$74,999	490,998	20.1%	427,472	16.9%	379,895	14.8%
\$75,000 - \$99,999	312,741	12.8%	379,707	15.0%	425,840	16.6%
\$100,000 - \$149,999	267,300	10.9%	464,738	18.4%	585,128	22.8%
\$150,000 - \$199,999	80,640	3.3%	144,944	5.7%	186,035	7.3%
\$200,000+	84,494	3.5%	175,116	6.9%	230,660	9.0%
Median Household Income	\$50,539		\$68,176		\$81,824	
Average Household Income	\$66,365		\$91,543		\$113,026	
Per Capita Income	\$25,952		\$35,936		\$44,449	

Population by Age	2000		2008		2013	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	397,268	6.3%	398,205	6.1%	404,405	6.1%
5 - 9	430,861	6.8%	396,179	6.1%	381,724	5.8%
10 - 14	431,247	6.8%	423,400	6.5%	396,944	6.0%
15 - 19	415,737	6.5%	466,465	7.2%	451,092	6.8%
20 - 24	404,279	6.4%	458,508	7.0%	489,902	7.4%
25 - 34	926,788	14.6%	801,159	12.3%	833,820	12.6%
35 - 44	1,062,995	16.7%	957,645	14.7%	830,331	12.6%
45 - 54	873,353	13.8%	997,158	15.3%	1,036,001	15.7%
55 - 64	546,407	8.6%	739,624	11.3%	846,286	12.8%
65 - 74	427,830	6.7%	409,848	6.3%	466,174	7.1%
75 - 84	315,640	5.0%	314,311	4.8%	296,248	4.5%
85+	116,692	1.8%	155,682	2.4%	172,457	2.6%

Race and Ethnicity	2000		2008		2013	
	Number	Percent	Number	Percent	Number	Percent
White Alone	5,367,286	84.5%	5,303,862	81.4%	5,230,503	79.2%
Black Alone	343,454	5.4%	386,951	5.9%	413,132	6.3%
American Indian Alone	15,015	0.2%	16,272	0.2%	16,943	0.3%
Asian Alone	238,124	3.8%	336,163	5.2%	409,161	6.2%
Pacific Islander Alone	2,489	0.0%	3,093	0.0%	3,476	0.1%
Some Other Race Alone	236,724	3.7%	298,490	4.6%	341,163	5.2%
Two or More Races	146,005	2.3%	173,353	2.7%	191,006	2.9%
Hispanic Origin (Any Race)	428,729	6.8%	557,979	8.6%	647,816	9.8%

Data Note: Income is expressed in current dollars.

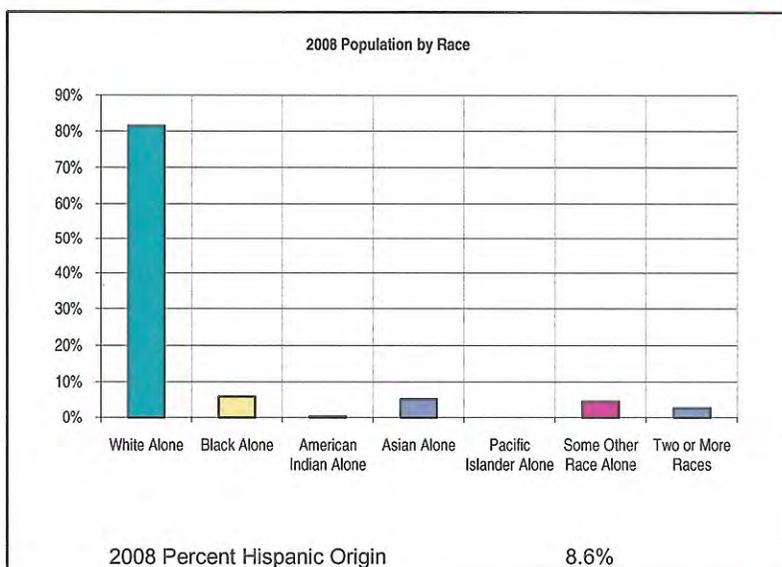
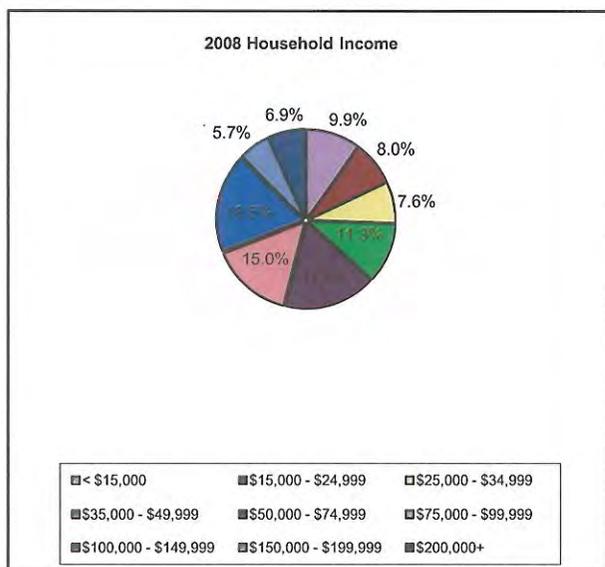
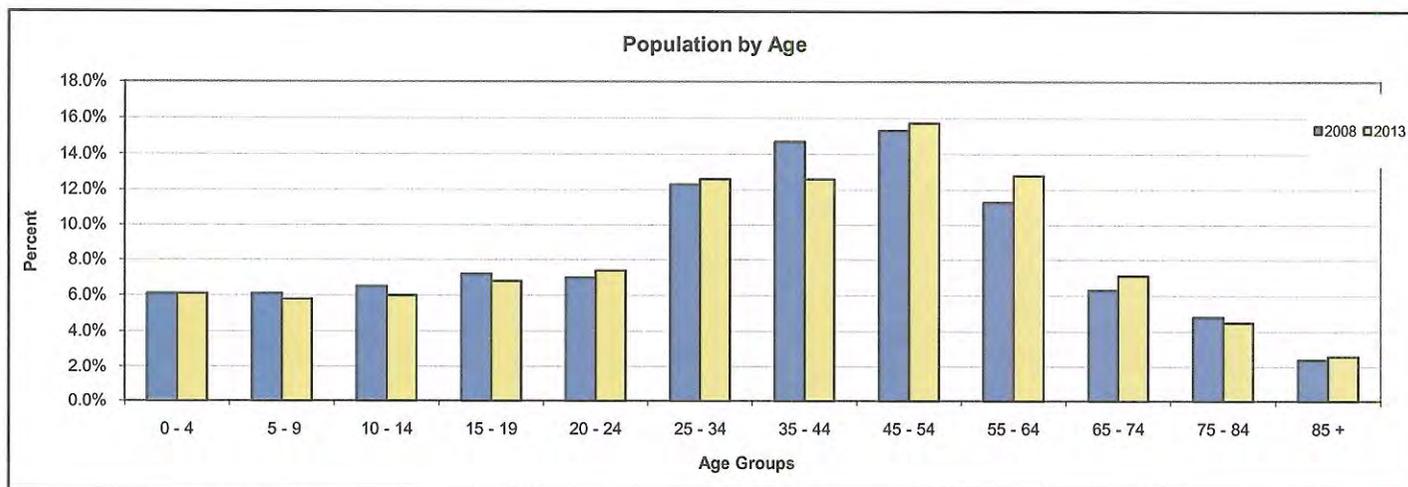
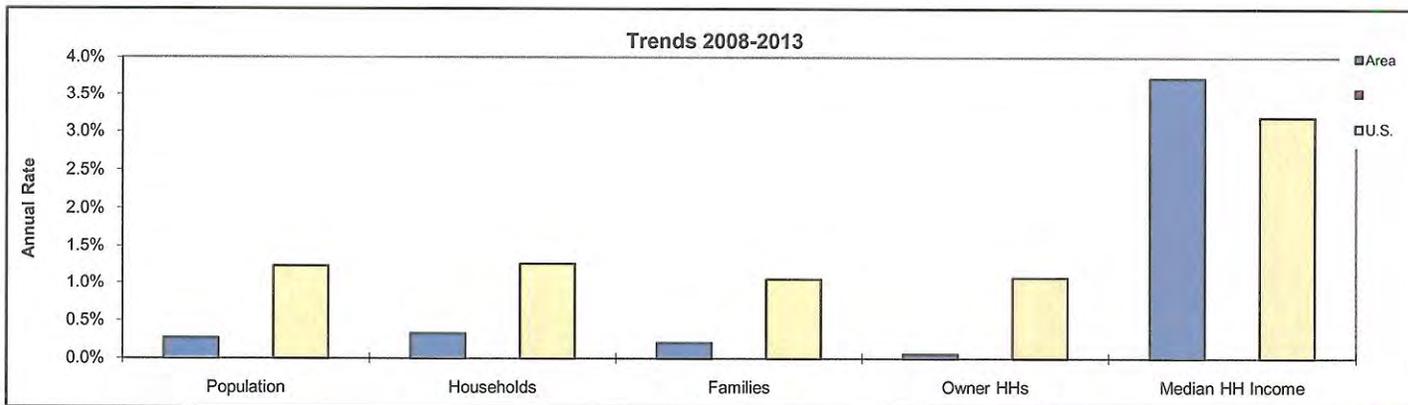
Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2008 and 2013.



Demographic and Income Profile

Prepared by Applied Economic Research

State: 25 Massachusetts



Source: ESRI forecasts for 2008 and 2013.
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Demographic and Income Profile

Prepared by Applied Economic Research

WholeUS: US

Summary	2000	2008	2013
Population	281,421,906	309,299,265	328,770,749
Households	105,480,101	116,384,754	123,932,585
Families	71,787,347	78,006,259	82,172,624
Average Household Size	2.59	2.59	2.59
Owner Occupied HUs	69,815,753	78,840,213	83,160,256
Renter Occupied HUs	35,664,348	37,544,541	40,772,329
Median Age	35.3	36.8	37.7

Trends: 2008-2013 Annual Rate	Area	National
Population	1.23%	1.23%
Households	1.26%	1.26%
Families	1.05%	1.05%
Owner HHs	1.07%	1.07%
Median Household Income	3.19%	3.19%

Households by Income	2000		2008		2013	
	Number	Percent	Number	Percent	Number	Percent
< \$15,000	16,724,255	15.8%	13,332,405	11.5%	12,051,423	9.7%
\$15,000 - \$24,999	13,536,965	12.8%	11,204,651	9.6%	9,829,344	7.9%
\$25,000 - \$34,999	13,519,242	12.8%	11,660,712	10.0%	10,042,052	8.1%
\$35,000 - \$49,999	17,446,272	16.5%	16,789,139	14.4%	14,873,935	12.0%
\$50,000 - \$74,999	20,540,604	19.5%	23,818,163	20.5%	26,370,777	21.3%
\$75,000 - \$99,999	10,799,245	10.2%	16,732,307	14.4%	18,806,981	15.2%
\$100,000 - \$149,999	8,147,826	7.7%	13,527,998	11.6%	18,230,597	14.7%
\$150,000 - \$199,999	2,322,038	2.2%	4,348,002	3.7%	5,831,873	4.7%
\$200,000+	2,502,675	2.4%	4,970,228	4.3%	7,894,457	6.4%
Median Household Income	\$42,164		\$54,749		\$64,042	
Average Household Income	\$56,644		\$73,771		\$87,814	
Per Capita Income	\$21,587		\$28,151		\$33,519	

Population by Age	2000		2008		2013	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	19,175,798	6.8%	21,219,563	6.9%	22,653,054	6.9%
5 - 9	20,549,505	7.3%	20,200,728	6.5%	21,007,525	6.4%
10 - 14	20,528,072	7.3%	20,667,882	6.7%	21,027,467	6.4%
15 - 19	20,219,890	7.2%	21,919,769	7.1%	22,212,974	6.8%
20 - 24	18,964,001	6.7%	21,654,180	7.0%	23,257,824	7.1%
25 - 34	39,891,724	14.2%	41,143,812	13.3%	43,262,557	13.2%
35 - 44	45,148,527	16.0%	43,611,068	14.1%	42,381,376	12.9%
45 - 54	37,677,952	13.4%	45,356,246	14.7%	48,067,503	14.6%
55 - 64	24,274,684	8.6%	34,366,766	11.1%	41,108,358	12.5%
65 - 74	18,390,986	6.5%	19,855,946	6.4%	23,118,645	7.0%
75 - 84	12,361,180	4.4%	13,393,567	4.3%	13,759,971	4.2%
85+	4,239,587	1.5%	5,909,738	1.9%	6,913,495	2.1%

Race and Ethnicity	2000		2008		2013	
	Number	Percent	Number	Percent	Number	Percent
White Alone	211,460,626	75.1%	223,773,663	72.3%	232,342,836	70.7%
Black Alone	34,658,190	12.3%	39,041,905	12.6%	41,861,310	12.7%
American Indian Alone	2,475,956	0.9%	2,807,524	0.9%	3,029,383	0.9%
Asian Alone	10,242,998	3.6%	13,628,692	4.4%	16,066,237	4.9%
Pacific Islander Alone	398,835	0.1%	461,853	0.1%	504,905	0.2%
Some Other Race Alone	15,359,073	5.5%	20,646,167	6.7%	24,512,978	7.5%
Two or More Races	6,826,228	2.4%	8,939,461	2.9%	10,453,100	3.2%
Hispanic Origin (Any Race)	35,305,818	12.5%	47,637,207	15.4%	56,644,186	17.2%

Data Note: Income is expressed in current dollars.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2008 and 2013.

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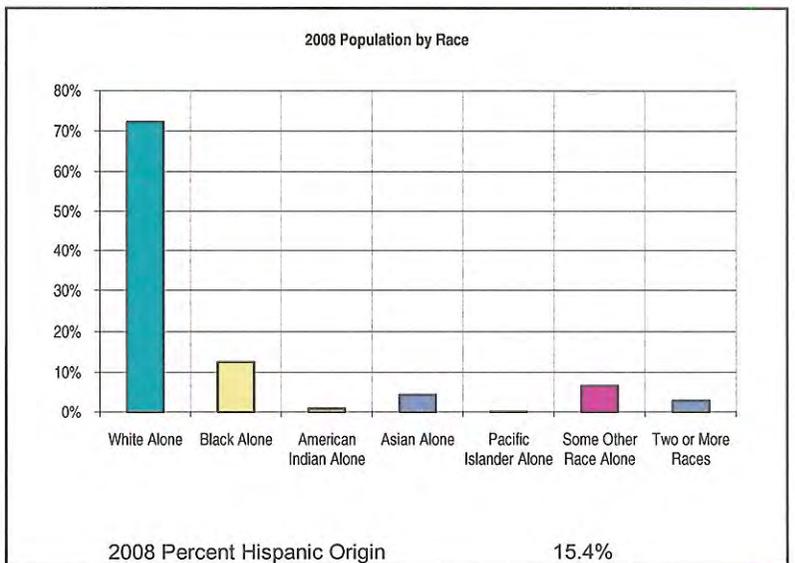
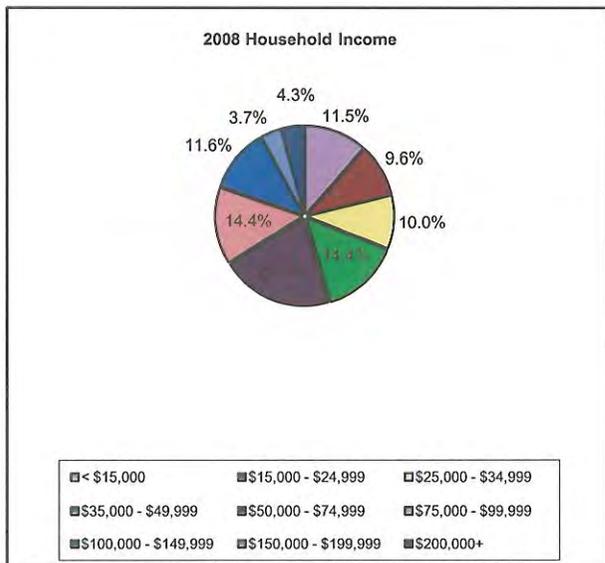
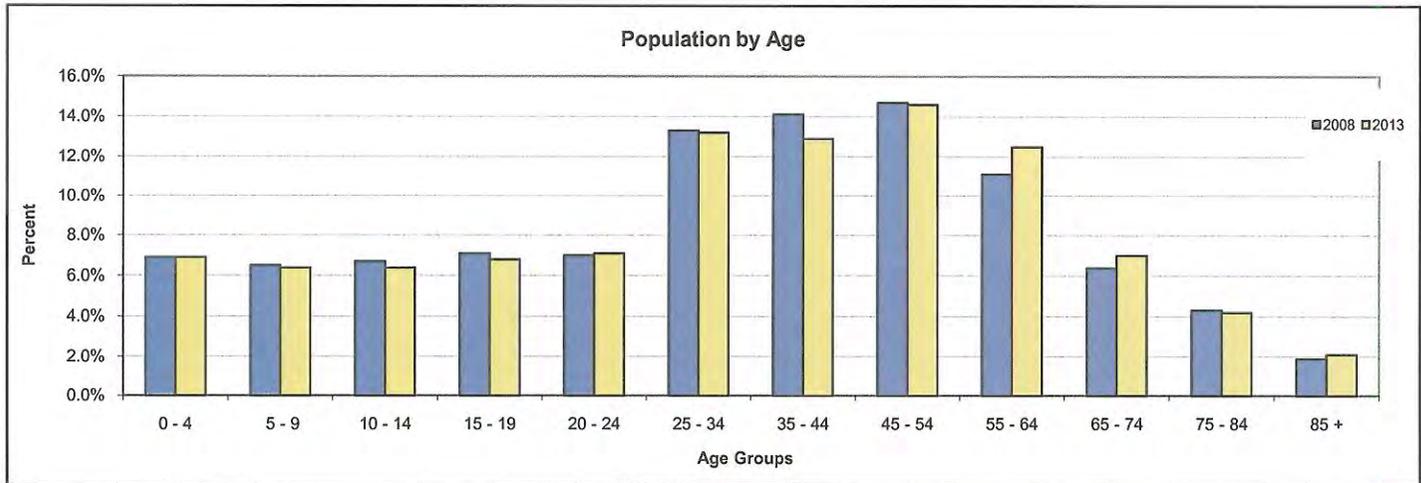
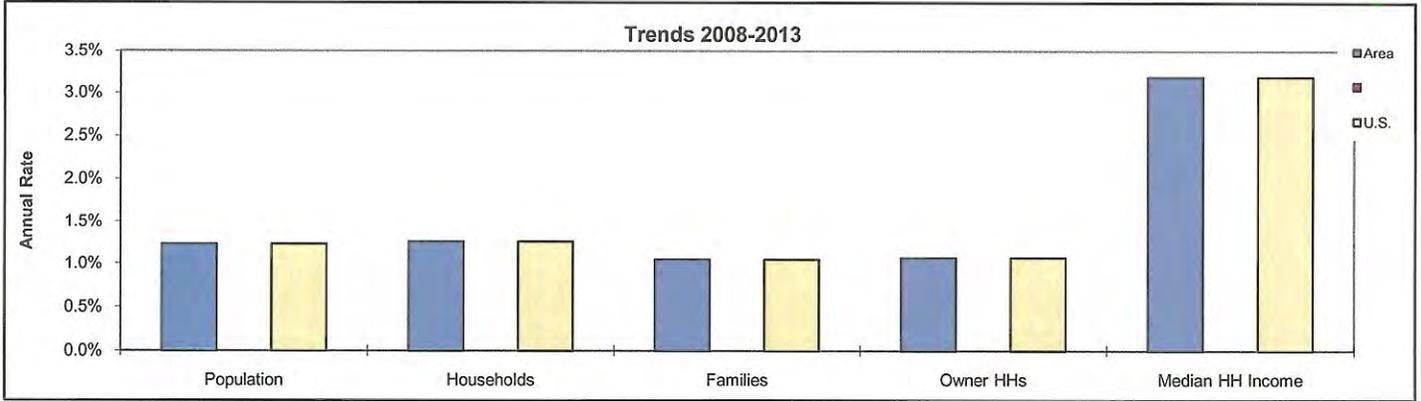
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Demographic and Income Profile

Prepared by Applied Economic Research

WholeUS: US



Source: ESRI forecasts for 2008 and 2013.
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Age by Income Profile

Prepared by Applied Economic Research

State: 33 New Hampshire

	Census 2000	2008	2013	2008-2013 Change	2008-2013 Annual Rate
Population	1,235,786	1,343,347	1,406,967	63,620	0.93%
Households	474,606	520,729	548,479	27,750	1.04%
Median Age	37.0	39.8	40.8	1.0	0.50%

Census 2000 Households by Income and Age of Householder

	< 25	25-34	35-44	45-54	55-64	65-74	75+
HH Income Base	18,000	75,725	119,158	104,571	65,082	49,353	42,861
<\$10,000	2,718	3,284	3,716	3,494	3,729	4,634	7,233
\$10,000 - \$14,999	1,552	2,275	2,723	2,544	2,617	4,359	6,565
\$15,000 - \$24,999	3,648	6,920	8,034	6,705	6,532	9,361	10,026
\$25,000 - \$34,999	3,255	9,793	11,520	9,706	7,284	8,014	5,729
\$35,000 - \$49,999	3,720	16,470	20,529	16,088	10,962	8,690	5,416
\$50,000 - \$74,999	2,395	21,517	33,111	26,260	14,365	7,652	4,147
\$75,000 - \$99,999	491	9,099	19,528	17,582	8,711	2,970	1,628
\$100,000 - \$149,999	190	4,576	13,681	14,481	6,656	2,238	1,271
\$150,000 - \$199,999	0	1,139	3,510	4,199	2,230	706	334
\$200,000+	31	652	2,806	3,512	1,996	729	512
Median HH Income	\$27,882	\$49,100	\$59,051	\$61,957	\$51,783	\$32,691	\$21,985
Average HH Income	\$31,386	\$55,225	\$69,445	\$75,271	\$65,867	\$46,188	\$35,928

Percent Distribution

	< 25	25-34	35-44	45-54	55-64	65-74	75+
HH Income Base	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
<\$10,000	15.1%	4.3%	3.1%	3.3%	5.7%	9.4%	16.9%
\$10,000 - \$14,999	8.6%	3.0%	2.3%	2.4%	4.0%	8.8%	15.3%
\$15,000 - \$24,999	20.3%	9.1%	6.7%	6.4%	10.0%	19.0%	23.4%
\$25,000 - \$34,999	18.1%	12.9%	9.7%	9.3%	11.2%	16.2%	13.4%
\$35,000 - \$49,999	20.7%	21.7%	17.2%	15.4%	16.8%	17.6%	12.6%
\$50,000 - \$74,999	13.3%	28.4%	27.8%	25.1%	22.1%	15.5%	9.7%
\$75,000 - \$99,999	2.7%	12.0%	16.4%	16.8%	13.4%	6.0%	3.8%
\$100,000 - \$149,999	1.1%	6.0%	11.5%	13.8%	10.2%	4.5%	3.0%
\$150,000 - \$199,999	0.0%	1.5%	2.9%	4.0%	3.4%	1.4%	0.8%
\$200,000+	0.2%	0.9%	2.4%	3.4%	3.1%	1.5%	1.2%

Data Note: Census 2000 income is expressed in current (1999) dollars.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2008 and 2013.





State: 33 New Hampshire

2008 Households by Income and Age of Householder

	< 25	25-34	35-44	45-54	55-64	65-74	75+
HH Income Base	21,404	70,333	103,530	125,213	96,906	53,690	49,653
<\$15,000	3,583	3,812	3,787	4,423	5,654	6,627	11,178
\$15,000 - \$24,999	3,198	4,786	4,908	5,052	6,510	7,793	9,170
\$25,000 - \$34,999	2,787	6,751	7,031	7,711	7,136	6,917	5,641
\$35,000 - \$49,999	3,758	12,512	13,256	13,828	12,254	8,537	6,151
\$50,000 - \$74,999	3,376	19,667	26,639	28,405	21,267	10,090	6,328
\$75,000 - \$99,999	2,094	11,968	21,508	26,502	17,838	5,335	4,494
\$100,000 - \$149,999	1,288	7,285	17,335	24,643	15,276	4,716	3,676
\$150,000 - \$199,999	744	2,154	4,649	7,235	5,044	1,725	1,502
\$200,000 - \$249,999	455	686	1,712	2,716	2,245	866	922
\$250,000 - \$499,999	99	576	2,253	3,816	2,965	824	451
\$500,000 +	22	136	452	882	717	260	140
Median HH Income	\$38,451	\$56,548	\$69,860	\$77,108	\$68,046	\$43,494	\$32,456
Average HH Income	\$54,645	\$69,189	\$86,309	\$96,019	\$89,551	\$64,121	\$53,872

Percent Distribution

	< 25	25-34	35-44	45-54	55-64	65-74	75+
HH Income Base	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
<\$15,000	16.7%	5.4%	3.7%	3.5%	5.8%	12.3%	22.5%
\$15,000 - \$24,999	14.9%	6.8%	4.7%	4.0%	6.7%	14.5%	18.5%
\$25,000 - \$34,999	13.0%	9.6%	6.8%	6.2%	7.4%	12.9%	11.4%
\$35,000 - \$49,999	17.6%	17.8%	12.8%	11.0%	12.6%	15.9%	12.4%
\$50,000 - \$74,999	15.8%	28.0%	25.7%	22.7%	21.9%	18.8%	12.7%
\$75,000 - \$99,999	9.8%	17.0%	20.8%	21.2%	18.4%	9.9%	9.1%
\$100,000 - \$149,999	6.0%	10.4%	16.7%	19.7%	15.8%	8.8%	7.4%
\$150,000 - \$199,999	3.5%	3.1%	4.5%	5.8%	5.2%	3.2%	3.0%
\$200,000 - \$249,999	2.1%	1.0%	1.7%	2.2%	2.3%	1.6%	1.9%
\$250,000 - \$499,999	0.5%	0.8%	2.2%	3.0%	3.1%	1.5%	0.9%
\$500,000 +	0.1%	0.2%	0.4%	0.7%	0.7%	0.5%	0.3%

Data Note: Income reported for July 1, 2008 represents annual income for the preceding year, expressed in current (2007) dollars, including an adjustment for inflation.

Source: ESRI forecasts for 2008.





State: 33 New Hampshire

2013 Households by Income and Age of Householder

	< 25	25-34	35-44	45-54	55-64	65-74	75+
HH Income Base	21,276	77,489	92,256	128,286	113,361	63,417	52,394
<\$15,000	3,382	3,658	2,691	3,522	5,194	6,480	10,416
\$15,000 - \$24,999	2,635	4,047	3,261	3,734	5,661	7,009	7,341
\$25,000 - \$34,999	2,378	5,853	4,929	5,963	6,432	6,618	4,992
\$35,000 - \$49,999	3,204	10,614	8,732	10,105	10,882	8,250	5,210
\$50,000 - \$74,999	3,633	21,496	22,016	26,444	23,864	12,350	7,180
\$75,000 - \$99,999	2,374	14,062	18,770	25,646	20,748	7,076	5,706
\$100,000 - \$149,999	2,074	11,670	20,182	31,838	22,697	8,337	6,561
\$150,000 - \$199,999	821	3,441	5,576	9,374	7,105	3,038	2,205
\$200,000 - \$249,999	600	1,382	2,462	4,334	4,198	1,900	1,713
\$250,000 - \$499,999	133	897	2,763	5,337	4,731	1,601	720
\$500,000 +	42	369	874	1,989	1,849	758	350
Median HH Income	\$44,431	\$64,253	\$79,462	\$86,886	\$79,233	\$54,918	\$43,971
Average HH Income	\$62,692	\$80,892	\$101,138	\$114,435	\$108,257	\$83,558	\$69,874

Percent Distribution

	< 25	25-34	35-44	45-54	55-64	65-74	75+
HH Income Base	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
<\$15,000	15.9%	4.7%	2.9%	2.7%	4.6%	10.2%	19.9%
\$15,000 - \$24,999	12.4%	5.2%	3.5%	2.9%	5.0%	11.1%	14.0%
\$25,000 - \$34,999	11.2%	7.6%	5.3%	4.6%	5.7%	10.4%	9.5%
\$35,000 - \$49,999	15.1%	13.7%	9.5%	7.9%	9.6%	13.0%	9.9%
\$50,000 - \$74,999	17.1%	27.7%	23.9%	20.6%	21.1%	19.5%	13.7%
\$75,000 - \$99,999	11.2%	18.1%	20.3%	20.0%	18.3%	11.2%	10.9%
\$100,000 - \$149,999	9.7%	15.1%	21.9%	24.8%	20.0%	13.1%	12.5%
\$150,000 - \$199,999	3.9%	4.4%	6.0%	7.3%	6.3%	4.8%	4.2%
\$200,000 - \$249,999	2.8%	1.8%	2.7%	3.4%	3.7%	3.0%	3.3%
\$250,000 - \$499,999	0.6%	1.2%	3.0%	4.2%	4.2%	2.5%	1.4%
\$500,000 +	0.2%	0.5%	0.9%	1.6%	1.6%	1.2%	0.7%

Data Note: Income reported for July 1, 2013 represents annual income for the preceding year, expressed in current (2012) dollars, including an adjustment for inflation.

Source: ESRI forecasts for 2013.



Age by Income Profile

Prepared by Applied Economic Research

State: 25 Massachusetts

	Census 2000	2008	2013	2008-2013 Change	2008-2013 Annual Rate
Population	6,349,097	6,518,184	6,605,384	87,200	0.27%
Households	2,443,580	2,523,144	2,565,022	41,878	0.33%
Median Age	36.6	38.5	39.5	1.0	0.51%

Census 2000 Households by Income and Age of Householder

	< 25	25-34	35-44	45-54	55-64	65-74	75+
HH Income Base	94,454	416,263	568,791	495,479	323,370	269,965	276,266
<\$10,000	20,595	28,428	30,311	26,206	26,555	31,808	50,797
\$10,000 - \$14,999	7,881	14,717	17,030	13,531	13,723	26,444	43,861
\$15,000 - \$24,999	14,782	35,313	38,225	28,908	25,976	43,829	61,175
\$25,000 - \$34,999	13,898	47,425	49,446	37,457	29,679	37,717	37,503
\$35,000 - \$49,999	15,020	71,291	83,782	64,998	45,041	42,802	32,261
\$50,000 - \$74,999	13,807	103,020	134,296	107,513	65,994	40,655	25,713
\$75,000 - \$99,999	4,922	58,352	92,143	81,666	44,352	20,358	10,948
\$100,000 - \$149,999	2,740	40,228	75,941	82,538	42,281	15,860	7,712
\$150,000 - \$199,999	502	9,992	22,964	25,620	14,286	4,791	2,485
\$200,000+	307	7,497	24,653	27,042	15,483	5,701	3,811
Median HH Income	\$27,431	\$52,095	\$61,351	\$66,696	\$56,713	\$33,537	\$21,459
Average HH Income	\$34,306	\$61,221	\$77,205	\$84,774	\$75,843	\$49,231	\$35,392

Percent Distribution

	< 25	25-34	35-44	45-54	55-64	65-74	75+
HH Income Base	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
<\$10,000	21.8%	6.8%	5.3%	5.3%	8.2%	11.8%	18.4%
\$10,000 - \$14,999	8.3%	3.5%	3.0%	2.7%	4.2%	9.8%	15.9%
\$15,000 - \$24,999	15.6%	8.5%	6.7%	5.8%	8.0%	16.2%	22.1%
\$25,000 - \$34,999	14.7%	11.4%	8.7%	7.6%	9.2%	14.0%	13.6%
\$35,000 - \$49,999	15.9%	17.1%	14.7%	13.1%	13.9%	15.9%	11.7%
\$50,000 - \$74,999	14.6%	24.7%	23.6%	21.7%	20.4%	15.1%	9.3%
\$75,000 - \$99,999	5.2%	14.0%	16.2%	16.5%	13.7%	7.5%	4.0%
\$100,000 - \$149,999	2.9%	9.7%	13.4%	16.7%	13.1%	5.9%	2.8%
\$150,000 - \$199,999	0.5%	2.4%	4.0%	5.2%	4.4%	1.8%	0.9%
\$200,000+	0.3%	1.8%	4.3%	5.5%	4.8%	2.1%	1.4%

Data Note: Census 2000 income is expressed in current (1999) dollars.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2008 and 2013.





State: 25 Massachusetts

2008 Households by Income and Age of Householder

	< 25	25-34	35-44	45-54	55-64	65-74	75+
HH Income Base	104,069	362,614	508,230	563,999	434,507	253,138	296,567
<\$15,000	21,796	28,884	29,026	29,905	34,638	36,455	69,257
\$15,000 - \$24,999	12,995	25,976	26,694	23,694	24,965	32,947	55,401
\$25,000 - \$34,999	11,662	31,571	31,893	29,503	26,954	27,414	33,582
\$35,000 - \$49,999	13,607	49,546	57,484	52,831	44,504	34,258	33,705
\$50,000 - \$74,999	14,385	76,754	97,864	95,406	73,702	37,503	31,858
\$75,000 - \$99,999	10,509	60,308	91,996	99,096	67,481	26,958	23,359
\$100,000 - \$149,999	9,662	59,381	106,989	142,663	91,881	30,446	23,716
\$150,000 - \$199,999	5,458	15,705	29,182	40,956	30,454	11,095	12,094
\$200,000 - \$249,999	2,556	5,092	13,006	18,185	14,063	6,006	6,831
\$250,000 - \$499,999	1,071	7,224	18,378	24,362	19,403	7,619	4,887
\$500,000 +	368	2,173	5,718	7,398	6,462	2,437	1,877
Median HH Income	\$40,055	\$62,231	\$77,208	\$85,788	\$78,550	\$47,454	\$31,429
Average HH Income	\$62,779	\$80,649	\$99,256	\$109,405	\$105,166	\$77,131	\$60,110

Percent Distribution

	< 25	25-34	35-44	45-54	55-64	65-74	75+
HH Income Base	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
<\$15,000	20.9%	8.0%	5.7%	5.3%	8.0%	14.4%	23.4%
\$15,000 - \$24,999	12.5%	7.2%	5.3%	4.2%	5.7%	13.0%	18.7%
\$25,000 - \$34,999	11.2%	8.7%	6.3%	5.2%	6.2%	10.8%	11.3%
\$35,000 - \$49,999	13.1%	13.7%	11.3%	9.4%	10.2%	13.5%	11.4%
\$50,000 - \$74,999	13.8%	21.2%	19.3%	16.9%	17.0%	14.8%	10.7%
\$75,000 - \$99,999	10.1%	16.6%	18.1%	17.6%	15.5%	10.6%	7.9%
\$100,000 - \$149,999	9.3%	16.4%	21.1%	25.3%	21.1%	12.0%	8.0%
\$150,000 - \$199,999	5.2%	4.3%	5.7%	7.3%	7.0%	4.4%	4.1%
\$200,000 - \$249,999	2.5%	1.4%	2.6%	3.2%	3.2%	2.4%	2.3%
\$250,000 - \$499,999	1.0%	2.0%	3.6%	4.3%	4.5%	3.0%	1.6%
\$500,000 +	0.4%	0.6%	1.1%	1.3%	1.5%	1.0%	0.6%

Data Note: Income reported for July 1, 2008 represents annual income for the preceding year, expressed in current (2007) dollars, including an adjustment for inflation.

Source: ESRI forecasts for 2008.





State: 25 Massachusetts

2013 Households by Income and Age of Householder

	< 25	25-34	35-44	45-54	55-64	65-74	75+
HH Income Base	101,694	371,850	437,547	580,544	492,855	285,793	294,719
<\$15,000	18,785	24,235	19,447	22,317	30,430	32,295	58,369
\$15,000 - \$24,999	12,292	24,215	20,717	20,212	24,294	31,825	47,857
\$25,000 - \$34,999	9,812	25,881	21,402	21,884	22,990	24,893	27,996
\$35,000 - \$49,999	10,889	38,120	35,655	37,385	36,868	29,468	26,911
\$50,000 - \$74,999	13,878	70,963	71,301	80,301	72,066	39,336	32,050
\$75,000 - \$99,999	13,313	72,444	84,338	104,508	81,121	37,060	33,056
\$100,000 - \$149,999	13,063	76,009	111,742	175,894	126,183	47,221	35,016
\$150,000 - \$199,999	5,553	20,334	33,106	52,148	41,950	16,926	16,018
\$200,000 - \$249,999	1,868	5,373	9,214	15,622	13,346	6,868	6,650
\$250,000 - \$499,999	1,426	9,205	20,026	33,001	28,292	12,550	6,514
\$500,000 +	815	5,071	10,599	17,272	15,315	7,351	4,282
Median HH Income	\$48,357	\$75,599	\$87,850	\$100,559	\$91,882	\$63,476	\$41,319
Average HH Income	\$72,689	\$95,795	\$120,095	\$134,423	\$129,632	\$103,392	\$77,615

Percent Distribution

	< 25	25-34	35-44	45-54	55-64	65-74	75+
HH Income Base	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
<\$15,000	18.5%	6.5%	4.4%	3.8%	6.2%	11.3%	19.8%
\$15,000 - \$24,999	12.1%	6.5%	4.7%	3.5%	4.9%	11.1%	16.2%
\$25,000 - \$34,999	9.6%	7.0%	4.9%	3.8%	4.7%	8.7%	9.5%
\$35,000 - \$49,999	10.7%	10.3%	8.1%	6.4%	7.5%	10.3%	9.1%
\$50,000 - \$74,999	13.6%	19.1%	16.3%	13.8%	14.6%	13.8%	10.9%
\$75,000 - \$99,999	13.1%	19.5%	19.3%	18.0%	16.5%	13.0%	11.2%
\$100,000 - \$149,999	12.8%	20.4%	25.5%	30.3%	25.6%	16.5%	11.9%
\$150,000 - \$199,999	5.5%	5.5%	7.6%	9.0%	8.5%	5.9%	5.4%
\$200,000 - \$249,999	1.8%	1.4%	2.1%	2.7%	2.7%	2.4%	2.3%
\$250,000 - \$499,999	1.4%	2.5%	4.6%	5.7%	5.7%	4.4%	2.2%
\$500,000 +	0.8%	1.4%	2.4%	3.0%	3.1%	2.6%	1.5%

Data Note: Income reported for July 1, 2013 represents annual income for the preceding year, expressed in current (2012) dollars, including an adjustment for inflation.

Source: ESRI forecasts for 2013.



Age by Income Profile

Prepared by Applied Economic Research

WholeUS: US

	Census 2000	2008	2013	2008-2013 Change	2008-2013 Annual Rate
Population	281,421,906	309,299,265	328,770,749	19,471,484	1.23%
Households	105,480,101	116,384,754	123,932,585	7,547,831	1.26%
Median Age	35.3	36.8	37.7	0.9	0.48%

Census 2000 Households by Income and Age of Householder

	< 25	25-34	35-44	45-54	55-64	65-74	75+
HH Income Base	5,435,076	18,138,214	24,276,270	21,212,043	14,202,066	11,617,977	10,657,476
<\$10,000	1,179,713	1,377,302	1,515,651	1,341,885	1,308,128	1,407,309	1,937,039
\$10,000 - \$14,999	609,460	889,369	946,276	756,341	731,034	1,125,626	1,599,122
\$15,000 - \$24,999	1,154,029	2,320,078	2,343,580	1,759,031	1,528,511	2,096,941	2,334,795
\$25,000 - \$34,999	911,307	2,756,434	2,841,800	2,096,704	1,625,395	1,778,755	1,508,847
\$35,000 - \$49,999	835,081	3,632,643	4,269,900	3,254,770	2,232,875	1,905,262	1,315,741
\$50,000 - \$74,999	519,548	4,054,654	5,726,690	4,770,385	2,811,142	1,655,530	1,002,655
\$75,000 - \$99,999	137,799	1,692,098	3,121,549	3,085,665	1,625,168	725,300	411,666
\$100,000 - \$149,999	63,665	996,670	2,234,740	2,606,281	1,404,990	538,913	302,567
\$150,000 - \$199,999	12,165	229,169	621,591	754,594	443,631	166,122	94,766
\$200,000+	12,309	189,797	654,493	786,387	491,192	218,219	150,278
Median HH Income	\$22,768	\$41,568	\$50,711	\$56,295	\$47,508	\$31,288	\$22,158
Average HH Income	\$28,235	\$49,991	\$63,569	\$71,809	\$64,942	\$46,434	\$36,564

Percent Distribution

	< 25	25-34	35-44	45-54	55-64	65-74	75+
HH Income Base	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
<\$10,000	21.7%	7.6%	6.2%	6.3%	9.2%	12.1%	18.2%
\$10,000 - \$14,999	11.2%	4.9%	3.9%	3.6%	5.1%	9.7%	15.0%
\$15,000 - \$24,999	21.2%	12.8%	9.7%	8.3%	10.8%	18.0%	21.9%
\$25,000 - \$34,999	16.8%	15.2%	11.7%	9.9%	11.4%	15.3%	14.2%
\$35,000 - \$49,999	15.4%	20.0%	17.6%	15.3%	15.7%	16.4%	12.3%
\$50,000 - \$74,999	9.6%	22.4%	23.6%	22.5%	19.8%	14.2%	9.4%
\$75,000 - \$99,999	2.5%	9.3%	12.9%	14.5%	11.4%	6.2%	3.9%
\$100,000 - \$149,999	1.2%	5.5%	9.2%	12.3%	9.9%	4.6%	2.8%
\$150,000 - \$199,999	0.2%	1.3%	2.6%	3.6%	3.1%	1.4%	0.9%
\$200,000+	0.2%	1.0%	2.7%	3.7%	3.5%	1.9%	1.4%

Data Note: Census 2000 income is expressed in current (1999) dollars.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2008 and 2013.





WholeUS: US

2008 Households by Income and Age of Householder

	< 25	25-34	35-44	45-54	55-64	65-74	75+
HH Income Base	5,846,841	18,549,550	22,808,899	25,147,894	19,774,648	12,142,974	12,112,799
<\$15,000	1,450,309	1,738,132	1,620,029	1,723,267	1,959,205	1,929,064	2,912,399
\$15,000 - \$24,999	946,072	1,807,402	1,603,015	1,484,659	1,524,392	1,716,158	2,122,953
\$25,000 - \$34,999	814,630	2,242,105	2,021,771	1,829,628	1,690,543	1,554,084	1,507,951
\$35,000 - \$49,999	888,817	3,329,881	3,353,554	3,143,576	2,626,639	1,899,752	1,546,920
\$50,000 - \$74,999	746,343	4,468,562	5,381,815	5,547,936	4,079,237	2,054,404	1,539,866
\$75,000 - \$99,999	450,112	2,547,464	3,868,370	4,639,788	3,027,071	1,172,444	1,027,058
\$100,000 - \$149,999	283,515	1,588,986	3,020,601	4,121,332	2,796,674	964,671	752,219
\$150,000 - \$199,999	158,138	441,788	905,104	1,238,811	918,453	349,755	335,953
\$200,000 - \$249,999	72,698	150,533	372,208	517,807	416,019	191,221	176,379
\$250,000 - \$499,999	26,993	179,588	516,410	695,450	561,335	233,841	139,249
\$500,000 +	9,214	55,109	146,022	205,640	175,080	77,580	51,852
Median HH Income	\$30,752	\$50,534	\$60,305	\$67,953	\$60,244	\$40,655	\$31,114
Average HH Income	\$46,668	\$63,130	\$80,365	\$88,744	\$84,044	\$63,697	\$52,975

Percent Distribution

	< 25	25-34	35-44	45-54	55-64	65-74	75+
HH Income Base	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
<\$15,000	24.8%	9.4%	7.1%	6.9%	9.9%	15.9%	24.0%
\$15,000 - \$24,999	16.2%	9.7%	7.0%	5.9%	7.7%	14.1%	17.5%
\$25,000 - \$34,999	13.9%	12.1%	8.9%	7.3%	8.5%	12.8%	12.4%
\$35,000 - \$49,999	15.2%	18.0%	14.7%	12.5%	13.3%	15.6%	12.8%
\$50,000 - \$74,999	12.8%	24.1%	23.6%	22.1%	20.6%	16.9%	12.7%
\$75,000 - \$99,999	7.7%	13.7%	17.0%	18.5%	15.3%	9.7%	8.5%
\$100,000 - \$149,999	4.8%	8.6%	13.2%	16.4%	14.1%	7.9%	6.2%
\$150,000 - \$199,999	2.7%	2.4%	4.0%	4.9%	4.6%	2.9%	2.8%
\$200,000 - \$249,999	1.2%	0.8%	1.6%	2.1%	2.1%	1.6%	1.5%
\$250,000 - \$499,999	0.5%	1.0%	2.3%	2.8%	2.8%	1.9%	1.1%
\$500,000 +	0.2%	0.3%	0.6%	0.8%	0.9%	0.6%	0.4%

Data Note: Income reported for July 1, 2008 represents annual income for the preceding year, expressed in current (2007) dollars, including an adjustment for inflation.

Source: ESRI forecasts for 2008.





WholeUS: US

2013 Households by Income and Age of Householder

	< 25	25-34	35-44	45-54	55-64	65-74	75+
HH Income Base	5,991,823	19,381,849	21,929,793	26,350,740	23,372,064	13,970,269	12,934,901
<\$15,000	1,368,004	1,532,221	1,261,865	1,405,501	1,898,026	1,836,886	2,748,920
\$15,000 - \$24,999	853,782	1,528,783	1,274,526	1,227,852	1,478,979	1,608,391	1,857,031
\$25,000 - \$34,999	728,244	1,856,244	1,559,808	1,476,820	1,611,156	1,469,192	1,340,588
\$35,000 - \$49,999	842,507	2,887,215	2,638,818	2,609,666	2,576,236	1,876,957	1,442,536
\$50,000 - \$74,999	907,346	5,003,378	5,254,755	5,738,511	4,949,697	2,589,403	1,927,687
\$75,000 - \$99,999	556,347	2,996,956	3,803,726	4,829,249	3,646,908	1,577,869	1,395,926
\$100,000 - \$149,999	419,360	2,303,320	3,579,763	5,215,799	3,969,944	1,547,912	1,194,499
\$150,000 - \$199,999	170,405	622,659	1,098,922	1,622,046	1,310,265	555,112	452,464
\$200,000 - \$249,999	95,168	289,216	556,103	825,371	719,700	356,610	294,724
\$250,000 - \$499,999	33,462	247,403	631,791	956,708	829,444	370,189	183,523
\$500,000 +	17,198	114,454	269,716	443,217	381,709	181,748	97,003
Median HH Income	\$35,590	\$56,795	\$68,288	\$77,725	\$69,279	\$51,255	\$39,443
Average HH Income	\$53,138	\$73,983	\$94,087	\$105,804	\$99,290	\$80,100	\$64,915

Percent Distribution

	< 25	25-34	35-44	45-54	55-64	65-74	75+
HH Income Base	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
<\$15,000	22.8%	7.9%	5.8%	5.3%	8.1%	13.1%	21.3%
\$15,000 - \$24,999	14.2%	7.9%	5.8%	4.7%	6.3%	11.5%	14.4%
\$25,000 - \$34,999	12.2%	9.6%	7.1%	5.6%	6.9%	10.5%	10.4%
\$35,000 - \$49,999	14.1%	14.9%	12.0%	9.9%	11.0%	13.4%	11.2%
\$50,000 - \$74,999	15.1%	25.8%	24.0%	21.8%	21.2%	18.5%	14.9%
\$75,000 - \$99,999	9.3%	15.5%	17.3%	18.3%	15.6%	11.3%	10.8%
\$100,000 - \$149,999	7.0%	11.9%	16.3%	19.8%	17.0%	11.1%	9.2%
\$150,000 - \$199,999	2.8%	3.2%	5.0%	6.2%	5.6%	4.0%	3.5%
\$200,000 - \$249,999	1.6%	1.5%	2.5%	3.1%	3.1%	2.6%	2.3%
\$250,000 - \$499,999	0.6%	1.3%	2.9%	3.6%	3.5%	2.6%	1.4%
\$500,000 +	0.3%	0.6%	1.2%	1.7%	1.6%	1.3%	0.7%

Data Note: Income reported for July 1, 2013 represents annual income for the preceding year, expressed in current (2012) dollars, including an adjustment for inflation.

Source: ESRI forecasts for 2013.

Recreation Expenditures

Prepared by Applied Economic Research

State: 33 New Hampshire

Demographic Summary	2008	2013
Population	1,343,347	1,406,967
Households	520,729	548,479
Families	346,832	359,617
Median Age	39.8	40.8
Median Household Income	\$63,147	\$73,573

	Average Amount Spent	NH
Entertainment/Recreation Fees and Admissions	\$689.04	\$358,805,646
Admission to Movies, Theater, Opera, Ballet	\$162.83	\$84,788,205
Admission to Sporting Events, excl. Trips	\$68.07	\$35,445,784
Fees for Participant Sports, excl. Trips	\$128.02	\$66,661,158
Fees for Recreational Lessons	\$144.39	\$75,186,692
Membership Fees for Social/Recreation/Civic Clubs	\$185.13	\$96,402,137
Dating Services	\$0.62	\$321,670
Rental of Video Cassettes and DVDs	\$54.88	\$28,576,971
Toys & Games	\$161.79	\$84,249,138
Toys and Playground Equipment	\$156.52	\$81,503,812
Play Arcade Pinball/Video Games	\$2.92	\$1,518,341
Online Entertainment and Games	\$2.36	\$1,226,985
Recreational Vehicles and Fees	\$498.42	\$259,540,928
Docking and Landing Fees for Boats and Planes	\$9.61	\$5,001,824
Camp Fees	\$46.53	\$24,231,905
Purchase of RVs or Boats	\$433.93	\$225,958,681
Rental of RVs or Boats	\$8.35	\$4,348,518
Sports, Recreation and Exercise Equipment	\$218.09	\$113,563,223
Exercise Equipment and Gear, Game Tables	\$109.78	\$57,166,011
Bicycles	\$20.66	\$10,759,044
Camping Equipment	\$11.80	\$6,143,142
Hunting and Fishing Equipment	\$40.73	\$21,210,944
Winter Sports Equipment	\$6.25	\$3,256,120
Water Sports Equipment	\$7.91	\$4,118,224
Other Sports Equipment	\$16.93	\$8,817,887
Rental/Repair of Sports/Recreation/Exercise Equipment	\$4.02	\$2,091,851
Photographic Equipment and Supplies	\$141.19	\$73,521,600
Film	\$18.52	\$9,644,268
Film Processing	\$33.47	\$17,431,307
Photographic Equipment	\$53.25	\$27,729,736
Photographer Fees/Other Supplies & Equip Rental/Repair	\$35.94	\$18,716,289
Reading	\$318.85	\$166,032,285
Magazine/Newspaper Subscriptions	\$173.04	\$90,109,058
Magazine/Newspaper Single Copies	\$52.25	\$27,206,153
Books	\$93.56	\$48,717,074

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: Consumer Spending data are derived from the 2004 and 2005 Consumer Expenditure Surveys, Bureau of Labor Statistics. ESRI forecasts for 2008 and 2013.



Recreation Expenditures

Prepared by Applied Economic Research

State: 25 Massachusetts

Demographic Summary		2008	2013
Population		6,518,184	6,605,384
Households		2,523,144	2,565,022
Families		1,621,890	1,639,332
Median Age		38.5	39.5
Median Household Income		\$68,176	\$81,824

	Spending Potential Index	Average Amount Spent	Total
Entertainment/Recreation Fees and Admissions	132	\$816.03	\$2,058,966,630
Admission to Movies, Theater, Opera, Ballet	135	\$201.27	\$507,841,038
Admission to Sporting Events, excl. Trips	129	\$78.44	\$197,927,791
Fees for Participant Sports, excl. Trips	131	\$149.37	\$376,888,091
Fees for Recreational Lessons	137	\$174.98	\$441,487,308
Membership Fees for Social/Recreation/Civic Clubs	127	\$211.24	\$532,985,762
Dating Services	124	\$0.73	\$1,836,640
Rental of Video Cassettes and DVDs	120	\$61.14	\$154,277,060
Toys & Games	120	\$179.15	\$452,026,153
Toys and Playground Equipment	120	\$172.92	\$436,313,046
Play Arcade Pinball/Video Games	126	\$3.43	\$8,647,112
Online Entertainment and Games	131	\$2.80	\$7,065,995
Recreational Vehicles and Fees	103	\$451.68	\$1,139,647,737
Docking and Landing Fees for Boats and Planes	127	\$10.81	\$27,265,336
Camp Fees	146	\$60.12	\$151,700,765
Purchase of RVs or Boats	98	\$370.68	\$935,279,642
Rental of RVs or Boats	133	\$10.07	\$25,401,994
Sports, Recreation and Exercise Equipment	111	\$238.91	\$602,805,746
Exercise Equipment and Gear, Game Tables	113	\$118.30	\$298,490,939
Bicycles	130	\$24.57	\$61,994,814
Camping Equipment	76	\$12.66	\$31,949,188
Hunting and Fishing Equipment	94	\$42.04	\$106,083,704
Winter Sports Equipment	141	\$7.70	\$19,422,630
Water Sports Equipment	128	\$9.22	\$23,250,986
Other Sports Equipment	131	\$19.76	\$49,850,212
Rental/Repair of Sports/Recreation/Exercise Equipment	132	\$4.66	\$11,763,273
Photographic Equipment and Supplies	123	\$156.81	\$395,649,552
Film	118	\$19.69	\$49,671,695
Film Processing	122	\$36.78	\$92,790,681
Photographic Equipment	120	\$57.31	\$144,599,510
Photographer Fees/Other Supplies & Equip Rental/Repair	132	\$43.04	\$108,587,666
Reading	129	\$372.02	\$938,662,269
Magazine/Newspaper Subscriptions	130	\$201.59	\$508,641,273
Magazine/Newspaper Single Copies	128	\$61.08	\$154,121,726
Books	129	\$109.35	\$275,899,270

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: Consumer Spending data are derived from the 2004 and 2005 Consumer Expenditure Surveys, Bureau of Labor Statistics. ESRI forecasts for 2008 and 2013.



Recreation Expenditures

Prepared by Applied Economic Research

WholeUS: US

Demographic Summary	2008	2013
Population	309,299,265	328,770,749
Households	116,384,754	123,932,585
Families	78,006,259	82,172,624
Median Age	36.8	37.7
Median Household Income	\$54,749	\$64,042

	Spending Potential Index	Average Amount Spent	Total
Entertainment/Recreation Fees and Admissions	100	\$618.57	\$71,992,117,282
Admission to Movies, Theater, Opera, Ballet	100	\$149.24	\$17,369,260,687
Admission to Sporting Events, excl. Trips	100	\$61.01	\$7,100,633,842
Fees for Participant Sports, excl. Trips	100	\$114.20	\$13,291,138,907
Fees for Recreational Lessons	100	\$127.48	\$14,836,728,440
Membership Fees for Social/Recreation/Civic Clubs	100	\$166.06	\$19,326,852,249
Dating Services	100	\$0.59	\$68,667,005
Rental of Video Cassettes and DVDs	100	\$50.83	\$5,915,837,046
Toys & Games	100	\$149.24	\$17,369,260,687
Toys and Playground Equipment	100	\$144.37	\$16,802,466,935
Play Arcade Pinball/Video Games	100	\$2.73	\$317,730,378
Online Entertainment and Games	100	\$2.14	\$249,063,374
Recreational Vehicles and Fees	100	\$437.39	\$50,905,527,552
Docking and Landing Fees for Boats and Planes	100	\$8.48	\$986,942,714
Camp Fees	100	\$41.31	\$4,807,854,188
Purchase of RVs or Boats	100	\$379.99	\$44,225,042,672
Rental of RVs or Boats	100	\$7.60	\$884,524,130
Sports, Recreation and Exercise Equipment	100	\$215.93	\$25,130,959,931
Exercise Equipment and Gear, Game Tables	100	\$104.24	\$12,131,946,757
Bicycles	100	\$18.96	\$2,206,654,936
Camping Equipment	100	\$16.60	\$1,931,986,916
Hunting and Fishing Equipment	100	\$44.78	\$5,211,709,284
Winter Sports Equipment	100	\$5.46	\$635,460,757
Water Sports Equipment	100	\$7.23	\$841,461,771
Other Sports Equipment	100	\$15.12	\$1,759,737,480
Rental/Repair of Sports/Recreation/Exercise Equipment	100	\$3.54	\$412,002,029
Photographic Equipment and Supplies	100	\$127.33	\$14,819,270,727
Film	100	\$16.75	\$1,949,444,630
Film Processing	100	\$30.17	\$3,511,328,028
Photographic Equipment	100	\$47.80	\$5,563,191,241
Photographer Fees/Other Supplies & Equip Rental/Repair	100	\$32.61	\$3,795,306,828
Reading	100	\$287.56	\$33,467,599,860
Magazine/Newspaper Subscriptions	100	\$155.07	\$18,047,783,803
Magazine/Newspaper Single Copies	100	\$47.73	\$5,555,044,308
Books	100	\$84.76	\$9,864,771,749

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: Consumer Spending data are derived from the 2004 and 2005 Consumer Expenditure Surveys, Bureau of Labor Statistics. ESRI forecasts for 2008 and 2013.



Sports and Leisure Market Potential

State: 33 New Hampshire

Prepared by Applied Economic Research

Demographic Summary	2008	2012
Population	1,343,347	1,406,967
Population 18+	1,038,395	1,099,617
Households	520,729	548,479
Median Household Income	\$63,147	\$73,573

Outdoor Sports Participation, 2008

Activity	Participation Rate	NH Participants	MA Participants	Combined Participants	MPI
Participated in backpacking/hiking	9.2%	95,813	451,961	547,774	116
Participated in bicycling (mountain)	4.5%	46,805	222,522	269,327	115
Participated in bicycling (road)	9.6%	99,277	496,258	595,535	109
Participated in boating (power)	7.0%	72,405	286,783	359,188	116
Participated in canoeing/kayaking	5.2%	53,756	232,603	286,359	119
Participated in downhill skiing	3.9%	40,320	221,153	261,473	110
Participated in fishing (fresh water)	14.5%	150,118	520,581	670,699	110
Participated in fishing (salt water)	4.4%	45,227	218,115	263,342	110
Participated in horseback riding	3.5%	36,454	136,615	173,069	118
Participated in hunting with rifle	5.0%	51,654	158,324	209,978	104
Participated in hunting with shotgun	4.8%	49,838	152,979	202,817	109
Participated in jogging/running	10.6%	109,834	575,442	685,276	106
Participated in motorcycling	3.6%	37,343	138,329	175,672	112
Participated in swimming	21.5%	223,055	990,443	1,213,498	119
Participated in walking for exercise	30.9%	321,024	1,485,716	1,806,740	115
Participated in water skiing	1.9%	19,918	100,673	120,591	100
Spent on high end sports/rec equip/12 mo: <\$250	4.7%	48,450	213,337	261,787	107
Participated in aerobics	10.5%	108,970	574,427	683,397	110
Participated in baseball	5.3%	54,973	277,921	332,894	100
Participated in basketball	8.9%	92,592	463,271	555,863	98
Participated in bowling	11.5%	119,475	534,740	654,215	109
Participated in football	5.4%	55,660	245,806	301,466	99
Participated in Frisbee	5.6%	58,487	230,314	288,801	120
Participated in golf	12.1%	125,516	581,572	707,088	114
Play golf < once a month	4.5%	46,555	222,002	268,557	111
Play golf 1+ times a month	6.3%	65,555	287,225	352,780	116
Participated in ice skating	2.6%	27,237	145,133	172,370	112
Participated in roller blading/in-line skating	2.8%	28,608	136,544	165,152	110
Participated in soccer	3.4%	35,409	176,120	211,529	96
Participated in softball	4.2%	43,554	202,239	245,793	103
Participated in target shooting	4.2%	43,584	156,839	200,423	113
Participated in tennis	4.4%	45,992	258,603	304,595	103
Participated in volleyball	3.8%	39,710	183,093	222,803	103
Participated in weight lifting	13.3%	137,642	677,384	815,026	112
Participated in yoga	4.9%	51,234	323,555	374,789	100
Spent on high end sports/recreation equipment/12 mo	3.7%	37,962	176,292	214,254	105
Attend sports event: auto racing (NASCAR)	5.9%	60,946	227,571	288,517	105
Attend sports event: auto racing (not NASCAR)	4.5%	47,239	192,747	239,986	102
Attend sports event: baseball game	14.0%	145,102	727,401	872,503	111
Attend sports event: basketball game (college)	6.3%	65,475	295,046	360,521	102
Attend sports event: basketball game (pro)	6.3%	65,714	346,079	411,793	101

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. average. 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 Mediamark Research Inc. in a nationally representative survey of U.S. households. ESRI forecasts for 2008 and 2013.



Sports and Leisure Market Potential

Prepared by Applied Economic Research

State: 33 New Hampshire

Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Attend sports event: football game (college)	93,557	9.0%	106
Attend sports event: football-Monday night game (pro)	38,718	3.7%	97
Attend sports event: football-weekend game (pro)	81,624	7.9%	109
Attend sports event: golf tournament	38,820	3.7%	105
Attend sports event: ice hockey game	54,688	5.3%	113
Attend sports event: soccer game	47,251	4.6%	106
Attend sports event: tennis match	30,496	2.9%	101
Attended adult education course in last 12 months	73,791	7.1%	107
Attended auto show in last 12 months	89,581	8.6%	113
Went to bar/night club in last 12 months	204,637	19.7%	108
Went to beach in last 12 months	263,517	25.4%	111
Attended dance performance in last 12 months	43,200	4.2%	107
Danced/went dancing in last 12 months	96,844	9.3%	97
Dined out in last 12 months	558,383	53.8%	111
Dine out < once a month	49,719	4.8%	114
Dine out once a month	69,593	6.7%	109
Dine out 2-3 times a month	120,546	11.6%	106
Dine out once a week	137,812	13.3%	112
Dine out 2+ times per week	115,045	11.1%	109
Gambled at casino in last 12 months	179,461	17.3%	104
Gambled at casino 6+ times in last 12 months	26,679	2.6%	98
Gambled in Atlantic City in last 12 months	28,519	2.7%	84
Gambled in Las Vegas in last 12 months	52,115	5.0%	101
Attended horse races in last 12 months	27,988	2.7%	98
Attended movies in last 6 months	607,877	58.5%	103
Attended movies in last 90 days: < once a month	332,507	32.0%	108
Attended movies in last 90 days: once a month	112,546	10.8%	104
Attended movies in last 90 days: 2-3 times a month	61,415	5.9%	92
Attended movies in last 90 days: once/week or more	22,303	2.1%	84
Prefer to see movie after second week of release	265,499	25.6%	107
Went to museum in last 12 months	134,888	13.0%	106
Attended country music performance in last 12 mo	61,111	5.9%	111
Attended rock music performance in last 12 months	110,160	10.6%	107
Attended classical music/opera performance/12 mo	62,863	6.1%	116
Went to live theater in last 12 months	149,355	14.4%	113
Visited a theme park in last 12 months	235,745	22.7%	103
Visited Disney World (FL)/12 mo: Magic Kingdom	41,695	4.0%	114
Visited any Sea World in last 12 months	33,309	3.2%	96
Visited any Six Flags in last 12 months	66,059	6.4%	93
Went to zoo in last 12 months	133,634	12.9%	108
Played billiards/pool in last 12 months	97,115	9.4%	103
Played bingo in last 12 months	42,387	4.1%	93
Did birdwatching in last 12 months	69,260	6.7%	118
Played board game in last 12 months	217,293	20.9%	117
Played cards in last 12 months	254,194	24.5%	110

Played chess in last 12 months	33,637	3.2%	96
Cooked for fun in last 12 months	205,904	19.8%	107
Did crossword puzzle in last 12 months	159,901	15.4%	109

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Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by Mediamark Research Inc. in a nationally representative survey of U.S. households.



Sports and Leisure Market Potential

Prepared by Applied Economic Research

State: 33 New Hampshire

Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Flew a kite in last 12 months	31,928	3.1%	111
Did furniture refinishing in last 12 months	39,764	3.8%	113
Did indoor gardening/plant care in last 12 months	156,484	15.1%	111
Participated in karaoke in last 12 months	44,341	4.3%	99
Bought lottery ticket in last 12 months	383,992	37.0%	104
Bought lottery ticket in last 12 mo: Daily Drawing	49,595	4.8%	92
Bought lottery ticket in last 12 mo: Instant Game	171,479	16.5%	103
Bought lottery ticket in last 12 mo: Lotto Drawing	254,877	24.5%	107
Played lottery: <2 times in last 30 days	130,261	12.5%	104
Played lottery: 2-6 times in last 30 days	147,545	14.2%	108
Played lottery: 7+ times in last 30 days	106,229	10.2%	100
Played musical instrument in last 12 months	89,626	8.6%	106
Did painting/drawing in last 12 months	63,651	6.1%	102
Did photography in last 12 months	156,280	15.1%	117
Read book in last 12 months	433,276	41.7%	112
Participated in trivia games in last 12 months	65,571	6.3%	106
Played video game in last 12 months	116,739	11.2%	106
Did woodworking in last 12 months	60,524	5.8%	120
Participated in word games in last 12 months	100,628	9.7%	113
Member of charitable organization	72,589	7.0%	109
Member of church board	52,112	5.0%	105
Member of fraternal order	44,169	4.3%	106
Member of religious club	68,582	6.6%	96
Member of union	71,534	6.9%	114
Member of veterans club	39,101	3.8%	101
Bought any children's toy/game in last 12 months	354,683	34.2%	105
Spent on toys/games in last 12 months: <\$50	63,445	6.1%	106
Spent on toys/games in last 12 months: \$50-99	30,015	2.9%	101
Spent on toys/games in last 12 months: \$100-199	68,970	6.6%	101
Spent on toys/games in last 12 months: \$200-499	100,804	9.7%	104
Spent on toys/games in last 12 months: \$500+	60,636	5.8%	110
Bought infant toy in last 12 months	80,544	7.8%	104
Bought pre-school toy in last 12 months	88,418	8.5%	109
Spent on toys/games (for child <6)/12 mo: <\$100	116,722	11.2%	106
Spent on toys/games (for child <6)/12 mo: \$100-199	65,686	6.3%	105
Spent on toys/games (for child <6)/12 mo: \$200+	76,499	7.4%	107
Bought for child in last 12 mo: boy action figure	87,916	8.5%	105
Bought for child in last 12 mo: girl action figure	30,102	2.9%	89
Bought for child in last 12 mo: bicycle	62,099	6.0%	97
Bought for child in last 12 mo: board game	119,982	11.6%	104
Bought for child in last 12 mo: builder set	39,199	3.8%	105
Bought for child in last 12 mo: car	85,602	8.2%	101

Appendix 11 - Regional Demographics (Applied Economic Research)

Bought for child in last 12 mo: construction toy	55,422	5.3%	110
Bought for child in last 12 mo: large/baby doll	66,495	6.4%	102
Bought for child in last 12 mo: fashion doll	57,874	5.6%	97
Bought for child in last 12 mo: plush doll/animal	85,581	8.2%	109
Bought for child in last 12 mo: doll accessories	45,299	4.4%	102
Bought for child in last 12 mo: doll clothing	43,613	4.2%	100
Bought for child in last 12 mo: educational toy	146,818	14.1%	107
Bought for child in last 12 mo: electronic game	91,776	8.8%	105

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Sports and Leisure Market Potential

Prepared by Applied Economic Research

State: 33 New Hampshire

Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Bought for child in last 12 mo: mechanical toy	42,576	4.1%	103
Bought for child in last 12 mo: model kit	29,771	2.9%	100
Bought for child in last 12 mo: sound game	26,029	2.5%	91
Bought for child in last 12 mo: water toy	96,668	9.3%	103
Bought for child in last 12 mo: word game	32,823	3.2%	92
Bought book in last 12 months	542,961	52.3%	108
Bought 1-3 books in last 12 months	204,476	19.7%	103
Bought 4-6 books in last 12 months	121,312	11.7%	109
Bought 7+ books in last 12 months	217,258	20.9%	112
Bought paperback book in last 12 months	416,019	40.1%	110
Bought 1-3 paperback books in last 12 months	184,475	17.8%	107
Bought 4-6 paperback books in last 12 months	96,671	9.3%	109
Bought 7+ paperback books in last 12 months	135,517	13.1%	113
Bought hardcover book in last 12 months	315,594	30.4%	110
Bought 1-3 hardcover books in last 12 months	177,238	17.1%	111
Bought 4-6 hardcover books in last 12 months	71,620	6.9%	109
Bought 7+ hardcover books in last 12 months	67,357	6.5%	103
Bought book (fiction) in last 12 months	325,089	31.3%	113
Bought book (non-fiction) in last 12 months	284,937	27.4%	107
Bought biography in last 12 months	73,907	7.1%	105
Bought children`s book in last 12 months	130,330	12.6%	106
Bought cookbook in last 12 months	116,637	11.2%	108
Bought desk dictionary in last 12 months	21,260	2.0%	90
Bought history book in last 12 months	82,053	7.9%	104
Bought mystery book in last 12 months	132,392	12.7%	114
Bought personal/business self-help book last 12 mo	84,392	8.1%	107
Bought religious book (not bible) last 12 months	86,655	8.3%	103
Bought romance book in last 12 months	75,059	7.2%	113
Bought science fiction book in last 12 months	48,617	4.7%	108
Bought book through book club in last 12 months	55,038	5.3%	102
Bought book at book store in last 12 months	353,166	34.0%	110
Bought book at department store in last 12 months	85,957	8.3%	106
Bought book at drug store in last 12 months	24,022	2.3%	99
Bought book through Internet in last 12 mo	101,534	9.8%	111
Bought book through mail order in last 12 months	37,372	3.6%	103
Bought book at supermarket in last 12 months	56,855	5.5%	110
Bought book at warehouse store in last 12 months	76,362	7.4%	116

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Sports and Leisure Market Potential

Prepared by Applied Economic Research

State: 25 Massachusetts

Demographic Summary

	2008	2012
Population	6,518,184	6,605,384
Population 18+	5,037,335	5,170,369
Households	2,523,144	2,565,022
Median Household Income	\$68,176	\$81,824

Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Participated in aerobics	574,427	11.4%	120
Participated in backpacking/hiking	451,961	9.0%	113
Participated in baseball	277,921	5.5%	104
Participated in basketball	463,271	9.2%	102
Participated in bicycling (mountain)	222,522	4.4%	112
Participated in bicycling (road)	496,258	9.9%	113
Participated in boating (power)	286,783	5.7%	95
Participated in bowling	534,740	10.6%	100
Participated in canoeing/kayaking	232,603	4.6%	106
Participated in downhill skiing	221,153	4.4%	124
Participated in fishing (fresh water)	520,581	10.3%	79
Participated in fishing (salt water)	218,115	4.3%	110
Participated in football	245,806	4.9%	90
Participated in Frisbee	230,314	4.6%	97
Participated in golf	581,572	11.5%	109
Play golf < once a month	222,002	4.4%	109
Play golf 1+ times a month	287,225	5.7%	105
Participated in horseback riding	136,615	2.7%	91
Participated in hunting with rifle	158,324	3.1%	66
Participated in hunting with shotgun	152,979	3.0%	69
Participated in ice skating	145,133	2.9%	123
Participated in jogging/running	575,442	11.4%	114
Participated in motorcycling	138,329	2.7%	85
Participated in roller blading/in-line skating	136,544	2.7%	108
Participated in soccer	176,120	3.5%	98
Participated in softball	202,239	4.0%	98
Participated in swimming	990,443	19.7%	109
Participated in target shooting	156,839	3.1%	84
Participated in tennis	258,603	5.1%	120
Participated in volleyball	183,093	3.6%	98
Participated in walking for exercise	1,485,716	29.5%	110
Participated in water skiing	100,673	2.0%	104
Participated in weight lifting	677,384	13.4%	114
Participated in yoga	323,555	6.4%	130
Spent on high end sports/rec equip/12 mo: <\$250	213,337	4.2%	98
Spent on high end sports/recreation equipment/12 mo: \$250+	176,292	3.5%	100
Attend sports event: auto racing (NASCAR)	227,571	4.5%	81
Attend sports event: auto racing (not NASCAR)	192,747	3.8%	86
Attend sports event: baseball game	727,401	14.4%	115
Attend sports event: basketball game (college)	295,046	5.9%	95
Attend sports event: basketball game (pro)	346,079	6.9%	110

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. average. 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 Mediamark Research Inc. in a nationally representative survey of U.S. households. ESRI forecasts for 2008 and 2013.



Sports and Leisure Market Potential

Prepared by Applied Economic Research

State: 25 Massachusetts

Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Attend sports event: football game (college)	388,467	7.7%	91
Attend sports event: football-Monday night game (pro)	186,627	3.7%	96
Attend sports event: football-weekend game (pro)	390,620	7.8%	108
Attend sports event: golf tournament	175,668	3.5%	98
Attend sports event: ice hockey game	258,853	5.1%	111
Attend sports event: soccer game	214,436	4.3%	99
Attend sports event: tennis match	148,317	2.9%	101
Attended adult education course in last 12 months	380,285	7.5%	114
Attended auto show in last 12 months	396,790	7.9%	104
Went to bar/night club in last 12 months	986,664	19.6%	107
Went to beach in last 12 months	1,414,852	28.1%	123
Attended dance performance in last 12 months	224,884	4.5%	115
Danced/went dancing in last 12 months	525,202	10.4%	109
Dined out in last 12 months	2,628,356	52.2%	108
Dine out < once a month	223,561	4.4%	106
Dine out once a month	324,534	6.4%	105
Dine out 2-3 times a month	574,755	11.4%	105
Dine out once a week	662,589	13.2%	111
Dine out 2+ times per week	552,543	11.0%	108
Gambled at casino in last 12 months	951,445	18.9%	114
Gambled at casino 6+ times in last 12 months	133,721	2.7%	101
Gambled in Atlantic City in last 12 months	250,396	5.0%	153
Gambled in Las Vegas in last 12 months	301,566	6.0%	121
Attended horse races in last 12 months	159,273	3.2%	114
Attended movies in last 6 months	3,078,054	61.1%	108
Attended movies in last 90 days: < once a month	1,611,129	32.0%	108
Attended movies in last 90 days: once a month	598,766	11.9%	114
Attended movies in last 90 days: 2-3 times a month	349,586	6.9%	108
Attended movies in last 90 days: once/week or more	128,206	2.5%	99
Prefer to see movie after second week of release	1,299,485	25.8%	108
Went to museum in last 12 months	787,620	15.6%	128
Attended country music performance in last 12 mo	222,564	4.4%	84
Attended rock music performance in last 12 months	568,009	11.3%	114
Attended classical music/opera performance/12 mo	328,833	6.5%	125
Went to live theater in last 12 months	800,084	15.9%	125
Visited a theme park in last 12 months	1,179,814	23.4%	107
Visited Disney World (FL)/12 mo: Magic Kingdom	191,532	3.8%	108
Visited any Sea World in last 12 months	165,931	3.3%	99
Visited any Six Flags in last 12 months	402,618	8.0%	117
Went to zoo in last 12 months	643,932	12.8%	107
Played billiards/pool in last 12 months	442,967	8.8%	97
Played bingo in last 12 months	197,566	3.9%	90
Did birdwatching in last 12 months	250,725	5.0%	88
Played board game in last 12 months	935,425	18.6%	104
Played cards in last 12 months	1,144,828	22.7%	102
Played chess in last 12 months	180,048	3.6%	106
Cooked for fun in last 12 months	991,045	19.7%	106
Did crossword puzzle in last 12 months	749,046	14.9%	105

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Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by Mediarmark Research Inc. in a nationally representative survey of U.S. households.



Sports and Leisure Market Potential

Prepared by Applied Economic Research

State: 25 Massachusetts

Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Flew a kite in last 12 months	131,955	2.6%	94
Did furniture refinishing in last 12 months	160,088	3.2%	94
Did indoor gardening/plant care in last 12 months	702,798	14.0%	102
Participated in karaoke in last 12 months	223,923	4.4%	103
Bought lottery ticket in last 12 months	1,917,143	38.1%	107
Bought lottery ticket in last 12 mo: Daily Drawing	294,075	5.8%	113
Bought lottery ticket in last 12 mo: Instant Game	809,169	16.1%	100
Bought lottery ticket in last 12 mo: Lotto Drawing	1,262,797	25.1%	109
Played lottery: <2 times in last 30 days	659,554	13.1%	108
Played lottery: 2-6 times in last 30 days	701,633	13.9%	106
Played lottery: 7+ times in last 30 days	556,992	11.1%	108
Played musical instrument in last 12 months	431,079	8.6%	105
Did painting/drawing in last 12 months	323,174	6.4%	106
Did photography in last 12 months	704,091	14.0%	108
Read book in last 12 months	2,036,460	40.4%	108
Participated in trivia games in last 12 months	330,996	6.6%	110
Played video game in last 12 months	516,206	10.2%	96
Did woodworking in last 12 months	224,500	4.5%	92
Participated in word games in last 12 months	458,649	9.1%	106
Member of charitable organization	360,095	7.1%	111
Member of church board	206,317	4.1%	86
Member of fraternal order	190,609	3.8%	95
Member of religious club	334,480	6.6%	97
Member of union	373,480	7.4%	123
Member of veterans club	159,221	3.2%	84
Bought any children's toy/game in last 12 months	1,639,384	32.5%	100
Spent on toys/games in last 12 months: <\$50	277,957	5.5%	96
Spent on toys/games in last 12 months: \$50-99	132,141	2.6%	92
Spent on toys/games in last 12 months: \$100-199	331,184	6.6%	100
Spent on toys/games in last 12 months: \$200-499	448,419	8.9%	96
Spent on toys/games in last 12 months: \$500+	281,890	5.6%	105
Bought infant toy in last 12 months	357,210	7.1%	95
Bought pre-school toy in last 12 months	403,688	8.0%	103
Spent on toys/games (for child <6)/12 mo: <\$100	532,046	10.6%	100
Spent on toys/games (for child <6)/12 mo: \$100-199	301,650	6.0%	100
Spent on toys/games (for child <6)/12 mo: \$200+	356,518	7.1%	102
Bought for child in last 12 mo: boy action figure	392,541	7.8%	96
Bought for child in last 12 mo: girl action figure	140,644	2.8%	85
Bought for child in last 12 mo: bicycle	297,621	5.9%	96
Bought for child in last 12 mo: board game	550,905	10.9%	98
Bought for child in last 12 mo: builder set	176,484	3.5%	98
Bought for child in last 12 mo: car	356,146	7.1%	86
Bought for child in last 12 mo: construction toy	234,710	4.7%	96
Bought for child in last 12 mo: large/baby doll	278,230	5.5%	88
Bought for child in last 12 mo: fashion doll	248,117	4.9%	85
Bought for child in last 12 mo: plush doll/animal	370,586	7.4%	98
Bought for child in last 12 mo: doll accessories	198,086	3.9%	92
Bought for child in last 12 mo: doll clothing	189,121	3.8%	90
Bought for child in last 12 mo: educational toy	652,532	13.0%	98
Bought for child in last 12 mo: electronic game	416,630	8.3%	98

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. average. 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 Mediamark Research Inc. in a nationally representative survey of U.S. households.



Sports and Leisure Market Potential

Prepared by Applied Economic Research

State: 25 Massachusetts

Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Bought for child in last 12 mo: mechanical toy	193,943	3.9%	96
Bought for child in last 12 mo: model kit	127,288	2.5%	88
Bought for child in last 12 mo: sound game	124,680	2.5%	90
Bought for child in last 12 mo: water toy	426,151	8.5%	93
Bought for child in last 12 mo: word game	157,100	3.1%	91
Bought book in last 12 months	2,645,509	52.5%	108
Bought 1-3 books in last 12 months	1,000,028	19.9%	103
Bought 4-6 books in last 12 months	596,161	11.8%	111
Bought 7+ books in last 12 months	1,051,083	20.9%	112
Bought paperback book in last 12 months	2,017,003	40.0%	110
Bought 1-3 paperback books in last 12 months	894,004	17.7%	107
Bought 4-6 paperback books in last 12 months	471,912	9.4%	110
Bought 7+ paperback books in last 12 months	656,372	13.0%	113
Bought hardcover book in last 12 months	1,556,750	30.9%	112
Bought 1-3 hardcover books in last 12 months	842,050	16.7%	109
Bought 4-6 hardcover books in last 12 months	366,552	7.3%	116
Bought 7+ hardcover books in last 12 months	357,794	7.1%	113
Bought book (fiction) in last 12 months	1,538,261	30.5%	111
Bought book (non-fiction) in last 12 months	1,463,017	29.0%	113
Bought biography in last 12 months	421,506	8.4%	124
Bought children's book in last 12 months	651,634	12.9%	109
Bought cookbook in last 12 months	570,338	11.3%	109
Bought desk dictionary in last 12 months	116,006	2.3%	101
Bought history book in last 12 months	466,250	9.3%	122
Bought mystery book in last 12 months	642,805	12.8%	114
Bought personal/business self-help book last 12 mo	424,383	8.4%	111
Bought religious book (not bible) last 12 months	356,978	7.1%	88
Bought romance book in last 12 months	326,513	6.5%	101
Bought science fiction book in last 12 months	227,661	4.5%	104
Bought book through book club in last 12 months	245,818	4.9%	94
Bought book at book store in last 12 months	1,802,943	35.8%	115
Bought book at department store in last 12 months	321,825	6.4%	81
Bought book at drug store in last 12 months	135,902	2.7%	116
Bought book through Internet in last 12 mo	554,257	11.0%	124
Bought book through mail order in last 12 months	166,696	3.3%	95
Bought book at supermarket in last 12 months	241,156	4.8%	96
Bought book at warehouse store in last 12 months	377,620	7.5%	118

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. average. 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 Mediamark Research Inc. in a nationally representative survey of U.S. households.



Sports and Leisure Market Potential

Prepared by Applied Economic Research

WholeUS: US

Demographic Summary

	2008	2012
Population	309,299,265	328,770,749
Population 18+	234,487,406	251,202,562
Households	116,384,754	123,932,585
Median Household Income	\$54,749	\$64,042

Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Participated in aerobics	22,298,151	9.5%	100
Participated in backpacking/hiking	18,616,701	7.9%	100
Participated in baseball	12,383,655	5.3%	100
Participated in basketball	21,228,290	9.1%	100
Participated in bicycling (mountain)	9,230,903	3.9%	100
Participated in bicycling (road)	20,503,804	8.7%	100
Participated in boating (power)	14,049,972	6.0%	100
Participated in bowling	24,817,304	10.6%	100
Participated in canoeing/kayaking	10,170,384	4.3%	100
Participated in downhill skiing	8,281,518	3.5%	100
Participated in fishing (fresh water)	30,839,015	13.2%	100
Participated in fishing (salt water)	9,257,257	3.9%	100
Participated in football	12,663,704	5.4%	100
Participated in Frisbee	11,018,220	4.7%	100
Participated in golf	24,769,859	10.6%	100
Play golf < once a month	9,443,271	4.0%	100
Play golf 1+ times a month	12,707,240	5.4%	100
Participated in horseback riding	6,986,662	3.0%	100
Participated in hunting with rifle	11,220,294	4.8%	100
Participated in hunting with shotgun	10,335,782	4.4%	100
Participated in ice skating	5,505,407	2.3%	100
Participated in jogging/running	23,440,725	10.0%	100
Participated in motorcycling	7,533,698	3.2%	100
Participated in roller blading/in-line skating	5,859,035	2.5%	100
Participated in soccer	8,362,060	3.6%	100
Participated in softball	9,582,342	4.1%	100
Participated in swimming	42,432,259	18.1%	100
Participated in target shooting	8,714,723	3.7%	100
Participated in tennis	10,050,176	4.3%	100
Participated in volleyball	8,676,648	3.7%	100
Participated in walking for exercise	63,089,672	26.9%	100
Participated in water skiing	4,500,993	1.9%	100
Participated in weight lifting	27,669,006	11.8%	100
Participated in yoga	11,572,825	4.9%	100
Spent on high end sports/rec equip/12 mo: <\$250	10,181,930	4.3%	100
Spent on high end sports/recreation equipment/12 mo: \$250+	8,192,336	3.5%	100
Attend sports event: auto racing (NASCAR)	13,057,299	5.6%	100
Attend sports event: auto racing (not NASCAR)	10,407,196	4.4%	100
Attend sports event: baseball game	29,494,374	12.6%	100
Attend sports event: basketball game (college)	14,439,702	6.2%	100
Attend sports event: basketball game (pro)	14,637,922	6.2%	100

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Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by Mediamark Research Inc. in a nationally representative survey of U.S. households. ESRI forecasts for 2008 and 2013.



Sports and Leisure Market Potential

Prepared by Applied Economic Research

WholeUS: US

Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Attend sports event: football game (college)	19,837,987	8.5%	100
Attend sports event: football-Monday night game (pro)	9,052,795	3.9%	100
Attend sports event: football-weekend game (pro)	16,845,993	7.2%	100
Attend sports event: golf tournament	8,331,819	3.6%	100
Attend sports event: ice hockey game	10,897,249	4.6%	100
Attend sports event: soccer game	10,070,157	4.3%	100
Attend sports event: tennis match	6,804,353	2.9%	100
Attended adult education course in last 12 months	15,580,127	6.6%	100
Attended auto show in last 12 months	17,843,728	7.6%	100
Went to bar/night club in last 12 months	42,822,189	18.3%	100
Went to beach in last 12 months	53,526,202	22.8%	100
Attended dance performance in last 12 months	9,087,433	3.9%	100
Danced/went dancing in last 12 months	22,521,342	9.6%	100
Dined out in last 12 months	113,376,520	48.4%	100
Dine out < once a month	9,848,957	4.2%	100
Dine out once a month	14,376,849	6.1%	100
Dine out 2-3 times a month	25,581,982	10.9%	100
Dine out once a week	27,878,935	11.9%	100
Dine out 2+ times per week	23,750,682	10.1%	100
Gambled at casino in last 12 months	39,006,348	16.6%	100
Gambled at casino 6+ times in last 12 months	6,168,879	2.6%	100
Gambled in Atlantic City in last 12 months	7,639,693	3.3%	100
Gambled in Las Vegas in last 12 months	11,638,870	5.0%	100
Attended horse races in last 12 months	6,479,288	2.8%	100
Attended movies in last 6 months	133,019,930	56.7%	100
Attended movies in last 90 days: < once a month	69,508,984	29.6%	100
Attended movies in last 90 days: once a month	24,472,430	10.4%	100
Attended movies in last 90 days: 2-3 times a month	15,006,626	6.4%	100
Attended movies in last 90 days: once/week or more	5,998,744	2.6%	100
Prefer to see movie after second week of release	55,894,899	23.8%	100
Went to museum in last 12 months	28,634,856	12.2%	100
Attended country music performance in last 12 mo	12,403,760	5.3%	100
Attended rock music performance in last 12 months	23,188,298	9.9%	100
Attended classical music/opera performance/12 mo	12,275,471	5.2%	100
Went to live theater in last 12 months	29,748,596	12.7%	100
Visited a theme park in last 12 months	51,464,351	21.9%	100
Visited Disney World (FL)/12 mo: Magic Kingdom	8,261,887	3.5%	100
Visited any Sea World in last 12 months	7,808,125	3.3%	100
Visited any Six Flags in last 12 months	16,033,432	6.8%	100
Went to zoo in last 12 months	28,018,744	11.9%	100
Played billiards/pool in last 12 months	21,324,051	9.1%	100
Played bingo in last 12 months	10,251,278	4.4%	100
Did birdwatching in last 12 months	13,300,418	5.7%	100
Played board game in last 12 months	41,899,386	17.9%	100
Played cards in last 12 months	52,304,341	22.3%	100
Played chess in last 12 months	7,903,862	3.4%	100
Cooked for fun in last 12 months	43,520,788	18.6%	100
Did crossword puzzle in last 12 months	33,231,443	14.2%	100

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Sports and Leisure Market Potential

WholeUS: US

Prepared by Applied Economic Research

Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Flew a kite in last 12 months	6,515,709	2.8%	100
Did furniture refinishing in last 12 months	7,940,415	3.4%	100
Did indoor gardening/plant care in last 12 months	31,967,273	13.6%	100
Participated in karaoke in last 12 months	10,165,240	4.3%	100
Bought lottery ticket in last 12 months	83,120,114	35.4%	100
Bought lottery ticket in last 12 mo: Daily Drawing	12,167,354	5.2%	100
Bought lottery ticket in last 12 mo: Instant Game	37,547,348	16.0%	100
Bought lottery ticket in last 12 mo: Lotto Drawing	53,818,747	23.0%	100
Played lottery: <2 times in last 30 days	28,366,663	12.1%	100
Played lottery: 2-6 times in last 30 days	30,926,882	13.2%	100
Played lottery: 7+ times in last 30 days	24,041,588	10.3%	100
Played musical instrument in last 12 months	19,101,520	8.1%	100
Did painting/drawing in last 12 months	14,129,436	6.0%	100
Did photography in last 12 months	30,261,038	12.9%	100
Read book in last 12 months	87,580,219	37.3%	100
Participated in trivia games in last 12 months	14,022,559	6.0%	100
Played video game in last 12 months	24,979,868	10.7%	100
Did woodworking in last 12 months	11,417,787	4.9%	100
Participated in word games in last 12 months	20,144,874	8.6%	100
Member of charitable organization	15,091,443	6.4%	100
Member of church board	11,180,983	4.8%	100
Member of fraternal order	9,389,179	4.0%	100
Member of religious club	16,066,803	6.9%	100
Member of union	14,147,117	6.0%	100
Member of veterans club	8,779,597	3.7%	100
Bought any children's toy/game in last 12 months	76,382,197	32.6%	100
Spent on toys/games in last 12 months: <\$50	13,491,115	5.8%	100
Spent on toys/games in last 12 months: \$50-99	6,701,548	2.9%	100
Spent on toys/games in last 12 months: \$100-199	15,455,628	6.6%	100
Spent on toys/games in last 12 months: \$200-499	21,850,098	9.3%	100
Spent on toys/games in last 12 months: \$500+	12,490,931	5.3%	100
Bought infant toy in last 12 months	17,494,118	7.5%	100
Bought pre-school toy in last 12 months	18,331,502	7.8%	100
Spent on toys/games (for child <6)/12 mo: <\$100	24,813,060	10.6%	100
Spent on toys/games (for child <6)/12 mo: \$100-199	14,088,025	6.0%	100
Spent on toys/games (for child <6)/12 mo: \$200+	16,193,812	6.9%	100
Bought for child in last 12 mo: boy action figure	18,935,500	8.1%	100
Bought for child in last 12 mo: girl action figure	7,666,310	3.3%	100
Bought for child in last 12 mo: bicycle	14,437,553	6.2%	100
Bought for child in last 12 mo: board game	26,172,589	11.2%	100
Bought for child in last 12 mo: builder set	8,396,289	3.6%	100
Bought for child in last 12 mo: car	19,196,278	8.2%	100
Bought for child in last 12 mo: construction toy	11,417,962	4.9%	100
Bought for child in last 12 mo: large/baby doll	14,717,945	6.3%	100
Bought for child in last 12 mo: fashion doll	13,509,955	5.8%	100
Bought for child in last 12 mo: plush doll/animal	17,655,940	7.5%	100
Bought for child in last 12 mo: doll accessories	10,036,326	4.3%	100
Bought for child in last 12 mo: doll clothing	9,804,934	4.2%	100
Bought for child in last 12 mo: educational toy	30,984,216	13.2%	100
Bought for child in last 12 mo: electronic game	19,760,198	8.4%	100

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Sports and Leisure Market Potential

WholeUS: US

Prepared by Applied Economic Research

Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Bought for child in last 12 mo: mechanical toy	9,360,874	4.0%	100
Bought for child in last 12 mo: model kit	6,746,295	2.9%	100
Bought for child in last 12 mo: sound game	6,464,541	2.8%	100
Bought for child in last 12 mo: water toy	21,225,836	9.1%	100
Bought for child in last 12 mo: word game	8,055,715	3.4%	100
Bought book in last 12 months	113,588,862	48.4%	100
Bought 1-3 books in last 12 months	45,005,731	19.2%	100
Bought 4-6 books in last 12 months	25,061,015	10.7%	100
Bought 7+ books in last 12 months	43,709,831	18.6%	100
Bought paperback book in last 12 months	85,308,976	36.4%	100
Bought 1-3 paperback books in last 12 months	39,024,679	16.6%	100
Bought 4-6 paperback books in last 12 months	20,054,223	8.6%	100
Bought 7+ paperback books in last 12 months	27,076,263	11.5%	100
Bought hardcover book in last 12 months	64,547,390	27.5%	100
Bought 1-3 hardcover books in last 12 months	35,960,064	15.3%	100
Bought 4-6 hardcover books in last 12 months	14,770,515	6.3%	100
Bought 7+ hardcover books in last 12 months	14,757,045	6.3%	100
Bought book (fiction) in last 12 months	64,763,243	27.6%	100
Bought book (non-fiction) in last 12 months	60,048,124	25.6%	100
Bought biography in last 12 months	15,884,150	6.8%	100
Bought children's book in last 12 months	27,738,920	11.8%	100
Bought cookbook in last 12 months	24,332,191	10.4%	100
Bought desk dictionary in last 12 months	5,361,858	2.3%	100
Bought history book in last 12 months	17,775,806	7.6%	100
Bought mystery book in last 12 months	26,286,657	11.2%	100
Bought personal/business self-help book last 12 mo	17,738,939	7.6%	100
Bought religious book (not bible) last 12 months	18,948,891	8.1%	100
Bought romance book in last 12 months	14,976,751	6.4%	100
Bought science fiction book in last 12 months	10,212,335	4.4%	100
Bought book through book club in last 12 months	12,162,403	5.2%	100
Bought book at book store in last 12 months	72,813,645	31.1%	100
Bought book at department store in last 12 months	18,389,800	7.8%	100
Bought book at drug store in last 12 months	5,458,744	2.3%	100
Bought book through Internet in last 12 mo	20,745,357	8.8%	100
Bought book through mail order in last 12 months	8,199,207	3.5%	100
Bought book at supermarket in last 12 months	11,690,777	5.0%	100
Bought book at warehouse store in last 12 months	14,871,712	6.3%	100

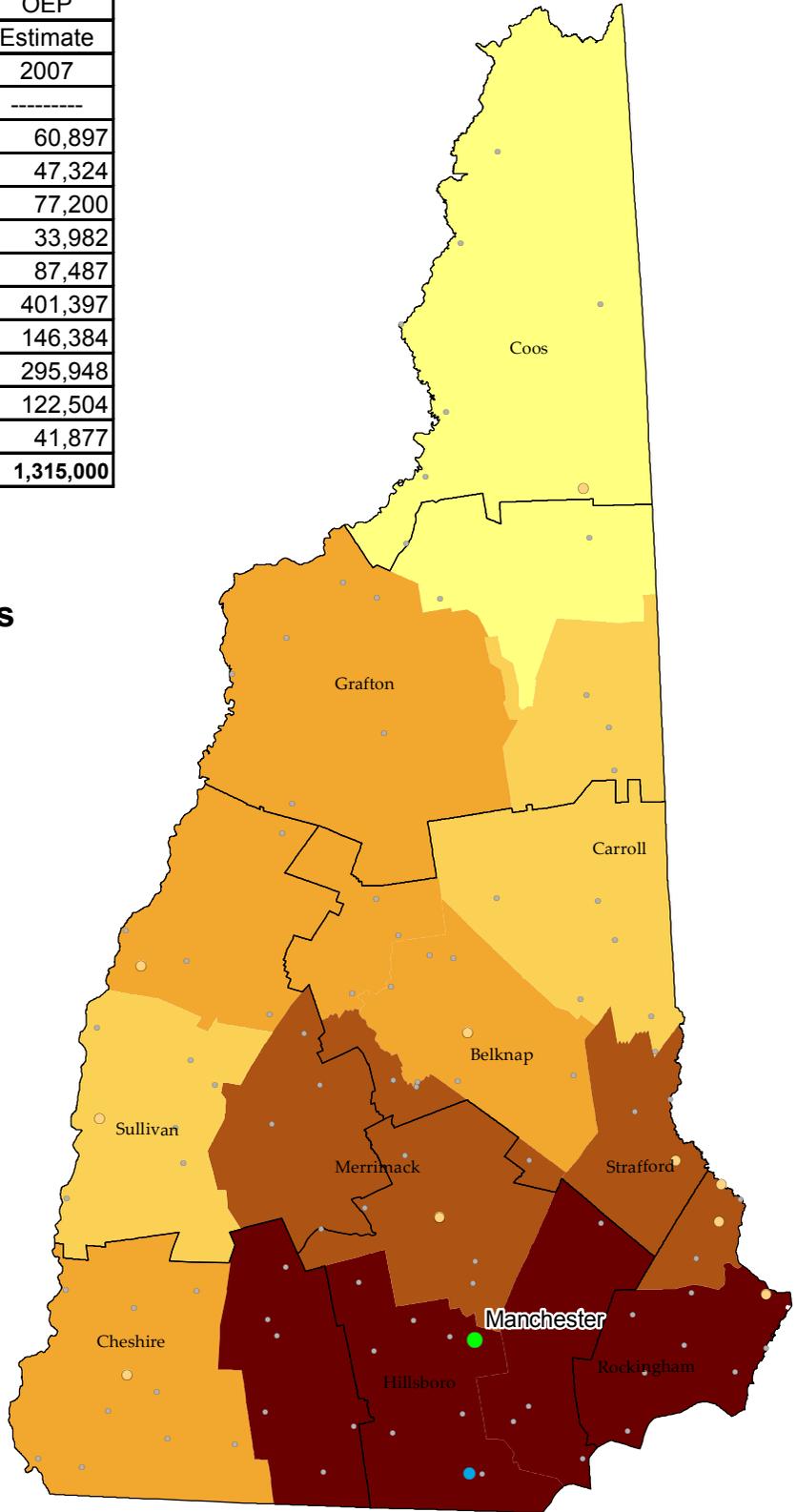
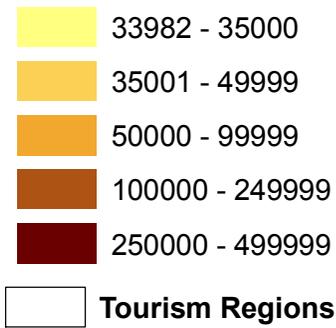
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County	U.S. Census		Estimate
	1990	2000	2007
Belknap Co.	49,216	56,325	60,897
Carroll Co.	35,410	43,608	47,324
Cheshire Co.	70,121	73,825	77,200
Coos Co.	34,693	32,936	33,982
Grafton Co.	74,929	81,740	87,487
Hillsborough Co.	336,073	380,841	401,397
Merrimack Co.	120,005	136,225	146,384
Rockingham Co.	245,845	277,359	295,948
Strafford Co.	104,233	112,233	122,504
Sullivan Co.	38,592	40,458	41,877
N.H.	1,109,117	1,235,550	1,315,000

* From NH Office of Energy and Planning

NH Counties Populations



NH Counties Populations 2000/2007

