



# Sports and Leisure Market Potential

Mamaroneck Village, NY  
 Mamaroneck village, NY (3644831)  
 Place

<b>Demographic Summary</b>		<b>2013</b>	<b>2018</b>	
Population		18,881	19,202	
Population 18+		14,439	14,810	
Households		6,963	7,052	
Median Household Income		\$86,575	\$100,447	
<b>Product/Consumer Behavior</b>		<b>Expected Number of Adults/HHS</b>	<b>Percent</b>	<b>MPI</b>
Participated in aerobics in last 12 months		1,314	9.1%	99
Participated in backpacking in last 12 months		545	3.8%	132
Participated in baseball in last 12 months		582	4.0%	84
Participated in basketball in last 12 months		1,114	7.7%	92
Participated in bicycling (mountain) in last 12 mo		509	3.5%	96
Participated in bicycling (road) in last 12 months		1,489	10.3%	103
Participated in boating (power) in last 12 months		467	3.2%	61
Participated in bowling in last 12 months		1,414	9.8%	95
Participated in canoeing/kayaking in last 12 mo		672	4.7%	95
Participated in fishing(fresh water) in last 12 mo		952	6.6%	52
Participated in fishing (salt water) in last 12 mo		615	4.3%	105
Participated in football in last 12 months		639	4.4%	85
Participated in Frisbee in last 12 months		672	4.7%	99
Participated in golf in last 12 months		1,233	8.5%	86
Participated in hiking in last 12 months		1,622	11.2%	116
Participated in horseback riding in last 12 months		299	2.1%	89
Participated in hunting with rifle in last 12 mo		238	1.6%	36
Participated in hunting with shotgun in last 12 mo		208	1.4%	38
Participated in ice skating in last 12 months		463	3.2%	119
Participated in jogging/running in last 12 months		2,054	14.2%	114
Participated in motorcycling in last 12 months		302	2.1%	68
Participated in Pilates in last 12 months		453	3.1%	103
Participated in skiing(downhill) in last 12 months		624	4.3%	142
Participated in soccer in last 12 months		594	4.1%	109
Participated in softball in last 12 months		390	2.7%	74
Participated in swimming in last 12 months		2,349	16.3%	102
Participated in target shooting in last 12 months		409	2.8%	76
Participated in tennis in last 12 months		742	5.1%	120
Participated in volleyball in last 12 months		557	3.9%	104
Participated in walking for exercise in last 12 mo		4,427	30.7%	107
Participated in weight lifting in last 12 months		1,679	11.6%	107
Participated in yoga in last 12 months		1,340	9.3%	135
Spent on sports/rec equip in last 12 mo: \$1-99		776	5.4%	85
Spent on sports/rec equip in last 12 mo: \$100-\$249		787	5.5%	84
Spent on sports/rec equip in last 12 mo: \$250+		874	6.1%	90
Attend sports events		3,375	23.4%	97
Attend sports events: auto racing (NASCAR)		221	1.5%	58
Attend sports events: baseball game - MLB reg seas		1,825	12.6%	124
Attend sports events: basketball game (college)		394	2.7%	85
Attend sports events: basketball game-NBA reg seas		514	3.6%	111
Attend sports events: football game (college)		670	4.6%	75
Attend sports events: football game-NFL Mon/Thurs		452	3.1%	109
Attend sports events: football game - NFL weekend		677	4.7%	95
Attend sports events: high school sports		403	2.8%	51
Attend sports events: ice hockey game-NHL reg seas		616	4.3%	126

**Data Note:** An MPI (Market Potential Index) measures the relative likelihood of the adults or households in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

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Product/Consumer Behavior	Expected		MPI
	Number of Adults/HHs	Percent	
Listen to sports on radio	2,461	17.0%	103
Listen to baseball (MLB reg season) on radio often	500	3.5%	128
Listen to football (NFL wknd games) on radio often	337	2.3%	101
Watch sports on TV	8,892	61.6%	95
Watch on TV: alpine skiing/ski jumping	1,049	7.3%	101
Watch on TV: auto racing (NASCAR)	1,264	8.8%	55
Watch on TV: auto racing (not NASCAR)	702	4.9%	70
Watch on TV: baseball (MLB regular season)	4,127	28.6%	113
Watch on TV: baseball (MLB playoffs/World Series)	3,885	26.9%	108
Watch on TV: basketball (college)	1,782	12.3%	74
Watch on TV: basketball (NCAA tournament)	1,801	12.5%	73
Watch on TV: basketball (NBA regular season)	2,832	19.6%	99
Watch on TV: basketball (NBA playoffs/finals)	3,127	21.7%	102
Watch on TV: basketball (WNBA)	567	3.9%	75
Watch on TV: bicycle racing	582	4.0%	103
Watch on TV: bowling	519	3.6%	75
Watch on TV: boxing	1,263	8.7%	84
Watch on TV: bull riding (pro)	508	3.5%	52
Watch on TV: Equestrian events	436	3.0%	76
Watch on TV: extreme sports (summer)	871	6.0%	82
Watch on TV: extreme sports (winter)	916	6.3%	77
Watch on TV: figure skating	1,736	12.0%	95
Watch on TV: fishing	650	4.5%	56
Watch on TV: football (college)	2,827	19.6%	69
Watch on TV: football (NFL Mon/Thurs night games)	4,378	30.3%	85
Watch on TV: football (NFL weekend games)	4,768	33.0%	87
Watch on TV: football (NFL playoffs/Super Bowl)	5,038	34.9%	89
Watch on TV: golf (PGA)	2,199	15.2%	92
Watch on TV: golf (LPGA)	723	5.0%	78
Watch on TV: gymnastics	1,204	8.3%	93
Watch on TV: horse racing	808	5.6%	87
Watch on TV: ice hockey (NHL regular season)	1,679	11.6%	112
Watch on TV: ice hockey (NHL playoffs/St Stanley Cup)	1,729	12.0%	113
Watch on TV: lacrosse (MLL)	325	2.3%	115
Watch on TV: marathon/road running/triathlon	474	3.3%	107
Watch on TV: mixed martial arts (MMA)	678	4.7%	81
Watch on TV: motorcycle racing	573	4.0%	75
Watch on TV: Olympics (summer)	3,825	26.5%	98
Watch on TV: Olympics (winter)	3,899	27.0%	100
Watch on TV: poker	942	6.5%	73
Watch on TV: rodeo	536	3.7%	59
Watch on TV: soccer (MLS)	955	6.6%	105
Watch on TV: soccer (World Cup)	2,064	14.3%	125
Watch on TV: tennis (men`s)	1,846	12.8%	125
Watch on TV: tennis (women`s)	1,737	12.0%	120
Watch on TV: track & field	755	5.2%	79
Watch on TV: truck and tractor pull/mud racing	377	2.6%	68
Watch on TV: volleyball (pro beach)	686	4.8%	89
Watch on TV: weightlifting	333	2.3%	78
Watch on TV: wrestling (pro)	843	5.8%	74

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	Number of Adults/HHs	Percent	
Member of AARP	1,925	13.3%	108
Member of charitable organization	756	5.2%	114
Member of church board	422	2.9%	86
Member of fraternal order	437	3.0%	107
Member of religious club	581	4.0%	95
Member of union	684	4.7%	114
Member of veterans club	256	1.8%	67
Attended adult education course in last 12 months	1,108	7.7%	109
Went to art gallery in last 12 months	1,618	11.2%	139
Attended auto show in last 12 months	1,132	7.8%	98
Did baking in last 12 months	3,455	23.9%	97
Went to bar/night club in last 12 months	2,645	18.3%	102
Went to beach in last 12 months	4,421	30.6%	128
Played billiards/pool in last 12 months	1,036	7.2%	92
Played bingo in last 12 months	608	4.2%	101
Did birdwatching in last 12 months	579	4.0%	72
Played board game in last 12 months	2,007	13.9%	93
Read book in last 12 months	5,582	38.7%	107
Participated in book club in last 12 months	400	2.8%	106
Went on overnight camping trip in last 12 months	1,531	10.6%	80
Played cards in last 12 months	2,253	15.6%	87
Played chess in last 12 months	585	4.1%	131
Played computer game (offline w/software)/12 mo	824	5.7%	74
Played computer game (online w/software)/12 mo	1,052	7.3%	103
Played computer game (online w/o software)/12 mo	1,254	8.7%	87
Cooked for fun in last 12 months	3,241	22.4%	105
Did crossword puzzle in last 12 months	1,579	10.9%	95
Danced/went dancing in last 12 months	1,380	9.6%	106
Attended dance performance in last 12 months	763	5.3%	127
Dined out in last 12 months	6,585	45.6%	99
Participated in fantasy sports league last 12 mo	559	3.9%	91
Did furniture refinishing in last 12 months	347	2.4%	85
Gambled at casino in last 12 months	2,755	19.1%	122
Gambled in Atlantic City in last 12 months	922	6.4%	266
Gambled in Las Vegas in last 12 months	1,010	7.0%	153
Participate in indoor gardening/plant care	1,234	8.5%	85
Attended horse races in last 12 months	496	3.4%	116
Participated in karaoke in last 12 months	584	4.0%	109
Bought lottery ticket in last 12 months	5,235	36.3%	108
Played lottery 6+ times in last 30 days	1,695	11.7%	109
Bought lottery ticket in last 12 mo: Daily Drawing	929	6.4%	149
Bought lottery ticket in last 12 mo: Instant Game	2,010	13.9%	95
Bought lottery ticket in last 12 mo: Lotto Drawing	3,666	25.4%	109
Attended a movie in last 6 months	9,415	65.2%	107
Attended movie in last 90 days: once/week or more	369	2.6%	110
Attended movie in last 90 days: 2-3 times a month	934	6.5%	107
Attended movie in last 90 days: once a month	1,774	12.3%	121
Attended movie in last 90 days: < once a month	5,363	37.1%	105
Movie genre seen at theater/6 mo: action	4,469	31.0%	104

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	Number of Adults/HHs	Percent	
Movie genre seen at theater/6 mo: adventure	4,772	33.0%	104
Movie genre seen at theater/6 mo: comedy	4,788	33.2%	107
Movie genre seen at theater/6 mo: crime	2,044	14.2%	102
Movie genre seen at theater/6 mo: drama	4,882	33.8%	105
Movie genre seen at theater/6 mo: family	2,817	19.5%	102
Movie genre seen at theater/6 mo: fantasy	3,676	25.5%	103
Movie genre seen at theater/6 mo: horror	1,203	8.3%	93
Movie genre seen at theater/6 mo: romance	3,352	23.2%	111
Movie genre seen at theater/6 mo: science fiction	3,115	21.6%	105
Movie genre seen at theater/6 mo: thriller	3,436	23.8%	106
Went to museum in last 12 months	2,862	19.8%	143
Attended classical music/opera performance/12 mo	802	5.6%	138
Attended country music performance in last 12 mo	429	3.0%	59
Attended rock music performance in last 12 months	1,834	12.7%	126
Played musical instrument in last 12 months	971	6.7%	97
Did painting/drawing in last 12 months	1,048	7.3%	119
Did photo album/scrapbooking in last 12 months	748	5.2%	87
Did photography in last 12 months	1,649	11.4%	108
Did Sudoku puzzle in last 12 months	1,621	11.2%	102
Went to live theater in last 12 months	2,245	15.5%	129
Visited a theme park in last 12 months	3,242	22.5%	123
Visited a theme park 5+ times in last 12 months	637	4.4%	113
Participated in trivia games in last 12 months	539	3.7%	74
Played video/electronic game (console) last 12 mo	1,477	10.2%	87
Played video/electronic game (portable) last 12 mo	670	4.6%	100
Visited an indoor water park in last 12 months	375	2.6%	80
Did woodworking in last 12 months	395	2.7%	62
Participated in word games in last 12 months	1,436	9.9%	100
Went to zoo in last 12 months	1,605	11.1%	90
Purchased DVDs/Blu-ray discs in last 30 days: 1	393	2.7%	71
Purchased DVDs/Blu-ray discs in last 30 days: 2	294	2.0%	63
Purchased DVDs/Blu-ray discs in last 30 days: 3+	763	5.3%	80
Purchased DVD/Blu-ray disc online in last 12 mo	896	6.2%	101
Rented DVDs/Blu-ray discs in last 30 days: 1	359	2.5%	89
Rented DVDs/Blu-ray discs in last 30 days: 2	553	3.8%	87
Rented DVDs/Blu-ray discs in last 30 days: 3+	2,199	15.2%	82
Rented movie/oth video/30 days: action/adventure	2,984	20.7%	86
Rented movie/oth video/30 days: classics	1,269	8.8%	120
Rented movie/oth video/30 days: comedy	3,297	22.8%	92
Rented movie/oth video/30 days: drama	2,429	16.8%	102
Rented movie/oth video/30 days: family/children	1,244	8.6%	81
Rented movie/oth video/30 days: foreign	572	4.0%	126
Rented movie/oth video/30 days: horror	919	6.4%	72
Rented movie/oth video/30 days: musical	400	2.8%	100
Rented movie/oth video/30 days: news/documentary	586	4.1%	113
Rented movie/oth video/30 days: romance	1,386	9.6%	91
Rented movie/oth video/30 days: science fiction	910	6.3%	82
Rented movie/oth video/30 days: TV show	1,047	7.3%	100
Rented movie/oth video/30 days: western	342	2.4%	83

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Rented/purch DVD/Blu-ray/30 days: from amazon.com	347	2.4%	109
Rented/purch DVD/Blu-ray/30 days: from netflix.com	2,112	14.6%	119
Rented/purch DVD/Blu-ray/30 days: from Redbox	1,466	10.2%	69
HH owns ATV/UTV	185	2.7%	47
Bought any children`s toy/game in last 12 months	4,509	31.2%	92
Spent on toys/games for child last 12 mo: <\$50	847	5.9%	94
Spent on toys/games for child last 12 mo: \$50-99	330	2.3%	85
Spent on toys/games for child last 12 mo: \$100-199	815	5.6%	83
Spent on toys/games for child last 12 mo: \$200-499	1,246	8.6%	88
Spent on toys/games for child last 12 mo: \$500+	527	3.6%	105
Bought any toys/games online in last 12 months	1,067	7.4%	121
Bought infant toy in last 12 months	827	5.7%	82
Bought pre-school toy in last 12 months	876	6.1%	80
Bought for child last 12 mo: boy action figure	836	5.8%	79
Bought for child last 12 mo: girl action figure	317	2.2%	81
Bought for child last 12 mo: action game	353	2.4%	89
Bought for child last 12 mo: bicycle	741	5.1%	79
Bought for child last 12 mo: board game	1,348	9.3%	85
Bought for child last 12 mo: builder set	493	3.4%	82
Bought for child last 12 mo: car	1,147	7.9%	84
Bought for child last 12 mo: construction toy	699	4.8%	91
Bought for child last 12 mo: fashion doll	496	3.4%	72
Bought for child last 12 mo: large/baby doll	663	4.6%	69
Bought for child last 12 mo: doll accessories	433	3.0%	78
Bought for child last 12 mo: doll clothing	485	3.4%	81
Bought for child last 12 mo: educational toy	1,522	10.5%	86
Bought for child last 12 mo: electronic doll/animal	311	2.2%	87
Bought for child last 12 mo: electronic game	1,208	8.4%	99
Bought for child last 12 mo: mechanical toy	414	2.9%	77
Bought for child last 12 mo: model kit/set	298	2.1%	89
Bought for child last 12 mo: plush doll/animal	1,016	7.0%	94
Bought for child last 12 mo: sound game	309	2.1%	94
Bought for child last 12 mo: water toy	1,132	7.8%	80
Bought for child last 12 mo: word game	429	3.0%	84

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Product/Consumer Behavior	Expected		MPI
	Number of Adults/HHs	Percent	
Bought digital book in last 12 months	1,339	9.3%	133
Bought hardcover book in last 12 months	4,119	28.5%	113
Bought paperback book in last 12 months	5,697	39.5%	109
Bought 1-3 books in last 12 months	3,324	23.0%	115
Bought 4-6 books in last 12 months	1,713	11.9%	110
Bought 7+ books in last 12 months	3,018	20.9%	112
Bought book (fiction) in last 12 months	4,499	31.2%	110
Bought book (non-fiction) in last 12 months	4,115	28.5%	117
Bought biography in last 12 months	1,393	9.6%	131
Bought children`s book in last 12 months	1,796	12.4%	117
Bought cookbook in last 12 months	1,400	9.7%	102
Bought history book in last 12 months	1,533	10.6%	136
Bought mystery book in last 12 months	2,032	14.1%	118
Bought religious book (not bible) in last 12 mo	773	5.4%	78
Bought romance book in last 12 months	812	5.6%	83
Bought science fiction book in last 12 months	801	5.5%	102
Bought personal/business self-help book last 12 mo	1,142	7.9%	124
Bought travel book in last 12 months	507	3.5%	132
Bought book online in last 12 months	3,183	22.0%	122
Bought book last 12 mo: amazon.com	2,726	18.9%	135
Bought book last 12 mo: barnes&noble.com	627	4.3%	141
Bought book last 12 mo: Barnes & Noble book store	3,598	24.9%	143
Bought book last 12 mo: other book store (not B&N)	1,569	10.9%	91
Bought book last 12 mo: through book club	287	2.0%	101
Bought book last 12 mo: mail order	247	1.7%	69
Read book using e-reader/tablet in last 6 months	1,506	10.4%	147
Listened to/purchased audiobook in last 6 months	709	4.9%	109

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