



## Sports and Leisure Market Potential

Leisure Inn. - Roswell, NM  
2700 W 2nd Street Roswell NM 88201  
Ring: 1 mile radius

Latitude: 33.3937  
Longitude: -104.5630

Demographic Summary		2022	2027
Population		4,932	5,014
Population 18+		3,563	3,593
Households		1,802	1,834
Median Household Income		\$51,008	\$75,370
Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Participated in aerobics in last 12 months	301	8.4%	101
Participated in archery in last 12 months	97	2.7%	111
Participated in backpacking in last 12 months	109	3.1%	84
Participated in baseball in last 12 months	103	2.9%	99
Participated in basketball in last 12 months	204	5.7%	85
Participated in bicycling (mountain) in last 12 months	111	3.1%	83
Participated in bicycling (road) in last 12 months	378	10.6%	94
Participated in boating (power) in last 12 months	192	5.4%	105
Participated in bowling in last 12 months	269	7.5%	94
Participated in canoeing/kayaking in last 12 months	260	7.3%	100
Participated in fishing (fresh water) in last 12 months	466	13.1%	122
Participated in fishing (salt water) in last 12 months	111	3.1%	89
Participated in football in last 12 months	93	2.6%	84
Participated in Frisbee in last 12 months	117	3.3%	90
Participated in golf in last 12 months	276	7.7%	98
Participated in hiking in last 12 months	521	14.6%	91
Participated in horseback riding in last 12 months	67	1.9%	91
Participated in hunting with rifle in last 12 months	176	4.9%	142
Participated in hunting with shotgun in last 12 months	130	3.6%	130
Participated in ice skating in last 12 months	65	1.8%	78
Participated in jogging/running in last 12 months	314	8.8%	79
Participated in motorcycling in last 12 months	97	2.7%	95
Participated in Pilates in last 12 months	89	2.5%	80
Participated in ping pong in last 12 months	112	3.1%	90
Participated in rock climbing in last 12 months	61	1.7%	97
Participated in roller skating in last 12 months	45	1.3%	81
Participated in skiing (downhill) in last 12 months	79	2.2%	80
Participated in soccer in last 12 months	113	3.2%	81
Participated in softball in last 12 months	63	1.8%	93
Participated in swimming in last 12 months	515	14.5%	92
Participated in target shooting in last 12 months	192	5.4%	100
Participated in tennis in last 12 months	107	3.0%	80
Participated in volleyball in last 12 months	69	1.9%	74
Participated in walking for exercise in last 12 months	1,045	29.3%	94
Participated in weight lifting in last 12 months	408	11.5%	91
Participated in yoga in last 12 months	308	8.6%	83
Participated in Zumba in last 12 months	81	2.3%	70
Spent on sports/recreation equipment in last 12 months: \$1-99	224	6.3%	100
Spent on sports/recreation equipment in last 12 months: \$100-\$249	215	6.0%	105
Spent on sports/recreation equipment in last 12 months: \$250+	286	8.0%	94
Attend sports events: basketball game (college)	58	1.6%	101
Attend sports events: football game (college)	111	3.1%	114
Attend sports events: high school sports	86	2.4%	97
Attend sports events: baseball game (MLB regular season)	110	3.1%	93
Attend sports events	446	12.5%	99
Listen to sports on radio	347	9.7%	105
Watch sports on TV	2,029	56.9%	98

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

**Source:** These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2022 and 2027.

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Watch on TV: alpine skiing/ski jumping	79	2.2%	81
Watch on TV: auto racing (NASCAR)	260	7.3%	95
Watch on TV: auto racing (not NASCAR)	154	4.3%	109
Watch on TV: baseball (MLB regular season)	613	17.2%	95
Watch on TV: baseball (MLB playoffs/World Series)	571	16.0%	98
Watch on TV: basketball (college)	494	13.9%	108
Watch on TV: basketball (NCAA tournament)	308	8.6%	93
Watch on TV: basketball (NBA regular season)	384	10.8%	78
Watch on TV: basketball (NBA playoffs/finals)	392	11.0%	78
Watch on TV: basketball (WNBA)	83	2.3%	87
Watch on TV: bicycle racing	58	1.6%	88
Watch on TV: bowling	81	2.3%	103
Watch on TV: boxing	140	3.9%	68
Watch on TV: bull riding (pro)	90	2.5%	103
Watch on TV: esports on TV	93	2.6%	91
Watch on TV: extreme sports (summer)	44	1.2%	68
Watch on TV: extreme sports (winter)	50	1.4%	67
Watch on TV: figure skating	183	5.1%	101
Watch on TV: fishing	145	4.1%	118
Watch on TV: football (college)	980	27.5%	108
Watch on TV: football (NFL Sunday/Monday/Thursday night games)	1,065	29.9%	96
Watch on TV: football (NFL weekend games)	1,013	28.4%	96
Watch on TV: football (NFL playoffs/Super Bowl)	1,065	29.9%	94
Watch on TV: golf (PGA)	462	13.0%	109
Watch on TV: golf (LPGA)	109	3.1%	108
Watch on TV: gymnastics	162	4.5%	111
Watch on TV: high school sports	143	4.0%	99
Watch on TV: horse racing (at track or OTB)	98	2.8%	108
Watch on TV: ice hockey (NHL regular season)	259	7.3%	93
Watch on TV: ice hockey (NHL playoffs/St Stanley Cup)	253	7.1%	94
Watch on TV: mixed martial arts (MMA)	91	2.6%	103
Watch on TV: motorcycle racing	50	1.4%	91
Watch on TV: Olympics (summer)	264	7.4%	91
Watch on TV: Olympics (winter)	280	7.9%	99
Watch on TV: international soccer	102	2.9%	54
Watch on TV: rodeo	52	1.5%	83
Watch on TV: soccer (MLS)	139	3.9%	81
Watch on TV: U.S. men`s soccer national team	82	2.3%	66
Watch on TV: U.S. women`s soccer national team	120	3.4%	78
Watch on TV: soccer (World Cup)	149	4.2%	71
Watch on TV: tennis (men`s)	226	6.3%	94
Watch on TV: tennis (women`s)	209	5.9%	89
Watch on TV: track & field	85	2.4%	86
Watch on TV: volleyball (pro beach)	55	1.5%	84
Watch on TV: ultimate fighting championship (UFC)	132	3.7%	90
Watch on TV: other mixed martial arts (MMA)	91	2.6%	103
Watch on TV: wrestling (WWE)	143	4.0%	102
Interest in sports: college basketball super fan	108	3.0%	101
Interest in sports: college football super fan	250	7.0%	116
Interest in sports: golf super fan	63	1.8%	104
Interest in sports: high school sports super fan	69	1.9%	91
Interest in sports: International soccer super fan	98	2.8%	57
Interest in sports: MLB super fan	150	4.2%	97
Interest in sports: MLS soccer super fan	63	1.8%	60
Interest in sports: NASCAR super fan	61	1.7%	95
Interest in sports: NBA super fan	123	3.5%	74
Interest in sports: NFL super fan	332	9.3%	90
Interest in sports: NHL super fan	82	2.3%	83

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Member of AARP	558	15.7%	103
Member of church board	110	3.1%	109
Member of fraternal order	98	2.8%	108
Member of religious club	123	3.5%	104
Member of union	115	3.2%	79
Member of veterans club	98	2.8%	115
Participate in indoor gardening or plant care	456	12.8%	96
Attended adult education course in last 12 months	320	9.0%	91
Visited an aquarium in last 12 months	165	4.6%	87
Went to art gallery in last 12 months	220	6.2%	92
Attended auto show in last 12 months	183	5.1%	104
Did baking in last 12 months	1,023	28.7%	98
Barbecued in last 12 months	1,085	30.5%	100
Went to bar/night club in last 12 months	532	14.9%	88
Went to beach in last 12 months	929	26.1%	88
Played billiards/pool in last 12 months	187	5.2%	104
Played bingo in last 12 months	158	4.4%	108
Did birdwatching in last 12 months	230	6.5%	110
Played board game in last 12 months	738	20.7%	95
Read book in last 12 months	1,306	36.7%	98
Participated in book club in last 12 months	125	3.5%	98
Went on overnight camping trip in last 12 months	457	12.8%	98
Played cards in last 12 months	661	18.6%	100
Played chess in last 12 months	104	2.9%	77
Played computer game (offline w/software)/12 months	312	8.8%	108
Played computer game (online w/o software)/12 months	544	15.3%	102
Cooked for fun in last 12 months	835	23.4%	95
Did crossword puzzle in last 12 months	466	13.1%	102
Danced/went dancing in last 12 months	241	6.8%	84
Attended dance performance in last 12 months	105	2.9%	94
Dined out in last 12 months	1,767	49.6%	98
Flew a drone in last 12 months	93	2.6%	97
Attended state/county fair in last 12 months	370	10.4%	102
Participated in fantasy sports league last 12 months	140	3.9%	86
Did furniture refinishing in last 12 months	158	4.4%	98
Gambled at casino in last 12 months	415	11.6%	102
Gambled in Las Vegas in last 12 months	94	2.6%	77
Participate in indoor gardening/plant care	456	12.8%	96
Participated in genealogy in last 12 months	223	6.3%	126
Attended horse races in last 12 months	59	1.7%	84
Participated in karaoke in last 12 months	106	3.0%	85
Bought lottery ticket in last 12 months	1,116	31.3%	96
Played lottery 6+ times in last 30 days	385	10.8%	105
Bought lottery ticket in last 12 months: Daily Drawing	128	3.6%	105
Bought lottery ticket in last 12 months: Instant Game	667	18.7%	101
Bought lottery ticket in last 12 months: Mega Millions	519	14.6%	85
Bought lottery ticket in last 12 months: Powerball	597	16.8%	91
Attended a movie in last 6 months	1,646	46.2%	96
Attended movie in last 90 days: once/week or more	42	1.2%	83
Attended movie in last 90 days: 2-3 times a month	90	2.5%	107
Attended movie in last 90 days: once a month	147	4.1%	86
Attended movie in last 90 days: < once a month	1,177	33.0%	100
Movie genre seen at theater/6 months: action	520	14.6%	86

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Movie genre seen at theater/6 months: adventure	568	15.9%	84
Movie genre seen at theater/6 months: animation genre	348	9.8%	93
Movie genre seen at theater/6 months: biography genre	262	7.4%	92
Movie genre seen at theater/6 months: comedy	507	14.2%	84
Movie genre seen at theater/6 months: crime	287	8.1%	95
Movie genre seen at theater/6 months: drama	558	15.7%	88
Movie genre seen at theater/6 months: family	247	6.9%	86
Movie genre seen at theater/6 months: fantasy	305	8.6%	79
Movie genre seen at theater/6 months: horror	202	5.7%	100
Movie genre seen at theater/6 months: romance	241	6.8%	97
Movie genre seen at theater/6 months: science fiction	302	8.5%	95
Movie genre seen at theater/6 months: thriller	326	9.1%	99
Went to museum in last 12 months	385	10.8%	86
Attended classical music/opera performance/12 months	116	3.3%	98
Attended country music performance in last 12 months	177	5.0%	102
Attended rock music performance in last 12 months	281	7.9%	100
Played musical instrument in last 12 months	254	7.1%	87
Did painting/drawing in last 12 months	278	7.8%	77
Did photo album/scrapbooking in last 12 months	143	4.0%	91
Did photography in last 12 months	345	9.7%	92
Did Sudoku puzzle in last 12 months	351	9.9%	107
Participated in tailgating in last 12 months	123	3.5%	108
Went to live theater in last 12 months	363	10.2%	101
Visited a theme park in last 12 months	435	12.2%	85
Visited a theme park 5+ times in last 12 months	98	2.8%	85
Participated in trivia games in last 12 months	299	8.4%	107
Played video/electronic game (console) last 12 months	372	10.4%	89
Played video/electronic game (portable) last 12 months	202	5.7%	95
Visited an indoor water park in last 12 months	75	2.1%	87
Did woodworking in last 12 months	232	6.5%	117
Went to zoo in last 12 months	398	11.2%	99
Bought 1-2 DVDs/30 Days	152	4.3%	142
Bought 3+ DVDs/30 Days	114	3.2%	136
Rented DVDs (movie or other video) in last 30 days: 1	81	2.3%	97
Rented DVDs (movie or other video) in last 30 days: 2	74	2.1%	93
Rented DVDs (movie or other video) in last 30 days: 3+	173	4.9%	128
Rented movie or other video/30 days: action/adventure	665	18.7%	98
Rented movie or other video/30 days: classics	177	5.0%	92
Rented movie or other video/30 days: comedy	564	15.8%	99
Rented movie or other video/30 days: drama	385	10.8%	89
Rented movie or other video/30 days: family/children	278	7.8%	105
Rented movie or other video/30 days: foreign	60	1.7%	80
Rented movie or other video/30 days: horror	214	6.0%	105
Rented movie or other video/30 days: musical	88	2.5%	101
Rented movie or other video/30 days: news/documentary	125	3.5%	89
Rented movie or other video/30 days: romance	194	5.4%	96
Rented movie or other video/30 days: science fiction	228	6.4%	100
Rented movie or other video/30 days: TV show	245	6.9%	101
Rented movie or other video/30 days: western	84	2.4%	108

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Rented/purchased DVD/Blu-ray/30 days: from amazon.com	419	11.8%	99
Rented DVD/Blu-ray/30 days: from netflix.com	309	8.7%	110
Rented/purchased DVD/Blu-ray/30 days: from Redbox	331	9.3%	105
Bought any children`s toy/game in last 12 months	1,340	37.6%	104
Spent on toys/games for child last 12 months: \$1-49	286	8.0%	117
Spent on toys/games for child last 12 months: \$50-99	111	3.1%	100
Spent on toys/games for child last 12 months: \$100-199	249	7.0%	96
Spent on toys/games for child last 12 months: \$200-499	389	10.9%	108
Spent on toys/games for child last 12 months: \$500+	197	5.5%	101
Bought infant toy in last 12 months	246	6.9%	102
Bought pre-school toy in last 12 months	268	7.5%	109
Bought for child last 12 months: boy action figure	247	6.9%	94
Bought for child last 12 months: girl action figure	89	2.5%	79
Bought for child last 12 months: action game	84	2.4%	93
Bought for child last 12 months: bicycle	212	6.0%	97
Bought for child last 12 months: board game	477	13.4%	92
Bought for child last 12 months: builder set	239	6.7%	123
Bought for child last 12 months: car	297	8.3%	109
Bought for child last 12 months: construction toy	239	6.7%	108
Bought for child last 12 months: fashion doll	136	3.8%	89
Bought for child last 12 months: large/baby doll	206	5.8%	88
Bought for child last 12 months: doll accessories	147	4.1%	103
Bought for child last 12 months: doll clothing	136	3.8%	102
Bought for child last 12 months: educational toy	490	13.8%	104
Bought for child last 12 months: electronic doll/animal	107	3.0%	115
Bought for child last 12 months: electronic game	171	4.8%	86
Bought for child last 12 months: mechanical toy	156	4.4%	108
Bought for child last 12 months: model kit/set	164	4.6%	128
Bought for child last 12 months: plush doll/animal	380	10.7%	115
Bought for child last 12 months: water toy	318	8.9%	104
Bought for child last 12 months: word game	68	1.9%	79

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Bought digital book in last 12 months	585	16.4%	94
Bought hardcover book in last 12 months	877	24.6%	101
Bought paperback book in last 12 months	1,102	30.9%	99
Bought 1-3 books in last 12 months	622	17.5%	85
Bought 4-6 books in last 12 months	331	9.3%	87
Bought 7+ books in last 12 months	766	21.5%	112
Bought book (fiction) in last 12 months	1,056	29.6%	103
Bought book (non-fiction) in last 12 months	911	25.6%	95
Bought biography in last 12 months	294	8.3%	100
Bought children`s book in last 12 months	386	10.8%	109
Bought cookbook in last 12 months	245	6.9%	101
Bought history book in last 12 months	333	9.3%	98
Bought mystery book in last 12 months	430	12.1%	105
Bought novel in last 12 months	577	16.2%	108
Bought religious book (Not Bible) in last 12 months	253	7.1%	120
Bought romance book in last 12 months	212	6.0%	108
Bought science fiction book in last 12 months	213	6.0%	97
Bought personal/business self-help book last 12 months	254	7.1%	92
Bought travel book in last 12 months	64	1.8%	93
Purchased greeting card in last 12 months	1,862	52.3%	96
Bought book from Barnes & Noble store in last 12 months	335	9.4%	88
Bought book from other book store in last 12 months	287	8.1%	91
Bought book from Amazon Online in last 12 months	1,075	30.2%	98
Bought book from Barnes & Noble Online in last 12 months	73	2.0%	85
Bought book from iTunes/Apple Books in last 12 months	50	1.4%	81
Listened to Audiobook in last 6 months	287	8.1%	101

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Demographic Summary		2022	2027
Population		13,597	13,602
Population 18+		9,929	9,860
Households		5,279	5,285
Median Household Income		\$47,002	\$58,772
Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Participated in aerobics in last 12 months	776	7.8%	93
Participated in archery in last 12 months	258	2.6%	106
Participated in backpacking in last 12 months	277	2.8%	77
Participated in baseball in last 12 months	270	2.7%	93
Participated in basketball in last 12 months	606	6.1%	90
Participated in bicycling (mountain) in last 12 months	300	3.0%	80
Participated in bicycling (road) in last 12 months	908	9.1%	81
Participated in boating (power) in last 12 months	531	5.3%	105
Participated in bowling in last 12 months	768	7.7%	96
Participated in canoeing/kayaking in last 12 months	799	8.0%	110
Participated in fishing (fresh water) in last 12 months	1,288	13.0%	121
Participated in fishing (salt water) in last 12 months	284	2.9%	81
Participated in football in last 12 months	289	2.9%	94
Participated in Frisbee in last 12 months	314	3.2%	87
Participated in golf in last 12 months	690	6.9%	88
Participated in hiking in last 12 months	1,306	13.2%	82
Participated in horseback riding in last 12 months	171	1.7%	83
Participated in hunting with rifle in last 12 months	504	5.1%	146
Participated in hunting with shotgun in last 12 months	366	3.7%	132
Participated in ice skating in last 12 months	174	1.8%	75
Participated in jogging/running in last 12 months	854	8.6%	77
Participated in motorcycling in last 12 months	296	3.0%	105
Participated in Pilates in last 12 months	268	2.7%	86
Participated in ping pong in last 12 months	273	2.7%	79
Participated in rock climbing in last 12 months	159	1.6%	90
Participated in roller skating in last 12 months	157	1.6%	102
Participated in skiing (downhill) in last 12 months	175	1.8%	63
Participated in soccer in last 12 months	297	3.0%	76
Participated in softball in last 12 months	162	1.6%	86
Participated in swimming in last 12 months	1,464	14.7%	94
Participated in target shooting in last 12 months	541	5.4%	101
Participated in tennis in last 12 months	241	2.4%	64
Participated in volleyball in last 12 months	229	2.3%	88
Participated in walking for exercise in last 12 months	2,783	28.0%	90
Participated in weight lifting in last 12 months	1,042	10.5%	83
Participated in yoga in last 12 months	866	8.7%	84
Participated in Zumba in last 12 months	223	2.2%	69
Spent on sports/recreation equipment in last 12 months: \$1-99	605	6.1%	97
Spent on sports/recreation equipment in last 12 months: \$100-\$249	551	5.5%	96
Spent on sports/recreation equipment in last 12 months: \$250+	807	8.1%	95
Attend sports events: basketball game (college)	130	1.3%	81
Attend sports events: football game (college)	252	2.5%	93
Attend sports events: high school sports	250	2.5%	101
Attend sports events: baseball game (MLB regular season)	294	3.0%	89
Attend sports events	1,197	12.1%	95
Listen to sports on radio	949	9.6%	103
Watch sports on TV	5,601	56.4%	97

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Watch on TV: alpine skiing/ski jumping	182	1.8%	67
Watch on TV: auto racing (NASCAR)	796	8.0%	104
Watch on TV: auto racing (not NASCAR)	424	4.3%	108
Watch on TV: baseball (MLB regular season)	1,638	16.5%	91
Watch on TV: baseball (MLB playoffs/World Series)	1,444	14.5%	89
Watch on TV: basketball (college)	1,279	12.9%	101
Watch on TV: basketball (NCAA tournament)	804	8.1%	88
Watch on TV: basketball (NBA regular season)	1,115	11.2%	81
Watch on TV: basketball (NBA playoffs/finals)	1,088	11.0%	78
Watch on TV: basketball (WNBA)	201	2.0%	76
Watch on TV: bicycle racing	148	1.5%	81
Watch on TV: bowling	229	2.3%	104
Watch on TV: boxing	427	4.3%	74
Watch on TV: bull riding (pro)	260	2.6%	107
Watch on TV: esports on TV	236	2.4%	83
Watch on TV: extreme sports (summer)	117	1.2%	65
Watch on TV: extreme sports (winter)	124	1.2%	59
Watch on TV: figure skating	475	4.8%	94
Watch on TV: fishing	395	4.0%	116
Watch on TV: football (college)	2,554	25.7%	101
Watch on TV: football (NFL Sunday/Monday/Thursday night games)	2,901	29.2%	93
Watch on TV: football (NFL weekend games)	2,705	27.2%	92
Watch on TV: football (NFL playoffs/Super Bowl)	2,895	29.2%	92
Watch on TV: golf (PGA)	1,142	11.5%	96
Watch on TV: golf (LPGA)	273	2.7%	97
Watch on TV: gymnastics	424	4.3%	104
Watch on TV: high school sports	410	4.1%	102
Watch on TV: horse racing (at track or OTB)	264	2.7%	104
Watch on TV: ice hockey (NHL regular season)	652	6.6%	84
Watch on TV: ice hockey (NHL playoffs/St Stanley Cup)	622	6.3%	83
Watch on TV: mixed martial arts (MMA)	217	2.2%	88
Watch on TV: motorcycle racing	147	1.5%	96
Watch on TV: Olympics (summer)	719	7.2%	89
Watch on TV: Olympics (winter)	720	7.3%	92
Watch on TV: international soccer	281	2.8%	53
Watch on TV: rodeo	143	1.4%	82
Watch on TV: soccer (MLS)	316	3.2%	66
Watch on TV: U.S. men`s soccer national team	214	2.2%	62
Watch on TV: U.S. women`s soccer national team	291	2.9%	68
Watch on TV: soccer (World Cup)	382	3.8%	65
Watch on TV: tennis (men`s)	524	5.3%	78
Watch on TV: tennis (women`s)	523	5.3%	80
Watch on TV: track & field	227	2.3%	82
Watch on TV: volleyball (pro beach)	193	1.9%	106
Watch on TV: ultimate fighting championship (UFC)	361	3.6%	88
Watch on TV: other mixed martial arts (MMA)	217	2.2%	88
Watch on TV: wrestling (WWE)	456	4.6%	116
Interest in sports: college basketball super fan	280	2.8%	94
Interest in sports: college football super fan	653	6.6%	109
Interest in sports: golf super fan	160	1.6%	95
Interest in sports: high school sports super fan	184	1.9%	87
Interest in sports: International soccer super fan	260	2.6%	54
Interest in sports: MLB super fan	408	4.1%	94
Interest in sports: MLS soccer super fan	177	1.8%	60
Interest in sports: NASCAR super fan	208	2.1%	116
Interest in sports: NBA super fan	373	3.8%	81
Interest in sports: NFL super fan	920	9.3%	90
Interest in sports: NHL super fan	191	1.9%	70

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April 24, 2023





## Sports and Leisure Market Potential

Leisure Inn. - Roswell, NM  
2700 W 2nd Street Roswell NM 88201  
Ring: 2 mile radius

Latitude: 33.3937  
Longitude: -104.5630

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Member of AARP	1,446	14.6%	96
Member of church board	263	2.6%	94
Member of fraternal order	262	2.6%	103
Member of religious club	306	3.1%	93
Member of union	343	3.5%	84
Member of veterans club	248	2.5%	104
Participate in indoor gardening or plant care	1,269	12.8%	96
Attended adult education course in last 12 months	830	8.4%	85
Visited an aquarium in last 12 months	448	4.5%	84
Went to art gallery in last 12 months	495	5.0%	74
Attended auto show in last 12 months	490	4.9%	100
Did baking in last 12 months	2,828	28.5%	98
Barbecued in last 12 months	2,975	30.0%	98
Went to bar/night club in last 12 months	1,490	15.0%	89
Went to beach in last 12 months	2,385	24.0%	81
Played billiards/pool in last 12 months	535	5.4%	107
Played bingo in last 12 months	440	4.4%	108
Did birdwatching in last 12 months	635	6.4%	109
Played board game in last 12 months	2,013	20.3%	93
Read book in last 12 months	3,591	36.2%	96
Participated in book club in last 12 months	302	3.0%	85
Went on overnight camping trip in last 12 months	1,227	12.4%	95
Played cards in last 12 months	1,829	18.4%	99
Played chess in last 12 months	289	2.9%	77
Played computer game (offline w/software)/12 months	839	8.4%	104
Played computer game (online w/o software)/12 months	1,536	15.5%	104
Cooked for fun in last 12 months	2,350	23.7%	96
Did crossword puzzle in last 12 months	1,288	13.0%	101
Danced/went dancing in last 12 months	651	6.6%	81
Attended dance performance in last 12 months	259	2.6%	83
Dined out in last 12 months	4,776	48.1%	95
Flew a drone in last 12 months	228	2.3%	86
Attended state/county fair in last 12 months	1,086	10.9%	107
Participated in fantasy sports league last 12 months	372	3.7%	82
Did furniture refinishing in last 12 months	464	4.7%	103
Gambled at casino in last 12 months	1,095	11.0%	97
Gambled in Las Vegas in last 12 months	227	2.3%	67
Participate in indoor gardening/plant care	1,269	12.8%	96
Participated in genealogy in last 12 months	617	6.2%	125
Attended horse races in last 12 months	169	1.7%	86
Participated in karaoke in last 12 months	297	3.0%	85
Bought lottery ticket in last 12 months	3,137	31.6%	97
Played lottery 6+ times in last 30 days	1,042	10.5%	102
Bought lottery ticket in last 12 months: Daily Drawing	352	3.5%	103
Bought lottery ticket in last 12 months: Instant Game	1,959	19.7%	106
Bought lottery ticket in last 12 months: Mega Millions	1,375	13.8%	81
Bought lottery ticket in last 12 months: Powerball	1,619	16.3%	89
Attended a movie in last 6 months	4,378	44.1%	92
Attended movie in last 90 days: once/week or more	102	1.0%	72
Attended movie in last 90 days: 2-3 times a month	231	2.3%	99
Attended movie in last 90 days: once a month	343	3.5%	72
Attended movie in last 90 days: < once a month	3,106	31.3%	95
Movie genre seen at theater/6 months: action	1,468	14.8%	87

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April 24, 2023



## Sports and Leisure Market Potential

Leisure Inn. - Roswell, NM  
2700 W 2nd Street Roswell NM 88201  
Ring: 2 mile radius

Latitude: 33.3937  
Longitude: -104.5630

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Movie genre seen at theater/6 months: adventure	1,597	16.1%	85
Movie genre seen at theater/6 months: animation genre	920	9.3%	89
Movie genre seen at theater/6 months: biography genre	669	6.7%	85
Movie genre seen at theater/6 months: comedy	1,377	13.9%	82
Movie genre seen at theater/6 months: crime	762	7.7%	90
Movie genre seen at theater/6 months: drama	1,526	15.4%	86
Movie genre seen at theater/6 months: family	688	6.9%	86
Movie genre seen at theater/6 months: fantasy	864	8.7%	80
Movie genre seen at theater/6 months: horror	580	5.8%	103
Movie genre seen at theater/6 months: romance	595	6.0%	86
Movie genre seen at theater/6 months: science fiction	834	8.4%	95
Movie genre seen at theater/6 months: thriller	883	8.9%	97
Went to museum in last 12 months	911	9.2%	73
Attended classical music/opera performance/12 months	253	2.5%	77
Attended country music performance in last 12 months	466	4.7%	96
Attended rock music performance in last 12 months	640	6.4%	81
Played musical instrument in last 12 months	665	6.7%	82
Did painting/drawing in last 12 months	902	9.1%	90
Did photo album/scrapbooking in last 12 months	409	4.1%	94
Did photography in last 12 months	968	9.7%	93
Did Sudoku puzzle in last 12 months	889	9.0%	97
Participated in tailgating in last 12 months	291	2.9%	92
Went to live theater in last 12 months	848	8.5%	85
Visited a theme park in last 12 months	1,181	11.9%	83
Visited a theme park 5+ times in last 12 months	249	2.5%	78
Participated in trivia games in last 12 months	838	8.4%	108
Played video/electronic game (console) last 12 months	1,199	12.1%	103
Played video/electronic game (portable) last 12 months	565	5.7%	95
Visited an indoor water park in last 12 months	220	2.2%	92
Did woodworking in last 12 months	629	6.3%	113
Went to zoo in last 12 months	1,132	11.4%	101
Bought 1-2 DVDs/30 Days	374	3.8%	125
Bought 3+ DVDs/30 Days	288	2.9%	123
Rented DVDs (movie or other video) in last 30 days: 1	213	2.1%	92
Rented DVDs (movie or other video) in last 30 days: 2	193	1.9%	87
Rented DVDs (movie or other video) in last 30 days: 3+	403	4.1%	107
Rented movie or other video/30 days: action/adventure	1,724	17.4%	91
Rented movie or other video/30 days: classics	474	4.8%	89
Rented movie or other video/30 days: comedy	1,493	15.0%	94
Rented movie or other video/30 days: drama	1,044	10.5%	87
Rented movie or other video/30 days: family/children	667	6.7%	90
Rented movie or other video/30 days: foreign	146	1.5%	70
Rented movie or other video/30 days: horror	581	5.9%	103
Rented movie or other video/30 days: musical	238	2.4%	98
Rented movie or other video/30 days: news/documentary	342	3.4%	87
Rented movie or other video/30 days: romance	513	5.2%	91
Rented movie or other video/30 days: science fiction	622	6.3%	98
Rented movie or other video/30 days: TV show	613	6.2%	90
Rented movie or other video/30 days: western	189	1.9%	88

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April 24, 2023



## Sports and Leisure Market Potential

Leisure Inn. - Roswell, NM  
2700 W 2nd Street Roswell NM 88201  
Ring: 2 mile radius

Latitude: 33.3937  
Longitude: -104.5630

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Rented/purchased DVD/Blu-ray/30 days: from amazon.com	1,103	11.1%	93
Rented DVD/Blu-ray/30 days: from netflix.com	713	7.2%	91
Rented/purchased DVD/Blu-ray/30 days: from Redbox	871	8.8%	99
Bought any children`s toy/game in last 12 months	3,565	35.9%	99
Spent on toys/games for child last 12 months: \$1-49	728	7.3%	107
Spent on toys/games for child last 12 months: \$50-99	310	3.1%	101
Spent on toys/games for child last 12 months: \$100-199	685	6.9%	95
Spent on toys/games for child last 12 months: \$200-499	1,005	10.1%	100
Spent on toys/games for child last 12 months: \$500+	547	5.5%	100
Bought infant toy in last 12 months	711	7.2%	106
Bought pre-school toy in last 12 months	723	7.3%	106
Bought for child last 12 months: boy action figure	746	7.5%	102
Bought for child last 12 months: girl action figure	277	2.8%	88
Bought for child last 12 months: action game	251	2.5%	99
Bought for child last 12 months: bicycle	601	6.1%	98
Bought for child last 12 months: board game	1,386	14.0%	96
Bought for child last 12 months: builder set	579	5.8%	107
Bought for child last 12 months: car	783	7.9%	103
Bought for child last 12 months: construction toy	646	6.5%	105
Bought for child last 12 months: fashion doll	425	4.3%	100
Bought for child last 12 months: large/baby doll	593	6.0%	91
Bought for child last 12 months: doll accessories	421	4.2%	106
Bought for child last 12 months: doll clothing	370	3.7%	100
Bought for child last 12 months: educational toy	1,282	12.9%	97
Bought for child last 12 months: electronic doll/animal	270	2.7%	104
Bought for child last 12 months: electronic game	516	5.2%	93
Bought for child last 12 months: mechanical toy	453	4.6%	113
Bought for child last 12 months: model kit/set	389	3.9%	109
Bought for child last 12 months: plush doll/animal	936	9.4%	101
Bought for child last 12 months: water toy	856	8.6%	100
Bought for child last 12 months: word game	185	1.9%	77

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## Sports and Leisure Market Potential

Leisure Inn. - Roswell, NM  
2700 W 2nd Street Roswell NM 88201  
Ring: 2 mile radius

Latitude: 33.3937  
Longitude: -104.5630

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Bought digital book in last 12 months	1,553	15.6%	90
Bought hardcover book in last 12 months	2,392	24.1%	99
Bought paperback book in last 12 months	2,894	29.1%	93
Bought 1-3 books in last 12 months	1,839	18.5%	91
Bought 4-6 books in last 12 months	894	9.0%	84
Bought 7+ books in last 12 months	1,921	19.3%	101
Bought book (fiction) in last 12 months	2,751	27.7%	97
Bought book (non-fiction) in last 12 months	2,501	25.2%	93
Bought biography in last 12 months	731	7.4%	89
Bought children`s book in last 12 months	1,008	10.2%	102
Bought cookbook in last 12 months	623	6.3%	92
Bought history book in last 12 months	816	8.2%	86
Bought mystery book in last 12 months	1,150	11.6%	100
Bought novel in last 12 months	1,417	14.3%	96
Bought religious book (Not Bible) in last 12 months	681	6.9%	115
Bought romance book in last 12 months	607	6.1%	111
Bought science fiction book in last 12 months	551	5.5%	90
Bought personal/business self-help book last 12 months	663	6.7%	86
Bought travel book in last 12 months	144	1.5%	75
Purchased greeting card in last 12 months	5,173	52.1%	96
Bought book from Barnes & Noble store in last 12 months	816	8.2%	77
Bought book from other book store in last 12 months	768	7.7%	87
Bought book from Amazon Online in last 12 months	2,828	28.5%	93
Bought book from Barnes & Noble Online in last 12 months	173	1.7%	72
Bought book from iTunes/Apple Books in last 12 months	141	1.4%	82
Listened to Audiobook in last 6 months	706	7.1%	89

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April 24, 2023



## Sports and Leisure Market Potential

Leisure Inn. - Roswell, NM  
2700 W 2nd Street Roswell NM 88201  
Ring: 5 mile radius

Latitude: 33.3937  
Longitude: -104.5630

Demographic Summary		2022	2027
Population		49,108	48,600
Population 18+		36,505	36,022
Households		18,382	18,201
Median Household Income		\$45,112	\$52,609
Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Participated in aerobics in last 12 months	2,801	7.7%	91
Participated in archery in last 12 months	957	2.6%	107
Participated in backpacking in last 12 months	1,125	3.1%	85
Participated in baseball in last 12 months	1,040	2.8%	97
Participated in basketball in last 12 months	2,096	5.7%	85
Participated in bicycling (mountain) in last 12 months	1,290	3.5%	94
Participated in bicycling (road) in last 12 months	3,581	9.8%	87
Participated in boating (power) in last 12 months	1,891	5.2%	101
Participated in bowling in last 12 months	2,704	7.4%	92
Participated in canoeing/kayaking in last 12 months	2,632	7.2%	99
Participated in fishing (fresh water) in last 12 months	4,397	12.0%	113
Participated in fishing (salt water) in last 12 months	1,189	3.3%	93
Participated in football in last 12 months	995	2.7%	88
Participated in Frisbee in last 12 months	1,166	3.2%	88
Participated in golf in last 12 months	2,551	7.0%	89
Participated in hiking in last 12 months	4,760	13.0%	81
Participated in horseback riding in last 12 months	715	2.0%	95
Participated in hunting with rifle in last 12 months	1,574	4.3%	124
Participated in hunting with shotgun in last 12 months	1,141	3.1%	112
Participated in ice skating in last 12 months	647	1.8%	76
Participated in jogging/running in last 12 months	3,446	9.4%	85
Participated in motorcycling in last 12 months	1,082	3.0%	104
Participated in Pilates in last 12 months	958	2.6%	84
Participated in ping pong in last 12 months	1,110	3.0%	87
Participated in rock climbing in last 12 months	566	1.6%	88
Participated in roller skating in last 12 months	536	1.5%	95
Participated in skiing (downhill) in last 12 months	721	2.0%	71
Participated in soccer in last 12 months	1,221	3.3%	85
Participated in softball in last 12 months	604	1.7%	87
Participated in swimming in last 12 months	5,275	14.5%	92
Participated in target shooting in last 12 months	1,888	5.2%	96
Participated in tennis in last 12 months	1,008	2.8%	73
Participated in volleyball in last 12 months	843	2.3%	88
Participated in walking for exercise in last 12 months	10,404	28.5%	91
Participated in weight lifting in last 12 months	3,833	10.5%	83
Participated in yoga in last 12 months	3,124	8.6%	83
Participated in Zumba in last 12 months	1,012	2.8%	85
Spent on sports/recreation equipment in last 12 months: \$1-99	2,137	5.9%	93
Spent on sports/recreation equipment in last 12 months: \$100-\$249	2,125	5.8%	101
Spent on sports/recreation equipment in last 12 months: \$250+	2,800	7.7%	89
Attend sports events: basketball game (college)	559	1.5%	95
Attend sports events: football game (college)	898	2.5%	90
Attend sports events: high school sports	934	2.6%	103
Attend sports events: baseball game (MLB regular season)	1,142	3.1%	94
Attend sports events	4,408	12.1%	95
Listen to sports on radio	3,381	9.3%	100
Watch sports on TV	20,567	56.3%	97

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April 24, 2023



## Sports and Leisure Market Potential

Leisure Inn. - Roswell, NM  
2700 W 2nd Street Roswell NM 88201  
Ring: 5 mile radius

Latitude: 33.3937  
Longitude: -104.5630

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Watch on TV: alpine skiing/ski jumping	863	2.4%	86
Watch on TV: auto racing (NASCAR)	2,881	7.9%	103
Watch on TV: auto racing (not NASCAR)	1,588	4.4%	110
Watch on TV: baseball (MLB regular season)	6,054	16.6%	92
Watch on TV: baseball (MLB playoffs/World Series)	5,514	15.1%	92
Watch on TV: basketball (college)	4,602	12.6%	98
Watch on TV: basketball (NCAA tournament)	3,109	8.5%	92
Watch on TV: basketball (NBA regular season)	4,349	11.9%	86
Watch on TV: basketball (NBA playoffs/finals)	4,378	12.0%	85
Watch on TV: basketball (WNBA)	863	2.4%	89
Watch on TV: bicycle racing	725	2.0%	108
Watch on TV: bowling	890	2.4%	110
Watch on TV: boxing	2,013	5.5%	95
Watch on TV: bull riding (pro)	981	2.7%	110
Watch on TV: esports on TV	844	2.3%	80
Watch on TV: extreme sports (summer)	616	1.7%	92
Watch on TV: extreme sports (winter)	650	1.8%	85
Watch on TV: figure skating	1,846	5.1%	100
Watch on TV: fishing	1,305	3.6%	104
Watch on TV: football (college)	9,096	24.9%	98
Watch on TV: football (NFL Sunday/Monday/Thursday night games)	10,589	29.0%	93
Watch on TV: football (NFL weekend games)	10,026	27.5%	93
Watch on TV: football (NFL playoffs/Super Bowl)	10,729	29.4%	93
Watch on TV: golf (PGA)	4,169	11.4%	96
Watch on TV: golf (LPGA)	1,027	2.8%	99
Watch on TV: gymnastics	1,454	4.0%	97
Watch on TV: high school sports	1,571	4.3%	107
Watch on TV: horse racing (at track or OTB)	972	2.7%	105
Watch on TV: ice hockey (NHL regular season)	2,347	6.4%	82
Watch on TV: ice hockey (NHL playoffs/St Stanley Cup)	2,238	6.1%	81
Watch on TV: mixed martial arts (MMA)	879	2.4%	97
Watch on TV: motorcycle racing	572	1.6%	101
Watch on TV: Olympics (summer)	2,735	7.5%	92
Watch on TV: Olympics (winter)	2,638	7.2%	91
Watch on TV: international soccer	1,763	4.8%	91
Watch on TV: rodeo	717	2.0%	111
Watch on TV: soccer (MLS)	1,564	4.3%	89
Watch on TV: U.S. men`s soccer national team	1,188	3.3%	93
Watch on TV: U.S. women`s soccer national team	1,362	3.7%	87
Watch on TV: soccer (World Cup)	1,808	5.0%	84
Watch on TV: tennis (men`s)	2,168	5.9%	88
Watch on TV: tennis (women`s)	2,153	5.9%	89
Watch on TV: track & field	891	2.4%	88
Watch on TV: volleyball (pro beach)	775	2.1%	116
Watch on TV: ultimate fighting championship (UFC)	1,450	4.0%	97
Watch on TV: other mixed martial arts (MMA)	879	2.4%	97
Watch on TV: wrestling (WWE)	1,668	4.6%	116
Interest in sports: college basketball super fan	1,017	2.8%	93
Interest in sports: college football super fan	2,255	6.2%	102
Interest in sports: golf super fan	605	1.7%	98
Interest in sports: high school sports super fan	640	1.8%	82
Interest in sports: International soccer super fan	1,482	4.1%	83
Interest in sports: MLB super fan	1,693	4.6%	107
Interest in sports: MLS soccer super fan	1,001	2.7%	93
Interest in sports: NASCAR super fan	686	1.9%	104
Interest in sports: NBA super fan	1,533	4.2%	90
Interest in sports: NFL super fan	3,447	9.4%	91
Interest in sports: NHL super fan	832	2.3%	82

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April 24, 2023





## Sports and Leisure Market Potential

Leisure Inn. - Roswell, NM  
2700 W 2nd Street Roswell NM 88201  
Ring: 5 mile radius

Latitude: 33.3937  
Longitude: -104.5630

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Member of AARP	5,297	14.5%	96
Member of church board	981	2.7%	95
Member of fraternal order	921	2.5%	99
Member of religious club	1,117	3.1%	92
Member of union	1,252	3.4%	83
Member of veterans club	890	2.4%	102
Participate in indoor gardening or plant care	4,490	12.3%	92
Attended adult education course in last 12 months	3,172	8.7%	88
Visited an aquarium in last 12 months	1,669	4.6%	85
Went to art gallery in last 12 months	2,004	5.5%	81
Attended auto show in last 12 months	1,699	4.7%	95
Did baking in last 12 months	10,173	27.9%	95
Barbecued in last 12 months	10,772	29.5%	97
Went to bar/night club in last 12 months	5,414	14.8%	87
Went to beach in last 12 months	9,054	24.8%	83
Played billiards/pool in last 12 months	1,854	5.1%	101
Played bingo in last 12 months	1,598	4.4%	106
Did birdwatching in last 12 months	2,223	6.1%	104
Played board game in last 12 months	7,130	19.5%	90
Read book in last 12 months	12,730	34.9%	93
Participated in book club in last 12 months	1,147	3.1%	88
Went on overnight camping trip in last 12 months	4,618	12.7%	97
Played cards in last 12 months	6,431	17.6%	95
Played chess in last 12 months	1,125	3.1%	82
Played computer game (offline w/software)/12 months	2,918	8.0%	98
Played computer game (online w/o software)/12 months	5,286	14.5%	97
Cooked for fun in last 12 months	8,393	23.0%	93
Did crossword puzzle in last 12 months	4,489	12.3%	96
Danced/went dancing in last 12 months	2,610	7.1%	89
Attended dance performance in last 12 months	955	2.6%	84
Dined out in last 12 months	17,527	48.0%	95
Flew a drone in last 12 months	929	2.5%	95
Attended state/county fair in last 12 months	3,800	10.4%	102
Participated in fantasy sports league last 12 months	1,384	3.8%	83
Did furniture refinishing in last 12 months	1,669	4.6%	101
Gambled at casino in last 12 months	3,861	10.6%	93
Gambled in Las Vegas in last 12 months	984	2.7%	79
Participate in indoor gardening/plant care	4,490	12.3%	92
Participated in genealogy in last 12 months	1,934	5.3%	107
Attended horse races in last 12 months	628	1.7%	87
Participated in karaoke in last 12 months	1,141	3.1%	89
Bought lottery ticket in last 12 months	11,647	31.9%	98
Played lottery 6+ times in last 30 days	3,904	10.7%	104
Bought lottery ticket in last 12 months: Daily Drawing	1,159	3.2%	92
Bought lottery ticket in last 12 months: Instant Game	7,005	19.2%	104
Bought lottery ticket in last 12 months: Mega Millions	5,447	14.9%	87
Bought lottery ticket in last 12 months: Powerball	6,130	16.8%	91
Attended a movie in last 6 months	16,406	44.9%	94
Attended movie in last 90 days: once/week or more	423	1.2%	82
Attended movie in last 90 days: 2-3 times a month	864	2.4%	100
Attended movie in last 90 days: once a month	1,562	4.3%	89
Attended movie in last 90 days: < once a month	11,264	30.9%	93
Movie genre seen at theater/6 months: action	5,775	15.8%	93

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April 24, 2023



## Sports and Leisure Market Potential

Leisure Inn. - Roswell, NM  
2700 W 2nd Street Roswell NM 88201  
Ring: 5 mile radius

Latitude: 33.3937  
Longitude: -104.5630

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Movie genre seen at theater/6 months: adventure	6,356	17.4%	92
Movie genre seen at theater/6 months: animation genre	3,592	9.8%	94
Movie genre seen at theater/6 months: biography genre	2,629	7.2%	90
Movie genre seen at theater/6 months: comedy	5,353	14.7%	87
Movie genre seen at theater/6 months: crime	2,747	7.5%	88
Movie genre seen at theater/6 months: drama	5,938	16.3%	91
Movie genre seen at theater/6 months: family	2,737	7.5%	93
Movie genre seen at theater/6 months: fantasy	3,538	9.7%	89
Movie genre seen at theater/6 months: horror	2,146	5.9%	103
Movie genre seen at theater/6 months: romance	2,250	6.2%	88
Movie genre seen at theater/6 months: science fiction	3,137	8.6%	97
Movie genre seen at theater/6 months: thriller	3,247	8.9%	97
Went to museum in last 12 months	3,486	9.5%	76
Attended classical music/opera performance/12 months	1,042	2.9%	86
Attended country music performance in last 12 months	1,573	4.3%	88
Attended rock music performance in last 12 months	2,557	7.0%	88
Played musical instrument in last 12 months	2,468	6.8%	83
Did painting/drawing in last 12 months	3,355	9.2%	91
Did photo album/scrapbooking in last 12 months	1,530	4.2%	96
Did photography in last 12 months	3,608	9.9%	94
Did Sudoku puzzle in last 12 months	2,982	8.2%	88
Participated in tailgating in last 12 months	1,026	2.8%	88
Went to live theater in last 12 months	2,983	8.2%	81
Visited a theme park in last 12 months	4,575	12.5%	87
Visited a theme park 5+ times in last 12 months	1,001	2.7%	85
Participated in trivia games in last 12 months	2,768	7.6%	97
Played video/electronic game (console) last 12 months	4,351	11.9%	101
Played video/electronic game (portable) last 12 months	2,118	5.8%	97
Visited an indoor water park in last 12 months	765	2.1%	87
Did woodworking in last 12 months	2,151	5.9%	105
Went to zoo in last 12 months	4,094	11.2%	99
Bought 1-2 DVDs/30 Days	1,114	3.1%	101
Bought 3+ DVDs/30 Days	902	2.5%	105
Rented DVDs (movie or other video) in last 30 days: 1	741	2.0%	87
Rented DVDs (movie or other video) in last 30 days: 2	797	2.2%	98
Rented DVDs (movie or other video) in last 30 days: 3+	1,435	3.9%	104
Rented movie or other video/30 days: action/adventure	6,385	17.5%	92
Rented movie or other video/30 days: classics	1,689	4.6%	86
Rented movie or other video/30 days: comedy	5,241	14.4%	90
Rented movie or other video/30 days: drama	3,588	9.8%	81
Rented movie or other video/30 days: family/children	2,359	6.5%	87
Rented movie or other video/30 days: foreign	603	1.7%	79
Rented movie or other video/30 days: horror	2,113	5.8%	102
Rented movie or other video/30 days: musical	899	2.5%	100
Rented movie or other video/30 days: news/documentary	1,303	3.6%	90
Rented movie or other video/30 days: romance	1,752	4.8%	85
Rented movie or other video/30 days: science fiction	2,137	5.9%	91
Rented movie or other video/30 days: TV show	2,153	5.9%	86
Rented movie or other video/30 days: western	740	2.0%	93

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## Sports and Leisure Market Potential

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Ring: 5 mile radius

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Rented/purchased DVD/Blu-ray/30 days: from amazon.com	3,771	10.3%	87
Rented DVD/Blu-ray/30 days: from netflix.com	2,543	7.0%	88
Rented/purchased DVD/Blu-ray/30 days: from Redbox	3,264	8.9%	101
Bought any children`s toy/game in last 12 months	13,379	36.6%	101
Spent on toys/games for child last 12 months: \$1-49	2,541	7.0%	102
Spent on toys/games for child last 12 months: \$50-99	1,273	3.5%	112
Spent on toys/games for child last 12 months: \$100-199	2,769	7.6%	104
Spent on toys/games for child last 12 months: \$200-499	3,646	10.0%	99
Spent on toys/games for child last 12 months: \$500+	2,008	5.5%	100
Bought infant toy in last 12 months	2,705	7.4%	110
Bought pre-school toy in last 12 months	2,599	7.1%	103
Bought for child last 12 months: boy action figure	2,998	8.2%	111
Bought for child last 12 months: girl action figure	1,351	3.7%	117
Bought for child last 12 months: action game	944	2.6%	102
Bought for child last 12 months: bicycle	2,364	6.5%	105
Bought for child last 12 months: board game	5,214	14.3%	99
Bought for child last 12 months: builder set	2,160	5.9%	109
Bought for child last 12 months: car	3,032	8.3%	108
Bought for child last 12 months: construction toy	2,380	6.5%	105
Bought for child last 12 months: fashion doll	1,421	3.9%	91
Bought for child last 12 months: large/baby doll	2,535	6.9%	106
Bought for child last 12 months: doll accessories	1,622	4.4%	111
Bought for child last 12 months: doll clothing	1,426	3.9%	105
Bought for child last 12 months: educational toy	4,795	13.1%	99
Bought for child last 12 months: electronic doll/animal	950	2.6%	99
Bought for child last 12 months: electronic game	2,027	5.6%	100
Bought for child last 12 months: mechanical toy	1,759	4.8%	119
Bought for child last 12 months: model kit/set	1,304	3.6%	99
Bought for child last 12 months: plush doll/animal	3,355	9.2%	99
Bought for child last 12 months: water toy	3,136	8.6%	100
Bought for child last 12 months: word game	703	1.9%	80

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Bought digital book in last 12 months	5,411	14.8%	85
Bought hardcover book in last 12 months	8,338	22.8%	94
Bought paperback book in last 12 months	10,429	28.6%	91
Bought 1-3 books in last 12 months	6,886	18.9%	92
Bought 4-6 books in last 12 months	3,331	9.1%	85
Bought 7+ books in last 12 months	6,626	18.2%	95
Bought book (fiction) in last 12 months	9,776	26.8%	93
Bought book (non-fiction) in last 12 months	9,032	24.7%	92
Bought biography in last 12 months	2,613	7.2%	86
Bought children`s book in last 12 months	3,642	10.0%	100
Bought cookbook in last 12 months	2,209	6.1%	89
Bought history book in last 12 months	2,914	8.0%	84
Bought mystery book in last 12 months	4,221	11.6%	100
Bought novel in last 12 months	4,923	13.5%	90
Bought religious book (Not Bible) in last 12 months	2,373	6.5%	109
Bought romance book in last 12 months	2,108	5.8%	105
Bought science fiction book in last 12 months	2,078	5.7%	92
Bought personal/business self-help book last 12 months	2,486	6.8%	87
Bought travel book in last 12 months	588	1.6%	83
Purchased greeting card in last 12 months	18,829	51.6%	95
Bought book from Barnes & Noble store in last 12 months	3,142	8.6%	80
Bought book from other book store in last 12 months	2,929	8.0%	91
Bought book from Amazon Online in last 12 months	9,803	26.9%	87
Bought book from Barnes & Noble Online in last 12 months	678	1.9%	77
Bought book from iTunes/Apple Books in last 12 months	543	1.5%	86
Listened to Audiobook in last 6 months	2,553	7.0%	88

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