Sports and Leisure Market Potential

Zuni Pueblo CDP, NM
Zuni Pueblo CDP, NM (3586595)
Geography: Place

Demographic Summary	2023	2028
Population	6,093	5,976
Population 18+	4,496	4,398
Households	1,605	1,590
Median Household Income	$50,068	$53,717

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Participated in Aerobics/12 Mo	266	5.9%	71
Participated in Archery/12 Mo	128	2.8%	117
Participated in Backpacking/12 Mo	97	2.2%	61
Participated in Baseball/12 Mo	136	3.0%	118
Participated in Basketball/12 Mo	208	4.6%	81
Participated in Bicycling (Mountain)/12 Mo	98	2.2%	61
Participated in Bicycling (Road)/12 Mo	311	6.9%	57
Participated in Boating (Power)/12 Mo	239	5.3%	111
Participated in Bowling/12 Mo	267	5.9%	89
Participated in Canoeing or Kayaking/12 Mo	290	6.5%	86
Participated in Fishing (Fresh Water)/12 Mo	669	14.9%	142
Participated in Fishing (Salt Water)/12 Mo	177	3.9%	114
Participated in Football/12 Mo	84	1.9%	79
Participated in Frisbee/12 Mo	121	2.7%	78
Participated in Golf/12 Mo	278	6.2%	78
Participated in Hiking/12 Mo	582	12.9%	68
Participated in Horseback Riding/12 Mo	103	2.3%	119
Participated in Hunting w/Rifle/12 Mo	312	6.9%	205
Participated in Hunting w/Shotgun/12 Mo	201	4.5%	180
Participated in Ice Skating/12 Mo	64	1.4%	64
Participated in Jogging or Running/12 Mo	248	5.5%	49
Participated in Motorcycling/12 Mo	129	2.9%	109
Participated in Pilates/12 Mo	68	1.5%	54
Participated in Ping Pong/12 Mo	90	2.0%	58
Participated in Rock Climbing/12 Mo	51	1.1%	73
Participated in Roller Skating/12 Mo	56	1.2%	78
Participated in Skiing (Downhill)/12 Mo	68	1.5%	59
Participated in Soccer/12 Mo	104	2.3%	74
Participated in Softball/12 Mo	70	1.6%	96
Participated in Swimming/12 Mo	635	14.1%	94
Participated in Target Shooting/12 Mo	328	7.3%	146
Participated in Tennis/12 Mo	74	1.6%	43
Participated in Volleyball/12 Mo	66	1.5%	62
Participated in Walking for Exercise/12 Mo	1,318	29.3%	86
Participated in Weight Lifting/12 Mo	387	8.6%	61
Participated in Yoga/12 Mo	226	5.0%	46
Participated in Zumba/12 Mo	104	2.3%	75
Spent $1-99 on Sports/Recreation Equipment/12 Mo	365	8.1%	116
Spent $100-249 on Sports/Recreation Equipment/12 Mo	283	6.3%	100
Spent $250+ on Sports/Recreation Equipment/12 Mo	481	10.7%	105
Attend College Basketball Game/12 Mo	52	1.2%	105
Attend College Football Game/12 Mo	124	2.8%	133
Attend High School Sports Events/12 Mo	257	5.7%	200
Attend MLB Regular Season Baseball Game/12 Mo	57	1.3%	48
Attend Sports Events	561	12.5%	111
Listen to Sports on Radio	389	8.7%	98
Watch Alpine Skiing or Ski Jumping on TV	99	2.2%	74

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults or households in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.
Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2023 and 2028.

October 27, 2023

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Watch Auto Racing (Not NASCAR) on TV	234	5.2%	124
Watch Bicycle Racing on TV	60	1.3%	66
Watch Bowling on TV	92	2.0%	91
Watch Boxing on TV	236	5.2%	84
Watch College Basketball on TV	523	11.6%	96
Watch College Football on TV	1,365	30.4%	114
Watch Esports on TV	192	4.3%	134
Watch Figure Skating on TV	193	4.3%	84
Watch Fishing on TV	202	4.5%	139
Watch Gymnastics on TV	221	4.9%	102
Watch High School Sports on TV	300	6.7%	147
Watch Horse Racing (at Track or OTB) on TV	156	3.5%	124
Watch International Soccer on TV	98	2.2%	38
Watch LPGA Golf on TV	145	3.2%	110
Watch Marathon/Triathlon/Obstacle Race on TV	44	1.0%	77
Watch Men`s Tennis on TV	191	4.2%	62
Watch MLB Playoffs/World Series Baseball on TV	567	12.6%	79
Watch MLB Regular Season Baseball on TV	518	11.5%	62
Watch MLS Soccer on TV	114	2.5%	52
Watch Motorcycle Racing on TV	85	1.9%	117
Watch NASCAR Auto Racing on TV	509	11.3%	145
Watch NBA Playoffs or Finals Basketball on TV	441	9.8%	68
Watch NBA Regular Season Basketball on TV	412	9.2%	66
Watch NCAA Tournament Basketball on TV	400	8.9%	86
Watch NFL Playoffs or Super Bowl Football on TV	1,169	26.0%	79
Watch NFL Sun/Mon/Thu Night Football Games on TV	1,208	26.9%	83
Watch NFL Weekend Football Games on TV	1,052	23.4%	77
Watch NHL Playoffs/Stanley Cup Ice Hockey on TV	157	3.5%	49
Watch NHL Regular Season Ice Hockey on TV	129	2.9%	37
Watch Oth Mixed Martial Arts (MMA) on TV	108	2.4%	84
Watch PGA Golf on TV	445	9.9%	79
Watch Pro Beach Volleyball on TV	76	1.7%	92
Watch Pro Bull Riding on TV	192	4.3%	170
Watch Rodeo on TV	95	2.1%	120
Watch Sports on TV	2,642	58.8%	96
Watch Summer Extreme Sports on TV	58	1.3%	74
Watch Summer Olympics on TV	428	9.5%	85
Watch Track & Field on TV	118	2.6%	81
Watch U.S. Men's Soccer National Team on TV	80	1.8%	50
Watch U.S. Women's Soccer National Team on TV	96	2.1%	63
Watch Ultimate Fighting Championship (UFC) on TV	184	4.1%	93
Watch Winter Extreme Sports on TV	50	1.1%	58
Watch Winter Olympics on TV	311	6.9%	90
Watch WNBA Basketball on TV	139	3.1%	114
Watch Women's Tennis on TV	226	5.0%	75
Watch World Cup Soccer on TV	150	3.3%	62
Watch Wrestling (WWE) on TV	217	4.8%	125
College Basketball Super Fan (10-10 on 10 Scale)	134	3.0%	107
College Football Super Fan (10-10 on 10 Scale)	317	7.1%	127
Golf Super Fan (10-10 on 10 Scale)	83	1.8%	116
High School Sports Super Fan (10-10 on 10 Scale)	121	2.7%	131
Intl Soccer Super Fan (10-10 on 10 Scale)	59	1.3%	58
MLB Super Fan (10-10 on 10 Scale)	122	2.7%	65
MLS Soccer Super Fan (10-10 on 10 Scale)	29	0.6%	55
NASCAR Super Fan (10-10 on 10 Scale)	86	1.9%	121
NBA Super Fan (10-10 on 10 Scale)	102	2.3%	59
NFL Super Fan (10-10 on 10 Scale)	355	7.9%	85
NHL Super Fan (10-10 on 10 Scale)	62	1.4%	62
Pro Wrestling Super Fan (10-10 on 10 Scale)	52	1.2%	97

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

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2023 and 2028.

October 27, 2023

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Member of AARP	582	12.9%	77
Member of Church Board	117	2.6%	98
Member of Fraternal Order	103	2.3%	93
Member of Religious Club	151	3.4%	122
Member of Union	79	1.8%	38
Member of Veterans Club	113	2.5%	99
Participate in Indoor Gardening or Plant Care	627	13.9%	87
Attended Adult Education Course/12 Mo	389	8.7%	78
Visited Aquarium/12 Mo	249	5.5%	99
Went to Art Gallery/12 Mo	183	4.1%	57
Attended Auto Show/12 Mo	242	5.4%	119
Did Baking/12 Mo	1,229	27.3%	87
Barbecued/12 Mo	1,454	32.3%	102
Went to Bar or Night Club/12 Mo	450	10.0%	62
Went to Beach/12 Mo	1,067	23.7%	85
Played Billiards or Pool/12 Mo	179	4.0%	93
Played Bingo/12 Mo	96	2.1%	61
Did Birdwatching/12 Mo	369	8.2%	112
Played Board Game/12 Mo	843	18.8%	83
Read Book/12 Mo	1,474	32.8%	83
Participated in Book Club/12 Mo	124	2.8%	69
Went on Overnight Camping Trip/12 Mo	543	12.1%	90
Played Cards/12 Mo	685	15.2%	84
Played Chess/12 Mo	91	2.0%	51
Played Computer Game Offline (w/Software)/12 Mo	333	7.4%	85
Played Computer Game Online/12 Mo	635	14.1%	91
Cooked for Fun/12 Mo	1,054	23.4%	85
Did Crossword Puzzle/12 Mo	604	13.4%	101
Danced or Went Dancing/12 Mo	218	4.8%	75
Attended Dance Performance/12 Mo	103	2.3%	88
Dined Out/12 Mo	2,422	53.9%	103
Flew a Drone/12 Mo	78	1.7%	69
Attended State or County Fair/12 Mo	389	8.7%	120
Participated in Fantasy Sports League/12 Mo	111	2.5%	53
Did Furniture Refinishing/12 Mo	180	4.0%	84
Gambled at Casino/12 Mo	487	10.8%	101
Gambled in Las Vegas/12 Mo	83	1.8%	58
Participated in Genealogy/12 Mo	195	4.3%	86
Attended Horse Races/12 Mo	51	1.1%	71
Participated in Karaoke/12 Mo	144	3.2%	99
Bought Lottery Ticket/12 Mo	1,451	32.3%	102
Played Lottery 6+ Times/30 Days	588	13.1%	133
Bought Daily Drawing Lottery Ticket/12 Mo	185	4.1%	130
Bought Instant Game Lottery Ticket/12 Mo	887	19.7%	108
Bought Mega Millions Lottery Ticket/12 Mo	729	16.2%	99
Bought Powerball Lottery Ticket/12 Mo	854	19.0%	108
Attended Movie/6 Mo	1,375	30.6%	83
Attended Movie 1+ Times Wk/90 Days	25	0.6%	67
Attended Movie 2-3 Times Month/90 Days	62	1.4%	110
Attended Movie 1 Time Month/90 Days	79	1.8%	67
Attended Movie < 1 Time Month/90 Days	1,031	22.9%	84
Saw Action Genre Movie at Theater/6 Mo	443	9.9%	95
Saw Adventure Genre Movie at Theater/6 Mo	477	10.6%	102

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults or households in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.
Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2023 and 2028.

October 27, 2023

Sports and Leisure Market Potential

Zuni Pueblo CDP, NM
Zuni Pueblo CDP, NM (3586595)
Geography: Place

Prepared by Esri

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Saw Animation Genre Movie at Theater/6 Mo	211	4.7%	96
Saw Biography Genre Movie at Theater/6 Mo	100	2.2%	91
Saw Comedy Genre Movie at Theater/6 Mo	401	8.9%	94
Saw Crime Genre Movie at Theater/6 Mo	213	4.7%	85
Saw Drama Genre Movie at Theater/6 Mo	340	7.6%	85
Saw Family Genre Movie at Theater/6 Mo	144	3.2%	109
Saw Fantasy Genre Movie at Theater/6 Mo	182	4.0%	82
Saw Horror Genre Movie at Theater/6 Mo	137	3.0%	83
Saw Romance Genre Movie at Theater/6 Mo	76	1.7%	76
Saw Science Fiction Genre Movie at Theater/6 Mo	189	4.2%	89
Saw Thriller Genre Movie at Theater/6 Mo	172	3.8%	77
Went to Museum/12 Mo	318	7.1%	67
Attended Classical Music/Opera Performance/12 Mo	89	2.0%	76
Attended Country Music Performance/12 Mo	171	3.8%	112
Attended Rock Music Performance/12 Mo	226	5.0%	86
Played Musical Instrument/12 Mo	269	6.0%	71
Did Painting/Drawing/Sculpting/12 Mo	395	8.8%	84
Did Photo Album or Scrapbooking/12 Mo	256	5.7%	128
Did Photography/12 Mo	478	10.6%	94
Did Sudoku Puzzle/12 Mo	335	7.5%	78
Participated in Tailgating/12 Mo	106	2.4%	89
Went to Live Theater/12 Mo	215	4.8%	70
Visited Theme Park/12 Mo	498	11.1%	95
Visited Theme Park 5+ Days/12 Mo	91	2.0%	80
Participated in Trivia Games/12 Mo	347	7.7%	101
Played (Console) Video or Electronic Game/12 Mo	586	13.0%	102
Played (Portable) Video or Electronic Game/12 Mo	299	6.7%	100
Visited Indoor Water Park/12 Mo	94	2.1%	121
Did Woodworking/12 Mo	349	7.8%	137
Went to Zoo/12 Mo	453	10.1%	95
Bought 1-2 DVDs/30 Days	205	4.6%	178
Bought 3+ DVDs/30 Days	138	3.1%	147
Rented 1 DVD (Movie or Other Video)/30 Days	94	2.1%	105
Rented 2 DVDs (Movie or Other Video)/30 Days	78	1.7%	109
Rented 3+ DVDs (Movie or Other Video)/30 Days	200	4.4%	162
Rented Action or Adventure Movie/30 Days	704	15.7%	94
Rented Classic Movie/30 Days	173	3.8%	89
Rented Comedy Movie/30 Days	509	11.3%	86
Rented Drama Movie/30 Days	391	8.7%	80
Rented Family or Children`s Movie/30 Days	312	6.9%	128
Rented Foreign Movie/30 Days	44	1.0%	50
Rented Horror Movie/30 Days	264	5.9%	121
Rented Musical Movie/30 Days	73	1.6%	75
Rented News or Documentary Movie/30 Days	133	3.0%	80
Rented Romance Movie/30 Days	248	5.5%	129
Rented Science Fiction Movie/30 Days	271	6.0%	111
Rented TV Show Movie/30 Days	247	5.5%	90
Rented Western Movie/30 Days	101	2.2%	121
Rented/Purchased DVD/Blu-Ray from Amazon/30 Days	472	10.5%	89
Rented/Purchased DVD/Blu-Ray from Netflix/30 Days	186	4.1%	103
Rented/Purchased DVD/Blu-Ray from Redbox/30 Days	390	8.7%	137

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults or households in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.
Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2023 and 2028.

October 27, 2023

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Bought Children`s Toy or Game/12 Mo	1,781	39.6%	104
Spent $1-49 on Toys or Games for Child/12 Mo	340	7.6%	106
Spent $50-99 on Toys or Games for Child/12 Mo	149	3.3%	104
Spent $100-199 on Toys or Games for Child/12 Mo	339	7.5%	98
Spent $200-499 on Toys or Games for Child/12 Mo	516	11.5%	105
Spent $500+ on Toys or Games for Child/12 Mo	305	6.8%	115
Bought Infant Toy/12 Mo	377	8.4%	117
Bought Pre-School Toy/12 Mo	333	7.4%	102
Bought Boy Action Figure for Child/12 Mo	436	9.7%	132
Bought Girl Action Figure for Child/12 Mo	177	3.9%	127
Bought Action Game for Child/12 Mo	168	3.7%	155
Bought Bicycle for Child/12 Mo	311	6.9%	121
Bought Board Game for Child/12 Mo	671	14.9%	100
Bought Builder Set for Child/12 Mo	306	6.8%	120
Bought Car for Child/12 Mo	471	10.5%	140
Bought Construction Toy for Child/12 Mo	282	6.3%	90
Bought Fashion Doll for Child/12 Mo	290	6.5%	142
Bought Large/Baby Doll for Child/12 Mo	390	8.7%	133
Bought Doll Accessories for Child/12 Mo	224	5.0%	128
Bought Doll Clothing for Child/12 Mo	257	5.7%	158
Bought Educational Toy for Child/12 Mo	667	14.8%	103
Bought Electronic Doll or Animal for Child/12 Mo	149	3.3%	129
Bought Electronic Game for Child/12 Mo	296	6.6%	117
Bought Mechanical Toy for Child/12 Mo	240	5.3%	137
Bought Model Kit or Set for Child/12 Mo	177	3.9%	107
Bought Plush Doll or Animal for Child/12 Mo	539	12.0%	119
Bought Sound Game for Child/12 Mo	77	1.7%	137
Bought Water Toy for Child/12 Mo	444	9.9%	120
Bought Word Game for Child/12 Mo	125	2.8%	122
Bought Digital Book/12 Mo	722	16.1%	85
Bought Hardcover Book/12 Mo	1,104	24.6%	91
Bought Paperback Book/12 Mo	1,418	31.5%	93
Bought 1-3 Books/12 Mo	882	19.6%	92
Bought 4-6 Books/12 Mo	594	13.2%	111
Bought 7+ Books/12 Mo	831	18.5%	88
Bought Fiction Book/12 Mo	1,320	29.4%	93
Bought Non-Fiction Book/12 Mo	1,079	24.0%	81
Bought Biography/12 Mo	300	6.7%	73
Bought Children`s Book/12 Mo	461	10.3%	98
Bought Cookbook/12 Mo	308	6.9%	98
Bought History Book/12 Mo	362	8.1%	78
Bought Mystery Book/12 Mo	529	11.8%	95
Bought Novel/12 Mo	639	14.2%	86
Bought Religious Book (Not Bible)/12 Mo	464	10.3%	168
Bought Romance Book/12 Mo	357	7.9%	132
Bought Science Fiction Book/12 Mo	330	7.3%	107
Bought Personal/Business Self-Help Book/12 Mo	282	6.3%	75
Bought Travel Book/12 Mo	72	1.6%	89
Purchased Greeting Card/6 Mo	2,436	54.2%	100
Bought Book from Barnes & Noble Store/12 Mo	416	9.3%	89
Bought Book from Oth Book Store/12 Mo	435	9.7%	100
Bought Book from Amazon Online/12 Mo	1,360	30.2%	85
Bought Book from Barnes & Noble Online/12 Mo	111	2.5%	96
Bought Book from iTunes/Apple Books/12 Mo	66	1.5%	90
Listened to Audiobook/6 Mo	295	6.6%	79

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults or households in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.
Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2023 and 2028.

October 27, 2023