Sports and Leisure Market Potential

Yavapai-Apache Nation
Area: 2.77 square miles

Demographic Summary	2023	2028
Population	1,102	1,126
Population 18+	896	915
Households	350	365
Median Household Income	$42,019	$55,271

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Participated in Aerobics/12 Mo	43	4.8%	58
Participated in Archery/12 Mo	20	2.2%	92
Participated in Backpacking/12 Mo	21	2.3%	66
Participated in Baseball/12 Mo	21	2.3%	91
Participated in Basketball/12 Mo	44	4.9%	86
Participated in Bicycling (Mountain)/12 Mo	15	1.7%	47
Participated in Bicycling (Road)/12 Mo	69	7.7%	64
Participated in Boating (Power)/12 Mo	61	6.8%	142
Participated in Bowling/12 Mo	66	7.4%	110
Participated in Canoeing or Kayaking/12 Mo	73	8.1%	109
Participated in Fishing (Fresh Water)/12 Mo	168	18.8%	178
Participated in Fishing (Salt Water)/12 Mo	49	5.5%	159
Participated in Football/12 Mo	26	2.9%	122
Participated in Frisbee/12 Mo	35	3.9%	114
Participated in Golf/12 Mo	51	5.7%	72
Participated in Hiking/12 Mo	138	15.4%	81
Participated in Horseback Riding/12 Mo	19	2.1%	110
Participated in Hunting w/Rifle/12 Mo	67	7.5%	221
Participated in Hunting w/Shotgun/12 Mo	52	5.8%	234
Participated in Ice Skating/12 Mo	9	1.0%	45
Participated in Jogging or Running/12 Mo	55	6.1%	54
Participated in Motorcycling/12 Mo	31	3.5%	131
Participated in Pilates/12 Mo	24	2.7%	96
Participated in Ping Pong/12 Mo	14	1.6%	45
Participated in Rock Climbing/12 Mo	10	1.1%	72
Participated in Roller Skating/12 Mo	7	0.8%	49
Participated in Skiing (Downhill)/12 Mo	7	0.8%	30
Participated in Soccer/12 Mo	13	1.5%	46
Participated in Softball/12 Mo	15	1.7%	103
Participated in Swimming/12 Mo	145	16.2%	108
Participated in Target Shooting/12 Mo	70	7.8%	157
Participated in Tennis/12 Mo	20	2.2%	58
Participated in Volleyball/12 Mo	14	1.6%	66
Participated in Walking for Exercise/12 Mo	257	28.7%	85
Participated in Weight Lifting/12 Mo	76	8.5%	60
Participated in Yoga/12 Mo	59	6.6%	60
Participated in Zumba/12 Mo	7	0.8%	25
Spent $1-99 on Sports/Recreation Equipment/12 Mo	65	7.3%	104
Spent $100-249 on Sports/Recreation Equipment/12 Mo	58	6.5%	103
Spent $250+ on Sports/Recreation Equipment/12 Mo	107	11.9%	117
Attend College Basketball Game/12 Mo	6	0.7%	61
Attend College Football Game/12 Mo	17	1.9%	92
Attend High School Sports Events/12 Mo	35	3.9%	137
Attend MLB Regular Season Baseball Game/12 Mo	15	1.7%	63
Attend Sports Events	89	9.9%	88
Listen to Sports on Radio	72	8.0%	91
Watch Alpine Skiing or Ski Jumping on TV	22	2.5%	83

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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 MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2023 and 2028.

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Watch Auto Racing (Not NASCAR) on TV	43	4.8%	114
Watch Bicycle Racing on TV	7	0.8%	39
Watch Bowling on TV	31	3.5%	154
Watch Boxing on TV	37	4.1%	66
Watch College Basketball on TV	107	11.9%	99
Watch College Football on TV	267	29.8%	112
Watch Esports on TV	14	1.6%	49
Watch Figure Skating on TV	40	4.5%	87
Watch Fishing on TV	46	5.1%	159
Watch Gymnastics on TV	30	3.3%	70
Watch High School Sports on TV	42	4.7%	103
Watch Horse Racing (at Track or OTB) on TV	38	4.2%	152
Watch International Soccer on TV	21	2.3%	40
Watch LPGA Golf on TV	27	3.0%	103
Watch Marathon/Triathlon/Obstacle Race on TV	9	1.0%	79
Watch Men`s Tennis on TV	33	3.7%	54
Watch MLB Playoffs/World Series Baseball on TV	103	11.5%	72
Watch MLB Regular Season Baseball on TV	119	13.3%	72
Watch MLS Soccer on TV	27	3.0%	62
Watch Motorcycle Racing on TV	18	2.0%	124
Watch NASCAR Auto Racing on TV	105	11.7%	150
Watch NBA Playoffs or Finals Basketball on TV	65	7.3%	51
Watch NBA Regular Season Basketball on TV	69	7.7%	56
Watch NCAA Tournament Basketball on TV	85	9.5%	91
Watch NFL Playoffs or Super Bowl Football on TV	253	28.2%	86
Watch NFL Sun/Mon/Thu Night Football Games on TV	267	29.8%	92
Watch NFL Weekend Football Games on TV	233	26.0%	86
Watch NHL Playoffs/Stanley Cup Ice Hockey on TV	39	4.4%	61
Watch NHL Regular Season Ice Hockey on TV	40	4.5%	58
Watch Oth Mixed Martial Arts (MMA) on TV	21	2.3%	82
Watch PGA Golf on TV	94	10.5%	84
Watch Pro Beach Volleyball on TV	11	1.2%	67
Watch Pro Bull Riding on TV	46	5.1%	204
Watch Rodeo on TV	57	6.4%	362
Watch Sports on TV	540	60.3%	98
Watch Summer Extreme Sports on TV	14	1.6%	89
Watch Summer Olympics on TV	77	8.6%	77
Watch Track & Field on TV	16	1.8%	55
Watch U.S. Men's Soccer National Team on TV	20	2.2%	63
Watch U.S. Women's Soccer National Team on TV	23	2.6%	75
Watch Ultimate Fighting Championship (UFC) on TV	34	3.8%	86
Watch Winter Extreme Sports on TV	9	1.0%	52
Watch Winter Olympics on TV	65	7.3%	94
Watch WNBA Basketball on TV	13	1.5%	54
Watch Women's Tennis on TV	33	3.7%	55
Watch World Cup Soccer on TV	27	3.0%	56
Watch Wrestling (WWE) on TV	46	5.1%	133
College Basketball Super Fan (10-10 on 10 Scale)	21	2.3%	84
College Football Super Fan (10-10 on 10 Scale)	67	7.5%	135
Golf Super Fan (10-10 on 10 Scale)	11	1.2%	77
High School Sports Super Fan (10-10 on 10 Scale)	21	2.3%	114
Intl Soccer Super Fan (10-10 on 10 Scale)	6	0.7%	29
MLB Super Fan (10-10 on 10 Scale)	31	3.5%	83
MLS Soccer Super Fan (10-10 on 10 Scale)	6	0.7%	57
NASCAR Super Fan (10-10 on 10 Scale)	13	1.5%	91
NBA Super Fan (10-10 on 10 Scale)	19	2.1%	55
NFL Super Fan (10-10 on 10 Scale)	74	8.3%	88
NHL Super Fan (10-10 on 10 Scale)	10	1.1%	50
Pro Wrestling Super Fan (10-10 on 10 Scale)	11	1.2%	103

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Member of AARP	150	16.7%	100
Member of Church Board	29	3.2%	122
Member of Fraternal Order	17	1.9%	77
Member of Religious Club	16	1.8%	65
Member of Union	24	2.7%	58
Member of Veterans Club	29	3.2%	128
Participate in Indoor Gardening or Plant Care	143	16.0%	99
Attended Adult Education Course/12 Mo	56	6.2%	56
Visited Aquarium/12 Mo	39	4.4%	78
Went to Art Gallery/12 Mo	48	5.4%	75
Attended Auto Show/12 Mo	43	4.8%	106
Did Baking/12 Mo	281	31.4%	99
Barbecued/12 Mo	289	32.3%	101
Went to Bar or Night Club/12 Mo	105	11.7%	72
Went to Beach/12 Mo	209	23.3%	84
Played Billiards or Pool/12 Mo	34	3.8%	88
Played Bingo/12 Mo	29	3.2%	93
Did Birdwatching/12 Mo	80	8.9%	122
Played Board Game/12 Mo	168	18.8%	83
Read Book/12 Mo	314	35.0%	89
Participated in Book Club/12 Mo	27	3.0%	76
Went on Overnight Camping Trip/12 Mo	131	14.6%	109
Played Cards/12 Mo	140	15.6%	86
Played Chess/12 Mo	20	2.2%	56
Played Computer Game Offline (w/Software)/12 Mo	70	7.8%	89
Played Computer Game Online/12 Mo	154	17.2%	111
Cooked for Fun/12 Mo	203	22.7%	82
Did Crossword Puzzle/12 Mo	129	14.4%	109
Danced or Went Dancing/12 Mo	34	3.8%	59
Attended Dance Performance/12 Mo	25	2.8%	108
Dined Out/12 Mo	469	52.3%	100
Flew a Drone/12 Mo	18	2.0%	80
Attended State or County Fair/12 Mo	85	9.5%	131
Participated in Fantasy Sports League/12 Mo	20	2.2%	47
Did Furniture Refinishing/12 Mo	56	6.2%	132
Gambled at Casino/12 Mo	72	8.0%	75
Gambled in Las Vegas/12 Mo	14	1.6%	49
Participated in Genealogy/12 Mo	39	4.4%	86
Attended Horse Races/12 Mo	8	0.9%	56
Participated in Karaoke/12 Mo	18	2.0%	62
Bought Lottery Ticket/12 Mo	292	32.6%	103
Played Lottery 6+ Times/30 Days	100	11.2%	114
Bought Daily Drawing Lottery Ticket/12 Mo	14	1.6%	50
Bought Instant Game Lottery Ticket/12 Mo	188	21.0%	115
Bought Mega Millions Lottery Ticket/12 Mo	115	12.8%	79
Bought Powerball Lottery Ticket/12 Mo	146	16.3%	93
Attended Movie/6 Mo	255	28.5%	77
Attended Movie 1+ Times Wk/90 Days	4	0.4%	54
Attended Movie 2-3 Times Month/90 Days	4	0.4%	36
Attended Movie 1 Time Month/90 Days	19	2.1%	81
Attended Movie < 1 Time Month/90 Days	185	20.6%	76
Saw Action Genre Movie at Theater/6 Mo	62	6.9%	67
Saw Adventure Genre Movie at Theater/6 Mo	69	7.7%	74

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Saw Animation Genre Movie at Theater/6 Mo	31	3.5%	71
Saw Biography Genre Movie at Theater/6 Mo	7	0.8%	32
Saw Comedy Genre Movie at Theater/6 Mo	67	7.5%	79
Saw Crime Genre Movie at Theater/6 Mo	34	3.8%	68
Saw Drama Genre Movie at Theater/6 Mo	59	6.6%	74
Saw Family Genre Movie at Theater/6 Mo	19	2.1%	72
Saw Fantasy Genre Movie at Theater/6 Mo	27	3.0%	61
Saw Horror Genre Movie at Theater/6 Mo	21	2.3%	64
Saw Romance Genre Movie at Theater/6 Mo	15	1.7%	75
Saw Science Fiction Genre Movie at Theater/6 Mo	21	2.3%	50
Saw Thriller Genre Movie at Theater/6 Mo	30	3.3%	67
Went to Museum/12 Mo	66	7.4%	70
Attended Classical Music/Opera Performance/12 Mo	14	1.6%	60
Attended Country Music Performance/12 Mo	31	3.5%	102
Attended Rock Music Performance/12 Mo	31	3.5%	59
Played Musical Instrument/12 Mo	65	7.3%	86
Did Painting/Drawing/Sculpting/12 Mo	95	10.6%	101
Did Photo Album or Scrapbooking/12 Mo	38	4.2%	95
Did Photography/12 Mo	80	8.9%	79
Did Sudoku Puzzle/12 Mo	68	7.6%	79
Participated in Tailgating/12 Mo	18	2.0%	76
Went to Live Theater/12 Mo	40	4.5%	65
Visited Theme Park/12 Mo	93	10.4%	89
Visited Theme Park 5+ Days/12 Mo	13	1.5%	58
Participated in Trivia Games/12 Mo	73	8.1%	106
Played (Console) Video or Electronic Game/12 Mo	94	10.5%	82
Played (Portable) Video or Electronic Game/12 Mo	64	7.1%	108
Visited Indoor Water Park/12 Mo	14	1.6%	90
Did Woodworking/12 Mo	56	6.2%	110
Went to Zoo/12 Mo	63	7.0%	66
Bought 1-2 DVDs/30 Days	32	3.6%	140
Bought 3+ DVDs/30 Days	33	3.7%	176
Rented 1 DVD (Movie or Other Video)/30 Days	20	2.2%	112
Rented 2 DVDs (Movie or Other Video)/30 Days	12	1.3%	84
Rented 3+ DVDs (Movie or Other Video)/30 Days	29	3.2%	118
Rented Action or Adventure Movie/30 Days	137	15.3%	91
Rented Classic Movie/30 Days	44	4.9%	113
Rented Comedy Movie/30 Days	105	11.7%	89
Rented Drama Movie/30 Days	65	7.3%	67
Rented Family or Children`s Movie/30 Days	45	5.0%	93
Rented Foreign Movie/30 Days	9	1.0%	51
Rented Horror Movie/30 Days	52	5.8%	120
Rented Musical Movie/30 Days	8	0.9%	41
Rented News or Documentary Movie/30 Days	30	3.3%	91
Rented Romance Movie/30 Days	50	5.6%	131
Rented Science Fiction Movie/30 Days	42	4.7%	87
Rented TV Show Movie/30 Days	49	5.5%	89
Rented Western Movie/30 Days	27	3.0%	162
Rented/Purchased DVD/Blu-Ray from Amazon/30 Days	102	11.4%	96
Rented/Purchased DVD/Blu-Ray from Netflix/30 Days	22	2.5%	61
Rented/Purchased DVD/Blu-Ray from Redbox/30 Days	58	6.5%	102

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Bought Children`s Toy or Game/12 Mo	347	38.7%	102
Spent $1-49 on Toys or Games for Child/12 Mo	74	8.3%	115
Spent $50-99 on Toys or Games for Child/12 Mo	28	3.1%	98
Spent $100-199 on Toys or Games for Child/12 Mo	69	7.7%	100
Spent $200-499 on Toys or Games for Child/12 Mo	108	12.1%	110
Spent $500+ on Toys or Games for Child/12 Mo	52	5.8%	98
Bought Infant Toy/12 Mo	72	8.0%	112
Bought Pre-School Toy/12 Mo	64	7.1%	99
Bought Boy Action Figure for Child/12 Mo	60	6.7%	91
Bought Girl Action Figure for Child/12 Mo	19	2.1%	68
Bought Action Game for Child/12 Mo	17	1.9%	79
Bought Bicycle for Child/12 Mo	52	5.8%	101
Bought Board Game for Child/12 Mo	122	13.6%	91
Bought Builder Set for Child/12 Mo	49	5.5%	97
Bought Car for Child/12 Mo	84	9.4%	125
Bought Construction Toy for Child/12 Mo	71	7.9%	114
Bought Fashion Doll for Child/12 Mo	43	4.8%	106
Bought Large/Baby Doll for Child/12 Mo	58	6.5%	99
Bought Doll Accessories for Child/12 Mo	32	3.6%	92
Bought Doll Clothing for Child/12 Mo	37	4.1%	114
Bought Educational Toy for Child/12 Mo	132	14.7%	103
Bought Electronic Doll or Animal for Child/12 Mo	22	2.5%	96
Bought Electronic Game for Child/12 Mo	41	4.6%	81
Bought Mechanical Toy for Child/12 Mo	32	3.6%	91
Bought Model Kit or Set for Child/12 Mo	34	3.8%	103
Bought Plush Doll or Animal for Child/12 Mo	91	10.2%	101
Bought Sound Game for Child/12 Mo	9	1.0%	80
Bought Water Toy for Child/12 Mo	83	9.3%	113
Bought Word Game for Child/12 Mo	16	1.8%	78
Bought Digital Book/12 Mo	134	15.0%	79
Bought Hardcover Book/12 Mo	240	26.8%	99
Bought Paperback Book/12 Mo	305	34.0%	100
Bought 1-3 Books/12 Mo	174	19.4%	91
Bought 4-6 Books/12 Mo	113	12.6%	106
Bought 7+ Books/12 Mo	189	21.1%	101
Bought Fiction Book/12 Mo	291	32.5%	103
Bought Non-Fiction Book/12 Mo	218	24.3%	82
Bought Biography/12 Mo	60	6.7%	73
Bought Children`s Book/12 Mo	113	12.6%	121
Bought Cookbook/12 Mo	74	8.3%	118
Bought History Book/12 Mo	83	9.3%	89
Bought Mystery Book/12 Mo	129	14.4%	116
Bought Novel/12 Mo	133	14.8%	89
Bought Religious Book (Not Bible)/12 Mo	49	5.5%	89
Bought Romance Book/12 Mo	79	8.8%	147
Bought Science Fiction Book/12 Mo	62	6.9%	101
Bought Personal/Business Self-Help Book/12 Mo	53	5.9%	71
Bought Travel Book/12 Mo	11	1.2%	68
Purchased Greeting Card/6 Mo	497	55.5%	102
Bought Book from Barnes & Noble Store/12 Mo	54	6.0%	58
Bought Book from Oth Book Store/12 Mo	82	9.2%	95
Bought Book from Amazon Online/12 Mo	274	30.6%	86
Bought Book from Barnes & Noble Online/12 Mo	11	1.2%	48
Bought Book from iTunes/Apple Books/12 Mo	11	1.2%	75
Listened to Audiobook/6 Mo	54	6.0%	73

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