



Sports and Leisure Market Potential

Tohono O'odham

Prepared by Esri

Demographic Summary		2022	2027
Population		6,767	6,667
Population 18+		4,698	4,679
Households		2,013	1,995
Median Household Income		\$33,610	\$38,202
Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Participated in aerobics in last 12 months	340	7.2%	86
Participated in archery in last 12 months	121	2.6%	105
Participated in backpacking in last 12 months	91	1.9%	53
Participated in baseball in last 12 months	166	3.5%	121
Participated in basketball in last 12 months	297	6.3%	94
Participated in bicycling (mountain) in last 12 months	102	2.2%	58
Participated in bicycling (road) in last 12 months	285	6.1%	54
Participated in boating (power) in last 12 months	185	3.9%	77
Participated in bowling in last 12 months	359	7.6%	95
Participated in canoeing/kayaking in last 12 months	128	2.7%	37
Participated in fishing (fresh water) in last 12 months	434	9.2%	87
Participated in fishing (salt water) in last 12 months	173	3.7%	105
Participated in football in last 12 months	160	3.4%	110
Participated in Frisbee in last 12 months	117	2.5%	68
Participated in golf in last 12 months	188	4.0%	51
Participated in hiking in last 12 months	358	7.6%	48
Participated in horseback riding in last 12 months	123	2.6%	127
Participated in hunting with rifle in last 12 months	192	4.1%	117
Participated in hunting with shotgun in last 12 months	136	2.9%	103
Participated in ice skating in last 12 months	92	2.0%	84
Participated in jogging/running in last 12 months	322	6.9%	62
Participated in motorcycling in last 12 months	132	2.8%	99
Participated in Pilates in last 12 months	76	1.6%	52
Participated in ping pong in last 12 months	158	3.4%	96
Participated in rock climbing in last 12 months	74	1.6%	89
Participated in roller skating in last 12 months	112	2.4%	154
Participated in skiing (downhill) in last 12 months	50	1.1%	38
Participated in soccer in last 12 months	140	3.0%	76
Participated in softball in last 12 months	94	2.0%	105
Participated in swimming in last 12 months	461	9.8%	63
Participated in target shooting in last 12 months	215	4.6%	85
Participated in tennis in last 12 months	66	1.4%	37
Participated in volleyball in last 12 months	99	2.1%	80
Participated in walking for exercise in last 12 months	1,049	22.3%	72
Participated in weight lifting in last 12 months	373	7.9%	63
Participated in yoga in last 12 months	253	5.4%	52
Participated in Zumba in last 12 months	144	3.1%	94
Spent on sports/recreation equipment in last 12 months: \$1-99	242	5.2%	82
Spent on sports/recreation equipment in last 12 months: \$100-\$249	182	3.9%	67
Spent on sports/recreation equipment in last 12 months: \$250+	297	6.3%	74
Attend sports events: basketball game (college)	56	1.2%	74
Attend sports events: football game (college)	88	1.9%	68
Attend sports events: high school sports	120	2.6%	102
Attend sports events: baseball game (MLB regular season)	76	1.6%	49
Attend sports events	348	7.4%	58
Listen to sports on radio	326	6.9%	75
Watch sports on TV	2,456	52.3%	90

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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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Watch on TV: alpine skiing/ski jumping	101	2.1%	78
Watch on TV: auto racing (NASCAR)	232	4.9%	64
Watch on TV: auto racing (not NASCAR)	121	2.6%	65
Watch on TV: baseball (MLB regular season)	488	10.4%	58
Watch on TV: baseball (MLB playoffs/World Series)	474	10.1%	62
Watch on TV: basketball (college)	416	8.9%	69
Watch on TV: basketball (NCAA tournament)	418	8.9%	96
Watch on TV: basketball (NBA regular season)	813	17.3%	124
Watch on TV: basketball (NBA playoffs/finals)	805	17.1%	122
Watch on TV: basketball (WNBA)	196	4.2%	156
Watch on TV: bicycle racing	44	0.9%	51
Watch on TV: bowling	134	2.9%	129
Watch on TV: boxing	357	7.6%	131
Watch on TV: bull riding (pro)	123	2.6%	107
Watch on TV: esports on TV	128	2.7%	95
Watch on TV: extreme sports (summer)	82	1.7%	96
Watch on TV: extreme sports (winter)	96	2.0%	97
Watch on TV: figure skating	188	4.0%	79
Watch on TV: fishing	136	2.9%	84
Watch on TV: football (college)	1,045	22.2%	87
Watch on TV: football (NFL Sunday/Monday/Thursday night games)	1,351	28.8%	92
Watch on TV: football (NFL weekend games)	1,192	25.4%	86
Watch on TV: football (NFL playoffs/Super Bowl)	1,193	25.4%	80
Watch on TV: golf (PGA)	285	6.1%	51
Watch on TV: golf (LPGA)	81	1.7%	61
Watch on TV: gymnastics	181	3.9%	94
Watch on TV: high school sports	160	3.4%	84
Watch on TV: horse racing (at track or OTB)	114	2.4%	95
Watch on TV: ice hockey (NHL regular season)	137	2.9%	37
Watch on TV: ice hockey (NHL playoffs/St Stanley Cup)	162	3.4%	46
Watch on TV: mixed martial arts (MMA)	103	2.2%	89
Watch on TV: motorcycle racing	63	1.3%	87
Watch on TV: Olympics (summer)	260	5.5%	68
Watch on TV: Olympics (winter)	259	5.5%	70
Watch on TV: international soccer	148	3.2%	59
Watch on TV: rodeo	90	1.9%	108
Watch on TV: soccer (MLS)	162	3.4%	71
Watch on TV: U.S. men`s soccer national team	101	2.1%	61
Watch on TV: U.S. women`s soccer national team	114	2.4%	57
Watch on TV: soccer (World Cup)	199	4.2%	72
Watch on TV: tennis (men`s)	203	4.3%	64
Watch on TV: tennis (women`s)	283	6.0%	91
Watch on TV: track & field	168	3.6%	129
Watch on TV: volleyball (pro beach)	65	1.4%	75
Watch on TV: ultimate fighting championship (UFC)	191	4.1%	99
Watch on TV: other mixed martial arts (MMA)	103	2.2%	89
Watch on TV: wrestling (WWE)	262	5.6%	141
Interest in sports: college basketball super fan	149	3.2%	106
Interest in sports: college football super fan	312	6.6%	110
Interest in sports: golf super fan	50	1.1%	63
Interest in sports: high school sports super fan	94	2.0%	94
Interest in sports: International soccer super fan	130	2.8%	57
Interest in sports: MLB super fan	135	2.9%	66
Interest in sports: MLS soccer super fan	92	2.0%	66
Interest in sports: NASCAR super fan	84	1.8%	99
Interest in sports: NBA super fan	325	6.9%	149
Interest in sports: NFL super fan	485	10.3%	100
Interest in sports: NHL super fan	93	2.0%	72

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Product/Consumer Behavior	Expected		MPI
	Number of Adults/HHs	Percent	
Member of AARP	585	12.5%	82
Member of church board	177	3.8%	133
Member of fraternal order	90	1.9%	75
Member of religious club	125	2.7%	80
Member of union	120	2.6%	62
Member of veterans club	73	1.6%	65
Participate in indoor gardening or plant care	492	10.5%	78
Attended adult education course in last 12 months	305	6.5%	66
Visited an aquarium in last 12 months	216	4.6%	86
Went to art gallery in last 12 months	199	4.2%	63
Attended auto show in last 12 months	231	4.9%	100
Did baking in last 12 months	948	20.2%	69
Barbecued in last 12 months	1,113	23.7%	78
Went to bar/night club in last 12 months	523	11.1%	66
Went to beach in last 12 months	927	19.7%	66
Played billiards/pool in last 12 months	263	5.6%	111
Played bingo in last 12 months	189	4.0%	98
Did birdwatching in last 12 months	161	3.4%	59
Played board game in last 12 months	593	12.6%	58
Read book in last 12 months	1,302	27.7%	74
Participated in book club in last 12 months	124	2.6%	74
Went on overnight camping trip in last 12 months	323	6.9%	53
Played cards in last 12 months	758	16.1%	87
Played chess in last 12 months	144	3.1%	81
Played computer game (offline w/software)/12 months	326	6.9%	85
Played computer game (online w/o software)/12 months	577	12.3%	82
Cooked for fun in last 12 months	879	18.7%	76
Did crossword puzzle in last 12 months	481	10.2%	80
Danced/went dancing in last 12 months	281	6.0%	74
Attended dance performance in last 12 months	121	2.6%	82
Dined out in last 12 months	1,751	37.3%	74
Flew a drone in last 12 months	94	2.0%	75
Attended state/county fair in last 12 months	349	7.4%	73
Participated in fantasy sports league last 12 months	127	2.7%	59
Did furniture refinishing in last 12 months	141	3.0%	66
Gambled at casino in last 12 months	589	12.5%	110
Gambled in Las Vegas in last 12 months	133	2.8%	82
Participate in indoor gardening/plant care	492	10.5%	78
Participated in genealogy in last 12 months	107	2.3%	46
Attended horse races in last 12 months	75	1.6%	81
Participated in karaoke in last 12 months	114	2.4%	69
Bought lottery ticket in last 12 months	1,630	34.7%	106
Played lottery 6+ times in last 30 days	723	15.4%	150
Bought lottery ticket in last 12 months: Daily Drawing	251	5.3%	156
Bought lottery ticket in last 12 months: Instant Game	991	21.1%	114
Bought lottery ticket in last 12 months: Mega Millions	768	16.3%	96
Bought lottery ticket in last 12 months: Powerball	850	18.1%	98
Attended a movie in last 6 months	1,874	39.9%	83
Attended movie in last 90 days: once/week or more	51	1.1%	76
Attended movie in last 90 days: 2-3 times a month	89	1.9%	80
Attended movie in last 90 days: once a month	162	3.4%	72
Attended movie in last 90 days: < once a month	1,157	24.6%	75
Movie genre seen at theater/6 months: action	872	18.6%	109

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	Number of Adults/HHs	Percent	
Movie genre seen at theater/6 months: adventure	903	19.2%	102
Movie genre seen at theater/6 months: animation genre	390	8.3%	79
Movie genre seen at theater/6 months: biography genre	252	5.4%	67
Movie genre seen at theater/6 months: comedy	715	15.2%	90
Movie genre seen at theater/6 months: crime	405	8.6%	101
Movie genre seen at theater/6 months: drama	731	15.6%	87
Movie genre seen at theater/6 months: family	204	4.3%	54
Movie genre seen at theater/6 months: fantasy	389	8.3%	76
Movie genre seen at theater/6 months: horror	323	6.9%	121
Movie genre seen at theater/6 months: romance	281	6.0%	85
Movie genre seen at theater/6 months: science fiction	475	10.1%	114
Movie genre seen at theater/6 months: thriller	445	9.5%	103
Went to museum in last 12 months	336	7.2%	57
Attended classical music/opera performance/12 months	113	2.4%	72
Attended country music performance in last 12 months	170	3.6%	74
Attended rock music performance in last 12 months	239	5.1%	64
Played musical instrument in last 12 months	251	5.3%	65
Did painting/drawing in last 12 months	335	7.1%	71
Did photo album/scrapbooking in last 12 months	162	3.4%	79
Did photography in last 12 months	280	6.0%	57
Did Sudoku puzzle in last 12 months	284	6.0%	65
Participated in tailgating in last 12 months	99	2.1%	66
Went to live theater in last 12 months	203	4.3%	43
Visited a theme park in last 12 months	541	11.5%	80
Visited a theme park 5+ times in last 12 months	97	2.1%	64
Participated in trivia games in last 12 months	277	5.9%	75
Played video/electronic game (console) last 12 months	450	9.6%	82
Played video/electronic game (portable) last 12 months	226	4.8%	81
Visited an indoor water park in last 12 months	143	3.0%	126
Did woodworking in last 12 months	162	3.4%	62
Went to zoo in last 12 months	460	9.8%	87
Bought 1-2 DVDs/30 Days	124	2.6%	88
Bought 3+ DVDs/30 Days	123	2.6%	111
Rented DVDs (movie or other video) in last 30 days: 1	112	2.4%	102
Rented DVDs (movie or other video) in last 30 days: 2	88	1.9%	84
Rented DVDs (movie or other video) in last 30 days: 3+	212	4.5%	119
Rented movie or other video/30 days: action/adventure	581	12.4%	65
Rented movie or other video/30 days: classics	164	3.5%	65
Rented movie or other video/30 days: comedy	532	11.3%	71
Rented movie or other video/30 days: drama	367	7.8%	64
Rented movie or other video/30 days: family/children	247	5.3%	71
Rented movie or other video/30 days: foreign	75	1.6%	76
Rented movie or other video/30 days: horror	310	6.6%	116
Rented movie or other video/30 days: musical	89	1.9%	77
Rented movie or other video/30 days: news/documentary	103	2.2%	56
Rented movie or other video/30 days: romance	251	5.3%	94
Rented movie or other video/30 days: science fiction	224	4.8%	74
Rented movie or other video/30 days: TV show	222	4.7%	69
Rented movie or other video/30 days: western	93	2.0%	91

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Product/Consumer Behavior	Expected		MPI
	Number of Adults/HHs	Percent	
Rented/purchased DVD/Blu-ray/30 days: from amazon.com	309	6.6%	55
Rented DVD/Blu-ray/30 days: from netflix.com	236	5.0%	64
Rented/purchased DVD/Blu-ray/30 days: from Redbox	335	7.1%	81
Bought any children`s toy/game in last 12 months	1,587	33.8%	93
Spent on toys/games for child last 12 months: \$1-49	245	5.2%	76
Spent on toys/games for child last 12 months: \$50-99	191	4.1%	131
Spent on toys/games for child last 12 months: \$100-199	255	5.4%	75
Spent on toys/games for child last 12 months: \$200-499	475	10.1%	100
Spent on toys/games for child last 12 months: \$500+	215	4.6%	83
Bought infant toy in last 12 months	267	5.7%	84
Bought pre-school toy in last 12 months	297	6.3%	92
Bought for child last 12 months: boy action figure	360	7.7%	104
Bought for child last 12 months: girl action figure	149	3.2%	100
Bought for child last 12 months: action game	127	2.7%	106
Bought for child last 12 months: bicycle	312	6.6%	108
Bought for child last 12 months: board game	563	12.0%	83
Bought for child last 12 months: builder set	179	3.8%	70
Bought for child last 12 months: car	340	7.2%	94
Bought for child last 12 months: construction toy	164	3.5%	56
Bought for child last 12 months: fashion doll	240	5.1%	120
Bought for child last 12 months: large/baby doll	364	7.7%	118
Bought for child last 12 months: doll accessories	148	3.2%	78
Bought for child last 12 months: doll clothing	169	3.6%	97
Bought for child last 12 months: educational toy	531	11.3%	85
Bought for child last 12 months: electronic doll/animal	141	3.0%	115
Bought for child last 12 months: electronic game	366	7.8%	140
Bought for child last 12 months: mechanical toy	181	3.9%	95
Bought for child last 12 months: model kit/set	182	3.9%	108
Bought for child last 12 months: plush doll/animal	283	6.0%	65
Bought for child last 12 months: water toy	361	7.7%	89
Bought for child last 12 months: word game	71	1.5%	63

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Product/Consumer Behavior	Expected		MPI
	Number of Adults/HHs	Percent	
Bought digital book in last 12 months	612	13.0%	75
Bought hardcover book in last 12 months	874	18.6%	76
Bought paperback book in last 12 months	1,230	26.2%	84
Bought 1-3 books in last 12 months	858	18.3%	89
Bought 4-6 books in last 12 months	487	10.4%	97
Bought 7+ books in last 12 months	636	13.5%	71
Bought book (fiction) in last 12 months	916	19.5%	68
Bought book (non-fiction) in last 12 months	947	20.2%	75
Bought biography in last 12 months	247	5.3%	63
Bought children`s book in last 12 months	413	8.8%	88
Bought cookbook in last 12 months	273	5.8%	86
Bought history book in last 12 months	235	5.0%	52
Bought mystery book in last 12 months	404	8.6%	74
Bought novel in last 12 months	491	10.5%	70
Bought religious book (Not Bible) in last 12 months	339	7.2%	122
Bought romance book in last 12 months	218	4.6%	84
Bought science fiction book in last 12 months	237	5.0%	82
Bought personal/business self-help book last 12 months	320	6.8%	87
Bought travel book in last 12 months	51	1.1%	56
Purchased greeting card in last 12 months	2,302	49.0%	90
Bought book from Barnes & Noble store in last 12 months	368	7.8%	73
Bought book from other book store in last 12 months	347	7.4%	83
Bought book from Amazon Online in last 12 months	1,095	23.3%	76
Bought book from Barnes & Noble Online in last 12 months	69	1.5%	61
Bought book from iTunes/Apple Books in last 12 months	50	1.1%	62
Listened to Audiobook in last 6 months	233	5.0%	62

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