



Sports and Leisure Market Potential

Gila River

Prepared by Esri

Demographic Summary		2023	2028
Population		13,600	13,087
Population 18+		9,168	8,813
Households		3,356	3,229
Median Household Income		\$31,504	\$38,062
Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Participated in Aerobics/12 Mo	656	7.2%	86
Participated in Archery/12 Mo	248	2.7%	111
Participated in Backpacking/12 Mo	285	3.1%	87
Participated in Baseball/12 Mo	307	3.3%	130
Participated in Basketball/12 Mo	600	6.5%	114
Participated in Bicycling (Mountain)/12 Mo	260	2.8%	79
Participated in Bicycling (Road)/12 Mo	693	7.6%	63
Participated in Boating (Power)/12 Mo	207	2.3%	47
Participated in Bowling/12 Mo	683	7.4%	111
Participated in Canoeing or Kayaking/12 Mo	519	5.7%	75
Participated in Fishing (Fresh Water)/12 Mo	866	9.4%	90
Participated in Fishing (Salt Water)/12 Mo	384	4.2%	121
Participated in Football/12 Mo	259	2.8%	119
Participated in Frisbee/12 Mo	308	3.4%	98
Participated in Golf/12 Mo	466	5.1%	64
Participated in Hiking/12 Mo	926	10.1%	53
Participated in Horseback Riding/12 Mo	175	1.9%	99
Participated in Hunting w/Rifle/12 Mo	327	3.6%	105
Participated in Hunting w/Shotgun/12 Mo	248	2.7%	109
Participated in Ice Skating/12 Mo	246	2.7%	121
Participated in Jogging or Running/12 Mo	862	9.4%	83
Participated in Motorcycling/12 Mo	272	3.0%	112
Participated in Pilates/12 Mo	284	3.1%	110
Participated in Ping Pong/12 Mo	334	3.6%	106
Participated in Rock Climbing/12 Mo	191	2.1%	135
Participated in Roller Skating/12 Mo	210	2.3%	144
Participated in Skiing (Downhill)/12 Mo	191	2.1%	81
Participated in Soccer/12 Mo	340	3.7%	118
Participated in Softball/12 Mo	196	2.1%	131
Participated in Swimming/12 Mo	971	10.6%	70
Participated in Target Shooting/12 Mo	303	3.3%	66
Participated in Tennis/12 Mo	289	3.2%	83
Participated in Volleyball/12 Mo	238	2.6%	110
Participated in Walking for Exercise/12 Mo	2,159	23.5%	69
Participated in Weight Lifting/12 Mo	1,064	11.6%	82
Participated in Yoga/12 Mo	738	8.0%	74
Participated in Zumba/12 Mo	372	4.1%	131
Spent \$1-99 on Sports/Recreation Equipment/12 Mo	745	8.1%	116
Spent \$100-249 on Sports/Recreation Equipment/12 Mo	499	5.4%	87
Spent \$250+ on Sports/Recreation Equipment/12 Mo	713	7.8%	76
Attend College Basketball Game/12 Mo	83	0.9%	82
Attend College Football Game/12 Mo	136	1.5%	72
Attend High School Sports Events/12 Mo	218	2.4%	83
Attend MLB Regular Season Baseball Game/12 Mo	196	2.1%	81
Attend Sports Events	737	8.0%	71
Listen to Sports on Radio	600	6.5%	74
Watch Alpine Skiing or Ski Jumping on TV	260	2.8%	96

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.

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Watch Auto Racing (Not NASCAR) on TV	457	5.0%	118
Watch Bicycle Racing on TV	310	3.4%	167
Watch Bowling on TV	335	3.7%	163
Watch Boxing on TV	917	10.0%	160
Watch College Basketball on TV	1,032	11.3%	93
Watch College Football on TV	2,219	24.2%	91
Watch Esports on TV	464	5.1%	159
Watch Figure Skating on TV	481	5.2%	103
Watch Fishing on TV	372	4.1%	126
Watch Gymnastics on TV	560	6.1%	127
Watch High School Sports on TV	509	5.6%	122
Watch Horse Racing (at Track or OTB) on TV	202	2.2%	79
Watch International Soccer on TV	589	6.4%	111
Watch LPGA Golf on TV	203	2.2%	75
Watch Marathon/Triathlon/Obstacle Race on TV	216	2.4%	186
Watch Men`s Tennis on TV	599	6.5%	96
Watch MLB Playoffs/World Series Baseball on TV	1,107	12.1%	75
Watch MLB Regular Season Baseball on TV	1,263	13.8%	74
Watch MLS Soccer on TV	431	4.7%	97
Watch Motorcycle Racing on TV	195	2.1%	132
Watch NASCAR Auto Racing on TV	482	5.3%	67
Watch NBA Playoffs or Finals Basketball on TV	1,855	20.2%	141
Watch NBA Regular Season Basketball on TV	1,771	19.3%	139
Watch NCAA Tournament Basketball on TV	1,019	11.1%	107
Watch NFL Playoffs or Super Bowl Football on TV	2,588	28.2%	86
Watch NFL Sun/Mon/Thu Night Football Games on TV	2,897	31.6%	98
Watch NFL Weekend Football Games on TV	2,542	27.7%	92
Watch NHL Playoffs/Stanley Cup Ice Hockey on TV	454	5.0%	69
Watch NHL Regular Season Ice Hockey on TV	541	5.9%	76
Watch Oth Mixed Martial Arts (MMA) on TV	404	4.4%	154
Watch PGA Golf on TV	708	7.7%	62
Watch Pro Beach Volleyball on TV	285	3.1%	170
Watch Pro Bull Riding on TV	247	2.7%	107
Watch Rodeo on TV	222	2.4%	138
Watch Sports on TV	5,169	56.4%	92
Watch Summer Extreme Sports on TV	388	4.2%	242
Watch Summer Olympics on TV	1,067	11.6%	104
Watch Track & Field on TV	531	5.8%	180
Watch U.S. Men's Soccer National Team on TV	499	5.4%	153
Watch U.S. Women's Soccer National Team on TV	407	4.4%	130
Watch Ultimate Fighting Championship (UFC) on TV	648	7.1%	160
Watch Winter Extreme Sports on TV	320	3.5%	182
Watch Winter Olympics on TV	734	8.0%	104
Watch WNBA Basketball on TV	597	6.5%	241
Watch Women's Tennis on TV	703	7.7%	115
Watch World Cup Soccer on TV	726	7.9%	147
Watch Wrestling (WWE) on TV	681	7.4%	192
College Basketball Super Fan (10-10 on 10 Scale)	344	3.8%	134
College Football Super Fan (10-10 on 10 Scale)	552	6.0%	109
Golf Super Fan (10-10 on 10 Scale)	131	1.4%	90
High School Sports Super Fan (10-10 on 10 Scale)	231	2.5%	123
Intl Soccer Super Fan (10-10 on 10 Scale)	259	2.8%	124
MLB Super Fan (10-10 on 10 Scale)	383	4.2%	100
MLS Soccer Super Fan (10-10 on 10 Scale)	160	1.7%	149
NASCAR Super Fan (10-10 on 10 Scale)	175	1.9%	120
NBA Super Fan (10-10 on 10 Scale)	658	7.2%	185
NFL Super Fan (10-10 on 10 Scale)	1,076	11.7%	126
NHL Super Fan (10-10 on 10 Scale)	212	2.3%	104
Pro Wrestling Super Fan (10-10 on 10 Scale)	216	2.4%	198

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Product/Consumer Behavior	Expected		MPI
	Number of Adults/HHs	Percent	
Member of AARP	1,076	11.7%	70
Member of Church Board	374	4.1%	154
Member of Fraternal Order	257	2.8%	114
Member of Religious Club	324	3.5%	128
Member of Union	406	4.4%	96
Member of Veterans Club	150	1.6%	65
Participate in Indoor Gardening or Plant Care	1,226	13.4%	83
Attended Adult Education Course/12 Mo	965	10.5%	95
Visited Aquarium/12 Mo	462	5.0%	90
Went to Art Gallery/12 Mo	489	5.3%	74
Attended Auto Show/12 Mo	426	4.6%	103
Did Baking/12 Mo	2,435	26.6%	84
Barbecued/12 Mo	2,537	27.7%	87
Went to Bar or Night Club/12 Mo	1,469	16.0%	99
Went to Beach/12 Mo	1,989	21.7%	78
Played Billiards or Pool/12 Mo	387	4.2%	98
Played Bingo/12 Mo	412	4.5%	129
Did Birdwatching/12 Mo	472	5.1%	70
Played Board Game/12 Mo	1,516	16.5%	73
Read Book/12 Mo	2,676	29.2%	74
Participated in Book Club/12 Mo	328	3.6%	90
Went on Overnight Camping Trip/12 Mo	871	9.5%	71
Played Cards/12 Mo	1,433	15.6%	86
Played Chess/12 Mo	384	4.2%	106
Played Computer Game Offline (w/Software)/12 Mo	824	9.0%	103
Played Computer Game Online/12 Mo	1,332	14.5%	94
Cooked for Fun/12 Mo	2,438	26.6%	96
Did Crossword Puzzle/12 Mo	1,007	11.0%	83
Danced or Went Dancing/12 Mo	781	8.5%	132
Attended Dance Performance/12 Mo	223	2.4%	94
Dined Out/12 Mo	3,753	40.9%	78
Flew a Drone/12 Mo	296	3.2%	128
Attended State or County Fair/12 Mo	682	7.4%	103
Participated in Fantasy Sports League/12 Mo	419	4.6%	97
Did Furniture Refinishing/12 Mo	405	4.4%	93
Gambled at Casino/12 Mo	1,016	11.1%	103
Gambled in Las Vegas/12 Mo	338	3.7%	115
Participated in Genealogy/12 Mo	367	4.0%	79
Attended Horse Races/12 Mo	182	2.0%	124
Participated in Karaoke/12 Mo	465	5.1%	157
Bought Lottery Ticket/12 Mo	3,307	36.1%	114
Played Lottery 6+ Times/30 Days	1,193	13.0%	133
Bought Daily Drawing Lottery Ticket/12 Mo	562	6.1%	194
Bought Instant Game Lottery Ticket/12 Mo	2,204	24.0%	131
Bought Mega Millions Lottery Ticket/12 Mo	1,486	16.2%	99
Bought Powerball Lottery Ticket/12 Mo	1,599	17.4%	100
Attended Movie/6 Mo	3,249	35.4%	96
Attended Movie 1+ Times Wk/90 Days	171	1.9%	224
Attended Movie 2-3 Times Month/90 Days	171	1.9%	149
Attended Movie 1 Time Month/90 Days	256	2.8%	107
Attended Movie < 1 Time Month/90 Days	2,151	23.5%	86
Saw Action Genre Movie at Theater/6 Mo	1,192	13.0%	126
Saw Adventure Genre Movie at Theater/6 Mo	1,135	12.4%	120

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	Number of Adults/HHs	Percent	
Saw Animation Genre Movie at Theater/6 Mo	639	7.0%	143
Saw Biography Genre Movie at Theater/6 Mo	257	2.8%	114
Saw Comedy Genre Movie at Theater/6 Mo	1,014	11.1%	117
Saw Crime Genre Movie at Theater/6 Mo	793	8.6%	156
Saw Drama Genre Movie at Theater/6 Mo	891	9.7%	109
Saw Family Genre Movie at Theater/6 Mo	369	4.0%	137
Saw Fantasy Genre Movie at Theater/6 Mo	526	5.7%	116
Saw Horror Genre Movie at Theater/6 Mo	465	5.1%	139
Saw Romance Genre Movie at Theater/6 Mo	270	2.9%	132
Saw Science Fiction Genre Movie at Theater/6 Mo	599	6.5%	138
Saw Thriller Genre Movie at Theater/6 Mo	572	6.2%	126
Went to Museum/12 Mo	750	8.2%	77
Attended Classical Music/Opera Performance/12 Mo	240	2.6%	100
Attended Country Music Performance/12 Mo	228	2.5%	73
Attended Rock Music Performance/12 Mo	437	4.8%	81
Played Musical Instrument/12 Mo	643	7.0%	83
Did Painting/Drawing/Sculpting/12 Mo	874	9.5%	91
Did Photo Album or Scrapbooking/12 Mo	307	3.3%	75
Did Photography/12 Mo	742	8.1%	71
Did Sudoku Puzzle/12 Mo	618	6.7%	70
Participated in Tailgating/12 Mo	303	3.3%	125
Went to Live Theater/12 Mo	418	4.6%	67
Visited Theme Park/12 Mo	1,063	11.6%	100
Visited Theme Park 5+ Days/12 Mo	204	2.2%	88
Participated in Trivia Games/12 Mo	533	5.8%	76
Played (Console) Video or Electronic Game/12 Mo	1,387	15.1%	118
Played (Portable) Video or Electronic Game/12 Mo	651	7.1%	107
Visited Indoor Water Park/12 Mo	189	2.1%	119
Did Woodworking/12 Mo	345	3.8%	66
Went to Zoo/12 Mo	796	8.7%	82
Bought 1-2 DVDs/30 Days	306	3.3%	131
Bought 3+ DVDs/30 Days	159	1.7%	83
Rented 1 DVD (Movie or Other Video)/30 Days	151	1.6%	83
Rented 2 DVDs (Movie or Other Video)/30 Days	139	1.5%	95
Rented 3+ DVDs (Movie or Other Video)/30 Days	295	3.2%	117
Rented Action or Adventure Movie/30 Days	1,358	14.8%	89
Rented Classic Movie/30 Days	382	4.2%	96
Rented Comedy Movie/30 Days	984	10.7%	82
Rented Drama Movie/30 Days	926	10.1%	93
Rented Family or Children`s Movie/30 Days	455	5.0%	92
Rented Foreign Movie/30 Days	181	2.0%	100
Rented Horror Movie/30 Days	522	5.7%	118
Rented Musical Movie/30 Days	286	3.1%	145
Rented News or Documentary Movie/30 Days	320	3.5%	95
Rented Romance Movie/30 Days	452	4.9%	115
Rented Science Fiction Movie/30 Days	506	5.5%	102
Rented TV Show Movie/30 Days	430	4.7%	76
Rented Western Movie/30 Days	199	2.2%	117
Rented/Purchased DVD/Blu-Ray from Amazon/30 Days	878	9.6%	81
Rented/Purchased DVD/Blu-Ray from Netflix/30 Days	292	3.2%	80
Rented/Purchased DVD/Blu-Ray from Redbox/30 Days	690	7.5%	119

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Bought Children`s Toy or Game/12 Mo	3,275	35.7%	94
Spent \$1-49 on Toys or Games for Child/12 Mo	701	7.6%	107
Spent \$50-99 on Toys or Games for Child/12 Mo	249	2.7%	85
Spent \$100-199 on Toys or Games for Child/12 Mo	554	6.0%	78
Spent \$200-499 on Toys or Games for Child/12 Mo	958	10.4%	95
Spent \$500+ on Toys or Games for Child/12 Mo	482	5.3%	89
Bought Infant Toy/12 Mo	844	9.2%	129
Bought Pre-School Toy/12 Mo	792	8.6%	119
Bought Boy Action Figure for Child/12 Mo	856	9.3%	128
Bought Girl Action Figure for Child/12 Mo	330	3.6%	116
Bought Action Game for Child/12 Mo	248	2.7%	112
Bought Bicycle for Child/12 Mo	515	5.6%	98
Bought Board Game for Child/12 Mo	1,107	12.1%	81
Bought Builder Set for Child/12 Mo	377	4.1%	73
Bought Car for Child/12 Mo	694	7.6%	101
Bought Construction Toy for Child/12 Mo	499	5.4%	78
Bought Fashion Doll for Child/12 Mo	529	5.8%	127
Bought Large/Baby Doll for Child/12 Mo	695	7.6%	116
Bought Doll Accessories for Child/12 Mo	429	4.7%	120
Bought Doll Clothing for Child/12 Mo	423	4.6%	127
Bought Educational Toy for Child/12 Mo	1,253	13.7%	95
Bought Electronic Doll or Animal for Child/12 Mo	354	3.9%	151
Bought Electronic Game for Child/12 Mo	622	6.8%	120
Bought Mechanical Toy for Child/12 Mo	452	4.9%	126
Bought Model Kit or Set for Child/12 Mo	360	3.9%	106
Bought Plush Doll or Animal for Child/12 Mo	799	8.7%	87
Bought Sound Game for Child/12 Mo	229	2.5%	200
Bought Water Toy for Child/12 Mo	815	8.9%	108
Bought Word Game for Child/12 Mo	263	2.9%	126
Bought Digital Book/12 Mo	1,398	15.2%	81
Bought Hardcover Book/12 Mo	2,145	23.4%	86
Bought Paperback Book/12 Mo	2,793	30.5%	90
Bought 1-3 Books/12 Mo	2,071	22.6%	105
Bought 4-6 Books/12 Mo	1,009	11.0%	93
Bought 7+ Books/12 Mo	1,441	15.7%	75
Bought Fiction Book/12 Mo	2,492	27.2%	86
Bought Non-Fiction Book/12 Mo	2,283	24.9%	84
Bought Biography/12 Mo	714	7.8%	85
Bought Children`s Book/12 Mo	1,134	12.4%	118
Bought Cookbook/12 Mo	690	7.5%	107
Bought History Book/12 Mo	570	6.2%	60
Bought Mystery Book/12 Mo	847	9.2%	74
Bought Novel/12 Mo	1,154	12.6%	76
Bought Religious Book (Not Bible)/12 Mo	704	7.7%	125
Bought Romance Book/12 Mo	594	6.5%	108
Bought Science Fiction Book/12 Mo	606	6.6%	96
Bought Personal/Business Self-Help Book/12 Mo	841	9.2%	109
Bought Travel Book/12 Mo	161	1.8%	97
Purchased Greeting Card/6 Mo	4,084	44.5%	82
Bought Book from Barnes & Noble Store/12 Mo	876	9.6%	92
Bought Book from Oth Book Store/12 Mo	781	8.5%	88
Bought Book from Amazon Online/12 Mo	2,683	29.3%	82
Bought Book from Barnes & Noble Online/12 Mo	175	1.9%	74
Bought Book from iTunes/Apple Books/12 Mo	122	1.3%	82
Listened to Audiobook/6 Mo	599	6.5%	79

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