



Sports and Leisure Market Potential

Kaibab

Prepared by Esri

Demographic Summary		2023	2028
Population		412	403
Population 18+		207	202
Households		105	104
Median Household Income		\$45,276	\$53,103
Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Participated in Aerobics/12 Mo	16	7.7%	93
Participated in Archery/12 Mo	5	2.4%	99
Participated in Backpacking/12 Mo	8	3.9%	109
Participated in Baseball/12 Mo	8	3.9%	150
Participated in Basketball/12 Mo	11	5.3%	93
Participated in Bicycling (Mountain)/12 Mo	7	3.4%	94
Participated in Bicycling (Road)/12 Mo	16	7.7%	64
Participated in Boating (Power)/12 Mo	6	2.9%	60
Participated in Bowling/12 Mo	15	7.2%	108
Participated in Canoeing or Kayaking/12 Mo	11	5.3%	71
Participated in Fishing (Fresh Water)/12 Mo	15	7.2%	69
Participated in Fishing (Salt Water)/12 Mo	9	4.3%	126
Participated in Football/12 Mo	4	1.9%	81
Participated in Frisbee/12 Mo	6	2.9%	84
Participated in Golf/12 Mo	7	3.4%	43
Participated in Hiking/12 Mo	23	11.1%	59
Participated in Horseback Riding/12 Mo	4	1.9%	100
Participated in Hunting w/Rifle/12 Mo	6	2.9%	86
Participated in Hunting w/Shotgun/12 Mo	4	1.9%	78
Participated in Ice Skating/12 Mo	4	1.9%	87
Participated in Jogging or Running/12 Mo	18	8.7%	77
Participated in Motorcycling/12 Mo	4	1.9%	73
Participated in Pilates/12 Mo	7	3.4%	121
Participated in Ping Pong/12 Mo	6	2.9%	84
Participated in Rock Climbing/12 Mo	6	2.9%	187
Participated in Roller Skating/12 Mo	7	3.4%	212
Participated in Skiing (Downhill)/12 Mo	4	1.9%	75
Participated in Soccer/12 Mo	13	6.3%	200
Participated in Softball/12 Mo	3	1.4%	89
Participated in Swimming/12 Mo	17	8.2%	55
Participated in Target Shooting/12 Mo	11	5.3%	107
Participated in Tennis/12 Mo	7	3.4%	89
Participated in Volleyball/12 Mo	6	2.9%	123
Participated in Walking for Exercise/12 Mo	42	20.3%	60
Participated in Weight Lifting/12 Mo	27	13.0%	92
Participated in Yoga/12 Mo	16	7.7%	71
Participated in Zumba/12 Mo	13	6.3%	203
Spent \$1-99 on Sports/Recreation Equipment/12 Mo	16	7.7%	111
Spent \$100-249 on Sports/Recreation Equipment/12 Mo	10	4.8%	77
Spent \$250+ on Sports/Recreation Equipment/12 Mo	16	7.7%	76
Attend College Basketball Game/12 Mo	2	1.0%	88
Attend College Football Game/12 Mo	3	1.4%	70
Attend High School Sports Events/12 Mo	4	1.9%	68
Attend MLB Regular Season Baseball Game/12 Mo	6	2.9%	109
Attend Sports Events	14	6.8%	60
Listen to Sports on Radio	9	4.3%	49
Watch Alpine Skiing or Ski Jumping on TV	4	1.9%	65

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.

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Watch Auto Racing (Not NASCAR) on TV	10	4.8%	115
Watch Bicycle Racing on TV	5	2.4%	119
Watch Bowling on TV	5	2.4%	107
Watch Boxing on TV	23	11.1%	177
Watch College Basketball on TV	10	4.8%	40
Watch College Football on TV	30	14.5%	55
Watch Esports on TV	9	4.3%	136
Watch Figure Skating on TV	5	2.4%	47
Watch Fishing on TV	5	2.4%	75
Watch Gymnastics on TV	7	3.4%	70
Watch High School Sports on TV	7	3.4%	74
Watch Horse Racing (at Track or OTB) on TV	7	3.4%	121
Watch International Soccer on TV	26	12.6%	216
Watch LPGA Golf on TV	4	1.9%	66
Watch Marathon/Triathlon/Obstacle Race on TV	4	1.9%	153
Watch Men`s Tennis on TV	8	3.9%	57
Watch MLB Playoffs/World Series Baseball on TV	24	11.6%	72
Watch MLB Regular Season Baseball on TV	26	12.6%	68
Watch MLS Soccer on TV	18	8.7%	179
Watch Motorcycle Racing on TV	4	1.9%	120
Watch NASCAR Auto Racing on TV	12	5.8%	74
Watch NBA Playoffs or Finals Basketball on TV	26	12.6%	87
Watch NBA Regular Season Basketball on TV	23	11.1%	80
Watch NCAA Tournament Basketball on TV	9	4.3%	42
Watch NFL Playoffs or Super Bowl Football on TV	44	21.3%	65
Watch NFL Sun/Mon/Thu Night Football Games on TV	44	21.3%	66
Watch NFL Weekend Football Games on TV	41	19.8%	65
Watch NHL Playoffs/Stanley Cup Ice Hockey on TV	7	3.4%	47
Watch NHL Regular Season Ice Hockey on TV	5	2.4%	31
Watch Oth Mixed Martial Arts (MMA) on TV	7	3.4%	118
Watch PGA Golf on TV	11	5.3%	42
Watch Pro Beach Volleyball on TV	4	1.9%	105
Watch Pro Bull Riding on TV	6	2.9%	115
Watch Rodeo on TV	4	1.9%	110
Watch Sports on TV	109	52.7%	86
Watch Summer Extreme Sports on TV	4	1.9%	110
Watch Summer Olympics on TV	14	6.8%	60
Watch Track & Field on TV	5	2.4%	75
Watch U.S. Men's Soccer National Team on TV	11	5.3%	149
Watch U.S. Women's Soccer National Team on TV	8	3.9%	113
Watch Ultimate Fighting Championship (UFC) on TV	11	5.3%	121
Watch Winter Extreme Sports on TV	3	1.4%	75
Watch Winter Olympics on TV	12	5.8%	75
Watch WNBA Basketball on TV	7	3.4%	125
Watch Women's Tennis on TV	8	3.9%	58
Watch World Cup Soccer on TV	17	8.2%	153
Watch Wrestling (WWE) on TV	11	5.3%	137
College Basketball Super Fan (10-10 on 10 Scale)	2	1.0%	35
College Football Super Fan (10-10 on 10 Scale)	5	2.4%	44
Golf Super Fan (10-10 on 10 Scale)	1	0.5%	30
High School Sports Super Fan (10-10 on 10 Scale)	2	1.0%	47
Intl Soccer Super Fan (10-10 on 10 Scale)	13	6.3%	276
MLB Super Fan (10-10 on 10 Scale)	8	3.9%	93
MLS Soccer Super Fan (10-10 on 10 Scale)	9	4.3%	370
NASCAR Super Fan (10-10 on 10 Scale)	2	1.0%	61
NBA Super Fan (10-10 on 10 Scale)	5	2.4%	62
NFL Super Fan (10-10 on 10 Scale)	18	8.7%	93
NHL Super Fan (10-10 on 10 Scale)	2	1.0%	43
Pro Wrestling Super Fan (10-10 on 10 Scale)	4	1.9%	163

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Product/Consumer Behavior	Expected		MPI
	Number of Adults/HHs	Percent	
Member of AARP	11	5.3%	32
Member of Church Board	4	1.9%	73
Member of Fraternal Order	2	1.0%	39
Member of Religious Club	7	3.4%	123
Member of Union	4	1.9%	42
Member of Veterans Club	2	1.0%	38
Participate in Indoor Gardening or Plant Care	33	15.9%	99
Attended Adult Education Course/12 Mo	16	7.7%	70
Visited Aquarium/12 Mo	14	6.8%	121
Went to Art Gallery/12 Mo	12	5.8%	81
Attended Auto Show/12 Mo	8	3.9%	86
Did Baking/12 Mo	43	20.8%	66
Barbecued/12 Mo	56	27.1%	85
Went to Bar or Night Club/12 Mo	25	12.1%	74
Went to Beach/12 Mo	42	20.3%	73
Played Billiards or Pool/12 Mo	9	4.3%	101
Played Bingo/12 Mo	8	3.9%	111
Did Birdwatching/12 Mo	8	3.9%	53
Played Board Game/12 Mo	32	15.5%	68
Read Book/12 Mo	49	23.7%	60
Participated in Book Club/12 Mo	8	3.9%	97
Went on Overnight Camping Trip/12 Mo	27	13.0%	97
Played Cards/12 Mo	27	13.0%	72
Played Chess/12 Mo	8	3.9%	98
Played Computer Game Offline (w/Software)/12 Mo	14	6.8%	77
Played Computer Game Online/12 Mo	20	9.7%	62
Cooked for Fun/12 Mo	47	22.7%	82
Did Crossword Puzzle/12 Mo	12	5.8%	44
Danced or Went Dancing/12 Mo	14	6.8%	105
Attended Dance Performance/12 Mo	7	3.4%	130
Dined Out/12 Mo	84	40.6%	78
Flew a Drone/12 Mo	6	2.9%	115
Attended State or County Fair/12 Mo	19	9.2%	127
Participated in Fantasy Sports League/12 Mo	8	3.9%	82
Did Furniture Refinishing/12 Mo	8	3.9%	81
Gambled at Casino/12 Mo	17	8.2%	77
Gambled in Las Vegas/12 Mo	8	3.9%	121
Participated in Genealogy/12 Mo	5	2.4%	48
Attended Horse Races/12 Mo	3	1.4%	90
Participated in Karaoke/12 Mo	8	3.9%	119
Bought Lottery Ticket/12 Mo	55	26.6%	84
Played Lottery 6+ Times/30 Days	14	6.8%	69
Bought Daily Drawing Lottery Ticket/12 Mo	1	0.5%	15
Bought Instant Game Lottery Ticket/12 Mo	28	13.5%	74
Bought Mega Millions Lottery Ticket/12 Mo	28	13.5%	83
Bought Powerball Lottery Ticket/12 Mo	29	14.0%	80
Attended Movie/6 Mo	79	38.2%	103
Attended Movie 1+ Times Wk/90 Days	2	1.0%	116
Attended Movie 2-3 Times Month/90 Days	6	2.9%	231
Attended Movie 1 Time Month/90 Days	8	3.9%	147
Attended Movie < 1 Time Month/90 Days	47	22.7%	83
Saw Action Genre Movie at Theater/6 Mo	36	17.4%	169
Saw Adventure Genre Movie at Theater/6 Mo	37	17.9%	173

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Product/Consumer Behavior	Expected		MPI
	Number of Adults/HHs	Percent	
Saw Animation Genre Movie at Theater/6 Mo	18	8.7%	178
Saw Biography Genre Movie at Theater/6 Mo	3	1.4%	59
Saw Comedy Genre Movie at Theater/6 Mo	34	16.4%	173
Saw Crime Genre Movie at Theater/6 Mo	14	6.8%	122
Saw Drama Genre Movie at Theater/6 Mo	25	12.1%	136
Saw Family Genre Movie at Theater/6 Mo	11	5.3%	181
Saw Fantasy Genre Movie at Theater/6 Mo	19	9.2%	186
Saw Horror Genre Movie at Theater/6 Mo	15	7.2%	198
Saw Romance Genre Movie at Theater/6 Mo	8	3.9%	173
Saw Science Fiction Genre Movie at Theater/6 Mo	19	9.2%	195
Saw Thriller Genre Movie at Theater/6 Mo	26	12.6%	253
Went to Museum/12 Mo	15	7.2%	69
Attended Classical Music/Opera Performance/12 Mo	4	1.9%	74
Attended Country Music Performance/12 Mo	4	1.9%	57
Attended Rock Music Performance/12 Mo	7	3.4%	58
Played Musical Instrument/12 Mo	12	5.8%	68
Did Painting/Drawing/Sculpting/12 Mo	23	11.1%	106
Did Photo Album or Scrapbooking/12 Mo	8	3.9%	87
Did Photography/12 Mo	21	10.1%	90
Did Sudoku Puzzle/12 Mo	10	4.8%	50
Participated in Tailgating/12 Mo	4	1.9%	73
Went to Live Theater/12 Mo	7	3.4%	50
Visited Theme Park/12 Mo	27	13.0%	112
Visited Theme Park 5+ Days/12 Mo	7	3.4%	134
Participated in Trivia Games/12 Mo	10	4.8%	63
Played (Console) Video or Electronic Game/12 Mo	28	13.5%	105
Played (Portable) Video or Electronic Game/12 Mo	13	6.3%	95
Visited Indoor Water Park/12 Mo	4	1.9%	112
Did Woodworking/12 Mo	10	4.8%	85
Went to Zoo/12 Mo	21	10.1%	96
Bought 1-2 DVDs/30 Days	4	1.9%	76
Bought 3+ DVDs/30 Days	6	2.9%	138
Rented 1 DVD (Movie or Other Video)/30 Days	8	3.9%	194
Rented 2 DVDs (Movie or Other Video)/30 Days	4	1.9%	121
Rented 3+ DVDs (Movie or Other Video)/30 Days	10	4.8%	176
Rented Action or Adventure Movie/30 Days	42	20.3%	121
Rented Classic Movie/30 Days	12	5.8%	133
Rented Comedy Movie/30 Days	28	13.5%	103
Rented Drama Movie/30 Days	20	9.7%	89
Rented Family or Children`s Movie/30 Days	14	6.8%	125
Rented Foreign Movie/30 Days	7	3.4%	172
Rented Horror Movie/30 Days	13	6.3%	130
Rented Musical Movie/30 Days	5	2.4%	112
Rented News or Documentary Movie/30 Days	6	2.9%	79
Rented Romance Movie/30 Days	12	5.8%	136
Rented Science Fiction Movie/30 Days	11	5.3%	98
Rented TV Show Movie/30 Days	14	6.8%	110
Rented Western Movie/30 Days	2	1.0%	52
Rented/Purchased DVD/Blu-Ray from Amazon/30 Days	23	11.1%	94
Rented/Purchased DVD/Blu-Ray from Netflix/30 Days	9	4.3%	109
Rented/Purchased DVD/Blu-Ray from Redbox/30 Days	22	10.6%	168

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Product/Consumer Behavior	Expected		MPI
	Number of Adults/HHs	Percent	
Bought Children`s Toy or Game/12 Mo	83	40.1%	105
Spent \$1-49 on Toys or Games for Child/12 Mo	18	8.7%	122
Spent \$50-99 on Toys or Games for Child/12 Mo	6	2.9%	91
Spent \$100-199 on Toys or Games for Child/12 Mo	18	8.7%	113
Spent \$200-499 on Toys or Games for Child/12 Mo	21	10.1%	92
Spent \$500+ on Toys or Games for Child/12 Mo	12	5.8%	98
Bought Infant Toy/12 Mo	17	8.2%	115
Bought Pre-School Toy/12 Mo	14	6.8%	94
Bought Boy Action Figure for Child/12 Mo	20	9.7%	132
Bought Girl Action Figure for Child/12 Mo	9	4.3%	140
Bought Action Game for Child/12 Mo	4	1.9%	80
Bought Bicycle for Child/12 Mo	16	7.7%	135
Bought Board Game for Child/12 Mo	26	12.6%	84
Bought Builder Set for Child/12 Mo	10	4.8%	85
Bought Car for Child/12 Mo	20	9.7%	129
Bought Construction Toy for Child/12 Mo	17	8.2%	118
Bought Fashion Doll for Child/12 Mo	11	5.3%	117
Bought Large/Baby Doll for Child/12 Mo	17	8.2%	126
Bought Doll Accessories for Child/12 Mo	9	4.3%	112
Bought Doll Clothing for Child/12 Mo	9	4.3%	120
Bought Educational Toy for Child/12 Mo	28	13.5%	94
Bought Electronic Doll or Animal for Child/12 Mo	5	2.4%	94
Bought Electronic Game for Child/12 Mo	8	3.9%	69
Bought Mechanical Toy for Child/12 Mo	10	4.8%	124
Bought Model Kit or Set for Child/12 Mo	6	2.9%	79
Bought Plush Doll or Animal for Child/12 Mo	20	9.7%	96
Bought Sound Game for Child/12 Mo	3	1.4%	116
Bought Water Toy for Child/12 Mo	19	9.2%	112
Bought Word Game for Child/12 Mo	5	2.4%	106
Bought Digital Book/12 Mo	28	13.5%	72
Bought Hardcover Book/12 Mo	33	15.9%	59
Bought Paperback Book/12 Mo	50	24.2%	71
Bought 1-3 Books/12 Mo	32	15.5%	72
Bought 4-6 Books/12 Mo	19	9.2%	77
Bought 7+ Books/12 Mo	27	13.0%	62
Bought Fiction Book/12 Mo	38	18.4%	58
Bought Non-Fiction Book/12 Mo	40	19.3%	65
Bought Biography/12 Mo	9	4.3%	47
Bought Children`s Book/12 Mo	20	9.7%	93
Bought Cookbook/12 Mo	14	6.8%	97
Bought History Book/12 Mo	11	5.3%	51
Bought Mystery Book/12 Mo	16	7.7%	62
Bought Novel/12 Mo	16	7.7%	47
Bought Religious Book (Not Bible)/12 Mo	9	4.3%	71
Bought Romance Book/12 Mo	10	4.8%	81
Bought Science Fiction Book/12 Mo	8	3.9%	56
Bought Personal/Business Self-Help Book/12 Mo	18	8.7%	104
Bought Travel Book/12 Mo	3	1.4%	80
Purchased Greeting Card/6 Mo	66	31.9%	59
Bought Book from Barnes & Noble Store/12 Mo	11	5.3%	51
Bought Book from Oth Book Store/12 Mo	17	8.2%	85
Bought Book from Amazon Online/12 Mo	48	23.2%	65
Bought Book from Barnes & Noble Online/12 Mo	3	1.4%	56
Bought Book from iTunes/Apple Books/12 Mo	4	1.9%	119
Listened to Audiobook/6 Mo	11	5.3%	64

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