



Sports and Leisure Market Potential

Salt River Pima-Maricopa
Area: 683.34 square miles

Prepared by Esri

Demographic Summary		2023	2028
Population		20,644	20,255
Population 18+		14,524	14,274
Households		5,715	5,635
Median Household Income		\$37,550	\$45,466
Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Participated in Aerobics/12 Mo	1,019	7.0%	84
Participated in Archery/12 Mo	389	2.7%	110
Participated in Backpacking/12 Mo	471	3.2%	91
Participated in Baseball/12 Mo	456	3.1%	122
Participated in Basketball/12 Mo	855	5.9%	103
Participated in Bicycling (Mountain)/12 Mo	385	2.7%	74
Participated in Bicycling (Road)/12 Mo	1,170	8.1%	67
Participated in Boating (Power)/12 Mo	372	2.6%	53
Participated in Bowling/12 Mo	1,016	7.0%	104
Participated in Canoeing or Kayaking/12 Mo	865	6.0%	79
Participated in Fishing (Fresh Water)/12 Mo	1,500	10.3%	98
Participated in Fishing (Salt Water)/12 Mo	625	4.3%	125
Participated in Football/12 Mo	383	2.6%	111
Participated in Frisbee/12 Mo	527	3.6%	106
Participated in Golf/12 Mo	868	6.0%	75
Participated in Hiking/12 Mo	1,716	11.8%	62
Participated in Horseback Riding/12 Mo	265	1.8%	95
Participated in Hunting w/Rifle/12 Mo	498	3.4%	101
Participated in Hunting w/Shotgun/12 Mo	374	2.6%	104
Participated in Ice Skating/12 Mo	353	2.4%	109
Participated in Jogging or Running/12 Mo	1,370	9.4%	84
Participated in Motorcycling/12 Mo	451	3.1%	118
Participated in Pilates/12 Mo	419	2.9%	103
Participated in Ping Pong/12 Mo	576	4.0%	115
Participated in Rock Climbing/12 Mo	285	2.0%	127
Participated in Roller Skating/12 Mo	290	2.0%	125
Participated in Skiing (Downhill)/12 Mo	300	2.1%	80
Participated in Soccer/12 Mo	514	3.5%	113
Participated in Softball/12 Mo	310	2.1%	131
Participated in Swimming/12 Mo	1,693	11.7%	77
Participated in Target Shooting/12 Mo	530	3.6%	73
Participated in Tennis/12 Mo	474	3.3%	86
Participated in Volleyball/12 Mo	368	2.5%	108
Participated in Walking for Exercise/12 Mo	3,809	26.2%	77
Participated in Weight Lifting/12 Mo	1,682	11.6%	82
Participated in Yoga/12 Mo	1,225	8.4%	77
Participated in Zumba/12 Mo	522	3.6%	116
Spent \$1-99 on Sports/Recreation Equipment/12 Mo	1,113	7.7%	110
Spent \$100-249 on Sports/Recreation Equipment/12 Mo	830	5.7%	91
Spent \$250+ on Sports/Recreation Equipment/12 Mo	1,282	8.8%	86
Attend College Basketball Game/12 Mo	144	1.0%	90
Attend College Football Game/12 Mo	249	1.7%	83
Attend High School Sports Events/12 Mo	342	2.4%	82
Attend MLB Regular Season Baseball Game/12 Mo	326	2.2%	85
Attend Sports Events	1,230	8.5%	75
Listen to Sports on Radio	987	6.8%	77
Watch Alpine Skiing or Ski Jumping on TV	374	2.6%	87

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	687	4.7%	112
Watch Bicycle Racing on TV	394	2.7%	134
Watch Bowling on TV	436	3.0%	134
Watch Boxing on TV	1,242	8.6%	137
Watch College Basketball on TV	1,580	10.9%	90
Watch College Football on TV	3,544	24.4%	92
Watch Esports on TV	649	4.5%	140
Watch Figure Skating on TV	776	5.3%	104
Watch Fishing on TV	565	3.9%	121
Watch Gymnastics on TV	823	5.7%	118
Watch High School Sports on TV	693	4.8%	105
Watch Horse Racing (at Track or OTB) on TV	302	2.1%	74
Watch International Soccer on TV	827	5.7%	98
Watch LPGA Golf on TV	338	2.3%	79
Watch Marathon/Triathlon/Obstacle Race on TV	281	1.9%	153
Watch Men`s Tennis on TV	924	6.4%	93
Watch MLB Playoffs/World Series Baseball on TV	1,892	13.0%	81
Watch MLB Regular Season Baseball on TV	2,155	14.8%	80
Watch MLS Soccer on TV	623	4.3%	88
Watch Motorcycle Racing on TV	285	2.0%	121
Watch NASCAR Auto Racing on TV	844	5.8%	75
Watch NBA Playoffs or Finals Basketball on TV	2,531	17.4%	121
Watch NBA Regular Season Basketball on TV	2,436	16.8%	121
Watch NCAA Tournament Basketball on TV	1,504	10.4%	100
Watch NFL Playoffs or Super Bowl Football on TV	4,132	28.4%	87
Watch NFL Sun/Mon/Thu Night Football Games on TV	4,452	30.7%	95
Watch NFL Weekend Football Games on TV	4,078	28.1%	93
Watch NHL Playoffs/Stanley Cup Ice Hockey on TV	706	4.9%	68
Watch NHL Regular Season Ice Hockey on TV	800	5.5%	71
Watch Oth Mixed Martial Arts (MMA) on TV	518	3.6%	125
Watch PGA Golf on TV	1,368	9.4%	75
Watch Pro Beach Volleyball on TV	378	2.6%	142
Watch Pro Bull Riding on TV	376	2.6%	103
Watch Rodeo on TV	313	2.2%	123
Watch Sports on TV	8,336	57.4%	93
Watch Summer Extreme Sports on TV	492	3.4%	194
Watch Summer Olympics on TV	1,718	11.8%	106
Watch Track & Field on TV	691	4.8%	148
Watch U.S. Men's Soccer National Team on TV	679	4.7%	131
Watch U.S. Women's Soccer National Team on TV	574	4.0%	116
Watch Ultimate Fighting Championship (UFC) on TV	881	6.1%	138
Watch Winter Extreme Sports on TV	419	2.9%	150
Watch Winter Olympics on TV	1,209	8.3%	108
Watch WNBA Basketball on TV	713	4.9%	181
Watch Women's Tennis on TV	1,046	7.2%	108
Watch World Cup Soccer on TV	1,022	7.0%	131
Watch Wrestling (WWE) on TV	871	6.0%	155
College Basketball Super Fan (10-10 on 10 Scale)	506	3.5%	125
College Football Super Fan (10-10 on 10 Scale)	837	5.8%	104
Golf Super Fan (10-10 on 10 Scale)	221	1.5%	96
High School Sports Super Fan (10-10 on 10 Scale)	354	2.4%	119
Intl Soccer Super Fan (10-10 on 10 Scale)	386	2.7%	117
MLB Super Fan (10-10 on 10 Scale)	600	4.1%	99
MLS Soccer Super Fan (10-10 on 10 Scale)	250	1.7%	147
NASCAR Super Fan (10-10 on 10 Scale)	272	1.9%	118
NBA Super Fan (10-10 on 10 Scale)	866	6.0%	154
NFL Super Fan (10-10 on 10 Scale)	1,564	10.8%	115
NHL Super Fan (10-10 on 10 Scale)	312	2.1%	97
Pro Wrestling Super Fan (10-10 on 10 Scale)	304	2.1%	176

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Product/Consumer Behavior	Expected		MPI
	Number of Adults/HHs	Percent	
Member of AARP	2,158	14.9%	89
Member of Church Board	551	3.8%	143
Member of Fraternal Order	407	2.8%	114
Member of Religious Club	449	3.1%	112
Member of Union	566	3.9%	84
Member of Veterans Club	277	1.9%	75
Participate in Indoor Gardening or Plant Care	1,949	13.4%	83
Attended Adult Education Course/12 Mo	1,505	10.4%	93
Visited Aquarium/12 Mo	785	5.4%	97
Went to Art Gallery/12 Mo	829	5.7%	80
Attended Auto Show/12 Mo	754	5.2%	115
Did Baking/12 Mo	4,078	28.1%	89
Barbecued/12 Mo	4,066	28.0%	88
Went to Bar or Night Club/12 Mo	2,330	16.0%	99
Went to Beach/12 Mo	3,290	22.7%	81
Played Billiards or Pool/12 Mo	560	3.9%	90
Played Bingo/12 Mo	614	4.2%	121
Did Birdwatching/12 Mo	849	5.8%	80
Played Board Game/12 Mo	2,618	18.0%	80
Read Book/12 Mo	4,737	32.6%	83
Participated in Book Club/12 Mo	500	3.4%	87
Went on Overnight Camping Trip/12 Mo	1,587	10.9%	81
Played Cards/12 Mo	2,317	16.0%	88
Played Chess/12 Mo	551	3.8%	96
Played Computer Game Offline (w/Software)/12 Mo	1,305	9.0%	103
Played Computer Game Online/12 Mo	2,181	15.0%	97
Cooked for Fun/12 Mo	3,881	26.7%	97
Did Crossword Puzzle/12 Mo	1,768	12.2%	92
Danced or Went Dancing/12 Mo	1,140	7.8%	122
Attended Dance Performance/12 Mo	367	2.5%	97
Dined Out/12 Mo	6,381	43.9%	84
Flew a Drone/12 Mo	401	2.8%	110
Attended State or County Fair/12 Mo	1,100	7.6%	105
Participated in Fantasy Sports League/12 Mo	658	4.5%	96
Did Furniture Refinishing/12 Mo	683	4.7%	99
Gambled at Casino/12 Mo	1,557	10.7%	100
Gambled in Las Vegas/12 Mo	467	3.2%	100
Participated in Genealogy/12 Mo	619	4.3%	85
Attended Horse Races/12 Mo	300	2.1%	129
Participated in Karaoke/12 Mo	643	4.4%	137
Bought Lottery Ticket/12 Mo	5,074	34.9%	111
Played Lottery 6+ Times/30 Days	1,773	12.2%	124
Bought Daily Drawing Lottery Ticket/12 Mo	701	4.8%	153
Bought Instant Game Lottery Ticket/12 Mo	3,258	22.4%	123
Bought Mega Millions Lottery Ticket/12 Mo	2,428	16.7%	103
Bought Powerball Lottery Ticket/12 Mo	2,569	17.7%	101
Attended Movie/6 Mo	5,087	35.0%	95
Attended Movie 1+ Times Wk/90 Days	198	1.4%	164
Attended Movie 2-3 Times Month/90 Days	243	1.7%	133
Attended Movie 1 Time Month/90 Days	386	2.7%	101
Attended Movie < 1 Time Month/90 Days	3,422	23.6%	86
Saw Action Genre Movie at Theater/6 Mo	1,726	11.9%	115
Saw Adventure Genre Movie at Theater/6 Mo	1,722	11.9%	115

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	Number of Adults/HHs	Percent	
Saw Animation Genre Movie at Theater/6 Mo	931	6.4%	131
Saw Biography Genre Movie at Theater/6 Mo	380	2.6%	107
Saw Comedy Genre Movie at Theater/6 Mo	1,544	10.6%	112
Saw Crime Genre Movie at Theater/6 Mo	1,082	7.4%	134
Saw Drama Genre Movie at Theater/6 Mo	1,382	9.5%	107
Saw Family Genre Movie at Theater/6 Mo	574	4.0%	134
Saw Fantasy Genre Movie at Theater/6 Mo	799	5.5%	111
Saw Horror Genre Movie at Theater/6 Mo	632	4.4%	119
Saw Romance Genre Movie at Theater/6 Mo	409	2.8%	126
Saw Science Fiction Genre Movie at Theater/6 Mo	879	6.1%	128
Saw Thriller Genre Movie at Theater/6 Mo	793	5.5%	110
Went to Museum/12 Mo	1,253	8.6%	82
Attended Classical Music/Opera Performance/12 Mo	413	2.8%	109
Attended Country Music Performance/12 Mo	401	2.8%	81
Attended Rock Music Performance/12 Mo	803	5.5%	94
Played Musical Instrument/12 Mo	1,071	7.4%	87
Did Painting/Drawing/Sculpting/12 Mo	1,414	9.7%	93
Did Photo Album or Scrapbooking/12 Mo	500	3.4%	77
Did Photography/12 Mo	1,267	8.7%	77
Did Sudoku Puzzle/12 Mo	1,098	7.6%	79
Participated in Tailgating/12 Mo	419	2.9%	109
Went to Live Theater/12 Mo	691	4.8%	70
Visited Theme Park/12 Mo	1,651	11.4%	98
Visited Theme Park 5+ Days/12 Mo	375	2.6%	103
Participated in Trivia Games/12 Mo	883	6.1%	79
Played (Console) Video or Electronic Game/12 Mo	2,048	14.1%	110
Played (Portable) Video or Electronic Game/12 Mo	1,012	7.0%	105
Visited Indoor Water Park/12 Mo	258	1.8%	103
Did Woodworking/12 Mo	599	4.1%	73
Went to Zoo/12 Mo	1,272	8.8%	83
Bought 1-2 DVDs/30 Days	472	3.2%	127
Bought 3+ DVDs/30 Days	256	1.8%	84
Rented 1 DVD (Movie or Other Video)/30 Days	266	1.8%	92
Rented 2 DVDs (Movie or Other Video)/30 Days	240	1.7%	104
Rented 3+ DVDs (Movie or Other Video)/30 Days	480	3.3%	120
Rented Action or Adventure Movie/30 Days	2,237	15.4%	92
Rented Classic Movie/30 Days	638	4.4%	101
Rented Comedy Movie/30 Days	1,581	10.9%	83
Rented Drama Movie/30 Days	1,568	10.8%	100
Rented Family or Children`s Movie/30 Days	728	5.0%	93
Rented Foreign Movie/30 Days	299	2.1%	105
Rented Horror Movie/30 Days	783	5.4%	112
Rented Musical Movie/30 Days	408	2.8%	131
Rented News or Documentary Movie/30 Days	532	3.7%	100
Rented Romance Movie/30 Days	724	5.0%	117
Rented Science Fiction Movie/30 Days	783	5.4%	100
Rented TV Show Movie/30 Days	686	4.7%	77
Rented Western Movie/30 Days	308	2.1%	114
Rented/Purchased DVD/Blu-Ray from Amazon/30 Days	1,375	9.5%	80
Rented/Purchased DVD/Blu-Ray from Netflix/30 Days	508	3.5%	87
Rented/Purchased DVD/Blu-Ray from Redbox/30 Days	1,117	7.7%	121

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Bought Children`s Toy or Game/12 Mo	5,150	35.5%	93
Spent \$1-49 on Toys or Games for Child/12 Mo	1,048	7.2%	101
Spent \$50-99 on Toys or Games for Child/12 Mo	398	2.7%	86
Spent \$100-199 on Toys or Games for Child/12 Mo	917	6.3%	82
Spent \$200-499 on Toys or Games for Child/12 Mo	1,568	10.8%	98
Spent \$500+ on Toys or Games for Child/12 Mo	715	4.9%	83
Bought Infant Toy/12 Mo	1,215	8.4%	117
Bought Pre-School Toy/12 Mo	1,240	8.5%	118
Bought Boy Action Figure for Child/12 Mo	1,296	8.9%	122
Bought Girl Action Figure for Child/12 Mo	425	2.9%	94
Bought Action Game for Child/12 Mo	407	2.8%	116
Bought Bicycle for Child/12 Mo	819	5.6%	98
Bought Board Game for Child/12 Mo	1,803	12.4%	83
Bought Builder Set for Child/12 Mo	668	4.6%	81
Bought Car for Child/12 Mo	1,049	7.2%	96
Bought Construction Toy for Child/12 Mo	826	5.7%	82
Bought Fashion Doll for Child/12 Mo	680	4.7%	103
Bought Large/Baby Doll for Child/12 Mo	981	6.8%	104
Bought Doll Accessories for Child/12 Mo	594	4.1%	105
Bought Doll Clothing for Child/12 Mo	588	4.0%	112
Bought Educational Toy for Child/12 Mo	1,938	13.3%	93
Bought Electronic Doll or Animal for Child/12 Mo	505	3.5%	136
Bought Electronic Game for Child/12 Mo	908	6.3%	111
Bought Mechanical Toy for Child/12 Mo	643	4.4%	113
Bought Model Kit or Set for Child/12 Mo	621	4.3%	116
Bought Plush Doll or Animal for Child/12 Mo	1,249	8.6%	86
Bought Sound Game for Child/12 Mo	284	2.0%	157
Bought Water Toy for Child/12 Mo	1,267	8.7%	106
Bought Word Game for Child/12 Mo	350	2.4%	106
Bought Digital Book/12 Mo	2,304	15.9%	84
Bought Hardcover Book/12 Mo	3,572	24.6%	91
Bought Paperback Book/12 Mo	4,485	30.9%	91
Bought 1-3 Books/12 Mo	3,358	23.1%	108
Bought 4-6 Books/12 Mo	1,575	10.8%	91
Bought 7+ Books/12 Mo	2,494	17.2%	82
Bought Fiction Book/12 Mo	4,185	28.8%	91
Bought Non-Fiction Book/12 Mo	3,756	25.9%	87
Bought Biography/12 Mo	1,200	8.3%	90
Bought Children`s Book/12 Mo	1,695	11.7%	112
Bought Cookbook/12 Mo	1,050	7.2%	103
Bought History Book/12 Mo	1,062	7.3%	70
Bought Mystery Book/12 Mo	1,548	10.7%	86
Bought Novel/12 Mo	2,009	13.8%	83
Bought Religious Book (Not Bible)/12 Mo	1,088	7.5%	122
Bought Romance Book/12 Mo	954	6.6%	109
Bought Science Fiction Book/12 Mo	967	6.7%	97
Bought Personal/Business Self-Help Book/12 Mo	1,187	8.2%	97
Bought Travel Book/12 Mo	255	1.8%	97
Purchased Greeting Card/6 Mo	6,746	46.4%	86
Bought Book from Barnes & Noble Store/12 Mo	1,366	9.4%	90
Bought Book from Oth Book Store/12 Mo	1,308	9.0%	93
Bought Book from Amazon Online/12 Mo	4,429	30.5%	85
Bought Book from Barnes & Noble Online/12 Mo	305	2.1%	81
Bought Book from iTunes/Apple Books/12 Mo	195	1.3%	82
Listened to Audiobook/6 Mo	1,036	7.1%	86

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