

Demographic Summary		2022	2027
Population		3,367	3,318
Population 18+		2,251	2,239
Households		852	846
Median Household Income		\$41,648	\$46,874
Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Participated in aerobics in last 12 months	124	5.5%	66
Participated in archery in last 12 months	42	1.9%	76
Participated in backpacking in last 12 months	69	3.1%	85
Participated in baseball in last 12 months	74	3.3%	112
Participated in basketball in last 12 months	120	5.3%	79
Participated in bicycling (mountain) in last 12 months	109	4.8%	129
Participated in bicycling (road) in last 12 months	237	10.5%	93
Participated in boating (power) in last 12 months	62	2.8%	54
Participated in bowling in last 12 months	105	4.7%	58
Participated in canoeing/kayaking in last 12 months	114	5.1%	69
Participated in fishing (fresh water) in last 12 months	127	5.6%	53
Participated in fishing (salt water) in last 12 months	81	3.6%	102
Participated in football in last 12 months	32	1.4%	46
Participated in Frisbee in last 12 months	41	1.8%	50
Participated in golf in last 12 months	66	2.9%	37
Participated in hiking in last 12 months	166	7.4%	46
Participated in horseback riding in last 12 months	39	1.7%	84
Participated in hunting with rifle in last 12 months	50	2.2%	64
Participated in hunting with shotgun in last 12 months	33	1.5%	52
Participated in ice skating in last 12 months	21	0.9%	40
Participated in jogging/running in last 12 months	245	10.9%	98
Participated in motorcycling in last 12 months	59	2.6%	92
Participated in Pilates in last 12 months	51	2.3%	72
Participated in ping pong in last 12 months	56	2.5%	71
Participated in rock climbing in last 12 months	41	1.8%	103
Participated in roller skating in last 12 months	22	1.0%	63
Participated in skiing (downhill) in last 12 months	35	1.6%	56
Participated in soccer in last 12 months	115	5.1%	130
Participated in softball in last 12 months	41	1.8%	96
Participated in swimming in last 12 months	222	9.9%	63
Participated in target shooting in last 12 months	43	1.9%	36
Participated in tennis in last 12 months	80	3.6%	94
Participated in volleyball in last 12 months	32	1.4%	54
Participated in walking for exercise in last 12 months	437	19.4%	62
Participated in weight lifting in last 12 months	179	8.0%	63
Participated in yoga in last 12 months	132	5.9%	57
Participated in Zumba in last 12 months	114	5.1%	155
Spent on sports/recreation equipment in last 12 months: \$1-99	102	4.5%	72
Spent on sports/recreation equipment in last 12 months: \$100-\$249	173	7.7%	133
Spent on sports/recreation equipment in last 12 months: \$250+	55	2.4%	28
Attend sports events: basketball game (college)	20	0.9%	55
Attend sports events: football game (college)	39	1.7%	63
Attend sports events: high school sports	35	1.6%	62
Attend sports events: baseball game (MLB regular season)	82	3.6%	110
Attend sports events	231	10.3%	81
Listen to sports on radio	147	6.5%	71
Watch sports on TV	1,116	49.6%	85

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.

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Watch on TV: alpine skiing/ski jumping	60	2.7%	97
Watch on TV: auto racing (NASCAR)	76	3.4%	44
Watch on TV: auto racing (not NASCAR)	92	4.1%	103
Watch on TV: baseball (MLB regular season)	287	12.7%	71
Watch on TV: baseball (MLB playoffs/World Series)	270	12.0%	73
Watch on TV: basketball (college)	176	7.8%	61
Watch on TV: basketball (NCAA tournament)	126	5.6%	60
Watch on TV: basketball (NBA regular season)	307	13.6%	98
Watch on TV: basketball (NBA playoffs/finals)	322	14.3%	102
Watch on TV: basketball (WNBA)	85	3.8%	141
Watch on TV: bicycle racing	96	4.3%	231
Watch on TV: bowling	78	3.5%	157
Watch on TV: boxing	259	11.5%	198
Watch on TV: bull riding (pro)	36	1.6%	65
Watch on TV: esports on TV	39	1.7%	60
Watch on TV: extreme sports (summer)	63	2.8%	153
Watch on TV: extreme sports (winter)	61	2.7%	129
Watch on TV: figure skating	70	3.1%	61
Watch on TV: fishing	42	1.9%	54
Watch on TV: football (college)	314	13.9%	55
Watch on TV: football (NFL Sunday/Monday/Thursday night games)	427	19.0%	61
Watch on TV: football (NFL weekend games)	442	19.6%	67
Watch on TV: football (NFL playoffs/Super Bowl)	463	20.6%	65
Watch on TV: golf (PGA)	121	5.4%	45
Watch on TV: golf (LPGA)	41	1.8%	64
Watch on TV: gymnastics	59	2.6%	64
Watch on TV: high school sports	90	4.0%	99
Watch on TV: horse racing (at track or OTB)	39	1.7%	68
Watch on TV: ice hockey (NHL regular season)	54	2.4%	31
Watch on TV: ice hockey (NHL playoffs/St Stanley Cup)	45	2.0%	26
Watch on TV: mixed martial arts (MMA)	78	3.5%	140
Watch on TV: motorcycle racing	41	1.8%	118
Watch on TV: Olympics (summer)	102	4.5%	56
Watch on TV: Olympics (winter)	78	3.5%	44
Watch on TV: international soccer	293	13.0%	245
Watch on TV: rodeo	59	2.6%	148
Watch on TV: soccer (MLS)	169	7.5%	155
Watch on TV: U.S. men's soccer national team	164	7.3%	208
Watch on TV: U.S. women's soccer national team	140	6.2%	145
Watch on TV: soccer (World Cup)	206	9.2%	155
Watch on TV: tennis (men's)	156	6.9%	102
Watch on TV: tennis (women's)	171	7.6%	115
Watch on TV: track & field	58	2.6%	93
Watch on TV: volleyball (pro beach)	65	2.9%	158
Watch on TV: ultimate fighting championship (UFC)	126	5.6%	136
Watch on TV: other mixed martial arts (MMA)	78	3.5%	140
Watch on TV: wrestling (WWE)	155	6.9%	174
Interest in sports: college basketball super fan	41	1.8%	61
Interest in sports: college football super fan	87	3.9%	64
Interest in sports: golf super fan	23	1.0%	60
Interest in sports: high school sports super fan	31	1.4%	65
Interest in sports: International soccer super fan	256	11.4%	234
Interest in sports: MLB super fan	182	8.1%	186
Interest in sports: MLS soccer super fan	172	7.6%	259
Interest in sports: NASCAR super fan	31	1.4%	76
Interest in sports: NBA super fan	166	7.4%	158
Interest in sports: NFL super fan	225	10.0%	97
Interest in sports: NHL super fan	69	3.1%	111

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.



Sports and Leisure Market Potential

Pascua Yaqui

Prepared by Esri

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Member of AARP	161	7.2%	47
Member of church board	48	2.1%	76
Member of fraternal order	31	1.4%	54
Member of religious club	42	1.9%	56
Member of union	42	1.9%	45
Member of veterans club	43	1.9%	80
Participate in indoor gardening or plant care	137	6.1%	46
Attended adult education course in last 12 months	191	8.5%	86
Visited an aquarium in last 12 months	92	4.1%	76
Went to art gallery in last 12 months	119	5.3%	78
Attended auto show in last 12 months	55	2.4%	50
Did baking in last 12 months	459	20.4%	70
Barbecued in last 12 months	577	25.6%	84
Went to bar/night club in last 12 months	267	11.9%	70
Went to beach in last 12 months	536	23.8%	80
Played billiards/pool in last 12 months	89	4.0%	79
Played bingo in last 12 months	95	4.2%	103
Did birdwatching in last 12 months	85	3.8%	65
Played board game in last 12 months	220	9.8%	45
Read book in last 12 months	422	18.7%	50
Participated in book club in last 12 months	52	2.3%	65
Went on overnight camping trip in last 12 months	257	11.4%	88
Played cards in last 12 months	204	9.1%	49
Played chess in last 12 months	67	3.0%	79
Played computer game (offline w/software)/12 months	121	5.4%	66
Played computer game (online w/o software)/12 months	253	11.2%	75
Cooked for fun in last 12 months	453	20.1%	82
Did crossword puzzle in last 12 months	140	6.2%	49
Danced/went dancing in last 12 months	257	11.4%	141
Attended dance performance in last 12 months	43	1.9%	61
Dined out in last 12 months	817	36.3%	72
Flew a drone in last 12 months	97	4.3%	160
Attended state/county fair in last 12 months	117	5.2%	51
Participated in fantasy sports league last 12 months	57	2.5%	55
Did furniture refinishing in last 12 months	71	3.2%	70
Gambled at casino in last 12 months	200	8.9%	78
Gambled in Las Vegas in last 12 months	96	4.3%	124
Participate in indoor gardening/plant care	137	6.1%	46
Participated in genealogy in last 12 months	66	2.9%	59
Attended horse races in last 12 months	36	1.6%	81
Participated in karaoke in last 12 months	113	5.0%	143
Bought lottery ticket in last 12 months	655	29.1%	89
Played lottery 6+ times in last 30 days	232	10.3%	100
Bought lottery ticket in last 12 months: Daily Drawing	40	1.8%	52
Bought lottery ticket in last 12 months: Instant Game	387	17.2%	93
Bought lottery ticket in last 12 months: Mega Millions	319	14.2%	83
Bought lottery ticket in last 12 months: Powerball	281	12.5%	68
Attended a movie in last 6 months	1,010	44.9%	94
Attended movie in last 90 days: once/week or more	31	1.4%	97
Attended movie in last 90 days: 2-3 times a month	70	3.1%	132
Attended movie in last 90 days: once a month	154	6.8%	142
Attended movie in last 90 days: < once a month	608	27.0%	82
Movie genre seen at theater/6 months: action	369	16.4%	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 2022 and 2027.

February 22, 2023

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Movie genre seen at theater/6 months: adventure	425	18.9%	100
Movie genre seen at theater/6 months: animation genre	267	11.9%	113
Movie genre seen at theater/6 months: biography genre	156	6.9%	87
Movie genre seen at theater/6 months: comedy	318	14.1%	84
Movie genre seen at theater/6 months: crime	171	7.6%	89
Movie genre seen at theater/6 months: drama	346	15.4%	86
Movie genre seen at theater/6 months: family	187	8.3%	103
Movie genre seen at theater/6 months: fantasy	241	10.7%	99
Movie genre seen at theater/6 months: horror	180	8.0%	141
Movie genre seen at theater/6 months: romance	125	5.6%	79
Movie genre seen at theater/6 months: science fiction	235	10.4%	118
Movie genre seen at theater/6 months: thriller	229	10.2%	111
Went to museum in last 12 months	121	5.4%	43
Attended classical music/opera performance/12 months	61	2.7%	81
Attended country music performance in last 12 months	35	1.6%	32
Attended rock music performance in last 12 months	138	6.1%	77
Played musical instrument in last 12 months	95	4.2%	52
Did painting/drawing in last 12 months	168	7.5%	74
Did photo album/scrapbooking in last 12 months	65	2.9%	66
Did photography in last 12 months	206	9.2%	87
Did Sudoku puzzle in last 12 months	70	3.1%	34
Participated in tailgating in last 12 months	19	0.8%	26
Went to live theater in last 12 months	102	4.5%	45
Visited a theme park in last 12 months	389	17.3%	120
Visited a theme park 5+ times in last 12 months	78	3.5%	107
Participated in trivia games in last 12 months	66	2.9%	37
Played video/electronic game (console) last 12 months	302	13.4%	114
Played video/electronic game (portable) last 12 months	165	7.3%	123
Visited an indoor water park in last 12 months	43	1.9%	79
Did woodworking in last 12 months	105	4.7%	84
Went to zoo in last 12 months	231	10.3%	91
Bought 1-2 DVDs/30 Days	23	1.0%	34
Bought 3+ DVDs/30 Days	33	1.5%	62
Rented DVDs (movie or other video) in last 30 days: 1	29	1.3%	55
Rented DVDs (movie or other video) in last 30 days: 2	55	2.4%	110
Rented DVDs (movie or other video) in last 30 days: 3+	83	3.7%	98
Rented movie or other video/30 days: action/adventure	417	18.5%	97
Rented movie or other video/30 days: classics	52	2.3%	43
Rented movie or other video/30 days: comedy	240	10.7%	67
Rented movie or other video/30 days: drama	89	4.0%	33
Rented movie or other video/30 days: family/children	114	5.1%	68
Rented movie or other video/30 days: foreign	46	2.0%	98
Rented movie or other video/30 days: horror	141	6.3%	110
Rented movie or other video/30 days: musical	59	2.6%	107
Rented movie or other video/30 days: news/documentary	84	3.7%	95
Rented movie or other video/30 days: romance	68	3.0%	53
Rented movie or other video/30 days: science fiction	96	4.3%	67
Rented movie or other video/30 days: TV show	90	4.0%	59
Rented movie or other video/30 days: western	50	2.2%	102

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.

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Rented/purchased DVD/Blu-ray/30 days: from amazon.com	147	6.5%	55
Rented DVD/Blu-ray/30 days: from netflix.com	138	6.1%	78
Rented/purchased DVD/Blu-ray/30 days: from Redbox	251	11.2%	126
Bought any children`s toy/game in last 12 months	919	40.8%	112
Spent on toys/games for child last 12 months: \$1-49	131	5.8%	85
Spent on toys/games for child last 12 months: \$50-99	135	6.0%	193
Spent on toys/games for child last 12 months: \$100-199	253	11.2%	154
Spent on toys/games for child last 12 months: \$200-499	214	9.5%	94
Spent on toys/games for child last 12 months: \$500+	126	5.6%	102
Bought infant toy in last 12 months	184	8.2%	121
Bought pre-school toy in last 12 months	121	5.4%	78
Bought for child last 12 months: boy action figure	286	12.7%	172
Bought for child last 12 months: girl action figure	208	9.2%	292
Bought for child last 12 months: action game	61	2.7%	107
Bought for child last 12 months: bicycle	193	8.6%	139
Bought for child last 12 months: board game	354	15.7%	109
Bought for child last 12 months: builder set	150	6.7%	122
Bought for child last 12 months: car	261	11.6%	151
Bought for child last 12 months: construction toy	161	7.2%	115
Bought for child last 12 months: fashion doll	74	3.3%	77
Bought for child last 12 months: large/baby doll	260	11.6%	176
Bought for child last 12 months: doll accessories	124	5.5%	137
Bought for child last 12 months: doll clothing	91	4.0%	108
Bought for child last 12 months: educational toy	306	13.6%	103
Bought for child last 12 months: electronic doll/animal	50	2.2%	85
Bought for child last 12 months: electronic game	139	6.2%	111
Bought for child last 12 months: mechanical toy	147	6.5%	161
Bought for child last 12 months: model kit/set	30	1.3%	37
Bought for child last 12 months: plush doll/animal	200	8.9%	95
Bought for child last 12 months: water toy	160	7.1%	83
Bought for child last 12 months: word game	36	1.6%	66

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.

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Bought digital book in last 12 months	161	7.2%	41
Bought hardcover book in last 12 months	294	13.1%	54
Bought paperback book in last 12 months	439	19.5%	62
Bought 1-3 books in last 12 months	380	16.9%	83
Bought 4-6 books in last 12 months	145	6.4%	60
Bought 7+ books in last 12 months	226	10.0%	52
Bought book (fiction) in last 12 months	358	15.9%	55
Bought book (non-fiction) in last 12 months	419	18.6%	69
Bought biography in last 12 months	106	4.7%	57
Bought children`s book in last 12 months	194	8.6%	87
Bought cookbook in last 12 months	77	3.4%	50
Bought history book in last 12 months	96	4.3%	45
Bought mystery book in last 12 months	164	7.3%	63
Bought novel in last 12 months	149	6.6%	44
Bought religious book (Not Bible) in last 12 months	105	4.7%	79
Bought romance book in last 12 months	71	3.2%	57
Bought science fiction book in last 12 months	119	5.3%	86
Bought personal/business self-help book last 12 months	164	7.3%	94
Bought travel book in last 12 months	30	1.3%	69
Purchased greeting card in last 12 months	907	40.3%	74
Bought book from Barnes & Noble store in last 12 months	158	7.0%	65
Bought book from other book store in last 12 months	155	6.9%	78
Bought book from Amazon Online in last 12 months	348	15.5%	50
Bought book from Barnes & Noble Online in last 12 months	42	1.9%	78
Bought book from iTunes/Apple Books in last 12 months	31	1.4%	80
Listened to Audiobook in last 6 months	158	7.0%	88

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.