



Sports and Leisure Market Potential

Fort McDowell

Prepared by Esri

Demographic Summary		2023	2028
Population		851	827
Population 18+		584	565
Households		326	318
Median Household Income		\$56,021	\$66,304
Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Participated in Aerobics/12 Mo	47	8.0%	96
Participated in Archery/12 Mo	14	2.4%	99
Participated in Backpacking/12 Mo	25	4.3%	120
Participated in Baseball/12 Mo	14	2.4%	93
Participated in Basketball/12 Mo	29	5.0%	87
Participated in Bicycling (Mountain)/12 Mo	18	3.1%	86
Participated in Bicycling (Road)/12 Mo	68	11.6%	97
Participated in Boating (Power)/12 Mo	31	5.3%	111
Participated in Bowling/12 Mo	42	7.2%	107
Participated in Canoeing or Kayaking/12 Mo	54	9.2%	123
Participated in Fishing (Fresh Water)/12 Mo	80	13.7%	130
Participated in Fishing (Salt Water)/12 Mo	22	3.8%	109
Participated in Football/12 Mo	18	3.1%	130
Participated in Frisbee/12 Mo	23	3.9%	115
Participated in Golf/12 Mo	47	8.0%	102
Participated in Hiking/12 Mo	117	20.0%	106
Participated in Horseback Riding/12 Mo	13	2.2%	116
Participated in Hunting w/Rifle/12 Mo	24	4.1%	122
Participated in Hunting w/Shotgun/12 Mo	15	2.6%	104
Participated in Ice Skating/12 Mo	11	1.9%	85
Participated in Jogging or Running/12 Mo	67	11.5%	102
Participated in Motorcycling/12 Mo	22	3.8%	143
Participated in Pilates/12 Mo	16	2.7%	98
Participated in Ping Pong/12 Mo	22	3.8%	109
Participated in Rock Climbing/12 Mo	7	1.2%	77
Participated in Roller Skating/12 Mo	11	1.9%	118
Participated in Skiing (Downhill)/12 Mo	13	2.2%	86
Participated in Soccer/12 Mo	15	2.6%	82
Participated in Softball/12 Mo	7	1.2%	74
Participated in Swimming/12 Mo	103	17.6%	117
Participated in Target Shooting/12 Mo	36	6.2%	124
Participated in Tennis/12 Mo	24	4.1%	108
Participated in Volleyball/12 Mo	17	2.9%	124
Participated in Walking for Exercise/12 Mo	208	35.6%	105
Participated in Weight Lifting/12 Mo	91	15.6%	110
Participated in Yoga/12 Mo	62	10.6%	97
Participated in Zumba/12 Mo	16	2.7%	88
Spent \$1-99 on Sports/Recreation Equipment/12 Mo	47	8.0%	115
Spent \$100-249 on Sports/Recreation Equipment/12 Mo	40	6.8%	109
Spent \$250+ on Sports/Recreation Equipment/12 Mo	69	11.8%	116
Attend College Basketball Game/12 Mo	6	1.0%	93
Attend College Football Game/12 Mo	13	2.2%	108
Attend High School Sports Events/12 Mo	18	3.1%	108
Attend MLB Regular Season Baseball Game/12 Mo	11	1.9%	71
Attend Sports Events	64	11.0%	97
Listen to Sports on Radio	48	8.2%	94
Watch Alpine Skiing or Ski Jumping on TV	14	2.4%	81

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	25	4.3%	102
Watch Bicycle Racing on TV	13	2.2%	110
Watch Bowling on TV	14	2.4%	107
Watch Boxing on TV	34	5.8%	93
Watch College Basketball on TV	79	13.5%	112
Watch College Football on TV	177	30.3%	114
Watch Esports on TV	19	3.3%	102
Watch Figure Skating on TV	28	4.8%	94
Watch Fishing on TV	25	4.3%	133
Watch Gymnastics on TV	27	4.6%	96
Watch High School Sports on TV	28	4.8%	105
Watch Horse Racing (at Track or OTB) on TV	11	1.9%	67
Watch International Soccer on TV	29	5.0%	86
Watch LPGA Golf on TV	13	2.2%	76
Watch Marathon/Triathlon/Obstacle Race on TV	6	1.0%	81
Watch Men`s Tennis on TV	37	6.3%	93
Watch MLB Playoffs/World Series Baseball on TV	101	17.3%	108
Watch MLB Regular Season Baseball on TV	111	19.0%	103
Watch MLS Soccer on TV	24	4.1%	85
Watch Motorcycle Racing on TV	8	1.4%	85
Watch NASCAR Auto Racing on TV	51	8.7%	112
Watch NBA Playoffs or Finals Basketball on TV	72	12.3%	86
Watch NBA Regular Season Basketball on TV	70	12.0%	86
Watch NCAA Tournament Basketball on TV	62	10.6%	102
Watch NFL Playoffs or Super Bowl Football on TV	200	34.2%	105
Watch NFL Sun/Mon/Thu Night Football Games on TV	207	35.4%	110
Watch NFL Weekend Football Games on TV	188	32.2%	106
Watch NHL Playoffs/Stanley Cup Ice Hockey on TV	47	8.0%	112
Watch NHL Regular Season Ice Hockey on TV	43	7.4%	95
Watch Oth Mixed Martial Arts (MMA) on TV	16	2.7%	96
Watch PGA Golf on TV	73	12.5%	100
Watch Pro Beach Volleyball on TV	8	1.4%	75
Watch Pro Bull Riding on TV	17	2.9%	116
Watch Rodeo on TV	10	1.7%	97
Watch Sports on TV	359	61.5%	100
Watch Summer Extreme Sports on TV	11	1.9%	108
Watch Summer Olympics on TV	61	10.4%	93
Watch Track & Field on TV	15	2.6%	80
Watch U.S. Men's Soccer National Team on TV	17	2.9%	82
Watch U.S. Women's Soccer National Team on TV	11	1.9%	55
Watch Ultimate Fighting Championship (UFC) on TV	26	4.5%	101
Watch Winter Extreme Sports on TV	11	1.9%	98
Watch Winter Olympics on TV	47	8.0%	105
Watch WNBA Basketball on TV	10	1.7%	63
Watch Women's Tennis on TV	34	5.8%	87
Watch World Cup Soccer on TV	24	4.1%	77
Watch Wrestling (WWE) on TV	20	3.4%	89
College Basketball Super Fan (10-10 on 10 Scale)	15	2.6%	92
College Football Super Fan (10-10 on 10 Scale)	37	6.3%	114
Golf Super Fan (10-10 on 10 Scale)	12	2.1%	129
High School Sports Super Fan (10-10 on 10 Scale)	9	1.5%	75
Intl Soccer Super Fan (10-10 on 10 Scale)	8	1.4%	60
MLB Super Fan (10-10 on 10 Scale)	28	4.8%	115
MLS Soccer Super Fan (10-10 on 10 Scale)	4	0.7%	58
NASCAR Super Fan (10-10 on 10 Scale)	12	2.1%	130
NBA Super Fan (10-10 on 10 Scale)	18	3.1%	80
NFL Super Fan (10-10 on 10 Scale)	60	10.3%	110
NHL Super Fan (10-10 on 10 Scale)	13	2.2%	100
Pro Wrestling Super Fan (10-10 on 10 Scale)	8	1.4%	115

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Product/Consumer Behavior	Expected		MPI
	Number of Adults/HHs	Percent	
Member of AARP	99	17.0%	101
Member of Church Board	15	2.6%	97
Member of Fraternal Order	12	2.1%	84
Member of Religious Club	16	2.7%	99
Member of Union	26	4.5%	96
Member of Veterans Club	13	2.2%	88
Participate in Indoor Gardening or Plant Care	98	16.8%	104
Attended Adult Education Course/12 Mo	59	10.1%	91
Visited Aquarium/12 Mo	37	6.3%	113
Went to Art Gallery/12 Mo	34	5.8%	81
Attended Auto Show/12 Mo	29	5.0%	110
Did Baking/12 Mo	177	30.3%	96
Barbecued/12 Mo	192	32.9%	103
Went to Bar or Night Club/12 Mo	97	16.6%	102
Went to Beach/12 Mo	160	27.4%	98
Played Billiards or Pool/12 Mo	25	4.3%	100
Played Bingo/12 Mo	17	2.9%	83
Did Birdwatching/12 Mo	52	8.9%	122
Played Board Game/12 Mo	135	23.1%	102
Read Book/12 Mo	226	38.7%	98
Participated in Book Club/12 Mo	14	2.4%	60
Went on Overnight Camping Trip/12 Mo	90	15.4%	114
Played Cards/12 Mo	119	20.4%	112
Played Chess/12 Mo	21	3.6%	91
Played Computer Game Offline (w/Software)/12 Mo	54	9.2%	106
Played Computer Game Online/12 Mo	88	15.1%	97
Cooked for Fun/12 Mo	147	25.2%	91
Did Crossword Puzzle/12 Mo	68	11.6%	88
Danced or Went Dancing/12 Mo	39	6.7%	103
Attended Dance Performance/12 Mo	11	1.9%	73
Dined Out/12 Mo	325	55.7%	107
Flew a Drone/12 Mo	16	2.7%	109
Attended State or County Fair/12 Mo	45	7.7%	107
Participated in Fantasy Sports League/12 Mo	24	4.1%	87
Did Furniture Refinishing/12 Mo	28	4.8%	101
Gambled at Casino/12 Mo	60	10.3%	96
Gambled in Las Vegas/12 Mo	16	2.7%	86
Participated in Genealogy/12 Mo	28	4.8%	95
Attended Horse Races/12 Mo	10	1.7%	107
Participated in Karaoke/12 Mo	13	2.2%	69
Bought Lottery Ticket/12 Mo	186	31.8%	101
Played Lottery 6+ Times/30 Days	59	10.1%	103
Bought Daily Drawing Lottery Ticket/12 Mo	17	2.9%	92
Bought Instant Game Lottery Ticket/12 Mo	108	18.5%	101
Bought Mega Millions Lottery Ticket/12 Mo	92	15.8%	97
Bought Powerball Lottery Ticket/12 Mo	108	18.5%	106
Attended Movie/6 Mo	217	37.2%	101
Attended Movie 1+ Times Wk/90 Days	5	0.9%	103
Attended Movie 2-3 Times Month/90 Days	7	1.2%	96
Attended Movie 1 Time Month/90 Days	15	2.6%	98
Attended Movie < 1 Time Month/90 Days	157	26.9%	98
Saw Action Genre Movie at Theater/6 Mo	58	9.9%	96
Saw Adventure Genre Movie at Theater/6 Mo	60	10.3%	99

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Product/Consumer Behavior	Expected		MPI
	Number of Adults/HHs	Percent	
Saw Animation Genre Movie at Theater/6 Mo	32	5.5%	112
Saw Biography Genre Movie at Theater/6 Mo	13	2.2%	91
Saw Comedy Genre Movie at Theater/6 Mo	52	8.9%	94
Saw Crime Genre Movie at Theater/6 Mo	29	5.0%	89
Saw Drama Genre Movie at Theater/6 Mo	50	8.6%	96
Saw Family Genre Movie at Theater/6 Mo	18	3.1%	105
Saw Fantasy Genre Movie at Theater/6 Mo	29	5.0%	101
Saw Horror Genre Movie at Theater/6 Mo	18	3.1%	84
Saw Romance Genre Movie at Theater/6 Mo	7	1.2%	54
Saw Science Fiction Genre Movie at Theater/6 Mo	25	4.3%	91
Saw Thriller Genre Movie at Theater/6 Mo	24	4.1%	83
Went to Museum/12 Mo	59	10.1%	96
Attended Classical Music/Opera Performance/12 Mo	8	1.4%	52
Attended Country Music Performance/12 Mo	20	3.4%	101
Attended Rock Music Performance/12 Mo	36	6.2%	105
Played Musical Instrument/12 Mo	47	8.0%	95
Did Painting/Drawing/Sculpting/12 Mo	63	10.8%	103
Did Photo Album or Scrapbooking/12 Mo	23	3.9%	89
Did Photography/12 Mo	64	11.0%	97
Did Sudoku Puzzle/12 Mo	50	8.6%	89
Participated in Tailgating/12 Mo	13	2.2%	84
Went to Live Theater/12 Mo	44	7.5%	110
Visited Theme Park/12 Mo	74	12.7%	109
Visited Theme Park 5+ Days/12 Mo	20	3.4%	136
Participated in Trivia Games/12 Mo	43	7.4%	96
Played (Console) Video or Electronic Game/12 Mo	76	13.0%	101
Played (Portable) Video or Electronic Game/12 Mo	38	6.5%	98
Visited Indoor Water Park/12 Mo	13	2.2%	129
Did Woodworking/12 Mo	34	5.8%	103
Went to Zoo/12 Mo	73	12.5%	118
Bought 1-2 DVDs/30 Days	17	2.9%	114
Bought 3+ DVDs/30 Days	15	2.6%	123
Rented 1 DVD (Movie or Other Video)/30 Days	11	1.9%	95
Rented 2 DVDs (Movie or Other Video)/30 Days	10	1.7%	107
Rented 3+ DVDs (Movie or Other Video)/30 Days	21	3.6%	131
Rented Action or Adventure Movie/30 Days	101	17.3%	103
Rented Classic Movie/30 Days	29	5.0%	114
Rented Comedy Movie/30 Days	77	13.2%	100
Rented Drama Movie/30 Days	57	9.8%	90
Rented Family or Children`s Movie/30 Days	32	5.5%	101
Rented Foreign Movie/30 Days	10	1.7%	87
Rented Horror Movie/30 Days	25	4.3%	89
Rented Musical Movie/30 Days	10	1.7%	80
Rented News or Documentary Movie/30 Days	18	3.1%	84
Rented Romance Movie/30 Days	25	4.3%	100
Rented Science Fiction Movie/30 Days	32	5.5%	101
Rented TV Show Movie/30 Days	31	5.3%	87
Rented Western Movie/30 Days	14	2.4%	129
Rented/Purchased DVD/Blu-Ray from Amazon/30 Days	73	12.5%	106
Rented/Purchased DVD/Blu-Ray from Netflix/30 Days	22	3.8%	94
Rented/Purchased DVD/Blu-Ray from Redbox/30 Days	41	7.0%	111

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July 25, 2023

Product/Consumer Behavior	Expected		MPI
	Number of Adults/HHs	Percent	
Bought Children`s Toy or Game/12 Mo	230	39.4%	103
Spent \$1-49 on Toys or Games for Child/12 Mo	47	8.0%	112
Spent \$50-99 on Toys or Games for Child/12 Mo	18	3.1%	97
Spent \$100-199 on Toys or Games for Child/12 Mo	44	7.5%	98
Spent \$200-499 on Toys or Games for Child/12 Mo	67	11.5%	105
Spent \$500+ on Toys or Games for Child/12 Mo	37	6.3%	107
Bought Infant Toy/12 Mo	41	7.0%	98
Bought Pre-School Toy/12 Mo	44	7.5%	104
Bought Boy Action Figure for Child/12 Mo	42	7.2%	98
Bought Girl Action Figure for Child/12 Mo	21	3.6%	116
Bought Action Game for Child/12 Mo	17	2.9%	121
Bought Bicycle for Child/12 Mo	30	5.1%	90
Bought Board Game for Child/12 Mo	92	15.8%	105
Bought Builder Set for Child/12 Mo	35	6.0%	106
Bought Car for Child/12 Mo	47	8.0%	107
Bought Construction Toy for Child/12 Mo	37	6.3%	91
Bought Fashion Doll for Child/12 Mo	29	5.0%	110
Bought Large/Baby Doll for Child/12 Mo	46	7.9%	121
Bought Doll Accessories for Child/12 Mo	26	4.5%	114
Bought Doll Clothing for Child/12 Mo	24	4.1%	113
Bought Educational Toy for Child/12 Mo	89	15.2%	106
Bought Electronic Doll or Animal for Child/12 Mo	19	3.3%	127
Bought Electronic Game for Child/12 Mo	40	6.8%	121
Bought Mechanical Toy for Child/12 Mo	19	3.3%	83
Bought Model Kit or Set for Child/12 Mo	18	3.1%	84
Bought Plush Doll or Animal for Child/12 Mo	68	11.6%	116
Bought Sound Game for Child/12 Mo	8	1.4%	110
Bought Water Toy for Child/12 Mo	57	9.8%	119
Bought Word Game for Child/12 Mo	14	2.4%	105
Bought Digital Book/12 Mo	107	18.3%	97
Bought Hardcover Book/12 Mo	168	28.8%	106
Bought Paperback Book/12 Mo	198	33.9%	100
Bought 1-3 Books/12 Mo	130	22.3%	104
Bought 4-6 Books/12 Mo	67	11.5%	97
Bought 7+ Books/12 Mo	121	20.7%	99
Bought Fiction Book/12 Mo	182	31.2%	99
Bought Non-Fiction Book/12 Mo	169	28.9%	97
Bought Biography/12 Mo	49	8.4%	91
Bought Children`s Book/12 Mo	58	9.9%	95
Bought Cookbook/12 Mo	31	5.3%	76
Bought History Book/12 Mo	63	10.8%	104
Bought Mystery Book/12 Mo	66	11.3%	91
Bought Novel/12 Mo	88	15.1%	91
Bought Religious Book (Not Bible)/12 Mo	38	6.5%	106
Bought Romance Book/12 Mo	35	6.0%	100
Bought Science Fiction Book/12 Mo	36	6.2%	90
Bought Personal/Business Self-Help Book/12 Mo	48	8.2%	98
Bought Travel Book/12 Mo	11	1.9%	104
Purchased Greeting Card/6 Mo	329	56.3%	104
Bought Book from Barnes & Noble Store/12 Mo	60	10.3%	99
Bought Book from Oth Book Store/12 Mo	53	9.1%	94
Bought Book from Amazon Online/12 Mo	201	34.4%	96
Bought Book from Barnes & Noble Online/12 Mo	12	2.1%	80
Bought Book from iTunes/Apple Books/12 Mo	8	1.4%	84
Listened to Audiobook/6 Mo	48	8.2%	99

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