

2020 Residential Population:	14,081	2023 Total Sales	\$1,046,246,000
2023 Residential Population:	13,600	2023 Total Employees	9,009
2028 Residential Population:	13,087	Employee/Residential Population Ratio:	0.66:1
Annual Population Growth 2023 - 2028	-0.77%	Total Number of Businesses:	317

SIC Code	Business Name	Business Type	Distance From Site in Miles	Employees	Sales
809907	Komatke Health Center South Health Care Drive Laveen, AZ 85339	Branch	7.60 N	5	\$877,000
919906	Gila River Health Care Corp South Health Care Drive Laveen, AZ 85339	Independent	7.60 N	12	N/A
821103	Skyline Schools Inc Bapchule, AZ 85121	Independent	7.66 E	8	N/A
832222	Boys & Girls Club Of America West Pecos Road Laveen, AZ 85339	Branch	7.73 N	15	\$1,046,000
832222	Boys & Girls Club-Gila River West Pecos Road Laveen, AZ 85339	Branch	7.73 N	13	\$906,000
821103	Gila Crossing Community School West Pecos Road Laveen, AZ 85339	Independent	7.77 N	150	N/A
821103	Gila Crossing School West Pecos Road Laveen, AZ 85339	Independent	7.77 N	140	N/A
866107	St John the Baptist Parish W Pecos Rd Laveen, AZ 85339	Independent	7.78 N	3	N/A
554101	Komatke Market S 51st Ave Laveen, AZ 85339	Independent	7.78 N	12	\$13,791,000
809907	Thwajik Ke Outpatient Behavioral Health N 16th St Laveen, AZ 85339	Independent	7.78 E	5	\$877,000
919906	Gila River Dialysis West W Pecos Rd Laveen, AZ 85339	Independent	7.83 N	N/A	N/A
943101	US Indian Health Area Office West Tashquinth Drive Laveen, AZ 85339	Branch	7.93 N	15	N/A
943101	Gila River Indian Health Office West Tashquinth Drive Laveen, AZ 85339	Branch	7.93 N	4	N/A
899999	Gric District 6 Service Center W St Johns Rd Laveen, AZ 85339	Independent	7.98 N	2	\$278,000

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## Business Locator

Gila River

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SIC Code	Business Name	Business Type	Distance From Site in Miles	Employees	Sales
899999	District 6 Service Center West Saint Johns Road Laveen, AZ 85339	Independent	8.00 N	2	\$278,000
919906	Gila River Indian Comm District 6 West Saint Johns Road Laveen, AZ 85339	Independent	8.00 N	12	N/A
801104	Gila Crossing Clinic Phcy E Beltline Rd Laveen, AZ 85339	Independent	8.35 E	5	N/A
799302	Vee Quiva Hotel & Casino South Komatke Lane Laveen, AZ 85339	Independent	9.03 N	360	\$49,068,000
581208	Ditka's Restaurant-Laveen South Komatke Lane Laveen, AZ 85339	Independent	9.03 N	8	\$394,000
581301	VQ Live South Komatke Lane Laveen, AZ 85339	Independent	9.03 N	6	\$325,000
581208	Panda Express South Komatke Lane Laveen, AZ 85339	Branch	9.03 N	12	\$591,000
581228	Fullhouse Cafe South Komatke Lane Laveen, AZ 85339	Independent	9.03 N	3	N/A
653118	Sunrise Meadows Estates E Chandler Heights Rd Chandler, AZ 85249	Independent	9.15 E	4	\$465,000
792905	Gila River's-Vee Quiva Casino Laveen, AZ 85339	Independent	9.20 N	2	\$160,000
835107	Gila River Indian Headstart S 51st Ave Laveen, AZ 85339	Independent	9.27 N	10	N/A
821103	Gila Crossing Community School S 51st Ave Laveen, AZ 85339	Independent	9.27 N	37	N/A
806201	Arizona Foot & Ankle Medical Center S 51st Ave Laveen, AZ 85339	Independent	9.27 N	16	\$3,171,000
602103	ATM S Komatke Ln Laveen, AZ 85339	Kiosk	9.79 N	N/A	N/A
999977	Wingilariver S Komatke Ln Laveen, AZ 85339	Independent	9.79 N	N/A	N/A
519104	Bayer CropScience North Power Road Bapchule, AZ 85121	Branch	10.96 E	20	\$29,052,000

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799957	Chuck's Trailriding Adventures West Broken Ear Road Chandler, AZ 85226	Independent	11.37 NE	4	\$566,000
792905	Koli Equestrian Center West Broken Ear Road Chandler, AZ 85226	Independent	11.37 NE	4	\$320,000
751303	U-Haul Neighborhood Dealer South 32Nd Street Ahwatukee, AZ 85048	Branch	11.84 NE	3	N/A
581208	Kai Phoenix, AZ 85226	Independent	11.85 NE	20	\$985,000
581208	Ko'sin Chandler, AZ 85226	Independent	11.88 NE	16	N/A
723119	Aji Spa & Salon West Wild Horse Pass Boulevard Chandler, AZ 85226	Independent	11.93 NE	80	\$4,502,000
602103	ATM West Wild Horse Pass Boulevard Chandler, AZ 85226	Kiosk	11.93 NE	N/A	N/A
701101	Sheraton Grand at Wild Horse Pass West Wild Horse Pass Boulevard Chandler, AZ 85226	Branch	11.93 NE	501	\$52,851,000
421201	Auto Haulers Association of America West Wild Horse Pass Boulevard Chandler, AZ 85226	Independent	11.93 NE	10	\$1,280,000
581208	Hanyo Grill West Wild Horse Pass Boulevard Chandler, AZ 85226	Independent	11.93 NE	7	N/A
821103	Casa Blanca Community School W Nelson Rd Bapchule, AZ 85121	Independent	12.18 E	70	N/A
733110	USPS Blue Collection Box W North Loop Rd Chandler, AZ 85226	Kiosk	12.31 NE	N/A	N/A
581208	Sivlik Grill W North Loop Rd Chandler, AZ 85226	Independent	12.33 NE	12	\$3,295,000
602103	ATM W North Loop Rd Chandler, AZ 85226	Kiosk	12.33 NE	N/A	N/A
864108	Whirlwind Golf Club W North Loop Rd Chandler, AZ 85226	Independent	12.33 NE	60	\$7,908,000
799201	Cattail Golf Course W North Loop Rd Chandler, AZ 85226	Independent	12.33 NE	29	N/A

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799201	Devil's Claw Golf Course W North Loop Rd Chandler, AZ 85226	Independent	12.33 NE	18	N/A
599931	Watch Station Outlet Willis Rd Phoenix, AZ 85226	Branch	12.38 NE	5	\$772,000
841201	Huhugam Heritage Center South Maricopa Road Chandler, AZ 85226	Independent	12.48 E	15	N/A
738944	Rawhide Western Town & STKHS West North Loop Road Chandler, AZ 85226	Independent	12.49 NE	100	\$10,008,000
602103	ATM West North Loop Road Chandler, AZ 85226	Kiosk	12.49 NE	N/A	N/A
599930	TLC House & Pet Sitting Service West North Loop Road Chandler, AZ 85226	Independent	12.49 NE	4	\$618,000
922404	Gila River Fire Department N Maricopa Rd Chandler, AZ 85226	Independent	12.67 NE	70	N/A
735933	Pima Leasing & Financing N 48th St Chandler, AZ 85226	Independent	12.85 NE	3	\$727,000
655202	Wild Horse Pass Dev Auth N 48th St Chandler, AZ 85226	Independent	12.85 NE	23	\$5,815,000
801101	Gric/Gaming Internal Audit N 48th St Chandler, AZ 85226	Independent	12.85 NE	5	\$1,053,000
919906	Gila River Indian Community Tribal Gaming N 48th St Chandler, AZ 85226	Branch	12.85 NE	149	\$19,261,000
919906	Gila River Displays N 48th St Chandler, AZ 85226	Independent	12.85 NE	12	N/A
999977	Arizona Hidta Center N 48th St Chandler, AZ 85226	Independent	12.85 NE	N/A	N/A
794104	Wild Horse Pass Motorsports Park South Maricopa Road Chandler, AZ 85226	Independent	13.10 NE	3	\$5,684,000
829987	Bob Bondurant School of High Performance South Maricopa Road Chandler, AZ 85226	Independent	13.10 NE	5	N/A
829902	Radford Racing School South Maricopa Road Chandler, AZ 85226	Independent	13.10 NE	3	N/A

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829987	Chris Cook Performance South Maricopa Road Chandler, AZ 85226	Independent	13.10 NE	N/A	N/A
799302	Gila River Hotels & Casinos-Wild Horse Pass W Wildhorse Pass Blvd Chandler, AZ 85226	Independent	13.35 NE	111	\$49,068,000
581208	Shula's Steak House W Wildhorse Pass Blvd Chandler, AZ 85226	Branch	13.35 NE	46	\$1,724,000
581208	Fatburger W Wildhorse Pass Blvd Chandler, AZ 85226	Branch	13.35 NE	15	\$739,000
602103	ATM W Wildhorse Pass Blvd Chandler, AZ 85226	Kiosk	13.35 NE	N/A	N/A
799302	Gila River Casino W Wildhorse Pass Blvd Chandler, AZ 85226	Independent	13.35 NE	360	\$49,068,000
919906	Gila River Gaming Enterprises W Wildhorse Pass Blvd Chandler, AZ 85226	Independent	13.35 NE	12	N/A
581208	Cafe 24/7 W Wildhorse Pass Blvd Chandler, AZ 85226	Independent	13.35 NE	8	\$394,000
737206	Malauzai Software W Wildhorse Pass Blvd Chandler, AZ 85226	Independent	13.35 NE	25	\$8,749,000
874899	Native American Consulting W Wildhorse Pass Blvd Chandler, AZ 85226	Independent	13.35 NE	2	\$225,000
899942	Topgolf Swing Suite W Wildhorse Pass Blvd Chandler, AZ 85226	Independent	13.35 NE	9	N/A
581301	11Even at Prime W Wildhorse Pass Blvd Chandler, AZ 85226	Independent	13.35 NE	12	N/A
581208	Fullhouse Cafe W Wildhorse Pass Blvd Chandler, AZ 85226	Independent	13.35 NE	13	N/A
581301	River Bar W Wildhorse Pass Blvd Chandler, AZ 85226	Independent	13.35 NE	12	N/A
581301	Lobby Bar W Wildhorse Pass Blvd Chandler, AZ 85226	Independent	13.35 NE	12	N/A
581208	Ling & Louie's Wild Horse Pass Boulevard Phoenix, AZ 85048	Independent	13.36 NE	30	\$1,478,000

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## Business Locator

Gila River

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554101	Chevron East Wild Horse Pass Boulevard Chandler, AZ 85226	Branch	13.40 NE	12	\$13,791,000
602103	ATM East Wild Horse Pass Boulevard Chandler, AZ 85226	Kiosk	13.40 NE	N/A	N/A
581203	DQ Premium Outlets Way Chandler, AZ 85226	Branch	13.51 NE	15	\$739,000
581248	Orange Julius Premium Outlets Way Chandler, AZ 85226	Branch	13.51 NE	8	\$394,000
566101	Rack Room Shoes Premium Outlets Way Chandler, AZ 85226	Branch	13.51 NE	8	\$1,249,000
566101	Asics America Premium Outlets Way Chandler, AZ 85226	Branch	13.51 NE	5	\$781,000
569940	Lids Premium Outlets Way Chandler, AZ 85226	Branch	13.51 NE	4	\$551,000
599931	Polo Ralph Lauren Factory Store Premium Outlets Way Chandler, AZ 85226	Branch	13.51 NE	40	\$6,174,000
599931	kate spade New York Outlet Premium Outlets Way Chandler, AZ 85226	Branch	13.51 NE	20	\$3,087,000
594403	Movado Co Store Premium Outlets Way Chandler, AZ 85226	Branch	13.51 NE	8	\$1,600,000
599931	J.Crew Factory Store Premium Outlets Way Chandler, AZ 85226	Branch	13.51 NE	12	\$1,853,000
599931	adidas Outlet Store Premium Outlets Way Chandler, AZ 85226	Branch	13.51 NE	19	\$2,933,000
599931	A X Armani Exchange Outlet Premium Outlets Way Chandler, AZ 85226	Branch	13.51 NE	8	\$1,235,000
599931	Banana Republic Factory Store Premium Outlets Way Chandler, AZ 85226	Branch	13.51 NE	32	\$4,940,000
599931	Brooks Brothers Factory Store Premium Outlets Way Chandler, AZ 85226	Branch	13.51 NE	5	\$772,000
565101	Calvin Klein Premium Outlets Way Chandler, AZ 85226	Branch	13.51 NE	20	\$3,336,000

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599931	Columbia Factory Store Premium Outlets Way Chandler, AZ 85226	Branch	13.51 NE	16	\$2,470,000
599931	Converse Factory Store Premium Outlets Way Chandler, AZ 85226	Branch	13.51 NE	22	\$3,396,000
599931	Gap Factory Premium Outlets Way Chandler, AZ 85226	Branch	13.51 NE	40	\$6,174,000
599931	GUESS Factory Premium Outlets Way Chandler, AZ 85226	Branch	13.51 NE	15	\$2,316,000
599931	BOSS Menswear Outlet Premium Outlets Way Chandler, AZ 85226	Branch	13.51 NE	8	\$1,235,000
599931	Jockey Factory Outlet Premium Outlets Way Chandler, AZ 85226	Branch	13.51 NE	6	\$927,000
599931	Lane Bryant Outlet Premium Outlets Way Chandler, AZ 85226	Branch	13.51 NE	9	\$1,390,000
599931	Levi's Outlet Premium Outlets Way Chandler, AZ 85226	Branch	13.51 NE	30	\$4,631,000
599931	Lucky Brand Outlet Store Premium Outlets Way Chandler, AZ 85226	Branch	13.51 NE	10	\$1,544,000
562101	Max Studio Premium Outlets Way Chandler, AZ 85226	Branch	13.51 NE	10	\$1,128,000
599931	Michael Kors Outlet Premium Outlets Way Chandler, AZ 85226	Branch	13.51 NE	30	\$4,631,000
599931	Nike Factory Store Premium Outlets Way Chandler, AZ 85226	Branch	13.51 NE	58	\$8,953,000
599931	Old Navy Outlet Premium Outlets Way Chandler, AZ 85226	Branch	13.51 NE	40	\$6,174,000
599931	Puma Outlet Premium Outlets Way Chandler, AZ 85226	Branch	13.51 NE	10	\$1,544,000
599931	Reebok Outlet Premium Outlets Way Chandler, AZ 85226	Branch	13.51 NE	7	\$625,000
599931	Saks Fifth Avenue OFF 5TH Premium Outlets Way Chandler, AZ 85226	Branch	13.51 NE	28	\$4,322,000

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SIC Code	Business Name	Business Type	Distance From Site in Miles	Employees	Sales
599931	Tommy Bahama Outlet Premium Outlets Way Chandler, AZ 85226	Branch	13.51 NE	12	\$1,853,000
599931	Tommy Hilfiger Outlet Premium Outlets Way Chandler, AZ 85226	Branch	13.51 NE	37	\$5,711,000
599931	Under Armour Factory House Premium Outlets Way Chandler, AZ 85226	Branch	13.51 NE	30	\$4,631,000
599931	Volcom Outlet Premium Outlets Way Chandler, AZ 85226	Branch	13.51 NE	5	\$772,000
599931	Aldo Outlet Premium Outlets Way Chandler, AZ 85226	Independent	13.51 NE	10	\$1,544,000
599931	Famous Footwear Outlet Premium Outlets Way Chandler, AZ 85226	Branch	13.51 NE	5	\$772,000
566101	Merrell Premium Outlets Way Chandler, AZ 85226	Branch	13.51 NE	6	\$937,000
566101	Shoe Palace Premium Outlets Way Chandler, AZ 85226	Branch	13.51 NE	8	\$1,249,000
599931	Skechers Factory Outlet Premium Outlets Way Chandler, AZ 85226	Branch	13.51 NE	11	\$1,698,000
599931	Coach Outlet Premium Outlets Way Chandler, AZ 85226	Branch	13.51 NE	14	\$2,161,000
599931	Samsonite Outlet Premium Outlets Way Chandler, AZ 85226	Branch	13.51 NE	4	\$618,000
599931	Fossil Outlet Premium Outlets Way Chandler, AZ 85226	Branch	13.51 NE	16	\$2,470,000
599931	Helzberg Diamonds Outlet Premium Outlets Way Chandler, AZ 85226	Branch	13.51 NE	6	\$927,000
599505	Sunglass Hut Premium Outlets Way Chandler, AZ 85226	Branch	13.51 NE	4	\$567,000
594403	Watch Station International Premium Outlets Way Chandler, AZ 85226	Branch	13.51 NE	20	\$4,000,000
544101	IT'SUGAR Premium Outlets Way Chandler, AZ 85226	Branch	13.51 NE	5	\$398,000

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599992	Perfumes 4 U Premium Outlets Way Chandler, AZ 85226	Branch	13.51 NE	4	\$618,000
546108	Wetzel's Pretzels Premium Outlets Way Chandler, AZ 85226	Branch	13.51 NE	8	\$347,000
651201	Phoenix Premium Outlets, A Simon Property Premium Outlets Way Chandler, AZ 85226	Branch	13.51 NE	8	\$6,381,000
599931	The Children's Place Outlet Premium Outlets Way Chandler, AZ 85226	Branch	13.51 NE	20	\$3,087,000
581208	Charleys Philly Steaks Premium Outlets Way Chandler, AZ 85226	Branch	13.51 NE	10	\$493,000
599931	Zales the Diamond Store Outlet Premium Outlets Way Chandler, AZ 85226	Branch	13.51 NE	7	\$927,000
394923	Rawlings Sporting Goods Co Inc Premium Outlets Way Chandler, AZ 85226	Branch	13.51 NE	6	\$1,149,000
599931	Cole Haan Outlet Premium Outlets Way Chandler, AZ 85226	Branch	13.51 NE	7	\$1,081,000
581228	Starbucks Premium Outlets Way Chandler, AZ 85226	Branch	13.51 NE	10	\$493,000
599931	Torrid Outlet Premium Outlets Way Chandler, AZ 85226	Branch	13.51 NE	10	\$1,544,000
599931	Johnston & Murphy Factory Store Premium Outlets Way Chandler, AZ 85226	Branch	13.51 NE	5	\$772,000
599931	Vera Bradley Outlet Store Premium Outlets Way Chandler, AZ 85226	Branch	13.51 NE	38	\$5,866,000
565101	Giorgio Armani Premium Outlets Way Chandler, AZ 85226	Branch	13.51 NE	6	\$1,001,000
602103	ATM Premium Outlets Way Chandler, AZ 85226	Kiosk	13.51 NE	N/A	N/A
599931	Tumi Outlet Store Premium Outlets Way Chandler, AZ 85226	Branch	13.51 NE	5	\$772,000
569913	Just Sports Premium Outlets Way Chandler, AZ 85226	Branch	13.51 NE	5	\$688,000

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565101	American Eagle Store Premium Outlets Way Chandler, AZ 85226	Branch	13.51 NE	26	\$772,000
549904	GNC Premium Outlets Way Chandler, AZ 85226	Branch	13.51 NE	4	\$289,000
599931	True Religion Outlet Premium Outlets Way Chandler, AZ 85226	Branch	13.51 NE	5	\$772,000
599931	Le Creuset Outlet Store Premium Outlets Way Chandler, AZ 85226	Branch	13.51 NE	8	\$1,305,000
563215	Claire's Premium Outlets Way Chandler, AZ 85226	Branch	13.51 NE	4	N/A
554112	Electric Charging Station Premium Outlets Way Chandler, AZ 85226	Kiosk	13.51 NE	N/A	N/A
581208	A&E Baked Premium Outlets Way Chandler, AZ 85226	Independent	13.51 NE	7	\$493,000
569940	Pro Image Premium Outlets Way Chandler, AZ 85226	Independent	13.51 NE	2	N/A
562101	francesca's Premium Outlets Way Chandler, AZ 85226	Branch	13.51 NE	7	N/A
701101	Best Western Plus Chandler Hotel & Suites West Sundust Road Chandler, AZ 85226	Branch	13.76 NE	11	\$1,583,000
554112	Electric Charging Station West Sundust Road Chandler, AZ 85226	Kiosk	13.76 NE	N/A	N/A
735933	Lone Butte Industrial Development Corp S Akimel Dr Chandler, AZ 85226	Independent	13.83 NE	2	\$727,000
753812	Freightliner-Western Star Trucks S Akimel Dr Chandler, AZ 85226	Branch	13.84 NE	45	\$5,779,000
651208	Lone Butte Industrial Development S Akimel Dr Chandler, AZ 85226	Independent	13.84 NE	11	\$426,000
653104	Lone Butte Industrial Park S Akimel Dr Chandler, AZ 85226	Independent	13.84 NE	25	\$2,902,000
753801	Midco Sales S Akimel Dr Chandler, AZ 85226	Independent	13.86 NE	3	\$386,000

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581208	Arby's West Sundust Road Chandler, AZ 85226	Branch	13.87 NE	20	\$985,000
554103	Love's Travel Stop West Sundust Road Chandler, AZ 85226	Branch	13.87 NE	20	\$22,985,000
602103	ATM West Sundust Road Chandler, AZ 85226	Kiosk	13.87 NE	N/A	N/A
753801	Love's Truck Care West Sundust Road Chandler, AZ 85226	Branch	13.87 NE	7	N/A
521128	Rock Solid Concrete W Rock Solid Way Chandler, AZ 85226	Independent	13.92 NE	20	\$5,620,000
481302	CenturyLink W Sundust Rd Chandler, AZ 85226	Branch	13.93 NE	5	\$2,128,000
999977	Desert-Sails LLC W Sundust Rd Chandler, AZ 85226	Independent	13.93 NE	N/A	N/A
738966	Agua Trucks Inc S Nelson Dr Chandler, AZ 85226	Independent	13.95 NE	3	\$301,000
556103	RV Superservice S Nelson Dr Chandler, AZ 85226	Independent	13.95 NE	6	\$2,962,000
526106	Rock-N-Roll Materials, Inc South Nader Drive Chandler, AZ 85226	Independent	13.97 NE	30	\$5,464,000
581208	McDonald's West Sundust Road Chandler, AZ 85226	Branch	13.97 NE	32	\$1,576,000
541103	Lone Butte Trade Center West Sundust Road Chandler, AZ 85226	Independent	13.97 NE	11	\$2,520,000
381201	Pacific Scientific Energetic Materials Co West Willis Road Chandler, AZ 85226	Headquarters	14.00 NE	14	N/A
999977	Psemc Hollister West Willis Road Chandler, AZ 85226	Independent	14.00 NE	N/A	N/A
919906	Gila River Indian Community South 83Rd Avenue Laveen, AZ 85339	Independent	14.04 N	12	N/A
328109	Stoneworks-Cornerstone Building Brands West Allison Road Chandler, AZ 85226	Branch	14.08 NE	35	\$9,835,000

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SIC Code	Business Name	Business Type	Distance From Site in Miles	Employees	Sales
807101	Yulex Corp West Germann Road Chandler, AZ 85226	Independent	14.10 NE	10	\$1,713,000
514303	Dairy Nutrition West Sundust Road Chandler, AZ 85226	Independent	14.11 NE	4	\$7,037,000
804909	Animal Nutrition Systems LP West Sundust Road Chandler, AZ 85226	Independent	14.11 NE	7	\$137,000
265301	Arizona Box & Container South Nelson Drive Chandler, AZ 85226	Independent	14.14 NE	15	\$14,065,000
173128	Native Technology Solutions West Allison Road Chandler, AZ 85226	Independent	14.16 NE	15	\$1,987,000
999977	National Tribal Telecommunications Association West Allison Road Chandler, AZ 85226	Independent	14.16 NE	N/A	N/A
483301	Gila River Broadcasting Corporation West Allison Road Chandler, AZ 85226	Independent	14.16 NE	5	N/A
481302	Gila River Telecommunications, Inc West Allison Road Chandler, AZ 85226	Independent	14.16 NE	16	\$6,809,000
598401	Ferrellgas Chandler, AZ 85226	Branch	14.18 NE	5	\$68,357,000
517208	Ferrellgas Chandler, AZ 85226	Branch	14.18 NE	N/A	N/A
655202	Arrowhead Development Group S 56th St Chandler, AZ 85226	Independent	14.20 NE	4	\$1,012,000
866107	Maricopa Village Seventh-Day Adventist Church West Baseline Road Laveen, AZ 85339	Independent	14.21 N	1	N/A
821103	Maricopa Village Christian School West Baseline Road Laveen, AZ 85339	Independent	14.21 N	4	N/A
152103	Lone Butte Industrial Park W Allison Rd Chandler, AZ 85226	Independent	14.22 NE	13	\$3,279,000
733110	USPS Blue Collection Box W Allison Rd Chandler, AZ 85226	Kiosk	14.22 NE	N/A	N/A
999966	Jcri LLC W Willis Rd Chandler, AZ 85226	Independent	14.24 NE	3	N/A

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SIC Code	Business Name	Business Type	Distance From Site in Miles	Employees	Sales
491101	Gila River Utility Authority West Sundust Road Chandler, AZ 85226	Independent	14.29 NE	28	\$18,398,000
179977	Pimmex Contracting Corp West Sundust Road Chandler, AZ 85226	Independent	14.29 NE	2	\$570,000
517208	Ferrellgas W Sundust Rd Chandler, AZ 85226	Branch	14.29 NE	N/A	N/A
344403	Radius Aerospace-Phoenix West Willis Road Chandler, AZ 85226	Branch	14.30 NE	15	\$2,207,000
351101	Triumph Turbine Service Inc West Willis Road Chandler, AZ 85226	Independent	14.30 NE	4	\$1,277,000
738999	Total Solutions West Allison Road Chandler, AZ 85226	Independent	14.30 NE	2	\$201,000
502309	Classy Closets South Nelson Drive Chandler, AZ 85226	Branch	14.31 NE	120	\$125,069,000
919906	Gila River Indian Community West Sundust Road Chandler, AZ 85226	Independent	14.31 NE	17	N/A
493902	Gricua West Sundust Road Chandler, AZ 85226	Independent	14.31 NE	5	\$2,252,000
287598	Therm-O-Rock West Inc West Willis Road Chandler, AZ 85226	Independent	14.34 NE	54	\$30,376,000
866107	Estrella Mountain Assembly of God W Baseline Rd Laveen, AZ 85339	Independent	14.34 N	2	N/A
335501	Kaiser Aluminum West Willis Road Chandler, AZ 85226	Branch	14.40 NE	200	\$42,268,000
754910	DT Logistics LLC W Willis Rd Chandler, AZ 85226	Independent	14.41 NE	5	\$452,000
999966	Symbiont Nutrition LLC West Allison Road Chandler, AZ 85226	Independent	14.41 NE	3	N/A
832294	Pee Posh Community Service Center S 83rd Ave Laveen, AZ 85339	Independent	14.45 N	25	\$1,743,000
372498	Turbineaero Engines Technics West Willis Road Chandler, AZ 85226	Independent	14.49 NE	32	\$15,416,000

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## Business Locator

Gila River

Prepared by Esri

SIC Code	Business Name	Business Type	Distance From Site in Miles	Employees	Sales
161108	Acker-Stone Industries West Allison Road Chandler, AZ 85226	Independent	14.51 NE	10	\$2,529,000
336903	Triax Industries West Allison Road Chandler, AZ 85226	Independent	14.52 NE	95	\$16,318,000
351101	Triax Turbine Components LLC West Allison Road Chandler, AZ 85226	Independent	14.52 NE	4	\$1,277,000
245101	Champion Home Builders Inc West Allison Road Chandler, AZ 85226	Branch	14.83 NE	175	\$29,778,000
152112	Homes Direct of Chandler West Allison Road Chandler, AZ 85226	Independent	14.83 NE	4	\$1,124,000
598406	Blue Rhino West Allison Road Chandler, AZ 85226	Kiosk	14.83 NE	N/A	N/A
602103	ATM W Riggs Rd Sun Lakes, AZ 85248	Kiosk	14.91 E	N/A	N/A
541103	Akimel Smoke Shop W Riggs Rd Sun Lakes, AZ 85248	Independent	14.91 E	10	\$2,133,000
602103	ATM South Kyrene Road Chandler, AZ 85226	Kiosk	14.93 NE	N/A	N/A
495302	Waste Management South Kyrene Road Chandler, AZ 85226	Branch	14.97 NE	20	\$4,444,000
581208	Chick & Philly Sun Lakes, AZ 85248	Independent	14.98 E	N/A	N/A
154107	Revolution Industrial, LLC W Riggs Rd Sun Lakes, AZ 85248	Independent	14.98 E	100	\$40,983,000
569913	Locker Room By Lids E Willis Rd Chandler, AZ 85226	Branch	15.14 NE	4	\$688,000
602103	ATM South Kyrene Road Chandler, AZ 85226	Kiosk	15.18 NE	N/A	N/A
799302	Gila River Resorts & Casinos South Kyrene Road Chandler, AZ 85226	Independent	15.18 NE	47	N/A
581208	Aroma Coffee & Pasticceria South Kyrene Road Chandler, AZ 85226	Independent	15.18 NE	10	\$394,000

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## Business Locator

Gila River

Prepared by Esri

SIC Code	Business Name	Business Type	Distance From Site in Miles	Employees	Sales
581208	Fullhouse Cafe South Kyrene Road Chandler, AZ 85226	Independent	15.18 NE	12	N/A
581303	Kickers South Kyrene Road Chandler, AZ 85226	Independent	15.18 NE	9	N/A
581301	The River Bar South Kyrene Road Chandler, AZ 85226	Independent	15.18 NE	12	N/A
581228	Shell Station E Riggs Rd Chandler, AZ 85249	Independent	15.68 E	4	N/A
899999	District No 5 Comm Service Center Bapchule, AZ 85121	Independent	16.83 E	20	\$4,721,000
809907	Hau'pal Health Center West Queen Creek Road Chandler, AZ 85248	Branch	16.92 E	2,000	\$877,000
809907	Gila River Public Health Nursing W Casa Blanca Rd & N Preschool Rd Bapchule, AZ 85121	Independent	16.99 E	3	\$327,000
821103	St Peters School N St Peters Rd Bapchule, AZ 85121	Independent	17.18 E	25	N/A
554101	Casa Blanca Market West Casa Blanca Road Bapchule, AZ 85121	Independent	18.97 E	13	\$14,150,000
431101	USPS West Casa Blanca Road Bapchule, AZ 85121	Branch	18.97 E	4	N/A
598406	AmeriGas Propane Exchange West Casa Blanca Road Bapchule, AZ 85121	Kiosk	18.97 E	N/A	N/A
503211	Gila River Sand & Gravel AZ-587 & W Tanner Rd Sacaton, AZ 85147	Independent	19.04 E	3	\$2,482,000
521128	Arizona Materials LLC W Tanner Rd Sacaton, AZ 85147	Branch	19.32 E	4	\$1,014,000
503211	Gila River Sand & Gravel Corp W Tanner Rd Sacaton, AZ 85147	Independent	19.32 E	3	\$2,482,000
324101	CEMEX Sacaton San Tan Concrete Plant W Tanner Rd Sacaton, AZ 85147	Independent	19.32 E	5	N/A
602103	ATM I-10 E & W Casa Blanca Rd Bapchule, AZ 85121	Kiosk	19.36 E	N/A	N/A

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## Business Locator

Gila River

Prepared by Esri

SIC Code	Business Name	Business Type	Distance From Site in Miles	Employees	Sales
919906	Gila River Indian Comm District 4 North Home Run Drive Sacaton, AZ 85147	Independent	21.06 E	11	N/A
832229	Gila District 4 Service Center North Home Run Drive Sacaton, AZ 85147	Independent	21.06 E	35	\$1,271,000
821103	Gila River Head Start W Sesame Rd Sacaton, AZ 85147	Independent	21.20 E	10	N/A
866107	Church of Jesus Christ of Latter Day Saints N Stotonic Rd Sacaton, AZ 85147	Branch	21.48 E	2	N/A
919906	Gila River Indian Welfare Service W Casa Blanca Rd Sacaton, AZ 85147	Independent	22.29 E	11	N/A
832240	Commodity Food Program W Casa Blanca Rd Sacaton, AZ 85147	Independent	22.29 E	10	N/A
919906	Gila River Indian Community W Seed Farm Rd Sacaton, AZ 85147	Independent	24.24 E	11	N/A
922104	Gila River Police Department West Seed Farm Road Sacaton, AZ 85147	Independent	24.38 E	40	N/A
821103	Sacaton Elementary School Sacaton, AZ 85147	Independent	24.46 E	59	N/A
821120	Sacaton Public Schools Sacaton, AZ 85147	Independent	24.46 E	8	N/A
839998	Gric/Youth Home South Pear Road Sacaton, AZ 85147	Independent	24.46 E	40	N/A
919906	Gila River Indian Early CHLDHD S Bluebird Rd Sacaton, AZ 85147	Independent	24.56 E	11	N/A

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July 26, 2023





# Business Summary

Gila River

Prepared by Esri

## Data for all businesses in area

Total Businesses:	288
Total Employees:	7,465
Total Residential Population:	13,600
Employee/Residential Population Ratio (per 100 Residents)	55

## by SIC Codes

	Businesses		Employees	
	Number	Percent	Number	Percent
Agriculture & Mining	1	0.3%	17	0.2%
Construction	8	2.8%	219	2.9%
Manufacturing	13	4.5%	656	8.8%
Transportation	5	1.7%	21	0.3%
Communication	3	1.0%	26	0.3%
Utility	3	1.0%	53	0.7%
Wholesale Trade	8	2.8%	155	2.1%

## Retail Trade Summary

Home Improvement	4	1.4%	57	0.8%
General Merchandise Stores	0	0.0%	0	0.0%
Food Stores	6	2.1%	64	0.9%
Auto Dealers & Gas Stations	7	2.4%	77	1.0%
Apparel & Accessory Stores	14	4.9%	114	1.5%
Furniture & Home Furnishings	0	0.0%	0	0.0%
Eating & Drinking Places	24	8.3%	296	4.0%
Miscellaneous Retail	50	17.4%	789	10.6%

## Finance, Insurance, Real Estate Summary

Banks, Savings & Lending Institutions	1	0.3%	2	0.0%
Securities Brokers	0	0.0%	0	0.0%
Insurance Carriers & Agents	0	0.0%	0	0.0%
Real Estate, Holding, Other Investment Offices	7	2.4%	264	3.5%

## Services Summary

Hotels & Lodging	3	1.0%	518	6.9%
Automotive Services	4	1.4%	57	0.8%
Movies & Amusements	11	3.8%	1,179	15.8%
Health Services	14	4.9%	549	7.4%
Legal Services	1	0.3%	5	0.1%
Education Institutions & Libraries	20	6.9%	848	11.4%
Other Services	36	12.5%	758	10.2%

## Government

	36	12.5%	735	9.8%
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## Unclassified Establishments

	9	3.1%	6	0.1%
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Totals	288	100.0%	7,465	100.0%
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**Source:** Copyright 2023 Data Axle, Inc. All rights reserved. Esri Total Residential Population forecasts for 2023.

**Date Note:** Data on the Business Summary report is calculated using **Esri's Data allocation method** which uses census block groups to allocate business summary data to custom areas.

July 26, 2023



# Business Summary

Gila River

Prepared by Esri

by NAICS Codes	Businesses		Employees	
	Number	Percent	Number	Percent
Agriculture, Forestry, Fishing & Hunting	1	0.3%	17	0.2%
Mining	0	0.0%	0	0.0%
Utilities	1	0.3%	28	0.4%
Construction	10	3.5%	246	3.3%
Manufacturing	13	4.5%	656	8.8%
Wholesale Trade	8	2.8%	155	2.1%
Retail Trade	80	27.8%	1,093	14.6%
Motor Vehicle & Parts Dealers	1	0.3%	6	0.1%
Furniture & Home Furnishings Stores	0	0.0%	0	0.0%
Electronics & Appliance Stores	0	0.0%	0	0.0%
Building Material & Garden Equipment & Supplies Dealers	4	1.4%	57	0.8%
Food & Beverage Stores	4	1.4%	52	0.7%
Health & Personal Care Stores	3	1.0%	12	0.2%
Gasoline Stations & Fuel Dealers	6	2.1%	71	1.0%
Clothing, Clothing Accessories, Shoe and Jewelry Stores	16	5.6%	142	1.9%
Sporting Goods, Hobby, Book, & Music Stores	3	1.0%	18	0.2%
General Merchandise Stores	43	14.9%	735	9.8%
Transportation & Warehousing	5	1.7%	21	0.3%
Information	5	1.7%	53	0.7%
Finance & Insurance	1	0.3%	2	0.0%
Central Bank/Credit Intermediation & Related Activities	0	0.0%	0	0.0%
Securities & Commodity Contracts	1	0.3%	2	0.0%
Funds, Trusts & Other Financial Vehicles	0	0.0%	0	0.0%
Real Estate, Rental & Leasing	7	2.4%	242	3.2%
Professional, Scientific & Tech Services	9	3.1%	90	1.2%
Legal Services	1	0.3%	5	0.1%
Management of Companies & Enterprises	0	0.0%	0	0.0%
Administrative, Support & Waste Management Services	3	1.0%	25	0.3%
Educational Services	20	6.9%	850	11.4%
Health Care & Social Assistance	25	8.7%	805	10.8%
Arts, Entertainment & Recreation	12	4.2%	1,290	17.3%
Accommodation & Food Services	28	9.7%	822	11.0%
Accommodation	3	1.0%	518	6.9%
Food Services & Drinking Places	25	8.7%	304	4.1%
Other Services (except Public Administration)	15	5.2%	329	4.4%
Automotive Repair & Maintenance	4	1.4%	57	0.8%
Public Administration	36	12.5%	735	9.8%
Unclassified Establishments	9	3.1%	6	0.1%
Total	288	100.0%	7,465	100.0%

**Source:** Copyright 2023 Data Axle, Inc. All rights reserved. Esri Total Residential Population forecasts for 2023.

**Date Note:** Data on the Business Summary report is calculated using **Esri's Data allocation method** which uses census block groups to allocate business summary data to custom areas.

July 26, 2023

2023 Labor Force						
Age Group	Population	Employed	Unemployed	Unemployment Rate	Labor Force Participation Rate	Employment-Population Ratio
16+	9,565	3,672	283	7.2%	41.3%	38.4%
16-24	1,870	680	61	8.2%	39.6%	36.4%
25-54	5,175	2,566	209	7.5%	53.6%	49.6%
55-64	1,289	378	13	3.3%	30.3%	29.3%
65+	1,231	48	0	0.0%	3.9%	3.9%
Male Age 16+	4,504	2,000	160	6.9%	48.0%	44.4%
Female Age 16+	5,061	1,672	123	7.4%	35.5%	33.0%
Economic Dependency Ratio						
Total						261.5
Child (<16)						109.9
Working-Age (16-64)						121.0
Senior (65+)						30.6
Industry	Employed	Percent	US Percent	Location Quotient		
Total	3,672	100.0%	100.0%	-		
Agriculture/Forestry/Fishing	153	4.2%	1.1%	3.82		
Mining/Quarrying/Oil & Gas	44	1.2%	0.4%	3.00		
Construction	300	8.2%	7.0%	1.17		
Manufacturing	216	5.9%	10.0%	0.59		
Wholesale Trade	0	0.0%	1.9%	0.00		
Retail Trade	317	8.6%	10.4%	0.83		
Transportation/Warehousing	262	7.1%	5.5%	1.29		
Utilities	55	1.5%	0.8%	1.88		
Information	78	2.1%	1.9%	1.11		
Finance/Insurance	49	1.3%	5.0%	0.26		
Real Estate/Rental/Leasing	2	0.1%	1.8%	0.06		
Professional/Scientific/Tech	34	0.9%	8.6%	0.10		
Management of Companies	0	0.0%	0.1%	0.00		
Admin/Support/Waste Management	206	5.6%	4.4%	1.27		
Educational Services	77	2.1%	9.2%	0.23		
Health Care/Social Assistance	484	13.2%	13.6%	0.97		
Arts/Entertainment/Recreation	562	15.3%	2.2%	6.95		
Accommodation/Food Services	414	11.3%	6.7%	1.69		
Other Services (Excluding Public)	38	1.0%	4.7%	0.21		
Public Administration	381	10.4%	4.8%	2.21		

**Data Note:** Location Quotients compare the industry/occupation share of a local area's employment relative to that same share nationally. A value lower/greater than 1 indicates that the local area is less/more specialized in that industry or occupation category than the US as a whole.

**Explore the Esri Labor Force Learn Lesson for more information on how to use and interpret the estimates in this report.**

**Source:** Esri forecasts for 2023 and 2028.

Occupation	Employed	Percent	US Percent	Location Quotient
Total	3,672	100.0%	100.0%	-
White Collar	1,413	38.5%	62.3%	0.62
Management	147	4.0%	12.0%	0.33
Business/Financial	213	5.8%	5.9%	0.98
Computer/Mathematical	71	1.9%	4.0%	0.47
Architecture/Engineering	82	2.2%	2.4%	0.92
Life/Physical/Social Sciences	0	0.0%	1.3%	0.00
Community/Social Service	48	1.3%	1.9%	0.68
Legal	35	1.0%	1.2%	0.83
Education/Training/Library	64	1.7%	6.2%	0.27
Arts/Design/Entertainment	32	0.9%	2.2%	0.41
Healthcare Practitioner	38	1.0%	6.2%	0.16
Sales and Sales Related	164	4.5%	8.6%	0.52
Office/Administrative Support	519	14.1%	10.4%	1.36
Blue Collar	1,026	27.9%	21.5%	1.30
Farming/Fishing/Forestry	108	2.9%	0.5%	5.80
Construction/Extraction	317	8.6%	5.0%	1.72
Installation/Maintenance/Repair	50	1.4%	2.9%	0.48
Production	174	4.7%	5.4%	0.87
Transportation/Material Moving	377	10.3%	7.8%	1.32
Services	1,233	33.6%	16.2%	2.08
Healthcare Support	160	4.4%	3.1%	1.42
Protective Service	110	3.0%	2.1%	1.43
Food Preparation/Serving	356	9.7%	5.2%	1.87
Building Maintenance	528	14.4%	3.3%	4.36
Personal Care/Service	79	2.2%	2.5%	0.88

**Data Note:** Location Quotients compare the industry/occupation share of a local area's employment relative to that same share nationally. A value lower/greater than 1 indicates that the local area is less/more specialized in that industry or occupation category than the US as a whole.

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**Source:** Esri forecasts for 2023 and 2028.



# Electronics and Internet 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 or	Percent	MPI
Own Tablet	4,746	51.8%	88
Own E-Reader	888	9.7%	68
Own E-Reader/Tablet: Amazon Fire	1,350	14.7%	104
Own E-Reader/Tablet: Amazon Kindle	1,882	20.5%	87
Own E-Reader/Tablet: Apple iPad	2,212	24.1%	65
Own E-Reader/Tablet: Barnes & Noble Nook	167	1.8%	82
Own E-Reader/Tablet: Microsoft Surface	219	2.4%	83
Own E-Reader/Tablet: Samsung Galaxy Tab	1,315	14.3%	128
Own Portable MP3 Player	822	9.0%	80
Own Apple Watch Wearable Technology	1,610	17.6%	107
Own Fitbit Wearable Technology	1,080	11.8%	77
Own Garmin Wearable Technology	211	2.3%	69
Own Digital Camcorder	599	6.5%	81
Own Digital Point and Shoot Camera/Camcorder	603	6.6%	60
Own Digital SLR Camera or Camcorder	586	6.4%	59
Own 35mm Camera or Camcorder	368	4.0%	56
Own Telephoto/Zoom Lens for Camera	330	3.6%	56
Own Wide Angle Lens for Camera	270	2.9%	61
Own Selfie Stick for Camera or Phone	491	5.4%	81
Printed Digital Photos/12 Mo	1,947	21.2%	79
Use Computer at Work	2,904	31.7%	73
Use Desktop Computer at Work	1,342	14.6%	76
Use Laptop or Notebook Computer at Work	1,350	14.7%	61
HH Owns Computer	2,484	74.0%	86
HH Purchased Most Recent Home Computer/12 Mo	458	13.6%	96
HH Owns Desktop Computer	1,071	31.9%	80
HH Owns Laptop or Notebook	2,045	60.9%	87
HH Has Child (<18 Yrs) Using Home Computer	407	12.1%	103
HH Owns Apple/Mac Brand Computer	556	16.6%	68
HH Owns PC/Non-Apple Brand Computer	2,180	65.0%	92
HH Purchased 1-2 Yrs Ago Most Recent Computer	484	14.4%	76
HH Purchased 3-4 Yrs Ago Most Recent Computer	489	14.6%	76
HH Purchased 5+ Yrs Ago Most Recent Computer	437	13.0%	74
HH Purchased Most Recent Home Computer at Store	1,022	30.5%	78
HH Purchased Most Recent Home Computer Online	819	24.4%	89
HH Spent \$1-499 on Most Recent Home Computer	522	15.6%	98
HH Spent \$500-999 on Most Recent Home Computer	506	15.1%	74
HH Spent \$1K-1499 on Most Recent Home Computer	256	7.6%	63
HH Spent \$1500-1999 on Most Recent Home Computer	90	2.7%	58
HH Spent \$2K+ on Most Recent Home Computer	123	3.7%	68
HH Owns Webcam	764	22.8%	87
HH Owns Wireless Router	844	25.1%	71
HH Owns All-In-One Printer (Print Copy Scan)	1,575	46.9%	78
HH Owns Accounting Software	176	5.2%	80

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**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.

July 26, 2023

Product/Consumer Behavior	Expected Number of Adults or	Percent	MPI
HH Owns Communications or Fax Software	76	2.3%	56
HH Owns Database or Filing Software	108	3.2%	60
HH Owns Desktop Publishing Software	157	4.7%	65
HH Owns Education or Training Software	250	7.4%	81
HH Owns Entertainment or Games Software	706	21.0%	87
HH Owns Personal Finance or Tax Prep Software	309	9.2%	57
HH Owns Presentation Graphics Software	160	4.8%	74
HH Owns Multimedia Software	274	8.2%	82
HH Owns Networking Software	288	8.6%	88
HH Owns Online Mtg or Conference Software	438	13.1%	76
HH Owns Online or Remote Backup Software	141	4.2%	63
HH Owns Security or Anti-Virus Software	673	20.1%	79
HH Owns Spreadsheet Software	639	19.0%	68
HH Owns Touch Screen Monitor	302	9.0%	71
HH Owns Utility Software	101	3.0%	56
HH Owns Web Authoring Software	46	1.4%	84
HH Owns Word Processing Software	865	25.8%	67
HH Owns CD Player	391	11.7%	65
HH Owns Portable GPS Device	489	14.6%	70
HH Owns Ear Buds Headphones	1,777	52.9%	98
HH Owns Bluetooth or Wireless Headphones	1,416	42.2%	97
HH Owns Noise Reduction Headphones	657	19.6%	94
HH Owns Headphones w/Microphone	778	23.2%	98
HH Owns Home Theater or Entertainment System	495	14.7%	89
HH Owns 1 TV	535	15.9%	88
HH Owns 2 TVs	938	27.9%	99
HH Owns 3 TVs	785	23.4%	102
HH Owns 4+ TVs	761	22.7%	101
HH Owns LCD TV	716	21.3%	82
HH Owns LED TV	1,450	43.2%	93
HH Owns OLED TV	171	5.1%	81
HH Owns Plasma TV	399	11.9%	109
HH Owns HDTV	1,145	34.1%	84
HH Owns 4K Ultra HDTV	942	28.1%	101
HH Owns Internet Connectable TV	1,269	37.8%	88
HH Owns <27 in Screen TV (Small)	424	12.6%	97
HH Owns 27-35 in Screen TV (Medium)	878	26.2%	90
HH Owns 36-42 in Screen TV (Large)	968	28.8%	85
HH Owns 43-54 in Screen TV (XL)	1,235	36.8%	103
HH Owns 55-69 in Screen TV (XXL)	1,215	36.2%	96
HH Owns 70 in+ Screen TV (XXXL)	208	6.2%	82
HH Most Recent TV Purchase: <27 in (Small)	163	4.9%	102
HH Most Recent TV Purchase: 27-35 in (Medium)	402	12.0%	94
HH Most Recent TV Purchase: 36-42 in (Large)	472	14.1%	83
HH Most Recent TV Purchase: 43-54 in (XL)	695	20.7%	105
HH Most Recent TV Purchase: 55-69 in (XXL)	962	28.7%	101
HH Most Recent TV Purchase: 70+ in (XXXL)	176	5.2%	90
HH Owns Internet Video Device for TV	1,681	50.1%	95
HH Owns Amazon Fire Internet Device for TV	925	27.6%	105
HH Owns Apple TV Internet Device for TV	227	6.8%	70
HH Owns Google Chromecast Intrnt Device for TV	246	7.3%	93
HH Owns Roku Internet Device for TV	844	25.1%	98
HH Owns Handheld Video Game System	602	17.9%	105
HH Owns Video Game System Attached to TV/Comp	1,524	45.4%	110
HH Owns Nintendo DS/2DS/3DS Video Game System	207	6.2%	93

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**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 or	Percent	MPI
HH Owns Nintendo Switch Video Game System	506	15.1%	104
HH Owns Nintendo Wii/Wii U Video Game System	251	7.5%	78
HH Owns PlayStation 2/3 Video Game System	310	9.2%	113
HH Owns PlayStation 4 Video Game System	793	23.6%	138
HH Owns Xbox 360 Video Game System	307	9.1%	95
HH Owns Xbox One Video Game System	452	13.5%	104
HH Purchased Video Game System/12 Mo	337	10.0%	125
HH Purchased 1 Video Game/12 Mo	69	2.1%	88
HH Purchased 2 Video Games/12 Mo	101	3.0%	97
HH Purchased 3 Video Games/12 Mo	92	2.7%	116
HH Purchased 4 Video Games/12 Mo	87	2.6%	133
HH Purchased 5+ Video Games/12 Mo	239	7.1%	116
HH Spent \$1-100 on Video Games/12 Mo	311	9.3%	104
HH Spent \$101-200 on Video Games/12 Mo	185	5.5%	112
HH Spent \$201+ on Video Games/12 Mo	162	4.8%	130
HH Purchased Video Game from Disc Dept Store/12 Mo	71	2.1%	86
HH Purchased Video Game from Electronics Store/12 Mo	112	3.3%	104
HH Purchased Video Games from Game Console/12 Mo	175	5.2%	102
HH Purchased Video Game from GameStop/12 Mo	293	8.7%	133
HH Purchased Video Game from Steam/12 Mo	71	2.1%	85
HH Purchased Video Game from Oth Online/12 Mo	234	7.0%	91
HH Purchased Video Game System/Disc Dept Store/12 Mo	49	1.5%	111
HH Purchased Video Game System/Electr Store/12 Mo	63	1.9%	103
HH Purchased Video Game System/GameStop/12 Mo	94	2.8%	146
HH Purchased Video Game System/Other Online/12 Mo	103	3.1%	105
Have Internet Access at Home	8,628	94.1%	97
Broadband/High Speed Internet Connection at Home	8,198	89.4%	96
Cable Modem Internet Connection at Home	3,649	39.8%	93
DSL Internet Connection at Home	779	8.5%	82
Fiber Optic Internet Connection at Home	1,170	12.8%	73
Satellite Service Internet Connection at Home	483	5.3%	150
Spend <0.5 Hrs Online (Excluding Email) Daily	548	6.0%	129
Spend 0.5-0.9 Hrs Online (Excluding Email) Daily	472	5.1%	67
Spend 1-1.9 Hrs Online (Excluding Email) Daily	1,190	13.0%	77
Spend 2-4.9 Hrs Online (Excluding Email) Daily	2,260	24.7%	81
Spend 5-9.9 Hrs Online (Excluding Email) Daily	2,318	25.3%	112
Spend 10+ Hrs Online (Excluding Email) Daily	1,507	16.4%	147
Used Internet/30 Days	8,703	94.9%	98
Used Internet at Home/30 Days	8,164	89.0%	96
Used Internet at Work/30 Days	2,648	28.9%	78
Used Internet at School or Library/30 Days	655	7.1%	106
Used Internet Not Home/Work/School/Library/30 Days	2,404	26.2%	75
Used Computer to Access Internet/30 Days	6,113	66.7%	84
Used Cell Phone to Access Internet/30 Days	7,472	81.5%	95
Used Tablet to Access Internet/30 Days	2,536	27.7%	75
Used Vid Game Console to Access Internet/30 Days	1,111	12.1%	119
Used TV to Access Internet/30 Days	2,484	27.1%	99
Used Internet for Email/30 Days	6,672	72.8%	86
Used Internet for IM/30 Days	7,367	80.4%	99
Used Internet for Phone Call/30 Days	3,063	33.4%	92
Used Internet for Video Chat/30 Days	3,030	33.0%	91

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Product/Consumer Behavior	Expected Number of Adults or	Percent	MPI
Used Internet for Personal Purchase/30 Days	5,309	57.9%	80
Used Internet for Business Purchase/30 Days	885	9.7%	73
Used Internet for Latest News/30 Days	3,623	39.5%	75
Used Internet for Sports News or Info/30 Days	1,594	17.4%	64
Used Internet for Financial Info/30 Days	2,004	21.9%	70
Used Internet for Medical Info/30 Days	2,026	22.1%	68
Used Internet for Movie Listings/Times/30 Days	882	9.6%	90
Used Internet for Parenting Info/30 Days	371	4.0%	92
Used Internet for Real Estate Info/30 Days	869	9.5%	62
Used Internet for Recipes/30 Days	4,068	44.4%	83
Used Internet to Add Video to Website/30 Days	782	8.5%	118
Used Internet to Download Movie/30 Days	502	5.5%	91
Used Internet to Download Music/30 Days	1,673	18.2%	118
Used Internet to Download TV Program/30 Days	258	2.8%	89
Used Internet to Download Video Game/30 Days	1,557	17.0%	124
Used Internet to Look for Employment/30 Days	1,520	16.6%	130
Used Internet for Online Dating/30 Days	385	4.2%	123
Used Internet to Pay Bills/30 Days	5,294	57.7%	92
Used Internet to Play Games/30 Days	3,564	38.9%	105
Used Internet to Research Vehicle Purch/30 Days	774	8.4%	84
Used Internet to Send Greeting Card/30 Days	318	3.5%	77
Used Internet to Share Photos on Website/30 Days	2,321	25.3%	93
Used Internet to Take Online Class/30 Days	921	10.0%	78
Used Internet to Trade/Track Investments/30 Days	830	9.1%	48
Used Internet for Travel Plans/30 Days	1,155	12.6%	71
Used Internet to Visit Blogs/30 Days	802	8.7%	76
Used Internet to Write Blogs/30 Days	117	1.3%	103
Used Internet to Visit Chat Room/30 Days	524	5.7%	95
Used Internet to Watch Movie/30 Days	3,131	34.2%	100
Used Internet to Watch TV Program/30 Days	1,556	17.0%	77
Used Nintendo Switch Online Gaming Svc/30 Days	433	4.7%	119
Used PlayStation Network Gaming Svc/30 Days	1,181	12.9%	186
Used Xbox Network Gaming Svc/30 Days	630	6.9%	113
Played Massive Multi-Player Online Game/30 Days	391	4.3%	131
Used Spanish Language Website or App/30 Days	534	5.8%	123
Social Media: Used Facebook/30 Days	5,934	64.7%	101
Social Media: Used Instagram/30 Days	3,328	36.3%	97
Social Media: Used LinkedIn/30 Days	720	7.9%	56
Social Media: Used Reddit/30 Days	671	7.3%	71
Social Media: Used Shutterfly/30 Days	116	1.3%	49
Social Media: Used Snapchat/30 Days	2,106	23.0%	112
Social Media: Used TikTok/30 Days	2,070	22.6%	124
Social Media: Used Tumblr/30 Days	150	1.6%	86
Social Media: Used Twitch/30 Days	346	3.8%	95
Social Media: Used Twitter/30 Days	1,559	17.0%	95
Social Media: Used Yelp/30 Days	201	2.2%	37
Social Media: Used YouTube/30 Days	5,021	54.8%	102
Social Media: Used Pinterest/30 Days	1,442	15.7%	83

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Product/Consumer Behavior	Expected Number of Adults or	Percent	MPI
Social Media: Applied Filter to Picture/30 Days	1,112	12.1%	117
Social Media: Clicked on Ad/30 Days	1,200	13.1%	88
Social Media: Commented on Friend's Post/30 Days	3,730	40.7%	96
Social Media: Communicated Via IM/30 Days	1,949	21.3%	87
Social Media: Followed/Became Fan/30 Days	2,045	22.3%	95
Social Media: Invited People to Event/30 Days	445	4.9%	115
Social Media: Liked Something/30 Days	2,813	30.7%	88
Social Media: Played Game/30 Days	1,868	20.4%	119
Social Media: Posted Blog/30 Days	125	1.4%	83
Social Media: Posted/Shared Video/30 Days	1,819	19.8%	121
Social Media: Posted Picture/30 Days	3,552	38.7%	97
Social Media: Posted Update/30 Days	2,798	30.5%	122
Social Media: Posted Website Link/30 Days	989	10.8%	116
Social Media: Posted/Shared My Location/30 Days	525	5.7%	114
Social Media: Rated Product or Service/30 Days	650	7.1%	92
Social Media: Saw Friend's Profile/30 Days	3,537	38.6%	89
Social Media: Sent Email/Text Message/30 Days	3,896	42.5%	94
Social Media: Sent Real/Virtual Gift/30 Days	179	2.0%	91
Social Media: Updated My Profile/30 Days	2,026	22.1%	132
Social Media: Watched Video/30 Days	4,074	44.4%	100
IM/Video Chat: Used Facebook Messenger/30 Days	5,118	55.8%	116
IM/Video Chat: Used FaceTime/30 Days	2,557	27.9%	89
IM/Video Chat: Used Google Duo/30 Days	1,100	12.0%	212
IM/Video Chat: Used Google Hangouts/30 Days	330	3.6%	100
IM/Video Chat: Used Google Meet/30 Days	466	5.1%	99
IM/Video Chat: Used Microsoft Teams/30 Days	702	7.7%	71
IM/Video Chat: Used Skype/30 Days	377	4.1%	74
IM/Video Chat: Used Slack/30 Days	131	1.4%	47
IM/Video Chat: Used Snapchat/30 Days	1,513	16.5%	115
IM/Video Chat: Used WhatsApp/30 Days	1,444	15.8%	92
IM/Video Chat: Used Zoom/30 Days	2,626	28.6%	86
Social Media: Follow Friends/Family Very Important	2,012	21.9%	95
Social Media: Meet New Friends Very Important	999	10.9%	171
Social Media: Keep in Touch Very Important	3,880	42.3%	99
Social Media: Reconnect w/People Very Important	1,727	18.8%	111
Social Media: Ntwrk w/Prof Contacts Very Important	800	8.7%	135
Social Media: Find Mutual Interests Very Important	716	7.8%	128
Social Media: Learn About Prods/Svcs Very Important	718	7.8%	133
Social Media: Rate/Review Prods/Svcs Very Important	566	6.2%	133
Social Media: Find Local Info Very Important	1,069	11.7%	104
Social Media: Find TV/Movie Info Very Important	872	9.5%	139
Social Media: Access to VIP Events Very Important	475	5.2%	145
Social Media: Get Exclusive Offers Very Important	812	8.9%	143
Social Media: Play Games Very Important	708	7.7%	118
Social Media: Support Fav Co/Brands Very Important	647	7.1%	173
Social Media: Track News/Events Very Important	1,238	13.5%	114
Used Bing Website or Search Engine/30 Days	753	8.2%	87
Used Google Website or Search Engine/30 Days	7,567	82.5%	96
Used Yahoo Website or Search Engine/30 Days	1,659	18.1%	110

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Used Indeed Job/Careers Website or App/30 Days	1,724	18.8%	139
Used Zillow Website or App/30 Days	1,305	14.2%	71
Used BuzzFeed Entertainment Website/App/30 Days	430	4.7%	83
Used Fandango Entertainment Website/App/30 Days	120	1.3%	109
Used ABC News Website or App/30 Days	820	8.9%	105
Used BBC News Website or App/30 Days	368	4.0%	67
Used CBS News Website or App/30 Days	563	6.1%	103
Used CNN Website or App/30 Days	1,221	13.3%	77
Used Fox News Website or App/30 Days	951	10.4%	70
Used HuffPost News Website or App/30 Days	427	4.7%	90
Used NBC News Website or App/30 Days	530	5.8%	89
Used Yahoo! News Website or App/30 Days	703	7.7%	90
Used ESPN Sports Website or App/30 Days	1,100	12.0%	77
Used Fox Sports Website or App/30 Days	380	4.1%	73
Used MLB Sports Website or App/30 Days	216	2.4%	67
Used NBA Sports Website or App/30 Days	483	5.3%	156
Used NFL Sports Website or App/30 Days	647	7.1%	104
Used PBS Website or App/30 Days	191	2.1%	68
Used Telemundo Website or App/30 Days	364	4.0%	155
Social Media: Follow Actors/Comedians	2,554	27.9%	109
Social Media: Follow Artists/Photographers	1,844	20.1%	113
Social Media: Follow Charitable Groups	1,286	14.0%	87
Social Media: Follow Chefs/Restaurants	2,125	23.2%	113
Social Media: Follow Companies/Brands	2,125	23.2%	100
Social Media: Follow Gamers	972	10.6%	142
Social Media: Follow Hobby-Related Groups	2,487	27.1%	92
Social Media: Follow Local Groups	1,961	21.4%	87
Social Media: Follow Magazines	938	10.2%	107
Social Media: Follow Medical/Ailment Groups	833	9.1%	116
Social Media: Follow Music Groups	2,711	29.6%	118
Social Media: Follow Newspapers	1,160	12.7%	95
Social Media: Follow Oth Celebrities	1,905	20.8%	136
Social Media: Follow Political Groups	1,137	12.4%	82
Social Media: Follow Politicians	1,148	12.5%	84
Social Media: Follow Religious Groups	1,729	18.9%	123
Social Media: Follow School Groups	1,399	15.3%	85
Social Media: Follow Sports/Athletes	1,959	21.4%	101
Social Media: Follow Travel-Related Groups	1,395	15.2%	109
Social Media: Follow TV Programs/Networks	2,246	24.5%	118

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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	Percent	MPI
Did Banking in Person/12 Mo	4,273	46.6%	90
Used Bank of America Bank/12 Mo	1,206	13.2%	85
Used Capital One Bank/12 Mo	814	8.9%	88
Used Chase Bank/12 Mo	1,421	15.5%	79
Used Citizens Bank/12 Mo	207	2.3%	119
Used Citibank Bank/12 Mo	384	4.2%	72
Used PNC Bank/12 Mo	457	5.0%	122
Used U.S. Bank/12 Mo	441	4.8%	117
Used Wells Fargo Bank/12 Mo	1,305	14.2%	100
Used Credit Union/12 Mo	2,438	26.6%	103
Used Local/Community Bank/12 Mo	614	6.7%	57
Did Banking by Mail/12 Mo	287	3.1%	98
Did Banking by Phone/12 Mo	1,206	13.2%	121
Did Banking Online/12 Mo	4,442	48.5%	83
Did Banking by Mobile Device/12 Mo	3,981	43.4%	90
Used ATM or Cash Machine/12 Mo	5,618	61.3%	97
Used Direct Deposit of Paycheck/12 Mo	4,677	51.0%	87
Did Banking w/Paperless Statements/12 Mo	3,231	35.2%	83
Have Interest Checking Account	2,504	27.3%	69
Have Non-Interest Checking Account	3,146	34.3%	90
Have Savings Account	6,010	65.6%	89
Have Overdraft Protection	2,488	27.1%	81
Have Auto Loan	1,838	20.0%	81
Have Education Personal Loan (Student Loan)	1,005	11.0%	118
Have Personal Loan (Not for Education)	385	4.2%	98
Have 1st Home Mortgage	2,388	26.0%	69
Have 2nd Mortgage (Home Equity Loan)	285	3.1%	70
Have Home Equity Line of Credit	289	3.2%	85
Have Personal Line of Credit	557	6.1%	110
Have 401(k) Retirement Savings Plan	1,617	17.6%	72
Have 403(b) Retirement Savings Plan	350	3.8%	71
Have Roth IRA Retirement Savings Plan	727	7.9%	50
Have Traditional IRA Retirement Savings Plan	901	9.8%	52
Own Any Securities Investment	3,277	35.7%	67
Own Any Annuity	230	2.5%	57
Own Certificate of Deposit (More Than 6 Mo)	258	2.8%	59
Own Shares in Money Market Fund	379	4.1%	50
Own Shares in Mutual Fund (Bonds)	423	4.6%	54
Own Shares in Mutual Fund (Stocks)	649	7.1%	52
Own Any Stock	737	8.0%	54
Own Common Stock in Company You Don` t Work For	559	6.1%	51
Own U.S. Savings Bonds	396	4.3%	61
Own Investment Real Estate	223	2.4%	49
Own Vacation or Wknd Home	248	2.7%	61
Used Lawyer/12 Mo	872	9.5%	87
Used Real Estate Agent/12 Mo	612	6.7%	83
Used Financial Planner/12 Mo	454	5.0%	46
Own 1 Credit Card	1,778	19.4%	106
Own 2 Credit Cards	1,464	16.0%	85
Own 3 Credit Cards	810	8.8%	67
Own 4 Credit Cards	602	6.6%	74
Own 5 Credit Cards	306	3.3%	59
Own 6+ Credit Cards	767	8.4%	80

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Product/Consumer Behavior	Expected Number of		Percent	MPI
	Adults			
Carry Credit Card Balance: 1-Never/Rarely	2,031		22.2%	53
Carry Credit Card Balance: 2-Sometimes	2,166		23.6%	127
Carry Credit Card Balance: 3-Usually/Always	2,060		22.5%	122
Avg \$1-110 Monthly Credit Card Expenditures	1,406		15.3%	134
Avg \$111-225 Monthly Credit Card Expenditures	823		9.0%	117
Avg \$226-450 Monthly Credit Card Expenditures	728		7.9%	86
Avg \$451-700 Monthly Credit Card Expenditures	678		7.4%	80
Avg \$701-1000 Monthly Credit Card Expenditures	463		5.1%	62
Avg \$1001-2000 Monthly Credit Card Expenditures	639		7.0%	59
Avg \$2001+ Monthly Credit Card Expenditures	370		4.0%	37
Own 1 Debit Card	4,560		49.7%	92
Own 2 Debit Cards	1,779		19.4%	114
Own 3+ Debit Cards	684		7.5%	144
Avg \$1-90 Debit Card Monthly Expenditures	564		6.2%	103
Avg \$91-180 Debit Card Monthly Expenditures	796		8.7%	136
Avg \$181-225 Debit Card Monthly Expenditures	463		5.1%	93
Avg \$226-450 Debit Card Monthly Expenditures	826		9.0%	93
Avg \$451-700 Debit Card Monthly Expenditures	1,021		11.1%	119
Avg \$701-1000 Debit Card Monthly Expenditures	862		9.4%	120
Avg \$1001-2000 Debit Card Monthly Expenditures	699		7.6%	116
Avg \$2001+ Debit Card Monthly Expenditures	299		3.3%	121
Own or Used Any Credit/Debit Card/12 Mo	8,116		88.5%	95
Own or Used Any Major Credit/Debit Card/12 Mo	7,627		83.2%	94
Own or Used Any Store Credit Card/12 Mo	2,369		25.8%	81
Have Credit/Debit Card w/Airline Miles Rewards	715		7.8%	57
Have Credit/Debit Card w/Cash Back Rewards	3,247		35.4%	76
Have Credit/Debit Card w/Hotel/Car Rental Rewards	296		3.2%	74
Have American Express Green Card in Own Name	143		1.6%	74
Have American Express Blue Card in Own Name	406		4.4%	76
Have American Express Gold Card in Own Name	177		1.9%	58
Have American Express Platinum Card in Own Name	140		1.5%	46
Have Discover Card in Own Name	1,395		15.2%	85
Have MasterCard Standard Card in Own Name	1,686		18.4%	87
Have MasterCard Gold Card in Own Name	102		1.1%	41
Have MasterCard Platinum Card in Own Name	388		4.2%	72
Have MasterCard Debit Card in Own Name	2,208		24.1%	111
Have Visa Standard or Classic Card in Own Name	2,220		24.2%	77
Have Visa Gold Card in Own Name	206		2.2%	96
Have Visa Platinum Card in Own Name	665		7.3%	74
Have Visa Signature Card in Own Name	423		4.6%	44
Have Visa Debit Card in Own Name	5,124		55.9%	111
Paid Bills by Mail/12 Mo	1,997		21.8%	69
Paid Bills in Person/12 Mo	1,739		19.0%	131
Paid Bills by Phone Using Credit Card/12 Mo	1,578		17.2%	100
Paid Bills by Auto Charge to Credit Card/12 Mo	1,891		20.6%	71
Paid Bills by Auto Deduct from Bank Acct/12 Mo	3,127		34.1%	80
Wired or Sent Money/6 Mo	2,139		23.3%	118
Wired or Sent Money w/Bank Wire Transfer/6 Mo	519		5.7%	96
Wired or Sent Money w/MoneyGram/6 Mo	402		4.4%	230
Wired or Sent Money w/Money Order/6 Mo	1,012		11.0%	214
Wired or Sent Money w/Western Union/6 Mo	649		7.1%	201
Wired or Sent Money w/USPS/6 Mo	431		4.7%	120

**Data Note:** An MPI (Market Potential Index) measures the relative likelihood of the adults 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		Percent	MPI
	Adults			
Used Apple Pay Digital Payment Svc/30 Days	1,281		14.0%	100
Used Cash App Digital Payment Svc/30 Days	1,350		14.7%	220
Used Google Pay Digital Payment Svc/30 Days	732		8.0%	124
Used PayPal Digital Payment Svc/30 Days	2,610		28.5%	88
Used Samsung Pay Digital Payment Svc/30 Days	173		1.9%	114
Used Venmo Digital Payment Svc/30 Days	1,269		13.8%	66
Used Visa Checkout Digital Payment Svc/30 Days	455		5.0%	130
Used Zelle Digital Payment Svc/30 Days	1,550		16.9%	101
Used Oth Digital Payment Svc/30 Days	303		3.3%	131
Did Manual Tax Preparation	1,927		21.0%	115
Used H&R Block Software to Prepare Taxes	674		7.4%	106
Used TurboTax Software Program to Prepare Taxes	1,591		17.4%	93
Used Online Program/Service to Prepare Taxes	2,081		22.7%	111
Used H&R Block Online to Prepare Taxes	364		4.0%	114
Used TurboTax Online to Prepare Taxes	1,096		12.0%	107
Used H&R Block On-Site Tax Svc to Prepare Taxes	441		4.8%	141
Used CPA or Oth Tax Prof to Prepare Taxes	883		9.6%	53
Personally/Jointly Acq 401(k)/403(b) Loan/12 Mo	285		3.1%	140

**Data Note:** An MPI (Market Potential Index) measures the relative likelihood of the adults 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.



# Health and Beauty 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
Typically Spend 1-3 Hrs Exercising/Wk	2,239	24.4%	98
Typically Spend 4-6 Hrs Exercising/Wk	1,633	17.8%	80
Typically Spend 7+ Hrs Exercising/Wk	2,051	22.4%	92
Exercise at Home 2+ Times/Wk	3,997	43.6%	89
Exercise at Club 2+ Times/Wk	735	8.0%	68
Exercise at Oth Facility (Not Club) 2+ Times/Wk	643	7.0%	90
Member of LA Fitness Club/Gym	208	2.3%	135
Member of Planet Fitness Club/Gym	438	4.8%	108
Member of YMCA Fitness Club/Gym	359	3.9%	140
Own Elliptical	391	4.3%	79
Own Stationary Bicycle	692	7.5%	71
Own Treadmill	941	10.3%	87
Own Weight Lifting Equipment	1,449	15.8%	83
Control Diet for Blood Sugar Level	1,069	11.7%	96
Control Diet for Cholesterol Level	1,161	12.7%	98
Control Diet for Food Allergies	228	2.5%	107
Control Diet to Maintain Weight	683	7.4%	64
Control Diet for Physical Fitness	1,321	14.4%	101
Control Diet for Salt Restriction	466	5.1%	121
Control Diet for Weight Loss	2,126	23.2%	110
Use Doctor's Care/Diet for Diet Method	555	6.1%	138
Use Exercise Program for Diet Method	969	10.6%	106
Buy Foods Specifically Labeled: Fat-Free	808	8.8%	95
Buy Foods Specifically Labeled: Gluten-Free	728	7.9%	142
Buy Foods Specifically Labeled: High Fiber	848	9.2%	116
Buy Foods Specifically Labeled: High Protein	947	10.3%	104
Buy Foods Specifically Labeled: Hormone-Free	294	3.2%	97
Buy Foods Specifically Labeled: Lactose-Free	757	8.3%	148
Buy Foods Specifically Labeled: Low-Calorie	632	6.9%	92
Buy Foods Specifically Labeled: Low-Carb	834	9.1%	89
Buy Foods Specifically Labeled: Low-Cholesterol	482	5.3%	101
Buy Foods Specifically Labeled: Low-Fat	642	7.0%	76
Buy Foods Specifically Labeled: Low-Sodium	1,282	14.0%	109
Buy Foods Specifically Labeled: Natural/Organic	1,377	15.0%	87
Buy Foods Specifically Labeled: Probiotic	493	5.4%	112
Buy Foods Specifically Labeled: Sugar-Free	1,237	13.5%	105
Consider Self to Be Semi-Vegetarian	823	9.0%	105
Used Meal/Dietary/Weight Loss Supplement/6 Mo	1,133	12.4%	123
Used Vitamins or Dietary Supplements/6 Mo	5,471	59.7%	90
Provide Services as Primary Caregiver/Caretaker	591	6.4%	106
Assist w/Chores as Caregiver/Caretaker	352	3.8%	98
Assist w/Personal Care as Caregiver/Caretaker	333	3.6%	121
Give Medication as Caregiver/Caretaker	262	2.9%	107
Make Doctor Appointments as Caregiver/Caretaker	357	3.9%	107
Provide Transportation as Caregiver/Caretaker	385	4.2%	97

**Data Note:** An MPI (Market Potential Index) measures the relative likelihood of the adults 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
Visited Doctor/12 Mo	6,500	70.9%	89
Visited Doctor 1-2 Times/12 Mo	1,798	19.6%	87
Visited Doctor 3-5 Times/12 Mo	1,873	20.4%	88
Visited Doctor 6+ Times/12 Mo	2,828	30.8%	90
Visited Acupuncturist Doctor/12 Mo	110	1.2%	72
Visited Allergist Doctor/12 Mo	195	2.1%	104
Visited Cardiologist Doctor/12 Mo	656	7.2%	85
Visited Chiropractor/12 Mo	481	5.2%	62
Visited Dentist/12 Mo	3,052	33.3%	80
Visited Dermatologist Doctor/12 Mo	694	7.6%	66
Visited Ear or Nose or Throat Doctor/12 Mo	495	5.4%	119
Visited Eye Doctor/12 Mo	1,379	15.0%	70
Visited Gastroenterologist Doctor/12 Mo	369	4.0%	74
Visited General or Family Doctor/12 Mo	3,148	34.3%	80
Visited Internist Doctor/12 Mo	263	2.9%	54
Visited Physical Therapist Doctor/12 Mo	388	4.2%	76
Visited Podiatrist Doctor/12 Mo	230	2.5%	73
Visited Psychiatrist/Psychologist Doctor/12 Mo	482	5.3%	117
Visited Urologist Doctor/12 Mo	354	3.9%	83
Visited Nurse Practitioner/12 Mo	695	7.6%	105
Wear Regular/Sun/Tinted Prescription Eyeglasses	3,941	43.0%	92
Wear Bi-Focal/Multi-Focal/Progressive Glasses	1,315	14.3%	70
Wear Soft Contact Lenses	1,208	13.2%	89
Spent \$1-99 on Eyeglasses/12 Mo	329	3.6%	99
Spent \$100-199 on Eyeglasses/12 Mo	534	5.8%	107
Spent \$200-249 on Eyeglasses/12 Mo	382	4.2%	125
Spent \$250+ on Eyeglasses/12 Mo	861	9.4%	85
Spent \$1-199 on Contact Lenses/12 Mo	526	5.7%	99
Spent \$200+ on Contact Lenses/12 Mo	373	4.1%	73
Bought Prescrp Eyewear at Discount Optical Ctr	479	5.2%	76
Bought Prescrp Eyewear at Private Eye Doctor	1,965	21.4%	83
Bought Prescrp Eyewear at Retail Optical Chain	1,519	16.6%	110
Bought Prescrp Eyewear Online	482	5.3%	82
Used Acne Prescription Drug	380	4.1%	144
Used Allergy or Hay Fever Prescription Drug	552	6.0%	91
Used Anxiety or Panic Prescription Drug	757	8.3%	104
Used Arthritis/Osteoarthritis Prescription Drug	405	4.4%	125
Used Rheumatoid Arthritis Prescription Drug	298	3.3%	137
Used Asthma Prescription Drug	403	4.4%	91
Used Backache or Back Pain Prescription Drug	954	10.4%	141
Used Depression Prescription Drug	700	7.6%	104
Used Diabetes (Non-Insulin Dep T-2) Prescrp Drug	590	6.4%	106
Used Heartburn or Acid Reflux Prescription Drug	658	7.2%	104
Used High Blood Pressure Prescription Drug	1,432	15.6%	99
Used High Cholesterol Prescription Drug	979	10.7%	91
Used Insomnia Prescription Drug	280	3.1%	119
Used Migraine Headache Prescription Drug	307	3.3%	111
Used Sinus Congestion/Headache Prescription Drug	245	2.7%	88
Used Urinary Tract Infection Prescription Drug	287	3.1%	94
Filled Prescription at Discount/Dept Store/12 Mo	401	4.4%	97
Filled Prescription at Drug Store/Pharmacy/12 Mo	3,062	33.4%	93
Filled Prescription at Supermarket/12 Mo	718	7.8%	74
Filled Prescription by Mail Order/12 Mo	602	6.6%	59
Filled Prescription Online/12 Mo	325	3.5%	48
Spent \$1-9 Out of Pocket Prescrp Drugs/30 Days	699	7.6%	96
Spent \$10-19 Out of Pocket Prescrp Drugs/30 Days	660	7.2%	70
Spent \$20-29 Out of Pocket Prescrp Drugs/30 Days	713	7.8%	108
Spent \$30-49 Out of Pocket Prescrp Drugs/30 Days	671	7.3%	96
Spent \$50-99 Out of Pocket Prescrp Drugs/30 Days	591	6.4%	91
Spent \$100-149 Out of Pocket Prescrp Drugs/30 Days	203	2.2%	68
Spent \$150+ Out of Pocket Prescrp Drugs/30 Days	282	3.1%	90

**Data Note:** An MPI (Market Potential Index) measures the relative likelihood of the adults 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.



# Health and Beauty Market Potential

Gila River

Prepared by Esri

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Used Cold/Sinus/Allergy Med (Nonprescrp)/6 Mo	4,060	44.3%	98
Used Cough Syrup/Suppressant (Nonprescrp)/6 Mo	2,756	30.1%	133
Used Medicated Skin Cream/Lotion/Spray/6 Mo	2,741	29.9%	103
Used Non-Medicated Nasal Spray/6 Mo	1,093	11.9%	107
Used Pain Relieving Rub or Liquid or Patch/6 Mo	2,623	28.6%	104
Used Sleeping Aid or Snore Relief/6 Mo	1,423	15.5%	110
Used Sore Throat Remedy or Cough Drops/6 Mo	3,695	40.3%	111
Used Sunburn Remedy/12 Mo	706	7.7%	67
Used Suntan or Sunscreen Prod/12 Mo	2,222	24.2%	61
Used Toothache/Gum/Canker Sore Remedy/6 Mo	1,097	12.0%	164
HH Used Children`s Cold Tablets/Liquids/6 Mo	393	11.7%	147
HH Used Children`s Cough Syrup/6 Mo	329	9.8%	158
HH Used Kids Pain Reliever/Fever Reducer/6 Mo	602	17.9%	122
HH Used Kids Vitamins/Nutrition Supplements/6 Mo	528	15.7%	137
Used Body Wash or Shower Gel/6 Mo	6,709	73.2%	114
Used Breath Freshener/6 Mo	3,637	39.7%	121
Used Gum Breath Freshener/6 Mo	2,478	27.0%	137
Used Mints Breath Freshener/6 Mo	1,553	16.9%	116
Used Thin Film Breath Freshener/6 Mo	276	3.0%	134
Used Complexion Care Prod/6 Mo	4,803	52.4%	98
Used Denture Adhesive or Fixative/6 Mo	629	6.9%	177
Used Denture Cleaner/6 Mo	783	8.5%	115
Used Eyeliner/Eyebrow Pencil/6 Mo	2,286	24.9%	103
Used Facial Moisturizer/6 Mo	4,203	45.8%	93
Used Personal Foot Care Prod/6 Mo	1,991	21.7%	119
Used Hair Coloring Prod at Home/6 Mo	1,822	19.9%	118
Used Hair Conditioning Treatment at Home/6 Mo	3,375	36.8%	143
Used Hair Growth Prod/6 Mo	698	7.6%	189
Used Hair Spray at Home/6 Mo	1,747	19.1%	77
Used Hair Styling Gel/Lotion/Mousse/6 Mo	3,559	38.8%	109
Used Mouthwash/6 Mo	6,618	72.2%	110
Used Mouthwash 8+ Times/7 Days	2,013	22.0%	135
Used Sensitive Toothpaste/6 Mo	1,827	19.9%	99
Used Whitening Toothpaste/6 Mo	3,552	38.7%	98
Used Tooth Whitener (Not Toothpaste)/6 Mo	877	9.6%	103
Used Tooth Whitener (Gel)/6 Mo	236	2.6%	152
Used Tooth Whitener (Strips)/6 Mo	526	5.7%	109
Visited Day Spa/6 Mo	402	4.4%	114
Purchased Prod at Salon or Day Spa/6 Mo	301	3.3%	87
Used Prof Service for Haircut/6 Mo	4,330	47.2%	81
Used Prof Svc for Hair Color/Highlights/6 Mo	967	10.5%	75
Used Prof Service for Facial/6 Mo	268	2.9%	125
Used Prof Service for Massage/6 Mo	606	6.6%	102
Used Prof Service for Manicure/6 Mo	1,294	14.1%	138
Used Prof Service for Pedicure/6 Mo	1,516	16.5%	123
Spent \$1-99 at Barber Shop/6 Mo	1,206	13.2%	90
Spent \$100+ at Barber Shop/6 Mo	684	7.5%	92
Spent \$1-99 at Beauty Salon/6 Mo	984	10.7%	85
Spent \$100+ at Beauty Salon/6 Mo	1,214	13.2%	70

**Data Note:** An MPI (Market Potential Index) measures the relative likelihood of the adults 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.

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## Population Summary

2010 Total Population	11,757
2020 Total Population	14,081
2020 Group Quarters	464
2023 Total Population	13,600
2023 Group Quarters	464
2028 Total Population	13,087
2023-2028 Annual Rate	-0.77%
2023 Total Daytime Population	18,321
Workers	8,541
Residents	9,780

## Household Summary

2010 Households	2,991
2010 Average Household Size	3.85
2020 Total Households	3,440
2020 Average Household Size	3.96
2023 Households	3,356
2023 Average Household Size	3.91
2028 Households	3,229
2028 Average Household Size	3.91
2023-2028 Annual Rate	-0.77%
2010 Families	2,394
2010 Average Family Size	4.20
2023 Families	2,649
2023 Average Family Size	4.30
2028 Families	2,553
2028 Average Family Size	4.28
2023-2028 Annual Rate	-0.74%

## Housing Unit Summary

2000 Housing Units	2,913
Owner Occupied Housing Units	59.6%
Renter Occupied Housing Units	33.0%
Vacant Housing Units	7.4%
2010 Housing Units	3,247
Owner Occupied Housing Units	59.2%
Renter Occupied Housing Units	32.9%
Vacant Housing Units	7.9%
2020 Housing Units	3,524
Vacant Housing Units	2.4%
2023 Housing Units	3,414
Owner Occupied Housing Units	43.1%
Renter Occupied Housing Units	55.2%
Vacant Housing Units	1.7%
2028 Housing Units	3,414
Owner Occupied Housing Units	43.6%
Renter Occupied Housing Units	51.0%
Vacant Housing Units	5.4%

## Median Household Income

2023	\$31,504
2028	\$38,062

## Median Home Value

2023	\$144,431
2028	\$166,304

## Per Capita Income

2023	\$13,317
2028	\$15,860

## Median Age

2010	25.3
2023	28.6
2028	29.5

**Data Note:** Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households. Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by the total population.

**Source:** Esri forecasts for 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

## 2023 Households by Income

Household Income Base	3,349
<\$15,000	32.0%
\$15,000 - \$24,999	9.7%
\$25,000 - \$34,999	11.6%
\$35,000 - \$49,999	10.6%
\$50,000 - \$74,999	11.3%
\$75,000 - \$99,999	6.5%
\$100,000 - \$149,999	13.9%
\$150,000 - \$199,999	2.7%
\$200,000+	1.5%
Average Household Income	\$53,633

## 2028 Households by Income

Household Income Base	3,222
<\$15,000	28.1%
\$15,000 - \$24,999	9.6%
\$25,000 - \$34,999	10.1%
\$35,000 - \$49,999	9.1%
\$50,000 - \$74,999	11.1%
\$75,000 - \$99,999	8.2%
\$100,000 - \$149,999	18.6%
\$150,000 - \$199,999	3.5%
\$200,000+	1.8%
Average Household Income	\$63,954

## 2023 Owner Occupied Housing Units by Value

Total	1,465
<\$50,000	14.7%
\$50,000 - \$99,999	23.0%
\$100,000 - \$149,999	13.8%
\$150,000 - \$199,999	16.4%
\$200,000 - \$249,999	5.7%
\$250,000 - \$299,999	8.7%
\$300,000 - \$399,999	4.1%
\$400,000 - \$499,999	2.9%
\$500,000 - \$749,999	3.9%
\$750,000 - \$999,999	4.5%
\$1,000,000 - \$1,499,999	1.2%
\$1,500,000 - \$1,999,999	0.4%
\$2,000,000 +	0.7%
Average Home Value	\$232,440

## 2028 Owner Occupied Housing Units by Value

Total	1,479
<\$50,000	14.9%
\$50,000 - \$99,999	23.7%
\$100,000 - \$149,999	2.8%
\$150,000 - \$199,999	26.4%
\$200,000 - \$249,999	9.2%
\$250,000 - \$299,999	5.5%
\$300,000 - \$399,999	3.7%
\$400,000 - \$499,999	3.3%
\$500,000 - \$749,999	2.8%
\$750,000 - \$999,999	3.9%
\$1,000,000 - \$1,499,999	2.2%
\$1,500,000 - \$1,999,999	0.7%
\$2,000,000 +	0.7%
Average Home Value	\$243,999

**Data Note:** Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest dividends, net rents, pensions, SSI and welfare payments, child support, and alimony.

**Source:** Esri forecasts for 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

## 2010 Population by Age

Total	11,757
0 - 4	10.9%
5 - 9	9.7%
10 - 14	9.6%
15 - 24	19.3%
25 - 34	12.8%
35 - 44	12.0%
45 - 54	12.1%
55 - 64	7.7%
65 - 74	3.7%
75 - 84	1.6%
85 +	0.4%
18 +	63.5%

## 2023 Population by Age

Total	13,600
0 - 4	9.9%
5 - 9	9.8%
10 - 14	8.5%
15 - 24	15.3%
25 - 34	17.0%
35 - 44	11.1%
45 - 54	10.0%
55 - 64	9.5%
65 - 74	6.0%
75 - 84	2.3%
85 +	0.7%
18 +	67.4%

## 2028 Population by Age

Total	13,087
0 - 4	10.1%
5 - 9	9.3%
10 - 14	8.8%
15 - 24	14.8%
25 - 34	15.5%
35 - 44	12.7%
45 - 54	9.7%
55 - 64	8.8%
65 - 74	6.7%
75 - 84	2.9%
85 +	0.8%
18 +	67.3%

## 2010 Population by Sex

Males	5,565
Females	6,192

## 2023 Population by Sex

Males	6,539
Females	7,061

## 2028 Population by Sex

Males	6,280
Females	6,807

**Source:** Esri forecasts for 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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## 2010 Population by Race/Ethnicity

Total	11,757
White Alone	2.1%
Black Alone	0.3%
American Indian Alone	92.2%
Asian Alone	0.0%
Pacific Islander Alone	0.1%
Some Other Race Alone	1.7%
Two or More Races	3.5%
Hispanic Origin	15.7%
Diversity Index	37.3

## 2020 Population by Race/Ethnicity

Total	14,081
White Alone	1.2%
Black Alone	0.2%
American Indian Alone	93.3%
Asian Alone	0.0%
Pacific Islander Alone	0.0%
Some Other Race Alone	2.8%
Two or More Races	2.4%
Hispanic Origin	12.2%
Diversity Index	31.5

## 2023 Population by Race/Ethnicity

Total	13,600
White Alone	1.2%
Black Alone	0.2%
American Indian Alone	93.4%
Asian Alone	0.0%
Pacific Islander Alone	0.0%
Some Other Race Alone	2.9%
Two or More Races	2.4%
Hispanic Origin	12.2%
Diversity Index	31.3

## 2028 Population by Race/Ethnicity

Total	13,087
White Alone	1.2%
Black Alone	0.2%
American Indian Alone	93.2%
Asian Alone	0.0%
Pacific Islander Alone	0.0%
Some Other Race Alone	2.9%
Two or More Races	2.5%
Hispanic Origin	12.5%
Diversity Index	32.0

## 2010 Population by Relationship and Household Type

Total	11,757
In Households	98.0%
In Family Households	91.4%
Householder	20.4%
Spouse	6.4%
Child	48.5%
Other relative	10.3%
Nonrelative	5.7%
In Nonfamily Households	6.6%
In Group Quarters	2.0%
Institutionalized Population	1.9%
Noninstitutionalized Population	0.2%

**Data Note:** Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.

**Source:** Esri forecasts for 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

## 2023 Population 25+ by Educational Attainment

Total	7,695
Less than 9th Grade	6.5%
9th - 12th Grade, No Diploma	21.1%
High School Graduate	36.8%
GED/Alternative Credential	7.3%
Some College, No Degree	14.9%
Associate Degree	7.1%
Bachelor's Degree	5.5%
Graduate/Professional Degree	0.8%

## 2023 Population 15+ by Marital Status

Total	9,773
Never Married	58.9%
Married	26.3%
Widowed	7.0%
Divorced	7.7%

## 2023 Civilian Population 16+ in Labor Force

Civilian Population 16+	3,955
Population 16+ Employed	92.8%
Population 16+ Unemployment rate	7.2%
Population 16-24 Employed	18.5%
Population 16-24 Unemployment rate	8.2%
Population 25-54 Employed	69.9%
Population 25-54 Unemployment rate	7.5%
Population 55-64 Employed	10.3%
Population 55-64 Unemployment rate	3.3%
Population 65+ Employed	1.3%
Population 65+ Unemployment rate	0.0%

## 2023 Employed Population 16+ by Industry

Total	3,672
Agriculture/Mining	5.4%
Construction	8.2%
Manufacturing	5.9%
Wholesale Trade	0.0%
Retail Trade	8.6%
Transportation/Utilities	8.6%
Information	2.1%
Finance/Insurance/Real Estate	1.4%
Services	49.4%
Public Administration	10.4%

## 2023 Employed Population 16+ by Occupation

Total	3,672
White Collar	38.5%
Management/Business/Financial	9.8%
Professional	10.1%
Sales	4.5%
Administrative Support	14.1%
Services	33.6%
Blue Collar	27.9%
Farming/Forestry/Fishing	2.9%
Construction/Extraction	8.6%
Installation/Maintenance/Repair	1.4%
Production	4.7%
Transportation/Material Moving	10.3%

**Source:** Esri forecasts for 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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<b>2010 Households by Type</b>	
Total	2,991
Households with 1 Person	15.5%
Households with 2+ People	84.5%
Family Households	80.0%
Husband-wife Families	25.3%
With Related Children	16.6%
Other Family (No Spouse Present)	54.7%
Other Family with Male Householder	14.0%
With Related Children	9.2%
Other Family with Female Householder	40.7%
With Related Children	30.0%
Nonfamily Households	4.5%
All Households with Children	56.4%
Multigenerational Households	21.3%
Unmarried Partner Households	14.1%
Male-female	13.4%
Same-sex	0.7%
<b>2010 Households by Size</b>	
Total	2,991
1 Person Household	15.5%
2 Person Household	18.9%
3 Person Household	15.5%
4 Person Household	14.6%
5 Person Household	15.6%
6 Person Household	6.9%
7 + Person Household	13.0%
<b>2010 Households by Tenure and Mortgage Status</b>	
Total	2,991
Owner Occupied	64.3%
Owned with a Mortgage/Loan	2.7%
Owned Free and Clear	61.5%
Renter Occupied	35.7%
<b>2023 Affordability, Mortgage and Wealth</b>	
Housing Affordability Index	89
Percent of Income for Mortgage	27.6%
Wealth Index	30
<b>2010 Housing Units By Urban/ Rural Status</b>	
Total Housing Units	3,247
Housing Units Inside Urbanized Area	3.5%
Housing Units Inside Urbanized Cluster	0.0%
Rural Housing Units	96.5%
<b>2010 Population By Urban/ Rural Status</b>	
Total Population	11,757
Population Inside Urbanized Area	3.9%
Population Inside Urbanized Cluster	0.0%
Rural Population	96.1%

**Data Note:** Households with children include any households with people under age 18, related or not. Multigenerational households are families with 3 or more parent-child relationships. Unmarried partner households are usually classified as nonfamily households unless there is another member of the household related to the householder. Multigenerational and unmarried partner households are reported only to the tract level. Esri estimated block group data, which is used to estimate polygons or non-standard geography.

**Source:** Esri forecasts for 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

## Top 3 Tapestry Segments

1.	City Commons (11E)
2.	Down the Road (10D)
3.	Fresh Ambitions (13D)

## 2023 Consumer Spending

Apparel & Services: Total \$	\$4,107,545
Average Spent	\$1,223.94
Spending Potential Index	56
Education: Total \$	\$2,835,979
Average Spent	\$845.05
Spending Potential Index	47
Entertainment/Recreation: Total \$	\$6,304,829
Average Spent	\$1,878.67
Spending Potential Index	50
Food at Home: Total \$	\$12,567,894
Average Spent	\$3,744.90
Spending Potential Index	55
Food Away from Home: Total \$	\$6,716,674
Average Spent	\$2,001.39
Spending Potential Index	54
Health Care: Total \$	\$12,544,736
Average Spent	\$3,738.00
Spending Potential Index	51
HH Furnishings & Equipment: Total \$	\$5,065,343
Average Spent	\$1,509.34
Spending Potential Index	51
Personal Care Products & Services: Total \$	\$1,692,713
Average Spent	\$504.38
Spending Potential Index	53
Shelter: Total \$	\$43,158,988
Average Spent	\$12,860.25
Spending Potential Index	52
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$4,831,920
Average Spent	\$1,439.79
Spending Potential Index	46
Travel: Total \$	\$3,583,263
Average Spent	\$1,067.72
Spending Potential Index	47
Vehicle Maintenance & Repairs: Total \$	\$2,362,359
Average Spent	\$703.92
Spending Potential Index	54

**Data Note:** Consumer spending shows the amount spent on a variety of goods and services by households that reside in the area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue. Total and Average Amount Spent Per Household represent annual figures. The Spending Potential Index represents the amount spent in the area relative to a national average of 100.

**Source:** Consumer Spending data are derived from the 2019 and 2020 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

**Source:** Esri forecasts for 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.



# Pets and Products 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 Households	Percent	MPI
HH Owns Cat	634	18.9%	82
HH Owns Dog	1,194	35.6%	90
HH Owns 1 Cat	337	10.0%	84
HH Owns 2+ Cats	299	8.9%	80
HH Owns 1 Dog	741	22.1%	92
HH Owns 2+ Dogs	451	13.4%	86
HH Used Canned or Wet Cat Food/6 Mo	433	12.9%	91
HH Used Packaged Dry Cat Food/6 Mo	611	18.2%	82
HH Used Cat Treats/6 Mo	411	12.2%	85
HH Used Cat Litter/6 Mo	564	16.8%	80
HH Used Canned or Wet Dog Food/6 Mo	557	16.6%	103
HH Used Packaged Dry Dog Food/6 Mo	1,115	33.2%	88
HH Used Dog Biscuits or Treats/6 Mo	858	25.6%	83
HH Used Flea/Tick/Parasite Prod for Cat/Dog	976	29.1%	84
HH Purchased Pet Food/12 Mo	119	3.5%	79
HH Purchased Pet Food from Grocery Store/12 Mo	650	19.4%	85
HH Purchased Pet Food from Petco/12 Mo	179	5.3%	79
HH Purchased Pet Food from PetSmart/12 Mo	248	7.4%	80
HH Purchased Pet Food from Oth Spec Pet Store/12 Mo	114	3.4%	64
HH Purchased Pet Food from Wholesale Club/12 Mo	119	3.5%	70
HH Purchased Pet Food Online/12 Mo	274	8.2%	71
HH Purchased Pet Food from Vet/12 Mo	96	2.9%	87
HH Spent \$1-99 on Pet Food/12 Mo	256	7.6%	129
HH Spent \$100 -199 on Pet Food/12 Mo	266	7.9%	95
HH Spent \$200-499 on Pet Food/12 Mo	383	11.4%	75
HH Spent \$500+ on Pet Food/12 Mo	350	10.4%	74
HH Purchased Flea Control Online/12 Mo	162	4.8%	74
HH Purchased Flea Control from Vet/12 Mo	287	8.6%	66
HH Took Pet 1 Time to Veterinarian/12 Mo	354	10.5%	86
HH Took Pet 2 Times to Veterinarian/12 Mo	335	10.0%	87
HH Took Pet 3 Times to Veterinarian/12 Mo	157	4.7%	74
HH Took Pet 4 Times to Veterinarian/12 Mo	120	3.6%	79
HH Took Pet 5+ Times to Veterinarian/12 Mo	177	5.3%	73
HH Spent \$1-99 on Veterinarian Care/12 Mo	91	2.7%	120
HH Spent \$100-199 on Veterinarian Care/12 Mo	152	4.5%	90
HH Spent \$200-499 on Veterinarian Care/12 Mo	361	10.8%	86
HH Spent \$500-799 on Veterinarian Care/12 Mo	132	3.9%	61
HH Spent \$800+ on Veterinarian Care/12 Mo	237	7.1%	76
HH Used Professional Pet Service/12 Mo	521	15.5%	88
HH Used Professional Pet Service 3+ Times/12 Mo	331	9.9%	88
HH Used Professional Boarding or Kennel Pet Service/12 Mo	89	2.7%	65
HH Used Professional Grooming Pet Service/12 Mo	455	13.6%	97
HH Has Pet Insurance	134	4.0%	86

**Data Note:** An MPI (Market Potential Index) measures the relative likelihood of 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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# Restaurant 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	Percent	MPI	
Went to Family Restaurant/Steak House/6 Mo		5,814	63.4%	96
Went to Family Restaurant/Steak House 4+ Times/30 Days		1,901	20.7%	101
Spent \$1-30 at Family Restaurant/Steak House/30 Days		624	6.8%	102
Spent \$31-50 at Family Restaurant/Steak House/30 Days		753	8.2%	96
Spent \$51-100 at Family Restaurant/Steak House/30 Days		1,491	16.3%	109
Spent \$101-200 at Family Restaurant/Steak House/30 Days		763	8.3%	85
Spent \$201+ at Family Restaurant/Steak House/30 Days		369	4.0%	82
Spent \$1-100 at Fine Dining Restaurants/30 Days		184	2.0%	67
Spent \$101-200 at Fine Dining Restaurants/30 Days		132	1.4%	62
Spent \$201+ at Fine Dining Restaurants/30 Days		104	1.1%	57
Went for Breakfast at Family Restaurant/Steak House/6 Mo		862	9.4%	92
Went for Lunch at Family Restaurant/Steak House/6 Mo		1,425	15.5%	95
Went for Dinner at Family Restaurant/Steak House/6 Mo		3,522	38.4%	88
Went for Snacks at Family Restaurant/Steak House/6 Mo		216	2.4%	167
Went on Workday to Family Restaurant/Steak House/6 Mo		2,605	28.4%	96
Went on Weekend to Family Restaurant/Steak House/6 Mo		2,997	32.7%	89
Went to Applebee`s/6 Mo		1,550	16.9%	127
Went to Bob Evans/6 Mo		148	1.6%	72
Went to Buffalo Wild Wings/6 Mo		841	9.2%	113
Went to California Pizza Kitchen/6 Mo		108	1.2%	84
Went to Carrabba`s/6 Mo		199	2.2%	111
Went to The Cheesecake Factory/6 Mo		735	8.0%	130
Went to Chili`s Grill & Bar/6 Mo		886	9.7%	107
Went to Cracker Barrel/6 Mo		884	9.6%	98
Went to Denny`s/6 Mo		705	7.7%	136
Went to Golden Corral/6 Mo		531	5.8%	197
Went to IHOP/6 Mo		861	9.4%	132
Went to Logan`s Roadhouse/6 Mo		281	3.1%	177
Went to Longhorn Steakhouse/6 Mo		649	7.1%	128
Went to Olive Garden/6 Mo		1,202	13.1%	96
Went to Outback Steakhouse/6 Mo		615	6.7%	95
Went to Red Lobster/6 Mo		716	7.8%	126
Went to Red Robin/6 Mo		409	4.5%	88
Went to Ruby Tuesday/6 Mo		308	3.4%	203
Went to Texas Roadhouse/6 Mo		935	10.2%	95
Went to T.G.I. Friday`s/6 Mo		394	4.3%	197
Went to Waffle House/6 Mo		691	7.5%	172
Went to Fast Food/Drive-In Restaurant/6 Mo		8,363	91.2%	100
Went to Fast Food/Drive-In Rest 9+ Times/30 Days		4,065	44.3%	114
Spent \$1-10 at Fast Food Restaurant/30 Days		327	3.6%	87
Spent \$11-20 at Fast Food Restaurant/30 Days		780	8.5%	101
Spent \$21-40 at Fast Food Restaurant/30 Days		1,296	14.1%	85
Spent \$41-50 at Fast Food Restaurant/30 Days		947	10.3%	112
Spent \$51-100 at Fast Food Restaurant/30 Days		1,963	21.4%	104
Spent \$101-200 at Fast Food Restaurant/30 Days		1,144	12.5%	101
Spent \$201+ at Fast Food Restaurant/30 Days		512	5.6%	107
Ordered Eat-In Fast Food/6 Mo		1,810	19.7%	96

**Data Note:** An MPI (Market Potential Index) measures the relative likelihood of the adults 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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## Restaurant Market Potential

Gila River

Prepared by Esri

Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Ordered Home Delivery Fast Food/6 Mo	1,522	16.6%	124
Take-Out/Drive-Thru/Curbside Fast Food/6 Mo	4,984	54.4%	93
Ordered Take-Out/Walk-In Fast Food/6 Mo	1,962	21.4%	96
Bought Breakfast at Fast Food Restaurant/6 Mo	3,477	37.9%	109
Bought Lunch at Fast Food Restaurant/6 Mo	4,736	51.7%	96
Bought Dinner at Fast Food Restaurant/6 Mo	4,773	52.1%	96
Bought Snack at Fast Food Restaurant/6 Mo	994	10.8%	81
Bought from Fast Food Restaurant on Weekday/6 Mo	5,572	60.8%	93
Bought from Fast Food Restaurant on Weekend/6 Mo	4,863	53.0%	101
Bought A&W/6 Mo	180	2.0%	95
Bought Arby`s/6 Mo	1,554	17.0%	95
Bought Baskin-Robbins/6 Mo	264	2.9%	92
Bought Boston Market/6 Mo	195	2.1%	110
Bought Burger King/6 Mo	3,161	34.5%	124
Bought Captain D`s/6 Mo	532	5.8%	207
Bought Carl`s Jr./6 Mo	437	4.8%	102
Bought Checkers/6 Mo	709	7.7%	312
Bought Chick-Fil-A/6 Mo	3,393	37.0%	113
Bought Chipotle Mexican Grill/6 Mo	1,596	17.4%	108
Bought Chuck E. Cheese`s/6 Mo	294	3.2%	308
Bought Church`s Fried Chicken/6 Mo	781	8.5%	263
Bought Cold Stone Creamery/6 Mo	275	3.0%	106
Bought Dairy Queen/6 Mo	1,188	13.0%	85
Bought Del Taco/6 Mo	280	3.1%	93
Bought Domino`s Pizza/6 Mo	1,917	20.9%	130
Bought Dunkin` Donuts/6 Mo	1,441	15.7%	106
Bought Five Guys/6 Mo	924	10.1%	104
Bought Hardee`s/6 Mo	672	7.3%	143
Bought Jack in the Box/6 Mo	604	6.6%	98
Bought Jersey Mike`s/6 Mo	531	5.8%	80
Bought Jimmy John`s/6 Mo	459	5.0%	85
Bought KFC/6 Mo	2,009	21.9%	127
Bought Krispy Kreme Doughnuts/6 Mo	940	10.3%	149
Bought Little Caesars/6 Mo	1,486	16.2%	138
Bought Long John Silver`s/6 Mo	281	3.1%	130
Bought McDonald`s/6 Mo	4,634	50.5%	100
Bought Panda Express/6 Mo	1,099	12.0%	99
Bought Panera Bread/6 Mo	839	9.2%	71
Bought Papa John`s/6 Mo	1,103	12.0%	148
Bought Papa Murphy`s/6 Mo	339	3.7%	103
Bought Pizza Hut/6 Mo	1,541	16.8%	137
Bought Popeyes Chicken/6 Mo	1,766	19.3%	138
Bought Sonic Drive-In/6 Mo	1,285	14.0%	119
Bought Starbucks/6 Mo	1,469	16.0%	78
Bought Steak `N Shake/6 Mo	384	4.2%	143
Bought Subway/6 Mo	2,148	23.4%	108
Bought Taco Bell/6 Mo	2,943	32.1%	118
Bought Wendy`s/6 Mo	2,813	30.7%	117
Bought Whataburger/6 Mo	675	7.4%	124
Bought White Castle/6 Mo	389	4.2%	171
Bought Wing-Stop/6 Mo	568	6.2%	184

**Data Note:** An MPI (Market Potential Index) measures the relative likelihood of the adults 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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## Restaurant Market Potential

Gila River

Prepared by Esri

Went to Fine Dining Restaurant/6 Mo	764	8.3%	69
Went to Fine Dining Restaurant/30 Days	489	5.3%	59
Went to Fine Dining Restaurant 2+ Times/30 Days	172	1.9%	45
Used DoorDash Site/App for Take-Out/Del/30 Days	1,294	14.1%	122
Used Grubhub Site/App for Take-Out/Del/30 Days	617	6.7%	123
Used Postmates Site/App for Take-Out/Del/30 Days	187	2.0%	120
Used Restrnt Site/App for Take-Out/Del/30 Days	1,742	19.0%	86
Used Uber Eats Site/App for Take-Out/Del/30 Days	793	8.6%	134
Used Yelp Site/App for Take-Out/Del/30 Days	129	1.4%	85

**Data Note:** An MPI (Market Potential Index) measures the relative likelihood of the adults 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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# Retail 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 or HHs	Percent of Adults/HHs	MPI
<b>Apparel (Adults)</b>			
Bought Men`s Clothing/12 Mo	5,176	56.5%	92
Bought Women`s Clothing/12 Mo	5,224	57.0%	110
Bought Shoes/12 Mo	6,643	72.5%	97
Bought Fine Jewelry/12 Mo	2,462	26.9%	131
Bought Watch/12 Mo	1,701	18.6%	134
<b>Automobiles (Households)</b>			
HH Owns or Leases Any Vehicle	2,733	81.4%	89
HH Bought or Leased New Vehicle/12 Mo	199	5.9%	59
<b>Automotive Aftermarket (Adults)</b>			
Bought Gasoline/6 Mo	7,660	83.6%	92
Bought or Changed Motor Oil/12 Mo	4,672	51.0%	99
Had Vehicle Tune-Up/12 Mo	2,214	24.1%	98
<b>Beverages (Adults)</b>			
Drank Non-Diet (Regular) Cola/6 Mo	4,380	47.8%	129
Drank Beer or Ale/6 Mo	2,974	32.4%	82
<b>Cameras (Adults)</b>			
Own Digital Point and Shoot Camera/Camcorder	603	6.6%	60
Own Digital SLR Camera or Camcorder	586	6.4%	59
Printed Digital Photos/12 Mo	1,947	21.2%	79
<b>Cell Phones (Adults/Households)</b>			
Bought Cell Phone/12 Mo	3,709	40.5%	116
Have a Smartphone	8,646	94.3%	101
Have Android Phone (Any Brand) Smartphone	4,773	52.1%	135
Have Apple iPhone Smartphone	4,132	45.1%	80
HH Owns 1 Cell Phone	1,098	32.7%	107
HH Owns 2 Cell Phones	1,167	34.8%	89
HH Owns 3+ Cell Phones	1,030	30.7%	107
HH Has Cell Phone Only (No Landline Telephone)	2,325	69.3%	101
<b>Computers (Households)</b>			
HH Owns Computer	2,484	74.0%	86
HH Owns Desktop Computer	1,071	31.9%	80
HH Owns Laptop or Notebook	2,045	60.9%	87
HH Owns Apple/Mac Brand Computer	556	16.6%	68
HH Owns PC/Non-Apple Brand Computer	2,180	65.0%	92
HH Purchased Most Recent Home Computer at Store	1,022	30.5%	78
HH Purchased Most Recent Home Computer Online	819	24.4%	89
HH Spent \$1-499 on Most Recent Home Computer	522	15.6%	98
HH Spent \$500-999 on Most Recent Home Computer	506	15.1%	74
HH Spent \$1K-1499 on Most Recent Home Computer	256	7.6%	63
HH Spent \$1500-1999 on Most Recent Home Computer	90	2.7%	58
HH Spent \$2K+ on Most Recent Home Computer	123	3.7%	68

**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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# Retail Market Potential

Gila River

Prepared by Esri

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
<b>Convenience Stores (Adults)</b>			
Shopped at C-Store/6 Mo	6,127	66.8%	105
Bought Brewed Coffee at C-Store/30 Days	1,089	11.9%	99
Bought Cigarettes at C-Store/30 Days	855	9.3%	153
Bought Gas at C-Store/30 Days	3,817	41.6%	106
Spent \$1-19 at C-Store/30 Days	647	7.1%	96
Spent \$20-39 at C-Store/30 Days	831	9.1%	92
Spent \$40-50 at C-Store/30 Days	755	8.2%	106
Spent \$51-99 at C-Store/30 Days	513	5.6%	91
Spent \$100+ at C-Store/30 Days	2,195	23.9%	115
<b>Entertainment (Adults)</b>			
Attended Movie/6 Mo	3,249	35.4%	96
Went to Live Theater/12 Mo	418	4.6%	67
Went to Bar or Night Club/12 Mo	1,469	16.0%	99
Dined Out/12 Mo	3,753	40.9%	78
Gambled at Casino/12 Mo	1,016	11.1%	103
Visited Theme Park/12 Mo	1,063	11.6%	100
Viewed Movie (Video-on-Demand)/30 Days	661	7.2%	65
Viewed TV Show (Video-on-Demand)/30 Days	574	6.3%	83
Used Internet to Download Movie/30 Days	502	5.5%	91
Downloaded Individual Song/6 Mo	2,088	22.8%	113
Used Internet to Watch Movie/30 Days	3,131	34.2%	100
Used Internet to Watch TV Program/30 Days	1,556	17.0%	77
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
<b>Financial (Adults)</b>			
Have 1st Home Mortgage	2,388	26.0%	69
Used ATM or Cash Machine/12 Mo	5,618	61.3%	97
Own Any Stock	737	8.0%	54
Own U.S. Savings Bonds	396	4.3%	61
Own Shares in Mutual Fund (Stocks)	649	7.1%	52
Own Shares in Mutual Fund (Bonds)	423	4.6%	54
Have Interest Checking Account	2,504	27.3%	69
Have Non-Interest Checking Account	3,146	34.3%	90
Have Savings Account	6,010	65.6%	89
Have 401(k) Retirement Savings Plan	1,617	17.6%	72
Own or Used Any Credit/Debit Card/12 Mo	8,116	88.5%	95
Avg \$1-110 Monthly Credit Card Expenditures	1,406	15.3%	134
Avg \$111-225 Monthly Credit Card Expenditures	823	9.0%	117
Avg \$226-450 Monthly Credit Card Expenditures	728	7.9%	86
Avg \$451-700 Monthly Credit Card Expenditures	678	7.4%	80
Avg \$701-1000 Monthly Credit Card Expenditures	463	5.1%	62
Avg \$1001-2000 Monthly Credit Card Expenditures	639	7.0%	59
Avg \$2001+ Monthly Credit Card Expenditures	370	4.0%	37
Did Banking Online/12 Mo	4,442	48.5%	83
Did Banking by Mobile Device/12 Mo	3,981	43.4%	90

**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 of Adults/HHs	MPI
<b>Grocery (Adults)</b>			
HH Used Bread/6 Mo	3,200	95.4%	101
HH Used Chicken (Fresh or Frozen)/6 Mo	2,248	67.0%	96
HH Used Turkey (Fresh or Frozen)/6 Mo	474	14.1%	95
HH Used Fish or Seafood (Fresh or Frozen)/6 Mo	1,942	57.9%	96
HH Used Fresh Fruit or Vegetables/6 Mo	2,821	84.1%	95
HH Used Fresh Milk/6 Mo	2,771	82.6%	100
HH Used Fish or Seafood (Fresh or Frozen)/6 Mo	1,942	57.9%	83
<b>Health (Adults)</b>			
Exercise at Home 2+ Times/Wk	3,997	43.6%	89
Exercise at Club 2+ Times/Wk	735	8.0%	68
Visited Doctor/12 Mo	6,500	70.9%	89
Used Vitamins or Dietary Supplements/6 Mo	5,471	59.7%	90
<b>Home (Households)</b>			
HH Did Home Improvement/12 Mo	956	28.5%	72
HH Used Maid/Prof Cln Svc (+ Furn/Carpet)/12 Mo	720	21.5%	70
HH Purchased Low Ticket HH Furnishing/12 Mo	798	23.8%	97
HH Purchased Big Ticket HH Furnishing/12 Mo	968	28.8%	101
HH Bought Small Kitchen Appliance/12 Mo	934	27.8%	107
HH Bought Large Kitchen Appliance/12 Mo	549	16.4%	100
<b>Insurance (Adults/Households)</b>			
Currently Carry Life Insurance	4,126	45.0%	88
Personally Carry Any Med/Hosp/Accident Insur	6,783	74.0%	87
Homeowner Carries Home/Personal Property Insurance	3,860	42.1%	68
Renter Carries Home/Pers Property Insurance	1,381	15.1%	126
HH Has 1 Vehicle Covered w/Auto Insurance	1,215	36.2%	118
HH Has 2 Vehicles Covered w/Auto Insurance	877	26.1%	80
HH Has 3+ Vehicles Covered w/Auto Insurance	604	18.0%	68
<b>Pets (Households)</b>			
HH Owns Cat	634	18.9%	82
HH Owns Dog	1,194	35.6%	90
<b>Psychographics (Adults)</b>			
<b>Represents adults who "completely agree" with the statement:</b>			
Am Interested in How to Help Env: 4-Agr Cmpl	1,816	19.8%	106
Buying American Is Important: 4-Agr Cmpl	2,591	28.3%	88
Buy Based on Quality Not Price: 4-Agr Cmpl	1,564	17.1%	113
Buy on Credit Rather Than Wait: 4-Agr Cmpl	1,273	13.9%	109
Only Use Coupons Brands Usually Buy: 4-Agr Cmpl	918	10.0%	91
Will Pay More for Env Safe Prods: 4-Agr Cmpl	1,230	13.4%	110
Buy Based on Price Not Brands: 4-Agr Cmpl	2,573	28.1%	103
Am Interested in How to Help Env: 4-Agr Cmpl	1,816	19.8%	106
<b>Reading (Adults)</b>			
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
Read Daily Newspaper (Paper Version)	1,416	15.4%	101
Read Digital Newspaper/30 Days	4,196	45.8%	90
Read Magazine (Paper/Electronic Vers)/6 Mo	7,744	84.5%	97

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## Retail Market Potential

Gila River

Prepared by Esri

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
<b>Restaurants (Adults)</b>			
Went to Family Restrnt/SteakHse/6 Mo	5,814	63.4%	96
Went to Family Restrnt/SteakHse 4+ Times/30 Days	1,901	20.7%	101
Spent \$101-200 at Family Restrnt/SteakHse/30 Days	763	91.2%	100
Went to Fast Food/Drive-In Rest 9+ Times/30 Days	4,065	44.3%	114
Ordered Eat-In Fast Food/6 Mo	1,810	19.7%	96
Ordered Home Delivery Fast Food/6 Mo	1,522	16.6%	124
Take-Out/Drive-Thru/Curbside Fast Food/6 Mo	4,984	54.4%	93
Ordered Take-Out/Walk-In Fast Food/6 Mo	1,962	21.4%	96
<b>Television &amp; Electronics (Adults/Households)</b>			
Own Tablet	4,746	51.8%	88
Own E-Reader	888	9.7%	68
Own E-Reader/Tablet: Apple iPad	2,212	24.1%	65
HH Owns Internet Connectable TV	1,269	37.8%	88
Own Portable MP3 Player	822	9.0%	80
HH Owns 1 TV	535	15.9%	88
HH Owns 2 TVs	938	27.9%	99
HH Owns 3 TVs	785	23.4%	102
HH Owns 4+ TVs	761	22.7%	101
HH Subscribes to Cable TV	997	29.7%	88
HH Subscribes to Fiber Optic TV	113	3.4%	64
HH Owns Portable GPS Device	489	14.6%	70
HH Purchased Video Game System/12 Mo	337	10.0%	125
HH Owns Internet Video Device for TV	1,681	50.1%	95
<b>Travel (Adults)</b>			
Took Domestic Trip in Continental U.S./12 Mo	3,709	40.5%	75
Took 3+ Domestic Non-Business Trips/12 Mo	739	8.1%	58
Spent \$1-999 on Domestic Vacations/12 Mo	952	10.4%	76
Spent \$1K-1499 on Domestic Vacations/12 Mo	470	5.1%	80
Spent \$1500-1999 on Domestic Vacations/12 Mo	225	2.5%	64
Spent \$2K-2999 on Domestic Vacations/12 Mo	247	2.7%	68
Spent \$3K+ on Domestic Vacations/12 Mo	319	3.5%	52
Used Intrnt Travel Site for Domestic Trip/12 Mo	349	3.8%	68
Took Foreign Trip (Incl Alaska & Hawaii)/3 Yrs	2,361	25.8%	78
Took 3+ Foreign Trips by Plane/3 Yrs	424	4.6%	63
Spent \$1-999 on Foreign Vacations/12 Mo	400	4.4%	56
Index: Spent \$1K-2999 on Foreign Vacations/12 Mo	345	3.8%	123
Spent \$3K+ on Foreign Vacations/12 Mo	188	2.1%	48
Used General Travel Site: Foreign Trip/3 Yrs	365	4.0%	63
Spent Night at Hotel or Motel/12 Mo	3,549	38.7%	85
Took Cruise of More Than One Day/3 Yrs	716	7.8%	77
Member of Frequent Flyer Program	1,522	16.6%	60
Member of Hotel Rewards Program	1,958	21.4%	74

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July 26, 2023





# 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

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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/St 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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# Sports and Leisure Market Potential

Gila River

Prepared by Esri

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
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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# Sports and Leisure Market Potential

Gila River

Prepared by Esri

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
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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# Sports and Leisure Market Potential

Gila River

Prepared by Esri

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

**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.

July 26, 2023