

2020 Residential Population:	6,398	2023 Total Sales	\$209,371,000
2023 Residential Population:	6,369	2023 Total Employees	3,018
2028 Residential Population:	6,328	Employee/Residential Population Ratio:	0.47:1
Annual Population Growth 2023 - 2028	-0.13%	Total Number of Businesses:	127

SIC Code	Business Name	Business Type	Distance From Site in Miles	Employees	Sales
821103	Second Mesa Day School Second Mesa, AZ 86043	Independent	18.18 NE	55	N/A
911104	Village of Walpi State Route 264 Polacca, AZ 86042	Independent	19.14 NE	6	N/A
832214	Arizona Phoenix Mission State Route 264 Polacca, AZ 86042	Independent	19.14 NE	5	\$171,000
541103	Polacca Circle M AZ-264 Polacca, AZ 86042	Independent	19.37 NE	6	\$1,340,000
653132	Hopi Dialysis Facility AZ-264 Polacca, AZ 86042	Independent	19.37 NE	12	N/A
602103	ATM AZ-264 Polacca, AZ 86042	Kiosk	19.37 NE	N/A	N/A
809203	DaVita Hopi Dialysis Center AZ-264 Polacca, AZ 86042	Branch	19.37 NE	8	\$6,315,000
806203	Emergency Dept, Hopi Health Care Center AZ-264 Polacca, AZ 86042	Independent	19.37 NE	4	\$705,000
866107	Assembly Of God AZ-264 Polacca, AZ 86042	Independent	19.37 NE	2	N/A
866107	Sunlight Community Church Mission Rd Second Mesa, AZ 86043	Independent	19.40 NE	3	N/A
866107	First Mesa Baptist Church Mission Rd Polacca, AZ 86042	Independent	19.40 NE	1	N/A
701101	Hopi Cultural Center Second Mesa, AZ 86043	Independent	20.93 NE	22	\$2,178,000
919906	Hopi Polacca, AZ 86042	Independent	20.94 NE	400	N/A
943101	Hopi Health Care Center Polacca, AZ 86042	Branch	21.21 NE	35	N/A
808201	Hopi Health Care Center Polacca, AZ 86042	Independent	21.21 NE	4	\$153,000
541105	Hotevilla Cooperative Store Hotevilla, AZ 86030	Independent	21.39 N	4	\$2,232,000

Data Note: Businesses are listed based on their proximity to the study area location. A maximum of 250 records can be displayed on one report. Data on the Business Locations report is based on the businesses whose location falls within the area of study. Total Sales, Total Daytime Business Population, Total Number of Businesses, and the Daytime Business (pop)/Residential Ratio are calculated using the collection of business points that fall within the area of study.

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Business Locator

Hopi

Prepared by Esri

SIC Code	Business Name	Business Type	Distance From Site in Miles	Employees	Sales
431101	USPS Kykotsmovi Village, AZ 86039	Branch	21.43 N	2	N/A
431101	USPS Hotevilla, AZ 86030	Branch	21.43 N	4	N/A
801101	Womens Health Program Main St Kykotsmovi Village, AZ 86039	Independent	21.45 N	8	\$1,402,000
919906	Hopi Tribe Main St Kykotsmovi Village, AZ 86039	Branch	21.45 N	500	N/A
839913	Hopi Tribal Council Main St Kykotsmovi Village, AZ 86039	Independent	21.45 N	N/A	N/A
411914	Hopi Tribe Main St Kykotsmovi Village, AZ 86039	Independent	21.45 N	7	N/A
733110	USPS Blue Collection Box Main St Hotevilla, AZ 86030	Kiosk	21.45 N	N/A	N/A
733110	USPS Blue Collection Box Main St Kykotsmovi Village, AZ 86039	Kiosk	21.45 N	N/A	N/A
919906	Hopi Tribe Main Office Main St Kykotsmovi Village, AZ 86039	Branch	21.45 N	450	N/A
517208	Ikard & Newson Propane Co Polacca, AZ 86042	Independent	21.59 NE	3	\$34,634,000
866107	LDS Church Polacca Branch Polacca, AZ 86042	Branch	21.59 NE	2	N/A
821103	First Mesa Elementary School Polacca, AZ 86042	Independent	21.59 NE	41	N/A
598401	Ikard & Newsom Polacca, AZ 86042	Independent	21.59 NE	4	\$1,184,000
919906	Hopi Tribe Housing Authority AZ-264 Polacca, AZ 86042	Branch	21.76 NE	20	N/A
651498	Walpi Housing Management AZ-264 Polacca, AZ 86042	Independent	21.77 NE	5	\$334,000
733110	USPS Blue Collection Box State Route 264 Polacca, AZ 86042	Kiosk	21.78 NE	N/A	N/A
431101	USPS State Route 264 Polacca, AZ 86042	Branch	21.78 NE	1	N/A
922104	Keams Canyon Police Department AZ-264 Keams Canyon, AZ 86034	Independent	21.82 NE	41	N/A

Data Note: Businesses are listed based on their proximity to the study area location. A maximum of 250 records can be displayed on one report. Data on the Business Locations report is based on the businesses whose location falls within the area of study. Total Sales, Total Daytime Business Population, Total Number of Businesses, and the Daytime Business (pop)/Residential Ratio are calculated using the collection of business points that fall within the area of study.

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Business Locator

Hopi

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SIC Code	Business Name	Business Type	Distance From Site in Miles	Employees	Sales
912101	US Wildland Fire Program Kykotsmovi Village, AZ 86039	Independent	21.82 N	5	N/A
919906	Hopi Tribe Ranger-Resource Service Kykotsmovi Village, AZ 86039	Branch	21.82 N	9	N/A
999966	Indian Affairs Bureau Kykotsmovi Village, AZ 86039	Independent	21.82 N	2	N/A
554101	Mustang Hopi Traders Inc State Route 264 Keams Canyon, AZ 86034	Independent	21.84 NE	6	\$5,445,000
541103	C Store State Route 264 Keams Canyon, AZ 86034	Independent	21.84 NE	5	\$1,116,000
599969	McGee's Indian Art Gallery State Route 264 Keams Canyon, AZ 86034	Independent	21.84 NE	3	\$207,000
541103	Hopi Traders AZ-264 Keams Canyon, AZ 86034	Independent	21.84 NE	40	\$8,928,000
602103	ATM AZ-264 Keams Canyon, AZ 86034	Kiosk	21.84 NE	N/A	N/A
733110	USPS Blue Collection Box State Route 264 Keams Canyon, AZ 86034	Kiosk	21.84 NE	N/A	N/A
431101	USPS State Route 264 Keams Canyon, AZ 86034	Branch	21.84 NE	4	N/A
821120	Cedar Unified School District AZ-264 Keams Canyon, AZ 86034	Independent	21.84 NE	45	N/A
517208	Ferrellgas AZ-264 Keams Canyon, AZ 86034	Branch	21.84 NE	5	\$57,723,000
821120	Cedar Public School District 25 AZ-264 Keams Canyon, AZ 86034	Independent	21.89 NE	45	N/A
821120	Cedar Public School District 25 AZ-264 Keams Canyon, AZ 86034	Independent	21.89 NE	50	N/A
922301	Bia Courthouse/Jail Second Mesa, AZ 86043	Independent	21.91 N	6	N/A
832294	Shungopavi Community Center Second Mesa, AZ 86043	Independent	21.91 N	3	\$239,000
821103	Hotevilla-Bacavi Community Highway 264 Hotevilla, AZ 86030	Independent	21.92 N	33	N/A

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Business Locator

Hopi

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SIC Code	Business Name	Business Type	Distance From Site in Miles	Employees	Sales
472402	Sacred Travel Highway 264 Second Mesa, AZ 86043	Independent	21.93 N	1	\$280,000
919906	Hopi Tribe Womens Health Program Main St Kykotsmovi Village, AZ 86039	Branch	21.93 N	9	N/A
733110	USPS Blue Collection Box Highway 264 Second Mesa, AZ 86043	Kiosk	21.93 N	N/A	N/A
431101	USPS Highway 264 Second Mesa, AZ 86043	Branch	21.93 N	2	N/A
839998	The Hopi Foundation Main St Kykotsmovi Village, AZ 86039	Independent	21.94 N	10	N/A
832218	Natwani Coalition Main St Kykotsmovi Village, AZ 86039	Independent	21.94 N	1	\$35,000
598405	Kykotsmovi Village Store Main St Kykotsmovi Village, AZ 86039	Independent	21.94 N	28	\$8,283,000
602103	ATM Main St Kykotsmovi Village, AZ 86039	Kiosk	21.94 N	N/A	N/A
541105	Western Union Agent Location Main St Kykotsmovi Village, AZ 86039	Branch	21.94 N	30	\$12,253,000
912104	Kykotsmovi Village Kykotsmovi Village, AZ	Independent	21.99 N	8	N/A
839998	Kykotsmovi Village Admin Kykotsmovi Village, AZ 86039	Independent	21.99 N	7	N/A
821103	Hopi Day School Kykotsmovi Village, AZ 86039	Independent	22.00 N	34	N/A
481207	Cellular One Kykotsmovi Village, AZ 86039	Branch	22.22 N	4	\$2,779,000
753801	McGee & Sons Inc Keams Canyon, AZ 86034	Independent	22.27 NE	4	\$388,000
483201	Kuyi Radio Keams Canyon, AZ 86034	Independent	22.27 NE	4	\$639,000
821103	Cedar Public School District 25 Keams Canyon, AZ 86034	Independent	22.27 NE	44	N/A
839908	Jeddito Chapter House Keams Canyon, AZ 86034	Independent	22.27 NE	4	N/A
821103	Hopi Mission School Kykotsmovi Village, AZ 86039	Independent	22.28 N	12	N/A
821103	Hopi Mission School Kykotsmovi Village, AZ 86039	Independent	22.28 N	25	N/A

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June 27, 2023



Business Locator

Hopi

Prepared by Esri

SIC Code	Business Name	Business Type	Distance From Site in Miles	Employees	Sales
594409	Sonwai Highway 264 Hotevilla, AZ 86030	Independent	25.12 N	3	\$397,000
832218	Bacavi Elderly Adult Program AZ-264 Hotevilla, AZ 86030	Independent	25.12 N	7	\$239,000
723106	Leslie's Hair Salon AZ-264 Hotevilla, AZ 86030	Independent	25.12 N	1	\$34,000
821103	The Hopi School Highway 264 Hotevilla, AZ 86030	Independent	25.12 N	4	N/A
866107	Hopi Independent Church Highway 264 Kykotsmovi Village, AZ 86039	Independent	27.42 N	1	N/A
458106	Polacca Airport-P10 Highway 264 Second Mesa, AZ 86043	Independent	27.42 N	2	\$165,000
599969	Monongya Gallery Highway 264 Kykotsmovi Village, AZ 86039	Independent	27.42 N	2	\$138,000
594501	W Selina Hopi Silver Arts Highway 264 Second Mesa, AZ 86043	Independent	27.42 N	2	\$215,000
599988	Sewukiwma's Arts & Crafts Highway 264 Second Mesa, AZ 86043	Independent	27.42 N	3	\$207,000
919906	Indian Affairs Bureau Highway 264 Second Mesa, AZ 86043	Branch	27.42 N	10	N/A
821107	Alpine Resource Inc Highway 264 Kykotsmovi Village, AZ 86039	Independent	27.42 N	5	N/A
594709	Iskasokpu Gallery Highway 264 Second Mesa, AZ 86043	Independent	27.42 N	1	\$94,000
821103	Jeddito Elementary School State Route 264 Keams Canyon, AZ 86034	Independent	30.65 NE	55	N/A
074201	Hopi Tribe Hopi Veterinary State Route 264 Keams Canyon, AZ 86034	Branch	30.65 NE	1	\$66,000
962102	Transportation Department State Route 264 Keams Canyon, AZ 86034	Branch	30.65 NE	8	N/A
161102	Highway Department State Route 264 Keams Canyon, AZ 86034	Branch	30.65 NE	9	N/A

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Business Locator

Hopi

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SIC Code	Business Name	Business Type	Distance From Site in Miles	Employees	Sales
919906	Hopi Tribe Tribal Court AZ-264 Keams Canyon, AZ 86034	Branch	30.65 NE	17	N/A
481304	Hopi Telecommunications Inc AZ-264 Keams Canyon, AZ 86034	Independent	30.65 NE	8	\$2,704,000
866107	Broken Arrow Chapel of Jeddito AZ-264 Keams Canyon, AZ 86034	Independent	30.65 NE	2	N/A
821103	Hopi Junior Senior High School AZ-264 Keams Canyon, AZ 86034	Independent	30.65 NE	180	N/A
553111	Keams Canyon Auto Parts Keams Canyon, AZ 86034	Independent	30.92 NE	3	\$2,131,000
581208	Keams Canyon Cafe Keams Canyon, AZ 86034	Independent	30.94 NE	8	\$349,000
651201	Keams Canyon Shopping Center Keams Canyon, AZ 86034	Independent	30.95 NE	60	\$8,764,000
651201	Keams Canyon Shopping Center Keams Canyon, AZ 86034	Independent	30.95 NE	40	\$5,843,000
481304	Hopi Telecommunications Main St Keams Canyon, AZ 86034	Independent	34.21 NE	9	\$3,042,000
919906	Bia Hopi Credit Main St Keams Canyon, AZ 86034	Branch	34.21 NE	4	N/A
912101	Hopi Facilities Management Main St Keams Canyon, AZ 86034	Independent	34.21 NE	20	N/A
821103	Keams Canyon Elementary School Main St Keams Canyon, AZ 86034	Independent	34.21 NE	13	N/A
912101	US Administration Manager Main St Keams Canyon, AZ 86034	Independent	34.21 NE	14	N/A
866107	Kingdom Hall-Jehovah's Witness Main St Keams Canyon, AZ 86034	Independent	34.21 NE	3	N/A
606101	Hopi Credit Association Main St Keams Canyon, AZ 86034	Independent	34.21 NE	5	\$718,000
922404	Hopi Agency Fire Rescue Main St Keams Canyon, AZ 86034	Independent	34.21 NE	11	N/A
866107	St Joseph Mission Main St Keams Canyon, AZ 86034	Independent	34.21 NE	1	N/A

Data Note: Businesses are listed based on their proximity to the study area location. A maximum of 250 records can be displayed on one report. Data on the Business Locations report is based on the businesses whose location falls within the area of study. Total Sales, Total Daytime Business Population, Total Number of Businesses, and the Daytime Business (pop)/Residential Ratio are calculated using the collection of business points that fall within the area of study.

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Business Locator

Hopi

Prepared by Esri

SIC Code	Business Name	Business Type	Distance From Site in Miles	Employees	Sales
602103	ATM AZ-264 Tuba City, AZ 86045	Kiosk	34.52 NW	N/A	N/A
821103	Moencopi Day School Inc AZ-264 Tuba City, AZ 86045	Independent	34.52 NW	42	N/A
162308	Monenkopi Utility Authority AZ-264 Tuba City, AZ 86045	Independent	34.52 NW	10	\$2,733,000
162308	Moenkopi Utility Authority Inc AZ-264 Tuba City, AZ 86045	Independent	34.52 NW	11	N/A
275202	Images & Words Printing & Graphics Hotevilla, AZ 86030	Independent	41.49 N	4	\$465,000
821103	Jeehdeez'a Academy Inc CR-60 Pinon, AZ 86510	Independent	41.67 NE	70	N/A
821103	Seba Dalkai Bia Boarding School AZ-87 Winslow, AZ 86047	Independent	42.64 S	38	N/A
594709	Navajo-Hopi Indian Arts-Crafts AZ-87 Winslow, AZ 86047	Independent	42.64 S	1	\$94,000
836105	Hopi Assisted Living Facility Tuba City, AZ 86045	Independent	49.64 NW	4	N/A
832206	Moenkopi Senior Center Inc Reservoir Ln Tuba City, AZ 86045	Independent	49.73 NW	5	\$243,000
554101	76 Tuba City, AZ 86045	Branch	50.15 NW	5	\$4,189,000
839998	Moenkopi Developers Corporation, Legacy Ln Tuba City, AZ 86045	Independent	50.18 NW	5	N/A
919906	Navajo Law Enforcement Legacy Ln Tuba City, AZ 86045	Independent	50.18 NW	3	N/A
581208	Denny's Legacy Ln Tuba City, AZ 86045	Branch	50.18 NW	28	\$1,897,000
701101	Moenkopi Legacy Inn & Suites Legacy Ln Tuba City, AZ 86045	Independent	50.18 NW	50	\$4,525,000
554112	Electric Charging Station Legacy Ln Tuba City, AZ 86045	Kiosk	50.18 NW	N/A	N/A
701101	Moenkopi Legacy Inn Legacy Ln Tuba City, AZ 86045	Independent	50.18 NW	4	\$362,000

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June 27, 2023



Business Locator

Hopi

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SIC Code	Business Name	Business Type	Distance From Site in Miles	Employees	Sales
799963	Experience Hopi Legacy Ln Tuba City, AZ 86045	Independent	50.18 NW	32	N/A
554101	Tuuvu Travel Center Tuba City, AZ 86045	Independent	50.19 NW	18	\$15,079,000
508726	Elite Laundromat US-160 & AZ-264 Tuba City, AZ 86045	Independent	50.20 NW	5	\$4,133,000
653108	Navajo Nation Shopping Center Inc AZ-264 & US-160 Tuba City, AZ 86045	Independent	50.20 NW	3	\$288,000
581222	Pizza Edge US-160 & AZ-264 Tuba City, AZ 86045	Independent	50.20 NW	8	\$380,000
783201	Goen Cinemas Tuba City US-160 & AZ-264 Tuba City, AZ 86045	Independent	50.20 NW	17	\$914,000
602103	ATM US-160 & AZ-264 Tuba City, AZ 86045	Kiosk	50.20 NW	N/A	N/A

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June 27, 2023



Business Summary

Hopi

Prepared by Esri

Data for all businesses in area

Total Businesses:	112
Total Employees:	2,879
Total Residential Population:	6,369
Employee/Residential Population Ratio (per 100 Residents)	45

by SIC Codes

	Businesses		Employees	
	Number	Percent	Number	Percent
Agriculture & Mining	1	0.9%	1	0.0%
Construction	1	0.9%	11	0.4%
Manufacturing	1	0.9%	4	0.1%
Transportation	8	7.1%	24	0.8%
Communication	4	3.6%	25	0.9%
Utility	0	0.0%	0	0.0%
Wholesale Trade	3	2.7%	13	0.5%

Retail Trade Summary

Home Improvement	0	0.0%	0	0.0%
General Merchandise Stores	0	0.0%	0	0.0%
Food Stores	5	4.5%	91	3.2%
Auto Dealers & Gas Stations	4	3.6%	38	1.3%
Apparel & Accessory Stores	0	0.0%	0	0.0%
Furniture & Home Furnishings	0	0.0%	0	0.0%
Eating & Drinking Places	3	2.7%	52	1.8%
Miscellaneous Retail	8	7.1%	46	1.6%

Finance, Insurance, Real Estate Summary

Banks, Savings & Lending Institutions	1	0.9%	5	0.2%
Securities Brokers	0	0.0%	0	0.0%
Insurance Carriers & Agents	0	0.0%	0	0.0%
Real Estate, Holding, Other Investment Offices	5	4.5%	120	4.2%

Services Summary

Hotels & Lodging	3	2.7%	76	2.6%
Automotive Services	1	0.9%	4	0.1%
Movies & Amusements	2	1.8%	49	1.7%
Health Services	4	3.6%	25	0.9%
Legal Services	0	0.0%	0	0.0%
Education Institutions & Libraries	15	13.4%	652	22.6%
Other Services	19	17.0%	63	2.2%

Government

Unclassified Establishments	1	0.9%	3	0.1%
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Totals

112	100.0%	2,879	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.

June 27, 2023



Business Summary

Hopi

Prepared by Esri

by NAICS Codes	Businesses		Employees	
	Number	Percent	Number	Percent
Agriculture, Forestry, Fishing & Hunting	0	0.0%	0	0.0%
Mining	0	0.0%	0	0.0%
Utilities	0	0.0%	0	0.0%
Construction	1	0.9%	11	0.4%
Manufacturing	1	0.9%	4	0.1%
Wholesale Trade	3	2.7%	13	0.5%
Retail Trade	18	16.1%	175	6.1%
Motor Vehicle & Parts Dealers	1	0.9%	3	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	0	0.0%	0	0.0%
Food & Beverage Stores	5	4.5%	91	3.2%
Health & Personal Care Stores	0	0.0%	0	0.0%
Gasoline Stations & Fuel Dealers	5	4.5%	67	2.3%
Clothing, Clothing Accessories, Shoe and Jewelry Stores	1	0.9%	3	0.1%
Sporting Goods, Hobby, Book, & Music Stores	4	3.6%	8	0.3%
General Merchandise Stores	1	0.9%	3	0.1%
Transportation & Warehousing	8	7.1%	55	1.9%
Information	5	4.5%	42	1.5%
Finance & Insurance	1	0.9%	5	0.2%
Central Bank/Credit Intermediation & Related Activities	1	0.9%	5	0.2%
Securities & Commodity Contracts	0	0.0%	0	0.0%
Funds, Trusts & Other Financial Vehicles	0	0.0%	0	0.0%
Real Estate, Rental & Leasing	5	4.5%	120	4.2%
Professional, Scientific & Tech Services	1	0.9%	1	0.0%
Legal Services	0	0.0%	0	0.0%
Management of Companies & Enterprises	0	0.0%	0	0.0%
Administrative, Support & Waste Management Services	1	0.9%	1	0.0%
Educational Services	15	13.4%	652	22.6%
Health Care & Social Assistance	9	8.0%	46	1.6%
Arts, Entertainment & Recreation	0	0.0%	0	0.0%
Accommodation & Food Services	6	5.4%	128	4.4%
Accommodation	3	2.7%	76	2.6%
Food Services & Drinking Places	3	2.7%	52	1.8%
Other Services (except Public Administration)	15	13.4%	46	1.6%
Automotive Repair & Maintenance	1	0.9%	4	0.1%
Public Administration	20	17.9%	1,577	54.8%
Unclassified Establishments	1	0.9%	3	0.1%
Total	112	100.0%	2,879	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.

June 27, 2023

2023 Labor Force						
Age Group	Population	Employed	Unemployed	Unemployment Rate	Labor Force Participation Rate	Employment-Population Ratio
16+	4,704	2,043	172	7.8%	47.1%	43.4%
16-24	679	102	47	31.5%	21.9%	15.0%
25-54	2,326	1,394	118	7.8%	65.0%	59.9%
55-64	772	454	6	1.3%	59.6%	58.8%
65+	927	93	0	0.0%	10.0%	10.0%
Male Age 16+	2,328	1,035	135	3.5%	50.3%	44.5%
Female Age 16+	2,376	1,007	37	11.5%	43.9%	42.4%
Economic Dependency Ratio						
Total						211.3
Child (<16)						81.5
Working-Age (16-64)						89.0
Senior (65+)						40.8
Industry	Employed	Percent	US Percent	Location Quotient		
Total	2,043	100.0%	100.0%	-		
Agriculture/Forestry/Fishing	17	0.8%	1.1%	0.73		
Mining/Quarrying/Oil & Gas	11	0.5%	0.4%	1.25		
Construction	158	7.7%	7.0%	1.10		
Manufacturing	136	6.7%	10.0%	0.67		
Wholesale Trade	0	0.0%	1.9%	0.00		
Retail Trade	183	9.0%	10.4%	0.87		
Transportation/Warehousing	38	1.9%	5.5%	0.35		
Utilities	7	0.3%	0.8%	0.38		
Information	0	0.0%	1.9%	0.00		
Finance/Insurance	13	0.6%	5.0%	0.12		
Real Estate/Rental/Leasing	23	1.1%	1.8%	0.61		
Professional/Scientific/Tech	23	1.1%	8.6%	0.13		
Management of Companies	0	0.0%	0.1%	0.00		
Admin/Support/Waste Management	65	3.2%	4.4%	0.73		
Educational Services	387	18.9%	9.2%	2.05		
Health Care/Social Assistance	385	18.8%	13.6%	1.38		
Arts/Entertainment/Recreation	63	3.1%	2.2%	1.41		
Accommodation/Food Services	82	4.0%	6.7%	0.60		
Other Services (Excluding Public)	35	1.7%	4.7%	0.36		
Public Administration	418	20.5%	4.8%	4.36		

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	2,043	100.0%	100.0%	-
White Collar	1,200	58.7%	62.3%	0.94
Management	157	7.7%	12.0%	0.64
Business/Financial	105	5.1%	5.9%	0.86
Computer/Mathematical	0	0.0%	4.0%	0.00
Architecture/Engineering	8	0.4%	2.4%	0.17
Life/Physical/Social Sciences	21	1.0%	1.3%	0.77
Community/Social Service	72	3.5%	1.9%	1.84
Legal	11	0.5%	1.2%	0.42
Education/Training/Library	202	9.9%	6.2%	1.60
Arts/Design/Entertainment	152	7.4%	2.2%	3.36
Healthcare Practitioner	132	6.5%	6.2%	1.05
Sales and Sales Related	131	6.4%	8.6%	0.74
Office/Administrative Support	209	10.2%	10.4%	0.98
Blue Collar	386	18.9%	21.5%	0.88
Farming/Fishing/Forestry	6	0.3%	0.5%	0.60
Construction/Extraction	117	5.7%	5.0%	1.14
Installation/Maintenance/Repair	36	1.8%	2.9%	0.62
Production	127	6.2%	5.4%	1.15
Transportation/Material Moving	100	4.9%	7.8%	0.63
Services	457	22.4%	16.2%	1.38
Healthcare Support	89	4.4%	3.1%	1.42
Protective Service	101	4.9%	2.1%	2.33
Food Preparation/Serving	124	6.1%	5.2%	1.17
Building Maintenance	92	4.5%	3.3%	1.36
Personal Care/Service	51	2.5%	2.5%	1.00

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

Hopi

Prepared by Esri

Demographic Summary		2023	2028
Population		6,369	6,328
Population 18+		4,534	4,487
Households		1,917	1,918
Median Household Income		\$51,050	\$53,937
Product/Consumer Behavior	Expected Number of Adults or	Percent	MPI
Own Tablet	2,503	55.2%	94
Own E-Reader	450	9.9%	69
Own E-Reader/Tablet: Amazon Fire	721	15.9%	112
Own E-Reader/Tablet: Amazon Kindle	949	20.9%	89
Own E-Reader/Tablet: Apple iPad	1,378	30.4%	82
Own E-Reader/Tablet: Barnes & Noble Nook	62	1.4%	61
Own E-Reader/Tablet: Microsoft Surface	123	2.7%	94
Own E-Reader/Tablet: Samsung Galaxy Tab	558	12.3%	110
Own Portable MP3 Player	507	11.2%	100
Own Apple Watch Wearable Technology	567	12.5%	76
Own Fitbit Wearable Technology	661	14.6%	95
Own Garmin Wearable Technology	88	1.9%	58
Own Digital Camcorder	283	6.2%	77
Own Digital Point and Shoot Camera/Camcorder	327	7.2%	66
Own Digital SLR Camera or Camcorder	458	10.1%	93
Own 35mm Camera or Camcorder	233	5.1%	72
Own Telephoto/Zoom Lens for Camera	273	6.0%	93
Own Wide Angle Lens for Camera	220	4.9%	101
Own Selfie Stick for Camera or Phone	286	6.3%	95
Printed Digital Photos/12 Mo	1,127	24.9%	92
Use Computer at Work	1,486	32.8%	76
Use Desktop Computer at Work	844	18.6%	96
Use Laptop or Notebook Computer at Work	713	15.7%	65
HH Owns Computer	1,536	80.1%	94
HH Purchased Most Recent Home Computer/12 Mo	243	12.7%	89
HH Owns Desktop Computer	679	35.4%	89
HH Owns Laptop or Notebook	1,213	63.3%	90
HH Has Child (<18 Yrs) Using Home Computer	241	12.6%	107
HH Owns Apple/Mac Brand Computer	304	15.9%	66
HH Owns PC/Non-Apple Brand Computer	1,393	72.7%	102
HH Purchased 1-2 Yrs Ago Most Recent Computer	380	19.8%	104
HH Purchased 3-4 Yrs Ago Most Recent Computer	297	15.5%	81
HH Purchased 5+ Yrs Ago Most Recent Computer	313	16.3%	92
HH Purchased Most Recent Home Computer at Store	750	39.1%	100
HH Purchased Most Recent Home Computer Online	486	25.4%	92
HH Spent \$1-499 on Most Recent Home Computer	354	18.5%	117
HH Spent \$500-999 on Most Recent Home Computer	373	19.5%	96
HH Spent \$1K-1499 on Most Recent Home Computer	163	8.5%	70
HH Spent \$1500-1999 on Most Recent Home Computer	80	4.2%	91
HH Spent \$2K+ on Most Recent Home Computer	59	3.1%	57
HH Owns Webcam	496	25.9%	99
HH Owns Wireless Router	503	26.2%	74
HH Owns All-In-One Printer (Print Copy Scan)	1,103	57.5%	96
HH Owns Accounting Software	80	4.2%	64

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.

June 27, 2023

Product/Consumer Behavior	Expected Number of Adults or	Percent	MPI
HH Owns Communications or Fax Software	58	3.0%	75
HH Owns Database or Filing Software	90	4.7%	87
HH Owns Desktop Publishing Software	139	7.3%	100
HH Owns Education or Training Software	185	9.7%	106
HH Owns Entertainment or Games Software	515	26.9%	111
HH Owns Personal Finance or Tax Prep Software	281	14.7%	92
HH Owns Presentation Graphics Software	88	4.6%	72
HH Owns Multimedia Software	205	10.7%	107
HH Owns Networking Software	167	8.7%	89
HH Owns Online Mtg or Conference Software	237	12.4%	72
HH Owns Online or Remote Backup Software	124	6.5%	97
HH Owns Security or Anti-Virus Software	389	20.3%	80
HH Owns Spreadsheet Software	406	21.2%	76
HH Owns Touch Screen Monitor	257	13.4%	106
HH Owns Utility Software	100	5.2%	97
HH Owns Web Authoring Software	17	0.9%	54
HH Owns Word Processing Software	615	32.1%	84
HH Owns CD Player	301	15.7%	88
HH Owns Portable GPS Device	435	22.7%	109
HH Owns Ear Buds Headphones	935	48.8%	90
HH Owns Bluetooth or Wireless Headphones	728	38.0%	88
HH Owns Noise Reduction Headphones	267	13.9%	67
HH Owns Headphones w/Microphone	345	18.0%	76
HH Owns Home Theater or Entertainment System	257	13.4%	81
HH Owns 1 TV	236	12.3%	68
HH Owns 2 TVs	478	24.9%	88
HH Owns 3 TVs	446	23.3%	102
HH Owns 4+ TVs	574	29.9%	133
HH Owns LCD TV	487	25.4%	98
HH Owns LED TV	788	41.1%	89
HH Owns OLED TV	92	4.8%	76
HH Owns Plasma TV	183	9.5%	87
HH Owns HDTV	687	35.8%	89
HH Owns 4K Ultra HDTV	476	24.8%	90
HH Owns Internet Connectable TV	806	42.0%	98
HH Owns <27 in Screen TV (Small)	190	9.9%	76
HH Owns 27-35 in Screen TV (Medium)	579	30.2%	104
HH Owns 36-42 in Screen TV (Large)	750	39.1%	115
HH Owns 43-54 in Screen TV (XL)	643	33.5%	94
HH Owns 55-69 in Screen TV (XXL)	723	37.7%	100
HH Owns 70 in+ Screen TV (XXXL)	111	5.8%	77
HH Most Recent TV Purchase: <27 in (Small)	77	4.0%	84
HH Most Recent TV Purchase: 27-35 in (Medium)	246	12.8%	101
HH Most Recent TV Purchase: 36-42 in (Large)	397	20.7%	123
HH Most Recent TV Purchase: 43-54 in (XL)	325	17.0%	86
HH Most Recent TV Purchase: 55-69 in (XXL)	519	27.1%	95
HH Most Recent TV Purchase: 70+ in (XXXL)	85	4.4%	76
HH Owns Internet Video Device for TV	911	47.5%	90
HH Owns Amazon Fire Internet Device for TV	478	24.9%	95
HH Owns Apple TV Internet Device for TV	99	5.2%	53
HH Owns Google Chromecast Intrnt Device for TV	85	4.4%	56
HH Owns Roku Internet Device for TV	541	28.2%	110
HH Owns Handheld Video Game System	277	14.4%	84
HH Owns Video Game System Attached to TV/Comp	896	46.7%	113
HH Owns Nintendo DS/2DS/3DS Video Game System	129	6.7%	101

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June 27, 2023

Product/Consumer Behavior	Expected Number of Adults or	Percent	MPI
HH Owns Nintendo Switch Video Game System	206	10.7%	74
HH Owns Nintendo Wii/Wii U Video Game System	180	9.4%	98
HH Owns PlayStation 2/3 Video Game System	130	6.8%	83
HH Owns PlayStation 4 Video Game System	437	22.8%	133
HH Owns Xbox 360 Video Game System	209	10.9%	113
HH Owns Xbox One Video Game System	297	15.5%	119
HH Purchased Video Game System/12 Mo	138	7.2%	90
HH Purchased 1 Video Game/12 Mo	24	1.3%	54
HH Purchased 2 Video Games/12 Mo	54	2.8%	91
HH Purchased 3 Video Games/12 Mo	33	1.7%	73
HH Purchased 4 Video Games/12 Mo	28	1.5%	75
HH Purchased 5+ Video Games/12 Mo	124	6.5%	105
HH Spent \$1-100 on Video Games/12 Mo	138	7.2%	81
HH Spent \$101-200 on Video Games/12 Mo	75	3.9%	80
HH Spent \$201+ on Video Games/12 Mo	77	4.0%	108
HH Purchased Video Game from Disc Dept Store/12 Mo	65	3.4%	138
HH Purchased Video Game from Electronics Store/12 Mo	21	1.1%	34
HH Purchased Video Games from Game Console/12 Mo	90	4.7%	92
HH Purchased Video Game from GameStop/12 Mo	132	6.9%	105
HH Purchased Video Game from Steam/12 Mo	34	1.8%	71
HH Purchased Video Game from Oth Online/12 Mo	113	5.9%	77
HH Purchased Video Game System/Disc Dept Store/12 Mo	45	2.3%	178
HH Purchased Video Game System/Electr Store/12 Mo	23	1.2%	66
HH Purchased Video Game System/GameStop/12 Mo	52	2.7%	142
HH Purchased Video Game System/Other Online/12 Mo	45	2.3%	80
Have Internet Access at Home	4,175	92.1%	95
Broadband/High Speed Internet Connection at Home	3,905	86.1%	93
Cable Modem Internet Connection at Home	1,119	24.7%	58
DSL Internet Connection at Home	917	20.2%	195
Fiber Optic Internet Connection at Home	436	9.6%	55
Satellite Service Internet Connection at Home	364	8.0%	229
Spend <0.5 Hrs Online (Excluding Email) Daily	186	4.1%	89
Spend 0.5-0.9 Hrs Online (Excluding Email) Daily	305	6.7%	87
Spend 1-1.9 Hrs Online (Excluding Email) Daily	717	15.8%	93
Spend 2-4.9 Hrs Online (Excluding Email) Daily	1,277	28.2%	92
Spend 5-9.9 Hrs Online (Excluding Email) Daily	1,180	26.0%	116
Spend 10+ Hrs Online (Excluding Email) Daily	452	10.0%	89
Used Internet/30 Days	4,321	95.3%	98
Used Internet at Home/30 Days	3,952	87.2%	94
Used Internet at Work/30 Days	1,483	32.7%	88
Used Internet at School or Library/30 Days	395	8.7%	130
Used Internet Not Home/Work/School/Library/30 Days	1,457	32.1%	91
Used Computer to Access Internet/30 Days	3,064	67.6%	85
Used Cell Phone to Access Internet/30 Days	3,773	83.2%	97
Used Tablet to Access Internet/30 Days	1,403	30.9%	84
Used Vid Game Console to Access Internet/30 Days	490	10.8%	106
Used TV to Access Internet/30 Days	1,145	25.3%	92
Used Internet for Email/30 Days	3,540	78.1%	92
Used Internet for IM/30 Days	3,510	77.4%	96
Used Internet for Phone Call/30 Days	1,519	33.5%	92
Used Internet for Video Chat/30 Days	1,294	28.5%	79

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Product/Consumer Behavior	Expected Number of Adults or	Percent	MPI
Used Internet for Personal Purchase/30 Days	2,953	65.1%	90
Used Internet for Business Purchase/30 Days	512	11.3%	86
Used Internet for Latest News/30 Days	1,798	39.7%	75
Used Internet for Sports News or Info/30 Days	914	20.2%	74
Used Internet for Financial Info/30 Days	980	21.6%	69
Used Internet for Medical Info/30 Days	1,139	25.1%	77
Used Internet for Movie Listings/Times/30 Days	443	9.8%	91
Used Internet for Parenting Info/30 Days	79	1.7%	40
Used Internet for Real Estate Info/30 Days	311	6.9%	45
Used Internet for Recipes/30 Days	2,108	46.5%	87
Used Internet to Add Video to Website/30 Days	364	8.0%	111
Used Internet to Download Movie/30 Days	177	3.9%	65
Used Internet to Download Music/30 Days	802	17.7%	114
Used Internet to Download TV Program/30 Days	142	3.1%	99
Used Internet to Download Video Game/30 Days	717	15.8%	116
Used Internet to Look for Employment/30 Days	451	9.9%	78
Used Internet for Online Dating/30 Days	112	2.5%	72
Used Internet to Pay Bills/30 Days	2,503	55.2%	88
Used Internet to Play Games/30 Days	1,870	41.2%	111
Used Internet to Research Vehicle Purch/30 Days	426	9.4%	94
Used Internet to Send Greeting Card/30 Days	138	3.0%	68
Used Internet to Share Photos on Website/30 Days	1,166	25.7%	94
Used Internet to Take Online Class/30 Days	463	10.2%	80
Used Internet to Trade/Track Investments/30 Days	529	11.7%	62
Used Internet for Travel Plans/30 Days	506	11.2%	62
Used Internet to Visit Blogs/30 Days	282	6.2%	54
Used Internet to Write Blogs/30 Days	36	0.8%	64
Used Internet to Visit Chat Room/30 Days	272	6.0%	100
Used Internet to Watch Movie/30 Days	1,194	26.3%	77
Used Internet to Watch TV Program/30 Days	813	17.9%	81
Used Nintendo Switch Online Gaming Svc/30 Days	134	3.0%	74
Used PlayStation Network Gaming Svc/30 Days	311	6.9%	99
Used Xbox Network Gaming Svc/30 Days	280	6.2%	102
Played Massive Multi-Player Online Game/30 Days	236	5.2%	160
Used Spanish Language Website or App/30 Days	128	2.8%	59
Social Media: Used Facebook/30 Days	3,158	69.7%	108
Social Media: Used Instagram/30 Days	1,478	32.6%	87
Social Media: Used LinkedIn/30 Days	252	5.6%	39
Social Media: Used Reddit/30 Days	221	4.9%	47
Social Media: Used Shutterfly/30 Days	152	3.4%	129
Social Media: Used Snapchat/30 Days	1,231	27.2%	132
Social Media: Used TikTok/30 Days	1,132	25.0%	137
Social Media: Used Tumblr/30 Days	73	1.6%	85
Social Media: Used Twitch/30 Days	120	2.6%	67
Social Media: Used Twitter/30 Days	664	14.6%	82
Social Media: Used Yelp/30 Days	87	1.9%	32
Social Media: Used YouTube/30 Days	2,243	49.5%	92
Social Media: Used Pinterest/30 Days	920	20.3%	107

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Product/Consumer Behavior	Expected Number of Adults or	Percent	MPI
Social Media: Applied Filter to Picture/30 Days	479	10.6%	102
Social Media: Clicked on Ad/30 Days	585	12.9%	87
Social Media: Commented on Friend's Post/30 Days	2,153	47.5%	112
Social Media: Communicated Via IM/30 Days	1,087	24.0%	98
Social Media: Followed/Became Fan/30 Days	1,130	24.9%	106
Social Media: Invited People to Event/30 Days	300	6.6%	157
Social Media: Liked Something/30 Days	1,651	36.4%	104
Social Media: Played Game/30 Days	1,102	24.3%	142
Social Media: Posted Blog/30 Days	45	1.0%	61
Social Media: Posted/Shared Video/30 Days	776	17.1%	104
Social Media: Posted Picture/30 Days	2,086	46.0%	115
Social Media: Posted Update/30 Days	1,531	33.8%	136
Social Media: Posted Website Link/30 Days	398	8.8%	94
Social Media: Posted/Shared My Location/30 Days	259	5.7%	114
Social Media: Rated Product or Service/30 Days	364	8.0%	104
Social Media: Saw Friend's Profile/30 Days	1,993	44.0%	101
Social Media: Sent Email/Text Message/30 Days	2,170	47.9%	105
Social Media: Sent Real/Virtual Gift/30 Days	67	1.5%	69
Social Media: Updated My Profile/30 Days	1,061	23.4%	140
Social Media: Watched Video/30 Days	2,070	45.7%	103
IM/Video Chat: Used Facebook Messenger/30 Days	2,577	56.8%	118
IM/Video Chat: Used FaceTime/30 Days	1,398	30.8%	98
IM/Video Chat: Used Google Duo/30 Days	417	9.2%	163
IM/Video Chat: Used Google Hangouts/30 Days	214	4.7%	132
IM/Video Chat: Used Google Meet/30 Days	155	3.4%	66
IM/Video Chat: Used Microsoft Teams/30 Days	174	3.8%	35
IM/Video Chat: Used Skype/30 Days	91	2.0%	36
IM/Video Chat: Used Slack/30 Days	35	0.8%	25
IM/Video Chat: Used Snapchat/30 Days	785	17.3%	120
IM/Video Chat: Used WhatsApp/30 Days	334	7.4%	43
IM/Video Chat: Used Zoom/30 Days	786	17.3%	52
Social Media: Follow Friends/Family Very Important	948	20.9%	90
Social Media: Meet New Friends Very Important	379	8.4%	131
Social Media: Keep in Touch Very Important	2,123	46.8%	110
Social Media: Reconnect w/People Very Important	792	17.5%	103
Social Media: Ntwrk w/Prof Contacts Very Important	345	7.6%	118
Social Media: Find Mutual Interests Very Important	390	8.6%	141
Social Media: Learn About Prods/Svcs Very Important	408	9.0%	153
Social Media: Rate/Review Prods/Svcs Very Important	339	7.5%	162
Social Media: Find Local Info Very Important	626	13.8%	123
Social Media: Find TV/Movie Info Very Important	465	10.3%	150
Social Media: Access to VIP Events Very Important	293	6.5%	181
Social Media: Get Exclusive Offers Very Important	368	8.1%	131
Social Media: Play Games Very Important	349	7.7%	118
Social Media: Support Fav Co/Brands Very Important	255	5.6%	138
Social Media: Track News/Events Very Important	627	13.8%	116
Used Bing Website or Search Engine/30 Days	429	9.5%	100
Used Google Website or Search Engine/30 Days	3,743	82.6%	96
Used Yahoo Website or Search Engine/30 Days	1,024	22.6%	137

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Used Indeed Job/Careers Website or App/30 Days	631	13.9%	103
Used Zillow Website or App/30 Days	460	10.1%	51
Used BuzzFeed Entertainment Website/App/30 Days	145	3.2%	57
Used Fandango Entertainment Website/App/30 Days	33	0.7%	61
Used ABC News Website or App/30 Days	424	9.4%	110
Used BBC News Website or App/30 Days	98	2.2%	36
Used CBS News Website or App/30 Days	308	6.8%	114
Used CNN Website or App/30 Days	424	9.4%	54
Used Fox News Website or App/30 Days	671	14.8%	99
Used HuffPost News Website or App/30 Days	130	2.9%	55
Used NBC News Website or App/30 Days	287	6.3%	98
Used Yahoo! News Website or App/30 Days	379	8.4%	99
Used ESPN Sports Website or App/30 Days	641	14.1%	91
Used Fox Sports Website or App/30 Days	157	3.5%	61
Used MLB Sports Website or App/30 Days	85	1.9%	53
Used NBA Sports Website or App/30 Days	217	4.8%	141
Used NFL Sports Website or App/30 Days	227	5.0%	73
Used PBS Website or App/30 Days	141	3.1%	102
Used Telemundo Website or App/30 Days	68	1.5%	59
Social Media: Follow Actors/Comedians	894	19.7%	77
Social Media: Follow Artists/Photographers	529	11.7%	66
Social Media: Follow Charitable Groups	554	12.2%	76
Social Media: Follow Chefs/Restaurants	767	16.9%	83
Social Media: Follow Companies/Brands	687	15.2%	66
Social Media: Follow Gamers	314	6.9%	93
Social Media: Follow Hobby-Related Groups	1,193	26.3%	89
Social Media: Follow Local Groups	1,035	22.8%	92
Social Media: Follow Magazines	250	5.5%	58
Social Media: Follow Medical/Ailment Groups	445	9.8%	125
Social Media: Follow Music Groups	1,050	23.2%	92
Social Media: Follow Newspapers	491	10.8%	81
Social Media: Follow Oth Celebrities	599	13.2%	87
Social Media: Follow Political Groups	607	13.4%	88
Social Media: Follow Politicians	627	13.8%	93
Social Media: Follow Religious Groups	942	20.8%	136
Social Media: Follow School Groups	819	18.1%	101
Social Media: Follow Sports/Athletes	802	17.7%	84
Social Media: Follow Travel-Related Groups	441	9.7%	69
Social Media: Follow TV Programs/Networks	960	21.2%	102

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults or households in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

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Demographic Summary		2023	2028
Population		6,369	6,328
Population 18+		4,534	4,487
Households		1,917	1,918
Median Household Income		\$51,050	\$53,937
Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Did Banking in Person/12 Mo	2,430	53.6%	103
Used Bank of America Bank/12 Mo	361	8.0%	52
Used Capital One Bank/12 Mo	319	7.0%	70
Used Chase Bank/12 Mo	370	8.2%	42
Used Citizens Bank/12 Mo	64	1.4%	75
Used Citibank Bank/12 Mo	159	3.5%	61
Used PNC Bank/12 Mo	139	3.1%	75
Used U.S. Bank/12 Mo	80	1.8%	43
Used Wells Fargo Bank/12 Mo	359	7.9%	55
Used Credit Union/12 Mo	1,066	23.5%	91
Used Local/Community Bank/12 Mo	1,065	23.5%	200
Did Banking by Mail/12 Mo	91	2.0%	63
Did Banking by Phone/12 Mo	440	9.7%	89
Did Banking Online/12 Mo	2,274	50.2%	85
Did Banking by Mobile Device/12 Mo	1,820	40.1%	84
Used ATM or Cash Machine/12 Mo	2,765	61.0%	97
Used Direct Deposit of Paycheck/12 Mo	2,419	53.4%	91
Did Banking w/Paperless Statements/12 Mo	1,515	33.4%	79
Have Interest Checking Account	1,564	34.5%	88
Have Non-Interest Checking Account	1,719	37.9%	100
Have Savings Account	2,665	58.8%	79
Have Overdraft Protection	1,407	31.0%	93
Have Auto Loan	1,204	26.6%	108
Have Education Personal Loan (Student Loan)	364	8.0%	86
Have Personal Loan (Not for Education)	280	6.2%	144
Have 1st Home Mortgage	1,381	30.5%	80
Have 2nd Mortgage (Home Equity Loan)	123	2.7%	61
Have Home Equity Line of Credit	84	1.9%	50
Have Personal Line of Credit	408	9.0%	163
Have 401(k) Retirement Savings Plan	704	15.5%	64
Have 403(b) Retirement Savings Plan	167	3.7%	69
Have Roth IRA Retirement Savings Plan	363	8.0%	51
Have Traditional IRA Retirement Savings Plan	382	8.4%	44
Own Any Securities Investment	1,649	36.4%	68
Own Any Annuity	99	2.2%	50
Own Certificate of Deposit (More Than 6 Mo)	207	4.6%	96
Own Shares in Money Market Fund	209	4.6%	56
Own Shares in Mutual Fund (Bonds)	210	4.6%	54
Own Shares in Mutual Fund (Stocks)	278	6.1%	45
Own Any Stock	400	8.8%	59
Own Common Stock in Company You Don` t Work For	289	6.4%	54
Own U.S. Savings Bonds	167	3.7%	52
Own Investment Real Estate	160	3.5%	71
Own Vacation or Wknd Home	114	2.5%	57
Used Lawyer/12 Mo	501	11.0%	102
Used Real Estate Agent/12 Mo	292	6.4%	80
Used Financial Planner/12 Mo	319	7.0%	65
Own 1 Credit Card	846	18.7%	102
Own 2 Credit Cards	768	16.9%	90
Own 3 Credit Cards	462	10.2%	78
Own 4 Credit Cards	234	5.2%	58
Own 5 Credit Cards	238	5.2%	92
Own 6+ Credit Cards	286	6.3%	60

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			
Carry Credit Card Balance: 1-Never/Rarely	1,353		29.8%	71
Carry Credit Card Balance: 2-Sometimes	924		20.4%	110
Carry Credit Card Balance: 3-Usually/Always	853		18.8%	102
Avg \$1-110 Monthly Credit Card Expenditures	559		12.3%	108
Avg \$111-225 Monthly Credit Card Expenditures	397		8.8%	114
Avg \$226-450 Monthly Credit Card Expenditures	352		7.8%	84
Avg \$451-700 Monthly Credit Card Expenditures	362		8.0%	87
Avg \$701-1000 Monthly Credit Card Expenditures	241		5.3%	65
Avg \$1001-2000 Monthly Credit Card Expenditures	281		6.2%	53
Avg \$2001+ Monthly Credit Card Expenditures	305		6.7%	61
Own 1 Debit Card	2,334		51.5%	95
Own 2 Debit Cards	739		16.3%	96
Own 3+ Debit Cards	241		5.3%	102
Avg \$1-90 Debit Card Monthly Expenditures	282		6.2%	104
Avg \$91-180 Debit Card Monthly Expenditures	242		5.3%	84
Avg \$181-225 Debit Card Monthly Expenditures	209		4.6%	85
Avg \$226-450 Debit Card Monthly Expenditures	449		9.9%	103
Avg \$451-700 Debit Card Monthly Expenditures	492		10.9%	116
Avg \$701-1000 Debit Card Monthly Expenditures	553		12.2%	156
Avg \$1001-2000 Debit Card Monthly Expenditures	333		7.3%	112
Avg \$2001+ Debit Card Monthly Expenditures	95		2.1%	78
Own or Used Any Credit/Debit Card/12 Mo	4,126		91.0%	98
Own or Used Any Major Credit/Debit Card/12 Mo	3,807		84.0%	95
Own or Used Any Store Credit Card/12 Mo	1,132		25.0%	78
Have Credit/Debit Card w/Airline Miles Rewards	311		6.9%	50
Have Credit/Debit Card w/Cash Back Rewards	1,555		34.3%	74
Have Credit/Debit Card w/Hotel/Car Rental Rewards	99		2.2%	50
Have American Express Green Card in Own Name	63		1.4%	66
Have American Express Blue Card in Own Name	184		4.1%	69
Have American Express Gold Card in Own Name	95		2.1%	63
Have American Express Platinum Card in Own Name	69		1.5%	46
Have Discover Card in Own Name	685		15.1%	84
Have MasterCard Standard Card in Own Name	874		19.3%	91
Have MasterCard Gold Card in Own Name	116		2.6%	95
Have MasterCard Platinum Card in Own Name	266		5.9%	100
Have MasterCard Debit Card in Own Name	1,192		26.3%	122
Have Visa Standard or Classic Card in Own Name	1,059		23.4%	74
Have Visa Gold Card in Own Name	117		2.6%	111
Have Visa Platinum Card in Own Name	314		6.9%	70
Have Visa Signature Card in Own Name	290		6.4%	61
Have Visa Debit Card in Own Name	2,026		44.7%	88
Paid Bills by Mail/12 Mo	1,650		36.4%	116
Paid Bills in Person/12 Mo	1,428		31.5%	218
Paid Bills by Phone Using Credit Card/12 Mo	922		20.3%	119
Paid Bills by Auto Charge to Credit Card/12 Mo	1,046		23.1%	80
Paid Bills by Auto Deduct from Bank Acct/12 Mo	1,972		43.5%	102
Wired or Sent Money/6 Mo	891		19.7%	99
Wired or Sent Money w/Bank Wire Transfer/6 Mo	106		2.3%	39
Wired or Sent Money w/MoneyGram/6 Mo	150		3.3%	173
Wired or Sent Money w/Money Order/6 Mo	438		9.7%	187
Wired or Sent Money w/Western Union/6 Mo	211		4.7%	132
Wired or Sent Money w/USPS/6 Mo	236		5.2%	133

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 Adults	Percent	MPI
Used Apple Pay Digital Payment Svc/30 Days	302	6.7%	48
Used Cash App Digital Payment Svc/30 Days	479	10.6%	158
Used Google Pay Digital Payment Svc/30 Days	291	6.4%	100
Used PayPal Digital Payment Svc/30 Days	1,713	37.8%	117
Used Samsung Pay Digital Payment Svc/30 Days	48	1.1%	64
Used Venmo Digital Payment Svc/30 Days	424	9.4%	45
Used Visa Checkout Digital Payment Svc/30 Days	236	5.2%	136
Used Zelle Digital Payment Svc/30 Days	332	7.3%	44
Used Oth Digital Payment Svc/30 Days	84	1.9%	73
Did Manual Tax Preparation	789	17.4%	95
Used H&R Block Software to Prepare Taxes	388	8.6%	123
Used TurboTax Software Program to Prepare Taxes	640	14.1%	75
Used Online Program/Service to Prepare Taxes	958	21.1%	103
Used H&R Block Online to Prepare Taxes	182	4.0%	115
Used TurboTax Online to Prepare Taxes	411	9.1%	81
Used H&R Block On-Site Tax Svc to Prepare Taxes	197	4.3%	127
Used CPA or Oth Tax Prof to Prepare Taxes	666	14.7%	80
Personally/Jointly Acq 401(k)/403(b) Loan/12 Mo	148	3.3%	147

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Health and Beauty Market Potential

Hopi

Prepared by Esri

Demographic Summary		2023	2028
Population		6,369	6,328
Population 18+		4,534	4,487
Households		1,917	1,918
Median Household Income		\$51,050	\$53,937
Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Typically Spend 1-3 Hrs Exercising/Wk	980	21.6%	86
Typically Spend 4-6 Hrs Exercising/Wk	814	18.0%	81
Typically Spend 7+ Hrs Exercising/Wk	851	18.8%	77
Exercise at Home 2+ Times/Wk	1,635	36.1%	73
Exercise at Club 2+ Times/Wk	417	9.2%	78
Exercise at Oth Facility (Not Club) 2+ Times/Wk	214	4.7%	61
Member of LA Fitness Club/Gym	22	0.5%	29
Member of Planet Fitness Club/Gym	232	5.1%	116
Member of YMCA Fitness Club/Gym	117	2.6%	93
Own Elliptical	170	3.7%	69
Own Stationary Bicycle	251	5.5%	52
Own Treadmill	404	8.9%	75
Own Weight Lifting Equipment	563	12.4%	65
Control Diet for Blood Sugar Level	681	15.0%	124
Control Diet for Cholesterol Level	666	14.7%	114
Control Diet for Food Allergies	53	1.2%	50
Control Diet to Maintain Weight	435	9.6%	83
Control Diet for Physical Fitness	585	12.9%	90
Control Diet for Salt Restriction	261	5.8%	137
Control Diet for Weight Loss	967	21.3%	101
Use Doctor's Care/Diet for Diet Method	354	7.8%	178
Use Exercise Program for Diet Method	258	5.7%	57
Buy Foods Specifically Labeled: Fat-Free	475	10.5%	113
Buy Foods Specifically Labeled: Gluten-Free	163	3.6%	64
Buy Foods Specifically Labeled: High Fiber	283	6.2%	78
Buy Foods Specifically Labeled: High Protein	386	8.5%	86
Buy Foods Specifically Labeled: Hormone-Free	97	2.1%	65
Buy Foods Specifically Labeled: Lactose-Free	137	3.0%	54
Buy Foods Specifically Labeled: Low-Calorie	371	8.2%	109
Buy Foods Specifically Labeled: Low-Carb	450	9.9%	97
Buy Foods Specifically Labeled: Low-Cholesterol	252	5.6%	107
Buy Foods Specifically Labeled: Low-Fat	261	5.8%	63
Buy Foods Specifically Labeled: Low-Sodium	591	13.0%	102
Buy Foods Specifically Labeled: Natural/Organic	422	9.3%	54
Buy Foods Specifically Labeled: Probiotic	105	2.3%	48
Buy Foods Specifically Labeled: Sugar-Free	528	11.6%	91
Consider Self to Be Semi-Vegetarian	406	9.0%	105
Used Meal/Dietary/Weight Loss Supplement/6 Mo	526	11.6%	116
Used Vitamins or Dietary Supplements/6 Mo	2,783	61.4%	93
Provide Services as Primary Caregiver/Caretaker	537	11.8%	196
Assist w/Chores as Caregiver/Caretaker	338	7.5%	190
Assist w/Personal Care as Caregiver/Caretaker	270	6.0%	198
Give Medication as Caregiver/Caretaker	239	5.3%	198
Make Doctor Appointments as Caregiver/Caretaker	301	6.6%	183
Provide Transportation as Caregiver/Caretaker	371	8.2%	190

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June 27, 2023

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Visited Doctor/12 Mo	3,474	76.6%	96
Visited Doctor 1-2 Times/12 Mo	880	19.4%	86
Visited Doctor 3-5 Times/12 Mo	928	20.5%	88
Visited Doctor 6+ Times/12 Mo	1,668	36.8%	107
Visited Acupuncturist Doctor/12 Mo	40	0.9%	53
Visited Allergist Doctor/12 Mo	69	1.5%	74
Visited Cardiologist Doctor/12 Mo	575	12.7%	150
Visited Chiropractor/12 Mo	285	6.3%	75
Visited Dentist/12 Mo	1,507	33.2%	80
Visited Dermatologist Doctor/12 Mo	418	9.2%	80
Visited Ear or Nose or Throat Doctor/12 Mo	171	3.8%	83
Visited Eye Doctor/12 Mo	1,068	23.6%	109
Visited Gastroenterologist Doctor/12 Mo	251	5.5%	102
Visited General or Family Doctor/12 Mo	1,995	44.0%	103
Visited Internist Doctor/12 Mo	162	3.6%	67
Visited Physical Therapist Doctor/12 Mo	281	6.2%	111
Visited Podiatrist Doctor/12 Mo	149	3.3%	96
Visited Psychiatrist/Psychologist Doctor/12 Mo	137	3.0%	67
Visited Urologist Doctor/12 Mo	297	6.6%	140
Visited Nurse Practitioner/12 Mo	576	12.7%	176
Wear Regular/Sun/Tinted Prescription Eyeglasses	1,961	43.3%	93
Wear Bi-Focal/Multi-Focal/Progressive Glasses	910	20.1%	97
Wear Soft Contact Lenses	458	10.1%	68
Spent \$1-99 on Eyeglasses/12 Mo	172	3.8%	105
Spent \$100-199 on Eyeglasses/12 Mo	246	5.4%	100
Spent \$200-249 on Eyeglasses/12 Mo	147	3.2%	97
Spent \$250+ on Eyeglasses/12 Mo	503	11.1%	100
Spent \$1-199 on Contact Lenses/12 Mo	220	4.9%	84
Spent \$200+ on Contact Lenses/12 Mo	149	3.3%	59
Bought Prescrp Eyewear at Discount Optical Ctr	505	11.1%	162
Bought Prescrp Eyewear at Private Eye Doctor	1,163	25.7%	100
Bought Prescrp Eyewear at Retail Optical Chain	568	12.5%	83
Bought Prescrp Eyewear Online	175	3.9%	60
Used Acne Prescription Drug	80	1.8%	61
Used Allergy or Hay Fever Prescription Drug	401	8.8%	134
Used Anxiety or Panic Prescription Drug	402	8.9%	112
Used Arthritis/Osteoarthritis Prescription Drug	346	7.6%	216
Used Rheumatoid Arthritis Prescription Drug	160	3.5%	149
Used Asthma Prescription Drug	295	6.5%	134
Used Backache or Back Pain Prescription Drug	522	11.5%	156
Used Depression Prescription Drug	358	7.9%	107
Used Diabetes (Non-Insulin Dep T-2) Prescrp Drug	371	8.2%	134
Used Heartburn or Acid Reflux Prescription Drug	381	8.4%	121
Used High Blood Pressure Prescription Drug	911	20.1%	128
Used High Cholesterol Prescription Drug	615	13.6%	116
Used Insomnia Prescription Drug	152	3.4%	131
Used Migraine Headache Prescription Drug	132	2.9%	97
Used Sinus Congestion/Headache Prescription Drug	194	4.3%	140
Used Urinary Tract Infection Prescription Drug	174	3.8%	116
Filled Prescription at Discount/Dept Store/12 Mo	241	5.3%	118
Filled Prescription at Drug Store/Pharmacy/12 Mo	1,798	39.7%	110
Filled Prescription at Supermarket/12 Mo	407	9.0%	85
Filled Prescription by Mail Order/12 Mo	487	10.7%	96
Filled Prescription Online/12 Mo	217	4.8%	65
Spent \$1-9 Out of Pocket Prescrp Drugs/30 Days	327	7.2%	91
Spent \$10-19 Out of Pocket Prescrp Drugs/30 Days	508	11.2%	109
Spent \$20-29 Out of Pocket Prescrp Drugs/30 Days	330	7.3%	101
Spent \$30-49 Out of Pocket Prescrp Drugs/30 Days	538	11.9%	156
Spent \$50-99 Out of Pocket Prescrp Drugs/30 Days	390	8.6%	121
Spent \$100-149 Out of Pocket Prescrp Drugs/30 Days	151	3.3%	103
Spent \$150+ Out of Pocket Prescrp Drugs/30 Days	251	5.5%	161

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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/HHs	Percent	MPI
Used Cold/Sinus/Allergy Med (Nonprescrp)/6 Mo	2,406	53.1%	117
Used Cough Syrup/Suppressant (Nonprescrp)/6 Mo	1,310	28.9%	128
Used Medicated Skin Cream/Lotion/Spray/6 Mo	1,385	30.5%	105
Used Non-Medicated Nasal Spray/6 Mo	540	11.9%	107
Used Pain Relieving Rub or Liquid or Patch/6 Mo	1,425	31.4%	114
Used Sleeping Aid or Snore Relief/6 Mo	734	16.2%	115
Used Sore Throat Remedy or Cough Drops/6 Mo	2,111	46.6%	129
Used Sunburn Remedy/12 Mo	516	11.4%	98
Used Suntan or Sunscreen Prod/12 Mo	1,328	29.3%	73
Used Toothache/Gum/Canker Sore Remedy/6 Mo	505	11.1%	153
HH Used Children`s Cold Tablets/Liquids/6 Mo	194	10.1%	127
HH Used Children`s Cough Syrup/6 Mo	125	6.5%	105
HH Used Kids Pain Reliever/Fever Reducer/6 Mo	302	15.8%	107
HH Used Kids Vitamins/Nutrition Supplements/6 Mo	203	10.6%	92
Used Body Wash or Shower Gel/6 Mo	2,995	66.1%	103
Used Breath Freshener/6 Mo	1,841	40.6%	124
Used Gum Breath Freshener/6 Mo	1,127	24.9%	126
Used Mints Breath Freshener/6 Mo	846	18.7%	127
Used Thin Film Breath Freshener/6 Mo	121	2.7%	119
Used Complexion Care Prod/6 Mo	2,122	46.8%	88
Used Denture Adhesive or Fixative/6 Mo	263	5.8%	150
Used Denture Cleaner/6 Mo	497	11.0%	147
Used Eyeliner/Eyebrow Pencil/6 Mo	858	18.9%	78
Used Facial Moisturizer/6 Mo	1,999	44.1%	90
Used Personal Foot Care Prod/6 Mo	820	18.1%	99
Used Hair Coloring Prod at Home/6 Mo	941	20.8%	123
Used Hair Conditioning Treatment at Home/6 Mo	1,365	30.1%	117
Used Hair Growth Prod/6 Mo	264	5.8%	145
Used Hair Spray at Home/6 Mo	1,195	26.4%	107
Used Hair Styling Gel/Lotion/Mousse/6 Mo	1,451	32.0%	90
Used Mouthwash/6 Mo	3,101	68.4%	104
Used Mouthwash 8+ Times/7 Days	836	18.4%	114
Used Sensitive Toothpaste/6 Mo	855	18.9%	94
Used Whitening Toothpaste/6 Mo	1,711	37.7%	96
Used Tooth Whitener (Not Toothpaste)/6 Mo	383	8.4%	91
Used Tooth Whitener (Gel)/6 Mo	70	1.5%	91
Used Tooth Whitener (Strips)/6 Mo	218	4.8%	92
Visited Day Spa/6 Mo	144	3.2%	82
Purchased Prod at Salon or Day Spa/6 Mo	118	2.6%	69
Used Prof Service for Haircut/6 Mo	2,414	53.2%	91
Used Prof Svc for Hair Color/Highlights/6 Mo	530	11.7%	83
Used Prof Service for Facial/6 Mo	71	1.6%	67
Used Prof Service for Massage/6 Mo	208	4.6%	71
Used Prof Service for Manicure/6 Mo	465	10.3%	100
Used Prof Service for Pedicure/6 Mo	574	12.7%	94
Spent \$1-99 at Barber Shop/6 Mo	816	18.0%	124
Spent \$100+ at Barber Shop/6 Mo	289	6.4%	79
Spent \$1-99 at Beauty Salon/6 Mo	599	13.2%	105
Spent \$100+ at Beauty Salon/6 Mo	712	15.7%	82

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Population Summary	
2010 Total Population	7,171
2020 Total Population	6,398
2020 Group Quarters	20
2023 Total Population	6,369
2023 Group Quarters	23
2028 Total Population	6,328
2023-2028 Annual Rate	-0.13%
2023 Total Daytime Population	7,422
Workers	3,080
Residents	4,342
Household Summary	
2010 Households	2,081
2010 Average Household Size	3.44
2020 Total Households	1,906
2020 Average Household Size	3.35
2023 Households	1,917
2023 Average Household Size	3.31
2028 Households	1,918
2028 Average Household Size	3.29
2023-2028 Annual Rate	0.01%
2010 Families	1,547
2010 Average Family Size	4.04
2023 Families	1,419
2023 Average Family Size	3.89
2028 Families	1,422
2028 Average Family Size	3.86
2023-2028 Annual Rate	0.04%
Housing Unit Summary	
2000 Housing Units	2,525
Owner Occupied Housing Units	58.6%
Renter Occupied Housing Units	19.4%
Vacant Housing Units	22.0%
2010 Housing Units	2,725
Owner Occupied Housing Units	57.7%
Renter Occupied Housing Units	18.7%
Vacant Housing Units	23.6%
2020 Housing Units	2,522
Vacant Housing Units	24.4%
2023 Housing Units	2,516
Owner Occupied Housing Units	59.2%
Renter Occupied Housing Units	17.0%
Vacant Housing Units	23.8%
2028 Housing Units	2,453
Owner Occupied Housing Units	61.9%
Renter Occupied Housing Units	16.3%
Vacant Housing Units	21.8%
Median Household Income	
2023	\$51,050
2028	\$53,937
Median Home Value	
2023	\$99,486
2028	\$114,915
Per Capita Income	
2023	\$18,898
2028	\$21,298
Median Age	
2010	32.1
2023	34.4
2028	36.4

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	1,917
<\$15,000	19.8%
\$15,000 - \$24,999	8.8%
\$25,000 - \$34,999	7.5%
\$35,000 - \$49,999	12.2%
\$50,000 - \$74,999	26.1%
\$75,000 - \$99,999	9.3%
\$100,000 - \$149,999	11.6%
\$150,000 - \$199,999	3.3%
\$200,000+	1.5%
Average Household Income	\$62,499

2028 Households by Income

Household Income Base	1,918
<\$15,000	17.8%
\$15,000 - \$24,999	7.2%
\$25,000 - \$34,999	6.7%
\$35,000 - \$49,999	12.2%
\$50,000 - \$74,999	25.7%
\$75,000 - \$99,999	10.1%
\$100,000 - \$149,999	14.4%
\$150,000 - \$199,999	4.3%
\$200,000+	1.5%
Average Household Income	\$69,890

2023 Owner Occupied Housing Units by Value

Total	1,489
<\$50,000	24.1%
\$50,000 - \$99,999	26.1%
\$100,000 - \$149,999	20.2%
\$150,000 - \$199,999	7.2%
\$200,000 - \$249,999	12.8%
\$250,000 - \$299,999	0.3%
\$300,000 - \$399,999	0.4%
\$400,000 - \$499,999	1.8%
\$500,000 - \$749,999	5.6%
\$750,000 - \$999,999	0.9%
\$1,000,000 - \$1,499,999	0.4%
\$1,500,000 - \$1,999,999	0.0%
\$2,000,000 +	0.0%
Average Home Value	\$150,857

2028 Owner Occupied Housing Units by Value

Total	1,518
<\$50,000	19.6%
\$50,000 - \$99,999	24.6%
\$100,000 - \$149,999	19.4%
\$150,000 - \$199,999	8.7%
\$200,000 - \$249,999	15.4%
\$250,000 - \$299,999	0.3%
\$300,000 - \$399,999	0.3%
\$400,000 - \$499,999	1.6%
\$500,000 - \$749,999	8.3%
\$750,000 - \$999,999	1.3%
\$1,000,000 - \$1,499,999	0.5%
\$1,500,000 - \$1,999,999	0.0%
\$2,000,000 +	0.0%
Average Home Value	\$176,318

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	7,170
0 - 4	8.9%
5 - 9	8.5%
10 - 14	8.8%
15 - 24	15.5%
25 - 34	11.9%
35 - 44	11.1%
45 - 54	13.6%
55 - 64	10.9%
65 - 74	6.2%
75 - 84	3.5%
85 +	1.3%
18 +	68.3%

2023 Population by Age

Total	6,369
0 - 4	8.0%
5 - 9	8.6%
10 - 14	8.2%
15 - 24	12.0%
25 - 34	14.0%
35 - 44	12.2%
45 - 54	10.3%
55 - 64	12.1%
65 - 74	9.4%
75 - 84	4.1%
85 +	1.1%
18 +	71.2%

2028 Population by Age

Total	6,326
0 - 4	7.9%
5 - 9	7.9%
10 - 14	8.6%
15 - 24	12.9%
25 - 34	10.8%
35 - 44	12.6%
45 - 54	11.8%
55 - 64	10.6%
65 - 74	10.2%
75 - 84	5.5%
85 +	1.3%
18 +	70.9%

2010 Population by Sex

Males	3,491
Females	3,679

2023 Population by Sex

Males	3,142
Females	3,227

2028 Population by Sex

Males	3,121
Females	3,207

2010 Population by Race/Ethnicity

Total	7,171
White Alone	3.9%
Black Alone	0.2%
American Indian Alone	94.2%
Asian Alone	0.3%
Pacific Islander Alone	0.1%
Some Other Race Alone	0.2%
Two or More Races	1.0%
Hispanic Origin	2.1%
Diversity Index	14.7

2020 Population by Race/Ethnicity

Total	6,398
White Alone	2.6%
Black Alone	0.2%
American Indian Alone	95.4%
Asian Alone	0.4%
Pacific Islander Alone	0.0%
Some Other Race Alone	0.3%
Two or More Races	1.1%
Hispanic Origin	1.2%
Diversity Index	11.1

2023 Population by Race/Ethnicity

Total	6,368
White Alone	2.2%
Black Alone	0.3%
American Indian Alone	95.7%
Asian Alone	0.5%
Pacific Islander Alone	0.0%
Some Other Race Alone	0.3%
Two or More Races	1.1%
Hispanic Origin	1.2%
Diversity Index	10.6

2028 Population by Race/Ethnicity

Total	6,328
White Alone	2.1%
Black Alone	0.3%
American Indian Alone	95.7%
Asian Alone	0.5%
Pacific Islander Alone	0.0%
Some Other Race Alone	0.3%
Two or More Races	1.1%
Hispanic Origin	1.2%
Diversity Index	10.6

2010 Population by Relationship and Household Type

Total	7,171
In Households	99.8%
In Family Households	91.3%
Householder	21.6%
Spouse	9.7%
Child	46.6%
Other relative	9.4%
Nonrelative	4.0%
In Nonfamily Households	8.5%
In Group Quarters	0.2%
Institutionalized Population	0.1%
Noninstitutionalized Population	0.1%

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	4,026
Less than 9th Grade	2.3%
9th - 12th Grade, No Diploma	8.0%
High School Graduate	42.1%
GED/Alternative Credential	2.0%
Some College, No Degree	22.4%
Associate Degree	14.7%
Bachelor's Degree	4.5%
Graduate/Professional Degree	4.0%

2023 Population 15+ by Marital Status

Total	4,791
Never Married	57.6%
Married	26.6%
Widowed	5.8%
Divorced	10.0%

2023 Civilian Population 16+ in Labor Force

Civilian Population 16+	2,215
Population 16+ Employed	92.2%
Population 16+ Unemployment rate	7.8%
Population 16-24 Employed	5.0%
Population 16-24 Unemployment rate	31.5%
Population 25-54 Employed	68.2%
Population 25-54 Unemployment rate	7.8%
Population 55-64 Employed	22.2%
Population 55-64 Unemployment rate	1.3%
Population 65+ Employed	4.6%
Population 65+ Unemployment rate	0.0%

2023 Employed Population 16+ by Industry

Total	2,043
Agriculture/Mining	1.4%
Construction	7.7%
Manufacturing	6.7%
Wholesale Trade	0.0%
Retail Trade	9.0%
Transportation/Utilities	2.2%
Information	0.0%
Finance/Insurance/Real Estate	1.8%
Services	50.9%
Public Administration	20.5%

2023 Employed Population 16+ by Occupation

Total	2,043
White Collar	58.7%
Management/Business/Financial	12.8%
Professional	29.3%
Sales	6.4%
Administrative Support	10.2%
Services	22.4%
Blue Collar	18.9%
Farming/Forestry/Fishing	0.3%
Construction/Extraction	5.7%
Installation/Maintenance/Repair	1.8%
Production	6.2%
Transportation/Material Moving	4.9%

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

2010 Households by Type	
Total	2,080
Households with 1 Person	22.0%
Households with 2+ People	78.0%
Family Households	74.4%
Husband-wife Families	33.4%
With Related Children	19.8%
Other Family (No Spouse Present)	41.0%
Other Family with Male Householder	9.1%
With Related Children	5.6%
Other Family with Female Householder	31.8%
With Related Children	22.2%
Nonfamily Households	3.7%
All Households with Children	47.9%
Multigenerational Households	21.0%
Unmarried Partner Households	13.1%
Male-female	11.8%
Same-sex	1.2%
2010 Households by Size	
Total	2,080
1 Person Household	22.0%
2 Person Household	21.2%
3 Person Household	16.0%
4 Person Household	11.9%
5 Person Household	13.0%
6 Person Household	6.5%
7 + Person Household	9.6%
2010 Households by Tenure and Mortgage Status	
Total	2,080
Owner Occupied	75.5%
Owned with a Mortgage/Loan	8.5%
Owned Free and Clear	67.0%
Renter Occupied	24.5%
2023 Affordability, Mortgage and Wealth	
Housing Affordability Index	228
Percent of Income for Mortgage	11.7%
Wealth Index	45
2010 Housing Units By Urban/ Rural Status	
Total Housing Units	2,725
Housing Units Inside Urbanized Area	0.0%
Housing Units Inside Urbanized Cluster	9.9%
Rural Housing Units	90.1%
2010 Population By Urban/ Rural Status	
Total Population	7,171
Population Inside Urbanized Area	0.0%
Population Inside Urbanized Cluster	12.1%
Rural Population	87.9%

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. Rural Bypasses (10E)
2. Economic BedRock (10C)
3. Southwestern Families (7F)

2023 Consumer Spending

Apparel & Services: Total \$	\$2,274,008
Average Spent	\$1,186.23
Spending Potential Index	54
Education: Total \$	\$1,334,300
Average Spent	\$696.04
Spending Potential Index	39
Entertainment/Recreation: Total \$	\$4,622,737
Average Spent	\$2,411.44
Spending Potential Index	64
Food at Home: Total \$	\$8,985,257
Average Spent	\$4,687.15
Spending Potential Index	69
Food Away from Home: Total \$	\$4,291,951
Average Spent	\$2,238.89
Spending Potential Index	60
Health Care: Total \$	\$10,580,071
Average Spent	\$5,519.08
Spending Potential Index	75
HH Furnishings & Equipment: Total \$	\$3,506,537
Average Spent	\$1,829.18
Spending Potential Index	62
Personal Care Products & Services: Total \$	\$1,001,318
Average Spent	\$522.34
Spending Potential Index	55
Shelter: Total \$	\$23,342,180
Average Spent	\$12,176.41
Spending Potential Index	49
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$4,083,103
Average Spent	\$2,129.94
Spending Potential Index	68
Travel: Total \$	\$2,375,164
Average Spent	\$1,239.00
Spending Potential Index	55
Vehicle Maintenance & Repairs: Total \$	\$1,752,277
Average Spent	\$914.07
Spending Potential Index	70

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

Hopi

Prepared by Esri

Demographic Summary		2023	2028
Population		6,369	6,328
Population 18+		4,534	4,487
Households		1,917	1,918
Median Household Income		\$51,050	\$53,937
Product/Consumer Behavior	Expected Number of Households	Percent	MPI
HH Owns Cat	538	28.1%	121
HH Owns Dog	970	50.6%	128
HH Owns 1 Cat	249	13.0%	109
HH Owns 2+ Cats	289	15.1%	135
HH Owns 1 Dog	444	23.2%	97
HH Owns 2+ Dogs	528	27.5%	176
HH Used Canned or Wet Cat Food/6 Mo	320	16.7%	117
HH Used Packaged Dry Cat Food/6 Mo	526	27.4%	124
HH Used Cat Treats/6 Mo	286	14.9%	103
HH Used Cat Litter/6 Mo	438	22.8%	108
HH Used Canned or Wet Dog Food/6 Mo	411	21.4%	133
HH Used Packaged Dry Dog Food/6 Mo	920	48.0%	128
HH Used Dog Biscuits or Treats/6 Mo	703	36.7%	118
HH Used Flea/Tick/Parasite Prod for Cat/Dog	910	47.5%	137
HH Purchased Pet Food/12 Mo	106	5.5%	123
HH Purchased Pet Food from Grocery Store/12 Mo	532	27.8%	122
HH Purchased Pet Food from Petco/12 Mo	111	5.8%	86
HH Purchased Pet Food from PetSmart/12 Mo	162	8.5%	92
HH Purchased Pet Food from Oth Spec Pet Store/12 Mo	84	4.4%	83
HH Purchased Pet Food from Wholesale Club/12 Mo	108	5.6%	112
HH Purchased Pet Food Online/12 Mo	245	12.8%	110
HH Purchased Pet Food from Vet/12 Mo	51	2.7%	81
HH Spent \$1-99 on Pet Food/12 Mo	168	8.8%	148
HH Spent \$100 -199 on Pet Food/12 Mo	235	12.3%	148
HH Spent \$200-499 on Pet Food/12 Mo	276	14.4%	95
HH Spent \$500+ on Pet Food/12 Mo	301	15.7%	112
HH Purchased Flea Control Online/12 Mo	188	9.8%	149
HH Purchased Flea Control from Vet/12 Mo	336	17.5%	136
HH Took Pet 1 Time to Veterinarian/12 Mo	226	11.8%	96
HH Took Pet 2 Times to Veterinarian/12 Mo	267	13.9%	121
HH Took Pet 3 Times to Veterinarian/12 Mo	136	7.1%	113
HH Took Pet 4 Times to Veterinarian/12 Mo	98	5.1%	113
HH Took Pet 5+ Times to Veterinarian/12 Mo	208	10.9%	149
HH Spent \$1-99 on Veterinarian Care/12 Mo	58	3.0%	134
HH Spent \$100-199 on Veterinarian Care/12 Mo	110	5.7%	114
HH Spent \$200-499 on Veterinarian Care/12 Mo	288	15.0%	120
HH Spent \$500-799 on Veterinarian Care/12 Mo	175	9.1%	142
HH Spent \$800+ on Veterinarian Care/12 Mo	197	10.3%	110
HH Used Professional Pet Service/12 Mo	377	19.7%	112
HH Used Professional Pet Service 3+ Times/12 Mo	242	12.6%	113
HH Used Professional Boarding or Kennel Pet Service/12 Mo	104	5.4%	134
HH Used Professional Grooming Pet Service/12 Mo	315	16.4%	117
HH Has Pet Insurance	86	4.5%	97

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.

June 27, 2023



Restaurant Market Potential

Hopi

Prepared by Esri

Demographic Summary		2023	2028	
Population		6,369	6,328	
Population 18+		4,534	4,487	
Households		1,917	1,918	
Median Household Income		\$51,050	\$53,937	
Product/Consumer Behavior		Expected Number of Adults	Percent	MPI
Went to Family Restaurant/Steak House/6 Mo		3,147	69.4%	105
Went to Family Restaurant/Steak House 4+ Times/30 Days		1,010	22.3%	108
Spent \$1-30 at Family Restaurant/Steak House/30 Days		394	8.7%	130
Spent \$31-50 at Family Restaurant/Steak House/30 Days		565	12.5%	145
Spent \$51-100 at Family Restaurant/Steak House/30 Days		785	17.3%	117
Spent \$101-200 at Family Restaurant/Steak House/30 Days		359	7.9%	81
Spent \$201+ at Family Restaurant/Steak House/30 Days		190	4.2%	85
Spent \$1-100 at Fine Dining Restaurants/30 Days		171	3.8%	125
Spent \$101-200 at Fine Dining Restaurants/30 Days		56	1.2%	53
Spent \$201+ at Fine Dining Restaurants/30 Days		55	1.2%	61
Went for Breakfast at Family Restaurant/Steak House/6 Mo		427	9.4%	92
Went for Lunch at Family Restaurant/Steak House/6 Mo		1,065	23.5%	144
Went for Dinner at Family Restaurant/Steak House/6 Mo		1,980	43.7%	100
Went for Snacks at Family Restaurant/Steak House/6 Mo		47	1.0%	74
Went on Workday to Family Restaurant/Steak House/6 Mo		1,421	31.3%	105
Went on Weekend to Family Restaurant/Steak House/6 Mo		1,778	39.2%	107
Went to Applebee`s/6 Mo		601	13.3%	100
Went to Bob Evans/6 Mo		140	3.1%	137
Went to Buffalo Wild Wings/6 Mo		330	7.3%	90
Went to California Pizza Kitchen/6 Mo		20	0.4%	32
Went to Carrabba`s/6 Mo		99	2.2%	112
Went to The Cheesecake Factory/6 Mo		215	4.7%	77
Went to Chili`s Grill & Bar/6 Mo		524	11.6%	128
Went to Cracker Barrel/6 Mo		933	20.6%	210
Went to Denny`s/6 Mo		241	5.3%	94
Went to Golden Corral/6 Mo		419	9.2%	315
Went to IHOP/6 Mo		467	10.3%	144
Went to Logan`s Roadhouse/6 Mo		183	4.0%	233
Went to Longhorn Steakhouse/6 Mo		385	8.5%	154
Went to Olive Garden/6 Mo		561	12.4%	91
Went to Outback Steakhouse/6 Mo		392	8.6%	123
Went to Red Lobster/6 Mo		342	7.5%	122
Went to Red Robin/6 Mo		79	1.7%	35
Went to Ruby Tuesday/6 Mo		145	3.2%	193
Went to Texas Roadhouse/6 Mo		473	10.4%	98
Went to T.G.I. Friday`s/6 Mo		82	1.8%	83
Went to Waffle House/6 Mo		439	9.7%	221
Went to Fast Food/Drive-In Restaurant/6 Mo		4,152	91.6%	101
Went to Fast Food/Drive-In Rest 9+ Times/30 Days		2,181	48.1%	124
Spent \$1-10 at Fast Food Restaurant/30 Days		152	3.4%	81
Spent \$11-20 at Fast Food Restaurant/30 Days		389	8.6%	102
Spent \$21-40 at Fast Food Restaurant/30 Days		822	18.1%	109
Spent \$41-50 at Fast Food Restaurant/30 Days		376	8.3%	90
Spent \$51-100 at Fast Food Restaurant/30 Days		1,081	23.8%	116
Spent \$101-200 at Fast Food Restaurant/30 Days		647	14.3%	116
Spent \$201+ at Fast Food Restaurant/30 Days		269	5.9%	114
Ordered Eat-In Fast Food/6 Mo		1,067	23.5%	115

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.

June 27, 2023



Restaurant Market Potential

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Prepared by Esri

Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Ordered Home Delivery Fast Food/6 Mo	372	8.2%	61
Take-Out/Drive-Thru/Curbside Fast Food/6 Mo	3,042	67.1%	115
Ordered Take-Out/Walk-In Fast Food/6 Mo	943	20.8%	93
Bought Breakfast at Fast Food Restaurant/6 Mo	1,875	41.4%	119
Bought Lunch at Fast Food Restaurant/6 Mo	2,667	58.8%	110
Bought Dinner at Fast Food Restaurant/6 Mo	2,661	58.7%	109
Bought Snack at Fast Food Restaurant/6 Mo	560	12.4%	92
Bought from Fast Food Restaurant on Weekday/6 Mo	3,235	71.3%	109
Bought from Fast Food Restaurant on Weekend/6 Mo	2,507	55.3%	105
Bought A&W/6 Mo	74	1.6%	79
Bought Arby`s/6 Mo	1,138	25.1%	140
Bought Baskin-Robbins/6 Mo	157	3.5%	111
Bought Boston Market/6 Mo	32	0.7%	36
Bought Burger King/6 Mo	1,677	37.0%	133
Bought Captain D`s/6 Mo	490	10.8%	386
Bought Carl`s Jr./6 Mo	122	2.7%	57
Bought Checkers/6 Mo	262	5.8%	233
Bought Chick-Fil-A/6 Mo	1,694	37.4%	114
Bought Chipotle Mexican Grill/6 Mo	294	6.5%	40
Bought Chuck E. Cheese`s/6 Mo	29	0.6%	61
Bought Church`s Fried Chicken/6 Mo	391	8.6%	266
Bought Cold Stone Creamery/6 Mo	103	2.3%	81
Bought Dairy Queen/6 Mo	1,032	22.8%	150
Bought Del Taco/6 Mo	69	1.5%	46
Bought Domino`s Pizza/6 Mo	729	16.1%	100
Bought Dunkin` Donuts/6 Mo	376	8.3%	56
Bought Five Guys/6 Mo	392	8.6%	89
Bought Hardee`s/6 Mo	641	14.1%	276
Bought Jack in the Box/6 Mo	164	3.6%	54
Bought Jersey Mike`s/6 Mo	290	6.4%	89
Bought Jimmy John`s/6 Mo	162	3.6%	61
Bought KFC/6 Mo	1,265	27.9%	161
Bought Krispy Kreme Doughnuts/6 Mo	483	10.7%	155
Bought Little Caesars/6 Mo	886	19.5%	167
Bought Long John Silver`s/6 Mo	274	6.0%	256
Bought McDonald`s/6 Mo	2,439	53.8%	107
Bought Panda Express/6 Mo	416	9.2%	76
Bought Panera Bread/6 Mo	308	6.8%	53
Bought Papa John`s/6 Mo	449	9.9%	122
Bought Papa Murphy`s/6 Mo	119	2.6%	73
Bought Pizza Hut/6 Mo	886	19.5%	159
Bought Popeyes Chicken/6 Mo	791	17.4%	125
Bought Sonic Drive-In/6 Mo	1,137	25.1%	213
Bought Starbucks/6 Mo	494	10.9%	53
Bought Steak `N Shake/6 Mo	160	3.5%	120
Bought Subway/6 Mo	1,318	29.1%	135
Bought Taco Bell/6 Mo	1,524	33.6%	123
Bought Wendy`s/6 Mo	1,222	27.0%	103
Bought Whataburger/6 Mo	438	9.7%	163
Bought White Castle/6 Mo	73	1.6%	65
Bought Wing-Stop/6 Mo	149	3.3%	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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Restaurant Market Potential

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Went to Fine Dining Restaurant/6 Mo	378	8.3%	69
Went to Fine Dining Restaurant/30 Days	291	6.4%	71
Went to Fine Dining Restaurant 2+ Times/30 Days	145	3.2%	77
Used DoorDash Site/App for Take-Out/Del/30 Days	267	5.9%	51
Used Grubhub Site/App for Take-Out/Del/30 Days	114	2.5%	46
Used Postmates Site/App for Take-Out/Del/30 Days	23	0.5%	30
Used Restrnt Site/App for Take-Out/Del/30 Days	863	19.0%	86
Used Uber Eats Site/App for Take-Out/Del/30 Days	124	2.7%	42
Used Yelp Site/App for Take-Out/Del/30 Days	36	0.8%	48

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.

June 27, 2023



Retail Market Potential

Hopi

Prepared by Esri

Demographic Summary		2023	2028
Population		6,369	6,328
Population 18+		4,534	4,487
Households		1,917	1,918
Median Household Income		\$51,050	\$53,937
Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought Men`s Clothing/12 Mo	2,728	60.2%	98
Bought Women`s Clothing/12 Mo	2,285	50.4%	97
Bought Shoes/12 Mo	3,265	72.0%	97
Bought Fine Jewelry/12 Mo	1,092	24.1%	118
Bought Watch/12 Mo	816	18.0%	130
Automobiles (Households)			
HH Owns or Leases Any Vehicle	1,769	92.3%	101
HH Bought or Leased New Vehicle/12 Mo	157	8.2%	81
Automotive Aftermarket (Adults)			
Bought Gasoline/6 Mo	4,255	93.8%	104
Bought or Changed Motor Oil/12 Mo	2,653	58.5%	114
Had Vehicle Tune-Up/12 Mo	1,139	25.1%	101
Beverages (Adults)			
Drank Non-Diet (Regular) Cola/6 Mo	2,086	46.0%	124
Drank Beer or Ale/6 Mo	1,341	29.6%	75
Cameras (Adults)			
Own Digital Point and Shoot Camera/Camcorder	327	7.2%	66
Own Digital SLR Camera or Camcorder	458	10.1%	93
Printed Digital Photos/12 Mo	1,127	24.9%	92
Cell Phones (Adults/Households)			
Bought Cell Phone/12 Mo	1,792	39.5%	113
Have a Smartphone	4,211	92.9%	99
Have Android Phone (Any Brand) Smartphone	2,037	44.9%	116
Have Apple iPhone Smartphone	2,239	49.4%	87
HH Owns 1 Cell Phone	523	27.3%	89
HH Owns 2 Cell Phones	775	40.4%	103
HH Owns 3+ Cell Phones	597	31.1%	108
HH Has Cell Phone Only (No Landline Telephone)	1,310	68.3%	100
Computers (Households)			
HH Owns Computer	1,536	80.1%	94
HH Owns Desktop Computer	679	35.4%	89
HH Owns Laptop or Notebook	1,213	63.3%	90
HH Owns Apple/Mac Brand Computer	304	15.9%	66
HH Owns PC/Non-Apple Brand Computer	1,393	72.7%	102
HH Purchased Most Recent Home Computer at Store	750	39.1%	100
HH Purchased Most Recent Home Computer Online	486	25.4%	92
HH Spent \$1-499 on Most Recent Home Computer	354	18.5%	117
HH Spent \$500-999 on Most Recent Home Computer	373	19.5%	96
HH Spent \$1K-1499 on Most Recent Home Computer	163	8.5%	70
HH Spent \$1500-1999 on Most Recent Home Computer	80	4.2%	91
HH Spent \$2K+ on Most Recent Home Computer	59	3.1%	57

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

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Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
Convenience Stores (Adults)			
Shopped at C-Store/6 Mo	3,346	73.8%	115
Bought Brewed Coffee at C-Store/30 Days	532	11.7%	97
Bought Cigarettes at C-Store/30 Days	572	12.6%	207
Bought Gas at C-Store/30 Days	2,433	53.7%	136
Spent \$1-19 at C-Store/30 Days	216	4.8%	65
Spent \$20-39 at C-Store/30 Days	530	11.7%	119
Spent \$40-50 at C-Store/30 Days	347	7.7%	99
Spent \$51-99 at C-Store/30 Days	367	8.1%	132
Spent \$100+ at C-Store/30 Days	1,381	30.5%	146
Entertainment (Adults)			
Attended Movie/6 Mo	1,352	29.8%	81
Went to Live Theater/12 Mo	226	5.0%	73
Went to Bar or Night Club/12 Mo	425	9.4%	58
Dined Out/12 Mo	2,456	54.2%	104
Gambled at Casino/12 Mo	531	11.7%	109
Visited Theme Park/12 Mo	483	10.7%	92
Viewed Movie (Video-on-Demand)/30 Days	431	9.5%	86
Viewed TV Show (Video-on-Demand)/30 Days	225	5.0%	65
Used Internet to Download Movie/30 Days	177	3.9%	65
Downloaded Individual Song/6 Mo	1,107	24.4%	121
Used Internet to Watch Movie/30 Days	1,194	26.3%	77
Used Internet to Watch TV Program/30 Days	813	17.9%	81
Played (Console) Video or Electronic Game/12 Mo	614	13.5%	106
Played (Portable) Video or Electronic Game/12 Mo	324	7.1%	108
Financial (Adults)			
Have 1st Home Mortgage	1,381	30.5%	80
Used ATM or Cash Machine/12 Mo	2,765	61.0%	97
Own Any Stock	400	8.8%	59
Own U.S. Savings Bonds	167	3.7%	52
Own Shares in Mutual Fund (Stocks)	278	6.1%	45
Own Shares in Mutual Fund (Bonds)	210	4.6%	54
Have Interest Checking Account	1,564	34.5%	88
Have Non-Interest Checking Account	1,719	37.9%	100
Have Savings Account	2,665	58.8%	79
Have 401(k) Retirement Savings Plan	704	15.5%	64
Own or Used Any Credit/Debit Card/12 Mo	4,126	91.0%	98
Avg \$1-110 Monthly Credit Card Expenditures	559	12.3%	108
Avg \$111-225 Monthly Credit Card Expenditures	397	8.8%	114
Avg \$226-450 Monthly Credit Card Expenditures	352	7.8%	84
Avg \$451-700 Monthly Credit Card Expenditures	362	8.0%	87
Avg \$701-1000 Monthly Credit Card Expenditures	241	5.3%	65
Avg \$1001-2000 Monthly Credit Card Expenditures	281	6.2%	53
Avg \$2001+ Monthly Credit Card Expenditures	305	6.7%	61
Did Banking Online/12 Mo	2,274	50.2%	85
Did Banking by Mobile Device/12 Mo	1,820	40.1%	84

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Grocery (Adults)			
HH Used Bread/6 Mo	1,807	94.3%	100
HH Used Chicken (Fresh or Frozen)/6 Mo	1,308	68.2%	98
HH Used Turkey (Fresh or Frozen)/6 Mo	256	13.4%	90
HH Used Fish or Seafood (Fresh or Frozen)/6 Mo	1,093	57.0%	95
HH Used Fresh Fruit or Vegetables/6 Mo	1,635	85.3%	96
HH Used Fresh Milk/6 Mo	1,551	80.9%	98
HH Used Fish or Seafood (Fresh or Frozen)/6 Mo	1,093	57.0%	63
Health (Adults)			
Exercise at Home 2+ Times/Wk	1,635	36.1%	73
Exercise at Club 2+ Times/Wk	417	9.2%	78
Visited Doctor/12 Mo	3,474	76.6%	96
Used Vitamins or Dietary Supplements/6 Mo	2,783	61.4%	93
Home (Households)			
HH Did Home Improvement/12 Mo	708	36.9%	94
HH Used Maid/Prof Cln Svc (+ Furn/Carpet)/12 Mo	417	21.8%	71
HH Purchased Low Ticket HH Furnishing/12 Mo	478	24.9%	102
HH Purchased Big Ticket HH Furnishing/12 Mo	432	22.5%	79
HH Bought Small Kitchen Appliance/12 Mo	501	26.1%	100
HH Bought Large Kitchen Appliance/12 Mo	328	17.1%	105
Insurance (Adults/Households)			
Currently Carry Life Insurance	2,410	53.2%	104
Personally Carry Any Med/Hosp/Accident Insur	3,815	84.1%	99
Homeowner Carries Home/Personal Property Insurance	2,724	60.1%	97
Renter Carries Home/Pers Property Insurance	435	9.6%	80
HH Has 1 Vehicle Covered w/Auto Insurance	512	26.7%	87
HH Has 2 Vehicles Covered w/Auto Insurance	658	34.3%	105
HH Has 3+ Vehicles Covered w/Auto Insurance	595	31.0%	117
Pets (Households)			
HH Owns Cat	538	28.1%	121
HH Owns Dog	970	50.6%	128
Psychographics (Adults)			
Represents adults who "completely agree" with the statement:			
Am Interested in How to Help Env: 4-Agr Cmpl	808	17.8%	96
Buying American Is Important: 4-Agr Cmpl	2,047	45.1%	141
Buy Based on Quality Not Price: 4-Agr Cmpl	574	12.7%	84
Buy on Credit Rather Than Wait: 4-Agr Cmpl	559	12.3%	97
Only Use Coupons Brands Usually Buy: 4-Agr Cmpl	555	12.2%	111
Will Pay More for Env Safe Prods: 4-Agr Cmpl	409	9.0%	74
Buy Based on Price Not Brands: 4-Agr Cmpl	1,382	30.5%	112
Am Interested in How to Help Env: 4-Agr Cmpl	808	17.8%	96
Reading (Adults)			
Bought Digital Book/12 Mo	679	15.0%	79
Bought Hardcover Book/12 Mo	1,108	24.4%	90
Bought Paperback Book/12 Mo	1,413	31.2%	92
Read Daily Newspaper (Paper Version)	797	17.6%	114
Read Digital Newspaper/30 Days	1,854	40.9%	81
Read Magazine (Paper/Electronic Vers)/6 Mo	3,777	83.3%	96

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Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
Restaurants (Adults)			
Went to Family Restrnt/SteakHse/6 Mo	3,147	69.4%	105
Went to Family Restrnt/SteakHse 4+ Times/30 Days	1,010	22.3%	108
Spent \$101-200 at Family Restrnt/SteakHse/30 Days	359	91.6%	101
Went to Fast Food/Drive-In Rest 9+ Times/30 Days	2,181	48.1%	124
Ordered Eat-In Fast Food/6 Mo	1,067	23.5%	115
Ordered Home Delivery Fast Food/6 Mo	372	8.2%	61
Take-Out/Drive-Thru/Curbside Fast Food/6 Mo	3,042	67.1%	115
Ordered Take-Out/Walk-In Fast Food/6 Mo	943	20.8%	93
Television & Electronics (Adults/Households)			
Own Tablet	2,503	55.2%	94
Own E-Reader	450	9.9%	69
Own E-Reader/Tablet: Apple iPad	1,378	30.4%	82
HH Owns Internet Connectable TV	806	42.0%	98
Own Portable MP3 Player	507	11.2%	100
HH Owns 1 TV	236	12.3%	68
HH Owns 2 TVs	478	24.9%	88
HH Owns 3 TVs	446	23.3%	102
HH Owns 4+ TVs	574	29.9%	133
HH Subscribes to Cable TV	435	22.7%	67
HH Subscribes to Fiber Optic TV	44	2.3%	44
HH Owns Portable GPS Device	435	22.7%	109
HH Purchased Video Game System/12 Mo	138	7.2%	90
HH Owns Internet Video Device for TV	911	47.5%	90
Travel (Adults)			
Took Domestic Trip in Continental U.S./12 Mo	2,151	47.4%	88
Took 3+ Domestic Non-Business Trips/12 Mo	518	11.4%	82
Spent \$1-999 on Domestic Vacations/12 Mo	452	10.0%	73
Spent \$1K-1499 on Domestic Vacations/12 Mo	225	5.0%	78
Spent \$1500-1999 on Domestic Vacations/12 Mo	111	2.4%	64
Spent \$2K-2999 on Domestic Vacations/12 Mo	136	3.0%	75
Spent \$3K+ on Domestic Vacations/12 Mo	224	4.9%	75
Used Intrnt Travel Site for Domestic Trip/12 Mo	145	3.2%	57
Took Foreign Trip (Incl Alaska & Hawaii)/3 Yrs	734	16.2%	49
Took 3+ Foreign Trips by Plane/3 Yrs	136	3.0%	41
Spent \$1-999 on Foreign Vacations/12 Mo	112	2.5%	32
Index: Spent \$1K-2999 on Foreign Vacations/12 Mo	64	1.4%	46
Spent \$3K+ on Foreign Vacations/12 Mo	132	2.9%	69
Used General Travel Site: Foreign Trip/3 Yrs	120	2.6%	42
Spent Night at Hotel or Motel/12 Mo	2,019	44.5%	98
Took Cruise of More Than One Day/3 Yrs	314	6.9%	68
Member of Frequent Flyer Program	541	11.9%	43
Member of Hotel Rewards Program	938	20.7%	72

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Demographic Summary		2023	2028
Population		6,369	6,328
Population 18+		4,534	4,487
Households		1,917	1,918
Median Household Income		\$51,050	\$53,937
Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Participated in Aerobics/12 Mo	259	5.7%	68
Participated in Archery/12 Mo	126	2.8%	114
Participated in Backpacking/12 Mo	94	2.1%	58
Participated in Baseball/12 Mo	148	3.3%	127
Participated in Basketball/12 Mo	212	4.7%	82
Participated in Bicycling (Mountain)/12 Mo	89	2.0%	55
Participated in Bicycling (Road)/12 Mo	284	6.3%	52
Participated in Boating (Power)/12 Mo	226	5.0%	104
Participated in Bowling/12 Mo	249	5.5%	82
Participated in Canoeing or Kayaking/12 Mo	285	6.3%	84
Participated in Fishing (Fresh Water)/12 Mo	671	14.8%	141
Participated in Fishing (Salt Water)/12 Mo	172	3.8%	110
Participated in Football/12 Mo	76	1.7%	71
Participated in Frisbee/12 Mo	131	2.9%	84
Participated in Golf/12 Mo	267	5.9%	74
Participated in Hiking/12 Mo	536	11.8%	63
Participated in Horseback Riding/12 Mo	98	2.2%	112
Participated in Hunting w/Rifle/12 Mo	352	7.8%	230
Participated in Hunting w/Shotgun/12 Mo	232	5.1%	206
Participated in Ice Skating/12 Mo	60	1.3%	60
Participated in Jogging or Running/12 Mo	204	4.5%	40
Participated in Motorcycling/12 Mo	115	2.5%	96
Participated in Pilates/12 Mo	70	1.5%	55
Participated in Ping Pong/12 Mo	66	1.5%	42
Participated in Rock Climbing/12 Mo	50	1.1%	71
Participated in Roller Skating/12 Mo	51	1.1%	71
Participated in Skiing (Downhill)/12 Mo	55	1.2%	47
Participated in Soccer/12 Mo	104	2.3%	73
Participated in Softball/12 Mo	54	1.2%	73
Participated in Swimming/12 Mo	572	12.6%	84
Participated in Target Shooting/12 Mo	352	7.8%	156
Participated in Tennis/12 Mo	66	1.5%	38
Participated in Volleyball/12 Mo	53	1.2%	50
Participated in Walking for Exercise/12 Mo	1,208	26.6%	79
Participated in Weight Lifting/12 Mo	367	8.1%	57
Participated in Yoga/12 Mo	190	4.2%	38
Participated in Zumba/12 Mo	100	2.2%	71
Spent \$1-99 on Sports/Recreation Equipment/12 Mo	384	8.5%	121
Spent \$100-249 on Sports/Recreation Equipment/12 Mo	265	5.8%	93
Spent \$250+ on Sports/Recreation Equipment/12 Mo	455	10.0%	98
Attend College Basketball Game/12 Mo	51	1.1%	102
Attend College Football Game/12 Mo	130	2.9%	139
Attend High School Sports Events/12 Mo	291	6.4%	225
Attend MLB Regular Season Baseball Game/12 Mo	63	1.4%	52
Attend Sports Events	586	12.9%	114
Listen to Sports on Radio	408	9.0%	102
Watch Alpine Skiing or Ski Jumping on TV	92	2.0%	69

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Watch Auto Racing (Not NASCAR) on TV	239	5.3%	125
Watch Bicycle Racing on TV	55	1.2%	60
Watch Bowling on TV	96	2.1%	94
Watch Boxing on TV	231	5.1%	81
Watch College Basketball on TV	538	11.9%	98
Watch College Football on TV	1,347	29.7%	112
Watch Esports on TV	226	5.0%	156
Watch Figure Skating on TV	189	4.2%	81
Watch Fishing on TV	196	4.3%	134
Watch Gymnastics on TV	232	5.1%	106
Watch High School Sports on TV	331	7.3%	160
Watch Horse Racing (at Track or OTB) on TV	157	3.5%	124
Watch International Soccer on TV	75	1.7%	29
Watch LPGA Golf on TV	152	3.4%	114
Watch Marathon/Triathlon/Obstacle Race on TV	45	1.0%	78
Watch Men`s Tennis on TV	176	3.9%	57
Watch MLB Playoffs/World Series Baseball on TV	543	12.0%	75
Watch MLB Regular Season Baseball on TV	451	9.9%	54
Watch MLS Soccer on TV	111	2.4%	50
Watch Motorcycle Racing on TV	76	1.7%	104
Watch NASCAR Auto Racing on TV	473	10.4%	134
Watch NBA Playoffs or Finals Basketball on TV	452	10.0%	69
Watch NBA Regular Season Basketball on TV	422	9.3%	67
Watch NCAA Tournament Basketball on TV	373	8.2%	79
Watch NFL Playoffs or Super Bowl Football on TV	1,101	24.3%	74
Watch NFL Sun/Mon/Thu Night Football Games on TV	1,175	25.9%	80
Watch NFL Weekend Football Games on TV	998	22.0%	73
Watch NHL Playoffs/St Stanley Cup Ice Hockey on TV	107	2.4%	33
Watch NHL Regular Season Ice Hockey on TV	73	1.6%	21
Watch Oth Mixed Martial Arts (MMA) on TV	110	2.4%	85
Watch PGA Golf on TV	410	9.0%	72
Watch Pro Beach Volleyball on TV	83	1.8%	100
Watch Pro Bull Riding on TV	198	4.4%	174
Watch Rodeo on TV	92	2.0%	115
Watch Sports on TV	2,637	58.2%	95
Watch Summer Extreme Sports on TV	49	1.1%	62
Watch Summer Olympics on TV	422	9.3%	83
Watch Track & Field on TV	127	2.8%	87
Watch U.S. Men`s Soccer National Team on TV	71	1.6%	44
Watch U.S. Women`s Soccer National Team on TV	91	2.0%	59
Watch Ultimate Fighting Championship (UFC) on TV	181	4.0%	91
Watch Winter Extreme Sports on TV	36	0.8%	41
Watch Winter Olympics on TV	314	6.9%	90
Watch WNBA Basketball on TV	143	3.2%	117
Watch Women`s Tennis on TV	213	4.7%	70
Watch World Cup Soccer on TV	135	3.0%	55
Watch Wrestling (WWE) on TV	232	5.1%	132
College Basketball Super Fan (10-10 on 10 Scale)	132	2.9%	104
College Football Super Fan (10-10 on 10 Scale)	299	6.6%	119
Golf Super Fan (10-10 on 10 Scale)	75	1.7%	104
High School Sports Super Fan (10-10 on 10 Scale)	112	2.5%	121
Intl Soccer Super Fan (10-10 on 10 Scale)	60	1.3%	58
MLB Super Fan (10-10 on 10 Scale)	114	2.5%	60
MLS Soccer Super Fan (10-10 on 10 Scale)	31	0.7%	58
NASCAR Super Fan (10-10 on 10 Scale)	85	1.9%	118
NBA Super Fan (10-10 on 10 Scale)	117	2.6%	67
NFL Super Fan (10-10 on 10 Scale)	332	7.3%	78
NHL Super Fan (10-10 on 10 Scale)	57	1.3%	57
Pro Wrestling Super Fan (10-10 on 10 Scale)	57	1.3%	106

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Sports and Leisure Market Potential

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Member of AARP	543	12.0%	71
Member of Church Board	97	2.1%	81
Member of Fraternal Order	111	2.4%	100
Member of Religious Club	162	3.6%	130
Member of Union	76	1.7%	36
Member of Veterans Club	89	2.0%	77
Participate in Indoor Gardening or Plant Care	597	13.2%	82
Attended Adult Education Course/12 Mo	378	8.3%	75
Visited Aquarium/12 Mo	236	5.2%	93
Went to Art Gallery/12 Mo	185	4.1%	57
Attended Auto Show/12 Mo	240	5.3%	117
Did Baking/12 Mo	1,240	27.3%	87
Barbecued/12 Mo	1,458	32.2%	101
Went to Bar or Night Club/12 Mo	425	9.4%	58
Went to Beach/12 Mo	1,003	22.1%	79
Played Billiards or Pool/12 Mo	188	4.1%	97
Played Bingo/12 Mo	83	1.8%	52
Did Birdwatching/12 Mo	371	8.2%	112
Played Board Game/12 Mo	811	17.9%	79
Read Book/12 Mo	1,422	31.4%	80
Participated in Book Club/12 Mo	119	2.6%	66
Went on Overnight Camping Trip/12 Mo	524	11.6%	86
Played Cards/12 Mo	643	14.2%	78
Played Chess/12 Mo	92	2.0%	51
Played Computer Game Offline (w/Software)/12 Mo	339	7.5%	86
Played Computer Game Online/12 Mo	641	14.1%	91
Cooked for Fun/12 Mo	1,062	23.4%	85
Did Crossword Puzzle/12 Mo	590	13.0%	98
Danced or Went Dancing/12 Mo	216	4.8%	74
Attended Dance Performance/12 Mo	104	2.3%	88
Dined Out/12 Mo	2,456	54.2%	104
Flew a Drone/12 Mo	77	1.7%	67
Attended State or County Fair/12 Mo	402	8.9%	123
Participated in Fantasy Sports League/12 Mo	98	2.2%	46
Did Furniture Refinishing/12 Mo	142	3.1%	66
Gambled at Casino/12 Mo	531	11.7%	109
Gambled in Las Vegas/12 Mo	78	1.7%	54
Participated in Genealogy/12 Mo	198	4.4%	87
Attended Horse Races/12 Mo	57	1.3%	78
Participated in Karaoke/12 Mo	162	3.6%	110
Bought Lottery Ticket/12 Mo	1,434	31.6%	100
Played Lottery 6+ Times/30 Days	567	12.5%	127
Bought Daily Drawing Lottery Ticket/12 Mo	206	4.5%	144
Bought Instant Game Lottery Ticket/12 Mo	861	19.0%	104
Bought Mega Millions Lottery Ticket/12 Mo	725	16.0%	98
Bought Powerball Lottery Ticket/12 Mo	860	19.0%	108
Attended Movie/6 Mo	1,352	29.8%	81
Attended Movie 1+ Times Wk/90 Days	24	0.5%	64
Attended Movie 2-3 Times Month/90 Days	56	1.2%	98
Attended Movie 1 Time Month/90 Days	81	1.8%	68
Attended Movie < 1 Time Month/90 Days	1,026	22.6%	83
Saw Action Genre Movie at Theater/6 Mo	427	9.4%	91
Saw Adventure Genre Movie at Theater/6 Mo	466	10.3%	99

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.

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Sports and Leisure Market Potential

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Saw Animation Genre Movie at Theater/6 Mo	204	4.5%	92
Saw Biography Genre Movie at Theater/6 Mo	113	2.5%	102
Saw Comedy Genre Movie at Theater/6 Mo	390	8.6%	91
Saw Crime Genre Movie at Theater/6 Mo	204	4.5%	81
Saw Drama Genre Movie at Theater/6 Mo	320	7.1%	79
Saw Family Genre Movie at Theater/6 Mo	147	3.2%	110
Saw Fantasy Genre Movie at Theater/6 Mo	170	3.7%	76
Saw Horror Genre Movie at Theater/6 Mo	139	3.1%	84
Saw Romance Genre Movie at Theater/6 Mo	76	1.7%	75
Saw Science Fiction Genre Movie at Theater/6 Mo	201	4.4%	94
Saw Thriller Genre Movie at Theater/6 Mo	167	3.7%	74
Went to Museum/12 Mo	283	6.2%	59
Attended Classical Music/Opera Performance/12 Mo	80	1.8%	68
Attended Country Music Performance/12 Mo	172	3.8%	111
Attended Rock Music Performance/12 Mo	233	5.1%	88
Played Musical Instrument/12 Mo	250	5.5%	65
Did Painting/Drawing/Sculpting/12 Mo	366	8.1%	77
Did Photo Album or Scrapbooking/12 Mo	295	6.5%	146
Did Photography/12 Mo	454	10.0%	88
Did Sudoku Puzzle/12 Mo	337	7.4%	77
Participated in Tailgating/12 Mo	108	2.4%	90
Went to Live Theater/12 Mo	226	5.0%	73
Visited Theme Park/12 Mo	483	10.7%	92
Visited Theme Park 5+ Days/12 Mo	80	1.8%	70
Participated in Trivia Games/12 Mo	375	8.3%	108
Played (Console) Video or Electronic Game/12 Mo	614	13.5%	106
Played (Portable) Video or Electronic Game/12 Mo	324	7.1%	108
Visited Indoor Water Park/12 Mo	98	2.2%	125
Did Woodworking/12 Mo	368	8.1%	143
Went to Zoo/12 Mo	455	10.0%	95
Bought 1-2 DVDs/30 Days	251	5.5%	217
Bought 3+ DVDs/30 Days	149	3.3%	157
Rented 1 DVD (Movie or Other Video)/30 Days	98	2.2%	109
Rented 2 DVDs (Movie or Other Video)/30 Days	55	1.2%	76
Rented 3+ DVDs (Movie or Other Video)/30 Days	221	4.9%	177
Rented Action or Adventure Movie/30 Days	699	15.4%	92
Rented Classic Movie/30 Days	172	3.8%	87
Rented Comedy Movie/30 Days	478	10.5%	80
Rented Drama Movie/30 Days	395	8.7%	80
Rented Family or Children`s Movie/30 Days	338	7.5%	138
Rented Foreign Movie/30 Days	46	1.0%	52
Rented Horror Movie/30 Days	282	6.2%	129
Rented Musical Movie/30 Days	69	1.5%	71
Rented News or Documentary Movie/30 Days	131	2.9%	79
Rented Romance Movie/30 Days	265	5.8%	137
Rented Science Fiction Movie/30 Days	291	6.4%	119
Rented TV Show Movie/30 Days	259	5.7%	93
Rented Western Movie/30 Days	103	2.3%	122
Rented/Purchased DVD/Blu-Ray from Amazon/30 Days	467	10.3%	87
Rented/Purchased DVD/Blu-Ray from Netflix/30 Days	206	4.5%	114
Rented/Purchased DVD/Blu-Ray from Redbox/30 Days	389	8.6%	135

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.

June 27, 2023



Sports and Leisure Market Potential

Hopi

Prepared by Esri

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Bought Children`s Toy or Game/12 Mo	1,805	39.8%	104
Spent \$1-49 on Toys or Games for Child/12 Mo	379	8.4%	117
Spent \$50-99 on Toys or Games for Child/12 Mo	148	3.3%	103
Spent \$100-199 on Toys or Games for Child/12 Mo	314	6.9%	90
Spent \$200-499 on Toys or Games for Child/12 Mo	552	12.2%	111
Spent \$500+ on Toys or Games for Child/12 Mo	296	6.5%	111
Bought Infant Toy/12 Mo	391	8.6%	120
Bought Pre-School Toy/12 Mo	358	7.9%	109
Bought Boy Action Figure for Child/12 Mo	444	9.8%	134
Bought Girl Action Figure for Child/12 Mo	184	4.1%	131
Bought Action Game for Child/12 Mo	193	4.3%	177
Bought Bicycle for Child/12 Mo	330	7.3%	127
Bought Board Game for Child/12 Mo	615	13.6%	91
Bought Builder Set for Child/12 Mo	324	7.1%	126
Bought Car for Child/12 Mo	516	11.4%	152
Bought Construction Toy for Child/12 Mo	257	5.7%	81
Bought Fashion Doll for Child/12 Mo	311	6.9%	151
Bought Large/Baby Doll for Child/12 Mo	429	9.5%	145
Bought Doll Accessories for Child/12 Mo	238	5.2%	135
Bought Doll Clothing for Child/12 Mo	292	6.4%	178
Bought Educational Toy for Child/12 Mo	677	14.9%	104
Bought Electronic Doll or Animal for Child/12 Mo	152	3.4%	131
Bought Electronic Game for Child/12 Mo	296	6.5%	116
Bought Mechanical Toy for Child/12 Mo	255	5.6%	144
Bought Model Kit or Set for Child/12 Mo	172	3.8%	103
Bought Plush Doll or Animal for Child/12 Mo	569	12.5%	125
Bought Sound Game for Child/12 Mo	85	1.9%	150
Bought Water Toy for Child/12 Mo	459	10.1%	123
Bought Word Game for Child/12 Mo	128	2.8%	124
Bought Digital Book/12 Mo	679	15.0%	79
Bought Hardcover Book/12 Mo	1,108	24.4%	90
Bought Paperback Book/12 Mo	1,413	31.2%	92
Bought 1-3 Books/12 Mo	836	18.4%	86
Bought 4-6 Books/12 Mo	610	13.5%	113
Bought 7+ Books/12 Mo	850	18.7%	90
Bought Fiction Book/12 Mo	1,318	29.1%	92
Bought Non-Fiction Book/12 Mo	1,055	23.3%	78
Bought Biography/12 Mo	291	6.4%	70
Bought Children`s Book/12 Mo	486	10.7%	103
Bought Cookbook/12 Mo	313	6.9%	99
Bought History Book/12 Mo	344	7.6%	73
Bought Mystery Book/12 Mo	519	11.4%	92
Bought Novel/12 Mo	660	14.6%	88
Bought Religious Book (Not Bible)/12 Mo	538	11.9%	193
Bought Romance Book/12 Mo	398	8.8%	146
Bought Science Fiction Book/12 Mo	314	6.9%	101
Bought Personal/Business Self-Help Book/12 Mo	268	5.9%	70
Bought Travel Book/12 Mo	77	1.7%	94
Purchased Greeting Card/6 Mo	2,391	52.7%	97
Bought Book from Barnes & Noble Store/12 Mo	414	9.1%	88
Bought Book from Oth Book Store/12 Mo	475	10.5%	109
Bought Book from Amazon Online/12 Mo	1,320	29.1%	82
Bought Book from Barnes & Noble Online/12 Mo	113	2.5%	97
Bought Book from iTunes/Apple Books/12 Mo	71	1.6%	96
Listened to Audiobook/6 Mo	276	6.1%	74

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