



## Business Locator

Hualapai

Prepared by Esri

2020 Residential Population:	1,299	2023 Total Sales	\$31,482,000
2023 Residential Population:	783	2023 Total Employees	1,837
2028 Residential Population:	752	Employee/Residential Population Ratio:	2.35:1
Annual Population Growth 2023 - 2028	-0.80%	Total Number of Businesses:	67

SIC Code	Business Name	Business Type	Distance From Site in Miles	Employees	Sales
919906	Hualapai Tribe Attorney General Rodeo Way Peach Springs, AZ 86434	Branch	0.82 W	9	N/A
919906	Hualapai Tribal Court Rodeo Way Peach Springs, AZ 86434	Branch	0.82 W	9	N/A
919906	Hualapai Tribe Probation Officer Rodeo Way Peach Springs, AZ 86434	Branch	0.82 W	3	N/A
799101	US Govt Bia Rodeo Way Peach Springs, AZ 86434	Independent	0.85 W	7	\$785,000
912102	Cooperative Extension Rodeo Way Peach Springs, AZ 86434	Independent	0.87 W	10	N/A
919906	Hualapai Wildlife Management Department Rodeo Way Peach Springs, AZ 86434	Independent	0.87 W	40	N/A
919906	Hualapai Natural Resources Rodeo Way Peach Springs, AZ 86434	Independent	0.87 W	9	N/A
919906	Hualapai Law Enforcement Rodeo Way Peach Springs, AZ 86434	Independent	0.91 W	35	N/A
919906	Hualapai Tribe Police Department Rodeo Way Peach Springs, AZ 86434	Branch	0.91 W	30	N/A
581208	Diamond Creek Restaurant State Route 66 Peach Springs, AZ 86434	Independent	1.01 W	52	\$2,158,000
602103	ATM State Route 66 Peach Springs, AZ 86434	Kiosk	1.01 W	N/A	N/A
701101	Hualapia Lodge State Route 66 Peach Springs, AZ 86434	Independent	1.01 W	4	N/A
866107	Hualapai Baptist Church AZ-66 Peach Springs, AZ 86434	Independent	1.03 W	3	N/A
653118	Ba J Hwal'bay Enterprises Inc Highway 66 Peach Springs, AZ 86434	Independent	1.10 W	500	\$384,000

**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.

**Source:** Copyright 2023 Data Axle and Esri. Esri Total Residential Population forecasts for 2023. Data Axle Business Locations (Q2 2023).

July 26, 2023



## Business Locator

Hualapai

Prepared by Esri

SIC Code	Business Name	Business Type	Distance From Site in Miles	Employees	Sales
594203	Hualapai Tribe State Route 66 Peach Springs, AZ 86434	Independent	1.11 W	5	\$791,000
919906	Hualapai Tribe Planning Department State Route 66 Peach Springs, AZ 86434	Branch	1.11 W	4	N/A
541103	Walapai Market State Route 66 Peach Springs, AZ 86434	Independent	1.12 W	7	N/A
733110	USPS Blue Collection Box State Route 66 Peach Springs, AZ 86434	Kiosk	1.14 W	N/A	N/A
431101	USPS State Route 66 Peach Springs, AZ 86434	Branch	1.14 W	2	N/A
919906	Hualapai Tribal Cultural Department State Route 66 Peach Springs, AZ 86434	Branch	1.16 W	9	N/A
919906	Hualapai Tribal Resources State Route 66 Peach Springs, AZ 86434	Branch	1.16 W	2	N/A
919906	Hualapai Tribe Game & Fish Highway 66 Peach Springs, AZ 86434	Branch	1.16 W	10	N/A
919906	Hualapai Tribe Forestry Highway 66 Peach Springs, AZ 86434	Branch	1.16 W	6	N/A
919906	Emergency Service Indian Way Peach Springs, AZ 86434	Independent	1.17 NW	43	N/A
899999	Peach Springs Emrgncy Medical Service Hualapai Way Peach Springs, AZ 86434	Independent	1.17 NW	1	\$119,000
411902	Hualapai Tribe EMS Hualapai Way Peach Springs, AZ 86434	Branch	1.17 NW	5	\$420,000
922903	Hualapai Nation Emergency Service Hualapai Way Peach Springs, AZ 86434	Independent	1.17 NW	30	\$6,364,000
554101	76 Highway 66 Peach Springs, AZ 86434	Branch	1.18 W	20	\$16,754,000
821120	Peach Springs Unified School District Diamond Creek Rd Peach Springs, AZ 86434	Independent	1.18 NW	15	N/A
821103	Peach Springs Elementary School Diamond Creek Rd Peach Springs, AZ 86434	Independent	1.18 NW	40	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.

**Source:** Copyright 2023 Data Axle and Esri. Esri Total Residential Population forecasts for 2023. Data Axle Business Locations (Q2 2023).

July 26, 2023



## Business Locator

Hualapai

Prepared by Esri

SIC Code	Business Name	Business Type	Distance From Site in Miles	Employees	Sales
598406	AmeriGas Propane Exchange Highway 66 Peach Springs, AZ 86434	Kiosk	1.18 W	N/A	N/A
919906	Hualapai Tribal Law Enforcement Diamond Creek Road Peach Springs, AZ 86434	Branch	1.19 NW	9	N/A
922101	Hualapai Nation Police Department Diamond Creek Road Peach Springs, AZ 86434	Independent	1.19 NW	26	N/A
919906	Healthy Heart Hualapai Way Peach Springs, AZ 86434	Independent	1.20 NW	30	N/A
919906	Hualapai Tribal Administration Hualapai Way Peach Springs, AZ 86434	Branch	1.21 NW	500	N/A
835107	Hualapai Tribal Head Start Hualapai Way Peach Springs, AZ 86434	Branch	1.21 NW	11	\$187,000
919906	Hualapai Tribal Council Hualapai Drive Peach Springs, AZ 86434	Branch	1.21 NW	45	N/A
919906	Hualapai Tribe Social Service Department Shady Lane Peach Springs, AZ 86434	Branch	1.23 NW	9	N/A
832218	Bureau-Indian Social Service Shady Lane Peach Springs, AZ 86434	Independent	1.23 NW	4	N/A
839998	Hualapai Tribe Oak Street Peach Springs, AZ 86434	Independent	1.23 NW	4	N/A
919906	Hualapai Tribe Prosecutor Office Oak Street Peach Springs, AZ 86434	Branch	1.23 NW	9	N/A
866107	Church of Jesus Christ of Latter Day Saints Diamond Creek Road Peach Springs, AZ 86434	Branch	1.25 NW	2	N/A
919906	Hualapai Tribe Health Department Hualapai Drive Peach Springs, AZ 86434	Branch	1.25 NW	24	N/A
919906	Hualapai Tribe Juvenile DTNTN Highview Street Peach Springs, AZ 86434	Branch	1.27 N	35	N/A
832222	Boys & Girls Club of America Diamond Creek Road Peach Springs, AZ 86434	Branch	1.27 NW	6	N/A
701111	Hualapai Tribe & the Grand Canyon Diamond Creek Road Peach Springs, AZ 86434	Independent	1.27 NW	6	\$325,000

**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.

**Source:** Copyright 2023 Data Axle and Esri. Esri Total Residential Population forecasts for 2023. Data Axle Business Locations (Q2 2023).

July 26, 2023

SIC Code	Business Name	Business Type	Distance From Site in Miles	Employees	Sales
483201	Hualapai Tribe Hualapai Drive Peach Springs, AZ 86434	Branch	1.29 NW	6	\$961,000
912101	US Training & Education Center Hualapai Drive Peach Springs, AZ 86434	Independent	1.29 NW	17	N/A
823106	Edward McElwain Public Library Hualapai Drive Peach Springs, AZ 86434	Independent	1.29 NW	6	N/A
835107	Hualapai Tribe Headstart Hualapai Dr Peach Springs, AZ 86434	Branch	1.31 NW	18	\$305,000
835101	Hualapai Day Care Center Hualapai Drive Peach Springs, AZ 86434	Independent	1.33 NW	6	\$102,000
944101	US Health & Human Service Department Hualapai Dr Peach Springs, AZ 86434	Branch	1.35 NW	22	N/A
919906	US Indian Affairs Bureau Mesa View Drive Peach Springs, AZ 86434	Branch	1.37 N	5	N/A
919906	Bureau-Indian Land Resources Mesa View Drive Peach Springs, AZ 86434	Independent	1.37 N	10	N/A
919906	Hualapai Tribe Housing Authority Highview Street Peach Springs, AZ 86434	Branch	1.38 NW	18	N/A
912104	Hualapai Housing Department Highview Street Peach Springs, AZ 86434	Independent	1.38 NW	4	N/A
919906	Hualapai Tribe Public Works Mesa View Dr Peach Springs, AZ 86434	Branch	2.27 NE	22	N/A
919906	Hualapai River Running AZ-66 Peach Springs, AZ 86434	Independent	6.26 E	17	N/A
919906	Hualapai Tribe Enterprise East State Route 66 Peach Springs, AZ 86434	Branch	6.90 W	9	N/A
701103	Grand Canyon Resort Corp East State Route 66 Peach Springs, AZ 86434	Independent	6.90 W	2	\$109,000
919906	US Interior Department Bur-Indian East State Route 66 Valentine, AZ 86437	Branch	17.06 SW	9	N/A
641112	Truxton Canyon Agency East State Route 66 Valentine, AZ 86437	Independent	17.06 SW	9	\$254,000

**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.

**Source:** Copyright 2023 Data Axle and Esri. Esri Total Residential Population forecasts for 2023. Data Axle Business Locations (Q2 2023).



## Business Locator

Hualapai

Prepared by Esri

SIC Code	Business Name	Business Type	Distance From Site in Miles	Employees	Sales
602103	ATM Diamond Bar Road Peach Springs, AZ 86434	Kiosk	39.53 NW	N/A	N/A
458106	Grand Canyon West Airport-1G4 E Diamond Bar Rd Meadview, AZ 86444	Independent	39.53 NW	2	\$191,000
799972	Grand Canyon Skywalk Eagle Point Road Peach Springs, AZ 86434	Independent	40.60 NW	3	\$360,000
581208	Luchia Corp South Highway 93 Wikieup, AZ 85360	Independent	53.51 S	12	\$498,000
581208	Luchia's Restaurant South Highway 93 Wikieup, AZ 85360	Independent	53.51 S	10	\$415,000

**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.

**Source:** Copyright 2023 Data Axle and Esri. Esri Total Residential Population forecasts for 2023. Data Axle Business Locations (Q2 2023).

July 26, 2023



# Business Summary

Hualapai

Prepared by Esri

## Data for all businesses in area

Total Businesses:	62
Total Employees:	1,851
Total Residential Population:	783
Employee/Residential Population Ratio (per 100 Residents)	236

## by SIC Codes

	Businesses		Employees	
	Number	Percent	Number	Percent
Agriculture & Mining	0	0.0%	2	0.1%
Construction	0	0.0%	1	0.1%
Manufacturing	0	0.0%	1	0.1%
Transportation	3	4.8%	15	0.8%
Communication	1	1.6%	6	0.3%
Utility	0	0.0%	0	0.0%
Wholesale Trade	0	0.0%	0	0.0%

## Retail Trade Summary

Home Improvement	0	0.0%	0	0.0%
General Merchandise Stores	0	0.0%	0	0.0%
Food Stores	1	1.6%	8	0.4%
Auto Dealers & Gas Stations	1	1.6%	21	1.1%
Apparel & Accessory Stores	0	0.0%	0	0.0%
Furniture & Home Furnishings	0	0.0%	0	0.0%
Eating & Drinking Places	1	1.6%	62	3.3%
Miscellaneous Retail	1	1.6%	5	0.3%

## Finance, Insurance, Real Estate Summary

Banks, Savings & Lending Institutions	0	0.0%	0	0.0%
Securities Brokers	0	0.0%	0	0.0%
Insurance Carriers & Agents	0	0.0%	1	0.1%
Real Estate, Holding, Other Investment Offices	1	1.6%	500	27.0%

## Services Summary

Hotels & Lodging	3	4.8%	20	1.1%
Automotive Services	0	0.0%	0	0.0%
Movies & Amusements	2	3.2%	15	0.8%
Health Services	0	0.0%	0	0.0%
Legal Services	0	0.0%	0	0.0%
Education Institutions & Libraries	5	8.1%	97	5.2%
Other Services	8	12.9%	52	2.8%

## Government

	32	51.6%	1,045	56.5%
--	----	-------	-------	-------

## Unclassified Establishments

	0	0.0%	0	0.0%
--	---	------	---	------

## Totals

	62	100.0%	1,851	100.0%
--	----	--------	-------	--------

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

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

July 26, 2023



## Business Summary

Hualapai

Prepared by Esri

by NAICS Codes	Businesses		Employees	
	Number	Percent	Number	Percent
Agriculture, Forestry, Fishing & Hunting	0	0.0%	2	0.1%
Mining	0	0.0%	0	0.0%
Utilities	0	0.0%	0	0.0%
Construction	0	0.0%	1	0.1%
Manufacturing	0	0.0%	1	0.1%
Wholesale Trade	0	0.0%	0	0.0%
Retail Trade	4	6.5%	35	1.9%
Motor Vehicle & Parts Dealers	0	0.0%	0	0.0%
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	1	1.6%	8	0.4%
Health & Personal Care Stores	0	0.0%	0	0.0%
Gasoline Stations & Fuel Dealers	1	1.6%	21	1.1%
Clothing, Clothing Accessories, Shoe and Jewelry Stores	0	0.0%	0	0.0%
Sporting Goods, Hobby, Book, & Music Stores	1	1.6%	5	0.3%
General Merchandise Stores	0	0.0%	0	0.0%
Transportation & Warehousing	2	3.2%	7	0.4%
Information	2	3.2%	13	0.7%
Finance & Insurance	0	0.0%	1	0.1%
Central Bank/Credit Intermediation & Related Activities	0	0.0%	0	0.0%
Securities & Commodity Contracts	0	0.0%	0	0.0%
Funds, Trusts & Other Financial Vehicles	0	0.0%	1	0.1%
Real Estate, Rental & Leasing	1	1.6%	500	27.0%
Professional, Scientific & Tech Services	1	1.6%	1	0.1%
Legal Services	0	0.0%	0	0.0%
Management of Companies & Enterprises	0	0.0%	0	0.0%
Administrative, Support & Waste Management Services	0	0.0%	5	0.3%
Educational Services	4	6.5%	91	4.9%
Health Care & Social Assistance	6	9.7%	50	2.7%
Arts, Entertainment & Recreation	2	3.2%	12	0.6%
Accommodation & Food Services	5	8.1%	82	4.4%
Accommodation	3	4.8%	20	1.1%
Food Services & Drinking Places	1	1.6%	62	3.3%
Other Services (except Public Administration)	2	3.2%	6	0.3%
Automotive Repair & Maintenance	0	0.0%	0	0.0%
Public Administration	32	51.6%	1,045	56.5%
Unclassified Establishments	0	0.0%	0	0.0%
Total	62	100.0%	1,851	100.0%

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

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

July 26, 2023

2023 Labor Force						
Age Group	Population	Employed	Unemployed	Unemployment Rate	Labor Force Participation Rate	Employment-Population Ratio
16+	527	260	21	7.5%	53.3%	49.3%
16-24	110	57	1	1.7%	52.7%	51.8%
25-54	257	142	19	11.8%	62.6%	55.3%
55-64	69	52	0	0.0%	75.4%	75.4%
65+	91	10	0	0.0%	11.0%	11.0%
Male Age 16+	246	130	8	8.4%	56.1%	52.8%
Female Age 16+	281	131	12	5.8%	50.9%	46.6%
Economic Dependency Ratio						
Total						201.2
Child (<16)						98.5
Working-Age (16-64)						71.2
Senior (65+)						31.5
Industry	Employed	Percent	US Percent	Location Quotient		
Total	260	100.0%	100.0%	-		
Agriculture/Forestry/Fishing	2	0.8%	1.1%	0.73		
Mining/Quarrying/Oil & Gas	0	0.0%	0.4%	0.00		
Construction	8	3.1%	7.0%	0.44		
Manufacturing	3	1.2%	10.0%	0.12		
Wholesale Trade	0	0.0%	1.9%	0.00		
Retail Trade	7	2.7%	10.4%	0.26		
Transportation/Warehousing	31	11.9%	5.5%	2.16		
Utilities	3	1.2%	0.8%	1.50		
Information	1	0.4%	1.9%	0.21		
Finance/Insurance	2	0.8%	5.0%	0.16		
Real Estate/Rental/Leasing	5	1.9%	1.8%	1.06		
Professional/Scientific/Tech	0	0.0%	8.6%	0.00		
Management of Companies	0	0.0%	0.1%	0.00		
Admin/Support/Waste Management	7	2.7%	4.4%	0.61		
Educational Services	19	7.3%	9.2%	0.79		
Health Care/Social Assistance	38	14.6%	13.6%	1.07		
Arts/Entertainment/Recreation	9	3.5%	2.2%	1.59		
Accommodation/Food Services	58	22.3%	6.7%	3.33		
Other Services (Excluding Public)	2	0.8%	4.7%	0.17		
Public Administration	64	24.6%	4.8%	5.23		

**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	260	100.0%	100.0%	-
White Collar	127	48.8%	62.3%	0.78
Management	27	10.4%	12.0%	0.87
Business/Financial	4	1.5%	5.9%	0.25
Computer/Mathematical	0	0.0%	4.0%	0.00
Architecture/Engineering	0	0.0%	2.4%	0.00
Life/Physical/Social Sciences	0	0.0%	1.3%	0.00
Community/Social Service	10	3.8%	1.9%	2.00
Legal	2	0.8%	1.2%	0.67
Education/Training/Library	9	3.5%	6.2%	0.56
Arts/Design/Entertainment	2	0.8%	2.2%	0.36
Healthcare Practitioner	6	2.3%	6.2%	0.37
Sales and Sales Related	21	8.1%	8.6%	0.94
Office/Administrative Support	46	17.7%	10.4%	1.70
Blue Collar	56	21.5%	21.5%	1.00
Farming/Fishing/Forestry	4	1.5%	0.5%	3.00
Construction/Extraction	10	3.8%	5.0%	0.76
Installation/Maintenance/Repair	7	2.7%	2.9%	0.93
Production	10	3.8%	5.4%	0.70
Transportation/Material Moving	25	9.6%	7.8%	1.23
Services	75	28.8%	16.2%	1.78
Healthcare Support	5	1.9%	3.1%	0.61
Protective Service	7	2.7%	2.1%	1.29
Food Preparation/Serving	24	9.2%	5.2%	1.77
Building Maintenance	26	10.0%	3.3%	3.03
Personal Care/Service	13	5.0%	2.5%	2.00

**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.

**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.

Demographic Summary		2023	2028
Population		783	752
Population 18+		499	481
Households		345	335
Median Household Income		\$39,080	\$47,172
Product/Consumer Behavior		Expected Number of Adults or	Percent MPI
Own Tablet		258	51.7%
Own E-Reader		45	9.0%
Own E-Reader/Tablet: Amazon Fire		80	16.0%
Own E-Reader/Tablet: Amazon Kindle		104	20.8%
Own E-Reader/Tablet: Apple iPad		134	26.9%
Own E-Reader/Tablet: Barnes & Noble Nook		10	2.0%
Own E-Reader/Tablet: Microsoft Surface		7	1.4%
Own E-Reader/Tablet: Samsung Galaxy Tab		70	14.0%
Own Portable MP3 Player		42	8.4%
Own Apple Watch Wearable Technology		56	11.2%
Own Fitbit Wearable Technology		69	13.8%
Own Garmin Wearable Technology		15	3.0%
Own Digital Camcorder		24	4.8%
Own Digital Point and Shoot Camera/Camcorder		37	7.4%
Own Digital SLR Camera or Camcorder		24	4.8%
Own 35mm Camera or Camcorder		36	7.2%
Own Telephoto/Zoom Lens for Camera		27	5.4%
Own Wide Angle Lens for Camera		18	3.6%
Own Selfie Stick for Camera or Phone		23	4.6%
Printed Digital Photos/12 Mo		101	20.2%
Use Computer at Work		142	28.5%
Use Desktop Computer at Work		78	15.6%
Use Laptop or Notebook Computer at Work		53	10.6%
HH Owns Computer		240	69.6%
HH Purchased Most Recent Home Computer/12 Mo		44	12.8%
HH Owns Desktop Computer		114	33.0%
HH Owns Laptop or Notebook		191	55.4%
HH Has Child (<18 Yrs) Using Home Computer		27	7.8%
HH Owns Apple/Mac Brand Computer		47	13.6%
HH Owns PC/Non-Apple Brand Computer		215	62.3%
HH Purchased 1-2 Yrs Ago Most Recent Computer		60	17.4%
HH Purchased 3-4 Yrs Ago Most Recent Computer		43	12.5%
HH Purchased 5+ Yrs Ago Most Recent Computer		49	14.2%
HH Purchased Most Recent Home Computer at Store		117	33.9%
HH Purchased Most Recent Home Computer Online		64	18.6%
HH Spent \$1-499 on Most Recent Home Computer		65	18.8%
HH Spent \$500-999 on Most Recent Home Computer		49	14.2%
HH Spent \$1K-1499 on Most Recent Home Computer		24	7.0%
HH Spent \$1500-1999 on Most Recent Home Computer		16	4.6%
HH Spent \$2K+ on Most Recent Home Computer		12	3.5%
HH Owns Webcam		60	17.4%
HH Owns Wireless Router		86	24.9%
HH Owns All-In-One Printer (Print Copy Scan)		154	44.6%
HH Owns Accounting Software		12	3.5%

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

**Source:** These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2023 and 2028.

Product/Consumer Behavior	Expected Number of Adults or	Percent	MPI
HH Owns Communications or Fax Software	10	2.9%	72
HH Owns Database or Filing Software	12	3.5%	64
HH Owns Desktop Publishing Software	16	4.6%	64
HH Owns Education or Training Software	26	7.5%	82
HH Owns Entertainment or Games Software	66	19.1%	79
HH Owns Personal Finance or Tax Prep Software	30	8.7%	54
HH Owns Presentation Graphics Software	13	3.8%	59
HH Owns Multimedia Software	24	7.0%	70
HH Owns Networking Software	20	5.8%	60
HH Owns Online Mtg or Conference Software	44	12.8%	74
HH Owns Online or Remote Backup Software	17	4.9%	74
HH Owns Security or Anti-Virus Software	61	17.7%	69
HH Owns Spreadsheet Software	55	15.9%	57
HH Owns Touch Screen Monitor	28	8.1%	64
HH Owns Utility Software	11	3.2%	59
HH Owns Web Authoring Software	3	0.9%	53
HH Owns Word Processing Software	85	24.6%	64
HH Owns CD Player	44	12.8%	71
HH Owns Portable GPS Device	41	11.9%	57
HH Owns Ear Buds Headphones	163	47.2%	87
HH Owns Bluetooth or Wireless Headphones	131	38.0%	88
HH Owns Noise Reduction Headphones	60	17.4%	83
HH Owns Headphones w/Microphone	61	17.7%	75
HH Owns Home Theater or Entertainment System	44	12.8%	77
HH Owns 1 TV	60	17.4%	96
HH Owns 2 TVs	103	29.9%	106
HH Owns 3 TVs	89	25.8%	113
HH Owns 4+ TVs	60	17.4%	77
HH Owns LCD TV	95	27.5%	106
HH Owns LED TV	155	44.9%	97
HH Owns OLED TV	12	3.5%	55
HH Owns Plasma TV	34	9.9%	90
HH Owns HDTV	124	35.9%	89
HH Owns 4K Ultra HDTV	81	23.5%	85
HH Owns Internet Connectable TV	127	36.8%	85
HH Owns <27 in Screen TV (Small)	41	11.9%	91
HH Owns 27-35 in Screen TV (Medium)	120	34.8%	119
HH Owns 36-42 in Screen TV (Large)	113	32.8%	96
HH Owns 43-54 in Screen TV (XL)	104	30.1%	84
HH Owns 55-69 in Screen TV (XXL)	107	31.0%	82
HH Owns 70 in+ Screen TV (XXXL)	22	6.4%	85
HH Most Recent TV Purchase: <27 in (Small)	17	4.9%	103
HH Most Recent TV Purchase: 27-35 in (Medium)	51	14.8%	116
HH Most Recent TV Purchase: 36-42 in (Large)	61	17.7%	105
HH Most Recent TV Purchase: 43-54 in (XL)	67	19.4%	98
HH Most Recent TV Purchase: 55-69 in (XXL)	82	23.8%	84
HH Most Recent TV Purchase: 70+ in (XXXL)	18	5.2%	89
HH Owns Internet Video Device for TV	166	48.1%	92
HH Owns Amazon Fire Internet Device for TV	91	26.4%	100
HH Owns Apple TV Internet Device for TV	13	3.8%	39
HH Owns Google Chromecast Intrnt Device for TV	17	4.9%	62
HH Owns Roku Internet Device for TV	94	27.2%	106
HH Owns Handheld Video Game System	54	15.7%	91
HH Owns Video Game System Attached to TV/Comp	168	48.7%	118
HH Owns Nintendo DS/2DS/3DS Video Game System	25	7.2%	109

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

**Source:** These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2023 and 2028.

Product/Consumer Behavior	Expected Number of Adults or	Percent	MPI
HH Owns Nintendo Switch Video Game System	42	12.2%	84
HH Owns Nintendo Wii/Wii U Video Game System	31	9.0%	94
HH Owns PlayStation 2/3 Video Game System	41	11.9%	145
HH Owns PlayStation 4 Video Game System	78	22.6%	132
HH Owns Xbox 360 Video Game System	38	11.0%	114
HH Owns Xbox One Video Game System	46	13.3%	103
HH Purchased Video Game System/12 Mo	23	6.7%	83
HH Purchased 1 Video Game/12 Mo	6	1.7%	75
HH Purchased 2 Video Games/12 Mo	5	1.4%	47
HH Purchased 3 Video Games/12 Mo	12	3.5%	147
HH Purchased 4 Video Games/12 Mo	6	1.7%	89
HH Purchased 5+ Video Games/12 Mo	22	6.4%	104
HH Spent \$1-100 on Video Games/12 Mo	28	8.1%	91
HH Spent \$101-200 on Video Games/12 Mo	15	4.3%	89
HH Spent \$201+ on Video Games/12 Mo	16	4.6%	125
HH Purchased Video Game from Disc Dept Store/12 Mo	9	2.6%	106
HH Purchased Video Game from Electronics Store/12 Mo	12	3.5%	108
HH Purchased Video Games from Game Console/12 Mo	17	4.9%	97
HH Purchased Video Game from GameStop/12 Mo	24	7.0%	106
HH Purchased Video Game from Steam/12 Mo	11	3.2%	128
HH Purchased Video Game from Oth Online/12 Mo	24	7.0%	90
HH Purchased Video Game System/Disc Dept Store/12 Mo	4	1.2%	88
HH Purchased Video Game System/Electr Store/12 Mo	5	1.4%	79
HH Purchased Video Game System/GameStop/12 Mo	10	2.9%	151
HH Purchased Video Game System/Other Online/12 Mo	7	2.0%	69
Have Internet Access at Home	467	93.6%	97
Broadband/High Speed Internet Connection at Home	451	90.4%	97
Cable Modem Internet Connection at Home	215	43.1%	101
DSL Internet Connection at Home	45	9.0%	87
Fiber Optic Internet Connection at Home	54	10.8%	62
Satellite Service Internet Connection at Home	21	4.2%	120
Spend <0.5 Hrs Online (Excluding Email) Daily	21	4.2%	91
Spend 0.5-0.9 Hrs Online (Excluding Email) Daily	32	6.4%	83
Spend 1-1.9 Hrs Online (Excluding Email) Daily	80	16.0%	95
Spend 2-4.9 Hrs Online (Excluding Email) Daily	132	26.5%	86
Spend 5-9.9 Hrs Online (Excluding Email) Daily	122	24.4%	109
Spend 10+ Hrs Online (Excluding Email) Daily	64	12.8%	115
Used Internet/30 Days	472	94.6%	98
Used Internet at Home/30 Days	442	88.6%	95
Used Internet at Work/30 Days	154	30.9%	83
Used Internet at School or Library/30 Days	34	6.8%	102
Used Internet Not Home/Work/School/Library/30 Days	147	29.5%	84
Used Computer to Access Internet/30 Days	325	65.1%	82
Used Cell Phone to Access Internet/30 Days	402	80.6%	94
Used Tablet to Access Internet/30 Days	136	27.3%	74
Used Vid Game Console to Access Internet/30 Days	71	14.2%	139
Used TV to Access Internet/30 Days	135	27.1%	99
Used Internet for Email/30 Days	357	71.5%	85
Used Internet for IM/30 Days	393	78.8%	97
Used Internet for Phone Call/30 Days	187	37.5%	103
Used Internet for Video Chat/30 Days	161	32.3%	89

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

**Source:** These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2023 and 2028.

Product/Consumer Behavior	Expected Number of Adults or	Percent	MPI
Used Internet for Personal Purchase/30 Days	319	63.9%	88
Used Internet for Business Purchase/30 Days	51	10.2%	78
Used Internet for Latest News/30 Days	184	36.9%	70
Used Internet for Sports News or Info/30 Days	97	19.4%	71
Used Internet for Financial Info/30 Days	108	21.6%	69
Used Internet for Medical Info/30 Days	111	22.2%	68
Used Internet for Movie Listings/Times/30 Days	62	12.4%	116
Used Internet for Parenting Info/30 Days	16	3.2%	73
Used Internet for Real Estate Info/30 Days	56	11.2%	74
Used Internet for Recipes/30 Days	210	42.1%	79
Used Internet to Add Video to Website/30 Days	39	7.8%	108
Used Internet to Download Movie/30 Days	22	4.4%	73
Used Internet to Download Music/30 Days	83	16.6%	108
Used Internet to Download TV Program/30 Days	14	2.8%	89
Used Internet to Download Video Game/30 Days	88	17.6%	129
Used Internet to Look for Employment/30 Days	72	14.4%	113
Used Internet for Online Dating/30 Days	17	3.4%	100
Used Internet to Pay Bills/30 Days	289	57.9%	92
Used Internet to Play Games/30 Days	230	46.1%	124
Used Internet to Research Vehicle Purch/30 Days	39	7.8%	78
Used Internet to Send Greeting Card/30 Days	16	3.2%	71
Used Internet to Share Photos on Website/30 Days	131	26.3%	96
Used Internet to Take Online Class/30 Days	42	8.4%	66
Used Internet to Trade/Track Investments/30 Days	43	8.6%	46
Used Internet for Travel Plans/30 Days	39	7.8%	44
Used Internet to Visit Blogs/30 Days	31	6.2%	54
Used Internet to Write Blogs/30 Days	3	0.6%	48
Used Internet to Visit Chat Room/30 Days	30	6.0%	100
Used Internet to Watch Movie/30 Days	167	33.5%	98
Used Internet to Watch TV Program/30 Days	93	18.6%	84
Used Nintendo Switch Online Gaming Svc/30 Days	29	5.8%	146
Used PlayStation Network Gaming Svc/30 Days	68	13.6%	197
Used Xbox Network Gaming Svc/30 Days	45	9.0%	149
Played Massive Multi-Player Online Game/30 Days	20	4.0%	123
Used Spanish Language Website or App/30 Days	39	7.8%	164
Social Media: Used Facebook/30 Days	335	67.1%	104
Social Media: Used Instagram/30 Days	140	28.1%	75
Social Media: Used LinkedIn/30 Days	29	5.8%	41
Social Media: Used Reddit/30 Days	40	8.0%	78
Social Media: Used Shutterfly/30 Days	8	1.6%	62
Social Media: Used Snapchat/30 Days	103	20.6%	100
Social Media: Used TikTok/30 Days	105	21.0%	116
Social Media: Used Tumblr/30 Days	7	1.4%	74
Social Media: Used Twitch/30 Days	22	4.4%	111
Social Media: Used Twitter/30 Days	64	12.8%	72
Social Media: Used Yelp/30 Days	8	1.6%	27
Social Media: Used YouTube/30 Days	238	47.7%	89
Social Media: Used Pinterest/30 Days	67	13.4%	71

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

**Source:** These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2023 and 2028.

Product/Consumer Behavior	Expected Number of Adults or	Percent	MPI
Social Media: Applied Filter to Picture/30 Days	63	12.6%	122
Social Media: Clicked on Ad/30 Days	58	11.6%	78
Social Media: Commented on Friend's Post/30 Days	210	42.1%	99
Social Media: Communicated Via IM/30 Days	128	25.7%	105
Social Media: Followed/Became Fan/30 Days	100	20.0%	85
Social Media: Invited People to Event/30 Days	15	3.0%	71
Social Media: Liked Something/30 Days	168	33.7%	96
Social Media: Played Game/30 Days	115	23.0%	135
Social Media: Posted Blog/30 Days	4	0.8%	49
Social Media: Posted/Shared Video/30 Days	87	17.4%	106
Social Media: Posted Picture/30 Days	204	40.9%	102
Social Media: Posted Update/30 Days	156	31.3%	125
Social Media: Posted Website Link/30 Days	44	8.8%	95
Social Media: Posted/Shared My Location/30 Days	20	4.0%	80
Social Media: Rated Product or Service/30 Days	36	7.2%	94
Social Media: Saw Friend's Profile/30 Days	205	41.1%	95
Social Media: Sent Email/Text Message/30 Days	209	41.9%	92
Social Media: Sent Real/Virtual Gift/30 Days	9	1.8%	84
Social Media: Updated My Profile/30 Days	88	17.6%	106
Social Media: Watched Video/30 Days	214	42.9%	97
IM/Video Chat: Used Facebook Messenger/30 Days	298	59.7%	124
IM/Video Chat: Used FaceTime/30 Days	116	23.2%	74
IM/Video Chat: Used Google Duo/30 Days	39	7.8%	138
IM/Video Chat: Used Google Hangouts/30 Days	11	2.2%	62
IM/Video Chat: Used Google Meet/30 Days	13	2.6%	51
IM/Video Chat: Used Microsoft Teams/30 Days	27	5.4%	50
IM/Video Chat: Used Skype/30 Days	15	3.0%	54
IM/Video Chat: Used Slack/30 Days	6	1.2%	40
IM/Video Chat: Used Snapchat/30 Days	84	16.8%	117
IM/Video Chat: Used WhatsApp/30 Days	54	10.8%	63
IM/Video Chat: Used Zoom/30 Days	92	18.4%	55
Social Media: Follow Friends/Family Very Important	121	24.2%	105
Social Media: Meet New Friends Very Important	45	9.0%	142
Social Media: Keep in Touch Very Important	229	45.9%	107
Social Media: Reconnect w/People Very Important	98	19.6%	116
Social Media: Ntwrk w/Prof Contacts Very Important	31	6.2%	96
Social Media: Find Mutual Interests Very Important	40	8.0%	132
Social Media: Learn About Prods/Svcs Very Important	35	7.0%	119
Social Media: Rate/Review Prods/Svcs Very Important	31	6.2%	134
Social Media: Find Local Info Very Important	53	10.6%	95
Social Media: Find TV/Movie Info Very Important	43	8.6%	126
Social Media: Access to VIP Events Very Important	25	5.0%	141
Social Media: Get Exclusive Offers Very Important	43	8.6%	139
Social Media: Play Games Very Important	38	7.6%	117
Social Media: Support Fav Co/Brands Very Important	26	5.2%	127
Social Media: Track News/Events Very Important	70	14.0%	118
Used Bing Website or Search Engine/30 Days	35	7.0%	74
Used Google Website or Search Engine/30 Days	409	82.0%	95
Used Yahoo Website or Search Engine/30 Days	77	15.4%	94

**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.

Used Indeed Job/Careers Website or App/30 Days	79	15.8%	117
Used Zillow Website or App/30 Days	62	12.4%	62
Used BuzzFeed Entertainment Website/App/30 Days	22	4.4%	78
Used Fandango Entertainment Website/App/30 Days	8	1.6%	133
Used ABC News Website or App/30 Days	50	10.0%	118
Used BBC News Website or App/30 Days	18	3.6%	60
Used CBS News Website or App/30 Days	26	5.2%	87
Used CNN Website or App/30 Days	53	10.6%	61
Used Fox News Website or App/30 Days	47	9.4%	63
Used HuffPost News Website or App/30 Days	19	3.8%	74
Used NBC News Website or App/30 Days	20	4.0%	62
Used Yahoo! News Website or App/30 Days	34	6.8%	80
Used ESPN Sports Website or App/30 Days	64	12.8%	82
Used Fox Sports Website or App/30 Days	24	4.8%	85
Used MLB Sports Website or App/30 Days	10	2.0%	57
Used NBA Sports Website or App/30 Days	11	2.2%	65
Used NFL Sports Website or App/30 Days	25	5.0%	74
Used PBS Website or App/30 Days	6	1.2%	40
Used Telemundo Website or App/30 Days	26	5.2%	203
Social Media: Follow Actors/Comedians	130	26.1%	102
Social Media: Follow Artists/Photographers	80	16.0%	90
Social Media: Follow Charitable Groups	70	14.0%	87
Social Media: Follow Chefs/Restaurants	96	19.2%	94
Social Media: Follow Companies/Brands	110	22.0%	95
Social Media: Follow Gamers	51	10.2%	137
Social Media: Follow Hobby-Related Groups	141	28.3%	96
Social Media: Follow Local Groups	115	23.0%	93
Social Media: Follow Magazines	41	8.2%	86
Social Media: Follow Medical/Ailment Groups	34	6.8%	87
Social Media: Follow Music Groups	128	25.7%	102
Social Media: Follow Newspapers	55	11.0%	83
Social Media: Follow Oth Celebrities	74	14.8%	97
Social Media: Follow Political Groups	66	13.2%	87
Social Media: Follow Politicians	63	12.6%	85
Social Media: Follow Religious Groups	79	15.8%	104
Social Media: Follow School Groups	80	16.0%	89
Social Media: Follow Sports/Athletes	96	19.2%	91
Social Media: Follow Travel-Related Groups	54	10.8%	77
Social Media: Follow TV Programs/Networks	105	21.0%	101

**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.





Demographic Summary		2023	2028
Population		783	752
Population 18+		499	481
Households		345	335
Median Household Income		\$39,080	\$47,172
Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Did Banking in Person/12 Mo	254	50.9%	98
Used Bank of America Bank/12 Mo	40	8.0%	52
Used Capital One Bank/12 Mo	41	8.2%	82
Used Chase Bank/12 Mo	67	13.4%	69
Used Citizens Bank/12 Mo	10	2.0%	106
Used Citibank Bank/12 Mo	15	3.0%	52
Used PNC Bank/12 Mo	21	4.2%	103
Used U.S. Bank/12 Mo	24	4.8%	117
Used Wells Fargo Bank/12 Mo	68	13.6%	95
Used Credit Union/12 Mo	123	24.6%	95
Used Local/Community Bank/12 Mo	51	10.2%	87
Did Banking by Mail/12 Mo	19	3.8%	119
Did Banking by Phone/12 Mo	66	13.2%	122
Did Banking Online/12 Mo	229	45.9%	78
Did Banking by Mobile Device/12 Mo	203	40.7%	85
Used ATM or Cash Machine/12 Mo	309	61.9%	98
Used Direct Deposit of Paycheck/12 Mo	279	55.9%	95
Did Banking w/Paperless Statements/12 Mo	179	35.9%	85
Have Interest Checking Account	154	30.9%	78
Have Non-Interest Checking Account	189	37.9%	100
Have Savings Account	324	64.9%	88
Have Overdraft Protection	135	27.1%	81
Have Auto Loan	90	18.0%	73
Have Education Personal Loan (Student Loan)	48	9.6%	104
Have Personal Loan (Not for Education)	24	4.8%	112
Have 1st Home Mortgage	142	28.5%	75
Have 2nd Mortgage (Home Equity Loan)	17	3.4%	77
Have Home Equity Line of Credit	13	2.6%	70
Have Personal Line of Credit	21	4.2%	76
Have 401(k) Retirement Savings Plan	91	18.2%	75
Have 403(b) Retirement Savings Plan	12	2.4%	45
Have Roth IRA Retirement Savings Plan	43	8.6%	55
Have Traditional IRA Retirement Savings Plan	62	12.4%	66
Own Any Securities Investment	204	40.9%	76
Own Any Annuity	12	2.4%	55
Own Certificate of Deposit (More Than 6 Mo)	25	5.0%	105
Own Shares in Money Market Fund	27	5.4%	65
Own Shares in Mutual Fund (Bonds)	30	6.0%	70
Own Shares in Mutual Fund (Stocks)	45	9.0%	66
Own Any Stock	53	10.6%	71
Own Common Stock in Company You Don` t Work For	38	7.6%	64
Own U.S. Savings Bonds	35	7.0%	99
Own Investment Real Estate	13	2.6%	52
Own Vacation or Wknd Home	9	1.8%	41
Used Lawyer/12 Mo	46	9.2%	85
Used Real Estate Agent/12 Mo	28	5.6%	69
Used Financial Planner/12 Mo	28	5.6%	52
Own 1 Credit Card	85	17.0%	93
Own 2 Credit Cards	88	17.6%	94
Own 3 Credit Cards	53	10.6%	81
Own 4 Credit Cards	24	4.8%	54
Own 5 Credit Cards	13	2.6%	46
Own 6+ Credit Cards	41	8.2%	78

**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
Carry Credit Card Balance: 1-Never/Rarely	142	28.5%	68
Carry Credit Card Balance: 2-Sometimes	101	20.2%	109
Carry Credit Card Balance: 3-Usually/Always	86	17.2%	94
Avg \$1-110 Monthly Credit Card Expenditures	48	9.6%	84
Avg \$111-225 Monthly Credit Card Expenditures	43	8.6%	112
Avg \$226-450 Monthly Credit Card Expenditures	44	8.8%	95
Avg \$451-700 Monthly Credit Card Expenditures	42	8.4%	91
Avg \$701-1000 Monthly Credit Card Expenditures	40	8.0%	98
Avg \$1001-2000 Monthly Credit Card Expenditures	23	4.6%	39
Avg \$2001+ Monthly Credit Card Expenditures	20	4.0%	36
Own 1 Debit Card	265	53.1%	98
Own 2 Debit Cards	70	14.0%	83
Own 3+ Debit Cards	39	7.8%	150
Avg \$1-90 Debit Card Monthly Expenditures	28	5.6%	94
Avg \$91-180 Debit Card Monthly Expenditures	39	7.8%	122
Avg \$181-225 Debit Card Monthly Expenditures	26	5.2%	96
Avg \$226-450 Debit Card Monthly Expenditures	51	10.2%	106
Avg \$451-700 Debit Card Monthly Expenditures	50	10.0%	107
Avg \$701-1000 Debit Card Monthly Expenditures	45	9.0%	115
Avg \$1001-2000 Debit Card Monthly Expenditures	32	6.4%	98
Avg \$2001+ Debit Card Monthly Expenditures	13	2.6%	97
Own or Used Any Credit/Debit Card/12 Mo	441	88.4%	95
Own or Used Any Major Credit/Debit Card/12 Mo	417	83.6%	94
Own or Used Any Store Credit Card/12 Mo	111	22.2%	70
Have Credit/Debit Card w/Airline Miles Rewards	43	8.6%	63
Have Credit/Debit Card w/Cash Back Rewards	173	34.7%	75
Have Credit/Debit Card w/Hotel/Car Rental Rewards	13	2.6%	60
Have American Express Green Card in Own Name	10	2.0%	95
Have American Express Blue Card in Own Name	18	3.6%	62
Have American Express Gold Card in Own Name	14	2.8%	85
Have American Express Platinum Card in Own Name	4	0.8%	24
Have Discover Card in Own Name	76	15.2%	85
Have MasterCard Standard Card in Own Name	86	17.2%	81
Have MasterCard Gold Card in Own Name	10	2.0%	74
Have MasterCard Platinum Card in Own Name	32	6.4%	109
Have MasterCard Debit Card in Own Name	147	29.5%	136
Have Visa Standard or Classic Card in Own Name	125	25.1%	80
Have Visa Gold Card in Own Name	10	2.0%	86
Have Visa Platinum Card in Own Name	38	7.6%	77
Have Visa Signature Card in Own Name	22	4.4%	42
Have Visa Debit Card in Own Name	240	48.1%	95
Paid Bills by Mail/12 Mo	150	30.1%	96
Paid Bills in Person/12 Mo	99	19.8%	137
Paid Bills by Phone Using Credit Card/12 Mo	87	17.4%	102
Paid Bills by Auto Charge to Credit Card/12 Mo	106	21.2%	73
Paid Bills by Auto Deduct from Bank Acct/12 Mo	184	36.9%	86
Wired or Sent Money/6 Mo	98	19.6%	99
Wired or Sent Money w/Bank Wire Transfer/6 Mo	26	5.2%	88
Wired or Sent Money w/MoneyGram/6 Mo	8	1.6%	84
Wired or Sent Money w/Money Order/6 Mo	34	6.8%	132
Wired or Sent Money w/Western Union/6 Mo	25	5.0%	142
Wired or Sent Money w/USPS/6 Mo	17	3.4%	87

**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	47	9.4%	67
Used Cash App Digital Payment Svc/30 Days	48	9.6%	143
Used Google Pay Digital Payment Svc/30 Days	40	8.0%	125
Used PayPal Digital Payment Svc/30 Days	146	29.3%	90
Used Samsung Pay Digital Payment Svc/30 Days	6	1.2%	73
Used Venmo Digital Payment Svc/30 Days	49	9.8%	47
Used Visa Checkout Digital Payment Svc/30 Days	21	4.2%	110
Used Zelle Digital Payment Svc/30 Days	50	10.0%	60
Used Oth Digital Payment Svc/30 Days	21	4.2%	166
Did Manual Tax Preparation	98	19.6%	107
Used H&R Block Software to Prepare Taxes	42	8.4%	121
Used TurboTax Software Program to Prepare Taxes	81	16.2%	87
Used Online Program/Service to Prepare Taxes	117	23.4%	115
Used H&R Block Online to Prepare Taxes	20	4.0%	115
Used TurboTax Online to Prepare Taxes	62	12.4%	111
Used H&R Block On-Site Tax Svc to Prepare Taxes	19	3.8%	111
Used CPA or Oth Tax Prof to Prepare Taxes	54	10.8%	59
Personally/Jointly Acq 401(k)/403(b) Loan/12 Mo	7	1.4%	63

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

**Source:** These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2023 and 2028.



# Health and Beauty Market Potential

Hualapai

Prepared by Esri

Demographic Summary		2023	2028
Population		783	752
Population 18+		499	481
Households		345	335
Median Household Income		\$39,080	\$47,172
Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Typically Spend 1-3 Hrs Exercising/Wk	131	26.3%	105
Typically Spend 4-6 Hrs Exercising/Wk	97	19.4%	88
Typically Spend 7+ Hrs Exercising/Wk	102	20.4%	84
Exercise at Home 2+ Times/Wk	213	42.7%	87
Exercise at Club 2+ Times/Wk	51	10.2%	87
Exercise at Oth Facility (Not Club) 2+ Times/Wk	36	7.2%	93
Member of LA Fitness Club/Gym	8	1.6%	95
Member of Planet Fitness Club/Gym	32	6.4%	145
Member of YMCA Fitness Club/Gym	8	1.6%	57
Own Elliptical	12	2.4%	44
Own Stationary Bicycle	30	6.0%	56
Own Treadmill	49	9.8%	83
Own Weight Lifting Equipment	71	14.2%	75
Control Diet for Blood Sugar Level	73	14.6%	121
Control Diet for Cholesterol Level	57	11.4%	89
Control Diet for Food Allergies	5	1.0%	43
Control Diet to Maintain Weight	37	7.4%	64
Control Diet for Physical Fitness	49	9.8%	69
Control Diet for Salt Restriction	20	4.0%	96
Control Diet for Weight Loss	88	17.6%	84
Use Doctor's Care/Diet for Diet Method	31	6.2%	142
Use Exercise Program for Diet Method	35	7.0%	70
Buy Foods Specifically Labeled: Fat-Free	42	8.4%	91
Buy Foods Specifically Labeled: Gluten-Free	22	4.4%	79
Buy Foods Specifically Labeled: High Fiber	32	6.4%	81
Buy Foods Specifically Labeled: High Protein	42	8.4%	85
Buy Foods Specifically Labeled: Hormone-Free	9	1.8%	54
Buy Foods Specifically Labeled: Lactose-Free	18	3.6%	65
Buy Foods Specifically Labeled: Low-Calorie	39	7.8%	104
Buy Foods Specifically Labeled: Low-Carb	47	9.4%	92
Buy Foods Specifically Labeled: Low-Cholesterol	26	5.2%	101
Buy Foods Specifically Labeled: Low-Fat	31	6.2%	68
Buy Foods Specifically Labeled: Low-Sodium	60	12.0%	94
Buy Foods Specifically Labeled: Natural/Organic	69	13.8%	80
Buy Foods Specifically Labeled: Probiotic	25	5.0%	105
Buy Foods Specifically Labeled: Sugar-Free	59	11.8%	92
Consider Self to Be Semi-Vegetarian	39	7.8%	91
Used Meal/Dietary/Weight Loss Supplement/6 Mo	49	9.8%	98
Used Vitamins or Dietary Supplements/6 Mo	282	56.5%	85
Provide Services as Primary Caregiver/Caretaker	29	5.8%	96
Assist w/Chores as Caregiver/Caretaker	16	3.2%	82
Assist w/Personal Care as Caregiver/Caretaker	15	3.0%	100
Give Medication as Caregiver/Caretaker	16	3.2%	120
Make Doctor Appointments as Caregiver/Caretaker	14	2.8%	77
Provide Transportation as Caregiver/Caretaker	18	3.6%	84

**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.

July 26, 2023

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Visited Doctor/12 Mo	385	77.2%	97
Visited Doctor 1-2 Times/12 Mo	112	22.4%	100
Visited Doctor 3-5 Times/12 Mo	127	25.5%	110
Visited Doctor 6+ Times/12 Mo	146	29.3%	85
Visited Acupuncturist Doctor/12 Mo	8	1.6%	96
Visited Allergist Doctor/12 Mo	9	1.8%	88
Visited Cardiologist Doctor/12 Mo	36	7.2%	86
Visited Chiropractor/12 Mo	39	7.8%	93
Visited Dentist/12 Mo	179	35.9%	86
Visited Dermatologist Doctor/12 Mo	27	5.4%	47
Visited Ear or Nose or Throat Doctor/12 Mo	15	3.0%	66
Visited Eye Doctor/12 Mo	94	18.8%	87
Visited Gastroenterologist Doctor/12 Mo	24	4.8%	89
Visited General or Family Doctor/12 Mo	205	41.1%	96
Visited Internist Doctor/12 Mo	17	3.4%	64
Visited Physical Therapist Doctor/12 Mo	28	5.6%	100
Visited Podiatrist Doctor/12 Mo	16	3.2%	94
Visited Psychiatrist/Psychologist Doctor/12 Mo	25	5.0%	111
Visited Urologist Doctor/12 Mo	28	5.6%	120
Visited Nurse Practitioner/12 Mo	36	7.2%	100
Wear Regular/Sun/Tinted Prescription Eyeglasses	216	43.3%	93
Wear Bi-Focal/Multi-Focal/Progressive Glasses	88	17.6%	85
Wear Soft Contact Lenses	53	10.6%	72
Spent \$1-99 on Eyeglasses/12 Mo	17	3.4%	94
Spent \$100-199 on Eyeglasses/12 Mo	23	4.6%	85
Spent \$200-249 on Eyeglasses/12 Mo	21	4.2%	126
Spent \$250+ on Eyeglasses/12 Mo	35	7.0%	63
Spent \$1-199 on Contact Lenses/12 Mo	19	3.8%	66
Spent \$200+ on Contact Lenses/12 Mo	19	3.8%	69
Bought Prescrp Eyewear at Discount Optical Ctr	39	7.8%	114
Bought Prescrp Eyewear at Private Eye Doctor	112	22.4%	87
Bought Prescrp Eyewear at Retail Optical Chain	67	13.4%	89
Bought Prescrp Eyewear Online	33	6.6%	103
Used Acne Prescription Drug	7	1.4%	49
Used Allergy or Hay Fever Prescription Drug	33	6.6%	100
Used Anxiety or Panic Prescription Drug	43	8.6%	109
Used Arthritis/Osteoarthritis Prescription Drug	21	4.2%	119
Used Rheumatoid Arthritis Prescription Drug	11	2.2%	93
Used Asthma Prescription Drug	28	5.6%	116
Used Backache or Back Pain Prescription Drug	38	7.6%	103
Used Depression Prescription Drug	50	10.0%	136
Used Diabetes (Non-Insulin Dep T-2) Prescrp Drug	33	6.6%	108
Used Heartburn or Acid Reflux Prescription Drug	38	7.6%	110
Used High Blood Pressure Prescription Drug	85	17.0%	108
Used High Cholesterol Prescription Drug	52	10.4%	89
Used Insomnia Prescription Drug	17	3.4%	133
Used Migraine Headache Prescription Drug	13	2.6%	86
Used Sinus Congestion/Headache Prescription Drug	9	1.8%	59
Used Urinary Tract Infection Prescription Drug	18	3.6%	109
Filled Prescription at Discount/Dept Store/12 Mo	30	6.0%	133
Filled Prescription at Drug Store/Pharmacy/12 Mo	168	33.7%	93
Filled Prescription at Supermarket/12 Mo	57	11.4%	108
Filled Prescription by Mail Order/12 Mo	19	3.8%	34
Filled Prescription Online/12 Mo	24	4.8%	65
Spent \$1-9 Out of Pocket Prescrp Drugs/30 Days	24	4.8%	61
Spent \$10-19 Out of Pocket Prescrp Drugs/30 Days	44	8.8%	86
Spent \$20-29 Out of Pocket Prescrp Drugs/30 Days	32	6.4%	89
Spent \$30-49 Out of Pocket Prescrp Drugs/30 Days	40	8.0%	105
Spent \$50-99 Out of Pocket Prescrp Drugs/30 Days	30	6.0%	85
Spent \$100-149 Out of Pocket Prescrp Drugs/30 Days	15	3.0%	93
Spent \$150+ Out of Pocket Prescrp Drugs/30 Days	13	2.6%	76

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

**Source:** These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2023 and 2028.



# Health and Beauty Market Potential

Hualapai

Prepared by Esri

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Used Cold/Sinus/Allergy Med (Nonprescrp)/6 Mo	239	47.9%	106
Used Cough Syrup/Suppressant (Nonprescrp)/6 Mo	155	31.1%	138
Used Medicated Skin Cream/Lotion/Spray/6 Mo	135	27.1%	93
Used Non-Medicated Nasal Spray/6 Mo	56	11.2%	101
Used Pain Relieving Rub or Liquid or Patch/6 Mo	148	29.7%	108
Used Sleeping Aid or Snore Relief/6 Mo	68	13.6%	97
Used Sore Throat Remedy or Cough Drops/6 Mo	198	39.7%	110
Used Sunburn Remedy/12 Mo	48	9.6%	83
Used Suntan or Sunscreen Prod/12 Mo	144	28.9%	72
Used Toothache/Gum/Canker Sore Remedy/6 Mo	63	12.6%	173
HH Used Children`s Cold Tablets/Liquids/6 Mo	30	8.7%	109
HH Used Children`s Cough Syrup/6 Mo	21	6.1%	98
HH Used Kids Pain Reliever/Fever Reducer/6 Mo	46	13.3%	91
HH Used Kids Vitamins/Nutrition Supplements/6 Mo	37	10.7%	93
Used Body Wash or Shower Gel/6 Mo	349	69.9%	109
Used Breath Freshener/6 Mo	185	37.1%	113
Used Gum Breath Freshener/6 Mo	109	21.8%	111
Used Mints Breath Freshener/6 Mo	83	16.6%	114
Used Thin Film Breath Freshener/6 Mo	8	1.6%	71
Used Complexion Care Prod/6 Mo	241	48.3%	91
Used Denture Adhesive or Fixative/6 Mo	26	5.2%	135
Used Denture Cleaner/6 Mo	43	8.6%	116
Used Eyeliner/Eyebrow Pencil/6 Mo	100	20.0%	83
Used Facial Moisturizer/6 Mo	204	40.9%	83
Used Personal Foot Care Prod/6 Mo	103	20.6%	113
Used Hair Coloring Prod at Home/6 Mo	91	18.2%	108
Used Hair Conditioning Treatment at Home/6 Mo	136	27.3%	106
Used Hair Growth Prod/6 Mo	16	3.2%	80
Used Hair Spray at Home/6 Mo	107	21.4%	87
Used Hair Styling Gel/Lotion/Mousse/6 Mo	174	34.9%	98
Used Mouthwash/6 Mo	330	66.1%	101
Used Mouthwash 8+ Times/7 Days	84	16.8%	104
Used Sensitive Toothpaste/6 Mo	107	21.4%	107
Used Whitening Toothpaste/6 Mo	192	38.5%	98
Used Tooth Whitener (Not Toothpaste)/6 Mo	41	8.2%	88
Used Tooth Whitener (Gel)/6 Mo	15	3.0%	178
Used Tooth Whitener (Strips)/6 Mo	17	3.4%	65
Visited Day Spa/6 Mo	10	2.0%	52
Purchased Prod at Salon or Day Spa/6 Mo	21	4.2%	112
Used Prof Service for Haircut/6 Mo	247	49.5%	85
Used Prof Svc for Hair Color/Highlights/6 Mo	62	12.4%	88
Used Prof Service for Facial/6 Mo	7	1.4%	60
Used Prof Service for Massage/6 Mo	27	5.4%	84
Used Prof Service for Manicure/6 Mo	45	9.0%	88
Used Prof Service for Pedicure/6 Mo	57	11.4%	85
Spent \$1-99 at Barber Shop/6 Mo	64	12.8%	88
Spent \$100+ at Barber Shop/6 Mo	32	6.4%	79
Spent \$1-99 at Beauty Salon/6 Mo	71	14.2%	113
Spent \$100+ at Beauty Salon/6 Mo	63	12.6%	66

**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.

July 26, 2023

<b>Population Summary</b>	
2010 Total Population	1,340
2020 Total Population	1,299
2020 Group Quarters	1
2023 Total Population	783
2023 Group Quarters	1
2028 Total Population	752
2023-2028 Annual Rate	-0.80%
2023 Total Daytime Population	2,301
Workers	1,778
Residents	523
<b>Household Summary</b>	
2010 Households	363
2010 Average Household Size	3.59
2020 Total Households	345
2020 Average Household Size	3.76
2023 Households	345
2023 Average Household Size	2.27
2028 Households	335
2028 Average Household Size	2.24
2023-2028 Annual Rate	-0.59%
2010 Families	278
2010 Average Family Size	4.04
2023 Families	261
2023 Average Family Size	2.56
2028 Families	253
2028 Average Family Size	2.53
2023-2028 Annual Rate	-0.62%
<b>Housing Unit Summary</b>	
2000 Housing Units	472
Owner Occupied Housing Units	37.1%
Renter Occupied Housing Units	37.9%
Vacant Housing Units	25.0%
2010 Housing Units	423
Owner Occupied Housing Units	45.2%
Renter Occupied Housing Units	40.9%
Vacant Housing Units	14.2%
2020 Housing Units	405
Vacant Housing Units	14.8%
2023 Housing Units	406
Owner Occupied Housing Units	44.8%
Renter Occupied Housing Units	40.1%
Vacant Housing Units	15.0%
2028 Housing Units	406
Owner Occupied Housing Units	43.3%
Renter Occupied Housing Units	39.2%
Vacant Housing Units	17.5%
<b>Median Household Income</b>	
2023	\$39,080
2028	\$47,172
<b>Median Home Value</b>	
2023	\$59,375
2028	\$59,091
<b>Per Capita Income</b>	
2023	\$25,531
2028	\$30,275
<b>Median Age</b>	
2010	25.8
2023	27.2
2028	26.4

**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	345
<\$15,000	14.8%
\$15,000 - \$24,999	20.0%
\$25,000 - \$34,999	10.1%
\$35,000 - \$49,999	14.8%
\$50,000 - \$74,999	12.2%
\$75,000 - \$99,999	7.8%
\$100,000 - \$149,999	16.8%
\$150,000 - \$199,999	3.5%
\$200,000+	0.0%
Average Household Income	\$57,020

## 2028 Households by Income

Household Income Base	335
<\$15,000	12.2%
\$15,000 - \$24,999	16.4%
\$25,000 - \$34,999	9.0%
\$35,000 - \$49,999	14.3%
\$50,000 - \$74,999	13.4%
\$75,000 - \$99,999	8.7%
\$100,000 - \$149,999	20.9%
\$150,000 - \$199,999	4.8%
\$200,000+	0.0%
Average Household Income	\$66,863

## 2023 Owner Occupied Housing Units by Value

Total	182
<\$50,000	46.2%
\$50,000 - \$99,999	22.0%
\$100,000 - \$149,999	2.7%
\$150,000 - \$199,999	8.8%
\$200,000 - \$249,999	1.1%
\$250,000 - \$299,999	8.2%
\$300,000 - \$399,999	7.7%
\$400,000 - \$499,999	3.3%
\$500,000 - \$749,999	0.5%
\$750,000 - \$999,999	0.0%
\$1,000,000 - \$1,499,999	0.0%
\$1,500,000 - \$1,999,999	0.0%
\$2,000,000 +	0.0%
Average Home Value	\$116,530

## 2028 Owner Occupied Housing Units by Value

Total	176
<\$50,000	44.9%
\$50,000 - \$99,999	25.0%
\$100,000 - \$149,999	1.1%
\$150,000 - \$199,999	8.5%
\$200,000 - \$249,999	0.6%
\$250,000 - \$299,999	7.4%
\$300,000 - \$399,999	7.4%
\$400,000 - \$499,999	3.4%
\$500,000 - \$749,999	0.6%
\$750,000 - \$999,999	0.0%
\$1,000,000 - \$1,499,999	0.0%
\$1,500,000 - \$1,999,999	0.0%
\$2,000,000 +	0.0%
Average Home Value	\$113,937

**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	1,336
0 - 4	12.1%
5 - 9	11.5%
10 - 14	8.7%
15 - 24	16.6%
25 - 34	14.2%
35 - 44	9.6%
45 - 54	11.1%
55 - 64	10.2%
65 - 74	4.3%
75 - 84	1.3%
85 +	0.6%
18 +	63.5%

## 2023 Population by Age

Total	784
0 - 4	11.2%
5 - 9	10.1%
10 - 14	9.4%
15 - 24	16.1%
25 - 34	14.2%
35 - 44	11.4%
45 - 54	7.3%
55 - 64	8.8%
65 - 74	8.4%
75 - 84	2.7%
85 +	0.5%
18 +	63.6%

## 2028 Population by Age

Total	754
0 - 4	11.5%
5 - 9	10.5%
10 - 14	9.2%
15 - 24	16.8%
25 - 34	12.7%
35 - 44	11.7%
45 - 54	8.5%
55 - 64	7.0%
65 - 74	7.7%
75 - 84	3.8%
85 +	0.5%
18 +	63.8%

## 2010 Population by Sex

Males	632
Females	708

## 2023 Population by Sex

Males	367
Females	416

## 2028 Population by Sex

Males	352
Females	400



## 2010 Population by Race/Ethnicity

Total	1,338
White Alone	5.3%
Black Alone	0.4%
American Indian Alone	92.1%
Asian Alone	0.0%
Pacific Islander Alone	0.0%
Some Other Race Alone	0.4%
Two or More Races	1.9%
Hispanic Origin	3.7%
Diversity Index	21.2

## 2020 Population by Race/Ethnicity

Total	1,299
White Alone	3.9%
Black Alone	0.5%
American Indian Alone	92.8%
Asian Alone	0.3%
Pacific Islander Alone	0.1%
Some Other Race Alone	0.5%
Two or More Races	1.8%
Hispanic Origin	5.5%
Diversity Index	22.7

## 2023 Population by Race/Ethnicity

Total	783
White Alone	5.1%
Black Alone	0.5%
American Indian Alone	91.3%
Asian Alone	0.3%
Pacific Islander Alone	0.1%
Some Other Race Alone	0.8%
Two or More Races	1.9%
Hispanic Origin	5.6%
Diversity Index	25.2

## 2028 Population by Race/Ethnicity

Total	752
White Alone	5.2%
Black Alone	0.5%
American Indian Alone	90.8%
Asian Alone	0.3%
Pacific Islander Alone	0.1%
Some Other Race Alone	0.8%
Two or More Races	2.3%
Hispanic Origin	6.1%
Diversity Index	26.7

## 2010 Population by Relationship and Household Type

Total	1,340
In Households	97.2%
In Family Households	88.7%
Householder	21.0%
Spouse	7.9%
Child	43.2%
Other relative	11.5%
Nonrelative	5.0%
In Nonfamily Households	8.5%
In Group Quarters	2.8%
Institutionalized Population	2.7%
Noninstitutionalized Population	0.0%

**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	417
Less than 9th Grade	0.7%
9th - 12th Grade, No Diploma	16.3%
High School Graduate	30.5%
GED/Alternative Credential	6.7%
Some College, No Degree	27.1%
Associate Degree	4.1%
Bachelor's Degree	11.8%
Graduate/Professional Degree	2.9%

## 2023 Population 15+ by Marital Status

Total	543
Never Married	50.5%
Married	34.6%
Widowed	6.1%
Divorced	8.8%

## 2023 Civilian Population 16+ in Labor Force

Civilian Population 16+	281
Population 16+ Employed	92.5%
Population 16+ Unemployment rate	7.5%
Population 16-24 Employed	21.9%
Population 16-24 Unemployment rate	1.7%
Population 25-54 Employed	54.6%
Population 25-54 Unemployment rate	11.8%
Population 55-64 Employed	20.0%
Population 55-64 Unemployment rate	0.0%
Population 65+ Employed	3.8%
Population 65+ Unemployment rate	0.0%

## 2023 Employed Population 16+ by Industry

Total	260
Agriculture/Mining	0.8%
Construction	3.1%
Manufacturing	1.2%
Wholesale Trade	0.0%
Retail Trade	2.7%
Transportation/Utilities	13.1%
Information	0.4%
Finance/Insurance/Real Estate	2.7%
Services	51.2%
Public Administration	24.6%

## 2023 Employed Population 16+ by Occupation

Total	258
White Collar	48.8%
Management/Business/Financial	11.9%
Professional	11.2%
Sales	8.1%
Administrative Support	17.7%
Services	28.8%
Blue Collar	21.5%
Farming/Forestry/Fishing	1.5%
Construction/Extraction	3.8%
Installation/Maintenance/Repair	2.7%
Production	3.8%
Transportation/Material Moving	9.6%

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

July 26, 2023

<b>2010 Households by Type</b>	
Total	363
Households with 1 Person	17.9%
Households with 2+ People	82.1%
Family Households	76.6%
Husband-wife Families	28.4%
With Related Children	17.6%
Other Family (No Spouse Present)	48.2%
Other Family with Male Householder	13.2%
With Related Children	9.4%
Other Family with Female Householder	35.0%
With Related Children	25.6%
Nonfamily Households	5.5%
All Households with Children	53.4%
Multigenerational Households	12.9%
Unmarried Partner Households	14.0%
Male-female	12.1%
Same-sex	1.9%
<b>2010 Households by Size</b>	
Total	363
1 Person Household	17.9%
2 Person Household	20.1%
3 Person Household	18.5%
4 Person Household	15.2%
5 Person Household	11.6%
6 Person Household	6.9%
7 + Person Household	9.9%
<b>2010 Households by Tenure and Mortgage Status</b>	
Total	364
Owner Occupied	52.5%
Owned with a Mortgage/Loan	14.6%
Owned Free and Clear	37.9%
Renter Occupied	47.5%
<b>2023 Affordability, Mortgage and Wealth</b>	
Housing Affordability Index	202
Percent of Income for Mortgage	9.1%
Wealth Index	35
<b>2010 Housing Units By Urban/ Rural Status</b>	
Total Housing Units	423
Housing Units Inside Urbanized Area	0.0%
Housing Units Inside Urbanized Cluster	0.0%
Rural Housing Units	100.0%
<b>2010 Population By Urban/ Rural Status</b>	
Total Population	1,340
Population Inside Urbanized Area	0.0%
Population Inside Urbanized Cluster	0.0%
Rural Population	100.0%

**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.



## Market Profile

Hualapai

Prepared by Esri

### Top 3 Tapestry Segments

1. Hometown Heritage (8G)
2. Senior Escapes (9D)
3. Down the Road (10D)

### 2023 Consumer Spending

Apparel & Services: Total \$	\$444,165
Average Spent	\$1,287.43
Spending Potential Index	59
Education: Total \$	\$296,617
Average Spent	\$859.76
Spending Potential Index	48
Entertainment/Recreation: Total \$	\$696,308
Average Spent	\$2,018.28
Spending Potential Index	53
Food at Home: Total \$	\$1,332,204
Average Spent	\$3,861.46
Spending Potential Index	57
Food Away from Home: Total \$	\$712,902
Average Spent	\$2,066.38
Spending Potential Index	56
Health Care: Total \$	\$1,426,375
Average Spent	\$4,134.42
Spending Potential Index	56
HH Furnishings & Equipment: Total \$	\$548,583
Average Spent	\$1,590.10
Spending Potential Index	54
Personal Care Products & Services: Total \$	\$181,732
Average Spent	\$526.76
Spending Potential Index	55
Shelter: Total \$	\$4,618,404
Average Spent	\$13,386.68
Spending Potential Index	54
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$532,140
Average Spent	\$1,542.43
Spending Potential Index	49
Travel: Total \$	\$394,911
Average Spent	\$1,144.67
Spending Potential Index	51
Vehicle Maintenance & Repairs: Total \$	\$260,313
Average Spent	\$754.53
Spending Potential Index	58

**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.

July 26, 2023



# Pets and Products Market Potential

Hualapai

Prepared by Esri

Demographic Summary		2023	2028
Population		783	752
Population 18+		499	481
Households		345	335
Median Household Income		\$39,080	\$47,172
Product/Consumer Behavior	Expected Number of Households	Percent	MPI
HH Owns Cat	84	24.3%	105
HH Owns Dog	122	35.4%	89
HH Owns 1 Cat	40	11.6%	97
HH Owns 2+ Cats	44	12.8%	114
HH Owns 1 Dog	74	21.4%	90
HH Owns 2+ Dogs	48	13.9%	89
HH Used Canned or Wet Cat Food/6 Mo	54	15.7%	110
HH Used Packaged Dry Cat Food/6 Mo	77	22.3%	101
HH Used Cat Treats/6 Mo	51	14.8%	102
HH Used Cat Litter/6 Mo	78	22.6%	107
HH Used Canned or Wet Dog Food/6 Mo	55	15.9%	99
HH Used Packaged Dry Dog Food/6 Mo	117	33.9%	90
HH Used Dog Biscuits or Treats/6 Mo	97	28.1%	91
HH Used Flea/Tick/Parasite Prod for Cat/Dog	107	31.0%	89
HH Purchased Pet Food/12 Mo	12	3.5%	77
HH Purchased Pet Food from Grocery Store/12 Mo	92	26.7%	117
HH Purchased Pet Food from Petco/12 Mo	17	4.9%	73
HH Purchased Pet Food from PetSmart/12 Mo	22	6.4%	69
HH Purchased Pet Food from Oth Spec Pet Store/12 Mo	16	4.6%	88
HH Purchased Pet Food from Wholesale Club/12 Mo	17	4.9%	98
HH Purchased Pet Food Online/12 Mo	30	8.7%	75
HH Purchased Pet Food from Vet/12 Mo	5	1.4%	44
HH Spent \$1-99 on Pet Food/12 Mo	21	6.1%	103
HH Spent \$100 -199 on Pet Food/12 Mo	23	6.7%	80
HH Spent \$200-499 on Pet Food/12 Mo	56	16.2%	107
HH Spent \$500+ on Pet Food/12 Mo	31	9.0%	64
HH Purchased Flea Control Online/12 Mo	24	7.0%	106
HH Purchased Flea Control from Vet/12 Mo	39	11.3%	88
HH Took Pet 1 Time to Veterinarian/12 Mo	41	11.9%	97
HH Took Pet 2 Times to Veterinarian/12 Mo	24	7.0%	61
HH Took Pet 3 Times to Veterinarian/12 Mo	24	7.0%	111
HH Took Pet 4 Times to Veterinarian/12 Mo	14	4.1%	90
HH Took Pet 5+ Times to Veterinarian/12 Mo	22	6.4%	88
HH Spent \$1-99 on Veterinarian Care/12 Mo	11	3.2%	142
HH Spent \$100-199 on Veterinarian Care/12 Mo	18	5.2%	104
HH Spent \$200-499 on Veterinarian Care/12 Mo	31	9.0%	72
HH Spent \$500-799 on Veterinarian Care/12 Mo	18	5.2%	81
HH Spent \$800+ on Veterinarian Care/12 Mo	24	7.0%	75
HH Used Professional Pet Service/12 Mo	42	12.2%	69
HH Used Professional Pet Service 3+ Times/12 Mo	25	7.2%	65
HH Used Professional Boarding or Kennel Pet Service/12 Mo	12	3.5%	86
HH Used Professional Grooming Pet Service/12 Mo	36	10.4%	75
HH Has Pet Insurance	15	4.3%	94

**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.

July 26, 2023



# Restaurant Market Potential

Hualapai

Prepared by Esri

Demographic Summary		2023	2028	
Population		783	752	
Population 18+		499	481	
Households		345	335	
Median Household Income		\$39,080	\$47,172	
Product/Consumer Behavior	Expected Number of			
	Adults	Percent	MPI	
Went to Family Restaurant/Steak House/6 Mo		318	63.7%	96
Went to Family Restaurant/Steak House 4+ Times/30 Days		111	22.2%	108
Spent \$1-30 at Family Restaurant/Steak House/30 Days		44	8.8%	132
Spent \$31-50 at Family Restaurant/Steak House/30 Days		38	7.6%	89
Spent \$51-100 at Family Restaurant/Steak House/30 Days		69	13.8%	93
Spent \$101-200 at Family Restaurant/Steak House/30 Days		44	8.8%	90
Spent \$201+ at Family Restaurant/Steak House/30 Days		17	3.4%	69
Spent \$1-100 at Fine Dining Restaurants/30 Days		14	2.8%	93
Spent \$101-200 at Fine Dining Restaurants/30 Days		10	2.0%	86
Spent \$201+ at Fine Dining Restaurants/30 Days		9	1.8%	90
Went for Breakfast at Family Restaurant/Steak House/6 Mo		59	11.8%	116
Went for Lunch at Family Restaurant/Steak House/6 Mo		78	15.6%	96
Went for Dinner at Family Restaurant/Steak House/6 Mo		189	37.9%	87
Went for Snacks at Family Restaurant/Steak House/6 Mo		7	1.4%	100
Went on Workday to Family Restaurant/Steak House/6 Mo		136	27.3%	92
Went on Weekend to Family Restaurant/Steak House/6 Mo		166	33.3%	91
Went to Applebee`s/6 Mo		81	16.2%	122
Went to Bob Evans/6 Mo		17	3.4%	152
Went to Buffalo Wild Wings/6 Mo		41	8.2%	101
Went to California Pizza Kitchen/6 Mo		6	1.2%	86
Went to Carrabba`s/6 Mo		10	2.0%	103
Went to The Cheesecake Factory/6 Mo		22	4.4%	71
Went to Chili`s Grill & Bar/6 Mo		44	8.8%	98
Went to Cracker Barrel/6 Mo		52	10.4%	106
Went to Denny`s/6 Mo		37	7.4%	131
Went to Golden Corral/6 Mo		19	3.8%	130
Went to IHOP/6 Mo		36	7.2%	101
Went to Logan`s Roadhouse/6 Mo		13	2.6%	151
Went to Longhorn Steakhouse/6 Mo		38	7.6%	138
Went to Olive Garden/6 Mo		56	11.2%	83
Went to Outback Steakhouse/6 Mo		36	7.2%	103
Went to Red Lobster/6 Mo		39	7.8%	126
Went to Red Robin/6 Mo		21	4.2%	83
Went to Ruby Tuesday/6 Mo		10	2.0%	121
Went to Texas Roadhouse/6 Mo		57	11.4%	107
Went to T.G.I. Friday`s/6 Mo		15	3.0%	138
Went to Waffle House/6 Mo		40	8.0%	183
Went to Fast Food/Drive-In Restaurant/6 Mo		460	92.2%	102
Went to Fast Food/Drive-In Rest 9+ Times/30 Days		211	42.3%	109
Spent \$1-10 at Fast Food Restaurant/30 Days		29	5.8%	141
Spent \$11-20 at Fast Food Restaurant/30 Days		43	8.6%	102
Spent \$21-40 at Fast Food Restaurant/30 Days		89	17.8%	107
Spent \$41-50 at Fast Food Restaurant/30 Days		46	9.2%	100
Spent \$51-100 at Fast Food Restaurant/30 Days		106	21.2%	104
Spent \$101-200 at Fast Food Restaurant/30 Days		61	12.2%	99
Spent \$201+ at Fast Food Restaurant/30 Days		24	4.8%	92
Ordered Eat-In Fast Food/6 Mo		88	17.6%	86

**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.

July 26, 2023



# Restaurant Market Potential

Hualapai

Prepared by Esri

Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Ordered Home Delivery Fast Food/6 Mo	72	14.4%	108
Take-Out/Drive-Thru/Curbside Fast Food/6 Mo	301	60.3%	103
Ordered Take-Out/Walk-In Fast Food/6 Mo	86	17.2%	77
Bought Breakfast at Fast Food Restaurant/6 Mo	183	36.7%	105
Bought Lunch at Fast Food Restaurant/6 Mo	257	51.5%	96
Bought Dinner at Fast Food Restaurant/6 Mo	283	56.7%	105
Bought Snack at Fast Food Restaurant/6 Mo	78	15.6%	117
Bought from Fast Food Restaurant on Weekday/6 Mo	333	66.7%	102
Bought from Fast Food Restaurant on Weekend/6 Mo	252	50.5%	96
Bought A&W/6 Mo	11	2.2%	107
Bought Arby`s/6 Mo	113	22.6%	127
Bought Baskin-Robbins/6 Mo	7	1.4%	45
Bought Boston Market/6 Mo	10	2.0%	103
Bought Burger King/6 Mo	175	35.1%	126
Bought Captain D`s/6 Mo	18	3.6%	129
Bought Carl`s Jr./6 Mo	12	2.4%	51
Bought Checkers/6 Mo	22	4.4%	178
Bought Chick-Fil-A/6 Mo	146	29.3%	89
Bought Chipotle Mexican Grill/6 Mo	52	10.4%	65
Bought Chuck E. Cheese`s/6 Mo	5	1.0%	96
Bought Church`s Fried Chicken/6 Mo	26	5.2%	161
Bought Cold Stone Creamery/6 Mo	9	1.8%	64
Bought Dairy Queen/6 Mo	82	16.4%	108
Bought Del Taco/6 Mo	6	1.2%	37
Bought Domino`s Pizza/6 Mo	101	20.2%	126
Bought Dunkin` Donuts/6 Mo	71	14.2%	96
Bought Five Guys/6 Mo	46	9.2%	95
Bought Hardee`s/6 Mo	37	7.4%	145
Bought Jack in the Box/6 Mo	20	4.0%	59
Bought Jersey Mike`s/6 Mo	32	6.4%	89
Bought Jimmy John`s/6 Mo	35	7.0%	119
Bought KFC/6 Mo	115	23.0%	133
Bought Krispy Kreme Doughnuts/6 Mo	28	5.6%	81
Bought Little Caesars/6 Mo	85	17.0%	145
Bought Long John Silver`s/6 Mo	25	5.0%	212
Bought McDonald`s/6 Mo	285	57.1%	113
Bought Panda Express/6 Mo	51	10.2%	84
Bought Panera Bread/6 Mo	61	12.2%	95
Bought Papa John`s/6 Mo	39	7.8%	96
Bought Papa Murphy`s/6 Mo	13	2.6%	73
Bought Pizza Hut/6 Mo	90	18.0%	146
Bought Popeyes Chicken/6 Mo	85	17.0%	122
Bought Sonic Drive-In/6 Mo	72	14.4%	122
Bought Starbucks/6 Mo	66	13.2%	65
Bought Steak `N Shake/6 Mo	27	5.4%	184
Bought Subway/6 Mo	122	24.4%	113
Bought Taco Bell/6 Mo	153	30.7%	113
Bought Wendy`s/6 Mo	156	31.3%	119
Bought Whataburger/6 Mo	18	3.6%	61
Bought White Castle/6 Mo	24	4.8%	194
Bought Wing-Stop/6 Mo	12	2.4%	71

**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.

July 26, 2023



## Restaurant Market Potential

Hualapai

Prepared by Esri

Went to Fine Dining Restaurant/6 Mo	41	8.2%	68
Went to Fine Dining Restaurant/30 Days	29	5.8%	64
Went to Fine Dining Restaurant 2+ Times/30 Days	14	2.8%	68
Used DoorDash Site/App for Take-Out/Del/30 Days	61	12.2%	106
Used Grubhub Site/App for Take-Out/Del/30 Days	17	3.4%	62
Used Postmates Site/App for Take-Out/Del/30 Days	8	1.6%	94
Used Restrnt Site/App for Take-Out/Del/30 Days	112	22.4%	101
Used Uber Eats Site/App for Take-Out/Del/30 Days	17	3.4%	53
Used Yelp Site/App for Take-Out/Del/30 Days	5	1.0%	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.

July 26, 2023





# Retail Market Potential

Hualapai

Prepared by Esri

Demographic Summary		2023	2028
Population		783	752
Population 18+		499	481
Households		345	335
Median Household Income		\$39,080	\$47,172
Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
<b>Apparel (Adults)</b>			
Bought Men`s Clothing/12 Mo	297	59.5%	97
Bought Women`s Clothing/12 Mo	259	51.9%	100
Bought Shoes/12 Mo	364	72.9%	98
Bought Fine Jewelry/12 Mo	117	23.4%	114
Bought Watch/12 Mo	70	14.0%	101
<b>Automobiles (Households)</b>			
HH Owns or Leases Any Vehicle	299	86.7%	95
HH Bought or Leased New Vehicle/12 Mo	20	5.8%	57
<b>Automotive Aftermarket (Adults)</b>			
Bought Gasoline/6 Mo	433	86.8%	96
Bought or Changed Motor Oil/12 Mo	280	56.1%	109
Had Vehicle Tune-Up/12 Mo	121	24.2%	98
<b>Beverages (Adults)</b>			
Drank Non-Diet (Regular) Cola/6 Mo	227	45.5%	123
Drank Beer or Ale/6 Mo	190	38.1%	96
<b>Cameras (Adults)</b>			
Own Digital Point and Shoot Camera/Camcorder	37	7.4%	67
Own Digital SLR Camera or Camcorder	24	4.8%	45
Printed Digital Photos/12 Mo	101	20.2%	75
<b>Cell Phones (Adults/Households)</b>			
Bought Cell Phone/12 Mo	203	40.7%	116
Have a Smartphone	467	93.6%	100
Have Android Phone (Any Brand) Smartphone	272	54.5%	141
Have Apple iPhone Smartphone	199	39.9%	71
HH Owns 1 Cell Phone	146	42.3%	139
HH Owns 2 Cell Phones	110	31.9%	82
HH Owns 3+ Cell Phones	86	24.9%	87
HH Has Cell Phone Only (No Landline Telephone)	253	73.3%	107
<b>Computers (Households)</b>			
HH Owns Computer	240	69.6%	81
HH Owns Desktop Computer	114	33.0%	83
HH Owns Laptop or Notebook	191	55.4%	79
HH Owns Apple/Mac Brand Computer	47	13.6%	56
HH Owns PC/Non-Apple Brand Computer	215	62.3%	88
HH Purchased Most Recent Home Computer at Store	117	33.9%	87
HH Purchased Most Recent Home Computer Online	64	18.6%	68
HH Spent \$1-499 on Most Recent Home Computer	65	18.8%	119
HH Spent \$500-999 on Most Recent Home Computer	49	14.2%	70
HH Spent \$1K-1499 on Most Recent Home Computer	24	7.0%	57
HH Spent \$1500-1999 on Most Recent Home Computer	16	4.6%	101
HH Spent \$2K+ on Most Recent Home Computer	12	3.5%	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.

July 26, 2023



## Retail Market Potential

Hualapai

Prepared by Esri

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
<b>Convenience Stores (Adults)</b>			
Shopped at C-Store/6 Mo	359	71.9%	113
Bought Brewed Coffee at C-Store/30 Days	74	14.8%	123
Bought Cigarettes at C-Store/30 Days	57	11.4%	187
Bought Gas at C-Store/30 Days	247	49.5%	126
Spent \$1-19 at C-Store/30 Days	32	6.4%	87
Spent \$20-39 at C-Store/30 Days	51	10.2%	104
Spent \$40-50 at C-Store/30 Days	43	8.6%	111
Spent \$51-99 at C-Store/30 Days	42	8.4%	138
Spent \$100+ at C-Store/30 Days	124	24.8%	119
<b>Entertainment (Adults)</b>			
Attended Movie/6 Mo	186	37.3%	101
Went to Live Theater/12 Mo	21	4.2%	62
Went to Bar or Night Club/12 Mo	65	13.0%	80
Dined Out/12 Mo	242	48.5%	93
Gambled at Casino/12 Mo	53	10.6%	99
Visited Theme Park/12 Mo	54	10.8%	93
Viewed Movie (Video-on-Demand)/30 Days	42	8.4%	76
Viewed TV Show (Video-on-Demand)/30 Days	32	6.4%	85
Used Internet to Download Movie/30 Days	22	4.4%	73
Downloaded Individual Song/6 Mo	88	17.6%	88
Used Internet to Watch Movie/30 Days	167	33.5%	98
Used Internet to Watch TV Program/30 Days	93	18.6%	84
Played (Console) Video or Electronic Game/12 Mo	92	18.4%	144
Played (Portable) Video or Electronic Game/12 Mo	35	7.0%	106
<b>Financial (Adults)</b>			
Have 1st Home Mortgage	142	28.5%	75
Used ATM or Cash Machine/12 Mo	309	61.9%	98
Own Any Stock	53	10.6%	71
Own U.S. Savings Bonds	35	7.0%	99
Own Shares in Mutual Fund (Stocks)	45	9.0%	66
Own Shares in Mutual Fund (Bonds)	30	6.0%	70
Have Interest Checking Account	154	30.9%	78
Have Non-Interest Checking Account	189	37.9%	100
Have Savings Account	324	64.9%	88
Have 401(k) Retirement Savings Plan	91	18.2%	75
Own or Used Any Credit/Debit Card/12 Mo	441	88.4%	95
Avg \$1-110 Monthly Credit Card Expenditures	48	9.6%	84
Avg \$111-225 Monthly Credit Card Expenditures	43	8.6%	112
Avg \$226-450 Monthly Credit Card Expenditures	44	8.8%	95
Avg \$451-700 Monthly Credit Card Expenditures	42	8.4%	91
Avg \$701-1000 Monthly Credit Card Expenditures	40	8.0%	98
Avg \$1001-2000 Monthly Credit Card Expenditures	23	4.6%	39
Avg \$2001+ Monthly Credit Card Expenditures	20	4.0%	36
Did Banking Online/12 Mo	229	45.9%	78
Did Banking by Mobile Device/12 Mo	203	40.7%	85

**Data Note:** An MPI (Market Potential Index) measures the relative likelihood of the adults or households in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average. **Source:** These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2023 and 2028.

July 26, 2023

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
<b>Grocery (Adults)</b>			
HH Used Bread/6 Mo	317	91.9%	97
HH Used Chicken (Fresh or Frozen)/6 Mo	224	64.9%	93
HH Used Turkey (Fresh or Frozen)/6 Mo	51	14.8%	100
HH Used Fish or Seafood (Fresh or Frozen)/6 Mo	184	53.3%	89
HH Used Fresh Fruit or Vegetables/6 Mo	300	87.0%	98
HH Used Fresh Milk/6 Mo	277	80.3%	97
HH Used Fish or Seafood (Fresh or Frozen)/6 Mo	184	53.3%	72
<b>Health (Adults)</b>			
Exercise at Home 2+ Times/Wk	213	42.7%	87
Exercise at Club 2+ Times/Wk	51	10.2%	87
Visited Doctor/12 Mo	385	77.2%	97
Used Vitamins or Dietary Supplements/6 Mo	282	56.5%	85
<b>Home (Households)</b>			
HH Did Home Improvement/12 Mo	108	31.3%	79
HH Used Maid/Prof Cln Svc (+ Furn/Carpet)/12 Mo	77	22.3%	73
HH Purchased Low Ticket HH Furnishing/12 Mo	70	20.3%	83
HH Purchased Big Ticket HH Furnishing/12 Mo	95	27.5%	97
HH Bought Small Kitchen Appliance/12 Mo	82	23.8%	91
HH Bought Large Kitchen Appliance/12 Mo	49	14.2%	87
<b>Insurance (Adults/Households)</b>			
Currently Carry Life Insurance	227	45.5%	89
Personally Carry Any Med/Hosp/Accident Insur	397	79.6%	93
Homeowner Carries Home/Personal Property Insurance	263	52.7%	85
Renter Carries Home/Pers Property Insurance	71	14.2%	119
HH Has 1 Vehicle Covered w/Auto Insurance	131	38.0%	124
HH Has 2 Vehicles Covered w/Auto Insurance	100	29.0%	88
HH Has 3+ Vehicles Covered w/Auto Insurance	62	18.0%	68
<b>Pets (Households)</b>			
HH Owns Cat	84	24.3%	105
HH Owns Dog	122	35.4%	89
<b>Psychographics (Adults)</b>			
<b>Represents adults who "completely agree" with the statement:</b>			
Am Interested in How to Help Env: 4-Agr Cmpl	95	19.0%	102
Buying American Is Important: 4-Agr Cmpl	162	32.5%	101
Buy Based on Quality Not Price: 4-Agr Cmpl	63	12.6%	84
Buy on Credit Rather Than Wait: 4-Agr Cmpl	51	10.2%	80
Only Use Coupons Brands Usually Buy: 4-Agr Cmpl	55	11.0%	100
Will Pay More for Env Safe Prods: 4-Agr Cmpl	54	10.8%	89
Buy Based on Price Not Brands: 4-Agr Cmpl	158	31.7%	117
Am Interested in How to Help Env: 4-Agr Cmpl	95	19.0%	102
<b>Reading (Adults)</b>			
Bought Digital Book/12 Mo	74	14.8%	79
Bought Hardcover Book/12 Mo	94	18.8%	70
Bought Paperback Book/12 Mo	132	26.5%	78
Read Daily Newspaper (Paper Version)	70	14.0%	91
Read Digital Newspaper/30 Days	208	41.7%	82
Read Magazine (Paper/Electronic Vers)/6 Mo	406	81.4%	93

**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.



## Retail Market Potential

Hualapai

Prepared by Esri

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
<b>Restaurants (Adults)</b>			
Went to Family Restrnt/SteakHse/6 Mo	318	63.7%	96
Went to Family Restrnt/SteakHse 4+ Times/30 Days	111	22.2%	108
Spent \$101-200 at Family Restrnt/SteakHse/30 Days	44	92.2%	102
Went to Fast Food/Drive-In Rest 9+ Times/30 Days	211	42.3%	109
Ordered Eat-In Fast Food/6 Mo	88	17.6%	86
Ordered Home Delivery Fast Food/6 Mo	72	14.4%	108
Take-Out/Drive-Thru/Curbside Fast Food/6 Mo	301	60.3%	103
Ordered Take-Out/Walk-In Fast Food/6 Mo	86	17.2%	77
<b>Television &amp; Electronics (Adults/Households)</b>			
Own Tablet	258	51.7%	88
Own E-Reader	45	9.0%	63
Own E-Reader/Tablet: Apple iPad	134	26.9%	72
HH Owns Internet Connectable TV	127	36.8%	85
Own Portable MP3 Player	42	8.4%	75
HH Owns 1 TV	60	17.4%	96
HH Owns 2 TVs	103	29.9%	106
HH Owns 3 TVs	89	25.8%	113
HH Owns 4+ TVs	60	17.4%	77
HH Subscribes to Cable TV	97	28.1%	83
HH Subscribes to Fiber Optic TV	11	3.2%	61
HH Owns Portable GPS Device	41	11.9%	57
HH Purchased Video Game System/12 Mo	23	6.7%	83
HH Owns Internet Video Device for TV	166	48.1%	92
<b>Travel (Adults)</b>			
Took Domestic Trip in Continental U.S./12 Mo	231	46.3%	86
Took 3+ Domestic Non-Business Trips/12 Mo	47	9.4%	68
Spent \$1-999 on Domestic Vacations/12 Mo	62	12.4%	91
Spent \$1K-1499 on Domestic Vacations/12 Mo	30	6.0%	94
Spent \$1500-1999 on Domestic Vacations/12 Mo	10	2.0%	52
Spent \$2K-2999 on Domestic Vacations/12 Mo	13	2.6%	66
Spent \$3K+ on Domestic Vacations/12 Mo	11	2.2%	33
Used Intrnt Travel Site for Domestic Trip/12 Mo	14	2.8%	50
Took Foreign Trip (Incl Alaska & Hawaii)/3 Yrs	102	20.4%	62
Took 3+ Foreign Trips by Plane/3 Yrs	17	3.4%	47
Spent \$1-999 on Foreign Vacations/12 Mo	20	4.0%	52
Index: Spent \$1K-2999 on Foreign Vacations/12 Mo	14	2.8%	92
Spent \$3K+ on Foreign Vacations/12 Mo	15	3.0%	71
Used General Travel Site: Foreign Trip/3 Yrs	15	3.0%	47
Spent Night at Hotel or Motel/12 Mo	184	36.9%	81
Took Cruise of More Than One Day/3 Yrs	30	6.0%	59
Member of Frequent Flyer Program	72	14.4%	52
Member of Hotel Rewards Program	83	16.6%	58

**Data Note:** An MPI (Market Potential Index) measures the relative likelihood of the adults or households in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average. **Source:** These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2023 and 2028.

July 26, 2023



# Sports and Leisure Market Potential

Hualapai

Prepared by Esri

Demographic Summary		2023	2028
Population		783	752
Population 18+		499	481
Households		345	335
Median Household Income		\$39,080	\$47,172
Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Participated in Aerobics/12 Mo	38	7.6%	91
Participated in Archery/12 Mo	12	2.4%	99
Participated in Backpacking/12 Mo	11	2.2%	62
Participated in Baseball/12 Mo	9	1.8%	70
Participated in Basketball/12 Mo	27	5.4%	94
Participated in Bicycling (Mountain)/12 Mo	14	2.8%	78
Participated in Bicycling (Road)/12 Mo	55	11.0%	91
Participated in Boating (Power)/12 Mo	21	4.2%	88
Participated in Bowling/12 Mo	34	6.8%	102
Participated in Canoeing or Kayaking/12 Mo	28	5.6%	75
Participated in Fishing (Fresh Water)/12 Mo	66	13.2%	126
Participated in Fishing (Salt Water)/12 Mo	14	2.8%	81
Participated in Football/12 Mo	11	2.2%	93
Participated in Frisbee/12 Mo	13	2.6%	76
Participated in Golf/12 Mo	29	5.8%	73
Participated in Hiking/12 Mo	66	13.2%	70
Participated in Horseback Riding/12 Mo	5	1.0%	52
Participated in Hunting w/Rifle/12 Mo	18	3.6%	107
Participated in Hunting w/Shotgun/12 Mo	12	2.4%	97
Participated in Ice Skating/12 Mo	6	1.2%	54
Participated in Jogging or Running/12 Mo	38	7.6%	67
Participated in Motorcycling/12 Mo	17	3.4%	129
Participated in Pilates/12 Mo	11	2.2%	79
Participated in Ping Pong/12 Mo	14	2.8%	81
Participated in Rock Climbing/12 Mo	8	1.6%	104
Participated in Roller Skating/12 Mo	7	1.4%	88
Participated in Skiing (Downhill)/12 Mo	6	1.2%	47
Participated in Soccer/12 Mo	10	2.0%	64
Participated in Softball/12 Mo	7	1.4%	86
Participated in Swimming/12 Mo	49	9.8%	65
Participated in Target Shooting/12 Mo	29	5.8%	116
Participated in Tennis/12 Mo	12	2.4%	63
Participated in Volleyball/12 Mo	12	2.4%	102
Participated in Walking for Exercise/12 Mo	149	29.9%	88
Participated in Weight Lifting/12 Mo	46	9.2%	65
Participated in Yoga/12 Mo	45	9.0%	83
Participated in Zumba/12 Mo	11	2.2%	71
Spent \$1-99 on Sports/Recreation Equipment/12 Mo	24	4.8%	69
Spent \$100-249 on Sports/Recreation Equipment/12 Mo	30	6.0%	96
Spent \$250+ on Sports/Recreation Equipment/12 Mo	49	9.8%	96
Attend College Basketball Game/12 Mo	6	1.2%	109
Attend College Football Game/12 Mo	6	1.2%	58
Attend High School Sports Events/12 Mo	7	1.4%	49
Attend MLB Regular Season Baseball Game/12 Mo	11	2.2%	83
Attend Sports Events	41	8.2%	73
Listen to Sports on Radio	40	8.0%	91
Watch Alpine Skiing or Ski Jumping on TV	15	3.0%	102

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

**Source:** These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2023 and 2028.

July 26, 2023

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Watch Auto Racing (Not NASCAR) on TV	19	3.8%	90
Watch Bicycle Racing on TV	8	1.6%	79
Watch Bowling on TV	12	2.4%	107
Watch Boxing on TV	29	5.8%	93
Watch College Basketball on TV	50	10.0%	83
Watch College Football on TV	126	25.3%	95
Watch Esports on TV	17	3.4%	107
Watch Figure Skating on TV	24	4.8%	94
Watch Fishing on TV	24	4.8%	149
Watch Gymnastics on TV	27	5.4%	112
Watch High School Sports on TV	18	3.6%	79
Watch Horse Racing (at Track or OTB) on TV	17	3.4%	122
Watch International Soccer on TV	31	6.2%	107
Watch LPGA Golf on TV	16	3.2%	109
Watch Marathon/Triathlon/Obstacle Race on TV	7	1.4%	111
Watch Men`s Tennis on TV	31	6.2%	91
Watch MLB Playoffs/World Series Baseball on TV	66	13.2%	82
Watch MLB Regular Season Baseball on TV	80	16.0%	86
Watch MLS Soccer on TV	29	5.8%	120
Watch Motorcycle Racing on TV	9	1.8%	112
Watch NASCAR Auto Racing on TV	40	8.0%	103
Watch NBA Playoffs or Finals Basketball on TV	58	11.6%	81
Watch NBA Regular Season Basketball on TV	58	11.6%	84
Watch NCAA Tournament Basketball on TV	50	10.0%	97
Watch NFL Playoffs or Super Bowl Football on TV	141	28.3%	86
Watch NFL Sun/Mon/Thu Night Football Games on TV	136	27.3%	84
Watch NFL Weekend Football Games on TV	135	27.1%	89
Watch NHL Playoffs/St Stanley Cup Ice Hockey on TV	23	4.6%	64
Watch NHL Regular Season Ice Hockey on TV	25	5.0%	65
Watch Oth Mixed Martial Arts (MMA) on TV	12	2.4%	84
Watch PGA Golf on TV	45	9.0%	72
Watch Pro Beach Volleyball on TV	10	2.0%	109
Watch Pro Bull Riding on TV	9	1.8%	72
Watch Rodeo on TV	11	2.2%	125
Watch Sports on TV	283	56.7%	92
Watch Summer Extreme Sports on TV	11	2.2%	126
Watch Summer Olympics on TV	43	8.6%	77
Watch Track & Field on TV	23	4.6%	143
Watch U.S. Men's Soccer National Team on TV	18	3.6%	101
Watch U.S. Women's Soccer National Team on TV	23	4.6%	135
Watch Ultimate Fighting Championship (UFC) on TV	26	5.2%	118
Watch Winter Extreme Sports on TV	10	2.0%	104
Watch Winter Olympics on TV	32	6.4%	83
Watch WNBA Basketball on TV	19	3.8%	141
Watch Women's Tennis on TV	28	5.6%	84
Watch World Cup Soccer on TV	29	5.8%	108
Watch Wrestling (WWE) on TV	27	5.4%	140
College Basketball Super Fan (10-10 on 10 Scale)	17	3.4%	122
College Football Super Fan (10-10 on 10 Scale)	25	5.0%	90
Golf Super Fan (10-10 on 10 Scale)	7	1.4%	88
High School Sports Super Fan (10-10 on 10 Scale)	7	1.4%	68
Intl Soccer Super Fan (10-10 on 10 Scale)	14	2.8%	123
MLB Super Fan (10-10 on 10 Scale)	23	4.6%	111
MLS Soccer Super Fan (10-10 on 10 Scale)	7	1.4%	120
NASCAR Super Fan (10-10 on 10 Scale)	8	1.6%	101
NBA Super Fan (10-10 on 10 Scale)	17	3.4%	88
NFL Super Fan (10-10 on 10 Scale)	46	9.2%	99
NHL Super Fan (10-10 on 10 Scale)	9	1.8%	81
Pro Wrestling Super Fan (10-10 on 10 Scale)	8	1.6%	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.



# Sports and Leisure Market Potential

Hualapai

Prepared by Esri

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Member of AARP	67	13.4%	80
Member of Church Board	14	2.8%	106
Member of Fraternal Order	12	2.4%	98
Member of Religious Club	11	2.2%	80
Member of Union	15	3.0%	65
Member of Veterans Club	17	3.4%	134
Participate in Indoor Gardening or Plant Care	67	13.4%	83
Attended Adult Education Course/12 Mo	65	13.0%	117
Visited Aquarium/12 Mo	37	7.4%	133
Went to Art Gallery/12 Mo	33	6.6%	92
Attended Auto Show/12 Mo	19	3.8%	84
Did Baking/12 Mo	178	35.7%	113
Barbecued/12 Mo	154	30.9%	97
Went to Bar or Night Club/12 Mo	65	13.0%	80
Went to Beach/12 Mo	96	19.2%	69
Played Billiards or Pool/12 Mo	26	5.2%	121
Played Bingo/12 Mo	15	3.0%	86
Did Birdwatching/12 Mo	47	9.4%	129
Played Board Game/12 Mo	101	20.2%	89
Read Book/12 Mo	178	35.7%	91
Participated in Book Club/12 Mo	16	3.2%	81
Went on Overnight Camping Trip/12 Mo	54	10.8%	80
Played Cards/12 Mo	95	19.0%	104
Played Chess/12 Mo	29	5.8%	147
Played Computer Game Offline (w/Software)/12 Mo	53	10.6%	122
Played Computer Game Online/12 Mo	100	20.0%	130
Cooked for Fun/12 Mo	129	25.9%	93
Did Crossword Puzzle/12 Mo	68	13.6%	103
Danced or Went Dancing/12 Mo	34	6.8%	106
Attended Dance Performance/12 Mo	11	2.2%	85
Dined Out/12 Mo	242	48.5%	93
Flew a Drone/12 Mo	11	2.2%	87
Attended State or County Fair/12 Mo	39	7.8%	108
Participated in Fantasy Sports League/12 Mo	16	3.2%	68
Did Furniture Refinishing/12 Mo	26	5.2%	110
Gambled at Casino/12 Mo	53	10.6%	99
Gambled in Las Vegas/12 Mo	8	1.6%	50
Participated in Genealogy/12 Mo	23	4.6%	91
Attended Horse Races/12 Mo	8	1.6%	100
Participated in Karaoke/12 Mo	16	3.2%	99
Bought Lottery Ticket/12 Mo	161	32.3%	102
Played Lottery 6+ Times/30 Days	67	13.4%	137
Bought Daily Drawing Lottery Ticket/12 Mo	16	3.2%	102
Bought Instant Game Lottery Ticket/12 Mo	99	19.8%	108
Bought Mega Millions Lottery Ticket/12 Mo	78	15.6%	96
Bought Powerball Lottery Ticket/12 Mo	83	16.6%	95
Attended Movie/6 Mo	186	37.3%	101
Attended Movie 1+ Times Wk/90 Days	8	1.6%	193
Attended Movie 2-3 Times Month/90 Days	7	1.4%	112
Attended Movie 1 Time Month/90 Days	13	2.6%	99
Attended Movie < 1 Time Month/90 Days	122	24.4%	89
Saw Action Genre Movie at Theater/6 Mo	57	11.4%	111
Saw Adventure Genre Movie at Theater/6 Mo	57	11.4%	110

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

**Source:** These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2023 and 2028.

July 26, 2023





# Sports and Leisure Market Potential

Hualapai

Prepared by Esri

Product/Consumer Behavior	Expected		MPI
	Number of Adults/HHs	Percent	
Saw Animation Genre Movie at Theater/6 Mo	31	6.2%	127
Saw Biography Genre Movie at Theater/6 Mo	13	2.6%	106
Saw Comedy Genre Movie at Theater/6 Mo	67	13.4%	141
Saw Crime Genre Movie at Theater/6 Mo	26	5.2%	94
Saw Drama Genre Movie at Theater/6 Mo	47	9.4%	106
Saw Family Genre Movie at Theater/6 Mo	22	4.4%	150
Saw Fantasy Genre Movie at Theater/6 Mo	26	5.2%	105
Saw Horror Genre Movie at Theater/6 Mo	25	5.0%	137
Saw Romance Genre Movie at Theater/6 Mo	12	2.4%	108
Saw Science Fiction Genre Movie at Theater/6 Mo	23	4.6%	98
Saw Thriller Genre Movie at Theater/6 Mo	29	5.8%	117
Went to Museum/12 Mo	45	9.0%	85
Attended Classical Music/Opera Performance/12 Mo	16	3.2%	123
Attended Country Music Performance/12 Mo	12	2.4%	71
Attended Rock Music Performance/12 Mo	31	6.2%	106
Played Musical Instrument/12 Mo	44	8.8%	104
Did Painting/Drawing/Sculpting/12 Mo	64	12.8%	122
Did Photo Album or Scrapbooking/12 Mo	16	3.2%	72
Did Photography/12 Mo	57	11.4%	101
Did Sudoku Puzzle/12 Mo	49	9.8%	102
Participated in Tailgating/12 Mo	12	2.4%	91
Went to Live Theater/12 Mo	21	4.2%	62
Visited Theme Park/12 Mo	54	10.8%	93
Visited Theme Park 5+ Days/12 Mo	15	3.0%	119
Participated in Trivia Games/12 Mo	40	8.0%	105
Played (Console) Video or Electronic Game/12 Mo	92	18.4%	144
Played (Portable) Video or Electronic Game/12 Mo	35	7.0%	106
Visited Indoor Water Park/12 Mo	11	2.2%	128
Did Woodworking/12 Mo	44	8.8%	156
Went to Zoo/12 Mo	59	11.8%	112
Bought 1-2 DVDs/30 Days	13	2.6%	102
Bought 3+ DVDs/30 Days	12	2.4%	115
Rented 1 DVD (Movie or Other Video)/30 Days	11	2.2%	111
Rented 2 DVDs (Movie or Other Video)/30 Days	9	1.8%	113
Rented 3+ DVDs (Movie or Other Video)/30 Days	8	1.6%	58
Rented Action or Adventure Movie/30 Days	61	12.2%	73
Rented Classic Movie/30 Days	16	3.2%	74
Rented Comedy Movie/30 Days	48	9.6%	73
Rented Drama Movie/30 Days	30	6.0%	56
Rented Family or Children`s Movie/30 Days	21	4.2%	78
Rented Foreign Movie/30 Days	10	2.0%	102
Rented Horror Movie/30 Days	24	4.8%	99
Rented Musical Movie/30 Days	7	1.4%	65
Rented News or Documentary Movie/30 Days	12	2.4%	65
Rented Romance Movie/30 Days	14	2.8%	66
Rented Science Fiction Movie/30 Days	16	3.2%	59
Rented TV Show Movie/30 Days	22	4.4%	72
Rented Western Movie/30 Days	6	1.2%	65
Rented/Purchased DVD/Blu-Ray from Amazon/30 Days	54	10.8%	92
Rented/Purchased DVD/Blu-Ray from Netflix/30 Days	15	3.0%	75
Rented/Purchased DVD/Blu-Ray from Redbox/30 Days	30	6.0%	95

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

**Source:** These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2023 and 2028.

July 26, 2023





# Sports and Leisure Market Potential

Hualapai

Prepared by Esri

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Bought Children`s Toy or Game/12 Mo	188	37.7%	99
Spent \$1-49 on Toys or Games for Child/12 Mo	41	8.2%	115
Spent \$50-99 on Toys or Games for Child/12 Mo	21	4.2%	132
Spent \$100-199 on Toys or Games for Child/12 Mo	33	6.6%	86
Spent \$200-499 on Toys or Games for Child/12 Mo	50	10.0%	91
Spent \$500+ on Toys or Games for Child/12 Mo	27	5.4%	92
Bought Infant Toy/12 Mo	44	8.8%	123
Bought Pre-School Toy/12 Mo	27	5.4%	75
Bought Boy Action Figure for Child/12 Mo	34	6.8%	93
Bought Girl Action Figure for Child/12 Mo	22	4.4%	142
Bought Action Game for Child/12 Mo	12	2.4%	100
Bought Bicycle for Child/12 Mo	27	5.4%	94
Bought Board Game for Child/12 Mo	80	16.0%	107
Bought Builder Set for Child/12 Mo	23	4.6%	82
Bought Car for Child/12 Mo	37	7.4%	99
Bought Construction Toy for Child/12 Mo	31	6.2%	89
Bought Fashion Doll for Child/12 Mo	23	4.6%	102
Bought Large/Baby Doll for Child/12 Mo	32	6.4%	98
Bought Doll Accessories for Child/12 Mo	20	4.0%	103
Bought Doll Clothing for Child/12 Mo	15	3.0%	83
Bought Educational Toy for Child/12 Mo	63	12.6%	88
Bought Electronic Doll or Animal for Child/12 Mo	21	4.2%	164
Bought Electronic Game for Child/12 Mo	39	7.8%	139
Bought Mechanical Toy for Child/12 Mo	24	4.8%	123
Bought Model Kit or Set for Child/12 Mo	19	3.8%	103
Bought Plush Doll or Animal for Child/12 Mo	50	10.0%	100
Bought Sound Game for Child/12 Mo	9	1.8%	144
Bought Water Toy for Child/12 Mo	40	8.0%	98
Bought Word Game for Child/12 Mo	14	2.8%	123
Bought Digital Book/12 Mo	74	14.8%	79
Bought Hardcover Book/12 Mo	94	18.8%	70
Bought Paperback Book/12 Mo	132	26.5%	78
Bought 1-3 Books/12 Mo	90	18.0%	84
Bought 4-6 Books/12 Mo	41	8.2%	69
Bought 7+ Books/12 Mo	82	16.4%	78
Bought Fiction Book/12 Mo	120	24.0%	76
Bought Non-Fiction Book/12 Mo	102	20.4%	69
Bought Biography/12 Mo	33	6.6%	72
Bought Children`s Book/12 Mo	35	7.0%	67
Bought Cookbook/12 Mo	32	6.4%	92
Bought History Book/12 Mo	31	6.2%	60
Bought Mystery Book/12 Mo	45	9.0%	73
Bought Novel/12 Mo	67	13.4%	81
Bought Religious Book (Not Bible)/12 Mo	24	4.8%	78
Bought Romance Book/12 Mo	30	6.0%	100
Bought Science Fiction Book/12 Mo	37	7.4%	108
Bought Personal/Business Self-Help Book/12 Mo	26	5.2%	62
Bought Travel Book/12 Mo	4	0.8%	44
Purchased Greeting Card/6 Mo	225	45.1%	83
Bought Book from Barnes & Noble Store/12 Mo	41	8.2%	79
Bought Book from Oth Book Store/12 Mo	32	6.4%	66
Bought Book from Amazon Online/12 Mo	128	25.7%	72
Bought Book from Barnes & Noble Online/12 Mo	10	2.0%	78
Bought Book from iTunes/Apples Books/12 Mo	8	1.6%	98
Listened to Audiobook/6 Mo	27	5.4%	65

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

**Source:** These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2023 and 2028.

July 26, 2023