



Sports and Leisure Market Potential

Hopi

Prepared by Esri

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

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

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

June 27, 2023



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

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

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

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

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