



# 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



# Sports and Leisure Market Potential

Hualapai

Prepared by Esri

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/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.

July 26, 2023



Product/Consumer Behavior	Expected		MPI
	Number of Adults/HHs	Percent	
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.

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.



# Sports and Leisure Market Potential

Hualapai

Prepared by Esri

Product/Consumer Behavior	Expected		MPI
	Number of Adults/HHs	Percent	
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/Apple 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