Tonto Apache   Prepared by Esri

Demographic Summary	2023	2028
Population	126	125
Population 18+	105	104
Households	37	37
Median Household Income	$53,760	$60,814

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Participated in Aerobics/12 Mo	10	9.5%	114
Participated in Archery/12 Mo	3	2.9%	118
Participated in Backpacking/12 Mo	3	2.9%	80
Participated in Baseball/12 Mo	1	1.0%	37
Participated in Basketball/12 Mo	2	1.9%	33
Participated in Bicycling (Mountain)/12 Mo	2	1.9%	53
Participated in Bicycling (Road)/12 Mo	12	11.4%	95
Participated in Boating (Power)/12 Mo	9	8.6%	178
Participated in Bowling/12 Mo	5	4.8%	71
Participated in Canoeing or Kayaking/12 Mo	10	9.5%	127
Participated in Fishing (Fresh Water)/12 Mo	21	20.0%	190
Participated in Fishing (Salt Water)/12 Mo	6	5.7%	166
Participated in Football/12 Mo	1	1.0%	40
Participated in Frisbee/12 Mo	2	1.9%	55
Participated in Golf/12 Mo	10	9.5%	120
Participated in Hiking/12 Mo	19	18.1%	96
Participated in Horseback Riding/12 Mo	4	3.8%	198
Participated in Hunting w/Rifle/12 Mo	11	10.5%	310
Participated in Hunting w/Shotgun/12 Mo	5	4.8%	192
Participated in Ice Skating/12 Mo	1	1.0%	43
Participated in Jogging or Running/12 Mo	8	7.6%	68
Participated in Motorcycling/12 Mo	2	1.9%	72
Participated in Pilates/12 Mo	3	2.9%	102
Participated in Ping Pong/12 Mo	2	1.9%	55
Participated in Rock Climbing/12 Mo	1	1.0%	62
Participated in Roller Skating/12 Mo	1	1.0%	60
Participated in Skiing (Downhill)/12 Mo	2	1.9%	74
Participated in Soccer/12 Mo	2	1.9%	61
Participated in Softball/12 Mo	2	1.9%	117
Participated in Swimming/12 Mo	18	17.1%	114
Participated in Target Shooting/12 Mo	9	8.6%	172
Participated in Tennis/12 Mo	2	1.9%	50
Participated in Volleyball/12 Mo	2	1.9%	81
Participated in Walking for Exercise/12 Mo	39	37.1%	110
Participated in Weight Lifting/12 Mo	13	12.4%	88
Participated in Yoga/12 Mo	8	7.6%	70
Participated in Zumba/12 Mo	2	1.9%	62
Spent $1-99 on Sports/Recreation Equipment/12 Mo	9	8.6%	123
Spent $100-249 on Sports/Recreation Equipment/12 Mo	7	6.7%	106
Spent $250+ on Sports/Recreation Equipment/12 Mo	10	9.5%	93
Attend College Basketball Game/12 Mo	1	1.0%	86
Attend College Football Game/12 Mo	2	1.9%	92
Attend High School Sports Events/12 Mo	2	1.9%	67
Attend MLB Regular Season Baseball Game/12 Mo	1	1.0%	36
Attend Sports Events	9	8.6%	76
Listen to Sports on Radio	11	10.5%	119
Watch Alpine Skiing or Ski Jumping on TV	3	2.9%	97

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

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Watch Auto Racing (Not NASCAR) on TV	4	3.8%	90
Watch Bicycle Racing on TV	2	1.9%	94
Watch Bowling on TV	1	1.0%	42
Watch Boxing on TV	4	3.8%	61
Watch College Basketball on TV	12	11.4%	95
Watch College Football on TV	33	31.4%	118
Watch Esports on TV	2	1.9%	60
Watch Figure Skating on TV	5	4.8%	93
Watch Fishing on TV	4	3.8%	118
Watch Gymnastics on TV	4	3.8%	79
Watch High School Sports on TV	6	5.7%	126
Watch Horse Racing (at Track or OTB) on TV	2	1.9%	68
Watch International Soccer on TV	4	3.8%	66
Watch LPGA Golf on TV	4	3.8%	130
Watch Marathon/Triathlon/Obstacle Race on TV	2	1.9%	150
Watch Men`s Tennis on TV	7	6.7%	98
Watch MLB Playoffs/World Series Baseball on TV	13	12.4%	77
Watch MLB Regular Season Baseball on TV	17	16.2%	87
Watch MLS Soccer on TV	2	1.9%	39
Watch Motorcycle Racing on TV	3	2.9%	177
Watch NASCAR Auto Racing on TV	13	12.4%	159
Watch NBA Playoffs or Finals Basketball on TV	11	10.5%	73
Watch NBA Regular Season Basketball on TV	11	10.5%	76
Watch NCAA Tournament Basketball on TV	10	9.5%	92
Watch NFL Playoffs or Super Bowl Football on TV	37	35.2%	108
Watch NFL Sun/Mon/Thu Night Football Games on TV	35	33.3%	103
Watch NFL Weekend Football Games on TV	33	31.4%	104
Watch NHL Playoffs/Stanley Cup Ice Hockey on TV	7	6.7%	93
Watch NHL Regular Season Ice Hockey on TV	8	7.6%	98
Watch Oth Mixed Martial Arts (MMA) on TV	1	1.0%	33
Watch PGA Golf on TV	15	14.3%	114
Watch Pro Beach Volleyball on TV	1	1.0%	52
Watch Pro Bull Riding on TV	4	3.8%	152
Watch Rodeo on TV	3	2.9%	162
Watch Sports on TV	68	64.8%	105
Watch Summer Extreme Sports on TV	2	1.9%	109
Watch Summer Olympics on TV	13	12.4%	110
Watch Track & Field on TV	2	1.9%	59
Watch U.S. Men's Soccer National Team on TV	4	3.8%	107
Watch U.S. Women's Soccer National Team on TV	3	2.9%	84
Watch Ultimate Fighting Championship (UFC) on TV	3	2.9%	65
Watch Winter Extreme Sports on TV	2	1.9%	99
Watch Winter Olympics on TV	11	10.5%	136
Watch WNBA Basketball on TV	2	1.9%	70
Watch Women's Tennis on TV	5	4.8%	71
Watch World Cup Soccer on TV	3	2.9%	53
Watch Wrestling (WWE) on TV	3	2.9%	74
College Basketball Super Fan (10-10 on 10 Scale)	3	2.9%	102
College Football Super Fan (10-10 on 10 Scale)	5	4.8%	86
Golf Super Fan (10-10 on 10 Scale)	2	1.9%	120
High School Sports Super Fan (10-10 on 10 Scale)	3	2.9%	139
Intl Soccer Super Fan (10-10 on 10 Scale)	1	1.0%	42
MLB Super Fan (10-10 on 10 Scale)	3	2.9%	69
MLS Soccer Super Fan (10-10 on 10 Scale)	0	0.0%	0
NASCAR Super Fan (10-10 on 10 Scale)	2	1.9%	120
NBA Super Fan (10-10 on 10 Scale)	2	1.9%	49
NFL Super Fan (10-10 on 10 Scale)	7	6.7%	71
NHL Super Fan (10-10 on 10 Scale)	1	1.0%	43
Pro Wrestling Super Fan (10-10 on 10 Scale)	1	1.0%	80

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Member of AARP	27	25.7%	153
Member of Church Board	3	2.9%	108
Member of Fraternal Order	3	2.9%	116
Member of Religious Club	3	2.9%	104
Member of Union	5	4.8%	103
Member of Veterans Club	5	4.8%	188
Participate in Indoor Gardening or Plant Care	16	15.2%	95
Attended Adult Education Course/12 Mo	9	8.6%	77
Visited Aquarium/12 Mo	6	5.7%	102
Went to Art Gallery/12 Mo	6	5.7%	80
Attended Auto Show/12 Mo	4	3.8%	84
Did Baking/12 Mo	40	38.1%	121
Barbecued/12 Mo	38	36.2%	114
Went to Bar or Night Club/12 Mo	13	12.4%	76
Went to Beach/12 Mo	26	24.8%	89
Played Billiards or Pool/12 Mo	2	1.9%	44
Played Bingo/12 Mo	5	4.8%	136
Did Birdwatching/12 Mo	12	11.4%	156
Played Board Game/12 Mo	25	23.8%	105
Read Book/12 Mo	42	40.0%	102
Participated in Book Club/12 Mo	3	2.9%	72
Went on Overnight Camping Trip/12 Mo	19	18.1%	134
Played Cards/12 Mo	22	21.0%	115
Played Chess/12 Mo	4	3.8%	96
Played Computer Game Offline (w/Software)/12 Mo	13	12.4%	142
Played Computer Game Online/12 Mo	14	13.3%	86
Cooked for Fun/12 Mo	32	30.5%	110
Did Crossword Puzzle/12 Mo	15	14.3%	108
Danced or Went Dancing/12 Mo	5	4.8%	74
Attended Dance Performance/12 Mo	2	1.9%	73
Dined Out/12 Mo	57	54.3%	104
Flew a Drone/12 Mo	3	2.9%	113
Attended State or County Fair/12 Mo	10	9.5%	132
Participated in Fantasy Sports League/12 Mo	6	5.7%	122
Did Furniture Refinishing/12 Mo	7	6.7%	141
Gambled at Casino/12 Mo	11	10.5%	98
Gambled in Las Vegas/12 Mo	2	1.9%	60
Participated in Genealogy/12 Mo	5	4.8%	95
Attended Horse Races/12 Mo	2	1.9%	119
Participated in Karaoke/12 Mo	1	1.0%	29
Bought Lottery Ticket/12 Mo	37	35.2%	112
Played Lottery 6+ Times/30 Days	9	8.6%	87
Bought Daily Drawing Lottery Ticket/12 Mo	2	1.9%	60
Bought Instant Game Lottery Ticket/12 Mo	16	15.2%	83
Bought Mega Millions Lottery Ticket/12 Mo	21	20.0%	123
Bought Powerball Lottery Ticket/12 Mo	22	21.0%	120
Attended Movie/6 Mo	35	33.3%	90
Attended Movie 1+ Times Wk/90 Days	0	0.0%	0
Attended Movie 2-3 Times Month/90 Days	1	1.0%	76
Attended Movie 1 Time Month/90 Days	3	2.9%	109
Attended Movie < 1 Time Month/90 Days	25	23.8%	87
Saw Action Genre Movie at Theater/6 Mo	6	5.7%	55
Saw Adventure Genre Movie at Theater/6 Mo	7	6.7%	64

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Saw Animation Genre Movie at Theater/6 Mo	3	2.9%	59
Saw Biography Genre Movie at Theater/6 Mo	2	1.9%	78
Saw Comedy Genre Movie at Theater/6 Mo	7	6.7%	70
Saw Crime Genre Movie at Theater/6 Mo	4	3.8%	69
Saw Drama Genre Movie at Theater/6 Mo	10	9.5%	107
Saw Family Genre Movie at Theater/6 Mo	3	2.9%	97
Saw Fantasy Genre Movie at Theater/6 Mo	2	1.9%	39
Saw Horror Genre Movie at Theater/6 Mo	2	1.9%	52
Saw Romance Genre Movie at Theater/6 Mo	2	1.9%	85
Saw Science Fiction Genre Movie at Theater/6 Mo	1	1.0%	20
Saw Thriller Genre Movie at Theater/6 Mo	2	1.9%	38
Went to Museum/12 Mo	8	7.6%	72
Attended Classical Music/Opera Performance/12 Mo	2	1.9%	73
Attended Country Music Performance/12 Mo	4	3.8%	112
Attended Rock Music Performance/12 Mo	4	3.8%	65
Played Musical Instrument/12 Mo	8	7.6%	90
Did Painting/Drawing/Sculpting/12 Mo	10	9.5%	91
Did Photo Album or Scrapbooking/12 Mo	5	4.8%	107
Did Photography/12 Mo	13	12.4%	109
Did Sudoku Puzzle/12 Mo	12	11.4%	119
Participated in Tailgating/12 Mo	2	1.9%	72
Went to Live Theater/12 Mo	5	4.8%	70
Visited Theme Park/12 Mo	9	8.6%	74
Visited Theme Park 5+ Days/12 Mo	2	1.9%	76
Participated in Trivia Games/12 Mo	8	7.6%	99
Played (Console) Video or Electronic Game/12 Mo	9	8.6%	67
Played (Portable) Video or Electronic Game/12 Mo	5	4.8%	72
Visited Indoor Water Park/12 Mo	1	1.0%	55
Did Woodworking/12 Mo	8	7.6%	134
Went to Zoo/12 Mo	7	6.7%	63
Bought 1-2 DVDs/30 Days	4	3.8%	149
Bought 3+ DVDs/30 Days	3	2.9%	136
Rented 1 DVD (Movie or Other Video)/30 Days	1	1.0%	48
Rented 2 DVDs (Movie or Other Video)/30 Days	2	1.9%	119
Rented 3+ DVDs (Movie or Other Video)/30 Days	3	2.9%	104
Rented Action or Adventure Movie/30 Days	15	14.3%	85
Rented Classic Movie/30 Days	5	4.8%	110
Rented Comedy Movie/30 Days	14	13.3%	101
Rented Drama Movie/30 Days	11	10.5%	97
Rented Family or Children`s Movie/30 Days	4	3.8%	70
Rented Foreign Movie/30 Days	1	1.0%	48
Rented Horror Movie/30 Days	3	2.9%	59
Rented Musical Movie/30 Days	2	1.9%	89
Rented News or Documentary Movie/30 Days	3	2.9%	78
Rented Romance Movie/30 Days	4	3.8%	89
Rented Science Fiction Movie/30 Days	4	3.8%	70
Rented TV Show Movie/30 Days	3	2.9%	47
Rented Western Movie/30 Days	3	2.9%	154
Rented/Purchased DVD/Blu-Ray from Amazon/30 Days	10	9.5%	81
Rented/Purchased DVD/Blu-Ray from Netflix/30 Days	4	3.8%	95
Rented/Purchased DVD/Blu-Ray from Redbox/30 Days	7	6.7%	105

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Bought Children`s Toy or Game/12 Mo	41	39.0%	102
Spent $1-49 on Toys or Games for Child/12 Mo	10	9.5%	133
Spent $50-99 on Toys or Games for Child/12 Mo	3	2.9%	90
Spent $100-199 on Toys or Games for Child/12 Mo	8	7.6%	99
Spent $200-499 on Toys or Games for Child/12 Mo	11	10.5%	95
Spent $500+ on Toys or Games for Child/12 Mo	7	6.7%	113
Bought Infant Toy/12 Mo	7	6.7%	93
Bought Pre-School Toy/12 Mo	10	9.5%	132
Bought Boy Action Figure for Child/12 Mo	5	4.8%	65
Bought Girl Action Figure for Child/12 Mo	3	2.9%	92
Bought Action Game for Child/12 Mo	3	2.9%	119
Bought Bicycle for Child/12 Mo	4	3.8%	66
Bought Board Game for Child/12 Mo	16	15.2%	102
Bought Builder Set for Child/12 Mo	7	6.7%	118
Bought Car for Child/12 Mo	8	7.6%	102
Bought Construction Toy for Child/12 Mo	8	7.6%	109
Bought Fashion Doll for Child/12 Mo	4	3.8%	84
Bought Large/Baby Doll for Child/12 Mo	7	6.7%	102
Bought Doll Accessories for Child/12 Mo	5	4.8%	122
Bought Doll Clothing for Child/12 Mo	4	3.8%	105
Bought Educational Toy for Child/12 Mo	16	15.2%	106
Bought Electronic Doll or Animal for Child/12 Mo	2	1.9%	74
Bought Electronic Game for Child/12 Mo	8	7.6%	135
Bought Mechanical Toy for Child/12 Mo	6	5.7%	146
Bought Model Kit or Set for Child/12 Mo	5	4.8%	129
Bought Plush Doll or Animal for Child/12 Mo	10	9.5%	95
Bought Sound Game for Child/12 Mo	1	1.0%	76
Bought Water Toy for Child/12 Mo	9	8.6%	104
Bought Word Game for Child/12 Mo	2	1.9%	84
Bought Digital Book/12 Mo	21	20.0%	106
Bought Hardcover Book/12 Mo	30	28.6%	105
Bought Paperback Book/12 Mo	36	34.3%	101
Bought 1-3 Books/12 Mo	20	19.0%	89
Bought 4-6 Books/12 Mo	12	11.4%	96
Bought 7+ Books/12 Mo	27	25.7%	123
Bought Fiction Book/12 Mo	37	35.2%	112
Bought Non-Fiction Book/12 Mo	32	30.5%	103
Bought Biography/12 Mo	8	7.6%	83
Bought Children`s Book/12 Mo	13	12.4%	119
Bought Cookbook/12 Mo	10	9.5%	136
Bought History Book/12 Mo	12	11.4%	110
Bought Mystery Book/12 Mo	16	15.2%	123
Bought Novel/12 Mo	18	17.1%	103
Bought Religious Book (Not Bible)/12 Mo	9	8.6%	139
Bought Romance Book/12 Mo	10	9.5%	159
Bought Science Fiction Book/12 Mo	7	6.7%	97
Bought Personal/Business Self-Help Book/12 Mo	7	6.7%	79
Bought Travel Book/12 Mo	2	1.9%	105
Purchased Greeting Card/6 Mo	63	60.0%	111
Bought Book from Barnes & Noble Store/12 Mo	7	6.7%	64
Bought Book from Oth Book Store/12 Mo	9	8.6%	89
Bought Book from Amazon Online/12 Mo	38	36.2%	101
Bought Book from Barnes & Noble Online/12 Mo	3	2.9%	111
Bought Book from iTunes/Apple Books/12 Mo	1	1.0%	58
Listened to Audiobook/6 Mo	6	5.7%	69

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