



# Sports and Leisure Market Potential

Navajo

Prepared by Esri

Demographic Summary		2022	2027
Population		160,828	158,223
Population 18+		114,115	112,304
Households		48,504	48,078
Median Household Income		\$32,761	\$36,348
Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Participated in aerobics in last 12 months	8,262	7.2%	86
Participated in archery in last 12 months	2,910	2.6%	104
Participated in backpacking in last 12 months	3,082	2.7%	74
Participated in baseball in last 12 months	3,495	3.1%	105
Participated in basketball in last 12 months	6,149	5.4%	80
Participated in bicycling (mountain) in last 12 months	3,371	3.0%	78
Participated in bicycling (road) in last 12 months	8,671	7.6%	67
Participated in boating (power) in last 12 months	4,760	4.2%	82
Participated in bowling in last 12 months	6,234	5.5%	68
Participated in canoeing/kayaking in last 12 months	6,540	5.7%	78
Participated in fishing (fresh water) in last 12 months	15,146	13.3%	124
Participated in fishing (salt water) in last 12 months	3,665	3.2%	91
Participated in football in last 12 months	2,374	2.1%	67
Participated in Frisbee in last 12 months	2,519	2.2%	61
Participated in golf in last 12 months	4,314	3.8%	48
Participated in hiking in last 12 months	11,032	9.7%	60
Participated in horseback riding in last 12 months	2,216	1.9%	94
Participated in hunting with rifle in last 12 months	6,288	5.5%	158
Participated in hunting with shotgun in last 12 months	4,489	3.9%	140
Participated in ice skating in last 12 months	1,379	1.2%	52
Participated in jogging/running in last 12 months	7,045	6.2%	55
Participated in motorcycling in last 12 months	3,269	2.9%	100
Participated in Pilates in last 12 months	2,078	1.8%	58
Participated in ping pong in last 12 months	3,104	2.7%	78
Participated in rock climbing in last 12 months	1,678	1.5%	83
Participated in roller skating in last 12 months	1,544	1.4%	87
Participated in skiing (downhill) in last 12 months	1,373	1.2%	43
Participated in soccer in last 12 months	4,118	3.6%	92
Participated in softball in last 12 months	2,106	1.8%	97
Participated in swimming in last 12 months	12,633	11.1%	71
Participated in target shooting in last 12 months	6,639	5.8%	108
Participated in tennis in last 12 months	2,745	2.4%	64
Participated in volleyball in last 12 months	1,829	1.6%	61
Participated in walking for exercise in last 12 months	26,426	23.2%	74
Participated in weight lifting in last 12 months	8,759	7.7%	61
Participated in yoga in last 12 months	5,523	4.8%	47
Participated in Zumba in last 12 months	3,433	3.0%	92
Spent on sports/recreation equipment in last 12 months: \$1-99	7,442	6.5%	104
Spent on sports/recreation equipment in last 12 months: \$100-\$249	7,020	6.2%	107
Spent on sports/recreation equipment in last 12 months: \$250+	5,469	4.8%	56
Attend sports events: basketball game (college)	1,808	1.6%	98
Attend sports events: football game (college)	2,481	2.2%	79
Attend sports events: high school sports	4,177	3.7%	147
Attend sports events: baseball game (MLB regular season)	2,329	2.0%	62
Attend sports events	12,097	10.6%	84
Listen to sports on radio	9,225	8.1%	87
Watch sports on TV	58,348	51.1%	88

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

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Watch on TV: alpine skiing/ski jumping	2,818	2.5%	90
Watch on TV: auto racing (NASCAR)	7,111	6.2%	81
Watch on TV: auto racing (not NASCAR)	4,060	3.6%	90
Watch on TV: baseball (MLB regular season)	10,429	9.1%	51
Watch on TV: baseball (MLB playoffs/World Series)	10,479	9.2%	56
Watch on TV: basketball (college)	10,110	8.9%	69
Watch on TV: basketball (NCAA tournament)	7,145	6.3%	68
Watch on TV: basketball (NBA regular season)	13,536	11.9%	85
Watch on TV: basketball (NBA playoffs/finals)	12,354	10.8%	77
Watch on TV: basketball (WNBA)	3,617	3.2%	119
Watch on TV: bicycle racing	2,165	1.9%	103
Watch on TV: bowling	3,406	3.0%	135
Watch on TV: boxing	6,856	6.0%	103
Watch on TV: bull riding (pro)	2,951	2.6%	106
Watch on TV: esports on TV	3,793	3.3%	115
Watch on TV: extreme sports (summer)	2,458	2.2%	118
Watch on TV: extreme sports (winter)	2,589	2.3%	108
Watch on TV: figure skating	5,224	4.6%	90
Watch on TV: fishing	3,323	2.9%	85
Watch on TV: football (college)	24,510	21.5%	84
Watch on TV: football (NFL Sunday/Monday/Thursday night games)	26,791	23.5%	75
Watch on TV: football (NFL weekend games)	24,500	21.5%	73
Watch on TV: football (NFL playoffs/Super Bowl)	24,982	21.9%	69
Watch on TV: golf (PGA)	7,086	6.2%	52
Watch on TV: golf (LPGA)	2,403	2.1%	74
Watch on TV: gymnastics	3,334	2.9%	71
Watch on TV: high school sports	4,558	4.0%	99
Watch on TV: horse racing (at track or OTB)	2,838	2.5%	98
Watch on TV: ice hockey (NHL regular season)	3,888	3.4%	43
Watch on TV: ice hockey (NHL playoffs/St Stanley Cup)	4,058	3.6%	47
Watch on TV: mixed martial arts (MMA)	3,104	2.7%	110
Watch on TV: motorcycle racing	1,855	1.6%	105
Watch on TV: Olympics (summer)	6,322	5.5%	68
Watch on TV: Olympics (winter)	7,138	6.3%	79
Watch on TV: international soccer	6,068	5.3%	100
Watch on TV: rodeo	2,897	2.5%	144
Watch on TV: soccer (MLS)	5,173	4.5%	94
Watch on TV: U.S. men`s soccer national team	4,435	3.9%	111
Watch on TV: U.S. women`s soccer national team	4,795	4.2%	98
Watch on TV: soccer (World Cup)	5,199	4.6%	77
Watch on TV: tennis (men`s)	5,388	4.7%	70
Watch on TV: tennis (women`s)	5,117	4.5%	68
Watch on TV: track & field	2,942	2.6%	93
Watch on TV: volleyball (pro beach)	1,933	1.7%	92
Watch on TV: ultimate fighting championship (UFC)	4,115	3.6%	88
Watch on TV: other mixed martial arts (MMA)	3,104	2.7%	110
Watch on TV: wrestling (WWE)	5,613	4.9%	125
Interest in sports: college basketball super fan	3,382	3.0%	99
Interest in sports: college football super fan	7,147	6.3%	104
Interest in sports: golf super fan	1,274	1.1%	66
Interest in sports: high school sports super fan	2,002	1.8%	82
Interest in sports: International soccer super fan	6,046	5.3%	109
Interest in sports: MLB super fan	4,826	4.2%	97
Interest in sports: MLS soccer super fan	4,303	3.8%	128
Interest in sports: NASCAR super fan	1,880	1.6%	91
Interest in sports: NBA super fan	5,352	4.7%	101
Interest in sports: NFL super fan	8,715	7.6%	74
Interest in sports: NHL super fan	2,238	2.0%	71

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Product/Consumer Behavior	Expected		MPI
	Number of Adults/HHs	Percent	
Member of AARP	11,213	9.8%	65
Member of church board	3,056	2.7%	95
Member of fraternal order	2,204	1.9%	76
Member of religious club	3,903	3.4%	103
Member of union	2,506	2.2%	53
Member of veterans club	2,297	2.0%	84
Participate in indoor gardening or plant care	11,299	9.9%	74
Attended adult education course in last 12 months	8,999	7.9%	80
Visited an aquarium in last 12 months	4,414	3.9%	72
Went to art gallery in last 12 months	4,481	3.9%	58
Attended auto show in last 12 months	3,961	3.5%	71
Did baking in last 12 months	26,969	23.6%	81
Barbecued in last 12 months	29,053	25.5%	83
Went to bar/night club in last 12 months	11,109	9.7%	57
Went to beach in last 12 months	24,968	21.9%	74
Played billiards/pool in last 12 months	7,347	6.4%	128
Played bingo in last 12 months	3,338	2.9%	71
Did birdwatching in last 12 months	5,537	4.9%	83
Played board game in last 12 months	16,708	14.6%	67
Read book in last 12 months	31,280	27.4%	73
Participated in book club in last 12 months	2,273	2.0%	56
Went on overnight camping trip in last 12 months	12,183	10.7%	82
Played cards in last 12 months	18,396	16.1%	87
Played chess in last 12 months	2,827	2.5%	66
Played computer game (offline w/software)/12 months	8,323	7.3%	90
Played computer game (online w/o software)/12 months	15,852	13.9%	93
Cooked for fun in last 12 months	22,616	19.8%	80
Did crossword puzzle in last 12 months	13,758	12.1%	94
Danced/went dancing in last 12 months	7,526	6.6%	82
Attended dance performance in last 12 months	2,297	2.0%	64
Dined out in last 12 months	46,977	41.2%	81
Flew a drone in last 12 months	3,206	2.8%	105
Attended state/county fair in last 12 months	9,847	8.6%	84
Participated in fantasy sports league last 12 months	3,138	2.7%	60
Did furniture refinishing in last 12 months	3,921	3.4%	76
Gambled at casino in last 12 months	11,124	9.7%	85
Gambled in Las Vegas in last 12 months	3,065	2.7%	78
Participate in indoor gardening/plant care	11,299	9.9%	74
Participated in genealogy in last 12 months	4,965	4.4%	88
Attended horse races in last 12 months	1,999	1.8%	89
Participated in karaoke in last 12 months	3,591	3.1%	90
Bought lottery ticket in last 12 months	35,326	31.0%	95
Played lottery 6+ times in last 30 days	13,087	11.5%	112
Bought lottery ticket in last 12 months: Daily Drawing	3,460	3.0%	88
Bought lottery ticket in last 12 months: Instant Game	22,300	19.5%	105
Bought lottery ticket in last 12 months: Mega Millions	15,653	13.7%	80
Bought lottery ticket in last 12 months: Powerball	17,837	15.6%	85
Attended a movie in last 6 months	46,204	40.5%	84
Attended movie in last 90 days: once/week or more	1,523	1.3%	94
Attended movie in last 90 days: 2-3 times a month	2,425	2.1%	90
Attended movie in last 90 days: once a month	5,426	4.8%	99
Attended movie in last 90 days: < once a month	30,003	26.3%	80
Movie genre seen at theater/6 months: action	17,024	14.9%	87

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Movie genre seen at theater/6 months: adventure	19,360	17.0%	90
Movie genre seen at theater/6 months: animation genre	10,045	8.8%	84
Movie genre seen at theater/6 months: biography genre	7,139	6.3%	79
Movie genre seen at theater/6 months: comedy	14,516	12.7%	75
Movie genre seen at theater/6 months: crime	9,126	8.0%	94
Movie genre seen at theater/6 months: drama	17,092	15.0%	84
Movie genre seen at theater/6 months: family	7,808	6.8%	85
Movie genre seen at theater/6 months: fantasy	10,703	9.4%	86
Movie genre seen at theater/6 months: horror	6,587	5.8%	102
Movie genre seen at theater/6 months: romance	6,892	6.0%	86
Movie genre seen at theater/6 months: science fiction	10,016	8.8%	99
Movie genre seen at theater/6 months: thriller	9,037	7.9%	86
Went to museum in last 12 months	6,604	5.8%	46
Attended classical music/opera performance/12 months	2,804	2.5%	74
Attended country music performance in last 12 months	3,539	3.1%	63
Attended rock music performance in last 12 months	6,582	5.8%	73
Played musical instrument in last 12 months	4,823	4.2%	52
Did painting/drawing in last 12 months	9,483	8.3%	82
Did photo album/scrapbooking in last 12 months	5,565	4.9%	111
Did photography in last 12 months	8,332	7.3%	69
Did Sudoku puzzle in last 12 months	6,473	5.7%	61
Participated in tailgating in last 12 months	2,469	2.2%	68
Went to live theater in last 12 months	6,797	6.0%	59
Visited a theme park in last 12 months	14,680	12.9%	90
Visited a theme park 5+ times in last 12 months	3,132	2.7%	85
Participated in trivia games in last 12 months	7,600	6.7%	85
Played video/electronic game (console) last 12 months	14,358	12.6%	107
Played video/electronic game (portable) last 12 months	7,229	6.3%	106
Visited an indoor water park in last 12 months	2,388	2.1%	87
Did woodworking in last 12 months	6,304	5.5%	99
Went to zoo in last 12 months	10,220	9.0%	79
Bought 1-2 DVDs/30 Days	3,522	3.1%	103
Bought 3+ DVDs/30 Days	3,916	3.4%	146
Rented DVDs (movie or other video) in last 30 days: 1	2,179	1.9%	82
Rented DVDs (movie or other video) in last 30 days: 2	2,662	2.3%	105
Rented DVDs (movie or other video) in last 30 days: 3+	5,359	4.7%	124
Rented movie or other video/30 days: action/adventure	17,202	15.1%	79
Rented movie or other video/30 days: classics	4,468	3.9%	73
Rented movie or other video/30 days: comedy	12,810	11.2%	70
Rented movie or other video/30 days: drama	8,416	7.4%	61
Rented movie or other video/30 days: family/children	7,154	6.3%	84
Rented movie or other video/30 days: foreign	1,740	1.5%	73
Rented movie or other video/30 days: horror	7,051	6.2%	108
Rented movie or other video/30 days: musical	2,006	1.8%	72
Rented movie or other video/30 days: news/documentary	3,637	3.2%	81
Rented movie or other video/30 days: romance	5,101	4.5%	79
Rented movie or other video/30 days: science fiction	5,857	5.1%	80
Rented movie or other video/30 days: TV show	5,070	4.4%	65
Rented movie or other video/30 days: western	2,696	2.4%	109

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Rented/purchased DVD/Blu-ray/30 days: from amazon.com	8,415	7.4%	62
Rented DVD/Blu-ray/30 days: from netflix.com	6,080	5.3%	68
Rented/purchased DVD/Blu-ray/30 days: from Redbox	10,261	9.0%	102
Bought any children`s toy/game in last 12 months	40,450	35.4%	98
Spent on toys/games for child last 12 months: \$1-49	7,808	6.8%	100
Spent on toys/games for child last 12 months: \$50-99	4,156	3.6%	117
Spent on toys/games for child last 12 months: \$100-199	9,278	8.1%	112
Spent on toys/games for child last 12 months: \$200-499	10,564	9.3%	92
Spent on toys/games for child last 12 months: \$500+	4,773	4.2%	76
Bought infant toy in last 12 months	6,650	5.8%	86
Bought pre-school toy in last 12 months	6,188	5.4%	79
Bought for child last 12 months: boy action figure	10,486	9.2%	125
Bought for child last 12 months: girl action figure	5,165	4.5%	143
Bought for child last 12 months: action game	2,906	2.5%	100
Bought for child last 12 months: bicycle	8,502	7.5%	121
Bought for child last 12 months: board game	14,824	13.0%	90
Bought for child last 12 months: builder set	5,194	4.6%	84
Bought for child last 12 months: car	9,543	8.4%	109
Bought for child last 12 months: construction toy	5,898	5.2%	83
Bought for child last 12 months: fashion doll	5,129	4.5%	105
Bought for child last 12 months: large/baby doll	9,453	8.3%	126
Bought for child last 12 months: doll accessories	4,330	3.8%	94
Bought for child last 12 months: doll clothing	4,310	3.8%	101
Bought for child last 12 months: educational toy	13,189	11.6%	87
Bought for child last 12 months: electronic doll/animal	2,663	2.3%	89
Bought for child last 12 months: electronic game	6,529	5.7%	103
Bought for child last 12 months: mechanical toy	5,102	4.5%	110
Bought for child last 12 months: model kit/set	3,373	3.0%	82
Bought for child last 12 months: plush doll/animal	9,187	8.1%	87
Bought for child last 12 months: water toy	7,339	6.4%	75
Bought for child last 12 months: word game	2,474	2.2%	90

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Product/Consumer Behavior	Expected		MPI
	Number of Adults/HHs	Percent	
Bought digital book in last 12 months	13,330	11.7%	67
Bought hardcover book in last 12 months	18,990	16.6%	68
Bought paperback book in last 12 months	27,154	23.8%	76
Bought 1-3 books in last 12 months	20,861	18.3%	89
Bought 4-6 books in last 12 months	8,894	7.8%	73
Bought 7+ books in last 12 months	16,448	14.4%	75
Bought book (fiction) in last 12 months	25,223	22.1%	77
Bought book (non-fiction) in last 12 months	20,027	17.5%	65
Bought biography in last 12 months	5,345	4.7%	56
Bought children`s book in last 12 months	9,191	8.1%	81
Bought cookbook in last 12 months	5,893	5.2%	76
Bought history book in last 12 months	5,154	4.5%	47
Bought mystery book in last 12 months	10,670	9.4%	81
Bought novel in last 12 months	12,335	10.8%	72
Bought religious book (Not Bible) in last 12 months	7,926	6.9%	117
Bought romance book in last 12 months	5,175	4.5%	82
Bought science fiction book in last 12 months	5,800	5.1%	83
Bought personal/business self-help book last 12 months	7,490	6.6%	84
Bought travel book in last 12 months	1,459	1.3%	66
Purchased greeting card in last 12 months	54,923	48.1%	89
Bought book from Barnes & Noble store in last 12 months	9,369	8.2%	76
Bought book from other book store in last 12 months	6,798	6.0%	67
Bought book from Amazon Online in last 12 months	24,057	21.1%	69
Bought book from Barnes & Noble Online in last 12 months	2,457	2.2%	90
Bought book from iTunes/Apple Books in last 12 months	1,442	1.3%	73
Listened to Audiobook in last 6 months	5,985	5.2%	66

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