

Demographic Summary		2023	2028	
Population		851	827	
Population 18+		584	565	
Households		326	318	
Median Household Income		\$56,021	\$66,304	
Product/Consumer Behavior		Expected Number of Adults or	Percent	MPI
Own Tablet		343	58.7%	100
Own E-Reader		82	14.0%	98
Own E-Reader/Tablet: Amazon Fire		102	17.5%	123
Own E-Reader/Tablet: Amazon Kindle		153	26.2%	111
Own E-Reader/Tablet: Apple iPad		202	34.6%	93
Own E-Reader/Tablet: Barnes & Noble Nook		13	2.2%	100
Own E-Reader/Tablet: Microsoft Surface		14	2.4%	83
Own E-Reader/Tablet: Samsung Galaxy Tab		71	12.2%	108
Own Portable MP3 Player		61	10.4%	93
Own Apple Watch Wearable Technology		94	16.1%	98
Own Fitbit Wearable Technology		94	16.1%	105
Own Garmin Wearable Technology		23	3.9%	118
Own Digital Camcorder		55	9.4%	116
Own Digital Point and Shoot Camera/Camcorder		62	10.6%	97
Own Digital SLR Camera or Camcorder		67	11.5%	106
Own 35mm Camera or Camcorder		40	6.8%	96
Own Telephoto/Zoom Lens for Camera		39	6.7%	103
Own Wide Angle Lens for Camera		26	4.5%	93
Own Selfie Stick for Camera or Phone		41	7.0%	106
Printed Digital Photos/12 Mo		159	27.2%	101
Use Computer at Work		264	45.2%	105
Use Desktop Computer at Work		130	22.3%	115
Use Laptop or Notebook Computer at Work		146	25.0%	104
HH Owns Computer		279	85.6%	100
HH Purchased Most Recent Home Computer/12 Mo		43	13.2%	93
HH Owns Desktop Computer		131	40.2%	100
HH Owns Laptop or Notebook		228	69.9%	99
HH Has Child (<18 Yrs) Using Home Computer		48	14.7%	125
HH Owns Apple/Mac Brand Computer		70	21.5%	89
HH Owns PC/Non-Apple Brand Computer		236	72.4%	102
HH Purchased 1-2 Yrs Ago Most Recent Computer		63	19.3%	102
HH Purchased 3-4 Yrs Ago Most Recent Computer		62	19.0%	99
HH Purchased 5+ Yrs Ago Most Recent Computer		60	18.4%	104
HH Purchased Most Recent Home Computer at Store		125	38.3%	98
HH Purchased Most Recent Home Computer Online		91	27.9%	102
HH Spent \$1-499 on Most Recent Home Computer		52	16.0%	101
HH Spent \$500-999 on Most Recent Home Computer		66	20.2%	100
HH Spent \$1K-1499 on Most Recent Home Computer		41	12.6%	104
HH Spent \$1500-1999 on Most Recent Home Computer		10	3.1%	67
HH Spent \$2K+ on Most Recent Home Computer		16	4.9%	91
HH Owns Webcam		87	26.7%	102
HH Owns Wireless Router		125	38.3%	108
HH Owns All-In-One Printer (Print Copy Scan)		198	60.7%	101
HH Owns Accounting Software		19	5.8%	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.



Electronics and Internet Market Potential

Fort McDowell

Prepared by Esri

Product/Consumer Behavior	Expected Number of Adults or	Percent	MPI
HH Owns Communications or Fax Software	12	3.7%	91
HH Owns Database or Filing Software	16	4.9%	91
HH Owns Desktop Publishing Software	26	8.0%	110
HH Owns Education or Training Software	36	11.0%	121
HH Owns Entertainment or Games Software	81	24.8%	103
HH Owns Personal Finance or Tax Prep Software	53	16.3%	102
HH Owns Presentation Graphics Software	18	5.5%	86
HH Owns Multimedia Software	32	9.8%	98
HH Owns Networking Software	29	8.9%	91
HH Owns Online Mtg or Conference Software	49	15.0%	88
HH Owns Online or Remote Backup Software	21	6.4%	96
HH Owns Security or Anti-Virus Software	79	24.2%	95
HH Owns Spreadsheet Software	80	24.5%	88
HH Owns Touch Screen Monitor	47	14.4%	114
HH Owns Utility Software	16	4.9%	91
HH Owns Web Authoring Software	4	1.2%	75
HH Owns Word Processing Software	125	38.3%	100
HH Owns CD Player	59	18.1%	101
HH Owns Portable GPS Device	71	21.8%	105
HH Owns Ear Buds Headphones	182	55.8%	103
HH Owns Bluetooth or Wireless Headphones	140	42.9%	99
HH Owns Noise Reduction Headphones	72	22.1%	106
HH Owns Headphones w/Microphone	80	24.5%	104
HH Owns Home Theater or Entertainment System	58	17.8%	108
HH Owns 1 TV	50	15.3%	84
HH Owns 2 TVs	96	29.4%	104
HH Owns 3 TVs	69	21.2%	92
HH Owns 4+ TVs	85	26.1%	116
HH Owns LCD TV	91	27.9%	107
HH Owns LED TV	154	47.2%	102
HH Owns OLED TV	21	6.4%	102
HH Owns Plasma TV	32	9.8%	90
HH Owns HDTV	125	38.3%	95
HH Owns 4K Ultra HDTV	97	29.8%	107
HH Owns Internet Connectable TV	148	45.4%	105
HH Owns <27 in Screen TV (Small)	36	11.0%	85
HH Owns 27-35 in Screen TV (Medium)	87	26.7%	91
HH Owns 36-42 in Screen TV (Large)	112	34.4%	101
HH Owns 43-54 in Screen TV (XL)	126	38.7%	108
HH Owns 55-69 in Screen TV (XXL)	136	41.7%	111
HH Owns 70 in+ Screen TV (XXXL)	31	9.5%	126
HH Most Recent TV Purchase: <27 in (Small)	13	4.0%	84
HH Most Recent TV Purchase: 27-35 in (Medium)	31	9.5%	75
HH Most Recent TV Purchase: 36-42 in (Large)	53	16.3%	96
HH Most Recent TV Purchase: 43-54 in (XL)	68	20.9%	105
HH Most Recent TV Purchase: 55-69 in (XXL)	102	31.3%	110
HH Most Recent TV Purchase: 70+ in (XXXL)	25	7.7%	131
HH Owns Internet Video Device for TV	183	56.1%	107
HH Owns Amazon Fire Internet Device for TV	94	28.8%	110
HH Owns Apple TV Internet Device for TV	30	9.2%	95
HH Owns Google Chromecast Intrnt Device for TV	26	8.0%	101
HH Owns Roku Internet Device for TV	90	27.6%	108
HH Owns Handheld Video Game System	66	20.2%	118
HH Owns Video Game System Attached to TV/Comp	151	46.3%	112
HH Owns Nintendo DS/2DS/3DS Video Game System	28	8.6%	129

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July 25, 2023



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Product/Consumer Behavior	Expected Number of Adults or	Percent	MPI
HH Owns Nintendo Switch Video Game System	54	16.6%	114
HH Owns Nintendo Wii/Wii U Video Game System	35	10.7%	112
HH Owns PlayStation 2/3 Video Game System	29	8.9%	108
HH Owns PlayStation 4 Video Game System	68	20.9%	122
HH Owns Xbox 360 Video Game System	36	11.0%	115
HH Owns Xbox One Video Game System	50	15.3%	118
HH Purchased Video Game System/12 Mo	24	7.4%	92
HH Purchased 1 Video Game/12 Mo	10	3.1%	132
HH Purchased 2 Video Games/12 Mo	11	3.4%	109
HH Purchased 3 Video Games/12 Mo	10	3.1%	130
HH Purchased 4 Video Games/12 Mo	6	1.8%	95
HH Purchased 5+ Video Games/12 Mo	22	6.7%	110
HH Spent \$1-100 on Video Games/12 Mo	35	10.7%	121
HH Spent \$101-200 on Video Games/12 Mo	17	5.2%	106
HH Spent \$201+ on Video Games/12 Mo	12	3.7%	99
HH Purchased Video Game from Disc Dept Store/12 Mo	10	3.1%	125
HH Purchased Video Game from Electronics Store/12 Mo	13	4.0%	124
HH Purchased Video Games from Game Console/12 Mo	19	5.8%	114
HH Purchased Video Game from GameStop/12 Mo	24	7.4%	112
HH Purchased Video Game from Steam/12 Mo	8	2.5%	98
HH Purchased Video Game from Oth Online/12 Mo	29	8.9%	116
HH Purchased Video Game System/Disc Dept Store/12 Mo	5	1.5%	117
HH Purchased Video Game System/Electr Store/12 Mo	6	1.8%	101
HH Purchased Video Game System/GameStop/12 Mo	7	2.1%	112
HH Purchased Video Game System/Other Online/12 Mo	11	3.4%	115
Have Internet Access at Home	562	96.2%	100
Broadband/High Speed Internet Connection at Home	540	92.5%	99
Cable Modem Internet Connection at Home	245	42.0%	99
DSL Internet Connection at Home	79	13.5%	131
Fiber Optic Internet Connection at Home	77	13.2%	76
Satellite Service Internet Connection at Home	30	5.1%	147
Spend <0.5 Hrs Online (Excluding Email) Daily	25	4.3%	93
Spend 0.5-0.9 Hrs Online (Excluding Email) Daily	45	7.7%	100
Spend 1-1.9 Hrs Online (Excluding Email) Daily	95	16.3%	96
Spend 2-4.9 Hrs Online (Excluding Email) Daily	186	31.8%	104
Spend 5-9.9 Hrs Online (Excluding Email) Daily	128	21.9%	97
Spend 10+ Hrs Online (Excluding Email) Daily	62	10.6%	95
Used Internet/30 Days	563	96.4%	99
Used Internet at Home/30 Days	546	93.5%	100
Used Internet at Work/30 Days	235	40.2%	108
Used Internet at School or Library/30 Days	29	5.0%	74
Used Internet Not Home/Work/School/Library/30 Days	203	34.8%	99
Used Computer to Access Internet/30 Days	467	80.0%	101
Used Cell Phone to Access Internet/30 Days	507	86.8%	102
Used Tablet to Access Internet/30 Days	208	35.6%	96
Used Vid Game Console to Access Internet/30 Days	72	12.3%	121
Used TV to Access Internet/30 Days	165	28.3%	103
Used Internet for Email/30 Days	495	84.8%	100
Used Internet for IM/30 Days	467	80.0%	99
Used Internet for Phone Call/30 Days	210	36.0%	99
Used Internet for Video Chat/30 Days	198	33.9%	94

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Product/Consumer Behavior	Expected Number of Adults or	Percent	MPI
Used Internet for Personal Purchase/30 Days	427	73.1%	101
Used Internet for Business Purchase/30 Days	81	13.9%	105
Used Internet for Latest News/30 Days	294	50.3%	96
Used Internet for Sports News or Info/30 Days	155	26.5%	97
Used Internet for Financial Info/30 Days	186	31.8%	102
Used Internet for Medical Info/30 Days	186	31.8%	98
Used Internet for Movie Listings/Times/30 Days	62	10.6%	99
Used Internet for Parenting Info/30 Days	32	5.5%	125
Used Internet for Real Estate Info/30 Days	84	14.4%	94
Used Internet for Recipes/30 Days	322	55.1%	104
Used Internet to Add Video to Website/30 Days	46	7.9%	109
Used Internet to Download Movie/30 Days	32	5.5%	91
Used Internet to Download Music/30 Days	93	15.9%	103
Used Internet to Download TV Program/30 Days	17	2.9%	92
Used Internet to Download Video Game/30 Days	85	14.6%	107
Used Internet to Look for Employment/30 Days	66	11.3%	88
Used Internet for Online Dating/30 Days	13	2.2%	65
Used Internet to Pay Bills/30 Days	369	63.2%	101
Used Internet to Play Games/30 Days	222	38.0%	102
Used Internet to Research Vehicle Purch/30 Days	67	11.5%	115
Used Internet to Send Greeting Card/30 Days	16	2.7%	61
Used Internet to Share Photos on Website/30 Days	174	29.8%	109
Used Internet to Take Online Class/30 Days	62	10.6%	83
Used Internet to Trade/Track Investments/30 Days	103	17.6%	94
Used Internet for Travel Plans/30 Days	106	18.2%	102
Used Internet to Visit Blogs/30 Days	57	9.8%	84
Used Internet to Write Blogs/30 Days	8	1.4%	110
Used Internet to Visit Chat Room/30 Days	36	6.2%	103
Used Internet to Watch Movie/30 Days	192	32.9%	96
Used Internet to Watch TV Program/30 Days	137	23.5%	106
Used Nintendo Switch Online Gaming Svc/30 Days	25	4.3%	108
Used PlayStation Network Gaming Svc/30 Days	47	8.0%	116
Used Xbox Network Gaming Svc/30 Days	39	6.7%	110
Played Massive Multi-Player Online Game/30 Days	28	4.8%	147
Used Spanish Language Website or App/30 Days	17	2.9%	61
Social Media: Used Facebook/30 Days	397	68.0%	106
Social Media: Used Instagram/30 Days	214	36.6%	98
Social Media: Used LinkedIn/30 Days	68	11.6%	82
Social Media: Used Reddit/30 Days	53	9.1%	88
Social Media: Used Shutterfly/30 Days	15	2.6%	99
Social Media: Used Snapchat/30 Days	123	21.1%	102
Social Media: Used TikTok/30 Days	106	18.2%	100
Social Media: Used Tumblr/30 Days	10	1.7%	90
Social Media: Used Twitch/30 Days	22	3.8%	95
Social Media: Used Twitter/30 Days	90	15.4%	86
Social Media: Used Yelp/30 Days	18	3.1%	52
Social Media: Used YouTube/30 Days	287	49.1%	92
Social Media: Used Pinterest/30 Days	111	19.0%	100

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Product/Consumer Behavior	Expected Number of Adults or	Percent	MPI
Social Media: Applied Filter to Picture/30 Days	66	11.3%	109
Social Media: Clicked on Ad/30 Days	92	15.8%	106
Social Media: Commented on Friend's Post/30 Days	269	46.1%	109
Social Media: Communicated Via IM/30 Days	154	26.4%	108
Social Media: Followed/Became Fan/30 Days	148	25.3%	108
Social Media: Invited People to Event/30 Days	25	4.3%	102
Social Media: Liked Something/30 Days	222	38.0%	109
Social Media: Played Game/30 Days	96	16.4%	96
Social Media: Posted Blog/30 Days	8	1.4%	84
Social Media: Posted/Shared Video/30 Days	93	15.9%	97
Social Media: Posted Picture/30 Days	254	43.5%	109
Social Media: Posted Update/30 Days	173	29.6%	119
Social Media: Posted Website Link/30 Days	66	11.3%	121
Social Media: Posted/Shared My Location/30 Days	29	5.0%	99
Social Media: Rated Product or Service/30 Days	53	9.1%	118
Social Media: Saw Friend's Profile/30 Days	261	44.7%	103
Social Media: Sent Email/Text Message/30 Days	269	46.1%	101
Social Media: Sent Real/Virtual Gift/30 Days	13	2.2%	103
Social Media: Updated My Profile/30 Days	103	17.6%	106
Social Media: Watched Video/30 Days	260	44.5%	100
IM/Video Chat: Used Facebook Messenger/30 Days	310	53.1%	110
IM/Video Chat: Used FaceTime/30 Days	179	30.7%	98
IM/Video Chat: Used Google Duo/30 Days	48	8.2%	145
IM/Video Chat: Used Google Hangouts/30 Days	14	2.4%	67
IM/Video Chat: Used Google Meet/30 Days	33	5.7%	110
IM/Video Chat: Used Microsoft Teams/30 Days	60	10.3%	95
IM/Video Chat: Used Skype/30 Days	31	5.3%	96
IM/Video Chat: Used Slack/30 Days	9	1.5%	51
IM/Video Chat: Used Snapchat/30 Days	89	15.2%	106
IM/Video Chat: Used WhatsApp/30 Days	65	11.1%	65
IM/Video Chat: Used Zoom/30 Days	161	27.6%	83
Social Media: Follow Friends/Family Very Important	139	23.8%	103
Social Media: Meet New Friends Very Important	39	6.7%	105
Social Media: Keep in Touch Very Important	262	44.9%	105
Social Media: Reconnect w/People Very Important	102	17.5%	103
Social Media: Ntwrk w/Prof Contacts Very Important	41	7.0%	109
Social Media: Find Mutual Interests Very Important	41	7.0%	115
Social Media: Learn About Prods/Svcs Very Important	35	6.0%	102
Social Media: Rate/Review Prods/Svcs Very Important	27	4.6%	100
Social Media: Find Local Info Very Important	73	12.5%	112
Social Media: Find TV/Movie Info Very Important	40	6.8%	100
Social Media: Access to VIP Events Very Important	19	3.3%	91
Social Media: Get Exclusive Offers Very Important	31	5.3%	86
Social Media: Play Games Very Important	42	7.2%	110
Social Media: Support Fav Co/Brands Very Important	21	3.6%	88
Social Media: Track News/Events Very Important	73	12.5%	105
Used Bing Website or Search Engine/30 Days	63	10.8%	114
Used Google Website or Search Engine/30 Days	499	85.4%	99
Used Yahoo Website or Search Engine/30 Days	96	16.4%	100

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Used Indeed Job/Careers Website or App/30 Days	79	13.5%	100
Used Zillow Website or App/30 Days	116	19.9%	99
Used BuzzFeed Entertainment Website/App/30 Days	28	4.8%	85
Used Fandango Entertainment Website/App/30 Days	5	0.9%	71
Used ABC News Website or App/30 Days	42	7.2%	84
Used BBC News Website or App/30 Days	29	5.0%	83
Used CBS News Website or App/30 Days	36	6.2%	103
Used CNN Website or App/30 Days	90	15.4%	89
Used Fox News Website or App/30 Days	100	17.1%	115
Used HuffPost News Website or App/30 Days	23	3.9%	76
Used NBC News Website or App/30 Days	31	5.3%	82
Used Yahoo! News Website or App/30 Days	43	7.4%	87
Used ESPN Sports Website or App/30 Days	91	15.6%	100
Used Fox Sports Website or App/30 Days	41	7.0%	124
Used MLB Sports Website or App/30 Days	20	3.4%	97
Used NBA Sports Website or App/30 Days	8	1.4%	40
Used NFL Sports Website or App/30 Days	41	7.0%	103
Used PBS Website or App/30 Days	9	1.5%	51
Used Telemundo Website or App/30 Days	9	1.5%	60
Social Media: Follow Actors/Comedians	150	25.7%	100
Social Media: Follow Artists/Photographers	112	19.2%	108
Social Media: Follow Charitable Groups	112	19.2%	119
Social Media: Follow Chefs/Restaurants	129	22.1%	108
Social Media: Follow Companies/Brands	147	25.2%	109
Social Media: Follow Gamers	40	6.8%	92
Social Media: Follow Hobby-Related Groups	193	33.0%	112
Social Media: Follow Local Groups	163	27.9%	113
Social Media: Follow Magazines	57	9.8%	102
Social Media: Follow Medical/Ailment Groups	53	9.1%	115
Social Media: Follow Music Groups	162	27.7%	110
Social Media: Follow Newspapers	82	14.0%	106
Social Media: Follow Oth Celebrities	87	14.9%	98
Social Media: Follow Political Groups	85	14.6%	96
Social Media: Follow Politicians	76	13.0%	87
Social Media: Follow Religious Groups	109	18.7%	122
Social Media: Follow School Groups	120	20.5%	114
Social Media: Follow Sports/Athletes	118	20.2%	96
Social Media: Follow Travel-Related Groups	87	14.9%	106
Social Media: Follow TV Programs/Networks	127	21.7%	105

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