

<b>Demographic Summary</b>		<b>2023</b>	<b>2028</b>	
Population		412	403	
Population 18+		207	202	
Households		105	104	
Median Household Income		\$45,276	\$53,103	
<b>Product/Consumer Behavior</b>		<b>Expected Number of Adults or</b>	<b>Percent</b>	<b>MPI</b>
Own Tablet		106	51.2%	87
Own E-Reader		16	7.7%	54
Own E-Reader/Tablet: Amazon Fire		23	11.1%	78
Own E-Reader/Tablet: Amazon Kindle		32	15.5%	66
Own E-Reader/Tablet: Apple iPad		53	25.6%	69
Own E-Reader/Tablet: Barnes & Noble Nook		3	1.4%	65
Own E-Reader/Tablet: Microsoft Surface		6	2.9%	101
Own E-Reader/Tablet: Samsung Galaxy Tab		25	12.1%	108
Own Portable MP3 Player		19	9.2%	82
Own Apple Watch Wearable Technology		44	21.3%	129
Own Fitbit Wearable Technology		19	9.2%	60
Own Garmin Wearable Technology		2	1.0%	29
Own Digital Camcorder		13	6.3%	77
Own Digital Point and Shoot Camera/Camcorder		13	6.3%	57
Own Digital SLR Camera or Camcorder		14	6.8%	63
Own 35mm Camera or Camcorder		13	6.3%	88
Own Telephoto/Zoom Lens for Camera		8	3.9%	60
Own Wide Angle Lens for Camera		8	3.9%	80
Own Selfie Stick for Camera or Phone		9	4.3%	66
Printed Digital Photos/12 Mo		44	21.3%	79
Use Computer at Work		58	28.0%	65
Use Desktop Computer at Work		25	12.1%	62
Use Laptop or Notebook Computer at Work		28	13.5%	56
HH Owns Computer		73	69.5%	81
HH Purchased Most Recent Home Computer/12 Mo		13	12.4%	87
HH Owns Desktop Computer		31	29.5%	74
HH Owns Laptop or Notebook		60	57.1%	81
HH Has Child (<18 Yrs) Using Home Computer		17	16.2%	138
HH Owns Apple/Mac Brand Computer		20	19.0%	79
HH Owns PC/Non-Apple Brand Computer		60	57.1%	81
HH Purchased 1-2 Yrs Ago Most Recent Computer		17	16.2%	85
HH Purchased 3-4 Yrs Ago Most Recent Computer		14	13.3%	69
HH Purchased 5+ Yrs Ago Most Recent Computer		11	10.5%	59
HH Purchased Most Recent Home Computer at Store		34	32.4%	83
HH Purchased Most Recent Home Computer Online		20	19.0%	69
HH Spent \$1-499 on Most Recent Home Computer		18	17.1%	108
HH Spent \$500-999 on Most Recent Home Computer		13	12.4%	61
HH Spent \$1K-1499 on Most Recent Home Computer		8	7.6%	63
HH Spent \$1500-1999 on Most Recent Home Computer		2	1.9%	41
HH Spent \$2K+ on Most Recent Home Computer		4	3.8%	71
HH Owns Webcam		22	21.0%	80
HH Owns Wireless Router		21	20.0%	56
HH Owns All-In-One Printer (Print Copy Scan)		49	46.7%	78
HH Owns Accounting Software		4	3.8%	58

**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 Number of Adults or	Percent	MPI
HH Owns Communications or Fax Software	3	2.9%	71
HH Owns Database or Filing Software	4	3.8%	71
HH Owns Desktop Publishing Software	3	2.9%	40
HH Owns Education or Training Software	9	8.6%	94
HH Owns Entertainment or Games Software	19	18.1%	75
HH Owns Personal Finance or Tax Prep Software	9	8.6%	54
HH Owns Presentation Graphics Software	5	4.8%	74
HH Owns Multimedia Software	7	6.7%	67
HH Owns Networking Software	8	7.6%	78
HH Owns Online Mtg or Conference Software	11	10.5%	61
HH Owns Online or Remote Backup Software	4	3.8%	57
HH Owns Security or Anti-Virus Software	17	16.2%	63
HH Owns Spreadsheet Software	17	16.2%	58
HH Owns Touch Screen Monitor	11	10.5%	83
HH Owns Utility Software	4	3.8%	71
HH Owns Web Authoring Software	2	1.9%	117
HH Owns Word Processing Software	26	24.8%	65
HH Owns CD Player	16	15.2%	85
HH Owns Portable GPS Device	12	11.4%	55
HH Owns Ear Buds Headphones	52	49.5%	92
HH Owns Bluetooth or Wireless Headphones	44	41.9%	97
HH Owns Noise Reduction Headphones	17	16.2%	77
HH Owns Headphones w/Microphone	22	21.0%	89
HH Owns Home Theater or Entertainment System	20	19.0%	115
HH Owns 1 TV	17	16.2%	89
HH Owns 2 TVs	30	28.6%	101
HH Owns 3 TVs	27	25.7%	112
HH Owns 4+ TVs	20	19.0%	85
HH Owns LCD TV	23	21.9%	84
HH Owns LED TV	44	41.9%	91
HH Owns OLED TV	5	4.8%	75
HH Owns Plasma TV	18	17.1%	157
HH Owns HDTV	34	32.4%	80
HH Owns 4K Ultra HDTV	32	30.5%	110
HH Owns Internet Connectable TV	41	39.0%	91
HH Owns <27 in Screen TV (Small)	10	9.5%	73
HH Owns 27-35 in Screen TV (Medium)	31	29.5%	101
HH Owns 36-42 in Screen TV (Large)	31	29.5%	87
HH Owns 43-54 in Screen TV (XL)	32	30.5%	85
HH Owns 55-69 in Screen TV (XXL)	38	36.2%	96
HH Owns 70 in+ Screen TV (XXXL)	8	7.6%	101
HH Most Recent TV Purchase: <27 in (Small)	5	4.8%	100
HH Most Recent TV Purchase: 27-35 in (Medium)	15	14.3%	112
HH Most Recent TV Purchase: 36-42 in (Large)	18	17.1%	102
HH Most Recent TV Purchase: 43-54 in (XL)	17	16.2%	82
HH Most Recent TV Purchase: 55-69 in (XXL)	27	25.7%	91
HH Most Recent TV Purchase: 70+ in (XXXL)	7	6.7%	114
HH Owns Internet Video Device for TV	46	43.8%	83
HH Owns Amazon Fire Internet Device for TV	21	20.0%	76
HH Owns Apple TV Internet Device for TV	8	7.6%	78
HH Owns Google Chromecast Intrnt Device for TV	8	7.6%	97
HH Owns Roku Internet Device for TV	26	24.8%	96
HH Owns Handheld Video Game System	22	21.0%	122
HH Owns Video Game System Attached to TV/Comp	53	50.5%	122
HH Owns Nintendo DS/2DS/3DS Video Game System	10	9.5%	143

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Product/Consumer Behavior	Expected Number of Adults or	Percent	MPI
HH Owns Nintendo Switch Video Game System	17	16.2%	111
HH Owns Nintendo Wii/Wii U Video Game System	7	6.7%	69
HH Owns PlayStation 2/3 Video Game System	7	6.7%	81
HH Owns PlayStation 4 Video Game System	24	22.9%	134
HH Owns Xbox 360 Video Game System	11	10.5%	109
HH Owns Xbox One Video Game System	19	18.1%	139
HH Purchased Video Game System/12 Mo	12	11.4%	143
HH Purchased 1 Video Game/12 Mo	4	3.8%	164
HH Purchased 2 Video Games/12 Mo	3	2.9%	93
HH Purchased 3 Video Games/12 Mo	3	2.9%	121
HH Purchased 4 Video Games/12 Mo	2	1.9%	98
HH Purchased 5+ Video Games/12 Mo	7	6.7%	108
HH Spent \$1-100 on Video Games/12 Mo	10	9.5%	107
HH Spent \$101-200 on Video Games/12 Mo	5	4.8%	97
HH Spent \$201+ on Video Games/12 Mo	6	5.7%	154
HH Purchased Video Game from Disc Dept Store/12 Mo	3	2.9%	116
HH Purchased Video Game from Electronics Store/12 Mo	4	3.8%	119
HH Purchased Video Games from Game Console/12 Mo	5	4.8%	93
HH Purchased Video Game from GameStop/12 Mo	8	7.6%	116
HH Purchased Video Game from Steam/12 Mo	2	1.9%	76
HH Purchased Video Game from Oth Online/12 Mo	9	8.6%	111
HH Purchased Video Game System/Disc Dept Store/12 Mo	1	1.0%	72
HH Purchased Video Game System/Electr Store/12 Mo	4	3.8%	208
HH Purchased Video Game System/GameStop/12 Mo	2	1.9%	99
HH Purchased Video Game System/Other Online/12 Mo	3	2.9%	98
Have Internet Access at Home	194	93.7%	97
Broadband/High Speed Internet Connection at Home	184	88.9%	96
Cable Modem Internet Connection at Home	78	37.7%	89
DSL Internet Connection at Home	14	6.8%	65
Fiber Optic Internet Connection at Home	25	12.1%	69
Satellite Service Internet Connection at Home	11	5.3%	152
Spend <0.5 Hrs Online (Excluding Email) Daily	6	2.9%	63
Spend 0.5-0.9 Hrs Online (Excluding Email) Daily	14	6.8%	87
Spend 1-1.9 Hrs Online (Excluding Email) Daily	27	13.0%	77
Spend 2-4.9 Hrs Online (Excluding Email) Daily	62	30.0%	98
Spend 5-9.9 Hrs Online (Excluding Email) Daily	54	26.1%	116
Spend 10+ Hrs Online (Excluding Email) Daily	23	11.1%	99
Used Internet/30 Days	196	94.7%	98
Used Internet at Home/30 Days	178	86.0%	92
Used Internet at Work/30 Days	55	26.6%	71
Used Internet at School or Library/30 Days	18	8.7%	130
Used Internet Not Home/Work/School/Library/30 Days	47	22.7%	65
Used Computer to Access Internet/30 Days	123	59.4%	75
Used Cell Phone to Access Internet/30 Days	173	83.6%	98
Used Tablet to Access Internet/30 Days	57	27.5%	75
Used Vid Game Console to Access Internet/30 Days	22	10.6%	104
Used TV to Access Internet/30 Days	65	31.4%	115
Used Internet for Email/30 Days	147	71.0%	84
Used Internet for IM/30 Days	164	79.2%	98
Used Internet for Phone Call/30 Days	78	37.7%	104
Used Internet for Video Chat/30 Days	69	33.3%	92

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Used Internet for Personal Purchase/30 Days	111	53.6%	74
Used Internet for Business Purchase/30 Days	17	8.2%	62
Used Internet for Latest News/30 Days	64	30.9%	59
Used Internet for Sports News or Info/30 Days	33	15.9%	58
Used Internet for Financial Info/30 Days	30	14.5%	46
Used Internet for Medical Info/30 Days	39	18.8%	58
Used Internet for Movie Listings/Times/30 Days	22	10.6%	100
Used Internet for Parenting Info/30 Days	7	3.4%	77
Used Internet for Real Estate Info/30 Days	16	7.7%	51
Used Internet for Recipes/30 Days	90	43.5%	82
Used Internet to Add Video to Website/30 Days	15	7.2%	100
Used Internet to Download Movie/30 Days	12	5.8%	96
Used Internet to Download Music/30 Days	25	12.1%	78
Used Internet to Download TV Program/30 Days	7	3.4%	107
Used Internet to Download Video Game/30 Days	37	17.9%	131
Used Internet to Look for Employment/30 Days	21	10.1%	79
Used Internet for Online Dating/30 Days	10	4.8%	141
Used Internet to Pay Bills/30 Days	103	49.8%	79
Used Internet to Play Games/30 Days	66	31.9%	86
Used Internet to Research Vehicle Purch/30 Days	20	9.7%	97
Used Internet to Send Greeting Card/30 Days	7	3.4%	75
Used Internet to Share Photos on Website/30 Days	43	20.8%	76
Used Internet to Take Online Class/30 Days	21	10.1%	79
Used Internet to Trade/Track Investments/30 Days	12	5.8%	31
Used Internet for Travel Plans/30 Days	15	7.2%	41
Used Internet to Visit Blogs/30 Days	16	7.7%	67
Used Internet to Write Blogs/30 Days	2	1.0%	78
Used Internet to Visit Chat Room/30 Days	15	7.2%	121
Used Internet to Watch Movie/30 Days	69	33.3%	98
Used Internet to Watch TV Program/30 Days	36	17.4%	78
Used Nintendo Switch Online Gaming Svc/30 Days	10	4.8%	122
Used PlayStation Network Gaming Svc/30 Days	25	12.1%	175
Used Xbox Network Gaming Svc/30 Days	17	8.2%	135
Played Massive Multi-Player Online Game/30 Days	9	4.3%	134
Used Spanish Language Website or App/30 Days	42	20.3%	427
Social Media: Used Facebook/30 Days	127	61.4%	95
Social Media: Used Instagram/30 Days	81	39.1%	104
Social Media: Used LinkedIn/30 Days	8	3.9%	27
Social Media: Used Reddit/30 Days	13	6.3%	61
Social Media: Used Shutterfly/30 Days	3	1.4%	56
Social Media: Used Snapchat/30 Days	53	25.6%	124
Social Media: Used TikTok/30 Days	56	27.1%	149
Social Media: Used Tumblr/30 Days	4	1.9%	102
Social Media: Used Twitch/30 Days	10	4.8%	122
Social Media: Used Twitter/30 Days	35	16.9%	95
Social Media: Used Yelp/30 Days	5	2.4%	41
Social Media: Used YouTube/30 Days	110	53.1%	99
Social Media: Used Pinterest/30 Days	30	14.5%	77

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# Electronics and Internet Market Potential

Kaibab

Prepared by Esri

Product/Consumer Behavior	Expected Number of Adults or	Percent	MPI
Social Media: Applied Filter to Picture/30 Days	26	12.6%	121
Social Media: Clicked on Ad/30 Days	21	10.1%	68
Social Media: Commented on Friend's Post/30 Days	69	33.3%	79
Social Media: Communicated Via IM/30 Days	35	16.9%	69
Social Media: Followed/Became Fan/30 Days	42	20.3%	86
Social Media: Invited People to Event/30 Days	7	3.4%	80
Social Media: Liked Something/30 Days	56	27.1%	77
Social Media: Played Game/30 Days	35	16.9%	99
Social Media: Posted Blog/30 Days	4	1.9%	118
Social Media: Posted/Shared Video/30 Days	34	16.4%	100
Social Media: Posted Picture/30 Days	75	36.2%	91
Social Media: Posted Update/30 Days	41	19.8%	79
Social Media: Posted Website Link/30 Days	10	4.8%	52
Social Media: Posted/Shared My Location/30 Days	10	4.8%	96
Social Media: Rated Product or Service/30 Days	14	6.8%	88
Social Media: Saw Friend's Profile/30 Days	66	31.9%	73
Social Media: Sent Email/Text Message/30 Days	73	35.3%	78
Social Media: Sent Real/Virtual Gift/30 Days	4	1.9%	90
Social Media: Updated My Profile/30 Days	39	18.8%	113
Social Media: Watched Video/30 Days	89	43.0%	97
IM/Video Chat: Used Facebook Messenger/30 Days	105	50.7%	105
IM/Video Chat: Used FaceTime/30 Days	57	27.5%	88
IM/Video Chat: Used Google Duo/30 Days	12	5.8%	103
IM/Video Chat: Used Google Hangouts/30 Days	6	2.9%	81
IM/Video Chat: Used Google Meet/30 Days	13	6.3%	122
IM/Video Chat: Used Microsoft Teams/30 Days	13	6.3%	58
IM/Video Chat: Used Skype/30 Days	9	4.3%	78
IM/Video Chat: Used Slack/30 Days	1	0.5%	16
IM/Video Chat: Used Snapchat/30 Days	41	19.8%	138
IM/Video Chat: Used WhatsApp/30 Days	70	33.8%	197
IM/Video Chat: Used Zoom/30 Days	43	20.8%	62
Social Media: Follow Friends/Family Very Important	46	22.2%	96
Social Media: Meet New Friends Very Important	17	8.2%	129
Social Media: Keep in Touch Very Important	94	45.4%	106
Social Media: Reconnect w/People Very Important	38	18.4%	108
Social Media: Ntwrk w/Prof Contacts Very Important	16	7.7%	120
Social Media: Find Mutual Interests Very Important	16	7.7%	127
Social Media: Learn About Prods/Svcs Very Important	17	8.2%	140
Social Media: Rate/Review Prods/Svcs Very Important	17	8.2%	177
Social Media: Find Local Info Very Important	25	12.1%	108
Social Media: Find TV/Movie Info Very Important	20	9.7%	141
Social Media: Access to VIP Events Very Important	9	4.3%	122
Social Media: Get Exclusive Offers Very Important	17	8.2%	132
Social Media: Play Games Very Important	17	8.2%	126
Social Media: Support Fav Co/Brands Very Important	14	6.8%	165
Social Media: Track News/Events Very Important	31	15.0%	126
Used Bing Website or Search Engine/30 Days	13	6.3%	67
Used Google Website or Search Engine/30 Days	168	81.2%	94
Used Yahoo Website or Search Engine/30 Days	28	13.5%	82

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July 26, 2023

Used Indeed Job/Careers Website or App/30 Days	25	12.1%	89
Used Zillow Website or App/30 Days	22	10.6%	53
Used BuzzFeed Entertainment Website/App/30 Days	13	6.3%	111
Used Fandango Entertainment Website/App/30 Days	1	0.5%	40
Used ABC News Website or App/30 Days	13	6.3%	74
Used BBC News Website or App/30 Days	6	2.9%	49
Used CBS News Website or App/30 Days	10	4.8%	81
Used CNN Website or App/30 Days	21	10.1%	58
Used Fox News Website or App/30 Days	18	8.7%	58
Used HuffPost News Website or App/30 Days	5	2.4%	47
Used NBC News Website or App/30 Days	5	2.4%	37
Used Yahoo! News Website or App/30 Days	12	5.8%	68
Used ESPN Sports Website or App/30 Days	18	8.7%	56
Used Fox Sports Website or App/30 Days	10	4.8%	85
Used MLB Sports Website or App/30 Days	5	2.4%	68
Used NBA Sports Website or App/30 Days	5	2.4%	71
Used NFL Sports Website or App/30 Days	10	4.8%	71
Used PBS Website or App/30 Days	4	1.9%	64
Used Telemundo Website or App/30 Days	27	13.0%	509
Social Media: Follow Actors/Comedians	61	29.5%	115
Social Media: Follow Artists/Photographers	41	19.8%	111
Social Media: Follow Charitable Groups	30	14.5%	90
Social Media: Follow Chefs/Restaurants	40	19.3%	94
Social Media: Follow Companies/Brands	47	22.7%	98
Social Media: Follow Gamers	17	8.2%	110
Social Media: Follow Hobby-Related Groups	64	30.9%	105
Social Media: Follow Local Groups	36	17.4%	70
Social Media: Follow Magazines	23	11.1%	116
Social Media: Follow Medical/Ailment Groups	20	9.7%	123
Social Media: Follow Music Groups	58	28.0%	112
Social Media: Follow Newspapers	23	11.1%	84
Social Media: Follow Oth Celebrities	44	21.3%	140
Social Media: Follow Political Groups	23	11.1%	73
Social Media: Follow Politicians	27	13.0%	88
Social Media: Follow Religious Groups	32	15.5%	101
Social Media: Follow School Groups	31	15.0%	83
Social Media: Follow Sports/Athletes	46	22.2%	105
Social Media: Follow Travel-Related Groups	26	12.6%	90
Social Media: Follow TV Programs/Networks	49	23.7%	114

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