



# Electronics and Internet Market Potential

Zuni Pueblo CDP, NM  
 Zuni Pueblo CDP, NM (3586595)  
 Geography: Place

Prepared by Esri

Demographic Summary		2023	2028	
Population		6,093	5,976	
Population 18+		4,496	4,398	
Households		1,605	1,590	
Median Household Income		\$50,068	\$53,717	
Product/Consumer Behavior		Expected Number of Adults or	Percent	MPI
Own Tablet		2,437	54.2%	92
Own E-Reader		481	10.7%	75
Own E-Reader/Tablet: Amazon Fire		714	15.9%	112
Own E-Reader/Tablet: Amazon Kindle		982	21.8%	93
Own E-Reader/Tablet: Apple iPad		1,291	28.7%	77
Own E-Reader/Tablet: Barnes & Noble Nook		71	1.6%	71
Own E-Reader/Tablet: Microsoft Surface		107	2.4%	83
Own E-Reader/Tablet: Samsung Galaxy Tab		552	12.3%	109
Own Portable MP3 Player		510	11.3%	101
Own Apple Watch Wearable Technology		619	13.8%	84
Own Fitbit Wearable Technology		662	14.7%	96
Own Garmin Wearable Technology		103	2.3%	69
Own Digital Camcorder		330	7.3%	91
Own Digital Point and Shoot Camera/Camcorder		380	8.5%	77
Own Digital SLR Camera or Camcorder		460	10.2%	95
Own 35mm Camera or Camcorder		241	5.4%	75
Own Telephoto/Zoom Lens for Camera		272	6.0%	93
Own Wide Angle Lens for Camera		212	4.7%	98
Own Selfie Stick for Camera or Phone		301	6.7%	101
Printed Digital Photos/12 Mo		1,190	26.5%	98
Use Computer at Work		1,522	33.9%	79
Use Desktop Computer at Work		825	18.3%	95
Use Laptop or Notebook Computer at Work		756	16.8%	70
HH Owns Computer		1,278	79.6%	93
HH Purchased Most Recent Home Computer/12 Mo		204	12.7%	90
HH Owns Desktop Computer		569	35.5%	89
HH Owns Laptop or Notebook		1,028	64.0%	91
HH Has Child (<18 Yrs) Using Home Computer		204	12.7%	108
HH Owns Apple/Mac Brand Computer		248	15.5%	64
HH Owns PC/Non-Apple Brand Computer		1,154	71.9%	101
HH Purchased 1-2 Yrs Ago Most Recent Computer		311	19.4%	102
HH Purchased 3-4 Yrs Ago Most Recent Computer		261	16.3%	85
HH Purchased 5+ Yrs Ago Most Recent Computer		270	16.8%	95
HH Purchased Most Recent Home Computer at Store		619	38.6%	99
HH Purchased Most Recent Home Computer Online		402	25.0%	91
HH Spent \$1-499 on Most Recent Home Computer		299	18.6%	118
HH Spent \$500-999 on Most Recent Home Computer		321	20.0%	98
HH Spent \$1K-1499 on Most Recent Home Computer		134	8.3%	69
HH Spent \$1500-1999 on Most Recent Home Computer		58	3.6%	79
HH Spent \$2K+ on Most Recent Home Computer		50	3.1%	58
HH Owns Webcam		403	25.1%	96
HH Owns Wireless Router		450	28.0%	79
HH Owns All-In-One Printer (Print Copy Scan)		912	56.8%	95
HH Owns Accounting Software		72	4.5%	69

**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 or	Percent	MPI
HH Owns Communications or Fax Software	46	2.9%	71
HH Owns Database or Filing Software	80	5.0%	92
HH Owns Desktop Publishing Software	115	7.2%	99
HH Owns Education or Training Software	140	8.7%	95
HH Owns Entertainment or Games Software	393	24.5%	101
HH Owns Personal Finance or Tax Prep Software	226	14.1%	88
HH Owns Presentation Graphics Software	79	4.9%	77
HH Owns Multimedia Software	163	10.2%	102
HH Owns Networking Software	135	8.4%	86
HH Owns Online Mtg or Conference Software	190	11.8%	69
HH Owns Online or Remote Backup Software	95	5.9%	88
HH Owns Security or Anti-Virus Software	331	20.6%	81
HH Owns Spreadsheet Software	345	21.5%	77
HH Owns Touch Screen Monitor	215	13.4%	106
HH Owns Utility Software	78	4.9%	90
HH Owns Web Authoring Software	15	0.9%	57
HH Owns Word Processing Software	505	31.5%	82
HH Owns CD Player	266	16.6%	92
HH Owns Portable GPS Device	349	21.7%	105
HH Owns Ear Buds Headphones	773	48.2%	89
HH Owns Bluetooth or Wireless Headphones	610	38.0%	88
HH Owns Noise Reduction Headphones	238	14.8%	71
HH Owns Headphones w/Microphone	303	18.9%	80
HH Owns Home Theater or Entertainment System	222	13.8%	84
HH Owns 1 TV	208	13.0%	71
HH Owns 2 TVs	419	26.1%	92
HH Owns 3 TVs	366	22.8%	100
HH Owns 4+ TVs	462	28.8%	128
HH Owns LCD TV	388	24.2%	93
HH Owns LED TV	688	42.9%	93
HH Owns OLED TV	73	4.5%	72
HH Owns Plasma TV	153	9.5%	87
HH Owns HDTV	587	36.6%	91
HH Owns 4K Ultra HDTV	409	25.5%	92
HH Owns Internet Connectable TV	691	43.1%	100
HH Owns <27 in Screen TV (Small)	169	10.5%	81
HH Owns 27-35 in Screen TV (Medium)	477	29.7%	102
HH Owns 36-42 in Screen TV (Large)	606	37.8%	111
HH Owns 43-54 in Screen TV (XL)	544	33.9%	95
HH Owns 55-69 in Screen TV (XXL)	622	38.8%	103
HH Owns 70 in+ Screen TV (XXXL)	100	6.2%	83
HH Most Recent TV Purchase: <27 in (Small)	66	4.1%	86
HH Most Recent TV Purchase: 27-35 in (Medium)	208	13.0%	102
HH Most Recent TV Purchase: 36-42 in (Large)	308	19.2%	114
HH Most Recent TV Purchase: 43-54 in (XL)	278	17.3%	88
HH Most Recent TV Purchase: 55-69 in (XXL)	447	27.9%	98
HH Most Recent TV Purchase: 70+ in (XXXL)	80	5.0%	85
HH Owns Internet Video Device for TV	784	48.8%	93
HH Owns Amazon Fire Internet Device for TV	409	25.5%	97
HH Owns Apple TV Internet Device for TV	95	5.9%	61
HH Owns Google Chromecast Intrnt Device for TV	85	5.3%	67
HH Owns Roku Internet Device for TV	453	28.2%	110
HH Owns Handheld Video Game System	235	14.6%	86
HH Owns Video Game System Attached to TV/Comp	723	45.0%	109
HH Owns Nintendo DS/2DS/3DS Video Game System	101	6.3%	94

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Product/Consumer Behavior	Expected Number of Adults or	Percent	MPI
HH Owns Nintendo Switch Video Game System	181	11.3%	78
HH Owns Nintendo Wii/Wii U Video Game System	155	9.7%	101
HH Owns PlayStation 2/3 Video Game System	118	7.4%	90
HH Owns PlayStation 4 Video Game System	342	21.3%	125
HH Owns Xbox 360 Video Game System	173	10.8%	112
HH Owns Xbox One Video Game System	242	15.1%	116
HH Purchased Video Game System/12 Mo	116	7.2%	90
HH Purchased 1 Video Game/12 Mo	23	1.4%	62
HH Purchased 2 Video Games/12 Mo	50	3.1%	101
HH Purchased 3 Video Games/12 Mo	32	2.0%	84
HH Purchased 4 Video Games/12 Mo	25	1.6%	80
HH Purchased 5+ Video Games/12 Mo	97	6.0%	98
HH Spent \$1-100 on Video Games/12 Mo	129	8.0%	90
HH Spent \$101-200 on Video Games/12 Mo	67	4.2%	85
HH Spent \$201+ on Video Games/12 Mo	59	3.7%	99
HH Purchased Video Game from Disc Dept Store/12 Mo	57	3.6%	144
HH Purchased Video Game from Electronics Store/12 Mo	22	1.4%	43
HH Purchased Video Games from Game Console/12 Mo	72	4.5%	88
HH Purchased Video Game from GameStop/12 Mo	117	7.3%	111
HH Purchased Video Game from Steam/12 Mo	27	1.7%	67
HH Purchased Video Game from Oth Online/12 Mo	93	5.8%	75
HH Purchased Video Game System/Disc Dept Store/12 Mo	39	2.4%	185
HH Purchased Video Game System/Electr Store/12 Mo	21	1.3%	71
HH Purchased Video Game System/GameStop/12 Mo	40	2.5%	130
HH Purchased Video Game System/Other Online/12 Mo	36	2.2%	77
Have Internet Access at Home	4,159	92.5%	96
Broadband/High Speed Internet Connection at Home	3,935	87.5%	94
Cable Modem Internet Connection at Home	1,203	26.8%	63
DSL Internet Connection at Home	831	18.5%	179
Fiber Optic Internet Connection at Home	445	9.9%	57
Satellite Service Internet Connection at Home	398	8.9%	253
Spend <0.5 Hrs Online (Excluding Email) Daily	205	4.6%	99
Spend 0.5-0.9 Hrs Online (Excluding Email) Daily	317	7.1%	91
Spend 1-1.9 Hrs Online (Excluding Email) Daily	772	17.2%	101
Spend 2-4.9 Hrs Online (Excluding Email) Daily	1,258	28.0%	91
Spend 5-9.9 Hrs Online (Excluding Email) Daily	1,116	24.8%	110
Spend 10+ Hrs Online (Excluding Email) Daily	455	10.1%	91
Used Internet/30 Days	4,313	95.9%	99
Used Internet at Home/30 Days	3,982	88.6%	95
Used Internet at Work/30 Days	1,532	34.1%	91
Used Internet at School or Library/30 Days	344	7.7%	114
Used Internet Not Home/Work/School/Library/30 Days	1,417	31.5%	90
Used Computer to Access Internet/30 Days	3,110	69.2%	87
Used Cell Phone to Access Internet/30 Days	3,754	83.5%	98
Used Tablet to Access Internet/30 Days	1,373	30.5%	83
Used Vid Game Console to Access Internet/30 Days	466	10.4%	101
Used TV to Access Internet/30 Days	1,093	24.3%	89
Used Internet for Email/30 Days	3,562	79.2%	94
Used Internet for IM/30 Days	3,506	78.0%	96
Used Internet for Phone Call/30 Days	1,491	33.2%	91
Used Internet for Video Chat/30 Days	1,261	28.0%	78

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Product/Consumer Behavior	Expected Number of Adults or	Percent	MPI
Used Internet for Personal Purchase/30 Days	2,998	66.7%	92
Used Internet for Business Purchase/30 Days	517	11.5%	87
Used Internet for Latest News/30 Days	1,884	41.9%	80
Used Internet for Sports News or Info/30 Days	905	20.1%	74
Used Internet for Financial Info/30 Days	1,017	22.6%	72
Used Internet for Medical Info/30 Days	1,166	25.9%	80
Used Internet for Movie Listings/Times/30 Days	446	9.9%	93
Used Internet for Parenting Info/30 Days	93	2.1%	47
Used Internet for Real Estate Info/30 Days	349	7.8%	51
Used Internet for Recipes/30 Days	2,174	48.4%	91
Used Internet to Add Video to Website/30 Days	329	7.3%	101
Used Internet to Download Movie/30 Days	183	4.1%	68
Used Internet to Download Music/30 Days	755	16.8%	109
Used Internet to Download TV Program/30 Days	122	2.7%	86
Used Internet to Download Video Game/30 Days	684	15.2%	111
Used Internet to Look for Employment/30 Days	469	10.4%	82
Used Internet for Online Dating/30 Days	101	2.2%	66
Used Internet to Pay Bills/30 Days	2,510	55.8%	89
Used Internet to Play Games/30 Days	1,832	40.7%	110
Used Internet to Research Vehicle Purch/30 Days	413	9.2%	92
Used Internet to Send Greeting Card/30 Days	145	3.2%	72
Used Internet to Share Photos on Website/30 Days	1,139	25.3%	93
Used Internet to Take Online Class/30 Days	440	9.8%	76
Used Internet to Trade/Track Investments/30 Days	525	11.7%	62
Used Internet for Travel Plans/30 Days	534	11.9%	67
Used Internet to Visit Blogs/30 Days	283	6.3%	54
Used Internet to Write Blogs/30 Days	34	0.8%	61
Used Internet to Visit Chat Room/30 Days	238	5.3%	88
Used Internet to Watch Movie/30 Days	1,173	26.1%	76
Used Internet to Watch TV Program/30 Days	787	17.5%	79
Used Nintendo Switch Online Gaming Svc/30 Days	124	2.8%	69
Used PlayStation Network Gaming Svc/30 Days	281	6.2%	90
Used Xbox Network Gaming Svc/30 Days	265	5.9%	97
Played Massive Multi-Player Online Game/30 Days	198	4.4%	135
Used Spanish Language Website or App/30 Days	119	2.6%	56
Social Media: Used Facebook/30 Days	3,125	69.5%	108
Social Media: Used Instagram/30 Days	1,387	30.8%	82
Social Media: Used LinkedIn/30 Days	265	5.9%	42
Social Media: Used Reddit/30 Days	242	5.4%	52
Social Media: Used Shutterfly/30 Days	129	2.9%	110
Social Media: Used Snapchat/30 Days	1,107	24.6%	120
Social Media: Used TikTok/30 Days	1,079	24.0%	132
Social Media: Used Tumblr/30 Days	82	1.8%	96
Social Media: Used Twitch/30 Days	122	2.7%	68
Social Media: Used Twitter/30 Days	614	13.7%	77
Social Media: Used Yelp/30 Days	83	1.8%	31
Social Media: Used YouTube/30 Days	2,238	49.8%	93
Social Media: Used Pinterest/30 Days	959	21.3%	113

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Product/Consumer Behavior	Expected Number of Adults or	Percent	MPI
Social Media: Applied Filter to Picture/30 Days	469	10.4%	101
Social Media: Clicked on Ad/30 Days	581	12.9%	87
Social Media: Commented on Friend's Post/30 Days	2,117	47.1%	111
Social Media: Communicated Via IM/30 Days	1,059	23.6%	97
Social Media: Followed/Became Fan/30 Days	1,078	24.0%	102
Social Media: Invited People to Event/30 Days	266	5.9%	140
Social Media: Liked Something/30 Days	1,638	36.4%	104
Social Media: Played Game/30 Days	1,038	23.1%	135
Social Media: Posted Blog/30 Days	46	1.0%	62
Social Media: Posted/Shared Video/30 Days	759	16.9%	103
Social Media: Posted Picture/30 Days	2,015	44.8%	112
Social Media: Posted Update/30 Days	1,456	32.4%	130
Social Media: Posted Website Link/30 Days	385	8.6%	92
Social Media: Posted/Shared My Location/30 Days	252	5.6%	111
Social Media: Rated Product or Service/30 Days	341	7.6%	99
Social Media: Saw Friend's Profile/30 Days	1,938	43.1%	99
Social Media: Sent Email/Text Message/30 Days	2,138	47.6%	105
Social Media: Sent Real/Virtual Gift/30 Days	64	1.4%	66
Social Media: Updated My Profile/30 Days	964	21.4%	128
Social Media: Watched Video/30 Days	1,973	43.9%	99
IM/Video Chat: Used Facebook Messenger/30 Days	2,558	56.9%	118
IM/Video Chat: Used FaceTime/30 Days	1,344	29.9%	95
IM/Video Chat: Used Google Duo/30 Days	390	8.7%	153
IM/Video Chat: Used Google Hangouts/30 Days	174	3.9%	108
IM/Video Chat: Used Google Meet/30 Days	149	3.3%	64
IM/Video Chat: Used Microsoft Teams/30 Days	211	4.7%	43
IM/Video Chat: Used Skype/30 Days	101	2.2%	40
IM/Video Chat: Used Slack/30 Days	33	0.7%	24
IM/Video Chat: Used Snapchat/30 Days	731	16.3%	113
IM/Video Chat: Used WhatsApp/30 Days	346	7.7%	45
IM/Video Chat: Used Zoom/30 Days	818	18.2%	55
Social Media: Follow Friends/Family Very Important	991	22.0%	95
Social Media: Meet New Friends Very Important	352	7.8%	123
Social Media: Keep in Touch Very Important	2,087	46.4%	109
Social Media: Reconnect w/People Very Important	773	17.2%	101
Social Media: Ntwrk w/Prof Contacts Very Important	310	6.9%	107
Social Media: Find Mutual Interests Very Important	359	8.0%	131
Social Media: Learn About Prods/Svcs Very Important	363	8.1%	137
Social Media: Rate/Review Prods/Svcs Very Important	304	6.8%	146
Social Media: Find Local Info Very Important	602	13.4%	119
Social Media: Find TV/Movie Info Very Important	417	9.3%	136
Social Media: Access to VIP Events Very Important	253	5.6%	158
Social Media: Get Exclusive Offers Very Important	345	7.7%	124
Social Media: Play Games Very Important	331	7.4%	113
Social Media: Support Fav Co/Brands Very Important	230	5.1%	125
Social Media: Track News/Events Very Important	601	13.4%	113
Used Bing Website or Search Engine/30 Days	431	9.6%	102
Used Google Website or Search Engine/30 Days	3,744	83.3%	97
Used Yahoo Website or Search Engine/30 Days	963	21.4%	130

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Used Indeed Job/Careers Website or App/30 Days	596	13.3%	98
Used Zillow Website or App/30 Days	492	10.9%	55
Used BuzzFeed Entertainment Website/App/30 Days	150	3.3%	59
Used Fandango Entertainment Website/App/30 Days	35	0.8%	65
Used ABC News Website or App/30 Days	374	8.3%	98
Used BBC News Website or App/30 Days	106	2.4%	39
Used CBS News Website or App/30 Days	269	6.0%	100
Used CNN Website or App/30 Days	427	9.5%	55
Used Fox News Website or App/30 Days	663	14.7%	99
Used HuffPost News Website or App/30 Days	124	2.8%	53
Used NBC News Website or App/30 Days	255	5.7%	87
Used Yahoo! News Website or App/30 Days	370	8.2%	97
Used ESPN Sports Website or App/30 Days	631	14.0%	90
Used Fox Sports Website or App/30 Days	173	3.8%	68
Used MLB Sports Website or App/30 Days	83	1.8%	52
Used NBA Sports Website or App/30 Days	170	3.8%	112
Used NFL Sports Website or App/30 Days	218	4.8%	71
Used PBS Website or App/30 Days	123	2.7%	90
Used Telemundo Website or App/30 Days	63	1.4%	55
Social Media: Follow Actors/Comedians	941	20.9%	82
Social Media: Follow Artists/Photographers	566	12.6%	71
Social Media: Follow Charitable Groups	609	13.5%	84
Social Media: Follow Chefs/Restaurants	790	17.6%	86
Social Media: Follow Companies/Brands	769	17.1%	74
Social Media: Follow Gamers	303	6.7%	90
Social Media: Follow Hobby-Related Groups	1,194	26.6%	90
Social Media: Follow Local Groups	1,062	23.6%	96
Social Media: Follow Magazines	280	6.2%	65
Social Media: Follow Medical/Ailment Groups	429	9.5%	121
Social Media: Follow Music Groups	1,067	23.7%	94
Social Media: Follow Newspapers	509	11.3%	85
Social Media: Follow Oth Celebrities	610	13.6%	89
Social Media: Follow Political Groups	620	13.8%	91
Social Media: Follow Politicians	651	14.5%	97
Social Media: Follow Religious Groups	924	20.6%	134
Social Media: Follow School Groups	835	18.6%	103
Social Media: Follow Sports/Athletes	821	18.3%	86
Social Media: Follow Travel-Related Groups	478	10.6%	76
Social Media: Follow TV Programs/Networks	963	21.4%	103

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