

| <b>Demographic Summary</b>                       |  | <b>2022</b>                                 | <b>2027</b>    |            |
|--|--|---|----------------|------------|
| Population                                       |  | 2,165                                       | 2,132          |            |
| Population 18+                                   |  | 1,518                                       | 1,490          |            |
| Households                                       |  | 709   | 698            |            |
| Median Household Income                          |  | \$40,589                                    | \$44,289       |            |
| <b>Product/Consumer Behavior</b>                 |  | <b>Expected<br/>Number of Adults or HHs</b> | <b>Percent</b> | <b>MPI</b> |
| Own any tablet                                   |  | 737   | 48.6%          | 86         |
| Own any e-reader                                 |  | 118   | 7.8%           | 64         |
| Own e-reader/tablet: Amazon Kindle               |  | 259   | 17.1%          | 80         |
| Own e-reader/tablet: iPad                        |  | 370   | 24.4%          | 70         |
| Own e-reader/tablet: Samsung Galaxy/Galaxy Note  |  | 144   | 9.5%           | 93         |
| Own any portable MP3 player                      |  | 185   | 12.2%          | 89         |
| Own wearable tech: Apple Watch                   |  | 128   | 8.4%           | 67         |
| Own wearable tech: Fitbit                        |  | 152   | 10.0%          | 71         |
| Own Garmin wearable technology                   |  | 30  | 2.0%           | 71         |
| Own digital camcorder                            |  | 94  | 6.2%           | 82         |
| Own digital point & shoot camera or camcorder    |  | 92  | 6.1%           | 62         |
| Own digital SLR camera or camcorder              |  | 100   | 6.6%           | 67         |
| Own 35mm camera or camcorder                     |  | 63  | 4.2%           | 69         |
| Own telephoto or zoom lens                       |  | 47  | 3.1%           | 57         |
| Own wide-angle lens                              |  | 41  | 2.7%           | 62         |
| Own a selfie stick                               |  | 56  | 3.7%           | 65         |
| Printed digital photos in last 12 months         |  | 280   | 18.4%          | 73         |
| Use a computer at work                           |  | 471   | 31.0%          | 72         |
| Use desktop computer at work                     |  | 250   | 16.5%          | 81         |
| Use laptop or notebook at work                   |  | 210   | 13.8%          | 61         |
| HH owns a computer                               |  | 497   | 70.1%          | 86         |
| HH purchased computer in last 12 months          |  | 88  | 12.4%          | 97         |
| HH owns desktop computer                         |  | 212   | 29.9%          | 79         |
| HH owns laptop or notebook                       |  | 395   | 55.7%          | 85         |
| HH with child (under 18 yrs) using home computer |  | 94  | 13.3%          | 110        |
| HH owns any Apple/Mac brand computer             |  | 83  | 11.7%          | 52         |
| HH owns any PC/non-Apple brand computer          |  | 451   | 63.6%          | 96         |

**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 2022 and 2027.

| Product/Consumer Behavior                           | Expected                |         | MPI |
|---|-------------------------|---------|-----|
|   | Number of Adults or HHs | Percent |     |
| HH purchased most recent computer 1-2 years ago     | 103                     | 14.5%   | 85  |
| HH purchased most recent computer 3-4 years ago     | 109                     | 15.4%   | 87  |
| HH purchased most recent computer 5+ years ago      | 91                      | 12.8%   | 83  |
| HH purchased most recent computer in a store        | 242                     | 34.1%   | 92  |
| HH purchased most recent computer online            | 132                     | 18.6%   | 83  |
| HH spent \$1-499 on most recent home computer       | 134                     | 18.9%   | 122 |
| HH spent \$500-\$999 on most recent home computer   | 119                     | 16.8%   | 88  |
| HH spent \$1000-\$1499 on most recent home computer | 58                      | 8.2%    | 68  |
| HH spent \$1500-\$1999 on most recent home computer | 18                      | 2.5%    | 48  |
| HH spent \$2000+ on most recent home computer       | 22                      | 3.1%    | 66  |
| HH owns webcam                                      | 133                     | 18.8%   | 81  |
| HH owns wireless router                             | 160                     | 22.6%   | 74  |
| HH owns all-in-one printer (print copy scan)        | 327                     | 46.1%   | 83  |
| HH owns software: accounting                        | 31                      | 4.4%    | 71  |
| HH owns software: communications or fax             | 21                      | 3.0%    | 75  |
| HH owns software: database or filing                | 36                      | 5.1%    | 99  |
| HH owns software: desktop publishing                | 36                      | 5.1%    | 73  |
| HH owns software: education or training             | 52                      | 7.3%    | 83  |
| HH owns software: entertainment or games            | 124                     | 17.5%   | 92  |
| HH owns software: personal finance or tax prep      | 81                      | 11.4%   | 80  |
| HH owns software: presentation graphics             | 34                      | 4.8%    | 77  |
| HH owns software: multimedia                        | 61                      | 8.6%    | 85  |
| HH owns software: networking                        | 69                      | 9.7%    | 90  |
| HH owns software: online meeting or conference      | 64                      | 9.0%    | 71  |
| HH owns software: online or remote backup           | 35                      | 4.9%    | 86  |
| HH owns software: security or anti-virus            | 127                     | 17.9%   | 76  |
| HH owns software: spreadsheet                       | 144                     | 20.3%   | 77  |
| HH owns touch screen monitor                        | 81                      | 11.4%   | 103 |
| HH owns software: utility                           | 34                      | 4.8%    | 96  |
| HH owns software: web authoring software            | 8                       | 1.1%    | 64  |
| HH owns software: word processing                   | 180                     | 25.4%   | 75  |
| HH owns CD player                                   | 95                      | 13.4%   | 85  |

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| Product/Consumer Behavior                            | Expected                |         | MPI |
|--|-------------------------|---------|-----|
|  | Number of Adults or HHs | Percent |     |
| HH owns portable GPS device                          | 150                     | 21.2%   | 103 |
| HH owns headphones (ear buds)                        | 309                     | 43.6%   | 87  |
| HH owns noise reduction headphones                   | 99                      | 14.0%   | 82  |
| HH owns Bluetooth or wireless headphones             | 201                     | 28.3%   | 83  |
| HH owns home theater or entertainment system         | 85                      | 12.0%   | 90  |
| HH owns 1 TV   | 130                     | 18.3%   | 93  |
| HH owns 2 TVs  | 195                     | 27.5%   | 100 |
| HH owns 3 TVs  | 149                     | 21.0%   | 95  |
| HH owns 4+ TVs                                       | 149                     | 21.0%   | 101 |
| HH owns LCD TV                                       | 149                     | 21.0%   | 85  |
| HH owns LED TV                                       | 294                     | 41.5%   | 97  |
| HH owns OLED TV                                      | 29                      | 4.1%    | 86  |
| HH owns plasma TV                                    | 61                      | 8.6%    | 76  |
| HH has HDTV  | 280                     | 39.5%   | 89  |
| HH has 4K Ultra HDTV                                 | 168                     | 23.7%   | 103 |
| HH has Internet connectable TV                       | 301                     | 42.5%   | 100 |
| HH owns small screen TV (<27 in)                     | 83                      | 11.7%   | 89  |
| HH owns medium screen TV (27-35 in)                  | 226                     | 31.9%   | 111 |
| HH owns large screen TV (36-42 in)                   | 228                     | 32.2%   | 96  |
| HH owns XLarge screen TV (43-54 in)                  | 223                     | 31.5%   | 93  |
| HH owns XXL screen TV (55-69 in)                     | 203                     | 28.6%   | 84  |
| HH owns XXXL screen TV (70+ in)                      | 40                      | 5.6%    | 98  |
| HH most recent TV purch: small screen (<27 in)       | 39                      | 5.5%    | 112 |
| HH most recent TV purch: medium screen (27-35 in)    | 107                     | 15.1%   | 112 |
| HH most recent TV purch: large screen (36-42 in)     | 121                     | 17.1%   | 100 |
| HH most recent TV purch: Xlarge screen (43-54 in)    | 127                     | 17.9%   | 92  |
| HH most recent TV purch: XXL screen (55-59 in)       | 154                     | 21.7%   | 84  |
| HH most recent TV purch: XXXL screen (70+ in)        | 32                      | 4.5%    | 101 |
| HH owns any internet video device for TV             | 300                     | 42.3%   | 93  |
| HH owns internet device for TV - Amazon Fire         | 127                     | 17.9%   | 84  |
| HH owns internet device for TV - Apple TV            | 37                      | 5.2%    | 61  |
| HH owns internet device for TV - Google Chromecast   | 52                      | 7.3%    | 104 |
| HH owns internet device for TV - Roku                | 170                     | 24.0%   | 108 |
| HH owns video game system: handheld                  | 109                     | 15.4%   | 104 |
| HH owns video game system: attached to TV/computer   | 317                     | 44.7%   | 108 |
| HH owns video game system: Nintendo DS/Lite DSI/XL   | 52                      | 7.3%    | 103 |
| HH owns video game system: Nintendo Switch           | 68                      | 9.6%    | 86  |
| HH owns video game system: Nintendo Wii/Wii U        | 25                      | 3.5%    | 124 |
| HH owns video game system: PlayStation 2 (PS2)       | 35                      | 4.9%    | 110 |
| HH owns video game system: PlayStation 3 (PS3)       | 51                      | 7.2%    | 102 |
| HH owns video game system: PlayStation 4 (PS4)       | 155                     | 21.9%   | 129 |
| HH owns video game system: Xbox 360                  | 81                      | 11.4%   | 105 |
| HH owns video game system: Xbox One                  | 108                     | 15.2%   | 108 |
| HH purchased video game system in last 12 months     | 47                      | 6.6%    | 86  |
| HH purchased 5+ video games in last 12 months        | 42                      | 5.9%    | 111 |
| HH spent \$101+ on video games in last 12 months     | 59                      | 8.3%    | 106 |
| Have access to Internet at home                      | 1,352                   | 89.1%   | 94  |
| Connect to Internet at home via broadband/high speed | 1,303                   | 85.8%   | 94  |
| Connection to Internet at home: via cable modem      | 540                     | 35.6%   | 79  |
| Connection to Internet at home: via DSL              | 193                     | 12.7%   | 126 |
| Connection to Internet at home: via fiber optic      | 131                     | 8.6%    | 53  |
| Connect to Internet at home via satellite            | 117                     | 7.7%    | 222 |
| Spend <0.5 hrs online (excl email/IM time) daily     | 85                      | 5.6%    | 115 |
| Spend 0.5-0.9 hrs online (excl email/IM time) daily  | 108                     | 7.1%    | 86  |
| Spend 1-1.9 hrs online (excl email/IM time) daily    | 272                     | 17.9%   | 105 |
| Spend 2-4.9 hrs online (excl email/IM time) daily    | 373                     | 24.6%   | 83  |
| Spend 5-9.9 hrs online (excl email/IM time) daily    | 347                     | 22.9%   | 111 |
| Spend 10+ hrs online (excl email/IM time) daily      | 139                     | 9.2%    | 92  |
| Used Internet in last 30 days                        | 1,410                   | 92.9%   | 99  |

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# Electronics and Internet Market Potential

Quechan

Prepared by Esri

| Product/Consumer Behavior                             | Expected                |         | MPI |
|---|-------------------------|---------|-----|
|   | Number of Adults or HHs | Percent |     |
| Used Internet/30 days: at home                        | 1,316                   | 86.7%   | 96  |
| Used Internet/30 days: at work                        | 491                     | 32.3%   | 84  |
| Used Internet/30 days: at school or library           | 125                     | 8.2%    | 100 |
| Used Internet/30 days: not home/work/school/library   | 389                     | 25.6%   | 76  |
| Accessed Internet in last 30 days using computer      | 955                     | 62.9%   | 84  |
| Accessed Internet in last 30 days using cell phone    | 1,251                   | 82.4%   | 98  |
| Accessed Internet in last 30 days using tablet        | 383                     | 25.2%   | 73  |
| Accessed Internet in last 30 days with gaming console | 193                     | 12.7%   | 125 |
| Accessed Internet in last 30 days using television    | 437                     | 28.8%   | 110 |
| Internet last 30 days: used email                     | 1,102                   | 72.6%   | 90  |
| Internet last 30 days: used IM                        | 1,184                   | 78.0%   | 101 |
| Internet last 30 days: made personal purchase         | 851                     | 56.1%   | 84  |
| Internet last 30 days: made business purchase         | 162                     | 10.7%   | 79  |
| Internet last 30 days: paid bills online              | 823                     | 54.2%   | 89  |
| Internet last 30 days: took online class              | 131                     | 8.6%    | 69  |
| Internet last 30 days: looked for employment          | 199                     | 13.1%   | 95  |
| Internet last 30 days: traded/tracked Investments     | 137                     | 9.0%    | 55  |
| Internet last 30 days: made travel plans              | 170                     | 11.2%   | 66  |
| Internet last 30 days: obtained auto info             | 141                     | 9.3%    | 85  |
| Internet last 30 days: obtained financial info        | 382                     | 25.2%   | 78  |
| Internet last 30 days: obtained medical info          | 372                     | 24.5%   | 75  |
| Internet last 30 days: checked movie listing/times    | 178                     | 11.7%   | 85  |
| Internet last 30 days: obtained latest news           | 558                     | 36.8%   | 71  |
| Internet last 30 days: obtained parenting info        | 71                      | 4.7%    | 91  |
| Internet last 30 days: obtained real estate info      | 138                     | 9.1%    | 59  |
| Internet last 30 days: obtained sports news/info      | 306                     | 20.2%   | 72  |
| Internet last 30 days: visited online blog            | 106                     | 7.0%    | 57  |
| Internet last 30 days: wrote online blog              | 12                      | 0.8%    | 55  |
| Internet last 30 days: used online dating website     | 44                      | 2.9%    | 85  |
| Internet last 30 days: used video chat                | 463                     | 30.5%   | 87  |
| Internet last 30 days: visited a chat room            | 80                      | 5.3%    | 82  |
| Internet last 30 days: played games online            | 605                     | 39.9%   | 111 |
| Internet last 30 days: sent greeting card             | 39                      | 2.6%    | 50  |
| Internet last 30 days: made phone call                | 553                     | 36.4%   | 99  |
| Internet last 30 days: shared photos via website      | 423                     | 27.9%   | 92  |
| Internet last 30 days: looked for recipes             | 674                     | 44.4%   | 89  |
| Internet last 30 days: added video to website         | 115                     | 7.6%    | 95  |
| Internet last 30 days: downloaded a movie             | 105                     | 6.9%    | 91  |
| Internet last 30 days: downloaded music               | 294                     | 19.4%   | 116 |
| Internet last 30 days: downloaded TV program          | 47                      | 3.1%    | 83  |
| Internet last 30 days: downloaded a video game        | 247                     | 16.3%   | 114 |
| Internet last 30 days: watched movie online           | 467                     | 30.8%   | 90  |
| Internet last 30 days: watched TV program online      | 262                     | 17.3%   | 79  |
| Used online gaming srv/30 days: Nintendo Switch       | 35                      | 2.3%    | 75  |
| Used online gaming srv/30 days: PlayStation Network   | 135                     | 8.9%    | 128 |
| Used online gaming srv/30 days: Xbox Live             | 123                     | 8.1%    | 127 |
| Played Massive Multi-Player Online game/30 days       | 89                      | 5.9%    | 124 |
| Used Spanish language website/app last 30 days        | 67                      | 4.4%    | 100 |
| Social Media last 30 days: facebook.com               | 1,069                   | 70.4%   | 108 |
| Social media last 30 days: instagram.com              | 454                     | 29.9%   | 81  |
| Social Media last 30 days: linkedin.com               | 92                      | 6.1%    | 43  |
| Social Media last 30 days: used reddit                | 82                      | 5.4%    | 62  |
| Social Media last 30 days: shutterfly.com             | 45                      | 3.0%    | 104 |
| Social Media last 30 days: snapchat.com               | 421                     | 27.7%   | 130 |
| Social Media last 30 days: tumblr.com                 | 22                      | 1.4%    | 69  |
| Social Media last 30 days: Twitch                     | 50                      | 3.3%    | 92  |
| Social Media last 30 days: twitter.com                | 208                     | 13.7%   | 79  |
| Social Media last 30 days: yelp.com                   | 28                      | 1.8%    | 31  |
| Social Media last 30 days: youtube.com                | 859                     | 56.6%   | 103 |
| Social Media last 30 days: pinterest.com              | 284                     | 18.7%   | 92  |

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| Product/Consumer Behavior                                 | Expected                |         | MPI |
|---|-------------------------|---------|-----|
|   | Number of Adults or HHs | Percent |     |
| Social network: updated status in last 30 days            | 482                     | 31.8%   | 127 |
| Social network: updated profile in last 30 days           | 356                     | 23.5%   | 121 |
| Social network: posted picture in last 30 days            | 696                     | 45.8%   | 107 |
| Social network: posted video in last 30 days              | 287                     | 18.9%   | 102 |
| Social network: posted link in last 30 days               | 176                     | 11.6%   | 97  |
| Social network: saw friend's page in last 30 days         | 725                     | 47.8%   | 103 |
| Social network: commented on post in last 30 days         | 713                     | 47.0%   | 104 |
| Social network: posted a blog in last 30 days             | 26                      | 1.7%    | 75  |
| Social network: rated a product in last 30 days           | 123                     | 8.1%    | 93  |
| Social network: sent email message in last 30 days        | 770                     | 50.7%   | 103 |
| Social network: sent IM in last 30 days                   | 332                     | 21.9%   | 97  |
| Social network: played a game in last 30 days             | 404                     | 26.6%   | 135 |
| Social network: invited to event in last 30 days          | 110                     | 7.2%    | 111 |
| Social network: liked something in last 30 days           | 594                     | 39.1%   | 102 |
| Social network: followed something in last 30 days        | 349                     | 23.0%   | 92  |
| Social network: clicked on an ad in last 30 days          | 241                     | 15.9%   | 93  |
| Social network: watched video in last 30 days             | 750                     | 49.4%   | 102 |
| Social network: posted location in last 30 days           | 111                     | 7.3%    | 109 |
| Social network: sent real or virtual gift in last 30 days | 32                      | 2.1%    | 81  |
| Used filter On Picture Social Media in last 30 Days       | 210                     | 13.8%   | 113 |
| IM/Video Chat: Facebook messenger in last 30 Days         | 931                     | 61.3%   | 122 |
| IM/Video Chat: FaceTime in last 30 Days                   | 383                     | 25.2%   | 82  |
| IM/Video Chat: Google Hangouts in last 30 Days            | 64                      | 4.2%    | 88  |
| IM/Video Chat: Skype in last 30 Days                      | 49                      | 3.2%    | 43  |
| IM/Video Chat: Slack in last 30 Days                      | 9                       | 0.6%    | 22  |
| IM/Video Chat: Snapchat in last 30 Days                   | 322                     | 21.2%   | 131 |
| IM/Video Chat: WhatsApp in last 30 Days                   | 144                     | 9.5%    | 57  |
| Social network: used to keep in touch w/ friends          | 772                     | 50.9%   | 115 |
| Social network: used to reconnect w/ old friends          | 287                     | 18.9%   | 123 |
| Social network: used to meet new friends                  | 120                     | 7.9%    | 122 |
| Social network: used to follow friends activities         | 372                     | 24.5%   | 108 |
| Social network: used to find out about new products       | 134                     | 8.8%    | 120 |
| Social network: used to review products or service        | 104                     | 6.9%    | 131 |
| Social network: used for professional contacts            | 122                     | 8.0%    | 112 |
| Social network: used to find mutual interests             | 97                      | 6.4%    | 103 |
| Social network: used to track current events              | 249                     | 16.4%   | 102 |
| Social network: used to find info on TV or movie          | 137                     | 9.0%    | 104 |
| Social network: used to find local information            | 172                     | 11.3%   | 88  |
| Social network: used for gaming                           | 126                     | 8.3%    | 105 |
| Social network: used to support favorite brands           | 98                      | 6.5%    | 126 |
| Social network: used to get coupons or discounts          | 120                     | 7.9%    | 113 |
| Social network: used to gain access to VIP events         | 58                      | 3.8%    | 99  |

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|   |       |       |     |
|---|-------|-------|-----|
| Used website/search engine/30 days: bing.com                | 107   | 7.0%  | 75  |
| Used website/search engine/30 days: google.com              | 1,245 | 82.0% | 96  |
| Used website/search engine/30 days: yahoo.com               | 300   | 19.8% | 115 |
| Used website/search engine/30 days: Used Indeed             | 210   | 13.8% | 101 |
| Used website/search engine/30 days: Zillow Info/Ref Website | 159   | 10.5% | 58  |
| Used entertainment website/app last 30 days: BuzzFeed       | 77    | 5.1%  | 74  |
| Used entertainment website/app last 30 days: Fandango       | 19    | 1.3%  | 47  |
| Used news website/app last 30 days: abcnews.com             | 126   | 8.3%  | 89  |
| Used news website/app last 30 days: bbc.com                 | 54    | 3.6%  | 53  |
| Used news website/app last 30 days: cbsnews.com             | 99    | 6.5%  | 101 |
| Used news website/app last 30 days: cnn.com                 | 146   | 9.6%  | 54  |
| Used news website/app last 30 days: foxnews.com             | 193   | 12.7% | 82  |
| Used news website/app last 30 days: huffpost.com            | 57    | 3.8%  | 58  |
| Used news website/app last 30 days: nbcnews.com             | 73    | 4.8%  | 72  |
| Used news website/app last 30 days: yahoonews.com           | 94    | 6.2%  | 76  |
| Used sports website/app last 30 days: ESPN                  | 185   | 12.2% | 76  |
| Used sports website/app last 30 days: FoxSports             | 71    | 4.7%  | 75  |
| 2022 Used MLB Sports Website or App/30 Days                 | 40    | 2.6%  | 78  |
| Used sports website/app last 30 days: NBA.com               | 68    | 4.5%  | 116 |
| Used sports website/app last 30 days: NFL.com               | 78    | 5.1%  | 70  |
| Used website/app last 30 days: PBS                          | 30    | 2.0%  | 56  |
| Used website/app last 30 days: Telemundo                    | 46    | 3.0%  | 120 |
| Social network: follow actors/comedians                     | 265   | 17.5% | 94  |
| Social network: follow artists/photographers                | 162   | 10.7% | 85  |
| Social network: follow charitable groups                    | 169   | 11.1% | 93  |
| Social network: follow chefs/restaurants                    | 213   | 14.0% | 99  |
| Social network: follow companies/brands                     | 203   | 13.4% | 80  |
| Social network: follow gamers                               | 125   | 8.2%  | 126 |
| Social network: follow hobby-related groups                 | 315   | 20.8% | 107 |
| Social network: follow local groups                         | 260   | 17.1% | 105 |
| Social network: follow magazines                            | 91    | 6.0%  | 82  |
| Social network: follow medical/ailment groups               | 116   | 7.6%  | 138 |
| Social network: follow music groups                         | 307   | 20.2% | 114 |
| Social network: follow newspapers                           | 112   | 7.4%  | 73  |
| Social network: follow other celebrities                    | 154   | 10.1% | 92  |
| Social network: follow political groups                     | 220   | 14.5% | 111 |
| Social network: follow politicians                          | 222   | 14.6% | 100 |
| Social network: follow religious groups                     | 220   | 14.5% | 143 |
| Social network: follow school groups                        | 183   | 12.1% | 97  |
| Social network: follow sports/Athletes                      | 200   | 13.2% | 92  |
| Social network: follow travel-related groups                | 122   | 8.0%  | 85  |
| Social network: follow TV programs/networks                 | 227   | 15.0% | 100 |

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