



Demographic Summary		2023	2028
Population		6,369	6,328
Population 18+		4,534	4,487
Households		1,917	1,918
Median Household Income		\$51,050	\$53,937
Product/Consumer Behavior	Expected Number of Adults or	Percent	MPI
Own Tablet	2,503	55.2%	94
Own E-Reader	450	9.9%	69
Own E-Reader/Tablet: Amazon Fire	721	15.9%	112
Own E-Reader/Tablet: Amazon Kindle	949	20.9%	89
Own E-Reader/Tablet: Apple iPad	1,378	30.4%	82
Own E-Reader/Tablet: Barnes & Noble Nook	62	1.4%	61
Own E-Reader/Tablet: Microsoft Surface	123	2.7%	94
Own E-Reader/Tablet: Samsung Galaxy Tab	558	12.3%	110
Own Portable MP3 Player	507	11.2%	100
Own Apple Watch Wearable Technology	567	12.5%	76
Own Fitbit Wearable Technology	661	14.6%	95
Own Garmin Wearable Technology	88	1.9%	58
Own Digital Camcorder	283	6.2%	77
Own Digital Point and Shoot Camera/Camcorder	327	7.2%	66
Own Digital SLR Camera or Camcorder	458	10.1%	93
Own 35mm Camera or Camcorder	233	5.1%	72
Own Telephoto/Zoom Lens for Camera	273	6.0%	93
Own Wide Angle Lens for Camera	220	4.9%	101
Own Selfie Stick for Camera or Phone	286	6.3%	95
Printed Digital Photos/12 Mo	1,127	24.9%	92
Use Computer at Work	1,486	32.8%	76
Use Desktop Computer at Work	844	18.6%	96
Use Laptop or Notebook Computer at Work	713	15.7%	65
HH Owns Computer	1,536	80.1%	94
HH Purchased Most Recent Home Computer/12 Mo	243	12.7%	89
HH Owns Desktop Computer	679	35.4%	89
HH Owns Laptop or Notebook	1,213	63.3%	90
HH Has Child (<18 Yrs) Using Home Computer	241	12.6%	107
HH Owns Apple/Mac Brand Computer	304	15.9%	66
HH Owns PC/Non-Apple Brand Computer	1,393	72.7%	102
HH Purchased 1-2 Yrs Ago Most Recent Computer	380	19.8%	104
HH Purchased 3-4 Yrs Ago Most Recent Computer	297	15.5%	81
HH Purchased 5+ Yrs Ago Most Recent Computer	313	16.3%	92
HH Purchased Most Recent Home Computer at Store	750	39.1%	100
HH Purchased Most Recent Home Computer Online	486	25.4%	92
HH Spent \$1-499 on Most Recent Home Computer	354	18.5%	117
HH Spent \$500-999 on Most Recent Home Computer	373	19.5%	96
HH Spent \$1K-1499 on Most Recent Home Computer	163	8.5%	70
HH Spent \$1500-1999 on Most Recent Home Computer	80	4.2%	91
HH Spent \$2K+ on Most Recent Home Computer	59	3.1%	57
HH Owns Webcam	496	25.9%	99
HH Owns Wireless Router	503	26.2%	74
HH Owns All-In-One Printer (Print Copy Scan)	1,103	57.5%	96
HH Owns Accounting Software	80	4.2%	64

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	58	3.0%	75
HH Owns Database or Filing Software	90	4.7%	87
HH Owns Desktop Publishing Software	139	7.3%	100
HH Owns Education or Training Software	185	9.7%	106
HH Owns Entertainment or Games Software	515	26.9%	111
HH Owns Personal Finance or Tax Prep Software	281	14.7%	92
HH Owns Presentation Graphics Software	88	4.6%	72
HH Owns Multimedia Software	205	10.7%	107
HH Owns Networking Software	167	8.7%	89
HH Owns Online Mtg or Conference Software	237	12.4%	72
HH Owns Online or Remote Backup Software	124	6.5%	97
HH Owns Security or Anti-Virus Software	389	20.3%	80
HH Owns Spreadsheet Software	406	21.2%	76
HH Owns Touch Screen Monitor	257	13.4%	106
HH Owns Utility Software	100	5.2%	97
HH Owns Web Authoring Software	17	0.9%	54
HH Owns Word Processing Software	615	32.1%	84
HH Owns CD Player	301	15.7%	88
HH Owns Portable GPS Device	435	22.7%	109
HH Owns Ear Buds Headphones	935	48.8%	90
HH Owns Bluetooth or Wireless Headphones	728	38.0%	88
HH Owns Noise Reduction Headphones	267	13.9%	67
HH Owns Headphones w/Microphone	345	18.0%	76
HH Owns Home Theater or Entertainment System	257	13.4%	81
HH Owns 1 TV	236	12.3%	68
HH Owns 2 TVs	478	24.9%	88
HH Owns 3 TVs	446	23.3%	102
HH Owns 4+ TVs	574	29.9%	133
HH Owns LCD TV	487	25.4%	98
HH Owns LED TV	788	41.1%	89
HH Owns OLED TV	92	4.8%	76
HH Owns Plasma TV	183	9.5%	87
HH Owns HDTV	687	35.8%	89
HH Owns 4K Ultra HDTV	476	24.8%	90
HH Owns Internet Connectable TV	806	42.0%	98
HH Owns <27 in Screen TV (Small)	190	9.9%	76
HH Owns 27-35 in Screen TV (Medium)	579	30.2%	104
HH Owns 36-42 in Screen TV (Large)	750	39.1%	115
HH Owns 43-54 in Screen TV (XL)	643	33.5%	94
HH Owns 55-69 in Screen TV (XXL)	723	37.7%	100
HH Owns 70 in+ Screen TV (XXXL)	111	5.8%	77
HH Most Recent TV Purchase: <27 in (Small)	77	4.0%	84
HH Most Recent TV Purchase: 27-35 in (Medium)	246	12.8%	101
HH Most Recent TV Purchase: 36-42 in (Large)	397	20.7%	123
HH Most Recent TV Purchase: 43-54 in (XL)	325	17.0%	86
HH Most Recent TV Purchase: 55-69 in (XXL)	519	27.1%	95
HH Most Recent TV Purchase: 70+ in (XXXL)	85	4.4%	76
HH Owns Internet Video Device for TV	911	47.5%	90
HH Owns Amazon Fire Internet Device for TV	478	24.9%	95
HH Owns Apple TV Internet Device for TV	99	5.2%	53
HH Owns Google Chromecast Intrnt Device for TV	85	4.4%	56
HH Owns Roku Internet Device for TV	541	28.2%	110
HH Owns Handheld Video Game System	277	14.4%	84
HH Owns Video Game System Attached to TV/Comp	896	46.7%	113
HH Owns Nintendo DS/2DS/3DS Video Game System	129	6.7%	101

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Product/Consumer Behavior	Expected Number of Adults or	Percent	MPI
HH Owns Nintendo Switch Video Game System	206	10.7%	74
HH Owns Nintendo Wii/Wii U Video Game System	180	9.4%	98
HH Owns PlayStation 2/3 Video Game System	130	6.8%	83
HH Owns PlayStation 4 Video Game System	437	22.8%	133
HH Owns Xbox 360 Video Game System	209	10.9%	113
HH Owns Xbox One Video Game System	297	15.5%	119
HH Purchased Video Game System/12 Mo	138	7.2%	90
HH Purchased 1 Video Game/12 Mo	24	1.3%	54
HH Purchased 2 Video Games/12 Mo	54	2.8%	91
HH Purchased 3 Video Games/12 Mo	33	1.7%	73
HH Purchased 4 Video Games/12 Mo	28	1.5%	75
HH Purchased 5+ Video Games/12 Mo	124	6.5%	105
HH Spent \$1-100 on Video Games/12 Mo	138	7.2%	81
HH Spent \$101-200 on Video Games/12 Mo	75	3.9%	80
HH Spent \$201+ on Video Games/12 Mo	77	4.0%	108
HH Purchased Video Game from Disc Dept Store/12 Mo	65	3.4%	138
HH Purchased Video Game from Electronics Store/12 Mo	21	1.1%	34
HH Purchased Video Games from Game Console/12 Mo	90	4.7%	92
HH Purchased Video Game from GameStop/12 Mo	132	6.9%	105
HH Purchased Video Game from Steam/12 Mo	34	1.8%	71
HH Purchased Video Game from Oth Online/12 Mo	113	5.9%	77
HH Purchased Video Game System/Disc Dept Store/12 Mo	45	2.3%	178
HH Purchased Video Game System/Electr Store/12 Mo	23	1.2%	66
HH Purchased Video Game System/GameStop/12 Mo	52	2.7%	142
HH Purchased Video Game System/Other Online/12 Mo	45	2.3%	80
Have Internet Access at Home	4,175	92.1%	95
Broadband/High Speed Internet Connection at Home	3,905	86.1%	93
Cable Modem Internet Connection at Home	1,119	24.7%	58
DSL Internet Connection at Home	917	20.2%	195
Fiber Optic Internet Connection at Home	436	9.6%	55
Satellite Service Internet Connection at Home	364	8.0%	229
Spend <0.5 Hrs Online (Excluding Email) Daily	186	4.1%	89
Spend 0.5-0.9 Hrs Online (Excluding Email) Daily	305	6.7%	87
Spend 1-1.9 Hrs Online (Excluding Email) Daily	717	15.8%	93
Spend 2-4.9 Hrs Online (Excluding Email) Daily	1,277	28.2%	92
Spend 5-9.9 Hrs Online (Excluding Email) Daily	1,180	26.0%	116
Spend 10+ Hrs Online (Excluding Email) Daily	452	10.0%	89
Used Internet/30 Days	4,321	95.3%	98
Used Internet at Home/30 Days	3,952	87.2%	94
Used Internet at Work/30 Days	1,483	32.7%	88
Used Internet at School or Library/30 Days	395	8.7%	130
Used Internet Not Home/Work/School/Library/30 Days	1,457	32.1%	91
Used Computer to Access Internet/30 Days	3,064	67.6%	85
Used Cell Phone to Access Internet/30 Days	3,773	83.2%	97
Used Tablet to Access Internet/30 Days	1,403	30.9%	84
Used Vid Game Console to Access Internet/30 Days	490	10.8%	106
Used TV to Access Internet/30 Days	1,145	25.3%	92
Used Internet for Email/30 Days	3,540	78.1%	92
Used Internet for IM/30 Days	3,510	77.4%	96
Used Internet for Phone Call/30 Days	1,519	33.5%	92
Used Internet for Video Chat/30 Days	1,294	28.5%	79

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Product/Consumer Behavior	Expected Number of Adults or	Percent	MPI
Used Internet for Personal Purchase/30 Days	2,953	65.1%	90
Used Internet for Business Purchase/30 Days	512	11.3%	86
Used Internet for Latest News/30 Days	1,798	39.7%	75
Used Internet for Sports News or Info/30 Days	914	20.2%	74
Used Internet for Financial Info/30 Days	980	21.6%	69
Used Internet for Medical Info/30 Days	1,139	25.1%	77
Used Internet for Movie Listings/Times/30 Days	443	9.8%	91
Used Internet for Parenting Info/30 Days	79	1.7%	40
Used Internet for Real Estate Info/30 Days	311	6.9%	45
Used Internet for Recipes/30 Days	2,108	46.5%	87
Used Internet to Add Video to Website/30 Days	364	8.0%	111
Used Internet to Download Movie/30 Days	177	3.9%	65
Used Internet to Download Music/30 Days	802	17.7%	114
Used Internet to Download TV Program/30 Days	142	3.1%	99
Used Internet to Download Video Game/30 Days	717	15.8%	116
Used Internet to Look for Employment/30 Days	451	9.9%	78
Used Internet for Online Dating/30 Days	112	2.5%	72
Used Internet to Pay Bills/30 Days	2,503	55.2%	88
Used Internet to Play Games/30 Days	1,870	41.2%	111
Used Internet to Research Vehicle Purch/30 Days	426	9.4%	94
Used Internet to Send Greeting Card/30 Days	138	3.0%	68
Used Internet to Share Photos on Website/30 Days	1,166	25.7%	94
Used Internet to Take Online Class/30 Days	463	10.2%	80
Used Internet to Trade/Track Investments/30 Days	529	11.7%	62
Used Internet for Travel Plans/30 Days	506	11.2%	62
Used Internet to Visit Blogs/30 Days	282	6.2%	54
Used Internet to Write Blogs/30 Days	36	0.8%	64
Used Internet to Visit Chat Room/30 Days	272	6.0%	100
Used Internet to Watch Movie/30 Days	1,194	26.3%	77
Used Internet to Watch TV Program/30 Days	813	17.9%	81
Used Nintendo Switch Online Gaming Svc/30 Days	134	3.0%	74
Used PlayStation Network Gaming Svc/30 Days	311	6.9%	99
Used Xbox Network Gaming Svc/30 Days	280	6.2%	102
Played Massive Multi-Player Online Game/30 Days	236	5.2%	160
Used Spanish Language Website or App/30 Days	128	2.8%	59
Social Media: Used Facebook/30 Days	3,158	69.7%	108
Social Media: Used Instagram/30 Days	1,478	32.6%	87
Social Media: Used LinkedIn/30 Days	252	5.6%	39
Social Media: Used Reddit/30 Days	221	4.9%	47
Social Media: Used Shutterfly/30 Days	152	3.4%	129
Social Media: Used Snapchat/30 Days	1,231	27.2%	132
Social Media: Used TikTok/30 Days	1,132	25.0%	137
Social Media: Used Tumblr/30 Days	73	1.6%	85
Social Media: Used Twitch/30 Days	120	2.6%	67
Social Media: Used Twitter/30 Days	664	14.6%	82
Social Media: Used Yelp/30 Days	87	1.9%	32
Social Media: Used YouTube/30 Days	2,243	49.5%	92
Social Media: Used Pinterest/30 Days	920	20.3%	107

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Electronics and Internet Market Potential

Hopi

Prepared by Esri

Product/Consumer Behavior	Expected Number of Adults or	Percent	MPI
Social Media: Applied Filter to Picture/30 Days	479	10.6%	102
Social Media: Clicked on Ad/30 Days	585	12.9%	87
Social Media: Commented on Friend's Post/30 Days	2,153	47.5%	112
Social Media: Communicated Via IM/30 Days	1,087	24.0%	98
Social Media: Followed/Became Fan/30 Days	1,130	24.9%	106
Social Media: Invited People to Event/30 Days	300	6.6%	157
Social Media: Liked Something/30 Days	1,651	36.4%	104
Social Media: Played Game/30 Days	1,102	24.3%	142
Social Media: Posted Blog/30 Days	45	1.0%	61
Social Media: Posted/Shared Video/30 Days	776	17.1%	104
Social Media: Posted Picture/30 Days	2,086	46.0%	115
Social Media: Posted Update/30 Days	1,531	33.8%	136
Social Media: Posted Website Link/30 Days	398	8.8%	94
Social Media: Posted/Shared My Location/30 Days	259	5.7%	114
Social Media: Rated Product or Service/30 Days	364	8.0%	104
Social Media: Saw Friend's Profile/30 Days	1,993	44.0%	101
Social Media: Sent Email/Text Message/30 Days	2,170	47.9%	105
Social Media: Sent Real/Virtual Gift/30 Days	67	1.5%	69
Social Media: Updated My Profile/30 Days	1,061	23.4%	140
Social Media: Watched Video/30 Days	2,070	45.7%	103
IM/Video Chat: Used Facebook Messenger/30 Days	2,577	56.8%	118
IM/Video Chat: Used FaceTime/30 Days	1,398	30.8%	98
IM/Video Chat: Used Google Duo/30 Days	417	9.2%	163
IM/Video Chat: Used Google Hangouts/30 Days	214	4.7%	132
IM/Video Chat: Used Google Meet/30 Days	155	3.4%	66
IM/Video Chat: Used Microsoft Teams/30 Days	174	3.8%	35
IM/Video Chat: Used Skype/30 Days	91	2.0%	36
IM/Video Chat: Used Slack/30 Days	35	0.8%	25
IM/Video Chat: Used Snapchat/30 Days	785	17.3%	120
IM/Video Chat: Used WhatsApp/30 Days	334	7.4%	43
IM/Video Chat: Used Zoom/30 Days	786	17.3%	52
Social Media: Follow Friends/Family Very Important	948	20.9%	90
Social Media: Meet New Friends Very Important	379	8.4%	131
Social Media: Keep in Touch Very Important	2,123	46.8%	110
Social Media: Reconnect w/People Very Important	792	17.5%	103
Social Media: Ntwrk w/Prof Contacts Very Important	345	7.6%	118
Social Media: Find Mutual Interests Very Important	390	8.6%	141
Social Media: Learn About Prods/Svcs Very Important	408	9.0%	153
Social Media: Rate/Review Prods/Svcs Very Important	339	7.5%	162
Social Media: Find Local Info Very Important	626	13.8%	123
Social Media: Find TV/Movie Info Very Important	465	10.3%	150
Social Media: Access to VIP Events Very Important	293	6.5%	181
Social Media: Get Exclusive Offers Very Important	368	8.1%	131
Social Media: Play Games Very Important	349	7.7%	118
Social Media: Support Fav Co/Brands Very Important	255	5.6%	138
Social Media: Track News/Events Very Important	627	13.8%	116
Used Bing Website or Search Engine/30 Days	429	9.5%	100
Used Google Website or Search Engine/30 Days	3,743	82.6%	96
Used Yahoo Website or Search Engine/30 Days	1,024	22.6%	137

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Used Indeed Job/Careers Website or App/30 Days	631	13.9%	103
Used Zillow Website or App/30 Days	460	10.1%	51
Used BuzzFeed Entertainment Website/App/30 Days	145	3.2%	57
Used Fandango Entertainment Website/App/30 Days	33	0.7%	61
Used ABC News Website or App/30 Days	424	9.4%	110
Used BBC News Website or App/30 Days	98	2.2%	36
Used CBS News Website or App/30 Days	308	6.8%	114
Used CNN Website or App/30 Days	424	9.4%	54
Used Fox News Website or App/30 Days	671	14.8%	99
Used HuffPost News Website or App/30 Days	130	2.9%	55
Used NBC News Website or App/30 Days	287	6.3%	98
Used Yahoo! News Website or App/30 Days	379	8.4%	99
Used ESPN Sports Website or App/30 Days	641	14.1%	91
Used Fox Sports Website or App/30 Days	157	3.5%	61
Used MLB Sports Website or App/30 Days	85	1.9%	53
Used NBA Sports Website or App/30 Days	217	4.8%	141
Used NFL Sports Website or App/30 Days	227	5.0%	73
Used PBS Website or App/30 Days	141	3.1%	102
Used Telemundo Website or App/30 Days	68	1.5%	59
Social Media: Follow Actors/Comedians	894	19.7%	77
Social Media: Follow Artists/Photographers	529	11.7%	66
Social Media: Follow Charitable Groups	554	12.2%	76
Social Media: Follow Chefs/Restaurants	767	16.9%	83
Social Media: Follow Companies/Brands	687	15.2%	66
Social Media: Follow Gamers	314	6.9%	93
Social Media: Follow Hobby-Related Groups	1,193	26.3%	89
Social Media: Follow Local Groups	1,035	22.8%	92
Social Media: Follow Magazines	250	5.5%	58
Social Media: Follow Medical/Ailment Groups	445	9.8%	125
Social Media: Follow Music Groups	1,050	23.2%	92
Social Media: Follow Newspapers	491	10.8%	81
Social Media: Follow Oth Celebrities	599	13.2%	87
Social Media: Follow Political Groups	607	13.4%	88
Social Media: Follow Politicians	627	13.8%	93
Social Media: Follow Religious Groups	942	20.8%	136
Social Media: Follow School Groups	819	18.1%	101
Social Media: Follow Sports/Athletes	802	17.7%	84
Social Media: Follow Travel-Related Groups	441	9.7%	69
Social Media: Follow TV Programs/Networks	960	21.2%	102

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