

Salt River Pima-Maricopa Area: 683.34 square miles Prepared by Esri

Demographic Summary		2023	202
Population		20,644	20,25
Population 18+		14,524	14,27
Households		5,715	5,63
Median Household Income		\$37,550	\$45,46
	Expected	_ .	
Product/Consumer Behavior	Number of Adults or	Percent	MF
Own Tablet	7,678	52.9%	ç
Own E-Reader	1,547	10.7%	7
Own E-Reader/Tablet: Amazon Fire	2,184	15.0%	10
Own E-Reader/Tablet: Amazon Kindle	3,090	21.3%	9
Own E-Reader/Tablet: Apple iPad	3,790	26.1%	
Own E-Reader/Tablet: Barnes & Noble Nook	322	2.2%	
Own E-Reader/Tablet: Microsoft Surface	327	2.3%	
Own E-Reader/Tablet: Samsung Galaxy Tab	1,944	13.4%	1
Own Portable MP3 Player	1,440	9.9%	
Own Apple Watch Wearable Technology	2,410	16.6%	1
Own Fitbit Wearable Technology	1,795	12.4%	
Own Garmin Wearable Technology	359	2.5%	
Own Digital Camcorder	986	6.8%	
Own Digital Point and Shoot Camera/Camcorder	1,207	8.3%	
Own Digital SLR Camera or Camcorder	1,072	7.4%	
Own 35mm Camera or Camcorder	701	4.8%	
Own Telephoto/Zoom Lens for Camera	634	4.4%	
Own Wide Angle Lens for Camera	515	3.5%	
Own Selfie Stick for Camera or Phone	766	5.3%	
Printed Digital Photos/12 Mo	3,315	22.8%	
Use Computer at Work	4,536	31.2%	
Use Desktop Computer at Work	2,095	14.4%	
Use Laptop or Notebook Computer at Work	2,212	15.2%	
HH Owns Computer	4,400	77.0%	
HH Purchased Most Recent Home Computer/12 Mo	797	13.9%	
HH Owns Desktop Computer	1,977	34.6%	
HH Owns Laptop or Notebook	3,598	63.0%	
HH Has Child (<18 Yrs) Using Home Computer	629	11.0%	
HH Owns Apple/Mac Brand Computer	969	17.0%	
HH Owns PC/Non-Apple Brand Computer	3,874	67.8%	
HH Purchased 1-2 Yrs Ago Most Recent Computer	854	14.9%	
HH Purchased 3-4 Yrs Ago Most Recent Computer	917	16.0%	
HH Purchased 5+ Yrs Ago Most Recent Computer	858	15.0%	
HH Purchased Most Recent Home Computer at Store	1,941	34.0%	
HH Purchased Most Recent Home Computer At Store		25.1%	
	1,434		
HH Spent \$1-499 on Most Recent Home Computer	910	15.9%	1
HH Spent \$500-999 on Most Recent Home Computer	1,027	18.0%	
HH Spent \$1K-1499 on Most Recent Home Computer	478	8.4%	
HH Spent \$1500-1999 on Most Recent Home Computer	158	2.8%	
HH Spent \$2K+ on Most Recent Home Computer	218	3.8%	
HH Owns Webcam	1,300	22.7%	
HH Owns Wireless Router	1,566	27.4%	
HH Owns All-In-One Printer (Print Copy Scan)	2,962	51.8%	
HH Owns Accounting Software	340	5.9%	

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.



Salt River Pima-Maricopa Area: 683.34 square miles Prepared by Esri

Product/Consume Behavior Number of Adults or Percent MPP HH Owns Database or Filing Software 233 4.1% 75 HH Owns Database or Filing Software 366 5.4% 74 HH Owns Database or Filing Software 388 6.8% 74 HH Owns Education or Training Software 388 6.8% 74 HH Owns Entretainment or Games Software 663 11.6% 72 HH Owns Presentation Graphics Software 275 4.6% 87 HH Owns Nutimedia Software 275 4.6% 87 HH Owns Nutimedia Software 221 4.4% 84 HH Owns Nutimedia Software 221 4.4% 84 HH Owns Sonline Mtg or Conference Software 281 4.2% 83 HH Owns Spreadsheet Software 1,252 21.5% 76 HH Owns Spreadsheet Software 1,252 21.5% 76 HH Owns Software Spreadsheet Software 1,252 21.5% 76 HH Owns Software Software 1,252 21.5% 76 HH Owns		Expected		
HH Owns Communications or Fax Software 161 2.8% 70 HH Owns Database or Fining Software 306 5.4% 74 HH Owns Entertainment or Games Software 306 5.4% 74 HH Owns Entertainment or Games Software 1,237 21.6% 89 HH Owns Entertainment or Games Software 275 4.8% 75 HH Owns Presentation Graphics Software 275 4.8% 84 HH Owns Networking Software 473 8.5% 87 HH Owns Networking Software 21 4.2% 63 HH Owns Sonine Regresoftware 1,262 22.1% 87 HH Owns Spreadshet Software 1,262 21.9% 78 HH Owns Spreadshet Software 1,21 2.9% 78 HH Owns Touch Screen Monitor 581 10.2% 80 HH Owns Dutility Software 1,71 2.9% 78 HH Owns Word Processing Software 1,71 2.9% 78 HH Owns Dutility Software 1,71 2.9% 78 HH Owns Dutility Software	Product/Consumer Behavior		Percent	MPI
HH Owns Database or Filing Software 233 4.1% 75 HH Owns Exhica building Software 388 6.8% 74 HH Owns Education or Training Software 1,237 21.6% 89 HH Owns Personal Finance or Tax Prep Software 663 11.6% 72 HH Owns Presentation Graphics Software 275 4.8% 75 HH Owns Networking Software 477 8.5% 87 HH Owns Networking Software 487 8.5% 87 HH Owns Dollne Mg or Conference Software 221 14.4% 63 HH Owns Sociality or Anti-Virus Software 1,252 21.9% 78 HH Owns Sociality or Anti-Virus Software 1,252 21.9% 78 HH Owns Duck Screen Monitor 581 10.0% 80 HH Owns Word Processing Software 1,711 29.9% 78 HH Owns Nord Processing Software 1,001 1.75% 84 HH Owns Nord Processing Software 1,001 1.75% 84 HH Owns Built Rediaphones 2,329 40.8% 94				
HH Owns Desktop Publishing Software 306 5.4% 74 HH Owns Entertainment or Games Software 1,237 21.6% 89 HH Owns Entertainment or Games Software 663 11.6% 72 HH Owns Presentation Graphics Software 275 4.8% 75 HH Owns Networking Software 479 8.4% 84 HH Owns Networking Software 481 4.2% 63 HH Owns Dollne or Remote Backup Software 21.2 22.1% 87 HH Owns Spreadsheet Software 1,252 21.9% 78 HH Owns Spreadsheet Software 1,252 21.9% 78 HH Owns Spreadsheet Software 1,252 21.9% 78 HH Owns Touch Screen Monitor 581 10.2% 78 HH Owns Word Processing Software 1,711 29.9% 78 HH Owns Nord Processing Software 2,913 51.0% 94 HH Owns Buetotch or Wireless Headphones 2,109 78 94 HH Owns Del Pareer 800 14.2% 633 HH Owns Dise Reducton	HH Owns Database or Filing Software	233	4.1%	75
HH Owns Education or Training Software 388 6.8% 74 HH Owns Persentation for Games Software 663 11.6% 72 HH Owns Presentation Graphics Software 673 14.8% 75 HH Owns Multimedia Software 275 4.8% 75 HH Owns Networking Software 479 8.4% 84 HH Owns Social Conference Software 823 14.4% 84 HH Owns Social Conference Software 221 14.4% 84 HH Owns Social Software 1,252 21.9% 87 HH Owns Social Software 1,252 21.9% 80 HH Owns Social Software 1,93 3.5% 65 HH Owns Word Processing Software 199 3.5% 65 HH Owns Word Processing Software 1,711 29.9% 78 HH Owns Noise Reduction Headphones 2,329 40.8% 94 HH Owns Noise Reduction Headphones 2,329 40.8% 94 HH Owns Noise Reduction Headphones 1,301 17.5% 84 HH Owns Noise Reduction Head	HH Owns Desktop Publishing Software			74
HH Owns Entertainment or Games Software 1,237 21.6% 89 HH Owns Presonal Finance or Tax Prep Software 275 4.8% 75 HH Owns Multimedia Software 479 8.4% 84 HH Owns Networking Software 479 8.4% 84 HH Owns Networking Software 421 4.2% 63 HH Owns Solline or Remote Backup Software 1,262 22.1% 87 HH Owns Solline or Remote Backup Software 1,262 22.1% 87 HH Owns Solline or Remote Backup Software 1,262 22.1% 87 HH Owns Sourds Software 1,99 3.5% 65 HH Owns Touch Screen Monitor 581 10.2% 80 HH Owns Dorbas Software 1,711 29.9% 78 HH Owns New Yord Processing Software 1,011 17.5% 84 HH Owns New Yord Processing Software 2,313 51.0% 94 HH Owns New Yord Processing Software 1,261 2.1% 93 HH Owns New Yord Processing Software 1,261 2.1% 94				
HH Owns Presentation Graphics Software 663 11.6% 72 HH Owns Multimedia Software 479 8.4% 84 HH Owns Multimedia Software 487 8.5% 87 HH Owns Nutimedia Software 487 8.5% 87 HH Owns Online Mg or Conference Software 23 14.4% 84 HH Owns Sonline Mg or Conference Software 241 4.2% 63 HH Owns Sortadsheet Software 1,252 21.9% 87 HH Owns Spreadsheet Software 1,252 21.9% 78 HH Owns With Software 1,215 21.9% 78 HH Owns With Authoring Software 79 1.4% 85 HH Owns Word Processing Software 1,711 29.9% 78 HH Owns Kord Processing Software 2,913 51.0% 94 HH Owns Noise Reduction Headphones 2,329 40.8% 94 HH Owns Noise Reduction Headphones 1,261 22.1% 93 HH Owns Headphones Wilcrophone 1,261 22.1% 93 HH Owns At Pros <	5			
HH Owns Presentation Graphics Software 275 4.8% 75 HH Owns Nuthimedia Software 479 8.4% 84 HH Owns Nuthimedia Software 479 8.4% 84 HH Owns Online Rty or Conference Software 223 14.4% 84 HH Owns Social Rty or Anti-Virus Software 1,262 22.1% 87 HH Owns Streat/Hest Software 1,262 21.9% 78 HH Owns Touch Screen Monitor 581 10.2% 80 HH Owns Word Processing Software 1,711 29.9% 78 HH Owns Word Processing Software 1,001 17.5% 84 HH Owns Word Processing Software 1,001 17.5% 84 HH Owns Nord Processing Software 1,001 17.5% 84 HH Owns Nord Processing Software 1,001 17.5% 84 HH Owns Nord Processing Software 1,261 2.1% 93 HH Owns Solve Reduction Headphones 2,329 40.8% 94 HH Owns Solve Reduction Headphones 1,261 2.1% 93 HH				
HH Owns Multimedia Software 479 8.4% 84 HH Owns Networking Software 487 8.5% 87 HH Owns Online Mtg or Conference Software 241 4.2% 63 HH Owns Spreadsheet Software 1,262 22.1% 87 HH Owns Spreadsheet Software 1,262 21.9% 78 HH Owns Stuck Screen Monitor 581 10.2% 80 HH Owns Web Authoring Software 79 1.4% 85 HH Owns Word Processing Software 1,711 29.9% 78 HH Owns Drayer 79 1.4% 85 HH Owns Drayer 1,001 1.7.5% 84 HH Owns Portable GPS Device 1,001 1.7.5% 84 HH Owns Note Reduction Headphones 2,329 40.8% 94 HH Owns Note Reduction Headphones 1,000 19.1% 91 HH Owns TrVs 1,638 28.7% 101 HH Owns Note Reduction Headphones 1,233 23.1% 101 HH Owns Note Start or Entertainment System 864 15.1%	•			
HH Owns Networking Software 487 8.5% 87 HH Owns Online or Remote Backup Software 223 14.4% 84 HH Owns Soline or Remote Backup Software 1,262 22.1% 87 HH Owns Spreadsheet Software 1,262 22.1% 87 HH Owns Touch Screen Monitor 581 10.2% 80 HH Owns Web Authoring Software 79 1.4% 85 HH Owns Word Processing Software 1,711 29.9% 78 HH Owns Not Delayer 800 14.0% 78 HH Owns Not Delayer 1,001 17.5% 84 HH Owns Not Delayer 2,913 51.0% 94 HH Owns Noise Reduction Headphones 2,329 40.8% 94 HH Owns Noise Reduction Headphones 1,261 22.1% 93 HH Owns 17V 1,638 28.7% 101 HH Owns 17V 1,236 21.6% 96 HH Owns 17V 1,236 21.6% 95 HH Owns 17V 2,526 42.2% 95				
HH Owns Online Mo or Conference Software 823 14.4% 84 HH Owns Online or Remote Backup Software 21 4.2% 63 HH Owns Spreadsheet Software 1,262 22.1% 87 HH Owns Surds Screen Monitor 581 10.2% 80 HH Owns Utility Software 19 3.5% 65 HH Owns Web Authoring Software 79 1.4% 85 HH Owns Word Processing Software 1,711 29.9% 78 HH Owns Bord brocessing Software 1,011 17.5% 84 HH Owns Bord brocessing Software 2,913 51.0% 94 HH Owns Bortable GPS Device 1,001 17.5% 84 HH Owns Nois Reduction Headphones 2,913 51.0% 94 HH Owns Nois Reduction Headphones 1,090 19.1% 91 HH Owns 1VV 974 17.0% 94 HH Owns Nois Reduction Headphones 1,030 22.1% 93 HH Owns None Theater or Entertainment System 1,638 28.7% 101 HH Owns SUE DT V				
HH Owns Online or Remote Backup Software 241 4.2% 63 HH Owns Security or Anti-Virus Software 1,262 22.1% 87 HH Owns Touch Screen Monitor 581 10.2% 80 HH Owns Stread Sheet Software 199 3.5% 655 HH Owns Word Processing Software 79 1.4% 85 HH Owns Word Processing Software 1,711 29.9% 78 HH Owns New Authoring Software 1,001 17.5% 644 HH Owns New Mord Processing Software 1,001 17.5% 644 HH Owns New Far Buds Headphones 2,913 51.0% 94 HH Owns Noise Reduction Headphones 1,090 19.1% 91 HH Owns How Rote For Extertainment System 864 15.1% 91 HH Owns 1TV 1,232 23.1% 101 HH Owns 1TV 1,236 22.9% 88 HH Owns SLED TV 1,232 21.6% 95 HH Owns LED TV 2,260 46.2% 95 HH Owns SLED TV 2,213 30.4% 99 HH Owns SLED TV 1,533 26.8%	-			
HH Owns Security or Anti-Virus Software 1,252 22.1% 87 HH Owns Spreadsheet Software 1,252 21.9% 78 HH Owns Utilty Software 19 3.5% 65 HH Owns Web Authoring Software 79 1.4% 85 HH Owns Web Authoring Software 1,711 29.9% 78 HH Owns Word Processing Software 1,711 29.9% 78 HH Owns Portable CPS Device 1,001 17.5% 84 HO wns Portable CPS Device 1,001 17.5% 84 HH Owns Nois Reduction Headphones 2,329 40.8% 94 HH Owns Nois Reduction Headphones 1,060 19.1% 91 HH Owns Tow Headphones w/Microphone 1,261 22.1% 93 HH Owns To 1,333 23.1% 101 HH Owns 1TV 1,236 21.6% 96 HH Owns 2 TVs 1,232 5.6% 89 HH Owns 3 TVs 1,333 23.1% 101 HH Owns 4.17% 2,2526 44.2% 95 <t< td=""><td></td><td></td><td></td><td></td></t<>				
i HH Owns Spreadsheet Software 1,252 21.9% 78 HH Owns Touch Screen Monitor 581 10.2% 80 HH Owns Web Authoring Software 199 3.5% 65 HH Owns Word Processing Software 1,711 29.9% 78 HH Owns Eve Bud Headphones 1,711 29.9% 78 HH Owns Ear Buds Headphones 2,913 51.0% 94 HH Owns Noise Reduction Headphones 2,329 40.8% 94 HH Owns Noise Reduction Headphones 1,090 19.1% 91 HH Owns Home Theater or Entertainment System 864 15.1% 91 HH Owns 1TV 974 17.0% 94 HH Owns 2 TVs 1,323 23.1% 101 HH Owns 1TV 1,323 23.1% 101 HH Owns 2 TVs 1,323 23.1% 101 HH Owns LCD TV 1,326 21.6% 98 HH Owns LCD TV 2,526 44.2% 102 HH Owns At UTra HDTV 632 11.1% 101	•			
HH Owns Touch Screen Monitor 581 10.2% 80 HH Owns Utility Software 199 3.5% 65 HH Owns Web Authoring Software 79 1.4% 85 HH Owns Word Processing Software 1,711 29.9% 78 HH Owns CD Player 800 14.0% 78 HH Owns Ear Buds Headphones 2,913 51.0% 94 HH Owns Noise Reduction Headphones 1,900 19.1% 91 HH Owns Noise Reduction Headphones 1,090 19.1% 91 HH Owns Noise Reduction Headphones 1,261 22.1% 93 HH Owns TVs 1,638 28.7% 101 HH Owns TVs 1,638 28.7% 101 HH Owns LD TV 1,236 21.6% 96 HH Owns LD TV 1,236 21.6% 96 HH Owns LD TV 1,236 22.9% 88 HH Owns LD TV 2,526 44.2% 95 HH Owns LD TV 2,060 36.0% 89 HH Owns S Interret TV (Medium)	· ·			
IH Owns Utily Software 199 3.5% 65 IH Owns Web Authoring Software 79 1.4% 85 HH Owns Word Processing Software 1,711 29.9% 78 HH Owns Fortable GPS Device 1,001 17.5% 84 HH Owns Fortable GPS Device 2,913 51.0% 94 HH Owns Noise Reduction Headphones 2,923 40.8% 94 HH Owns Noise Reduction Headphones 1,900 19.1% 91 HH Owns Home Theater or Entertainment System 864 15.1% 91 HH Owns 1 TV 974 17.0% 94 HH Owns 2 TVS 1,323 23.1% 101 HH Owns 3 TVS 1,323 23.1% 101 HH Owns 1 CD TV 2,326 21.6% 88 HH Owns LCD TV 2,326 21.6% 99 HH Owns HDTV 2,060 36.0% 99 HH Owns At Ultra HDTV 2,060 36.0% 99 HH Owns CD TV 2,213 39.0% 91 HO Wons HDTV				
HH Owns Web Authoring Software 79 1.4% 85 HH Owns CDP Payer 800 14.0% 78 HH Owns Parballe GPS Device 1,001 17.5% 84 HH Owns Parballe GPS Device 1,001 17.5% 84 HH Owns But Buds Headphones 2,913 51.0% 94 HOwns Noise Reduction Headphones 2,329 40.8% 94 HH Owns Bluetooth or Wireless Headphones 1,901 19.1% 91 HH Owns Headphones sw/Microphone 1,261 22.1% 93 HH Owns TVS 1,638 28.7% 101 HH Owns 1TV 1,638 28.7% 101 HH Owns 2 TVS 1,638 28.7% 101 HH Owns 2 TVS 1,326 21.6% 96 HH Owns LED TV 1,326 22.9% 88 HH Owns NUED TV 2,526 444.2% 95 HH Owns Nors Interret Connectable TV 2,321 39.0% 91 HOwns Nues NDTV 1,533 26.8% 92 HH Owns 1 DTV <td></td> <td></td> <td></td> <td></td>				
HH Owns Word Processing Software 1,711 29.9% 78 HH Owns Portable GPS Device 1,001 17.5% 84 HH Owns Portable GPS Device 2,913 51.0% 94 HH Owns Bluetooth or Wireless Headphones 2,913 51.0% 94 HH Owns Noise Reduction Headphones 1,090 19.1% 91 HH Owns Home Theater or Entertainment System 864 15.1% 93 HH Owns Home Theater or Entertainment System 1,638 28.7% 101 HH Owns 2 TVs 1,638 28.7% 101 HH Owns 3 TVs 1,236 21.6% 96 HH Owns 4 TVs 1,306 22.9% 88 HH Owns LED TV 2,526 44.2% 95 HH Owns Plasma TV 632 11.1% 101 HH Owns A K UItra HDTV 2,660 36.0% 89 HH Owns A K UItra HDTV 2,660 36.0% 99 HH Owns A K UItra HDTV 1,736 30.4% 99 HH Owns A K UItra HDTV 1,736 30.4% 99				
HH Owns CD Player 800 14.0% 78 HH Owns Portable GPS Device 1,001 17.5% 84 HH Owns Far Buds Headphones 2,913 51.0% 94 HH Owns Noise Reduction Headphones 2,329 40.8% 94 HH Owns Noise Reduction Headphones 1,090 19.1% 91 HH Owns Noise Reduction Headphones 1,261 22.1% 93 HH Owns Headphones m/Microphone 1,261 22.1% 93 HH Owns 1TV 974 17.0% 94 HH Owns 2 TVs 1,338 28.7% 101 HH Owns 2 TVs 1,236 21.6% 96 HH Owns 2 TVs 1,236 21.6% 96 HH Owns LED TV 2,526 44.2% 95 HH Owns NDEDT V 2,260 36.0% 89 HH Owns ADTV 1,614 28.2% 102 HH Owns ADTV 2,215 30.4% 91 HH Owns ADTV 2,213 30.0% 91 HH Owns ADT 2,213 30.4%<				
HH Owns Portable GPS Device 1,001 17.5% 84 HH Owns Buetooth or Wireless Headphones 2,913 51.0% 94 HH Owns Buetooth or Wireless Headphones 2,329 40.8% 94 HH Owns Noise Reduction Headphones 1,090 19.1% 91 HH Owns Near Reduction Headphones 1,090 19.1% 91 HH Owns Headphones w/Microphone 1,261 22.1% 93 HH Owns Home Theater or Entertainment System 864 15.1% 91 HH Owns 1 TV 974 17.0% 94 HH Owns 2 TVs 1,638 28.7% 101 HH Owns 4 TVs 1,306 22.9% 88 HH Owns LCD TV 1,306 22.9% 88 HH Owns DLED TV 322 5.6% 89 HH Owns A KUtra HDTV 632 11.1% 101 HH Owns A KUtra HDTV 1,614 28.2% 102 HH Owns S Treen TV (Medium) 1,533 26.8% 92 HH Owns A KUtra HDTV 1,614 28.2% 102				
HH Owns Ear Buds Headphones 2,913 \$1.0% 94 HH Owns Noise Reduction Headphones 1,090 19.1% 91 HH Owns Noise Reduction Headphones 1,090 19.1% 93 HH Owns Home Theater or Entertainment System 864 15.1% 91 HH Owns 1 TV 974 17.0% 94 HH Owns 2 Tvs 1,638 28.7% 101 HH Owns 3 Tvs 1,236 21.6% 96 HH Owns LED TV 2,556 44.2% 95 HH Owns LED TV 322 5.6% 89 HH Owns HOTV 2,060 36.0% 89 HH Owns HOTV 2,060 36.0% 89 HH Owns MITV 1,614 28.2% 102 HH Owns MITV 1,614 28.2% 102 HH Owns A TV 2,060 36.0% 89 HH Owns A TV 2,080 36.4% 102 HH Owns S IDTV 2,080 36.4% 102 HH Owns S IDTV 2,080 36.4% 102	•			
HH Owns Bluetooth or Wireless Headphones 2,329 40.8% 94 HH Owns Noise Reduction Headphones 1,090 19.1% 91 HH Owns Headphones w/Microphone 1,261 22.1% 93 HH Owns Home Theater or Entertainment System 864 15.1% 91 HH Owns 1 TV 974 17.0% 94 HH Owns 2 TVs 1,638 28.7% 101 HH Owns 3 TVs 1,323 23.1% 101 HH Owns 1CD TV 1,366 22.9% 88 HH Owns LCD TV 1,306 22.9% 88 HH Owns DLED TV 322 5.6% 89 HH Owns Plasma TV 632 11.1% 101 HH Owns HADTV 2,060 36.0% 89 HH Owns AK Ultra HDTV 1,614 28.2% 102 HH Owns 327 :35 in Screen TV (Medium) 1,533 26.8% 99 HH Owns 327 :35 in Screen TV (Kat) 2,068 36.2% 96 HH Owns 327:35 in Screen TV (Kut) 2,068 36.2% 92				
HH Owns Noise Reduction Headphones 1,090 19.1% 91 HH Owns Home Theater or Entertainment System 864 15.1% 91 HH Owns Home Theater or Entertainment System 864 15.1% 91 HH Owns 1TV 974 17.0% 94 HH Owns 2 TVs 1,638 28.7% 101 HH Owns 3 TVs 1,323 23.1% 101 HH Owns LCD TV 1,336 22.9% 88 HH Owns LED TV 2,525 44.2% 95 HH Owns OLED TV 322 5.6% 89 HH Owns HOWS NOWS AV UITA HOTV 2,660 36.0% 89 HH Owns ILD TV 2,060 36.0% 89 HH Owns Intermet Connectable TV 2,231 39.0% 91 HH Owns S -27 in Screen TV (Small) 736 12.9% 92 HH Owns 3 -3 in Screen TV (Kalum) 1,533 26.8% 92 HH Owns 3 -5 49 in Screen TV (XL) 2,068 36.2% 96 HH Owns 3 -5 49 in Screen TV (XL) 2,068 36.2% 96 <	•			
HH Owns Headphones w/Microphone 1,261 22.1% 93 HH Owns Home Theater or Entertainment System 864 15.1% 91 HH Owns 1 TV 974 17.0% 94 HH Owns 2 TVs 1,638 28.7% 101 HH Owns 3 TVs 1,232 23.1% 101 HH Owns 4+ TVs 1,236 21.6% 96 HH Owns LCD TV 2,526 44.2% 95 HH Owns LDD TV 2,526 44.2% 95 HH Owns OLED TV 2,260 36.0% 89 HH Owns HDTV 2,660 36.0% 89 HH Owns K Ultra HDTV 1,614 28.2% 101 HH Owns S Internet Connectable TV 2,231 39.0% 91 HH Owns 4K Ultra HDTV 1,533 26.8% 92 HH Owns 36-42 in Screen TV (Large) 1,736 30.4% 89 HH Owns 35-69 in Screen TV (XL) 2,068 36.2% 96 HH Owns 45 wir Kecent TV Purchase: 27-3 in (Small) 20 51.% 107 HH Most Recent TV Purchase: 27-35 in (Medium) 377 6.6% 88	•			
HH Owns Home Theater or Entertainment System 864 15.1% 91 HH Owns 1 TV 974 17.0% 94 HH Owns 2 TVs 1,638 28.7% 101 HH Owns 3 TVs 1,323 23.1% 101 HH Owns 4 TVs 1,236 21.6% 96 Owns LCD TV 1,306 22.9% 88 HH Owns LDD TV 2,526 44.2% 95 HH Owns OLED TV 2,526 44.2% 95 HH Owns Plasma TV 632 11.1% 101 HH Owns No SUED TV 2,260 36.0% 89 HH Owns HDTV 2,060 36.0% 89 HH Owns Internet Connectable TV 2,231 39.0% 91 HH Owns 27-35 in Screen TV (Small) 736 12.9% 99 HH Owns 56-69 in Screen TV (XL) 2,068 36.2% 96 HH Owns 57-69 in Screen TV (XXL) 377 6.6% 88 HH Owns 57-69 in Screen TV (XXL) 377 6.6% 88 HH Most Recent TV Purchase: 36-42 in (Large)	•			
HH Owns 1 TV 974 17.0% 94 HH Owns 2 TVs 1,638 28.7% 101 HH Owns 3 TVs 1,232 23.1% 101 HH Owns 4+ TVs 1,236 21.6% 96 HH Owns LCD TV 1,306 22.9% 88 HH Owns LDD TV 322 5.6% 89 HH Owns OLED TV 322 5.6% 89 HH Owns AUtra HDTV 2,600 36.0% 89 HH Owns AUtra HDTV 1,614 28.2% 102 HH Owns A Kultra HDTV 1,614 28.2% 102 HH Owns 3Cris Screen TV (Small) 736 12.9% 99 HH Owns 3-42 in Screen TV (Medium) 1,533 26.8% 92 HH Owns 3-42 in Screen TV (XL) 2,068 36.2% 96 HH Owns 3-42 in Screen TV (XL) 2,068 36.2% 96 HH Owns 5-6 in Screen TV (XL) 2,068 36.2% 96 HH Owns 70 in + Screen TV (XXL) 377 6.6% 88 HH Most Recent TV Purchase: 27-35 in (Medium) 685 12.0% 94 HH Most Recent TV Purchase: 3	· · · ·			
HH Owns 2 TVs 1,638 28.7% 101 HH Owns 3 TVs 1,323 23.1% 101 HH Owns 4+ TVs 1,236 21.6% 96 HH Owns LCD TV 1,306 22.9% 88 HH Owns LDD TV 2,526 44.2% 95 HH Owns Plasma TV 632 11.1% 101 HH Owns Plasma TV 632 11.1% 101 HH Owns Plasma TV 2,660 36.0% 89 HH Owns Ak Ultra HDTV 1,614 28.2% 102 HH Owns Internet Connectable TV 2,231 39.0% 91 HO Wns 7-35 in Screen TV (Small) 736 12.9% 92 HH Owns 36-42 in Screen TV (Large) 1,736 30.4% 89 HH Owns 55-69 in Screen TV (XL) 2,068 36.2% 96 HH Owns 55-69 in Screen TV (XL) 2,068 36.2% 96 HH Owns 55-69 in Screen TV (XL) 2,068 36.2% 96 HH Most Recent TV Purchase: 27-35 in (Medium) 685 12.0% 94 HH				
HH Owns 3 TVs 1,323 23.1% 101 HH Owns LD TVs 1,236 21.6% 96 HH Owns LD TV 2,526 44.2% 95 HH Owns DLED TV 322 5.6% 89 HH Owns DLED TV 632 11.1% 101 HH Owns Plasma TV 632 11.1% 101 HH Owns HDTV 2,060 36.0% 89 HH Owns KUltra HDTV 2,060 36.0% 91 HH Owns 27.35 in Screen TV (Small) 736 12.9% 99 HH Owns 36-42 in Screen TV (Medium) 1,533 26.8% 92 HH Owns 327-35 in Screen TV (Medium) 1,736 30.4% 89 HH Owns 327-35 in Screen TV (XL) 2,068 36.2% 96 HH Owns 35-69 in Screen TV (XXL) 2,068 36.2% 96 HH Owns 70 in + Screen TV (XXL) 377 6.6% 88 HH Most Recent TV Purchase: 327-35 in (Medium) 685 12.0% 94 HH Most Recent TV Purchase: 327-35 in (Medium) 685 12.0% 94 HH Most Recent TV Purchase: 35-69 in (XL) 1,184 20.7% <td< td=""><td></td><td></td><td></td><td></td></td<>				
HH Owns 4+ TVs1,23621.6%96HH Owns LCD TV1,30622.9%88HH Owns LD TV2,52644.2%95HH Owns DLD TV3225.6%89HH Owns Plasma TV63211.1%101HH Owns KUtra HDTV2,06036.0%89HH Owns K Ultra HDTV1,61428.2%102HH Owns K Ultra HDTV1,61428.2%102HH Owns Streen TV (Small)73612.9%99HH Owns 527 in Screen TV (Medium)1,53326.6%92HH Owns 54-6 in Screen TV (Large)1,73630.4%89HH Owns 55-69 in Screen TV (XL)2,08036.4%102HH Owns 70 in + Screen TV (XXL)3776.6%88HH Most Recent TV Purchase: 27-35 in (Medium)68512.0%94HH Most Recent TV Purchase: 36-42 in (Large)82014.3%85HH Most Recent TV Purchase: 35-69 in (XLL)1,18420.7%105HH Most Recent TV Purchase: 55-69 in (XLL)3125.5%93HH Most Recent TV Purchase: 5				
HH Owns LCD TV1,30622.9%88HH Owns LED TV2,52644.2%95HH Owns DLED TV3225.6%89HH Owns Plasma TV63211.1%101HH Owns HDTV2,06036.0%89HH Owns K Ultra HDTV1,61428.2%102HH Owns 4K Ultra HDTV2,23139.0%91Owns 7 in Screen TV (Small)73612.9%99HH Owns 36-42 in Screen TV (Medium)1,53326.8%92HH Owns 57-59 in Screen TV (Large)1,73630.4%89HH Owns 57-69 in Screen TV (XL)2,06836.2%96HH Owns 57-69 in Screen TV (XXL)3776.6%88HH Owns 57-69 in Screen TV (XXL)3776.6%88HH Most Recent TV Purchase: 27-35 in (Medium)68512.0%94HH Most Recent TV Purchase: 36-42 in (Large)82014.3%85HH Most Recent TV Purchase: 36-42 in (Large)82014.3%85HH Most Recent TV Purchase: 37-35 in (Medium)68512.0%94HH Most Recent TV Purchase: 37-35 in (Medium)68512.0%94HH Most Recent TV Purchase: 36-42 in (Large)82014.3%85HH Most Recent TV Purchase: 35-69 in (XXL)1,164928.9%102HH Most Recent TV Purchase: 55-69 in (XXL)3125.5%93HH Most Recent TV Purchase: 55-69 in (XXL)3125.5%93HH Owns Anazon Fire Internet Device for TV2,86850.2%95HH Owns				
HH Owns LED TV 2,526 44.2% 95 HH Owns OLED TV 322 5.6% 89 HH Owns Nama TV 632 11.1% 101 HH Owns Hama TV 632 11.1% 101 HH Owns HDTV 2,060 36.0% 89 HH Owns 4K Ultra HDTV 1,614 28.2% 102 HH Owns 27 in Screen TV (Small) 736 12.9% 99 HH Owns 27-35 in Screen TV (Medium) 1,533 26.8% 92 HH Owns 36-42 in Screen TV (Large) 1,736 30.4% 89 HH Owns 43-54 in Screen TV (XL) 2,068 36.2% 96 HH Owns 57-69 in Screen TV (XXL) 377 6.6% 88 HH Owns 70 in + Screen TV (XXL) 377 6.6% 88 HH Most Recent TV Purchase: 27-35 in (Medium) 685 12.0% 94 HH Most Recent TV Purchase: 27-35 in (Medium) 805 14.3% 85 HH Most Recent TV Purchase: 43-54 in (XL) 1,184 20.7% 105 HH Most Recent TV Purchase: 43-54 in (XL) 1,184	HH Owns LCD TV			88
HH Owns Plasma TV63211.1%101HH Owns HDTV2,06036.0%89HH Owns 4K Ultra HDTV1,61428.2%102HH Owns 1nternet Connectable TV2,23139.0%91HH Owns <27 in Screen TV (Small)	HH Owns LED TV		44.2%	95
HH Owns HDTV2,06036.0%89HH Owns 4K Ultra HDTV1,61428.2%102HH Owns Internet Connectable TV2,23139.0%91HH Owns <27 in Screen TV (Smill)	HH Owns OLED TV	322	5.6%	89
HH Owns 4K Ultra HDTV1,61428.2%102HH Owns Internet Connectable TV2,23139.0%91HH Owns <27 in Screen TV (Small)	HH Owns Plasma TV	632	11.1%	101
HH Owns Internet Connectable TV2,23139.0%91HH Owns <27 in Screen TV (Small)	HH Owns HDTV			
HH Owns <27 in Screen TV (Small)73612.9%99HH Owns 27-35 in Screen TV (Medium)1,53326.8%92HH Owns 36-42 in Screen TV (Large)1,73630.4%89HH Owns 43-54 in Screen TV (XL)2,08036.4%102HH Owns 55-69 in Screen TV (XXL)2,06836.2%96HH Owns 70 in + Screen TV (XXL)3776.6%88HH Most Recent TV Purchase: <27 in (Small)				
HH Owns 27-35 in Screen TV (Medium)1,53326.8%92HH Owns 36-42 in Screen TV (Large)1,73630.4%89HH Owns 43-54 in Screen TV (XL)2,08036.4%102HH Owns 55-69 in Screen TV (XL)2,06836.2%96HH Owns 70 in + Screen TV (XXL)3776.6%88HH Most Recent TV Purchase: <27 in (Small)				
HH Owns 36-42 in Screen TV (Large)1,73630.4%89HH Owns 43-54 in Screen TV (XL)2,08036.4%102HH Owns 55-69 in Screen TV (XXL)2,06836.2%96HH Owns 70 in+ Screen TV (XXL)3776.6%88HH Most Recent TV Purchase: <27 in (Small)				
HH Owns 43-54 in Screen TV (XL)2,08036.4%102HH Owns 55-69 in Screen TV (XXL)2,06836.2%96HH Owns 70 in+ Screen TV (XXL)3776.6%88HH Most Recent TV Purchase: <27 in (Small)	· ·			
HH Owns 55-69 in Screen TV (XXL)2,06836.2%96HH Owns 70 in+ Screen TV (XXL)3776.6%88HH Most Recent TV Purchase: <27 in (Small)				
HH Owns 70 in + Screen TV (XXXL) 377 6.6% 88 HH Most Recent TV Purchase: <27 in (Small)				
HH Most Recent TV Purchase: <27 in (Small)				
HH Most Recent TV Purchase: 27-35 in (Medium) 685 12.0% 94 HH Most Recent TV Purchase: 36-42 in (Large) 820 14.3% 85 HH Most Recent TV Purchase: 43-54 in (XL) 1,184 20.7% 105 HH Most Recent TV Purchase: 55-69 in (XXL) 1,649 28.9% 102 HH Most Recent TV Purchase: 70+ in (XXL) 312 5.5% 93 HH Owns Internet Video Device for TV 2,868 50.2% 95 HH Owns Amazon Fire Internet Device for TV 1,507 26.4% 100 HH Owns Apple TV Internet Device for TV 385 6.7% 69				
HH Most Recent TV Purchase: 36-42 in (Large) 820 14.3% 85 HH Most Recent TV Purchase: 43-54 in (XL) 1,184 20.7% 105 HH Most Recent TV Purchase: 55-69 in (XXL) 1,649 28.9% 102 HH Most Recent TV Purchase: 70+ in (XXL) 312 5.5% 93 HH Owns Internet Video Device for TV 2,868 50.2% 95 HH Owns Amazon Fire Internet Device for TV 1,507 26.4% 100 HH Owns Apple TV Internet Device for TV 385 6.7% 69				
HH Most Recent TV Purchase: 43-54 in (XL) 1,184 20.7% 105 HH Most Recent TV Purchase: 55-69 in (XXL) 1,649 28.9% 102 HH Most Recent TV Purchase: 70+ in (XXL) 312 5.5% 93 HH Owns Internet Video Device for TV 2,868 50.2% 95 HH Owns Amazon Fire Internet Device for TV 1,507 26.4% 100 HH Owns Apple TV Internet Device for TV 385 6.7% 69	. ,			
HH Most Recent TV Purchase: 55-69 in (XXL) 1,649 28.9% 102 HH Most Recent TV Purchase: 70+ in (XXL) 312 5.5% 93 HH Owns Internet Video Device for TV 2,868 50.2% 95 HH Owns Amazon Fire Internet Device for TV 1,507 26.4% 100 HH Owns Apple TV Internet Device for TV 385 6.7% 69				
HH Most Recent TV Purchase: 70+ in (XXXL)3125.5%93HH Owns Internet Video Device for TV2,86850.2%95HH Owns Amazon Fire Internet Device for TV1,50726.4%100HH Owns Apple TV Internet Device for TV3856.7%69	· ·			
HH Owns Internet Video Device for TV2,86850.2%95HH Owns Amazon Fire Internet Device for TV1,50726.4%100HH Owns Apple TV Internet Device for TV3856.7%69				
HH Owns Amazon Fire Internet Device for TV1,50726.4%100HH Owns Apple TV Internet Device for TV3856.7%69				95
HH Owns Apple TV Internet Device for TV3856.7%69	HH Owns Amazon Fire Internet Device for TV			100
HH Owns Google Chromecast Intrnt Device for TV 411 7.2% 91	HH Owns Apple TV Internet Device for TV		6.7%	69
	HH Owns Google Chromecast Intrnt Device for TV	411	7.2%	91
HH Owns Roku Internet Device for TV1,45025.4%99		1,450	25.4%	99
HH Owns Handheld Video Game System94216.5%96	•			
HH Owns Video Game System Attached to TV/Comp2,33640.9%99				
HH Owns Nintendo DS/2DS/3DS Video Game System3395.9%89	HH Owns Nintendo DS/2DS/3DS Video Game System	339	5.9%	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.



Salt River Pima-Maricopa Area: 683.34 square miles Prepared by Esri

	Expected		
Product/Consumer Behavior	Number of Adults or	Percent	MPI
HH Owns Nintendo Switch Video Game System	798	14.0%	96
HH Owns Nintendo Wii/Wii U Video Game System	418	7.3%	76
HH Owns PlayStation 2/3 Video Game System	497	8.7%	106
HH Owns PlayStation 4 Video Game System	1,185	20.7%	121
HH Owns Xbox 360 Video Game System	529	9.3%	96
HH Owns Xbox One Video Game System	721	12.6%	97
HH Purchased Video Game System/12 Mo	462	8.1%	101
HH Purchased 1 Video Game/12 Mo	120	2.1%	90
HH Purchased 2 Video Games/12 Mo	165	2.9%	94
HH Purchased 3 Video Games/12 Mo	160	2.8%	118
HH Purchased 4 Video Games/12 Mo	140	2.4%	126
HH Purchased 5+ Video Games/12 Mo	358	6.3%	102
HH Spent \$1-100 on Video Games/12 Mo	499	8.7%	98
HH Spent \$101-200 on Video Games/12 Mo	278	4.9%	99
HH Spent \$201+ on Video Games/12 Mo	248	4.3%	117
HH Purchased Video Game from Disc Dept Store/12 Mo	129	2.3%	92
HH Purchased Video Game from Electronics Store/12 Mo	174	3.0%	95
HH Purchased Video Games from Game Console/12 Mo	273	4.8%	94
HH Purchased Video Game from GameStop/12 Mo	409	7.2%	109
HH Purchased Video Game from Steam/12 Mo	129	2.3%	90
HH Purchased Video Game from Oth Online/12 Mo	364	6.4%	83
HH Purchased Video Game System/Disc Dept Store/12 Mo	83	1.5%	110
HH Purchased Video Game System/Electr Store/12 Mo	94	1.6%	90
HH Purchased Video Game System/GameStop/12 Mo	120	2.1%	110
HH Purchased Video Game System/Other Online/12 Mo	165	2.9%	99
Have Internet Access at Home	13,796	95.0%	98
Broadband/High Speed Internet Connection at Home	13,147	90.5%	97
Cable Modem Internet Connection at Home	6,153	42.4%	100
DSL Internet Connection at Home	1,376	9.5%	92
Fiber Optic Internet Connection at Home	1,749	12.0%	69
Satellite Service Internet Connection at Home	670	4.6%	132
Spend <0.5 Hrs Online (Excluding Email) Daily	842	5.8%	125
Spend 0.5-0.9 Hrs Online (Excluding Email) Daily	864	5.9%	77
Spend 1-1.9 Hrs Online (Excluding Email) Daily	2,088	14.4%	85
Spend 2-4.9 Hrs Online (Excluding Email) Daily	3,832	26.4%	86
Spend 5-9.9 Hrs Online (Excluding Email) Daily	3,590	24.7%	110
Spend 10+ Hrs Online (Excluding Email) Daily	2,106	14.5%	130
Used Internet/30 Days	13,920	95.8%	99
Used Internet at Home/30 Days	13,166	90.6%	97
Used Internet at Work/30 Days	4,168	28.7%	77
Used Internet at School or Library/30 Days	1,005	6.9%	103
Used Internet Not Home/Work/School/Library/30 Days	3,892	26.8%	76
Used Computer to Access Internet/30 Days	10,091	69.5%	87
Used Cell Phone to Access Internet/30 Days	11,924	82.1%	96
Used Tablet to Access Internet/30 Days	4,253	29.3%	79
Used Vid Game Console to Access Internet/30 Days	1,671	11.5%	113
Used TV to Access Internet/30 Days	3,978	27.4%	100
Used Internet for Email/30 Days	11,068	76.2%	90
Used Internet for IM/30 Days	11,703	80.6%	100
Used Internet for Phone Call/30 Days	4,844	33.4%	92
Used Internet for Video Chat/30 Days	4,668	32.1%	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.



Salt River Pima-Maricopa Area: 683.34 square miles Prepared by Esri

Product/Consumer Behavior Number of Adults or Percent MPT Used Internet for Business Purchase/30 Days 8,479 6.1.8% 85 Used Internet for Sports News or Inf/30 Days 2,777 19.1% 74 Used Internet for Sports News or Inf/30 Days 2,777 19.1% 70 Used Internet for Sports News or Inf/30 Days 3,377 23.3% 74 Used Internet for Medical Inf/30 Days 3,600 24.8% 76 Used Internet for Medical Inf/30 Days 5,72 3.9% 99 Used Internet for Parenting Inf/30 Days 6,795 46.8% 88 Used Internet for Recipes/30 Days 6,795 46.8% 87 Used Internet to Download Music/30 Days 3,633 2.5% 97 Used Internet to Download Music/30 Days 2,065 3.4.8% 111 Used Internet to Download Music/30 Days 5,56 3.8% 112 Used Internet to Download Vide Game/30 Days 5,56 3.8% 112 Used Internet to Download Vide Game/30 Days 5,56 3.8% 112 Used Internet to D		Expected		
Used Internet for Business Purchase/30 Days 1,414 9,7% 74 Used Internet for Sports News or Info/30 Days 2,777 19,1% 70 Used Internet for Sports News or Info/30 Days 3,777 23,3% 74 Used Internet for Medical Info/30 Days 3,600 24,8% 76 Used Internet for Medical Info/30 Days 1,765 9,5% 88 Used Internet for Medical Info/30 Days 5,72 3,9% 90 Used Internet for Acid Solays 1,650 10,7% 70 Used Internet for Acid Video to Website/30 Days 6,795 46,8% 88 Used Internet to Add Video to Website/30 Days 3,63 2,5% 97 Used Internet to Download Movie/30 Days 3,63 2,5% 79 Used Internet to Download V Program/30 Days 2,655 1,4,2% 111 Used Internet to Download V Program/30 Days 5,56 3,8% 112 Used Internet to Download V Program/30 Days 5,56 3,8% 112 Used Internet to Tabe Online Class/30 Days 5,77 2,5,7% 94 Used Intern	Product/Consumer Behavior		Percent	MPI
Used Internet for Latest News of Info/30 Days 6,182 42.6% 81 Used Internet for Financial Info/30 Days 3,277 19.1% 70 Used Internet for Financial Info/30 Days 3,3600 24.8% 76 Used Internet for Movie Listing/Times/30 Days 1,376 9.5% 89 Used Internet for Real Estate Info/30 Days 572 3.9% 90 Used Internet for Real Estate Info/30 Days 6,795 46.8% 88 Used Internet for Real Estate Info/30 Days 846 5.8% 97 Used Internet to Davinded Movie/30 Days 363 2.5% 97 Used Internet to Davinded Movie/30 Days 2,363 2.5% 111 Used Internet to Davinded V Program/30 Days 2,365 14.2% 111 Used Internet to Davinded V Program/30 Days 5,56 3.8% 112 Used Internet to Davinded V Program/30 Days 5,56 3.8% 113 Used Internet to Davinded V Program/30 Days 5,56 3.8% 112 Used Internet to Davinded V Program/30 Days 5,56 3.8% 113 Used	Used Internet for Personal Purchase/30 Days	8,979	61.8%	85
Used Internet for Sports News or Info/30 Days 2,777 19.1% 70 Used Internet for Medical Info/30 Days 3,600 24.8% 74 Used Internet for Medical Info/30 Days 1,376 9.5% 89 Used Internet for Medical Info/30 Days 1,576 9.5% 89 Used Internet for Parenting Info/30 Days 1,550 10.7% 70 Used Internet for Recipes/30 Days 6,795 46.8% 88 Used Internet to Add Video to Website/30 Days 2,411 16.6% 97 Used Internet to Download Music/30 Days 2,665 14.2% 111 Used Internet to Download V Program/30 Days 2,065 14.2% 111 Used Internet to Download V Program/30 Days 8,597 59.2% 94 Used Internet to Pain Comployment/30 Days 1,173 8.1% 111 Used Internet to Pain Comployment/30 Days 1,564 39.1% 106 Used Internet to Daving 20 Days 5,564 3.8% 112 Used Internet to Pain Game/30 Days 1,773 8.1% 88 Used Internet to Sand Greeting C	Used Internet for Business Purchase/30 Days	1,414	9.7%	74
Used Internet for Financial Info/30 Days 3,377 23.3% 74 Used Internet for Movie Listing:/Times/30 Days 1,376 9.5% 89 Used Internet for Movie Listing:/Times/30 Days 1,376 9.5% 89 Used Internet for Real Estate Info/30 Days 5,72 3.9% 90 Used Internet for Real Estate Info/30 Days 1,560 10.7% 70 Used Internet to Real Estate Info/30 Days 2,411 16.6% 107 Used Internet to Download Music/30 Days 2,300 15.8% 97 Used Internet to Download Music/30 Days 2,300 15.8% 110 Used Internet to Download Music/30 Days 2,030 15.8% 111 Used Internet to Download Video Game/30 Days 5,56 3.8% 112 Used Internet to Pay Bills/30 Days 5,564 39.1% 106 Used Internet to Pay Bills/30 Days 3,727 25.7% 94 Used Internet to Research Vehicle Purch/30 Days 1,73 8.1% 75 Used Internet to Research Vehicle Purch/30 Days 1,889 13.0% 75 Used	Used Internet for Latest News/30 Days	6,182	42.6%	81
Used Internet for Medical Info/30 Days 3,600 24.8% 76 Used Internet for Medical Info/30 Days 1,376 9.5% 89 Used Internet for Real Estate Info/30 Days 1,560 10.7% 70 Used Internet for Real Estate Info/30 Days 6,795 46.8% 88 Used Internet for Reales/30 Days 6,795 46.8% 88 Used Internet to Download Music/30 Days 2,411 16.6% 107 Used Internet to Download Music/30 Days 2,363 2.5% 79 Used Internet to Download Vice Game/30 Days 2,065 14.2% 111 Used Internet to Download Vice Game/30 Days 5,564 3.8% 112 Used Internet to Pail/Bil/30 Days 5,564 3.8% 112 Used Internet to Pail/Bil/30 Days 5,564 39.1% 106 Used Internet to Research Vehicle Purch/30 Days 1,173 8.1% 81 Used Internet to Research Vehicle Purch/30 Days 1,237 8.7% 75 Used Internet to Tade/Greeting Card/30 Days 1,376 4.0% 75 Used Internet to Tade/Pr	Used Internet for Sports News or Info/30 Days	2,777	19.1%	70
Used Internet for Movie Listings/Times/30 Days 1,376 9.5% 99 Used Internet for Real Estate Info/30 Days 1,560 10.7% 70 Used Internet for Real Estate Info/30 Days 6,795 46.8% 88 Used Internet for Real Estate Info/30 Days 1,099 7.6% 105 Used Internet to Download Mixel/30 Days 846 5.8% 97 Used Internet to Download Mixel/30 Days 2,411 16.6% 107 Used Internet to Download Mixel/30 Days 2,300 15.8% 116 Used Internet to Download Vice Game/30 Days 2,605 14.2% 111 Used Internet to Day Bills/30 Days 556 3.8% 112 Used Internet to Pay Bills/30 Days 5,684 39.1% 106 Used Internet to Pay Bills/30 Days 3,77 25.7% 94 Used Internet to Research Vehicle Purch/30 Days 1,73 8.1% 81 Used Internet to Tade Orient Cars/30 Days 1,859 1,30% 77 Used Internet to Tade Orient Cars/30 Days 1,859 1,30% 77 Used Internet to Tade/T	Used Internet for Financial Info/30 Days	3,377	23.3%	74
Used Internet for Parenting Info/30 Days 572 3.9% 90 Used Internet for Parenting Info/30 Days 1,560 10.7% 70 Used Internet for Recipes/30 Days 6,795 46.8% 88 Used Internet to Add Video to Website/30 Days 1,099 7.6% 105 Used Internet to Download Movie/30 Days 2,441 16.6% 107 Used Internet to Download Visc/30 Days 2,633 2.5% 79 Used Internet to Download Visc/30 Days 2,065 14.2% 111 Used Internet to Download Video Game/30 Days 2,065 14.2% 111 Used Internet to Conside Or Employment/30 Days 8,597 59.2% 94 Used Internet to Pay Games/30 Days 5,66 3.8% 112 Used Internet to Send Greeting Card/30 Days 5,76 4.0% 88 Used Internet to Send Greeting Card/30 Days 3,727 25.7% 94 Used Internet to Tade/Plans/30 Days 1,337 9,6% 75 Used Internet to Send Greeting Card/30 Days 1,397 9,6% 75 Used Internet to Tade/Plan	Used Internet for Medical Info/30 Days	3,600	24.8%	76
Used Internet for Real Estate Info/30 Days 1,560 10.7% 70 Used Internet for Recipes/30 Days 6,795 46.8% 88 Used Internet to Add Vide to Website/30 Days 1,099 7.6% 105 Used Internet to Download Movie/30 Days 846 5.8% 97 Used Internet to Download Movie/30 Days 333 2.5% 79 Used Internet to Download VP Program/30 Days 2,005 14.2% 111 Used Internet to Look for Employment/30 Days 2,065 14.2% 111 Used Internet to Pay Bills/30 Days 5,564 39.1% 166 Used Internet to Pay Sills/30 Days 5,564 39.1% 161 Used Internet to Research Vehicle Purch/30 Days 5,664 39.1% 161 Used Internet to Send Greeting Card/30 Days 3,727 25.7% 94 Used Internet to Take Online Class/30 Days 1,542 10.6% 57 Used Internet to Take Online Class/30 Days 1,889 1.0% 70 Used Internet to Take Donline Class/30 Days 1,889 1.0% 90 Used Internet	Used Internet for Movie Listings/Times/30 Days	1,376	9.5%	89
Used Internet for Recipes/30 Days 6,795 46.8% 88 Used Internet to Add Video to Website/30 Days 1,099 7.6% 105 Used Internet to Download Movie/30 Days 2,411 16.6% 107 Used Internet to Download Movie/30 Days 2,300 15.8% 107 Used Internet to Download Vieto Game/30 Days 2,005 14.2% 111 Used Internet to Download Vieto Game/30 Days 2,065 14.2% 111 Used Internet to Pay Bills/30 Days 5,56 3.8% 112 Used Internet to Pay Bills/30 Days 5,564 39.1% 106 Used Internet to Research Vehicle Purch/30 Days 5,76 4.0% 88 Used Internet to Research Vehicle Purch/30 Days 3,727 2,5.7% 94 Used Internet to Take Online Class/30 Days 1,542 10.6% 75 Used Internet to Take Online Class/30 Days 1,542 10.6% 75 Used Internet to Take Online Class/30 Days 1,288 8.9% 77 Used Internet to Take Digos/30 Days 1,288 1.0% 75 Used Internet	Used Internet for Parenting Info/30 Days	572	3.9%	90
Used Internet to Add Video to Website/30 Days 1099 7.6% 105 Used Internet to Download Music/30 Days 846 5.8% 97 Used Internet to Download Music/30 Days 2,411 16.6% 107 Used Internet to Download Vie Game/30 Days 2,300 15.8% 116 Used Internet to Download Vie Game/30 Days 2,065 14.2% 111 Used Internet to Look for Employment/30 Days 2,655 3.8% 112 Used Internet to Pay Bills/30 Days 5,684 39.1% 106 Used Internet to Pay Game/30 Days 5,77 4.0% 88 Used Internet to Send Greeting Card/30 Days 3,727 25.7% 94 Used Internet to Take Online Class/30 Days 1,397 9.6% 75 Used Internet to Take Online Class/30 Days 1,542 10.6% 77 Used Internet to Take Online Class/30 Days 1,542 10.6% 75 Used Internet to Take Online Class/30 Days 1,542 10.6% 77 Used Internet to Visite Blogs/30 Days 1,542 10.6% 77 Used Internet to W	Used Internet for Real Estate Info/30 Days	1,560	10.7%	70
Used Internet to Download Movie/30 Days 846 5.8% 97 Used Internet to Download Music/30 Days 2,411 16.6% 107 Used Internet to Download TV Program/30 Days 363 2.5% 79 Used Internet to Download TV Program/30 Days 2,065 14.2% 111 Used Internet to Download YUde Came/30 Days 5,56 3.8% 112 Used Internet to Pay Bills/30 Days 5,56 3.8% 112 Used Internet to Pay Games/30 Days 5,664 39.1% 106 Used Internet to Research Vehicle Purch/30 Days 1,173 8.1% 81 Used Internet to Research Vehicle Purch/30 Days 3,727 25.7% 94 Used Internet to Share Photos on Website/30 Days 1,327 9.6% 75 Used Internet to Tade/Track Investments/30 Days 1,542 10.6% 57 Used Internet to Tade/Track Investments/30 Days 1,889 13.0% 73 Used Internet to Visit Blogs/30 Days 1,288 8.9% 77 Used Internet to Visit Blogs/30 Days 1,288 8.9% 77 Used	Used Internet for Recipes/30 Days	6,795	46.8%	88
Used Internet to Download Nusic/30 Days 2,411 16.6% 107 Used Internet to Download V Program/30 Days 2,300 15.8% 116 Used Internet to Download Video Game/30 Days 2,065 14.2% 111 Used Internet to Look for Employment/30 Days 2,565 3.8% 112 Used Internet to Pay Bills/30 Days 8,597 59.2% 94 Used Internet to Pay Bills/30 Days 5,664 39.1% 106 Used Internet to Research Vehicle Purch/30 Days 1,173 8.1% 81 Used Internet to Send Greeting Card/30 Days 5,76 4.0% 88 Used Internet to Take Online Class/30 Days 1,542 10.6% 57 Used Internet to Travel Plans/30 Days 1,542 10.6% 57 Used Internet to Travel Plans/30 Days 1,889 13.0% 73 Used Internet to Visit Blogs/30 Days 1,889 13.0% 73 Used Internet to Visit Blogs/30 Days 1,889 13.0% 73 Used Internet to Visit Chat Room/30 Days 2,463 1.1.0% 90 Used Internet to Visit	Used Internet to Add Video to Website/30 Days	1,099	7.6%	105
Used Internet to Download TV Program/30 Days 363 2.5% 79 Used Internet to Download Video Game/30 Days 2,300 15.8% 116 Used Internet to Download Video Game/30 Days 2,065 14.2% 111 Used Internet to Pallin/30 Days 555 3.8% 112 Used Internet to Pallin/30 Days 5,564 39.1% 106 Used Internet to Palk Games/30 Days 5,676 4.0% 88 Used Internet to Search Vehicle Purch/30 Days 5,76 4.0% 88 Used Internet to Search Vehicle Purch/30 Days 3,727 25.7% 94 Used Internet to Tade/Track Investments/30 Days 1,542 10.6% 57 Used Internet to Tade/Track Investments/30 Days 1,889 13.0% 73 Used Internet to Visit Blogs/30 Days 1,288 8.9% 77 Used Internet to Visit Blogs/30 Days 1,283 3.1% 98 Used Internet to Visit Blogs/30 Days 1,286 3.1.1% 90 Used Internet to Visit Blogs/30 Days 1,685 4.7% 119 Used Internet to Watch Movie/3	Used Internet to Download Movie/30 Days	846	5.8%	97
I used Internet to Download Video Game/30 Days 2,300 15.8% 116 Used Internet to Look for Employment/30 Days 2,665 14.2% 111 Used Internet for Online Dating/30 Days 556 3.8% 112 Used Internet to Pay Bills/30 Days 5,664 39.1% 106 Used Internet to Research Vehicle Purch/30 Days 1,173 8.1% 81 Used Internet to Send Greeting Card/30 Days 3,727 25.7% 94 Used Internet to Take Online Class/30 Days 3,727 25.7% 94 Used Internet to Take Online Class/30 Days 1,397 9.6% 75 Used Internet to Take Online Class/30 Days 1,589 13.0% 73 Used Internet to Travel Plans/30 Days 1,689 13.0% 73 Used Internet to With Blogs/30 Days 163 1.1% 90 Used Internet to With Blogs/30 Days 4,857 33.4% 98 Used Internet to Watch TV Program/30 Days 2,463 17.0% 77 Used Internet to Watch TV Program/30 Days 561 3.9% 119 Used Internet to Wa	Used Internet to Download Music/30 Days	2,411	16.6%	107
Used Internet to Look for Employment/30 Days 2,065 14.2% 111 Used Internet to Pay Bills/30 Days 556 3.8% 112 Used Internet to Pay Bills/30 Days 8,597 59.2% 94 Used Internet to Pay Bills/30 Days 8,597 59.2% 94 Used Internet to Pay Bills/30 Days 5,684 39.1% 106 Used Internet to Pay Bills/30 Days 5,76 4.0% 88 Used Internet to Sand Greeting Card/30 Days 3,727 25.7% 94 Used Internet to Tade/Tack Investments/30 Days 1,542 10.6% 57 Used Internet to Visit Blogs/30 Days 1,288 8.9% 77 Used Internet to Wisit Blogs/30 Days 1,288 8.9% 77 Used Internet to Wisit Blogs/30 Days 1,288 8.9% 77 Used Internet to Watch Movie/30 Days 728 5.0% 84 Used Internet to Watch Movie/30 Days 655 4.7% 119 Used Nithendo Switch All Moning Swc/30 Days 665 4.7% 119 Used Nithendo Switch Online Gaming Swc/30 Days 561	Used Internet to Download TV Program/30 Days		2.5%	79
Used Internet for Online Dating/30 Days 556 3.8% 112 Used Internet to Pay Bills/30 Days 8,597 59.2% 94 Used Internet to Pay Games/30 Days 5,684 39.1% 106 Used Internet to Research Vehicle Purch/30 Days 1,173 8.1% 81 Used Internet to Sane Photos on Website/30 Days 3,727 25.7% 94 Used Internet to Take Online Class/30 Days 1,397 9.6% 75 Used Internet to Take Online Class/30 Days 1,542 10.6% 77 Used Internet to Travel Plans/30 Days 1,889 13.0% 73 Used Internet to Visit Blogs/30 Days 163 1.1% 90 Used Internet to Write Blogs/30 Days 4,857 33.4% 98 Used Internet to Wath Movie/30 Days 4,857 33.4% 98 Used Internet to Wath Movie/30 Days 1,573 10.8% 117 Used Internet to Wath Movie/30 Days 1,573 10.8% 157 Used Internet to Wath Movie/30 Days 1,573 10.8% 157 Used Internet to Wath Movie/30 Days <	Used Internet to Download Video Game/30 Days	2,300	15.8%	116
Used Internet to Pay Bills/30 Days 8,597 59.2% 94 Used Internet to Pay Games/30 Days 1,173 8.1% 106 Used Internet to Research Vehicle Purch/30 Days 1,173 8.1% 81 Used Internet to Send Greeting Card/30 Days 576 4.0% 88 Used Internet to Share Photos on Website/30 Days 3,727 25.7% 94 Used Internet to Take Online Class/30 Days 1,397 9.6% 75 Used Internet to Take Online Class/30 Days 1,542 10.6% 77 Used Internet to Take Plans/30 Days 1,889 13.0% 73 Used Internet to Visit Blogs/30 Days 1,288 8.9% 77 Used Internet to Visit Blogs/30 Days 1,288 8.9% 77 Used Internet to Wisit Chat Room/30 Days 728 5.0% 84 Used Internet to Watch Movie/30 Days 685 4.7% 119 Used Nintendo Switch Online Gaming Svc/30 Days 1,573 10.8% 157 Used Nintendo Switch Online Game/30 Days 1,573 10.8% 157 Used Voox Network Gaming Svc/30	Used Internet to Look for Employment/30 Days	2,065	14.2%	111
Used Internet to Play Games/30 Days 5,684 39.1% 106 Used Internet to Research Vehicle Purch/30 Days 1,173 8.1% 81 Used Internet to Sand Greeting Card/30 Days 576 4.0% 88 Used Internet to Share Photos on Website/30 Days 3,727 25.7% 94 Used Internet to Trade/Track Investments/30 Days 1,397 9.6% 75 Used Internet to Travel Plans/30 Days 1,889 13.0% 73 Used Internet to Wite Blog/30 Days 1,288 8.9% 77 Used Internet to Wite Blog/30 Days 163 1.1% 90 Used Internet to Wite Blog/30 Days 4,857 33.4% 98 Used Internet to Watch Movie/30 Days 2,463 17.0% 77 Used Internet to Watch Movie/30 Days 685 4.7% 119 Used Ninterndo Switch Online Gaming Svc/30 Days 1,573 10.8% 157 Used Ninterndo Switch Online Gam/30 Days 1,613 7.0% 115 Played Massive Multi-Player Online Gam/30 Days 561 3.9% 119 Used Abstive Multi-Player O	Used Internet for Online Dating/30 Days			112
Used Internet to Research Vehicle Purch/30 Days 1,173 8.1% 81 Used Internet to Send Greeting Card/30 Days 576 4.0% 88 Used Internet to Share Photos on Website/30 Days 3,727 25.7% 94 Used Internet to Take Online Class/30 Days 1,397 9.6% 75 Used Internet to Trade/Track Investments/30 Days 1,542 10.6% 57 Used Internet to Visit Blogs/30 Days 1,889 13.0% 73 Used Internet to Visit Blogs/30 Days 163 1.1% 90 Used Internet to Write Blogs/30 Days 728 5.0% 84 Used Internet to Write Blogs/30 Days 2,463 17.0% 77 Used Internet to Watch Movie/30 Days 2,463 17.0% 77 Used Internet to Watch Movie/30 Days 1,573 10.8% 157 Used Network Gaming Svc/30 Days 1,573 10.8% 157 Used Network Gaming Svc/30 Days 1,613 7.0% 115 Played Massive Multi-Player Online Game/30 Days 561 3.9% 119 Used Spanish Language Website or App/30	Used Internet to Pay Bills/30 Days	8,597	59.2%	94
Used Internet to Send Greeting Card/30 Days 576 4.0% 88 Used Internet to Share Photos on Website/30 Days 3,727 25.7% 94 Used Internet to Take Online Class/30 Days 1,397 9.6% 75 Used Internet to Trake Investments/30 Days 1,542 10.6% 57 Used Internet to Trade/Planck Investments/30 Days 1,889 13.0% 73 Used Internet to Visit Blogs/30 Days 1,288 8.9% 77 Used Internet to Visit Blogs/30 Days 163 1.1% 90 Used Internet to Write Blogs/30 Days 28 5.0% 84 Used Internet to Watch Movie/30 Days 2,463 17.0% 77 Used Internet to Watch TV Program/30 Days 685 4.7% 119 Used Internet to Watch Online Gaming Svc/30 Days 1,573 10.8% 157 Used Xbox Network Gaming Svc/30 Days 1,013 7.0% 115 Played Massive Multi-Player Online Game/30 Days 561 3.9% 119 Social Media: Used Facebook/30 Days 9,647 66.4% 103 Social Media: Used I	Used Internet to Play Games/30 Days		39.1%	106
Used Internet to Share Photos on Website/30 Days 3,727 25.7% 94 Used Internet to Take Online Class/30 Days 1,397 9.6% 75 Used Internet to Trade/Track Investments/30 Days 1,542 10.6% 57 Used Internet to Visit Blogs/30 Days 1,889 13.0% 73 Used Internet to Visit Blogs/30 Days 1,288 8.9% 77 Used Internet to Visit Chat Rom/30 Days 163 1.1% 90 Used Internet to Visit Chat Rom/30 Days 2,463 17.0% 77 Used Internet to Watch TV Program/30 Days 2,463 17.0% 77 Used Nintendo Switch Online Gaming Svc/30 Days 665 4.7% 119 Used Xbox Network Gaming Svc/30 Days 1,573 10.8% 157 Used Xbox Network Gaming Svc/30 Days 561 3.9% 119 Used Spanish Language Website or App/30 Days 561 3.9% 119 Used Social Media: Used Instagram/30 Days 9,647 66.4% 103 Social Media: Used Instagram/30 Days 1,115 7.7% 75 Social Media: Used Snut	Used Internet to Research Vehicle Purch/30 Days	1,173	8.1%	81
Used Internet to Take Online Class/30 Days 1,397 9.6% 75 Used Internet to Trade/Track Investments/30 Days 1,542 10.6% 57 Used Internet to Trade/Track Investments/30 Days 1,889 13.0% 73 Used Internet to Visit Blogs/30 Days 1,288 8.9% 77 Used Internet to Visit Blogs/30 Days 163 1.1% 90 Used Internet to Visit Char Room/30 Days 728 5.0% 84 Used Internet to Watch Movie/30 Days 4.857 33.4% 98 Used Internet to Watch Movie/30 Days 2,463 17.0% 77 Used Nintendo Switch Online Gaming Svc/30 Days 1,573 10.8% 157 Used Xbox Network Gaming Svc/30 Days 1,013 7.0% 115 Played Massive Multi-Player Online Game/30 Days 561 3.9% 119 Used Spanish Language Website or App/30 Days 9,647 66.4% 103 Social Media: Used Instagram/30 Days 4,972 34.2% 91 Social Media: Used Instagram/30 Days 1,114 7.9% 56 Social Media: Used Shut	Used Internet to Send Greeting Card/30 Days	576	4.0%	88
Used Internet to Trade/Track Investments/30 Days 1,542 10.6% 57 Used Internet to Travel Plans/30 Days 1,889 13.0% 73 Used Internet to Visit Blogs/30 Days 1,288 8.9% 77 Used Internet to Visit Blogs/30 Days 163 1.1% 90 Used Internet to Visit Char Room/30 Days 728 5.0% 84 Used Internet to Watch Movie/30 Days 4,857 33.4% 98 Used Internet to Watch TV Program/30 Days 2,463 17.0% 77 Used Netmedo Switch Online Gaming Svc/30 Days 685 4.7% 119 Used Vbox Network Gaming Svc/30 Days 1,013 7.0% 115 Played Massive Multi-Player Online Game/30 Days 561 3.9% 119 Used Spanish Language Website or App/30 Days 9,647 66.4% 103 Social Media: Used Insteardm/30 Days 4,972 34.2% 91 Social Media: Used Insteardm/30 Days 1,114 7.9% 56 Social Media: Used Insteardm/30 Days 1,115 7.7% 75 Social Media: Used Shutterfly/30 Days </td <td>Used Internet to Share Photos on Website/30 Days</td> <td></td> <td>25.7%</td> <td>94</td>	Used Internet to Share Photos on Website/30 Days		25.7%	94
Used Internet for Travel Plans/30 Days 1,889 13.0% 73 Used Internet to Visit Blogs/30 Days 1,288 8.9% 77 Used Internet to Visit Blogs/30 Days 163 1.1% 90 Used Internet to Visit Chat Room/30 Days 728 5.0% 84 Used Internet to Watch Movie/30 Days 4,857 33.4% 98 Used Internet to Watch Movie/30 Days 2,463 17.0% 77 Used Internet to Watch TV Program/30 Days 2,463 17.0% 77 Used Notitendo Switch Online Gaming Svc/30 Days 685 4.7% 119 Used Xbox Network Gaming Svc/30 Days 1,013 7.0% 115 Played Massive Multi-Player Online Game/30 Days 561 3.9% 119 Social Media: Used Facebook/30 Days 9,647 66.4% 103 Social Media: Used Instagram/30 Days 1,111 7.9% 75 Social Media: Used InkedIn/30 Days 1,115 7.7% 75 Social Media: Used Shutterfly/30 Days 207 1.4% 55 Social Media: Used Shutterfly/30 Days 3,105<	Used Internet to Take Online Class/30 Days	1,397	9.6%	
Used Internet to Visit Blogs/30 Days 1,288 8.9% 77 Used Internet to Wisit Blogs/30 Days 163 1.1% 90 Used Internet to Visit Chat Room/30 Days 728 5.0% 84 Used Internet to Watch Movie/30 Days 4,857 33.4% 98 Used Internet to Watch Movie/30 Days 2,463 17.0% 77 Used Internet to Watch Online Gaming Svc/30 Days 685 4.7% 119 Used PlayStation Network Gaming Svc/30 Days 1,573 10.8% 157 Used Spanish Language Website or App/30 Days 561 3.9% 119 Used Spanish Language Website or App/30 Days 9,647 66.4% 103 Social Media: Used Instagram/30 Days 1,115 7.7% 75 Social Media: Used Spanchat/30 Days 1,115 7.7% 75 Social Media: Used Spanchat/30 Days	Used Internet to Trade/Track Investments/30 Days	1,542	10.6%	57
Used Internet to Write Blogs/30 Days 163 1.1% 90 Used Internet to Visit Chat Room/30 Days 728 5.0% 84 Used Internet to Watch Movie/30 Days 4,857 33.4% 98 Used Internet to Watch TV Program/30 Days 2,463 17.0% 77 Used Internet to Watch Online Gaming Svc/30 Days 685 4.7% 119 Used PlayStation Network Gaming Svc/30 Days 1,013 7.0% 115 Used Spanish Language Website or App/30 Days 561 3.9% 119 Used Spanish Language Website or App/30 Days 9,647 66.4% 103 Social Media: Used Instagram/30 Days 1,141 7.9% 56 Social Media: Used Reddit/30 Days 1,115 7.7% 75 Social Media: Used Shutterfly/30 Days 1,115 7.7% 75 Social Media: Used Shutterfly/30 Days 207 1.4% 55 Social Media: Used Shutterfly/30 Days 3,105 21.4% 118 Social Media: Used Twitch/30 Days 226 1.6% 82 Social Media: Used Twitch/30 Days 56	Used Internet for Travel Plans/30 Days	1,889		
Used Internet to Visit Char Room/30 Days 728 5.0% 84 Used Internet to Watch Movie/30 Days 4,857 33.4% 98 Used Internet to Watch TV Program/30 Days 2,463 17.0% 77 Used Internet to Watch TV Program/30 Days 2,463 17.0% 77 Used Nintendo Switch Online Gaming Svc/30 Days 685 4.7% 119 Used PlayStation Network Gaming Svc/30 Days 1,573 10.8% 157 Used Spanish Language Website or App/30 Days 561 3.9% 119 Used Spanish Language Website or App/30 Days 9,647 66.4% 103 Social Media: Used Facebook/30 Days 9,647 66.4% 103 Social Media: Used InkedIn/30 Days 1,111 7.9% 56 Social Media: Used Reddit/30 Days 1,111 7.9% 56 Social Media: Used Shutterfly/30 Days 3,316 22.8% 111 Social Media: Used Shutterfly/30 Days 3,316 22.8% 111 Social Media: Used Timblr/30 Days 3,105 21.4% 118 Social Media: Used Timblr/30 Days	Used Internet to Visit Blogs/30 Days	1,288	8.9%	
Used Internet to Watch Movie/30 Days 4,857 33.4% 98 Used Internet to Watch TV Program/30 Days 2,463 17.0% 77 Used Nintendo Switch Online Gaming Svc/30 Days 685 4.7% 119 Used PlayStation Network Gaming Svc/30 Days 1,573 10.8% 157 Used Xbox Network Gaming Svc/30 Days 1,013 7.0% 115 Played Massive Multi-Player Online Game/30 Days 561 3.9% 119 Used Spanish Language Website or App/30 Days 818 5.6% 119 Social Media: Used Facebook/30 Days 9,647 66.4% 103 Social Media: Used Instagram/30 Days 1,111 7.9% 56 Social Media: Used Reddit/30 Days 1,115 7.7% 75 Social Media: Used Shutterfly/30 Days 1,115 7.7% 75 Social Media: Used Shutterfly/30 Days 3,316 22.8% 111 Social Media: Used Tumblr/30 Days 3,105 21.4% 118 Social Media: Used Tumblr/30 Days 2,26 1.6% 82 Social Media: Used Tumblr/30 Days	Used Internet to Write Blogs/30 Days			
Used Internet to Watch TV Program/30 Days 2,463 17.0% 77 Used Nintendo Switch Online Gaming Svc/30 Days 685 4.7% 119 Used PlayStation Network Gaming Svc/30 Days 1,573 10.8% 157 Used Xbox Network Gaming Svc/30 Days 1,013 7.0% 115 Played Massive Multi-Player Online Game/30 Days 561 3.9% 119 Used Spanish Language Website or App/30 Days 818 5.6% 119 Social Media: Used Facebook/30 Days 9,647 66.4% 103 Social Media: Used Instagram/30 Days 4,972 34.2% 91 Social Media: Used Keddit/30 Days 1,141 7.9% 56 Social Media: Used Reddit/30 Days 1,115 7.7% 75 Social Media: Used Shutterfly/30 Days 207 1.4% 55 Social Media: Used TikTok/30 Days 3,316 22.8% 111 Social Media: Used TikTok/30 Days 3,105 21.4% 118 Social Media: Used TikTok/30 Days 566 3.9% 98 Social Media: Used Twitch/30 Days 566	Used Internet to Visit Chat Room/30 Days		5.0%	84
Used Nintendo Switch Online Gaming Svc/30 Days 685 4.7% 119 Used PlayStation Network Gaming Svc/30 Days 1,573 10.8% 157 Used Xbox Network Gaming Svc/30 Days 1,013 7.0% 115 Played Massive Multi-Player Online Game/30 Days 561 3.9% 119 Used Spanish Language Website or App/30 Days 818 5.6% 103 Social Media: Used Facebook/30 Days 9,647 66.4% 103 Social Media: Used Instagram/30 Days 4,972 34.2% 91 Social Media: Used LinkedIn/30 Days 1,141 7.9% 56 Social Media: Used Reddit/30 Days 1,115 7.7% 75 Social Media: Used Shutterfly/30 Days 207 1.4% 55 Social Media: Used TixTok/30 Days 3,316 22.8% 111 Social Media: Used TixTok/30 Days 3,105 21.4% 118 Social Media: Used TixTok/30 Days 226 1.6% 82 Social Media: Used TixTok/30 Days 566 3.9% 98 Social Media: Used TixTok/30 Days 566 3.9% 98 Social Media: Used TixTok/30 Days	Used Internet to Watch Movie/30 Days			
Used PlayStation Network Gaming Svc/30 Days 1,573 10.8% 157 Used Xbox Network Gaming Svc/30 Days 1,013 7.0% 115 Played Massive Multi-Player Online Game/30 Days 561 3.9% 119 Used Spanish Language Website or App/30 Days 818 5.6% 119 Social Media: Used Facebook/30 Days 9,647 66.4% 103 Social Media: Used Instagram/30 Days 4,972 34.2% 91 Social Media: Used InkedIn/30 Days 1,115 7.7% 75 Social Media: Used Reddit/30 Days 1,115 7.7% 75 Social Media: Used Shutterfly/30 Days 207 1.4% 55 Social Media: Used Shutterfly/30 Days 3,316 22.8% 111 Social Media: Used Shutterfly/30 Days 3,105 21.4% 118 Social Media: Used TixTok/30 Days 226 1.6% 82 Social Media: Used TixTok/30 Days 566 3.9% 98 Social Media: Used TixTok/30 Days 566 3.9% 98 Social Media: Used TixTok/30 Days 566 3.9%<	Used Internet to Watch TV Program/30 Days	2,463	17.0%	77
Used Xbox Network Gaming Svc/30 Days 1,013 7.0% 115 Played Massive Multi-Player Online Game/30 Days 561 3.9% 119 Used Spanish Language Website or App/30 Days 818 5.6% 119 Social Media: Used Facebook/30 Days 9,647 66.4% 103 Social Media: Used Instagram/30 Days 4,972 34.2% 91 Social Media: Used LinkedIn/30 Days 1,141 7.9% 56 Social Media: Used Reddit/30 Days 1,115 7.7% 75 Social Media: Used Shutterfly/30 Days 207 1.4% 55 Social Media: Used Shutterfly/30 Days 3,316 22.8% 111 Social Media: Used TikTok/30 Days 3,105 21.4% 118 Social Media: Used TikTok/30 Days 3,216 22.8% 111 Social Media: Used TikTok/30 Days 3,216 22.8% 111 Social Media: Used TikTok/30 Days 3,216 3.9% 98 Social Media: Used TikTok/30 Days 226 1.6% 82 Social Media: Used TikTok/30 Days 566 3.9% 98 Social Media: Used TikTok/30 Days 2,317	Used Nintendo Switch Online Gaming Svc/30 Days			
Played Massive Multi-Player Online Game/30 Days5613.9%119Used Spanish Language Website or App/30 Days8185.6%119Social Media: Used Facebook/30 Days9,64766.4%103Social Media: Used Instagram/30 Days4,97234.2%91Social Media: Used LinkedIn/30 Days1,1417.9%56Social Media: Used Redit/30 Days1,1157.7%75Social Media: Used Shutterfly/30 Days2071.4%55Social Media: Used Shutterfly/30 Days3,31622.8%111Social Media: Used TikTok/30 Days3,10521.4%118Social Media: Used TikTok/30 Days2261.6%82Social Media: Used Twitter/30 Days5663.9%98Social Media: Used Twitter/30 Days2,31716.0%89Social Media: Used Yelp/30 Days3492.4%41Social Media: Used YouTube/30 Days3492.4%102	Used PlayStation Network Gaming Svc/30 Days			157
Used Spanish Language Website or App/30 Days 818 5.6% 119 Social Media: Used Facebook/30 Days 9,647 66.4% 103 Social Media: Used Instagram/30 Days 4,972 34.2% 91 Social Media: Used LinkedIn/30 Days 1,141 7.9% 56 Social Media: Used Reddit/30 Days 1,115 7.7% 75 Social Media: Used Shutterfly/30 Days 207 1.4% 55 Social Media: Used Snapchat/30 Days 3,316 22.8% 111 Social Media: Used TikTok/30 Days 3,105 21.4% 118 Social Media: Used TikTok/30 Days 226 1.6% 82 Social Media: Used TikTok/30 Days 566 3.9% 98 Social Media: Used TikTok/30 Days 566 3.9% 98 Social Media: Used TikTok/30 Days 566 3.9% 98 Social Media: Used Twitter/30 Days 2,317 16.0% 89 Social Media: Used Yelp/30 Days 349 2.4% 41 Social Media: Used YouTube/30 Days 7,944 54.7% 102	Used Xbox Network Gaming Svc/30 Days			
Social Media: Used Facebook/30 Days 9,647 66.4% 103 Social Media: Used Instagram/30 Days 4,972 34.2% 91 Social Media: Used LinkedIn/30 Days 1,141 7.9% 56 Social Media: Used LinkedIn/30 Days 1,115 7.7% 75 Social Media: Used Reddit/30 Days 207 1.4% 55 Social Media: Used Shutterfly/30 Days 207 1.4% 55 Social Media: Used Snapchat/30 Days 3,316 22.8% 111 Social Media: Used TikTok/30 Days 3,105 21.4% 118 Social Media: Used Tiwtok/30 Days 226 1.6% 82 Social Media: Used Tiwtok/30 Days 566 3.9% 98 Social Media: Used Tiwtok/30 Days 566 3.9% 98 Social Media: Used Twitter/30 Days 2,317 16.0% 89 Social Media: Used Yelp/30 Days 349 2.4% 41 Social Media: Used YouTube/30 Days 7,944 54.7% 102	, , , , ,			
Social Media: Used Instagram/30 Days 4,972 34.2% 91 Social Media: Used LinkedIn/30 Days 1,141 7.9% 56 Social Media: Used Reddit/30 Days 1,115 7.7% 75 Social Media: Used Shutterfly/30 Days 207 1.4% 55 Social Media: Used Shutterfly/30 Days 3,316 22.8% 111 Social Media: Used Snapchat/30 Days 3,105 21.4% 118 Social Media: Used TikTok/30 Days 226 1.6% 82 Social Media: Used Tiwblr/30 Days 566 3.9% 98 Social Media: Used Twittch/30 Days 2,317 16.0% 89 Social Media: Used Twitter/30 Days 349 2.4% 41 Social Media: Used Yelp/30 Days 349 2.4% 41 Social Media: Used YouTube/30 Days 7,944 54.7% 102				
Social Media: Used LinkedIn/30 Days 1,141 7.9% 56 Social Media: Used Reddit/30 Days 1,115 7.7% 75 Social Media: Used Shutterfly/30 Days 207 1.4% 55 Social Media: Used Snapchat/30 Days 3,316 22.8% 111 Social Media: Used TikTok/30 Days 3,105 21.4% 118 Social Media: Used TikTok/30 Days 226 1.6% 82 Social Media: Used Tiwblr/30 Days 566 3.9% 98 Social Media: Used Twittch/30 Days 2,317 16.0% 89 Social Media: Used Yelp/30 Days 349 2.4% 41 Social Media: Used YouTube/30 Days 7,944 54.7% 102		•		
Social Media: Used Reddit/30 Days 1,115 7.7% 75 Social Media: Used Shutterfly/30 Days 207 1.4% 55 Social Media: Used Snapchat/30 Days 3,316 22.8% 111 Social Media: Used TikTok/30 Days 3,105 21.4% 118 Social Media: Used TikTok/30 Days 226 1.6% 82 Social Media: Used Tiwblr/30 Days 566 3.9% 98 Social Media: Used Twitch/30 Days 566 3.9% 98 Social Media: Used Twitter/30 Days 2,317 16.0% 89 Social Media: Used Yelp/30 Days 349 2.4% 41 Social Media: Used YouTube/30 Days 7,944 54.7% 102	Social Media: Used Instagram/30 Days			
Social Media: Used Shutterfly/30 Days 207 1.4% 55 Social Media: Used Snapchat/30 Days 3,316 22.8% 111 Social Media: Used TikTok/30 Days 3,105 21.4% 118 Social Media: Used TikTok/30 Days 226 1.6% 82 Social Media: Used Tumblr/30 Days 566 3.9% 98 Social Media: Used Twitch/30 Days 566 3.9% 98 Social Media: Used Twitter/30 Days 2,317 16.0% 89 Social Media: Used Yelp/30 Days 349 2.4% 41 Social Media: Used YouTube/30 Days 7,944 54.7% 102	, ,			
Social Media: Used Snapchat/30 Days 3,316 22.8% 111 Social Media: Used TikTok/30 Days 3,105 21.4% 118 Social Media: Used Tumblr/30 Days 226 1.6% 82 Social Media: Used Twitch/30 Days 566 3.9% 98 Social Media: Used Twitch/30 Days 2,317 16.0% 89 Social Media: Used Twitter/30 Days 349 2.4% 41 Social Media: Used YouTube/30 Days 7,944 54.7% 102	· •			
Social Media: Used TikTok/30 Days 3,105 21.4% 118 Social Media: Used Tumblr/30 Days 226 1.6% 82 Social Media: Used Twitch/30 Days 566 3.9% 98 Social Media: Used Twitch/30 Days 2,317 16.0% 89 Social Media: Used Twitter/30 Days 349 2.4% 41 Social Media: Used YouTube/30 Days 7,944 54.7% 102	Social Media: Used Shutterfly/30 Days			
Social Media: Used Tumblr/30 Days 226 1.6% 82 Social Media: Used Twitch/30 Days 566 3.9% 98 Social Media: Used Twitter/30 Days 2,317 16.0% 89 Social Media: Used Yelp/30 Days 349 2.4% 41 Social Media: Used YouTube/30 Days 7,944 54.7% 102				
Social Media: Used Twitch/30 Days 566 3.9% 98 Social Media: Used Twitter/30 Days 2,317 16.0% 89 Social Media: Used Yelp/30 Days 349 2.4% 41 Social Media: Used YouTube/30 Days 7,944 54.7% 102	Social Media: Used TikTok/30 Days			
Social Media: Used Twitter/30 Days 2,317 16.0% 89 Social Media: Used Yelp/30 Days 349 2.4% 41 Social Media: Used YouTube/30 Days 7,944 54.7% 102	· •			
Social Media: Used Yelp/30 Days 349 2.4% 41 Social Media: Used YouTube/30 Days 7,944 54.7% 102	, ,			
Social Media: Used YouTube/30 Days 7,944 54.7% 102				
	1, ,			
Social Media: Used Pinterest/30 Days2,48017.1%90	. ,			
	Social Media: Used Pinterest/30 Days	2,480	17.1%	90

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.



Salt River Pima-Maricopa Area: 683.34 square miles Prepared by Esri

Expected			
Product/Consumer Behavior	Number of Adults or	Percent	MPI
Social Media: Applied Filter to Picture/30 Days	1,648	11.3%	109
Social Media: Clicked on Ad/30 Days	1,865	12.8%	87
Social Media: Commented on Friend's Post/30 Days	5,969	41.1%	97
Social Media: Communicated Via IM/30 Days	3,208	22.1%	91
Social Media: Followed/Became Fan/30 Days	3,221	22.2%	94
Social Media: Invited People to Event/30 Days	659	4.5%	108
Social Media: Liked Something/30 Days	4,740	32.6%	93
Social Media: Played Game/30 Days	2,957	20.4%	119
Social Media: Posted Blog/30 Days	184	1.3%	77
Social Media: Posted/Shared Video/30 Days	2,667	18.4%	112
Social Media: Posted Picture/30 Days	5,660	39.0%	98
Social Media: Posted Update/30 Days	4,123	28.4%	114
Social Media: Posted Website Link/30 Days	1,564	10.8%	115
Social Media: Posted/Shared My Location/30 Days	840	5.8%	115
Social Media: Rated Product or Service/30 Days	1,096	7.5%	98
Social Media: Saw Friend`s Profile/30 Days	5,727	39.4%	91
Social Media: Sent Email/Text Message/30 Days	6,445	44.4%	98
Social Media: Sent Real/Virtual Gift/30 Days	271	1.9%	87
Social Media: Updated My Profile/30 Days	2,898	20.0%	119
Social Media: Watched Video/30 Days	6,336	43.6%	98
IM/Video Chat: Used Facebook Messenger/30 Days	8,073	55.6%	115
IM/Video Chat: Used FaceTime/30 Days	3,954	27.2%	87
IM/Video Chat: Used Google Duo/30 Days	1,407	9.7%	171
IM/Video Chat: Used Google Hangouts/30 Days	501	3.4%	96
IM/Video Chat: Used Google Meet/30 Days	732	5.0%	98
IM/Video Chat: Used Microsoft Teams/30 Days	1,032	7.1%	65
IM/Video Chat: Used Skype/30 Days	607	4.2%	75
IM/Video Chat: Used Slack/30 Days	211	1.5%	48
IM/Video Chat: Used Snapchat/30 Days	2,351	16.2%	113
IM/Video Chat: Used WhatsApp/30 Days	2,094	14.4%	84
IM/Video Chat: Used Zoom/30 Days	4,063	28.0%	84
Social Media: Follow Friends/Family Very Important	3,296	22.7%	98
Social Media: Meet New Friends Very Important	1,355	9.3%	147
Social Media: Keep in Touch Very Important	6,235	42.9%	100
Social Media: Reconnect w/People Very Important	2,704	18.6%	110
Social Media: Ntwrk w/Prof Contacts Very Important	1,078	7.4%	115
Social Media: Find Mutual Interests Very Important	1,008	6.9%	114
Social Media: Learn About Prods/Svcs Very Important	1,046	7.2%	123
Social Media: Rate/Review Prods/Svcs Very Important	789	5.4%	117
Social Media: Find Local Info Very Important	1,590	10.9%	98
Social Media: Find TV/Movie Info Very Important	1,258	8.7%	127
Social Media: Access to VIP Events Very Important	673	4.6%	130
Social Media: Get Exclusive Offers Very Important	1,204	8.3%	134
Social Media: Play Games Very Important	1,111	7.6%	117
Social Media: Support Fav Co/Brands Very Important	927	6.4%	156
Social Media: Track News/Events Very Important	1,878	12.9%	109
Used Bing Website or Search Engine/30 Days	1,257	8.7%	92
Used Google Website or Search Engine/30 Days	12,061	83.0%	96
Used Yahoo Website or Search Engine/30 Days	2,521	17.4%	105

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.



Salt River Pima-Maricopa Area: 683.34 square miles Prepared by Esri

Used Indeed Job/Careers Website or App/30 Days	2,352	16.2%	119
Used Zillow Website or App/30 Days	2,186	15.1%	75
Used BuzzFeed Entertainment Website/App/30 Days	675	4.6%	82
Used Fandango Entertainment Website/App/30 Days	174	1.2%	100
Used ABC News Website or App/30 Days	1,234	8.5%	100
Used BBC News Website or App/30 Days	608	4.2%	70
Used CBS News Website or App/30 Days	923	6.4%	106
Used CNN Website or App/30 Days	1,951	13.4%	77
Used Fox News Website or App/30 Days	1,627	11.2%	75
Used HuffPost News Website or App/30 Days	678	4.7%	90
Used NBC News Website or App/30 Days	826	5.7%	88
Used Yahoo! News Website or App/30 Days	1,093	7.5%	89
Used ESPN Sports Website or App/30 Days	1,819	12.5%	80
Used Fox Sports Website or App/30 Days	648	4.5%	79
Used MLB Sports Website or App/30 Days	425	2.9%	83
Used NBA Sports Website or App/30 Days	659	4.5%	134
Used NFL Sports Website or App/30 Days	1,033	7.1%	104
Used PBS Website or App/30 Days	330	2.3%	75
Used Telemundo Website or App/30 Days	552	3.8%	148
Social Media: Follow Actors/Comedians	3,783	26.0%	102
Social Media: Follow Artists/Photographers	2,750	18.9%	107
Social Media: Follow Charitable Groups	2,158	14.9%	92
Social Media: Follow Chefs/Restaurants	3,243	22.3%	109
Social Media: Follow Companies/Brands	3,247	22.4%	97
Social Media: Follow Gamers	1,431	9.9%	132
Social Media: Follow Hobby-Related Groups	4,143	28.5%	97
Social Media: Follow Local Groups	3,288	22.6%	92
Social Media: Follow Magazines	1,449	10.0%	104
Social Media: Follow Medical/Ailment Groups	1,402	9.7%	123
Social Media: Follow Music Groups	4,114	28.3%	113
Social Media: Follow Newspapers	1,878	12.9%	97
Social Media: Follow Oth Celebrities	2,675	18.4%	121
Social Media: Follow Political Groups	2,008	13.8%	91
Social Media: Follow Politicians	1,854	12.8%	86
Social Media: Follow Religious Groups	2,600	17.9%	117
Social Media: Follow School Groups	2,244	15.5%	86
Social Media: Follow Sports/Athletes	2,973	20.5%	97
Social Media: Follow Travel-Related Groups	2,287	15.7%	112
Social Media: Follow TV Programs/Networks	3,309	22.8%	110

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.