



Demographic Summary		2023	2028	
Population		126	125	
Population 18+		105	104	
Households		37	37	
Median Household Income		\$53,760	\$60,814	
Product/Consumer Behavior		Expected Number of Adults or	Percent	MPI
Own Tablet		63	60.0%	102
Own E-Reader		16	15.2%	106
Own E-Reader/Tablet: Amazon Fire		17	16.2%	114
Own E-Reader/Tablet: Amazon Kindle		26	24.8%	105
Own E-Reader/Tablet: Apple iPad		36	34.3%	92
Own E-Reader/Tablet: Barnes & Noble Nook		3	2.9%	128
Own E-Reader/Tablet: Microsoft Surface		3	2.9%	99
Own E-Reader/Tablet: Samsung Galaxy Tab		12	11.4%	102
Own Portable MP3 Player		11	10.5%	94
Own Apple Watch Wearable Technology		12	11.4%	70
Own Fitbit Wearable Technology		22	21.0%	137
Own Garmin Wearable Technology		4	3.8%	115
Own Digital Camcorder		12	11.4%	141
Own Digital Point and Shoot Camera/Camcorder		15	14.3%	130
Own Digital SLR Camera or Camcorder		10	9.5%	88
Own 35mm Camera or Camcorder		10	9.5%	134
Own Telephoto/Zoom Lens for Camera		8	7.6%	118
Own Wide Angle Lens for Camera		5	4.8%	99
Own Selfie Stick for Camera or Phone		6	5.7%	86
Printed Digital Photos/12 Mo		31	29.5%	109
Use Computer at Work		33	31.4%	73
Use Desktop Computer at Work		16	15.2%	79
Use Laptop or Notebook Computer at Work		17	16.2%	67
HH Owns Computer		33	89.2%	104
HH Purchased Most Recent Home Computer/12 Mo		4	10.8%	76
HH Owns Desktop Computer		17	45.9%	115
HH Owns Laptop or Notebook		27	73.0%	104
HH Has Child (<18 Yrs) Using Home Computer		3	8.1%	69
HH Owns Apple/Mac Brand Computer		7	18.9%	78
HH Owns PC/Non-Apple Brand Computer		29	78.4%	110
HH Purchased 1-2 Yrs Ago Most Recent Computer		7	18.9%	99
HH Purchased 3-4 Yrs Ago Most Recent Computer		8	21.6%	113
HH Purchased 5+ Yrs Ago Most Recent Computer		9	24.3%	137
HH Purchased Most Recent Home Computer at Store		15	40.5%	104
HH Purchased Most Recent Home Computer Online		11	29.7%	108
HH Spent \$1-499 on Most Recent Home Computer		7	18.9%	120
HH Spent \$500-999 on Most Recent Home Computer		9	24.3%	120
HH Spent \$1K-1499 on Most Recent Home Computer		5	13.5%	112
HH Spent \$1500-1999 on Most Recent Home Computer		1	2.7%	59
HH Spent \$2K+ on Most Recent Home Computer		2	5.4%	100
HH Owns Webcam		9	24.3%	93
HH Owns Wireless Router		15	40.5%	114
HH Owns All-In-One Printer (Print Copy Scan)		26	70.3%	117
HH Owns Accounting Software		3	8.1%	124

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	2	5.4%	134
HH Owns Database or Filing Software	2	5.4%	100
HH Owns Desktop Publishing Software	3	8.1%	112
HH Owns Education or Training Software	3	8.1%	89
HH Owns Entertainment or Games Software	7	18.9%	78
HH Owns Personal Finance or Tax Prep Software	6	16.2%	101
HH Owns Presentation Graphics Software	2	5.4%	84
HH Owns Multimedia Software	2	5.4%	54
HH Owns Networking Software	3	8.1%	83
HH Owns Online Mtg or Conference Software	6	16.2%	95
HH Owns Online or Remote Backup Software	3	8.1%	121
HH Owns Security or Anti-Virus Software	11	29.7%	117
HH Owns Spreadsheet Software	11	29.7%	106
HH Owns Touch Screen Monitor	5	13.5%	107
HH Owns Utility Software	2	5.4%	100
HH Owns Web Authoring Software	1	2.7%	166
HH Owns Word Processing Software	15	40.5%	106
HH Owns CD Player	9	24.3%	136
HH Owns Portable GPS Device	11	29.7%	143
HH Owns Ear Buds Headphones	20	54.1%	100
HH Owns Bluetooth or Wireless Headphones	14	37.8%	87
HH Owns Noise Reduction Headphones	7	18.9%	90
HH Owns Headphones w/Microphone	7	18.9%	80
HH Owns Home Theater or Entertainment System	6	16.2%	98
HH Owns 1 TV	7	18.9%	104
HH Owns 2 TVs	9	24.3%	86
HH Owns 3 TVs	9	24.3%	106
HH Owns 4+ TVs	11	29.7%	132
HH Owns LCD TV	10	27.0%	104
HH Owns LED TV	19	51.4%	111
HH Owns OLED TV	2	5.4%	85
HH Owns Plasma TV	5	13.5%	124
HH Owns HDTV	16	43.2%	107
HH Owns 4K Ultra HDTV	10	27.0%	98
HH Owns Internet Connectable TV	18	48.6%	113
HH Owns <27 in Screen TV (Small)	6	16.2%	124
HH Owns 27-35 in Screen TV (Medium)	12	32.4%	111
HH Owns 36-42 in Screen TV (Large)	15	40.5%	119
HH Owns 43-54 in Screen TV (XL)	13	35.1%	98
HH Owns 55-69 in Screen TV (XXL)	15	40.5%	108
HH Owns 70 in+ Screen TV (XXXL)	3	8.1%	108
HH Most Recent TV Purchase: <27 in (Small)	2	5.4%	113
HH Most Recent TV Purchase: 27-35 in (Medium)	5	13.5%	106
HH Most Recent TV Purchase: 36-42 in (Large)	8	21.6%	128
HH Most Recent TV Purchase: 43-54 in (XL)	7	18.9%	96
HH Most Recent TV Purchase: 55-69 in (XXL)	12	32.4%	114
HH Most Recent TV Purchase: 70+ in (XXXL)	2	5.4%	92
HH Owns Internet Video Device for TV	19	51.4%	98
HH Owns Amazon Fire Internet Device for TV	9	24.3%	92
HH Owns Apple TV Internet Device for TV	3	8.1%	83
HH Owns Google Chromecast Intrnt Device for TV	2	5.4%	69
HH Owns Roku Internet Device for TV	11	29.7%	116
HH Owns Handheld Video Game System	3	8.1%	47
HH Owns Video Game System Attached to TV/Comp	11	29.7%	72
HH Owns Nintendo DS/2DS/3DS Video Game System	1	2.7%	41

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Product/Consumer Behavior	Expected Number of Adults or	Percent	MPI
HH Owns Nintendo Switch Video Game System	3	8.1%	56
HH Owns Nintendo Wii/Wii U Video Game System	3	8.1%	85
HH Owns PlayStation 2/3 Video Game System	2	5.4%	66
HH Owns PlayStation 4 Video Game System	3	8.1%	47
HH Owns Xbox 360 Video Game System	2	5.4%	56
HH Owns Xbox One Video Game System	4	10.8%	83
HH Purchased Video Game System/12 Mo	2	5.4%	67
HH Purchased 1 Video Game/12 Mo	1	2.7%	116
HH Purchased 2 Video Games/12 Mo	1	2.7%	88
HH Purchased 3 Video Games/12 Mo	0	0.0%	0
HH Purchased 4 Video Games/12 Mo	0	0.0%	0
HH Purchased 5+ Video Games/12 Mo	2	5.4%	88
HH Spent \$1-100 on Video Games/12 Mo	3	8.1%	91
HH Spent \$101-200 on Video Games/12 Mo	1	2.7%	55
HH Spent \$201+ on Video Games/12 Mo	1	2.7%	73
HH Purchased Video Game from Disc Dept Store/12 Mo	1	2.7%	110
HH Purchased Video Game from Electronics Store/12 Mo	1	2.7%	84
HH Purchased Video Games from Game Console/12 Mo	1	2.7%	53
HH Purchased Video Game from GameStop/12 Mo	1	2.7%	41
HH Purchased Video Game from Steam/12 Mo	1	2.7%	108
HH Purchased Video Game from Oth Online/12 Mo	3	8.1%	105
HH Purchased Video Game System/Disc Dept Store/12 Mo	0	0.0%	0
HH Purchased Video Game System/Electr Store/12 Mo	0	0.0%	0
HH Purchased Video Game System/GameStop/12 Mo	1	2.7%	141
HH Purchased Video Game System/Other Online/12 Mo	1	2.7%	92
Have Internet Access at Home	100	95.2%	99
Broadband/High Speed Internet Connection at Home	98	93.3%	100
Cable Modem Internet Connection at Home	32	30.5%	72
DSL Internet Connection at Home	21	20.0%	193
Fiber Optic Internet Connection at Home	13	12.4%	71
Satellite Service Internet Connection at Home	14	13.3%	381
Spend <0.5 Hrs Online (Excluding Email) Daily	5	4.8%	103
Spend 0.5-0.9 Hrs Online (Excluding Email) Daily	11	10.5%	135
Spend 1-1.9 Hrs Online (Excluding Email) Daily	21	20.0%	118
Spend 2-4.9 Hrs Online (Excluding Email) Daily	41	39.0%	128
Spend 5-9.9 Hrs Online (Excluding Email) Daily	16	15.2%	68
Spend 10+ Hrs Online (Excluding Email) Daily	7	6.7%	60
Used Internet/30 Days	103	98.1%	101
Used Internet at Home/30 Days	101	96.2%	103
Used Internet at Work/30 Days	33	31.4%	84
Used Internet at School or Library/30 Days	6	5.7%	85
Used Internet Not Home/Work/School/Library/30 Days	41	39.0%	111
Used Computer to Access Internet/30 Days	83	79.0%	100
Used Cell Phone to Access Internet/30 Days	88	83.8%	98
Used Tablet to Access Internet/30 Days	43	41.0%	111
Used Vid Game Console to Access Internet/30 Days	5	4.8%	47
Used TV to Access Internet/30 Days	25	23.8%	87
Used Internet for Email/30 Days	95	90.5%	107
Used Internet for IM/30 Days	80	76.2%	94
Used Internet for Phone Call/30 Days	33	31.4%	87
Used Internet for Video Chat/30 Days	32	30.5%	84

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Product/Consumer Behavior	Expected Number of Adults or	Percent	MPI
Used Internet for Personal Purchase/30 Days	82	78.1%	108
Used Internet for Business Purchase/30 Days	14	13.3%	101
Used Internet for Latest News/30 Days	62	59.0%	112
Used Internet for Sports News or Info/30 Days	28	26.7%	98
Used Internet for Financial Info/30 Days	32	30.5%	97
Used Internet for Medical Info/30 Days	36	34.3%	106
Used Internet for Movie Listings/Times/30 Days	10	9.5%	89
Used Internet for Parenting Info/30 Days	1	1.0%	22
Used Internet for Real Estate Info/30 Days	18	17.1%	112
Used Internet for Recipes/30 Days	62	59.0%	111
Used Internet to Add Video to Website/30 Days	5	4.8%	66
Used Internet to Download Movie/30 Days	5	4.8%	79
Used Internet to Download Music/30 Days	15	14.3%	92
Used Internet to Download TV Program/30 Days	3	2.9%	91
Used Internet to Download Video Game/30 Days	8	7.6%	56
Used Internet to Look for Employment/30 Days	7	6.7%	52
Used Internet for Online Dating/30 Days	2	1.9%	56
Used Internet to Pay Bills/30 Days	60	57.1%	91
Used Internet to Play Games/30 Days	36	34.3%	92
Used Internet to Research Vehicle Purch/30 Days	14	13.3%	133
Used Internet to Send Greeting Card/30 Days	6	5.7%	127
Used Internet to Share Photos on Website/30 Days	31	29.5%	108
Used Internet to Take Online Class/30 Days	6	5.7%	45
Used Internet to Trade/Track Investments/30 Days	20	19.0%	102
Used Internet for Travel Plans/30 Days	19	18.1%	101
Used Internet to Visit Blogs/30 Days	8	7.6%	66
Used Internet to Write Blogs/30 Days	1	1.0%	77
Used Internet to Visit Chat Room/30 Days	7	6.7%	111
Used Internet to Watch Movie/30 Days	28	26.7%	78
Used Internet to Watch TV Program/30 Days	18	17.1%	77
Used Nintendo Switch Online Gaming Svc/30 Days	2	1.9%	48
Used PlayStation Network Gaming Svc/30 Days	1	1.0%	14
Used Xbox Network Gaming Svc/30 Days	3	2.9%	47
Played Massive Multi-Player Online Game/30 Days	3	2.9%	88
Used Spanish Language Website or App/30 Days	1	1.0%	20
Social Media: Used Facebook/30 Days	69	65.7%	102
Social Media: Used Instagram/30 Days	27	25.7%	68
Social Media: Used LinkedIn/30 Days	8	7.6%	54
Social Media: Used Reddit/30 Days	3	2.9%	28
Social Media: Used Shutterfly/30 Days	5	4.8%	183
Social Media: Used Snapchat/30 Days	14	13.3%	65
Social Media: Used TikTok/30 Days	10	9.5%	52
Social Media: Used Tumblr/30 Days	1	1.0%	50
Social Media: Used Twitch/30 Days	3	2.9%	72
Social Media: Used Twitter/30 Days	11	10.5%	59
Social Media: Used Yelp/30 Days	5	4.8%	81
Social Media: Used YouTube/30 Days	54	51.4%	96
Social Media: Used Pinterest/30 Days	21	20.0%	106

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Electronics and Internet Market Potential

Tonto Apache

Prepared by Esri

Product/Consumer Behavior	Expected Number of Adults or	Percent	MPI
Social Media: Applied Filter to Picture/30 Days	7	6.7%	64
Social Media: Clicked on Ad/30 Days	19	18.1%	122
Social Media: Commented on Friend's Post/30 Days	51	48.6%	115
Social Media: Communicated Via IM/30 Days	29	27.6%	113
Social Media: Followed/Became Fan/30 Days	26	24.8%	105
Social Media: Invited People to Event/30 Days	6	5.7%	136
Social Media: Liked Something/30 Days	45	42.9%	123
Social Media: Played Game/30 Days	17	16.2%	95
Social Media: Posted Blog/30 Days	2	1.9%	116
Social Media: Posted/Shared Video/30 Days	15	14.3%	87
Social Media: Posted Picture/30 Days	47	44.8%	112
Social Media: Posted Update/30 Days	26	24.8%	99
Social Media: Posted Website Link/30 Days	14	13.3%	143
Social Media: Posted/Shared My Location/30 Days	3	2.9%	57
Social Media: Rated Product or Service/30 Days	9	8.6%	112
Social Media: Saw Friend's Profile/30 Days	47	44.8%	103
Social Media: Sent Email/Text Message/30 Days	56	53.3%	117
Social Media: Sent Real/Virtual Gift/30 Days	3	2.9%	133
Social Media: Updated My Profile/30 Days	17	16.2%	97
Social Media: Watched Video/30 Days	45	42.9%	97
IM/Video Chat: Used Facebook Messenger/30 Days	53	50.5%	105
IM/Video Chat: Used FaceTime/30 Days	22	21.0%	67
IM/Video Chat: Used Google Duo/30 Days	4	3.8%	67
IM/Video Chat: Used Google Hangouts/30 Days	4	3.8%	106
IM/Video Chat: Used Google Meet/30 Days	3	2.9%	56
IM/Video Chat: Used Microsoft Teams/30 Days	5	4.8%	44
IM/Video Chat: Used Skype/30 Days	5	4.8%	86
IM/Video Chat: Used Slack/30 Days	1	1.0%	31
IM/Video Chat: Used Snapchat/30 Days	10	9.5%	66
IM/Video Chat: Used WhatsApp/30 Days	9	8.6%	50
IM/Video Chat: Used Zoom/30 Days	23	21.9%	66
Social Media: Follow Friends/Family Very Important	24	22.9%	99
Social Media: Meet New Friends Very Important	6	5.7%	90
Social Media: Keep in Touch Very Important	46	43.8%	103
Social Media: Reconnect w/People Very Important	19	18.1%	106
Social Media: Ntwrk w/Prof Contacts Very Important	3	2.9%	44
Social Media: Find Mutual Interests Very Important	5	4.8%	78
Social Media: Learn About Prods/Svcs Very Important	6	5.7%	97
Social Media: Rate/Review Prods/Svcs Very Important	2	1.9%	41
Social Media: Find Local Info Very Important	14	13.3%	119
Social Media: Find TV/Movie Info Very Important	6	5.7%	84
Social Media: Access to VIP Events Very Important	2	1.9%	53
Social Media: Get Exclusive Offers Very Important	4	3.8%	61
Social Media: Play Games Very Important	8	7.6%	117
Social Media: Support Fav Co/Brands Very Important	2	1.9%	47
Social Media: Track News/Events Very Important	13	12.4%	104
Used Bing Website or Search Engine/30 Days	14	13.3%	141
Used Google Website or Search Engine/30 Days	93	88.6%	103
Used Yahoo Website or Search Engine/30 Days	17	16.2%	98

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October 28, 2023



Electronics and Internet Market Potential

Tonto Apache

Prepared by Esri

Used Indeed Job/Careers Website or App/30 Days	7	6.7%	49
Used Zillow Website or App/30 Days	23	21.9%	109
Used BuzzFeed Entertainment Website/App/30 Days	2	1.9%	34
Used Fandango Entertainment Website/App/30 Days	1	1.0%	79
Used ABC News Website or App/30 Days	9	8.6%	101
Used BBC News Website or App/30 Days	5	4.8%	80
Used CBS News Website or App/30 Days	6	5.7%	96
Used CNN Website or App/30 Days	16	15.2%	88
Used Fox News Website or App/30 Days	22	21.0%	140
Used HuffPost News Website or App/30 Days	3	2.9%	55
Used NBC News Website or App/30 Days	6	5.7%	88
Used Yahoo! News Website or App/30 Days	7	6.7%	79
Used ESPN Sports Website or App/30 Days	14	13.3%	85
Used Fox Sports Website or App/30 Days	7	6.7%	118
Used MLB Sports Website or App/30 Days	3	2.9%	81
Used NBA Sports Website or App/30 Days	2	1.9%	56
Used NFL Sports Website or App/30 Days	8	7.6%	112
Used PBS Website or App/30 Days	5	4.8%	157
Used Telemundo Website or App/30 Days	0	0.0%	0
Social Media: Follow Actors/Comedians	21	20.0%	78
Social Media: Follow Artists/Photographers	19	18.1%	102
Social Media: Follow Charitable Groups	18	17.1%	106
Social Media: Follow Chefs/Restaurants	22	21.0%	102
Social Media: Follow Companies/Brands	19	18.1%	78
Social Media: Follow Gamers	7	6.7%	89
Social Media: Follow Hobby-Related Groups	29	27.6%	93
Social Media: Follow Local Groups	32	30.5%	123
Social Media: Follow Magazines	8	7.6%	80
Social Media: Follow Medical/Ailment Groups	10	9.5%	121
Social Media: Follow Music Groups	22	21.0%	83
Social Media: Follow Newspapers	15	14.3%	107
Social Media: Follow Oth Celebrities	12	11.4%	75
Social Media: Follow Political Groups	17	16.2%	107
Social Media: Follow Politicians	14	13.3%	90
Social Media: Follow Religious Groups	18	17.1%	112
Social Media: Follow School Groups	24	22.9%	127
Social Media: Follow Sports/Athletes	19	18.1%	86
Social Media: Follow Travel-Related Groups	13	12.4%	88
Social Media: Follow TV Programs/Networks	20	19.0%	92

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