



# Electronics and Internet Market Potential

Colorado River Indian Tribes

Prepared by Esri

<b>Demographic Summary</b>		<b>2022</b>	<b>2027</b>	
Population		8,313	8,056	
Population 18+		6,346	6,114	
Households		2,956	2,875	
Median Household Income		\$41,658	\$43,645	
<b>Product/Consumer Behavior</b>		<b>Expected Number of Adults or HHs</b>	<b>Percent</b>	<b>MPI</b>
Own any tablet		3,360	52.9%	94
Own any e-reader		656	10.3%	84
Own e-reader/tablet: Amazon Kindle		1,163	18.3%	86
Own e-reader/tablet: iPad		1,814	28.6%	82
Own e-reader/tablet: Samsung Galaxy/Galaxy Note		722	11.4%	112
Own any portable MP3 player		869	13.7%	100
Own wearable tech: Apple Watch		587	9.2%	73
Own wearable tech: Fitbit		740	11.7%	83
Own Garmin wearable technology		137	2.2%	78
Own digital camcorder		433	6.8%	90
Own digital point & shoot camera or camcorder		599	9.4%	97
Own digital SLR camera or camcorder		511	8.1%	82
Own 35mm camera or camcorder		415	6.5%	108
Own telephoto or zoom lens		291	4.6%	85
Own wide-angle lens		191	3.0%	70
Own a selfie stick		301	4.7%	84
Printed digital photos in last 12 months		1,426	22.5%	89
Use a computer at work		1,977	31.2%	72
Use desktop computer at work		990	15.6%	77
Use laptop or notebook at work		977	15.4%	68
HH owns a computer		2,302	77.9%	96
HH purchased computer in last 12 months		369	12.5%	97
HH owns desktop computer		1,112	37.6%	99
HH owns laptop or notebook		1,807	61.1%	93
HH with child (under 18 yrs) using home computer		329	11.1%	92
HH owns any Apple/Mac brand computer		508	17.2%	77
HH owns any PC/non-Apple brand computer		1,992	67.4%	101

**Data Note:** An MPI (Market Potential Index) measures the relative likelihood of the adults or households in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

**Source:** These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2022 and 2027.



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Product/Consumer Behavior	Expected		MPI
	Number of Adults or HHs	Percent	
HH purchased most recent computer 1-2 years ago	475	16.1%	94
HH purchased most recent computer 3-4 years ago	532	18.0%	102
HH purchased most recent computer 5+ years ago	423	14.3%	93
HH purchased most recent computer in a store	1,083	36.6%	99
HH purchased most recent computer online	597	20.2%	90
HH spent \$1-499 on most recent home computer	550	18.6%	120
HH spent \$500-\$999 on most recent home computer	564	19.1%	101
HH spent \$1000-\$1499 on most recent home computer	279	9.4%	79
HH spent \$1500-\$1999 on most recent home computer	100	3.4%	65
HH spent \$2000+ on most recent home computer	120	4.1%	86
HH owns webcam	608	20.6%	89
HH owns wireless router	865	29.3%	96
HH owns all-in-one printer (print copy scan)	1,545	52.3%	94
HH owns software: accounting	191	6.5%	105
HH owns software: communications or fax	129	4.4%	110
HH owns software: database or filing	186	6.3%	123
HH owns software: desktop publishing	217	7.3%	106
HH owns software: education or training	216	7.3%	83
HH owns software: entertainment or games	536	18.1%	95
HH owns software: personal finance or tax prep	402	13.6%	95
HH owns software: presentation graphics	179	6.1%	97
HH owns software: multimedia	266	9.0%	89
HH owns software: networking	289	9.8%	90
HH owns software: online meeting or conference	316	10.7%	84
HH owns software: online or remote backup	154	5.2%	90
HH owns software: security or anti-virus	643	21.8%	92
HH owns software: spreadsheet	728	24.6%	93
HH owns touch screen monitor	341	11.5%	104
HH owns software: utility	150	5.1%	101
HH owns software: web authoring software	45	1.5%	87
HH owns software: word processing	904	30.6%	90
HH owns CD player	473	16.0%	102

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Product/Consumer Behavior	Expected		MPI
	Number of Adults or HHs	Percent	
HH owns portable GPS device	660	22.3%	109
HH owns headphones (ear buds)	1,314	44.5%	89
HH owns noise reduction headphones	471	15.9%	93
HH owns Bluetooth or wireless headphones	866	29.3%	85
HH owns home theater or entertainment system	364	12.3%	92
HH owns 1 TV	589	19.9%	101
HH owns 2 TVs	871	29.5%	107
HH owns 3 TVs	625	21.1%	96
HH owns 4+ TVs	603	20.4%	98
HH owns LCD TV	708	24.0%	97
HH owns LED TV	1,249	42.3%	99
HH owns OLED TV	104	3.5%	74
HH owns plasma TV	330	11.2%	99
HH has HDTV	1,244	42.1%	95
HH has 4K Ultra HDTV	695	23.5%	102
HH has Internet connectable TV	1,249	42.3%	99
HH owns small screen TV (<27 in)	410	13.9%	106
HH owns medium screen TV (27-35 in)	904	30.6%	106
HH owns large screen TV (36-42 in)	933	31.6%	94
HH owns XLarge screen TV (43-54 in)	996	33.7%	100
HH owns XXL screen TV (55-69 in)	963	32.6%	96
HH owns XXXL screen TV (70+ in)	171	5.8%	101
HH most recent TV purch: small screen (<27 in)	183	6.2%	126
HH most recent TV purch: medium screen (27-35 in)	408	13.8%	102
HH most recent TV purch: large screen (36-42 in)	485	16.4%	96
HH most recent TV purch: Xlarge screen (43-54 in)	587	19.9%	102
HH most recent TV purch: XXL screen (55-59 in)	752	25.4%	98
HH most recent TV purch: XXXL screen (70+ in)	133	4.5%	101
HH owns any internet video device for TV	1,231	41.6%	92
HH owns internet device for TV - Amazon Fire	529	17.9%	83
HH owns internet device for TV - Apple TV	183	6.2%	72
HH owns internet device for TV - Google Chromecast	226	7.6%	109
HH owns internet device for TV - Roku	624	21.1%	95
HH owns video game system: handheld	374	12.7%	85
HH owns video game system: attached to TV/computer	1,169	39.5%	95
HH owns video game system: Nintendo DS/Lite DSI/XL	177	6.0%	84
HH owns video game system: Nintendo Switch	264	8.9%	80
HH owns video game system: Nintendo Wii/Wii U	72	2.4%	86
HH owns video game system: PlayStation 2 (PS2)	130	4.4%	98
HH owns video game system: PlayStation 3 (PS3)	202	6.8%	97
HH owns video game system: PlayStation 4 (PS4)	496	16.8%	99
HH owns video game system: Xbox 360	315	10.7%	98
HH owns video game system: Xbox One	390	13.2%	94
HH purchased video game system in last 12 months	190	6.4%	83
HH purchased 5+ video games in last 12 months	127	4.3%	81
HH spent \$101+ on video games in last 12 months	204	6.9%	88
Have access to Internet at home	5,917	93.2%	99
Connect to Internet at home via broadband/high speed	5,761	90.8%	99
Connection to Internet at home: via cable modem	2,724	42.9%	96
Connection to Internet at home: via DSL	751	11.8%	118
Connection to Internet at home: via fiber optic	656	10.3%	63
Connect to Internet at home via satellite	416	6.6%	189
Spend <0.5 hrs online (excl email/IM time) daily	414	6.5%	134
Spend 0.5-0.9 hrs online (excl email/IM time) daily	626	9.9%	119
Spend 1-1.9 hrs online (excl email/IM time) daily	1,056	16.6%	97
Spend 2-4.9 hrs online (excl email/IM time) daily	1,720	27.1%	92
Spend 5-9.9 hrs online (excl email/IM time) daily	1,225	19.3%	94
Spend 10+ hrs online (excl email/IM time) daily	521	8.2%	83
Used Internet in last 30 days	5,872	92.5%	99

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Product/Consumer Behavior	Expected		MPI
	Number of Adults or HHs	Percent	
Used Internet/30 days: at home	5,624	88.6%	99
Used Internet/30 days: at work	1,876	29.6%	76
Used Internet/30 days: at school or library	307	4.8%	59
Used Internet/30 days: not home/work/school/library	1,804	28.4%	84
Accessed Internet in last 30 days using computer	4,396	69.3%	92
Accessed Internet in last 30 days using cell phone	5,109	80.5%	96
Accessed Internet in last 30 days using tablet	1,928	30.4%	88
Accessed Internet in last 30 days with gaming console	638	10.1%	99
Accessed Internet in last 30 days using television	1,581	24.9%	95
Internet last 30 days: used email	4,940	77.8%	96
Internet last 30 days: used IM	4,665	73.5%	95
Internet last 30 days: made personal purchase	3,958	62.4%	93
Internet last 30 days: made business purchase	666	10.5%	78
Internet last 30 days: paid bills online	3,791	59.7%	98
Internet last 30 days: took online class	618	9.7%	78
Internet last 30 days: looked for employment	623	9.8%	71
Internet last 30 days: traded/tracked Investments	815	12.8%	79
Internet last 30 days: made travel plans	907	14.3%	84
Internet last 30 days: obtained auto info	569	9.0%	82
Internet last 30 days: obtained financial info	1,740	27.4%	85
Internet last 30 days: obtained medical info	1,830	28.8%	89
Internet last 30 days: checked movie listing/times	698	11.0%	80
Internet last 30 days: obtained latest news	2,842	44.8%	86
Internet last 30 days: obtained parenting info	285	4.5%	87
Internet last 30 days: obtained real estate info	816	12.9%	84
Internet last 30 days: obtained sports news/info	1,414	22.3%	80
Internet last 30 days: visited online blog	475	7.5%	61
Internet last 30 days: wrote online blog	65	1.0%	72
Internet last 30 days: used online dating website	161	2.5%	74
Internet last 30 days: used video chat	1,759	27.7%	79
Internet last 30 days: visited a chat room	282	4.4%	70
Internet last 30 days: played games online	2,371	37.4%	104
Internet last 30 days: sent greeting card	335	5.3%	103
Internet last 30 days: made phone call	2,183	34.4%	93
Internet last 30 days: shared photos via website	1,777	28.0%	93
Internet last 30 days: looked for recipes	3,005	47.4%	95
Internet last 30 days: added video to website	388	6.1%	77
Internet last 30 days: downloaded a movie	457	7.2%	94
Internet last 30 days: downloaded music	966	15.2%	91
Internet last 30 days: downloaded TV program	177	2.8%	75
Internet last 30 days: downloaded a video game	803	12.7%	89
Internet last 30 days: watched movie online	1,968	31.0%	91
Internet last 30 days: watched TV program online	1,153	18.2%	83
Used online gaming srv/30 days: Nintendo Switch	146	2.3%	75
Used online gaming srv/30 days: PlayStation Network	428	6.7%	97
Used online gaming srv/30 days: Xbox Live	437	6.9%	108
Played Massive Multi-Player Online game/30 days	306	4.8%	102
Used Spanish language website/app last 30 days	291	4.6%	104
Social Media last 30 days: facebook.com	4,137	65.2%	100
Social media last 30 days: instagram.com	1,829	28.8%	78
Social Media last 30 days: linkedin.com	470	7.4%	53
Social Media last 30 days: used reddit	342	5.4%	61
Social Media last 30 days: shutterfly.com	174	2.7%	96
Social Media last 30 days: snapchat.com	1,270	20.0%	94
Social Media last 30 days: tumblr.com	93	1.5%	69
Social Media last 30 days: Twitch	220	3.5%	97
Social Media last 30 days: twitter.com	768	12.1%	70
Social Media last 30 days: yelp.com	218	3.4%	57
Social Media last 30 days: youtube.com	3,296	51.9%	94
Social Media last 30 days: pinterest.com	1,106	17.4%	86

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Product/Consumer Behavior	Expected		MPI
	Number of Adults or HHs	Percent	
Social network: updated status in last 30 days	1,524	24.0%	96
Social network: updated profile in last 30 days	1,121	17.7%	91
Social network: posted picture in last 30 days	2,536	40.0%	93
Social network: posted video in last 30 days	1,074	16.9%	92
Social network: posted link in last 30 days	723	11.4%	96
Social network: saw friend's page in last 30 days	2,745	43.3%	93
Social network: commented on post in last 30 days	2,748	43.3%	96
Social network: posted a blog in last 30 days	109	1.7%	75
Social network: rated a product in last 30 days	492	7.8%	89
Social network: sent email message in last 30 days	3,086	48.6%	99
Social network: sent IM in last 30 days	1,396	22.0%	97
Social network: played a game in last 30 days	1,380	21.7%	110
Social network: invited to event in last 30 days	359	5.7%	87
Social network: liked something in last 30 days	2,304	36.3%	95
Social network: followed something in last 30 days	1,299	20.5%	82
Social network: clicked on an ad in last 30 days	1,015	16.0%	93
Social network: watched video in last 30 days	2,824	44.5%	92
Social network: posted location in last 30 days	443	7.0%	104
Social network: sent real or virtual gift in last 30 days	144	2.3%	87
Used filter On Picture Social Media in last 30 Days	610	9.6%	78
IM/Video Chat: Facebook messenger in last 30 Days	3,297	52.0%	103
IM/Video Chat: FaceTime in last 30 Days	1,532	24.1%	79
IM/Video Chat: Google Hangouts in last 30 Days	195	3.1%	64
IM/Video Chat: Skype in last 30 Days	333	5.2%	70
IM/Video Chat: Slack in last 30 Days	59	0.9%	34
IM/Video Chat: Snapchat in last 30 Days	1,006	15.9%	98
IM/Video Chat: WhatsApp in last 30 Days	835	13.2%	79
Social network: used to keep in touch w/ friends	2,926	46.1%	104
Social network: used to reconnect w/ old friends	925	14.6%	95
Social network: used to meet new friends	394	6.2%	96
Social network: used to follow friends activities	1,493	23.5%	104
Social network: used to find out about new products	461	7.3%	99
Social network: used to review products or service	320	5.0%	97
Social network: used for professional contacts	396	6.2%	87
Social network: used to find mutual interests	299	4.7%	76
Social network: used to track current events	886	14.0%	86
Social network: used to find info on TV or movie	473	7.5%	86
Social network: used to find local information	606	9.5%	74
Social network: used for gaming	473	7.5%	94
Social network: used to support favorite brands	303	4.8%	93
Social network: used to get coupons or discounts	430	6.8%	97
Social network: used to gain access to VIP events	164	2.6%	67

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Used website/search engine/30 days: bing.com	514	8.1%	86
Used website/search engine/30 days: google.com	5,243	82.6%	97
Used website/search engine/30 days: yahoo.com	1,159	18.3%	106
Used website/search engine/30 days: Used Indeed	728	11.5%	84
Used website/search engine/30 days: Zillow Info/Ref Website	1,030	16.2%	90
Used entertainment website/app last 30 days: BuzzFeed	262	4.1%	60
Used entertainment website/app last 30 days: Fandango	84	1.3%	50
Used news website/app last 30 days: abcnews.com	478	7.5%	81
Used news website/app last 30 days: bbc.com	270	4.3%	64
Used news website/app last 30 days: cbsnews.com	347	5.5%	84
Used news website/app last 30 days: cnn.com	846	13.3%	74
Used news website/app last 30 days: foxnews.com	988	15.6%	101
Used news website/app last 30 days: huffpost.com	279	4.4%	67
Used news website/app last 30 days: nbcnews.com	356	5.6%	84
Used news website/app last 30 days: yahoonews.com	470	7.4%	91
Used sports website/app last 30 days: ESPN	773	12.2%	76
Used sports website/app last 30 days: FoxSports	343	5.4%	87
2022 Used MLB Sports Website or App/30 Days	188	3.0%	87
Used sports website/app last 30 days: NBA.com	218	3.4%	89
Used sports website/app last 30 days: NFL.com	490	7.7%	105
Used website/app last 30 days: PBS	153	2.4%	68
Used website/app last 30 days: Telemundo	175	2.8%	109
Social network: follow actors/comedians	1,113	17.5%	95
Social network: follow artists/photographers	683	10.8%	86
Social network: follow charitable groups	699	11.0%	92
Social network: follow chefs/restaurants	861	13.6%	96
Social network: follow companies/brands	910	14.3%	86
Social network: follow gamers	381	6.0%	92
Social network: follow hobby-related groups	1,220	19.2%	100
Social network: follow local groups	972	15.3%	94
Social network: follow magazines	435	6.9%	93
Social network: follow medical/ailment groups	386	6.1%	110
Social network: follow music groups	1,086	17.1%	96
Social network: follow newspapers	588	9.3%	91
Social network: follow other celebrities	573	9.0%	82
Social network: follow political groups	822	13.0%	99
Social network: follow politicians	919	14.5%	99
Social network: follow religious groups	675	10.6%	105
Social network: follow school groups	721	11.4%	92
Social network: follow sports/Athletes	815	12.8%	90
Social network: follow travel-related groups	521	8.2%	87
Social network: follow TV programs/networks	838	13.2%	89

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