

Demographic Summary		2022	2027	
Population		1,059	1,057	
Population 18+		629	611	
Households		299	299	
Median Household Income		\$26,469	\$31,903	
Product/Consumer Behavior		Expected Number of Adults or HHs	Percent	MPI
Own any tablet		302	48.0%	85
Own any e-reader		34	5.4%	44
Own e-reader/tablet: Amazon Kindle		91	14.5%	68
Own e-reader/tablet: iPad		149	23.7%	68
Own e-reader/tablet: Samsung Galaxy/Galaxy Note		65	10.3%	101
Own any portable MP3 player		55	8.7%	64
Own wearable tech: Apple Watch		85	13.5%	107
Own wearable tech: Fitbit		64	10.2%	72
Own Garmin wearable technology		14	2.2%	80
Own digital camcorder		30	4.8%	63
Own digital point & shoot camera or camcorder		31	4.9%	50
Own digital SLR camera or camcorder		31	4.9%	50
Own 35mm camera or camcorder		33	5.2%	87
Own telephoto or zoom lens		18	2.9%	53
Own wide-angle lens		14	2.2%	52
Own a selfie stick		16	2.5%	45
Printed digital photos in last 12 months		107	17.0%	67
Use a computer at work		171	27.2%	63
Use desktop computer at work		85	13.5%	67
Use laptop or notebook at work		75	11.9%	53
HH owns a computer		184	61.5%	76
HH purchased computer in last 12 months		30	10.0%	78
HH owns desktop computer		82	27.4%	72
HH owns laptop or notebook		147	49.2%	75
HH with child (under 18 yrs) using home computer		41	13.7%	114
HH owns any Apple/Mac brand computer		43	14.4%	64
HH owns any PC/non-Apple brand computer		158	52.8%	79

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.



Electronics and Internet Market Potential

Maricopa (Ak-Chin)

Prepared by Esri

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent	MPI
HH purchased most recent computer 1-2 years ago	46	15.4%	90
HH purchased most recent computer 3-4 years ago	27	9.0%	51
HH purchased most recent computer 5+ years ago	32	10.7%	69
HH purchased most recent computer in a store	87	29.1%	79
HH purchased most recent computer online	44	14.7%	65
HH spent \$1-499 on most recent home computer	47	15.7%	101
HH spent \$500-\$999 on most recent home computer	34	11.4%	60
HH spent \$1000-\$1499 on most recent home computer	22	7.4%	61
HH spent \$1500-\$1999 on most recent home computer	6	2.0%	38
HH spent \$2000+ on most recent home computer	8	2.7%	57
HH owns webcam	49	16.4%	71
HH owns wireless router	56	18.7%	62
HH owns all-in-one printer (print copy scan)	118	39.5%	71
HH owns software: accounting	16	5.4%	87
HH owns software: communications or fax	7	2.3%	59
HH owns software: database or filing	9	3.0%	59
HH owns software: desktop publishing	12	4.0%	58
HH owns software: education or training	23	7.7%	87
HH owns software: entertainment or games	42	14.0%	74
HH owns software: personal finance or tax prep	26	8.7%	61
HH owns software: presentation graphics	7	2.3%	38
HH owns software: multimedia	17	5.7%	56
HH owns software: networking	18	6.0%	56
HH owns software: online meeting or conference	22	7.4%	58
HH owns software: online or remote backup	9	3.0%	52
HH owns software: security or anti-virus	40	13.4%	57
HH owns software: spreadsheet	43	14.4%	55
HH owns touch screen monitor	19	6.4%	57
HH owns software: utility	8	2.7%	54
HH owns software: web authoring software	5	1.7%	95
HH owns software: word processing	56	18.7%	55
HH owns CD player	34	11.4%	72

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Product/Consumer Behavior	Expected		MPI
	Number of Adults or HHs	Percent	
HH owns portable GPS device	39	13.0%	63
HH owns headphones (ear buds)	120	40.1%	80
HH owns noise reduction headphones	35	11.7%	69
HH owns Bluetooth or wireless headphones	87	29.1%	85
HH owns home theater or entertainment system	42	14.0%	105
HH owns 1 TV	68	22.7%	116
HH owns 2 TVs	70	23.4%	85
HH owns 3 TVs	68	22.7%	103
HH owns 4+ TVs	47	15.7%	76
HH owns LCD TV	60	20.1%	82
HH owns LED TV	105	35.1%	82
HH owns OLED TV	6	2.0%	42
HH owns plasma TV	49	16.4%	145
HH has HDTV	95	31.8%	72
HH has 4K Ultra HDTV	72	24.1%	104
HH has Internet connectable TV	95	31.8%	75
HH owns small screen TV (<27 in)	30	10.0%	77
HH owns medium screen TV (27-35 in)	80	26.8%	93
HH owns large screen TV (36-42 in)	83	27.8%	83
HH owns XLarge screen TV (43-54 in)	87	29.1%	86
HH owns XXL screen TV (55-69 in)	82	27.4%	80
HH owns XXXL screen TV (70+ in)	14	4.7%	82
HH most recent TV purch: small screen (<27 in)	13	4.3%	89
HH most recent TV purch: medium screen (27-35 in)	45	15.1%	112
HH most recent TV purch: large screen (36-42 in)	47	15.7%	92
HH most recent TV purch: Xlarge screen (43-54 in)	62	20.7%	106
HH most recent TV purch: XXL screen (55-59 in)	64	21.4%	83
HH most recent TV purch: XXXL screen (70+ in)	12	4.0%	90
HH owns any internet video device for TV	103	34.4%	76
HH owns internet device for TV - Amazon Fire	43	14.4%	67
HH owns internet device for TV - Apple TV	20	6.7%	78
HH owns internet device for TV - Google Chromecast	15	5.0%	71
HH owns internet device for TV - Roku	62	20.7%	94
HH owns video game system: handheld	44	14.7%	99
HH owns video game system: attached to TV/computer	134	44.8%	108
HH owns video game system: Nintendo DS/Lite DSI/XL	21	7.0%	99
HH owns video game system: Nintendo Switch	34	11.4%	102
HH owns video game system: Nintendo Wii/Wii U	6	2.0%	71
HH owns video game system: PlayStation 2 (PS2)	8	2.7%	59
HH owns video game system: PlayStation 3 (PS3)	14	4.7%	66
HH owns video game system: PlayStation 4 (PS4)	64	21.4%	126
HH owns video game system: Xbox 360	31	10.4%	95
HH owns video game system: Xbox One	47	15.7%	112
HH purchased video game system in last 12 months	25	8.4%	108
HH purchased 5+ video games in last 12 months	14	4.7%	88
HH spent \$101+ on video games in last 12 months	25	8.4%	106
Have access to Internet at home	570	90.6%	96
Connect to Internet at home via broadband/high speed	551	87.6%	96
Connection to Internet at home: via cable modem	220	35.0%	78
Connection to Internet at home: via DSL	50	7.9%	79
Connection to Internet at home: via fiber optic	87	13.8%	84
Connect to Internet at home via satellite	31	4.9%	142
Spend <0.5 hrs online (excl email/IM time) daily	26	4.1%	85
Spend 0.5-0.9 hrs online (excl email/IM time) daily	63	10.0%	121
Spend 1-1.9 hrs online (excl email/IM time) daily	104	16.5%	97
Spend 2-4.9 hrs online (excl email/IM time) daily	172	27.3%	93
Spend 5-9.9 hrs online (excl email/IM time) daily	135	21.5%	104
Spend 10+ hrs online (excl email/IM time) daily	55	8.7%	88
Used Internet in last 30 days	585	93.0%	99

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Product/Consumer Behavior	Expected		MPI
	Number of Adults or HHs	Percent	
Used Internet/30 days: at home	542	86.2%	96
Used Internet/30 days: at work	186	29.6%	76
Used Internet/30 days: at school or library	54	8.6%	104
Used Internet/30 days: not home/work/school/library	154	24.5%	73
Accessed Internet in last 30 days using computer	337	53.6%	71
Accessed Internet in last 30 days using cell phone	536	85.2%	102
Accessed Internet in last 30 days using tablet	148	23.5%	68
Accessed Internet in last 30 days with gaming console	72	11.4%	113
Accessed Internet in last 30 days using television	197	31.3%	120
Internet last 30 days: used email	419	66.6%	82
Internet last 30 days: used IM	485	77.1%	100
Internet last 30 days: made personal purchase	294	46.7%	70
Internet last 30 days: made business purchase	47	7.5%	55
Internet last 30 days: paid bills online	311	49.4%	81
Internet last 30 days: took online class	60	9.5%	76
Internet last 30 days: looked for employment	72	11.4%	83
Internet last 30 days: traded/tracked Investments	34	5.4%	33
Internet last 30 days: made travel plans	50	7.9%	47
Internet last 30 days: obtained auto info	50	7.9%	73
Internet last 30 days: obtained financial info	105	16.7%	52
Internet last 30 days: obtained medical info	127	20.2%	62
Internet last 30 days: checked movie listing/times	85	13.5%	98
Internet last 30 days: obtained latest news	211	33.5%	65
Internet last 30 days: obtained parenting info	31	4.9%	95
Internet last 30 days: obtained real estate info	58	9.2%	60
Internet last 30 days: obtained sports news/info	115	18.3%	65
Internet last 30 days: visited online blog	37	5.9%	48
Internet last 30 days: wrote online blog	6	1.0%	67
Internet last 30 days: used online dating website	18	2.9%	84
Internet last 30 days: used video chat	218	34.7%	99
Internet last 30 days: visited a chat room	38	6.0%	95
Internet last 30 days: played games online	193	30.7%	85
Internet last 30 days: sent greeting card	21	3.3%	65
Internet last 30 days: made phone call	233	37.0%	100
Internet last 30 days: shared photos via website	151	24.0%	79
Internet last 30 days: looked for recipes	262	41.7%	83
Internet last 30 days: added video to website	49	7.8%	98
Internet last 30 days: downloaded a movie	45	7.2%	94
Internet last 30 days: downloaded music	98	15.6%	93
Internet last 30 days: downloaded TV program	27	4.3%	116
Internet last 30 days: downloaded a video game	104	16.5%	116
Internet last 30 days: watched movie online	214	34.0%	100
Internet last 30 days: watched TV program online	114	18.1%	83
Used online gaming srv/30 days: Nintendo Switch	23	3.7%	119
Used online gaming srv/30 days: PlayStation Network	65	10.3%	149
Used online gaming srv/30 days: Xbox Live	40	6.4%	100
Played Massive Multi-Player Online game/30 days	28	4.5%	94
Used Spanish language website/app last 30 days	89	14.1%	321
Social Media last 30 days: facebook.com	403	64.1%	98
Social media last 30 days: instagram.com	224	35.6%	96
Social Media last 30 days: linkedin.com	21	3.3%	24
Social Media last 30 days: used reddit	29	4.6%	53
Social Media last 30 days: shutterfly.com	10	1.6%	56
Social Media last 30 days: snapchat.com	158	25.1%	117
Social Media last 30 days: tumblr.com	7	1.1%	53
Social Media last 30 days: Twitch	19	3.0%	84
Social Media last 30 days: twitter.com	95	15.1%	87
Social Media last 30 days: yelp.com	14	2.2%	37
Social Media last 30 days: youtube.com	362	57.6%	105
Social Media last 30 days: pinterest.com	103	16.4%	81

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Product/Consumer Behavior	Expected		MPI
	Number of Adults or HHs	Percent	
Social network: updated status in last 30 days	134	21.3%	85
Social network: updated profile in last 30 days	134	21.3%	110
Social network: posted picture in last 30 days	268	42.6%	99
Social network: posted video in last 30 days	130	20.7%	112
Social network: posted link in last 30 days	46	7.3%	61
Social network: saw friend's page in last 30 days	251	39.9%	86
Social network: commented on post in last 30 days	233	37.0%	82
Social network: posted a blog in last 30 days	15	2.4%	104
Social network: rated a product in last 30 days	39	6.2%	71
Social network: sent email message in last 30 days	267	42.4%	87
Social network: sent IM in last 30 days	125	19.9%	88
Social network: played a game in last 30 days	117	18.6%	94
Social network: invited to event in last 30 days	37	5.9%	90
Social network: liked something in last 30 days	193	30.7%	80
Social network: followed something in last 30 days	122	19.4%	78
Social network: clicked on an ad in last 30 days	84	13.4%	78
Social network: watched video in last 30 days	302	48.0%	99
Social network: posted location in last 30 days	44	7.0%	104
Social network: sent real or virtual gift in last 30 days	15	2.4%	92
Used filter On Picture Social Media in last 30 Days	99	15.7%	128
IM/Video Chat: Facebook messenger in last 30 Days	338	53.7%	107
IM/Video Chat: FaceTime in last 30 Days	164	26.1%	85
IM/Video Chat: Google Hangouts in last 30 Days	20	3.2%	67
IM/Video Chat: Skype in last 30 Days	22	3.5%	47
IM/Video Chat: Slack in last 30 Days	8	1.3%	47
IM/Video Chat: Snapchat in last 30 Days	124	19.7%	122
IM/Video Chat: WhatsApp in last 30 Days	176	28.0%	169
Social network: used to keep in touch w/ friends	285	45.3%	102
Social network: used to reconnect w/ old friends	107	17.0%	110
Social network: used to meet new friends	50	7.9%	123
Social network: used to follow friends activities	145	23.1%	102
Social network: used to find out about new products	62	9.9%	134
Social network: used to review products or service	51	8.1%	155
Social network: used for professional contacts	59	9.4%	131
Social network: used to find mutual interests	47	7.5%	120
Social network: used to track current events	105	16.7%	103
Social network: used to find info on TV or movie	65	10.3%	119
Social network: used to find local information	73	11.6%	90
Social network: used for gaming	60	9.5%	121
Social network: used to support favorite brands	43	6.8%	133
Social network: used to get coupons or discounts	56	8.9%	127
Social network: used to gain access to VIP events	25	4.0%	103

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Used website/search engine/30 days: bing.com	34	5.4%	57
Used website/search engine/30 days: google.com	515	81.9%	96
Used website/search engine/30 days: yahoo.com	89	14.1%	82
Used website/search engine/30 days: Used Indeed	68	10.8%	79
Used website/search engine/30 days: Zillow Info/Ref Website	67	10.7%	59
Used entertainment website/app last 30 days: BuzzFeed	25	4.0%	58
Used entertainment website/app last 30 days: Fandango	11	1.7%	66
Used news website/app last 30 days: abcnews.com	38	6.0%	65
Used news website/app last 30 days: bbc.com	13	2.1%	31
Used news website/app last 30 days: cbsnews.com	24	3.8%	59
Used news website/app last 30 days: cnn.com	47	7.5%	42
Used news website/app last 30 days: foxnews.com	65	10.3%	67
Used news website/app last 30 days: huffpost.com	12	1.9%	29
Used news website/app last 30 days: nbcnews.com	18	2.9%	43
Used news website/app last 30 days: yahoonews.com	31	4.9%	60
Used sports website/app last 30 days: ESPN	53	8.4%	53
Used sports website/app last 30 days: FoxSports	38	6.0%	97
2022 Used MLB Sports Website or App/30 Days	13	2.1%	61
Used sports website/app last 30 days: NBA.com	18	2.9%	74
Used sports website/app last 30 days: NFL.com	42	6.7%	91
Used website/app last 30 days: PBS	8	1.3%	36
Used website/app last 30 days: Telemundo	57	9.1%	358
Social network: follow actors/comedians	132	21.0%	113
Social network: follow artists/photographers	88	14.0%	111
Social network: follow charitable groups	68	10.8%	90
Social network: follow chefs/restaurants	95	15.1%	107
Social network: follow companies/brands	102	16.2%	97
Social network: follow gamers	68	10.8%	165
Social network: follow hobby-related groups	144	22.9%	119
Social network: follow local groups	90	14.3%	87
Social network: follow magazines	47	7.5%	102
Social network: follow medical/ailment groups	58	9.2%	167
Social network: follow music groups	141	22.4%	126
Social network: follow newspapers	58	9.2%	91
Social network: follow other celebrities	96	15.3%	139
Social network: follow political groups	69	11.0%	84
Social network: follow politicians	72	11.4%	79
Social network: follow religious groups	82	13.0%	129
Social network: follow school groups	79	12.6%	101
Social network: follow sports/Athletes	82	13.0%	91
Social network: follow travel-related groups	54	8.6%	91
Social network: follow TV programs/networks	117	18.6%	125

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