

Demographic Summary		2023	2028	
Population		783	752	
Population 18+		499	481	
Households		345	335	
Median Household Income		\$39,080	\$47,172	
Product/Consumer Behavior		Expected Number of Adults or	Percent	MPI
Own Tablet		258	51.7%	88
Own E-Reader		45	9.0%	63
Own E-Reader/Tablet: Amazon Fire		80	16.0%	113
Own E-Reader/Tablet: Amazon Kindle		104	20.8%	89
Own E-Reader/Tablet: Apple iPad		134	26.9%	72
Own E-Reader/Tablet: Barnes & Noble Nook		10	2.0%	90
Own E-Reader/Tablet: Microsoft Surface		7	1.4%	49
Own E-Reader/Tablet: Samsung Galaxy Tab		70	14.0%	125
Own Portable MP3 Player		42	8.4%	75
Own Apple Watch Wearable Technology		56	11.2%	68
Own Fitbit Wearable Technology		69	13.8%	90
Own Garmin Wearable Technology		15	3.0%	90
Own Digital Camcorder		24	4.8%	59
Own Digital Point and Shoot Camera/Camcorder		37	7.4%	67
Own Digital SLR Camera or Camcorder		24	4.8%	45
Own 35mm Camera or Camcorder		36	7.2%	101
Own Telephoto/Zoom Lens for Camera		27	5.4%	84
Own Wide Angle Lens for Camera		18	3.6%	75
Own Selfie Stick for Camera or Phone		23	4.6%	70
Printed Digital Photos/12 Mo		101	20.2%	75
Use Computer at Work		142	28.5%	66
Use Desktop Computer at Work		78	15.6%	81
Use Laptop or Notebook Computer at Work		53	10.6%	44
HH Owns Computer		240	69.6%	81
HH Purchased Most Recent Home Computer/12 Mo		44	12.8%	90
HH Owns Desktop Computer		114	33.0%	83
HH Owns Laptop or Notebook		191	55.4%	79
HH Has Child (<18 Yrs) Using Home Computer		27	7.8%	67
HH Owns Apple/Mac Brand Computer		47	13.6%	56
HH Owns PC/Non-Apple Brand Computer		215	62.3%	88
HH Purchased 1-2 Yrs Ago Most Recent Computer		60	17.4%	91
HH Purchased 3-4 Yrs Ago Most Recent Computer		43	12.5%	65
HH Purchased 5+ Yrs Ago Most Recent Computer		49	14.2%	80
HH Purchased Most Recent Home Computer at Store		117	33.9%	87
HH Purchased Most Recent Home Computer Online		64	18.6%	68
HH Spent \$1-499 on Most Recent Home Computer		65	18.8%	119
HH Spent \$500-999 on Most Recent Home Computer		49	14.2%	70
HH Spent \$1K-1499 on Most Recent Home Computer		24	7.0%	57
HH Spent \$1500-1999 on Most Recent Home Computer		16	4.6%	101
HH Spent \$2K+ on Most Recent Home Computer		12	3.5%	64
HH Owns Webcam		60	17.4%	66
HH Owns Wireless Router		86	24.9%	70
HH Owns All-In-One Printer (Print Copy Scan)		154	44.6%	74
HH Owns Accounting Software		12	3.5%	53

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.



Electronics and Internet Market Potential

Hualapai

Prepared by Esri

Product/Consumer Behavior	Expected Number of Adults or	Percent	MPI
HH Owns Communications or Fax Software	10	2.9%	72
HH Owns Database or Filing Software	12	3.5%	64
HH Owns Desktop Publishing Software	16	4.6%	64
HH Owns Education or Training Software	26	7.5%	82
HH Owns Entertainment or Games Software	66	19.1%	79
HH Owns Personal Finance or Tax Prep Software	30	8.7%	54
HH Owns Presentation Graphics Software	13	3.8%	59
HH Owns Multimedia Software	24	7.0%	70
HH Owns Networking Software	20	5.8%	60
HH Owns Online Mtg or Conference Software	44	12.8%	74
HH Owns Online or Remote Backup Software	17	4.9%	74
HH Owns Security or Anti-Virus Software	61	17.7%	69
HH Owns Spreadsheet Software	55	15.9%	57
HH Owns Touch Screen Monitor	28	8.1%	64
HH Owns Utility Software	11	3.2%	59
HH Owns Web Authoring Software	3	0.9%	53
HH Owns Word Processing Software	85	24.6%	64
HH Owns CD Player	44	12.8%	71
HH Owns Portable GPS Device	41	11.9%	57
HH Owns Ear Buds Headphones	163	47.2%	87
HH Owns Bluetooth or Wireless Headphones	131	38.0%	88
HH Owns Noise Reduction Headphones	60	17.4%	83
HH Owns Headphones w/Microphone	61	17.7%	75
HH Owns Home Theater or Entertainment System	44	12.8%	77
HH Owns 1 TV	60	17.4%	96
HH Owns 2 TVs	103	29.9%	106
HH Owns 3 TVs	89	25.8%	113
HH Owns 4+ TVs	60	17.4%	77
HH Owns LCD TV	95	27.5%	106
HH Owns LED TV	155	44.9%	97
HH Owns OLED TV	12	3.5%	55
HH Owns Plasma TV	34	9.9%	90
HH Owns HDTV	124	35.9%	89
HH Owns 4K Ultra HDTV	81	23.5%	85
HH Owns Internet Connectable TV	127	36.8%	85
HH Owns <27 in Screen TV (Small)	41	11.9%	91
HH Owns 27-35 in Screen TV (Medium)	120	34.8%	119
HH Owns 36-42 in Screen TV (Large)	113	32.8%	96
HH Owns 43-54 in Screen TV (XL)	104	30.1%	84
HH Owns 55-69 in Screen TV (XXL)	107	31.0%	82
HH Owns 70 in+ Screen TV (XXXL)	22	6.4%	85
HH Most Recent TV Purchase: <27 in (Small)	17	4.9%	103
HH Most Recent TV Purchase: 27-35 in (Medium)	51	14.8%	116
HH Most Recent TV Purchase: 36-42 in (Large)	61	17.7%	105
HH Most Recent TV Purchase: 43-54 in (XL)	67	19.4%	98
HH Most Recent TV Purchase: 55-69 in (XXL)	82	23.8%	84
HH Most Recent TV Purchase: 70+ in (XXXL)	18	5.2%	89
HH Owns Internet Video Device for TV	166	48.1%	92
HH Owns Amazon Fire Internet Device for TV	91	26.4%	100
HH Owns Apple TV Internet Device for TV	13	3.8%	39
HH Owns Google Chromecast Intrnt Device for TV	17	4.9%	62
HH Owns Roku Internet Device for TV	94	27.2%	106
HH Owns Handheld Video Game System	54	15.7%	91
HH Owns Video Game System Attached to TV/Comp	168	48.7%	118
HH Owns Nintendo DS/2DS/3DS Video Game System	25	7.2%	109

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July 26, 2023

Product/Consumer Behavior	Expected Number of Adults or	Percent	MPI
HH Owns Nintendo Switch Video Game System	42	12.2%	84
HH Owns Nintendo Wii/Wii U Video Game System	31	9.0%	94
HH Owns PlayStation 2/3 Video Game System	41	11.9%	145
HH Owns PlayStation 4 Video Game System	78	22.6%	132
HH Owns Xbox 360 Video Game System	38	11.0%	114
HH Owns Xbox One Video Game System	46	13.3%	103
HH Purchased Video Game System/12 Mo	23	6.7%	83
HH Purchased 1 Video Game/12 Mo	6	1.7%	75
HH Purchased 2 Video Games/12 Mo	5	1.4%	47
HH Purchased 3 Video Games/12 Mo	12	3.5%	147
HH Purchased 4 Video Games/12 Mo	6	1.7%	89
HH Purchased 5+ Video Games/12 Mo	22	6.4%	104
HH Spent \$1-100 on Video Games/12 Mo	28	8.1%	91
HH Spent \$101-200 on Video Games/12 Mo	15	4.3%	89
HH Spent \$201+ on Video Games/12 Mo	16	4.6%	125
HH Purchased Video Game from Disc Dept Store/12 Mo	9	2.6%	106
HH Purchased Video Game from Electronics Store/12 Mo	12	3.5%	108
HH Purchased Video Games from Game Console/12 Mo	17	4.9%	97
HH Purchased Video Game from GameStop/12 Mo	24	7.0%	106
HH Purchased Video Game from Steam/12 Mo	11	3.2%	128
HH Purchased Video Game from Oth Online/12 Mo	24	7.0%	90
HH Purchased Video Game System/Disc Dept Store/12 Mo	4	1.2%	88
HH Purchased Video Game System/Electr Store/12 Mo	5	1.4%	79
HH Purchased Video Game System/GameStop/12 Mo	10	2.9%	151
HH Purchased Video Game System/Other Online/12 Mo	7	2.0%	69
Have Internet Access at Home	467	93.6%	97
Broadband/High Speed Internet Connection at Home	451	90.4%	97
Cable Modem Internet Connection at Home	215	43.1%	101
DSL Internet Connection at Home	45	9.0%	87
Fiber Optic Internet Connection at Home	54	10.8%	62
Satellite Service Internet Connection at Home	21	4.2%	120
Spend <0.5 Hrs Online (Excluding Email) Daily	21	4.2%	91
Spend 0.5-0.9 Hrs Online (Excluding Email) Daily	32	6.4%	83
Spend 1-1.9 Hrs Online (Excluding Email) Daily	80	16.0%	95
Spend 2-4.9 Hrs Online (Excluding Email) Daily	132	26.5%	86
Spend 5-9.9 Hrs Online (Excluding Email) Daily	122	24.4%	109
Spend 10+ Hrs Online (Excluding Email) Daily	64	12.8%	115
Used Internet/30 Days	472	94.6%	98
Used Internet at Home/30 Days	442	88.6%	95
Used Internet at Work/30 Days	154	30.9%	83
Used Internet at School or Library/30 Days	34	6.8%	102
Used Internet Not Home/Work/School/Library/30 Days	147	29.5%	84
Used Computer to Access Internet/30 Days	325	65.1%	82
Used Cell Phone to Access Internet/30 Days	402	80.6%	94
Used Tablet to Access Internet/30 Days	136	27.3%	74
Used Vid Game Console to Access Internet/30 Days	71	14.2%	139
Used TV to Access Internet/30 Days	135	27.1%	99
Used Internet for Email/30 Days	357	71.5%	85
Used Internet for IM/30 Days	393	78.8%	97
Used Internet for Phone Call/30 Days	187	37.5%	103
Used Internet for Video Chat/30 Days	161	32.3%	89

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Used Internet for Personal Purchase/30 Days	319	63.9%	88
Used Internet for Business Purchase/30 Days	51	10.2%	78
Used Internet for Latest News/30 Days	184	36.9%	70
Used Internet for Sports News or Info/30 Days	97	19.4%	71
Used Internet for Financial Info/30 Days	108	21.6%	69
Used Internet for Medical Info/30 Days	111	22.2%	68
Used Internet for Movie Listings/Times/30 Days	62	12.4%	116
Used Internet for Parenting Info/30 Days	16	3.2%	73
Used Internet for Real Estate Info/30 Days	56	11.2%	74
Used Internet for Recipes/30 Days	210	42.1%	79
Used Internet to Add Video to Website/30 Days	39	7.8%	108
Used Internet to Download Movie/30 Days	22	4.4%	73
Used Internet to Download Music/30 Days	83	16.6%	108
Used Internet to Download TV Program/30 Days	14	2.8%	89
Used Internet to Download Video Game/30 Days	88	17.6%	129
Used Internet to Look for Employment/30 Days	72	14.4%	113
Used Internet for Online Dating/30 Days	17	3.4%	100
Used Internet to Pay Bills/30 Days	289	57.9%	92
Used Internet to Play Games/30 Days	230	46.1%	124
Used Internet to Research Vehicle Purch/30 Days	39	7.8%	78
Used Internet to Send Greeting Card/30 Days	16	3.2%	71
Used Internet to Share Photos on Website/30 Days	131	26.3%	96
Used Internet to Take Online Class/30 Days	42	8.4%	66
Used Internet to Trade/Track Investments/30 Days	43	8.6%	46
Used Internet for Travel Plans/30 Days	39	7.8%	44
Used Internet to Visit Blogs/30 Days	31	6.2%	54
Used Internet to Write Blogs/30 Days	3	0.6%	48
Used Internet to Visit Chat Room/30 Days	30	6.0%	100
Used Internet to Watch Movie/30 Days	167	33.5%	98
Used Internet to Watch TV Program/30 Days	93	18.6%	84
Used Nintendo Switch Online Gaming Svc/30 Days	29	5.8%	146
Used PlayStation Network Gaming Svc/30 Days	68	13.6%	197
Used Xbox Network Gaming Svc/30 Days	45	9.0%	149
Played Massive Multi-Player Online Game/30 Days	20	4.0%	123
Used Spanish Language Website or App/30 Days	39	7.8%	164
Social Media: Used Facebook/30 Days	335	67.1%	104
Social Media: Used Instagram/30 Days	140	28.1%	75
Social Media: Used LinkedIn/30 Days	29	5.8%	41
Social Media: Used Reddit/30 Days	40	8.0%	78
Social Media: Used Shutterfly/30 Days	8	1.6%	62
Social Media: Used Snapchat/30 Days	103	20.6%	100
Social Media: Used TikTok/30 Days	105	21.0%	116
Social Media: Used Tumblr/30 Days	7	1.4%	74
Social Media: Used Twitch/30 Days	22	4.4%	111
Social Media: Used Twitter/30 Days	64	12.8%	72
Social Media: Used Yelp/30 Days	8	1.6%	27
Social Media: Used YouTube/30 Days	238	47.7%	89
Social Media: Used Pinterest/30 Days	67	13.4%	71

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Product/Consumer Behavior	Expected Number of Adults or	Percent	MPI
Social Media: Applied Filter to Picture/30 Days	63	12.6%	122
Social Media: Clicked on Ad/30 Days	58	11.6%	78
Social Media: Commented on Friend's Post/30 Days	210	42.1%	99
Social Media: Communicated Via IM/30 Days	128	25.7%	105
Social Media: Followed/Became Fan/30 Days	100	20.0%	85
Social Media: Invited People to Event/30 Days	15	3.0%	71
Social Media: Liked Something/30 Days	168	33.7%	96
Social Media: Played Game/30 Days	115	23.0%	135
Social Media: Posted Blog/30 Days	4	0.8%	49
Social Media: Posted/Shared Video/30 Days	87	17.4%	106
Social Media: Posted Picture/30 Days	204	40.9%	102
Social Media: Posted Update/30 Days	156	31.3%	125
Social Media: Posted Website Link/30 Days	44	8.8%	95
Social Media: Posted/Shared My Location/30 Days	20	4.0%	80
Social Media: Rated Product or Service/30 Days	36	7.2%	94
Social Media: Saw Friend's Profile/30 Days	205	41.1%	95
Social Media: Sent Email/Text Message/30 Days	209	41.9%	92
Social Media: Sent Real/Virtual Gift/30 Days	9	1.8%	84
Social Media: Updated My Profile/30 Days	88	17.6%	106
Social Media: Watched Video/30 Days	214	42.9%	97
IM/Video Chat: Used Facebook Messenger/30 Days	298	59.7%	124
IM/Video Chat: Used FaceTime/30 Days	116	23.2%	74
IM/Video Chat: Used Google Duo/30 Days	39	7.8%	138
IM/Video Chat: Used Google Hangouts/30 Days	11	2.2%	62
IM/Video Chat: Used Google Meet/30 Days	13	2.6%	51
IM/Video Chat: Used Microsoft Teams/30 Days	27	5.4%	50
IM/Video Chat: Used Skype/30 Days	15	3.0%	54
IM/Video Chat: Used Slack/30 Days	6	1.2%	40
IM/Video Chat: Used Snapchat/30 Days	84	16.8%	117
IM/Video Chat: Used WhatsApp/30 Days	54	10.8%	63
IM/Video Chat: Used Zoom/30 Days	92	18.4%	55
Social Media: Follow Friends/Family Very Important	121	24.2%	105
Social Media: Meet New Friends Very Important	45	9.0%	142
Social Media: Keep in Touch Very Important	229	45.9%	107
Social Media: Reconnect w/People Very Important	98	19.6%	116
Social Media: Ntwrk w/Prof Contacts Very Important	31	6.2%	96
Social Media: Find Mutual Interests Very Important	40	8.0%	132
Social Media: Learn About Prods/Svcs Very Important	35	7.0%	119
Social Media: Rate/Review Prods/Svcs Very Important	31	6.2%	134
Social Media: Find Local Info Very Important	53	10.6%	95
Social Media: Find TV/Movie Info Very Important	43	8.6%	126
Social Media: Access to VIP Events Very Important	25	5.0%	141
Social Media: Get Exclusive Offers Very Important	43	8.6%	139
Social Media: Play Games Very Important	38	7.6%	117
Social Media: Support Fav Co/Brands Very Important	26	5.2%	127
Social Media: Track News/Events Very Important	70	14.0%	118
Used Bing Website or Search Engine/30 Days	35	7.0%	74
Used Google Website or Search Engine/30 Days	409	82.0%	95
Used Yahoo Website or Search Engine/30 Days	77	15.4%	94

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Used Indeed Job/Careers Website or App/30 Days	79	15.8%	117
Used Zillow Website or App/30 Days	62	12.4%	62
Used BuzzFeed Entertainment Website/App/30 Days	22	4.4%	78
Used Fandango Entertainment Website/App/30 Days	8	1.6%	133
Used ABC News Website or App/30 Days	50	10.0%	118
Used BBC News Website or App/30 Days	18	3.6%	60
Used CBS News Website or App/30 Days	26	5.2%	87
Used CNN Website or App/30 Days	53	10.6%	61
Used Fox News Website or App/30 Days	47	9.4%	63
Used HuffPost News Website or App/30 Days	19	3.8%	74
Used NBC News Website or App/30 Days	20	4.0%	62
Used Yahoo! News Website or App/30 Days	34	6.8%	80
Used ESPN Sports Website or App/30 Days	64	12.8%	82
Used Fox Sports Website or App/30 Days	24	4.8%	85
Used MLB Sports Website or App/30 Days	10	2.0%	57
Used NBA Sports Website or App/30 Days	11	2.2%	65
Used NFL Sports Website or App/30 Days	25	5.0%	74
Used PBS Website or App/30 Days	6	1.2%	40
Used Telemundo Website or App/30 Days	26	5.2%	203
Social Media: Follow Actors/Comedians	130	26.1%	102
Social Media: Follow Artists/Photographers	80	16.0%	90
Social Media: Follow Charitable Groups	70	14.0%	87
Social Media: Follow Chefs/Restaurants	96	19.2%	94
Social Media: Follow Companies/Brands	110	22.0%	95
Social Media: Follow Gamers	51	10.2%	137
Social Media: Follow Hobby-Related Groups	141	28.3%	96
Social Media: Follow Local Groups	115	23.0%	93
Social Media: Follow Magazines	41	8.2%	86
Social Media: Follow Medical/Ailment Groups	34	6.8%	87
Social Media: Follow Music Groups	128	25.7%	102
Social Media: Follow Newspapers	55	11.0%	83
Social Media: Follow Oth Celebrities	74	14.8%	97
Social Media: Follow Political Groups	66	13.2%	87
Social Media: Follow Politicians	63	12.6%	85
Social Media: Follow Religious Groups	79	15.8%	104
Social Media: Follow School Groups	80	16.0%	89
Social Media: Follow Sports/Athletes	96	19.2%	91
Social Media: Follow Travel-Related Groups	54	10.8%	77
Social Media: Follow TV Programs/Networks	105	21.0%	101

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