



Demographic Summary		2023	2028	
Population		13,600	13,087	
Population 18+		9,168	8,813	
Households		3,356	3,229	
Median Household Income		\$31,504	\$38,062	
Product/Consumer Behavior		Expected Number of Adults or	Percent	MPI
Own Tablet		4,746	51.8%	88
Own E-Reader		888	9.7%	68
Own E-Reader/Tablet: Amazon Fire		1,350	14.7%	104
Own E-Reader/Tablet: Amazon Kindle		1,882	20.5%	87
Own E-Reader/Tablet: Apple iPad		2,212	24.1%	65
Own E-Reader/Tablet: Barnes & Noble Nook		167	1.8%	82
Own E-Reader/Tablet: Microsoft Surface		219	2.4%	83
Own E-Reader/Tablet: Samsung Galaxy Tab		1,315	14.3%	128
Own Portable MP3 Player		822	9.0%	80
Own Apple Watch Wearable Technology		1,610	17.6%	107
Own Fitbit Wearable Technology		1,080	11.8%	77
Own Garmin Wearable Technology		211	2.3%	69
Own Digital Camcorder		599	6.5%	81
Own Digital Point and Shoot Camera/Camcorder		603	6.6%	60
Own Digital SLR Camera or Camcorder		586	6.4%	59
Own 35mm Camera or Camcorder		368	4.0%	56
Own Telephoto/Zoom Lens for Camera		330	3.6%	56
Own Wide Angle Lens for Camera		270	2.9%	61
Own Selfie Stick for Camera or Phone		491	5.4%	81
Printed Digital Photos/12 Mo		1,947	21.2%	79
Use Computer at Work		2,904	31.7%	73
Use Desktop Computer at Work		1,342	14.6%	76
Use Laptop or Notebook Computer at Work		1,350	14.7%	61
HH Owns Computer		2,484	74.0%	86
HH Purchased Most Recent Home Computer/12 Mo		458	13.6%	96
HH Owns Desktop Computer		1,071	31.9%	80
HH Owns Laptop or Notebook		2,045	60.9%	87
HH Has Child (<18 Yrs) Using Home Computer		407	12.1%	103
HH Owns Apple/Mac Brand Computer		556	16.6%	68
HH Owns PC/Non-Apple Brand Computer		2,180	65.0%	92
HH Purchased 1-2 Yrs Ago Most Recent Computer		484	14.4%	76
HH Purchased 3-4 Yrs Ago Most Recent Computer		489	14.6%	76
HH Purchased 5+ Yrs Ago Most Recent Computer		437	13.0%	74
HH Purchased Most Recent Home Computer at Store		1,022	30.5%	78
HH Purchased Most Recent Home Computer Online		819	24.4%	89
HH Spent \$1-499 on Most Recent Home Computer		522	15.6%	98
HH Spent \$500-999 on Most Recent Home Computer		506	15.1%	74
HH Spent \$1K-1499 on Most Recent Home Computer		256	7.6%	63
HH Spent \$1500-1999 on Most Recent Home Computer		90	2.7%	58
HH Spent \$2K+ on Most Recent Home Computer		123	3.7%	68
HH Owns Webcam		764	22.8%	87
HH Owns Wireless Router		844	25.1%	71
HH Owns All-In-One Printer (Print Copy Scan)		1,575	46.9%	78
HH Owns Accounting Software		176	5.2%	80

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	76	2.3%	56
HH Owns Database or Filing Software	108	3.2%	60
HH Owns Desktop Publishing Software	157	4.7%	65
HH Owns Education or Training Software	250	7.4%	81
HH Owns Entertainment or Games Software	706	21.0%	87
HH Owns Personal Finance or Tax Prep Software	309	9.2%	57
HH Owns Presentation Graphics Software	160	4.8%	74
HH Owns Multimedia Software	274	8.2%	82
HH Owns Networking Software	288	8.6%	88
HH Owns Online Mtg or Conference Software	438	13.1%	76
HH Owns Online or Remote Backup Software	141	4.2%	63
HH Owns Security or Anti-Virus Software	673	20.1%	79
HH Owns Spreadsheet Software	639	19.0%	68
HH Owns Touch Screen Monitor	302	9.0%	71
HH Owns Utility Software	101	3.0%	56
HH Owns Web Authoring Software	46	1.4%	84
HH Owns Word Processing Software	865	25.8%	67
HH Owns CD Player	391	11.7%	65
HH Owns Portable GPS Device	489	14.6%	70
HH Owns Ear Buds Headphones	1,777	52.9%	98
HH Owns Bluetooth or Wireless Headphones	1,416	42.2%	97
HH Owns Noise Reduction Headphones	657	19.6%	94
HH Owns Headphones w/Microphone	778	23.2%	98
HH Owns Home Theater or Entertainment System	495	14.7%	89
HH Owns 1 TV	535	15.9%	88
HH Owns 2 TVs	938	27.9%	99
HH Owns 3 TVs	785	23.4%	102
HH Owns 4+ TVs	761	22.7%	101
HH Owns LCD TV	716	21.3%	82
HH Owns LED TV	1,450	43.2%	93
HH Owns OLED TV	171	5.1%	81
HH Owns Plasma TV	399	11.9%	109
HH Owns HDTV	1,145	34.1%	84
HH Owns 4K Ultra HDTV	942	28.1%	101
HH Owns Internet Connectable TV	1,269	37.8%	88
HH Owns <27 in Screen TV (Small)	424	12.6%	97
HH Owns 27-35 in Screen TV (Medium)	878	26.2%	90
HH Owns 36-42 in Screen TV (Large)	968	28.8%	85
HH Owns 43-54 in Screen TV (XL)	1,235	36.8%	103
HH Owns 55-69 in Screen TV (XXL)	1,215	36.2%	96
HH Owns 70 in+ Screen TV (XXXL)	208	6.2%	82
HH Most Recent TV Purchase: <27 in (Small)	163	4.9%	102
HH Most Recent TV Purchase: 27-35 in (Medium)	402	12.0%	94
HH Most Recent TV Purchase: 36-42 in (Large)	472	14.1%	83
HH Most Recent TV Purchase: 43-54 in (XL)	695	20.7%	105
HH Most Recent TV Purchase: 55-69 in (XXL)	962	28.7%	101
HH Most Recent TV Purchase: 70+ in (XXXL)	176	5.2%	90
HH Owns Internet Video Device for TV	1,681	50.1%	95
HH Owns Amazon Fire Internet Device for TV	925	27.6%	105
HH Owns Apple TV Internet Device for TV	227	6.8%	70
HH Owns Google Chromecast Intrnt Device for TV	246	7.3%	93
HH Owns Roku Internet Device for TV	844	25.1%	98
HH Owns Handheld Video Game System	602	17.9%	105
HH Owns Video Game System Attached to TV/Comp	1,524	45.4%	110
HH Owns Nintendo DS/2DS/3DS Video Game System	207	6.2%	93

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Electronics and Internet Market Potential

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Product/Consumer Behavior	Expected Number of Adults or	Percent	MPI
HH Owns Nintendo Switch Video Game System	506	15.1%	104
HH Owns Nintendo Wii/Wii U Video Game System	251	7.5%	78
HH Owns PlayStation 2/3 Video Game System	310	9.2%	113
HH Owns PlayStation 4 Video Game System	793	23.6%	138
HH Owns Xbox 360 Video Game System	307	9.1%	95
HH Owns Xbox One Video Game System	452	13.5%	104
HH Purchased Video Game System/12 Mo	337	10.0%	125
HH Purchased 1 Video Game/12 Mo	69	2.1%	88
HH Purchased 2 Video Games/12 Mo	101	3.0%	97
HH Purchased 3 Video Games/12 Mo	92	2.7%	116
HH Purchased 4 Video Games/12 Mo	87	2.6%	133
HH Purchased 5+ Video Games/12 Mo	239	7.1%	116
HH Spent \$1-100 on Video Games/12 Mo	311	9.3%	104
HH Spent \$101-200 on Video Games/12 Mo	185	5.5%	112
HH Spent \$201+ on Video Games/12 Mo	162	4.8%	130
HH Purchased Video Game from Disc Dept Store/12 Mo	71	2.1%	86
HH Purchased Video Game from Electronics Store/12 Mo	112	3.3%	104
HH Purchased Video Games from Game Console/12 Mo	175	5.2%	102
HH Purchased Video Game from GameStop/12 Mo	293	8.7%	133
HH Purchased Video Game from Steam/12 Mo	71	2.1%	85
HH Purchased Video Game from Oth Online/12 Mo	234	7.0%	91
HH Purchased Video Game System/Disc Dept Store/12 Mo	49	1.5%	111
HH Purchased Video Game System/Electr Store/12 Mo	63	1.9%	103
HH Purchased Video Game System/GameStop/12 Mo	94	2.8%	146
HH Purchased Video Game System/Other Online/12 Mo	103	3.1%	105
Have Internet Access at Home	8,628	94.1%	97
Broadband/High Speed Internet Connection at Home	8,198	89.4%	96
Cable Modem Internet Connection at Home	3,649	39.8%	93
DSL Internet Connection at Home	779	8.5%	82
Fiber Optic Internet Connection at Home	1,170	12.8%	73
Satellite Service Internet Connection at Home	483	5.3%	150
Spend <0.5 Hrs Online (Excluding Email) Daily	548	6.0%	129
Spend 0.5-0.9 Hrs Online (Excluding Email) Daily	472	5.1%	67
Spend 1-1.9 Hrs Online (Excluding Email) Daily	1,190	13.0%	77
Spend 2-4.9 Hrs Online (Excluding Email) Daily	2,260	24.7%	81
Spend 5-9.9 Hrs Online (Excluding Email) Daily	2,318	25.3%	112
Spend 10+ Hrs Online (Excluding Email) Daily	1,507	16.4%	147
Used Internet/30 Days	8,703	94.9%	98
Used Internet at Home/30 Days	8,164	89.0%	96
Used Internet at Work/30 Days	2,648	28.9%	78
Used Internet at School or Library/30 Days	655	7.1%	106
Used Internet Not Home/Work/School/Library/30 Days	2,404	26.2%	75
Used Computer to Access Internet/30 Days	6,113	66.7%	84
Used Cell Phone to Access Internet/30 Days	7,472	81.5%	95
Used Tablet to Access Internet/30 Days	2,536	27.7%	75
Used Vid Game Console to Access Internet/30 Days	1,111	12.1%	119
Used TV to Access Internet/30 Days	2,484	27.1%	99
Used Internet for Email/30 Days	6,672	72.8%	86
Used Internet for IM/30 Days	7,367	80.4%	99
Used Internet for Phone Call/30 Days	3,063	33.4%	92
Used Internet for Video Chat/30 Days	3,030	33.0%	91

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Product/Consumer Behavior	Expected Number of Adults or	Percent	MPI
Used Internet for Personal Purchase/30 Days	5,309	57.9%	80
Used Internet for Business Purchase/30 Days	885	9.7%	73
Used Internet for Latest News/30 Days	3,623	39.5%	75
Used Internet for Sports News or Info/30 Days	1,594	17.4%	64
Used Internet for Financial Info/30 Days	2,004	21.9%	70
Used Internet for Medical Info/30 Days	2,026	22.1%	68
Used Internet for Movie Listings/Times/30 Days	882	9.6%	90
Used Internet for Parenting Info/30 Days	371	4.0%	92
Used Internet for Real Estate Info/30 Days	869	9.5%	62
Used Internet for Recipes/30 Days	4,068	44.4%	83
Used Internet to Add Video to Website/30 Days	782	8.5%	118
Used Internet to Download Movie/30 Days	502	5.5%	91
Used Internet to Download Music/30 Days	1,673	18.2%	118
Used Internet to Download TV Program/30 Days	258	2.8%	89
Used Internet to Download Video Game/30 Days	1,557	17.0%	124
Used Internet to Look for Employment/30 Days	1,520	16.6%	130
Used Internet for Online Dating/30 Days	385	4.2%	123
Used Internet to Pay Bills/30 Days	5,294	57.7%	92
Used Internet to Play Games/30 Days	3,564	38.9%	105
Used Internet to Research Vehicle Purch/30 Days	774	8.4%	84
Used Internet to Send Greeting Card/30 Days	318	3.5%	77
Used Internet to Share Photos on Website/30 Days	2,321	25.3%	93
Used Internet to Take Online Class/30 Days	921	10.0%	78
Used Internet to Trade/Track Investments/30 Days	830	9.1%	48
Used Internet for Travel Plans/30 Days	1,155	12.6%	71
Used Internet to Visit Blogs/30 Days	802	8.7%	76
Used Internet to Write Blogs/30 Days	117	1.3%	103
Used Internet to Visit Chat Room/30 Days	524	5.7%	95
Used Internet to Watch Movie/30 Days	3,131	34.2%	100
Used Internet to Watch TV Program/30 Days	1,556	17.0%	77
Used Nintendo Switch Online Gaming Svc/30 Days	433	4.7%	119
Used PlayStation Network Gaming Svc/30 Days	1,181	12.9%	186
Used Xbox Network Gaming Svc/30 Days	630	6.9%	113
Played Massive Multi-Player Online Game/30 Days	391	4.3%	131
Used Spanish Language Website or App/30 Days	534	5.8%	123
Social Media: Used Facebook/30 Days	5,934	64.7%	101
Social Media: Used Instagram/30 Days	3,328	36.3%	97
Social Media: Used LinkedIn/30 Days	720	7.9%	56
Social Media: Used Reddit/30 Days	671	7.3%	71
Social Media: Used Shutterfly/30 Days	116	1.3%	49
Social Media: Used Snapchat/30 Days	2,106	23.0%	112
Social Media: Used TikTok/30 Days	2,070	22.6%	124
Social Media: Used Tumblr/30 Days	150	1.6%	86
Social Media: Used Twitch/30 Days	346	3.8%	95
Social Media: Used Twitter/30 Days	1,559	17.0%	95
Social Media: Used Yelp/30 Days	201	2.2%	37
Social Media: Used YouTube/30 Days	5,021	54.8%	102
Social Media: Used Pinterest/30 Days	1,442	15.7%	83

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Product/Consumer Behavior	Expected Number of Adults or	Percent	MPI
Social Media: Applied Filter to Picture/30 Days	1,112	12.1%	117
Social Media: Clicked on Ad/30 Days	1,200	13.1%	88
Social Media: Commented on Friend's Post/30 Days	3,730	40.7%	96
Social Media: Communicated Via IM/30 Days	1,949	21.3%	87
Social Media: Followed/Became Fan/30 Days	2,045	22.3%	95
Social Media: Invited People to Event/30 Days	445	4.9%	115
Social Media: Liked Something/30 Days	2,813	30.7%	88
Social Media: Played Game/30 Days	1,868	20.4%	119
Social Media: Posted Blog/30 Days	125	1.4%	83
Social Media: Posted/Shared Video/30 Days	1,819	19.8%	121
Social Media: Posted Picture/30 Days	3,552	38.7%	97
Social Media: Posted Update/30 Days	2,798	30.5%	122
Social Media: Posted Website Link/30 Days	989	10.8%	116
Social Media: Posted/Shared My Location/30 Days	525	5.7%	114
Social Media: Rated Product or Service/30 Days	650	7.1%	92
Social Media: Saw Friend's Profile/30 Days	3,537	38.6%	89
Social Media: Sent Email/Text Message/30 Days	3,896	42.5%	94
Social Media: Sent Real/Virtual Gift/30 Days	179	2.0%	91
Social Media: Updated My Profile/30 Days	2,026	22.1%	132
Social Media: Watched Video/30 Days	4,074	44.4%	100
IM/Video Chat: Used Facebook Messenger/30 Days	5,118	55.8%	116
IM/Video Chat: Used FaceTime/30 Days	2,557	27.9%	89
IM/Video Chat: Used Google Duo/30 Days	1,100	12.0%	212
IM/Video Chat: Used Google Hangouts/30 Days	330	3.6%	100
IM/Video Chat: Used Google Meet/30 Days	466	5.1%	99
IM/Video Chat: Used Microsoft Teams/30 Days	702	7.7%	71
IM/Video Chat: Used Skype/30 Days	377	4.1%	74
IM/Video Chat: Used Slack/30 Days	131	1.4%	47
IM/Video Chat: Used Snapchat/30 Days	1,513	16.5%	115
IM/Video Chat: Used WhatsApp/30 Days	1,444	15.8%	92
IM/Video Chat: Used Zoom/30 Days	2,626	28.6%	86
Social Media: Follow Friends/Family Very Important	2,012	21.9%	95
Social Media: Meet New Friends Very Important	999	10.9%	171
Social Media: Keep in Touch Very Important	3,880	42.3%	99
Social Media: Reconnect w/People Very Important	1,727	18.8%	111
Social Media: Ntwrk w/Prof Contacts Very Important	800	8.7%	135
Social Media: Find Mutual Interests Very Important	716	7.8%	128
Social Media: Learn About Prods/Svcs Very Important	718	7.8%	133
Social Media: Rate/Review Prods/Svcs Very Important	566	6.2%	133
Social Media: Find Local Info Very Important	1,069	11.7%	104
Social Media: Find TV/Movie Info Very Important	872	9.5%	139
Social Media: Access to VIP Events Very Important	475	5.2%	145
Social Media: Get Exclusive Offers Very Important	812	8.9%	143
Social Media: Play Games Very Important	708	7.7%	118
Social Media: Support Fav Co/Brands Very Important	647	7.1%	173
Social Media: Track News/Events Very Important	1,238	13.5%	114
Used Bing Website or Search Engine/30 Days	753	8.2%	87
Used Google Website or Search Engine/30 Days	7,567	82.5%	96
Used Yahoo Website or Search Engine/30 Days	1,659	18.1%	110

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Used Indeed Job/Careers Website or App/30 Days	1,724	18.8%	139
Used Zillow Website or App/30 Days	1,305	14.2%	71
Used BuzzFeed Entertainment Website/App/30 Days	430	4.7%	83
Used Fandango Entertainment Website/App/30 Days	120	1.3%	109
Used ABC News Website or App/30 Days	820	8.9%	105
Used BBC News Website or App/30 Days	368	4.0%	67
Used CBS News Website or App/30 Days	563	6.1%	103
Used CNN Website or App/30 Days	1,221	13.3%	77
Used Fox News Website or App/30 Days	951	10.4%	70
Used HuffPost News Website or App/30 Days	427	4.7%	90
Used NBC News Website or App/30 Days	530	5.8%	89
Used Yahoo! News Website or App/30 Days	703	7.7%	90
Used ESPN Sports Website or App/30 Days	1,100	12.0%	77
Used Fox Sports Website or App/30 Days	380	4.1%	73
Used MLB Sports Website or App/30 Days	216	2.4%	67
Used NBA Sports Website or App/30 Days	483	5.3%	156
Used NFL Sports Website or App/30 Days	647	7.1%	104
Used PBS Website or App/30 Days	191	2.1%	68
Used Telemundo Website or App/30 Days	364	4.0%	155
Social Media: Follow Actors/Comedians	2,554	27.9%	109
Social Media: Follow Artists/Photographers	1,844	20.1%	113
Social Media: Follow Charitable Groups	1,286	14.0%	87
Social Media: Follow Chefs/Restaurants	2,125	23.2%	113
Social Media: Follow Companies/Brands	2,125	23.2%	100
Social Media: Follow Gamers	972	10.6%	142
Social Media: Follow Hobby-Related Groups	2,487	27.1%	92
Social Media: Follow Local Groups	1,961	21.4%	87
Social Media: Follow Magazines	938	10.2%	107
Social Media: Follow Medical/Ailment Groups	833	9.1%	116
Social Media: Follow Music Groups	2,711	29.6%	118
Social Media: Follow Newspapers	1,160	12.7%	95
Social Media: Follow Oth Celebrities	1,905	20.8%	136
Social Media: Follow Political Groups	1,137	12.4%	82
Social Media: Follow Politicians	1,148	12.5%	84
Social Media: Follow Religious Groups	1,729	18.9%	123
Social Media: Follow School Groups	1,399	15.3%	85
Social Media: Follow Sports/Athletes	1,959	21.4%	101
Social Media: Follow Travel-Related Groups	1,395	15.2%	109
Social Media: Follow TV Programs/Networks	2,246	24.5%	118

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