



# Electronics and Internet Market Potential

Salt River Pima-Maricopa  
Area: 683.34 square miles

Prepared by Esri

<b>Demographic Summary</b>		<b>2023</b>	<b>2028</b>	
Population		20,644	20,255	
Population 18+		14,524	14,274	
Households		5,715	5,635	
Median Household Income		\$37,550	\$45,466	
<b>Product/Consumer Behavior</b>		<b>Expected Number of Adults or</b>	<b>Percent</b>	<b>MPI</b>
Own Tablet		7,678	52.9%	90
Own E-Reader		1,547	10.7%	74
Own E-Reader/Tablet: Amazon Fire		2,184	15.0%	106
Own E-Reader/Tablet: Amazon Kindle		3,090	21.3%	90
Own E-Reader/Tablet: Apple iPad		3,790	26.1%	70
Own E-Reader/Tablet: Barnes & Noble Nook		322	2.2%	99
Own E-Reader/Tablet: Microsoft Surface		327	2.3%	78
Own E-Reader/Tablet: Samsung Galaxy Tab		1,944	13.4%	119
Own Portable MP3 Player		1,440	9.9%	89
Own Apple Watch Wearable Technology		2,410	16.6%	101
Own Fitbit Wearable Technology		1,795	12.4%	81
Own Garmin Wearable Technology		359	2.5%	74
Own Digital Camcorder		986	6.8%	84
Own Digital Point and Shoot Camera/Camcorder		1,207	8.3%	76
Own Digital SLR Camera or Camcorder		1,072	7.4%	68
Own 35mm Camera or Camcorder		701	4.8%	68
Own Telephoto/Zoom Lens for Camera		634	4.4%	67
Own Wide Angle Lens for Camera		515	3.5%	74
Own Selfie Stick for Camera or Phone		766	5.3%	80
Printed Digital Photos/12 Mo		3,315	22.8%	84
Use Computer at Work		4,536	31.2%	72
Use Desktop Computer at Work		2,095	14.4%	75
Use Laptop or Notebook Computer at Work		2,212	15.2%	63
HH Owns Computer		4,400	77.0%	90
HH Purchased Most Recent Home Computer/12 Mo		797	13.9%	98
HH Owns Desktop Computer		1,977	34.6%	86
HH Owns Laptop or Notebook		3,598	63.0%	89
HH Has Child (<18 Yrs) Using Home Computer		629	11.0%	94
HH Owns Apple/Mac Brand Computer		969	17.0%	70
HH Owns PC/Non-Apple Brand Computer		3,874	67.8%	96
HH Purchased 1-2 Yrs Ago Most Recent Computer		854	14.9%	79
HH Purchased 3-4 Yrs Ago Most Recent Computer		917	16.0%	84
HH Purchased 5+ Yrs Ago Most Recent Computer		858	15.0%	85
HH Purchased Most Recent Home Computer at Store		1,941	34.0%	87
HH Purchased Most Recent Home Computer Online		1,434	25.1%	91
HH Spent \$1-499 on Most Recent Home Computer		910	15.9%	101
HH Spent \$500-999 on Most Recent Home Computer		1,027	18.0%	88
HH Spent \$1K-1499 on Most Recent Home Computer		478	8.4%	69
HH Spent \$1500-1999 on Most Recent Home Computer		158	2.8%	60
HH Spent \$2K+ on Most Recent Home Computer		218	3.8%	71
HH Owns Webcam		1,300	22.7%	87
HH Owns Wireless Router		1,566	27.4%	77
HH Owns All-In-One Printer (Print Copy Scan)		2,962	51.8%	86
HH Owns Accounting Software		340	5.9%	91

**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.

October 28, 2023



# Electronics and Internet Market Potential

Salt River Pima-Maricopa  
Area: 683.34 square miles

Prepared by Esri

Product/Consumer Behavior	Expected Number of Adults or	Percent	MPI
HH Owns Communications or Fax Software	161	2.8%	70
HH Owns Database or Filing Software	233	4.1%	75
HH Owns Desktop Publishing Software	306	5.4%	74
HH Owns Education or Training Software	388	6.8%	74
HH Owns Entertainment or Games Software	1,237	21.6%	89
HH Owns Personal Finance or Tax Prep Software	663	11.6%	72
HH Owns Presentation Graphics Software	275	4.8%	75
HH Owns Multimedia Software	479	8.4%	84
HH Owns Networking Software	487	8.5%	87
HH Owns Online Mtg or Conference Software	823	14.4%	84
HH Owns Online or Remote Backup Software	241	4.2%	63
HH Owns Security or Anti-Virus Software	1,262	22.1%	87
HH Owns Spreadsheet Software	1,252	21.9%	78
HH Owns Touch Screen Monitor	581	10.2%	80
HH Owns Utility Software	199	3.5%	65
HH Owns Web Authoring Software	79	1.4%	85
HH Owns Word Processing Software	1,711	29.9%	78
HH Owns CD Player	800	14.0%	78
HH Owns Portable GPS Device	1,001	17.5%	84
HH Owns Ear Buds Headphones	2,913	51.0%	94
HH Owns Bluetooth or Wireless Headphones	2,329	40.8%	94
HH Owns Noise Reduction Headphones	1,090	19.1%	91
HH Owns Headphones w/Microphone	1,261	22.1%	93
HH Owns Home Theater or Entertainment System	864	15.1%	91
HH Owns 1 TV	974	17.0%	94
HH Owns 2 TVs	1,638	28.7%	101
HH Owns 3 TVs	1,323	23.1%	101
HH Owns 4+ TVs	1,236	21.6%	96
HH Owns LCD TV	1,306	22.9%	88
HH Owns LED TV	2,526	44.2%	95
HH Owns OLED TV	322	5.6%	89
HH Owns Plasma TV	632	11.1%	101
HH Owns HDTV	2,060	36.0%	89
HH Owns 4K Ultra HDTV	1,614	28.2%	102
HH Owns Internet Connectable TV	2,231	39.0%	91
HH Owns <27 in Screen TV (Small)	736	12.9%	99
HH Owns 27-35 in Screen TV (Medium)	1,533	26.8%	92
HH Owns 36-42 in Screen TV (Large)	1,736	30.4%	89
HH Owns 43-54 in Screen TV (XL)	2,080	36.4%	102
HH Owns 55-69 in Screen TV (XXL)	2,068	36.2%	96
HH Owns 70 in+ Screen TV (XXXL)	377	6.6%	88
HH Most Recent TV Purchase: <27 in (Small)	290	5.1%	107
HH Most Recent TV Purchase: 27-35 in (Medium)	685	12.0%	94
HH Most Recent TV Purchase: 36-42 in (Large)	820	14.3%	85
HH Most Recent TV Purchase: 43-54 in (XL)	1,184	20.7%	105
HH Most Recent TV Purchase: 55-69 in (XXL)	1,649	28.9%	102
HH Most Recent TV Purchase: 70+ in (XXXL)	312	5.5%	93
HH Owns Internet Video Device for TV	2,868	50.2%	95
HH Owns Amazon Fire Internet Device for TV	1,507	26.4%	100
HH Owns Apple TV Internet Device for TV	385	6.7%	69
HH Owns Google Chromecast Intrnt Device for TV	411	7.2%	91
HH Owns Roku Internet Device for TV	1,450	25.4%	99
HH Owns Handheld Video Game System	942	16.5%	96
HH Owns Video Game System Attached to TV/Comp	2,336	40.9%	99
HH Owns Nintendo DS/2DS/3DS Video Game System	339	5.9%	89

**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

Salt River Pima-Maricopa  
Area: 683.34 square miles

Prepared by Esri

Product/Consumer Behavior	Expected Number of Adults or	Percent	MPI
HH Owns Nintendo Switch Video Game System	798	14.0%	96
HH Owns Nintendo Wii/Wii U Video Game System	418	7.3%	76
HH Owns PlayStation 2/3 Video Game System	497	8.7%	106
HH Owns PlayStation 4 Video Game System	1,185	20.7%	121
HH Owns Xbox 360 Video Game System	529	9.3%	96
HH Owns Xbox One Video Game System	721	12.6%	97
HH Purchased Video Game System/12 Mo	462	8.1%	101
HH Purchased 1 Video Game/12 Mo	120	2.1%	90
HH Purchased 2 Video Games/12 Mo	165	2.9%	94
HH Purchased 3 Video Games/12 Mo	160	2.8%	118
HH Purchased 4 Video Games/12 Mo	140	2.4%	126
HH Purchased 5+ Video Games/12 Mo	358	6.3%	102
HH Spent \$1-100 on Video Games/12 Mo	499	8.7%	98
HH Spent \$101-200 on Video Games/12 Mo	278	4.9%	99
HH Spent \$201+ on Video Games/12 Mo	248	4.3%	117
HH Purchased Video Game from Disc Dept Store/12 Mo	129	2.3%	92
HH Purchased Video Game from Electronics Store/12 Mo	174	3.0%	95
HH Purchased Video Games from Game Console/12 Mo	273	4.8%	94
HH Purchased Video Game from GameStop/12 Mo	409	7.2%	109
HH Purchased Video Game from Steam/12 Mo	129	2.3%	90
HH Purchased Video Game from Oth Online/12 Mo	364	6.4%	83
HH Purchased Video Game System/Disc Dept Store/12 Mo	83	1.5%	110
HH Purchased Video Game System/Electr Store/12 Mo	94	1.6%	90
HH Purchased Video Game System/GameStop/12 Mo	120	2.1%	110
HH Purchased Video Game System/Other Online/12 Mo	165	2.9%	99
Have Internet Access at Home	13,796	95.0%	98
Broadband/High Speed Internet Connection at Home	13,147	90.5%	97
Cable Modem Internet Connection at Home	6,153	42.4%	100
DSL Internet Connection at Home	1,376	9.5%	92
Fiber Optic Internet Connection at Home	1,749	12.0%	69
Satellite Service Internet Connection at Home	670	4.6%	132
Spend <0.5 Hrs Online (Excluding Email) Daily	842	5.8%	125
Spend 0.5-0.9 Hrs Online (Excluding Email) Daily	864	5.9%	77
Spend 1-1.9 Hrs Online (Excluding Email) Daily	2,088	14.4%	85
Spend 2-4.9 Hrs Online (Excluding Email) Daily	3,832	26.4%	86
Spend 5-9.9 Hrs Online (Excluding Email) Daily	3,590	24.7%	110
Spend 10+ Hrs Online (Excluding Email) Daily	2,106	14.5%	130
Used Internet/30 Days	13,920	95.8%	99
Used Internet at Home/30 Days	13,166	90.6%	97
Used Internet at Work/30 Days	4,168	28.7%	77
Used Internet at School or Library/30 Days	1,005	6.9%	103
Used Internet Not Home/Work/School/Library/30 Days	3,892	26.8%	76
Used Computer to Access Internet/30 Days	10,091	69.5%	87
Used Cell Phone to Access Internet/30 Days	11,924	82.1%	96
Used Tablet to Access Internet/30 Days	4,253	29.3%	79
Used Vid Game Console to Access Internet/30 Days	1,671	11.5%	113
Used TV to Access Internet/30 Days	3,978	27.4%	100
Used Internet for Email/30 Days	11,068	76.2%	90
Used Internet for IM/30 Days	11,703	80.6%	100
Used Internet for Phone Call/30 Days	4,844	33.4%	92
Used Internet for Video Chat/30 Days	4,668	32.1%	89

**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

Salt River Pima-Maricopa  
Area: 683.34 square miles

Prepared by Esri

Product/Consumer Behavior	Expected Number of Adults or	Percent	MPI
Used Internet for Personal Purchase/30 Days	8,979	61.8%	85
Used Internet for Business Purchase/30 Days	1,414	9.7%	74
Used Internet for Latest News/30 Days	6,182	42.6%	81
Used Internet for Sports News or Info/30 Days	2,777	19.1%	70
Used Internet for Financial Info/30 Days	3,377	23.3%	74
Used Internet for Medical Info/30 Days	3,600	24.8%	76
Used Internet for Movie Listings/Times/30 Days	1,376	9.5%	89
Used Internet for Parenting Info/30 Days	572	3.9%	90
Used Internet for Real Estate Info/30 Days	1,560	10.7%	70
Used Internet for Recipes/30 Days	6,795	46.8%	88
Used Internet to Add Video to Website/30 Days	1,099	7.6%	105
Used Internet to Download Movie/30 Days	846	5.8%	97
Used Internet to Download Music/30 Days	2,411	16.6%	107
Used Internet to Download TV Program/30 Days	363	2.5%	79
Used Internet to Download Video Game/30 Days	2,300	15.8%	116
Used Internet to Look for Employment/30 Days	2,065	14.2%	111
Used Internet for Online Dating/30 Days	556	3.8%	112
Used Internet to Pay Bills/30 Days	8,597	59.2%	94
Used Internet to Play Games/30 Days	5,684	39.1%	106
Used Internet to Research Vehicle Purch/30 Days	1,173	8.1%	81
Used Internet to Send Greeting Card/30 Days	576	4.0%	88
Used Internet to Share Photos on Website/30 Days	3,727	25.7%	94
Used Internet to Take Online Class/30 Days	1,397	9.6%	75
Used Internet to Trade/Track Investments/30 Days	1,542	10.6%	57
Used Internet for Travel Plans/30 Days	1,889	13.0%	73
Used Internet to Visit Blogs/30 Days	1,288	8.9%	77
Used Internet to Write Blogs/30 Days	163	1.1%	90
Used Internet to Visit Chat Room/30 Days	728	5.0%	84
Used Internet to Watch Movie/30 Days	4,857	33.4%	98
Used Internet to Watch TV Program/30 Days	2,463	17.0%	77
Used Nintendo Switch Online Gaming Svc/30 Days	685	4.7%	119
Used PlayStation Network Gaming Svc/30 Days	1,573	10.8%	157
Used Xbox Network Gaming Svc/30 Days	1,013	7.0%	115
Played Massive Multi-Player Online Game/30 Days	561	3.9%	119
Used Spanish Language Website or App/30 Days	818	5.6%	119
Social Media: Used Facebook/30 Days	9,647	66.4%	103
Social Media: Used Instagram/30 Days	4,972	34.2%	91
Social Media: Used LinkedIn/30 Days	1,141	7.9%	56
Social Media: Used Reddit/30 Days	1,115	7.7%	75
Social Media: Used Shutterfly/30 Days	207	1.4%	55
Social Media: Used Snapchat/30 Days	3,316	22.8%	111
Social Media: Used TikTok/30 Days	3,105	21.4%	118
Social Media: Used Tumblr/30 Days	226	1.6%	82
Social Media: Used Twitch/30 Days	566	3.9%	98
Social Media: Used Twitter/30 Days	2,317	16.0%	89
Social Media: Used Yelp/30 Days	349	2.4%	41
Social Media: Used YouTube/30 Days	7,944	54.7%	102
Social Media: Used Pinterest/30 Days	2,480	17.1%	90

**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

Salt River Pima-Maricopa  
Area: 683.34 square miles

Prepared by Esri

Product/Consumer Behavior	Expected Number of Adults or	Percent	MPI
Social Media: Applied Filter to Picture/30 Days	1,648	11.3%	109
Social Media: Clicked on Ad/30 Days	1,865	12.8%	87
Social Media: Commented on Friend's Post/30 Days	5,969	41.1%	97
Social Media: Communicated Via IM/30 Days	3,208	22.1%	91
Social Media: Followed/Became Fan/30 Days	3,221	22.2%	94
Social Media: Invited People to Event/30 Days	659	4.5%	108
Social Media: Liked Something/30 Days	4,740	32.6%	93
Social Media: Played Game/30 Days	2,957	20.4%	119
Social Media: Posted Blog/30 Days	184	1.3%	77
Social Media: Posted/Shared Video/30 Days	2,667	18.4%	112
Social Media: Posted Picture/30 Days	5,660	39.0%	98
Social Media: Posted Update/30 Days	4,123	28.4%	114
Social Media: Posted Website Link/30 Days	1,564	10.8%	115
Social Media: Posted/Shared My Location/30 Days	840	5.8%	115
Social Media: Rated Product or Service/30 Days	1,096	7.5%	98
Social Media: Saw Friend's Profile/30 Days	5,727	39.4%	91
Social Media: Sent Email/Text Message/30 Days	6,445	44.4%	98
Social Media: Sent Real/Virtual Gift/30 Days	271	1.9%	87
Social Media: Updated My Profile/30 Days	2,898	20.0%	119
Social Media: Watched Video/30 Days	6,336	43.6%	98
IM/Video Chat: Used Facebook Messenger/30 Days	8,073	55.6%	115
IM/Video Chat: Used FaceTime/30 Days	3,954	27.2%	87
IM/Video Chat: Used Google Duo/30 Days	1,407	9.7%	171
IM/Video Chat: Used Google Hangouts/30 Days	501	3.4%	96
IM/Video Chat: Used Google Meet/30 Days	732	5.0%	98
IM/Video Chat: Used Microsoft Teams/30 Days	1,032	7.1%	65
IM/Video Chat: Used Skype/30 Days	607	4.2%	75
IM/Video Chat: Used Slack/30 Days	211	1.5%	48
IM/Video Chat: Used Snapchat/30 Days	2,351	16.2%	113
IM/Video Chat: Used WhatsApp/30 Days	2,094	14.4%	84
IM/Video Chat: Used Zoom/30 Days	4,063	28.0%	84
Social Media: Follow Friends/Family Very Important	3,296	22.7%	98
Social Media: Meet New Friends Very Important	1,355	9.3%	147
Social Media: Keep in Touch Very Important	6,235	42.9%	100
Social Media: Reconnect w/People Very Important	2,704	18.6%	110
Social Media: Ntwrk w/Prof Contacts Very Important	1,078	7.4%	115
Social Media: Find Mutual Interests Very Important	1,008	6.9%	114
Social Media: Learn About Prods/Svcs Very Important	1,046	7.2%	123
Social Media: Rate/Review Prods/Svcs Very Important	789	5.4%	117
Social Media: Find Local Info Very Important	1,590	10.9%	98
Social Media: Find TV/Movie Info Very Important	1,258	8.7%	127
Social Media: Access to VIP Events Very Important	673	4.6%	130
Social Media: Get Exclusive Offers Very Important	1,204	8.3%	134
Social Media: Play Games Very Important	1,111	7.6%	117
Social Media: Support Fav Co/Brands Very Important	927	6.4%	156
Social Media: Track News/Events Very Important	1,878	12.9%	109
Used Bing Website or Search Engine/30 Days	1,257	8.7%	92
Used Google Website or Search Engine/30 Days	12,061	83.0%	96
Used Yahoo Website or Search Engine/30 Days	2,521	17.4%	105

**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

Salt River Pima-Maricopa  
Area: 683.34 square miles

Prepared by Esri

Used Indeed Job/Careers Website or App/30 Days	2,352	16.2%	119
Used Zillow Website or App/30 Days	2,186	15.1%	75
Used BuzzFeed Entertainment Website/App/30 Days	675	4.6%	82
Used Fandango Entertainment Website/App/30 Days	174	1.2%	100
Used ABC News Website or App/30 Days	1,234	8.5%	100
Used BBC News Website or App/30 Days	608	4.2%	70
Used CBS News Website or App/30 Days	923	6.4%	106
Used CNN Website or App/30 Days	1,951	13.4%	77
Used Fox News Website or App/30 Days	1,627	11.2%	75
Used HuffPost News Website or App/30 Days	678	4.7%	90
Used NBC News Website or App/30 Days	826	5.7%	88
Used Yahoo! News Website or App/30 Days	1,093	7.5%	89
Used ESPN Sports Website or App/30 Days	1,819	12.5%	80
Used Fox Sports Website or App/30 Days	648	4.5%	79
Used MLB Sports Website or App/30 Days	425	2.9%	83
Used NBA Sports Website or App/30 Days	659	4.5%	134
Used NFL Sports Website or App/30 Days	1,033	7.1%	104
Used PBS Website or App/30 Days	330	2.3%	75
Used Telemundo Website or App/30 Days	552	3.8%	148
Social Media: Follow Actors/Comedians	3,783	26.0%	102
Social Media: Follow Artists/Photographers	2,750	18.9%	107
Social Media: Follow Charitable Groups	2,158	14.9%	92
Social Media: Follow Chefs/Restaurants	3,243	22.3%	109
Social Media: Follow Companies/Brands	3,247	22.4%	97
Social Media: Follow Gamers	1,431	9.9%	132
Social Media: Follow Hobby-Related Groups	4,143	28.5%	97
Social Media: Follow Local Groups	3,288	22.6%	92
Social Media: Follow Magazines	1,449	10.0%	104
Social Media: Follow Medical/Ailment Groups	1,402	9.7%	123
Social Media: Follow Music Groups	4,114	28.3%	113
Social Media: Follow Newspapers	1,878	12.9%	97
Social Media: Follow Oth Celebrities	2,675	18.4%	121
Social Media: Follow Political Groups	2,008	13.8%	91
Social Media: Follow Politicians	1,854	12.8%	86
Social Media: Follow Religious Groups	2,600	17.9%	117
Social Media: Follow School Groups	2,244	15.5%	86
Social Media: Follow Sports/Athletes	2,973	20.5%	97
Social Media: Follow Travel-Related Groups	2,287	15.7%	112
Social Media: Follow TV Programs/Networks	3,309	22.8%	110

**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.