



Electronics and Internet Market Potential

Tohono O'odham

Prepared by Esri

Demographic Summary		2022	2027	
Population		6,767	6,667	
Population 18+		4,698	4,679	
Households		2,013	1,995	
Median Household Income		\$33,610	\$38,202	
Product/Consumer Behavior		Expected Number of Adults or HHs	Percent	MPI
Own any tablet		2,359	50.2%	89
Own any e-reader		360	7.7%	63
Own e-reader/tablet: Amazon Kindle		781	16.6%	78
Own e-reader/tablet: iPad		1,151	24.5%	71
Own e-reader/tablet: Samsung Galaxy/Galaxy Note		462	9.8%	97
Own any portable MP3 player		547	11.6%	85
Own wearable tech: Apple Watch		431	9.2%	73
Own wearable tech: Fitbit		506	10.8%	77
Own Garmin wearable technology		65	1.4%	50
Own digital camcorder		268	5.7%	76
Own digital point & shoot camera or camcorder		216	4.6%	47
Own digital SLR camera or camcorder		207	4.4%	45
Own 35mm camera or camcorder		136	2.9%	48
Own telephoto or zoom lens		91	1.9%	36
Own wide-angle lens		111	2.4%	55
Own a selfie stick		159	3.4%	60
Printed digital photos in last 12 months		727	15.5%	61
Use a computer at work		1,347	28.7%	67
Use desktop computer at work		692	14.7%	73
Use laptop or notebook at work		595	12.7%	56
HH owns a computer		1,327	65.9%	81
HH purchased computer in last 12 months		207	10.3%	80
HH owns desktop computer		586	29.1%	77
HH owns laptop or notebook		1,035	51.4%	78
HH with child (under 18 yrs) using home computer		233	11.6%	96
HH owns any Apple/Mac brand computer		248	12.3%	55
HH owns any PC/non-Apple brand computer		1,178	58.5%	88

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	248	12.3%	72
HH purchased most recent computer 3-4 years ago	309	15.4%	87
HH purchased most recent computer 5+ years ago	217	10.8%	70
HH purchased most recent computer in a store	628	31.2%	84
HH purchased most recent computer online	301	15.0%	66
HH spent \$1-499 on most recent home computer	352	17.5%	113
HH spent \$500-\$999 on most recent home computer	264	13.1%	69
HH spent \$1000-\$1499 on most recent home computer	140	7.0%	58
HH spent \$1500-\$1999 on most recent home computer	49	2.4%	46
HH spent \$2000+ on most recent home computer	54	2.7%	57
HH owns webcam	358	17.8%	77
HH owns wireless router	413	20.5%	67
HH owns all-in-one printer (print copy scan)	851	42.3%	76
HH owns software: accounting	67	3.3%	54
HH owns software: communications or fax	58	2.9%	73
HH owns software: database or filing	83	4.1%	81
HH owns software: desktop publishing	100	5.0%	72
HH owns software: education or training	121	6.0%	68
HH owns software: entertainment or games	312	15.5%	81
HH owns software: personal finance or tax prep	183	9.1%	64
HH owns software: presentation graphics	88	4.4%	70
HH owns software: multimedia	132	6.6%	65
HH owns software: networking	171	8.5%	79
HH owns software: online meeting or conference	179	8.9%	70
HH owns software: online or remote backup	72	3.6%	62
HH owns software: security or anti-virus	327	16.2%	69
HH owns software: spreadsheet	364	18.1%	69
HH owns touch screen monitor	202	10.0%	90
HH owns software: utility	67	3.3%	67
HH owns software: web authoring software	20	1.0%	57
HH owns software: word processing	437	21.7%	64
HH owns CD player	185	9.2%	58

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Product/Consumer Behavior	Expected		MPI
	Number of Adults or HHs	Percent	
HH owns portable GPS device	344	17.1%	83
HH owns headphones (ear buds)	859	42.7%	85
HH owns noise reduction headphones	253	12.6%	74
HH owns Bluetooth or wireless headphones	555	27.6%	80
HH owns home theater or entertainment system	242	12.0%	90
HH owns 1 TV	386	19.2%	98
HH owns 2 TVs	526	26.1%	95
HH owns 3 TVs	434	21.6%	98
HH owns 4+ TVs	455	22.6%	109
HH owns LCD TV	385	19.1%	78
HH owns LED TV	786	39.0%	91
HH owns OLED TV	62	3.1%	65
HH owns plasma TV	194	9.6%	85
HH has HDTV	722	35.9%	81
HH has 4K Ultra HDTV	478	23.7%	103
HH has Internet connectable TV	785	39.0%	91
HH owns small screen TV (<27 in)	193	9.6%	73
HH owns medium screen TV (27-35 in)	596	29.6%	103
HH owns large screen TV (36-42 in)	612	30.4%	91
HH owns XLarge screen TV (43-54 in)	621	30.8%	92
HH owns XXL screen TV (55-69 in)	594	29.5%	87
HH owns XXXL screen TV (70+ in)	93	4.6%	81
HH most recent TV purch: small screen (<27 in)	94	4.7%	95
HH most recent TV purch: medium screen (27-35 in)	282	14.0%	104
HH most recent TV purch: large screen (36-42 in)	337	16.7%	98
HH most recent TV purch: Xlarge screen (43-54 in)	360	17.9%	92
HH most recent TV purch: XXL screen (55-59 in)	481	23.9%	92
HH most recent TV purch: XXXL screen (70+ in)	76	3.8%	84
HH owns any internet video device for TV	934	46.4%	102
HH owns internet device for TV - Amazon Fire	512	25.4%	119
HH owns internet device for TV - Apple TV	112	5.6%	65
HH owns internet device for TV - Google Chromecast	135	6.7%	96
HH owns internet device for TV - Roku	448	22.3%	101
HH owns video game system: handheld	271	13.5%	91
HH owns video game system: attached to TV/computer	876	43.5%	105
HH owns video game system: Nintendo DS/Lite DSI/XL	105	5.2%	73
HH owns video game system: Nintendo Switch	201	10.0%	90
HH owns video game system: Nintendo Wii/Wii U	56	2.8%	98
HH owns video game system: PlayStation 2 (PS2)	81	4.0%	89
HH owns video game system: PlayStation 3 (PS3)	122	6.1%	86
HH owns video game system: PlayStation 4 (PS4)	424	21.1%	124
HH owns video game system: Xbox 360	205	10.2%	94
HH owns video game system: Xbox One	292	14.5%	103
HH purchased video game system in last 12 months	169	8.4%	108
HH purchased 5+ video games in last 12 months	106	5.3%	99
HH spent \$101+ on video games in last 12 months	177	8.8%	112
Have access to Internet at home	4,175	88.9%	94
Connect to Internet at home via broadband/high speed	3,987	84.9%	93
Connection to Internet at home: via cable modem	1,738	37.0%	82
Connection to Internet at home: via DSL	521	11.1%	110
Connection to Internet at home: via fiber optic	463	9.9%	60
Connect to Internet at home via satellite	254	5.4%	156
Spend <0.5 hrs online (excl email/IM time) daily	299	6.4%	130
Spend 0.5-0.9 hrs online (excl email/IM time) daily	312	6.6%	80
Spend 1-1.9 hrs online (excl email/IM time) daily	721	15.3%	90
Spend 2-4.9 hrs online (excl email/IM time) daily	1,194	25.4%	86
Spend 5-9.9 hrs online (excl email/IM time) daily	924	19.7%	95
Spend 10+ hrs online (excl email/IM time) daily	532	11.3%	114
Used Internet in last 30 days	4,268	90.8%	97

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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.

Product/Consumer Behavior	Expected		MPI
	Number of Adults or HHs	Percent	
Used Internet/30 days: at home	3,951	84.1%	93
Used Internet/30 days: at work	1,406	29.9%	77
Used Internet/30 days: at school or library	408	8.7%	105
Used Internet/30 days: not home/work/school/library	1,131	24.1%	72
Accessed Internet in last 30 days using computer	2,835	60.3%	80
Accessed Internet in last 30 days using cell phone	3,751	79.8%	95
Accessed Internet in last 30 days using tablet	1,200	25.5%	74
Accessed Internet in last 30 days with gaming console	527	11.2%	110
Accessed Internet in last 30 days using television	1,247	26.5%	102
Internet last 30 days: used email	3,279	69.8%	86
Internet last 30 days: used IM	3,538	75.3%	97
Internet last 30 days: made personal purchase	2,428	51.7%	77
Internet last 30 days: made business purchase	438	9.3%	69
Internet last 30 days: paid bills online	2,499	53.2%	88
Internet last 30 days: took online class	412	8.8%	70
Internet last 30 days: looked for employment	750	16.0%	116
Internet last 30 days: traded/tracked Investments	346	7.4%	45
Internet last 30 days: made travel plans	442	9.4%	55
Internet last 30 days: obtained auto info	346	7.4%	68
Internet last 30 days: obtained financial info	1,010	21.5%	67
Internet last 30 days: obtained medical info	1,033	22.0%	68
Internet last 30 days: checked movie listing/times	621	13.2%	96
Internet last 30 days: obtained latest news	1,619	34.5%	66
Internet last 30 days: obtained parenting info	241	5.1%	99
Internet last 30 days: obtained real estate info	421	9.0%	58
Internet last 30 days: obtained sports news/info	918	19.5%	70
Internet last 30 days: visited online blog	329	7.0%	57
Internet last 30 days: wrote online blog	34	0.7%	51
Internet last 30 days: used online dating website	140	3.0%	87
Internet last 30 days: used video chat	1,412	30.1%	86
Internet last 30 days: visited a chat room	295	6.3%	98
Internet last 30 days: played games online	1,925	41.0%	114
Internet last 30 days: sent greeting card	138	2.9%	57
Internet last 30 days: made phone call	1,730	36.8%	100
Internet last 30 days: shared photos via website	1,244	26.5%	88
Internet last 30 days: looked for recipes	1,883	40.1%	80
Internet last 30 days: added video to website	333	7.1%	89
Internet last 30 days: downloaded a movie	344	7.3%	96
Internet last 30 days: downloaded music	934	19.9%	119
Internet last 30 days: downloaded TV program	185	3.9%	106
Internet last 30 days: downloaded a video game	810	17.2%	121
Internet last 30 days: watched movie online	1,451	30.9%	90
Internet last 30 days: watched TV program online	866	18.4%	84
Used online gaming srv/30 days: Nintendo Switch	138	2.9%	95
Used online gaming srv/30 days: PlayStation Network	436	9.3%	133
Used online gaming srv/30 days: Xbox Live	350	7.4%	117
Played Massive Multi-Player Online game/30 days	233	5.0%	105
Used Spanish language website/app last 30 days	250	5.3%	121
Social Media last 30 days: facebook.com	3,177	67.6%	104
Social media last 30 days: instagram.com	1,594	33.9%	92
Social Media last 30 days: linkedin.com	289	6.2%	44
Social Media last 30 days: used reddit	203	4.3%	49
Social Media last 30 days: shutterfly.com	108	2.3%	80
Social Media last 30 days: snapchat.com	1,173	25.0%	117
Social Media last 30 days: tumblr.com	71	1.5%	72
Social Media last 30 days: Twitch	161	3.4%	96
Social Media last 30 days: twitter.com	621	13.2%	76
Social Media last 30 days: yelp.com	94	2.0%	33
Social Media last 30 days: youtube.com	2,484	52.9%	96
Social Media last 30 days: pinterest.com	733	15.6%	77

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Product/Consumer Behavior	Expected		MPI
	Number of Adults or HHs	Percent	
Social network: updated status in last 30 days	1,335	28.4%	114
Social network: updated profile in last 30 days	1,054	22.4%	116
Social network: posted picture in last 30 days	2,054	43.7%	102
Social network: posted video in last 30 days	903	19.2%	104
Social network: posted link in last 30 days	467	9.9%	84
Social network: saw friend's page in last 30 days	1,923	40.9%	88
Social network: commented on post in last 30 days	1,877	40.0%	89
Social network: posted a blog in last 30 days	57	1.2%	53
Social network: rated a product in last 30 days	301	6.4%	73
Social network: sent email message in last 30 days	2,081	44.3%	90
Social network: sent IM in last 30 days	813	17.3%	76
Social network: played a game in last 30 days	1,220	26.0%	131
Social network: invited to event in last 30 days	268	5.7%	87
Social network: liked something in last 30 days	1,527	32.5%	85
Social network: followed something in last 30 days	938	20.0%	80
Social network: clicked on an ad in last 30 days	602	12.8%	75
Social network: watched video in last 30 days	2,156	45.9%	94
Social network: posted location in last 30 days	265	5.6%	84
Social network: sent real or virtual gift in last 30 days	113	2.4%	92
Used filter On Picture Social Media in last 30 Days	612	13.0%	106
IM/Video Chat: Facebook messenger in last 30 Days	2,530	53.9%	107
IM/Video Chat: FaceTime in last 30 Days	1,351	28.8%	94
IM/Video Chat: Google Hangouts in last 30 Days	161	3.4%	72
IM/Video Chat: Skype in last 30 Days	145	3.1%	41
IM/Video Chat: Slack in last 30 Days	32	0.7%	25
IM/Video Chat: Snapchat in last 30 Days	859	18.3%	113
IM/Video Chat: WhatsApp in last 30 Days	478	10.2%	61
Social network: used to keep in touch w/ friends	2,148	45.7%	103
Social network: used to reconnect w/ old friends	868	18.5%	120
Social network: used to meet new friends	406	8.6%	134
Social network: used to follow friends activities	1,018	21.7%	96
Social network: used to find out about new products	478	10.2%	138
Social network: used to review products or service	384	8.2%	156
Social network: used for professional contacts	518	11.0%	154
Social network: used to find mutual interests	386	8.2%	132
Social network: used to track current events	822	17.5%	108
Social network: used to find info on TV or movie	497	10.6%	122
Social network: used to find local information	654	13.9%	108
Social network: used for gaming	478	10.2%	129
Social network: used to support favorite brands	355	7.6%	147
Social network: used to get coupons or discounts	412	8.8%	125
Social network: used to gain access to VIP events	272	5.8%	151

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Used website/search engine/30 days: bing.com	346	7.4%	78
Used website/search engine/30 days: google.com	3,759	80.0%	94
Used website/search engine/30 days: yahoo.com	1,021	21.7%	126
Used website/search engine/30 days: Used Indeed	807	17.2%	125
Used website/search engine/30 days: Zillow Info/Ref Website	542	11.5%	64
Used entertainment website/app last 30 days: BuzzFeed	195	4.2%	60
Used entertainment website/app last 30 days: Fandango	58	1.2%	46
Used news website/app last 30 days: abcnews.com	460	9.8%	105
Used news website/app last 30 days: bbc.com	165	3.5%	52
Used news website/app last 30 days: cbsnews.com	306	6.5%	100
Used news website/app last 30 days: cnn.com	678	14.4%	80
Used news website/app last 30 days: foxnews.com	558	11.9%	77
Used news website/app last 30 days: huffpost.com	171	3.6%	56
Used news website/app last 30 days: nbcnews.com	241	5.1%	77
Used news website/app last 30 days: yahoonews.com	403	8.6%	105
Used sports website/app last 30 days: ESPN	647	13.8%	86
Used sports website/app last 30 days: FoxSports	278	5.9%	95
2022 Used MLB Sports Website or App/30 Days	83	1.8%	52
Used sports website/app last 30 days: NBA.com	283	6.0%	156
Used sports website/app last 30 days: NFL.com	310	6.6%	90
Used website/app last 30 days: PBS	107	2.3%	65
Used website/app last 30 days: Telemundo	111	2.4%	93
Social network: follow actors/comedians	905	19.3%	104
Social network: follow artists/photographers	522	11.1%	88
Social network: follow charitable groups	537	11.4%	95
Social network: follow chefs/restaurants	625	13.3%	94
Social network: follow companies/brands	707	15.0%	90
Social network: follow gamers	456	9.7%	148
Social network: follow hobby-related groups	777	16.5%	86
Social network: follow local groups	693	14.8%	90
Social network: follow magazines	256	5.4%	74
Social network: follow medical/ailment groups	317	6.7%	122
Social network: follow music groups	980	20.9%	118
Social network: follow newspapers	353	7.5%	74
Social network: follow other celebrities	546	11.6%	106
Social network: follow political groups	604	12.9%	99
Social network: follow politicians	711	15.1%	104
Social network: follow religious groups	654	13.9%	137
Social network: follow school groups	602	12.8%	103
Social network: follow sports/Athletes	553	11.8%	83
Social network: follow travel-related groups	424	9.0%	96
Social network: follow TV programs/networks	670	14.3%	96

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