

<b>Demographic Summary</b>		<b>2022</b>	<b>2027</b>	
Population		3,367	3,318	
Population 18+		2,251	2,239	
Households		852	846	
Median Household Income		\$41,648	\$46,874	
<b>Product/Consumer Behavior</b>		<b>Expected Number of Adults or HHs</b>	<b>Percent</b>	<b>MPI</b>
Own any tablet		1,121	49.8%	89
Own any e-reader		153	6.8%	56
Own e-reader/tablet: Amazon Kindle		265	11.8%	55
Own e-reader/tablet: iPad		656	29.1%	84
Own e-reader/tablet: Samsung Galaxy/Galaxy Note		181	8.0%	79
Own any portable MP3 player		200	8.9%	65
Own wearable tech: Apple Watch		299	13.3%	105
Own wearable tech: Fitbit		233	10.4%	74
Own Garmin wearable technology		47	2.1%	75
Own digital camcorder		130	5.8%	76
Own digital point & shoot camera or camcorder		77	3.4%	35
Own digital SLR camera or camcorder		107	4.8%	49
Own 35mm camera or camcorder		27	1.2%	20
Own telephoto or zoom lens		21	0.9%	17
Own wide-angle lens		69	3.1%	71
Own a selfie stick		158	7.0%	124
Printed digital photos in last 12 months		532	23.6%	93
Use a computer at work		680	30.2%	70
Use desktop computer at work		354	15.7%	78
Use laptop or notebook at work		307	13.6%	60
HH owns a computer		629	73.8%	91
HH purchased computer in last 12 months		121	14.2%	110
HH owns desktop computer		264	31.0%	82
HH owns laptop or notebook		513	60.2%	92
HH with child (under 18 yrs) using home computer		135	15.8%	131
HH owns any Apple/Mac brand computer		166	19.5%	87
HH owns any PC/non-Apple brand computer		507	59.5%	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 2022 and 2027.



# Electronics and Internet Market Potential

Pascua Yaqui

Prepared by Esri

Product/Consumer Behavior	Expected		MPI
	Number of Adults or HHs	Percent	
HH purchased most recent computer 1-2 years ago	121	14.2%	83
HH purchased most recent computer 3-4 years ago	71	8.3%	47
HH purchased most recent computer 5+ years ago	82	9.6%	62
HH purchased most recent computer in a store	241	28.3%	76
HH purchased most recent computer online	133	15.6%	69
HH spent \$1-499 on most recent home computer	104	12.2%	79
HH spent \$500-\$999 on most recent home computer	85	10.0%	53
HH spent \$1000-\$1499 on most recent home computer	84	9.9%	82
HH spent \$1500-\$1999 on most recent home computer	15	1.8%	34
HH spent \$2000+ on most recent home computer	44	5.2%	109
HH owns webcam	209	24.5%	107
HH owns wireless router	166	19.5%	64
HH owns all-in-one printer (print copy scan)	382	44.8%	81
HH owns software: accounting	22	2.6%	42
HH owns software: communications or fax	46	5.4%	136
HH owns software: database or filing	40	4.7%	92
HH owns software: desktop publishing	45	5.3%	76
HH owns software: education or training	93	10.9%	124
HH owns software: entertainment or games	177	20.8%	109
HH owns software: personal finance or tax prep	49	5.8%	40
HH owns software: presentation graphics	60	7.0%	113
HH owns software: multimedia	88	10.3%	102
HH owns software: networking	96	11.3%	104
HH owns software: online meeting or conference	91	10.7%	84
HH owns software: online or remote backup	39	4.6%	79
HH owns software: security or anti-virus	156	18.3%	78
HH owns software: spreadsheet	127	14.9%	57
HH owns touch screen monitor	67	7.9%	71
HH owns software: utility	40	4.7%	94
HH owns software: web authoring software	14	1.6%	94
HH owns software: word processing	189	22.2%	65
HH owns CD player	51	6.0%	38

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Product/Consumer Behavior	Expected		MPI
	Number of Adults or HHs	Percent	
HH owns portable GPS device	103	12.1%	59
HH owns headphones (ear buds)	361	42.4%	85
HH owns noise reduction headphones	101	11.9%	69
HH owns Bluetooth or wireless headphones	249	29.2%	85
HH owns home theater or entertainment system	76	8.9%	67
HH owns 1 TV	178	20.9%	106
HH owns 2 TVs	177	20.8%	76
HH owns 3 TVs	186	21.8%	99
HH owns 4+ TVs	161	18.9%	91
HH owns LCD TV	150	17.6%	72
HH owns LED TV	304	35.7%	83
HH owns OLED TV	30	3.5%	74
HH owns plasma TV	153	18.0%	159
HH has HDTV	267	31.3%	71
HH has 4K Ultra HDTV	184	21.6%	94
HH has Internet connectable TV	275	32.3%	76
HH owns small screen TV (<27 in)	104	12.2%	93
HH owns medium screen TV (27-35 in)	192	22.5%	78
HH owns large screen TV (36-42 in)	259	30.4%	91
HH owns XLarge screen TV (43-54 in)	245	28.8%	85
HH owns XXL screen TV (55-69 in)	234	27.5%	81
HH owns XXXL screen TV (70+ in)	53	6.2%	108
HH most recent TV purch: small screen (<27 in)	40	4.7%	96
HH most recent TV purch: medium screen (27-35 in)	98	11.5%	85
HH most recent TV purch: large screen (36-42 in)	139	16.3%	95
HH most recent TV purch: Xlarge screen (43-54 in)	163	19.1%	98
HH most recent TV purch: XXL screen (55-59 in)	154	18.1%	70
HH most recent TV purch: XXXL screen (70+ in)	47	5.5%	123
HH owns any internet video device for TV	322	37.8%	83
HH owns internet device for TV - Amazon Fire	114	13.4%	62
HH owns internet device for TV - Apple TV	38	4.5%	52
HH owns internet device for TV - Google Chromecast	35	4.1%	59
HH owns internet device for TV - Roku	182	21.4%	97
HH owns video game system: handheld	134	15.7%	106
HH owns video game system: attached to TV/computer	374	43.9%	106
HH owns video game system: Nintendo DS/Lite DSI/XL	70	8.2%	116
HH owns video game system: Nintendo Switch	101	11.9%	107
HH owns video game system: Nintendo Wii/Wii U	49	5.8%	202
HH owns video game system: PlayStation 2 (PS2)	21	2.5%	55
HH owns video game system: PlayStation 3 (PS3)	64	7.5%	107
HH owns video game system: PlayStation 4 (PS4)	201	23.6%	139
HH owns video game system: Xbox 360	93	10.9%	100
HH owns video game system: Xbox One	111	13.0%	93
HH purchased video game system in last 12 months	76	8.9%	115
HH purchased 5+ video games in last 12 months	53	6.2%	117
HH spent \$101+ on video games in last 12 months	74	8.7%	110
Have access to Internet at home	1,990	88.4%	94
Connect to Internet at home via broadband/high speed	1,868	83.0%	91
Connection to Internet at home: via cable modem	919	40.8%	91
Connection to Internet at home: via DSL	185	8.2%	82
Connection to Internet at home: via fiber optic	307	13.6%	83
Connect to Internet at home via satellite	115	5.1%	147
Spend <0.5 hrs online (excl email/IM time) daily	54	2.4%	49
Spend 0.5-0.9 hrs online (excl email/IM time) daily	168	7.5%	90
Spend 1-1.9 hrs online (excl email/IM time) daily	407	18.1%	106
Spend 2-4.9 hrs online (excl email/IM time) daily	585	26.0%	88
Spend 5-9.9 hrs online (excl email/IM time) daily	447	19.9%	96
Spend 10+ hrs online (excl email/IM time) daily	223	9.9%	100
Used Internet in last 30 days	2,000	88.8%	95

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Pascua Yaqui

Prepared by Esri

Product/Consumer Behavior	Expected		MPI
	Number of Adults or HHs	Percent	
Used Internet/30 days: at home	1,900	84.4%	94
Used Internet/30 days: at work	584	25.9%	67
Used Internet/30 days: at school or library	149	6.6%	80
Used Internet/30 days: not home/work/school/library	462	20.5%	61
Accessed Internet in last 30 days using computer	1,312	58.3%	77
Accessed Internet in last 30 days using cell phone	1,846	82.0%	98
Accessed Internet in last 30 days using tablet	604	26.8%	77
Accessed Internet in last 30 days with gaming console	285	12.7%	125
Accessed Internet in last 30 days using television	599	26.6%	102
Internet last 30 days: used email	1,443	64.1%	79
Internet last 30 days: used IM	1,779	79.0%	102
Internet last 30 days: made personal purchase	1,207	53.6%	80
Internet last 30 days: made business purchase	184	8.2%	60
Internet last 30 days: paid bills online	1,055	46.9%	77
Internet last 30 days: took online class	353	15.7%	125
Internet last 30 days: looked for employment	188	8.4%	61
Internet last 30 days: traded/tracked Investments	121	5.4%	33
Internet last 30 days: made travel plans	157	7.0%	41
Internet last 30 days: obtained auto info	229	10.2%	94
Internet last 30 days: obtained financial info	393	17.5%	54
Internet last 30 days: obtained medical info	536	23.8%	73
Internet last 30 days: checked movie listing/times	312	13.9%	101
Internet last 30 days: obtained latest news	856	38.0%	73
Internet last 30 days: obtained parenting info	90	4.0%	77
Internet last 30 days: obtained real estate info	152	6.8%	44
Internet last 30 days: obtained sports news/info	510	22.7%	81
Internet last 30 days: visited online blog	159	7.1%	57
Internet last 30 days: wrote online blog	24	1.1%	75
Internet last 30 days: used online dating website	105	4.7%	137
Internet last 30 days: used video chat	864	38.4%	109
Internet last 30 days: visited a chat room	176	7.8%	122
Internet last 30 days: played games online	733	32.6%	90
Internet last 30 days: sent greeting card	71	3.2%	62
Internet last 30 days: made phone call	938	41.7%	113
Internet last 30 days: shared photos via website	517	23.0%	76
Internet last 30 days: looked for recipes	899	39.9%	80
Internet last 30 days: added video to website	119	5.3%	66
Internet last 30 days: downloaded a movie	94	4.2%	55
Internet last 30 days: downloaded music	358	15.9%	95
Internet last 30 days: downloaded TV program	35	1.6%	42
Internet last 30 days: downloaded a video game	459	20.4%	143
Internet last 30 days: watched movie online	876	38.9%	114
Internet last 30 days: watched TV program online	365	16.2%	74
Used online gaming srv/30 days: Nintendo Switch	114	5.1%	165
Used online gaming srv/30 days: PlayStation Network	282	12.5%	180
Used online gaming srv/30 days: Xbox Live	109	4.8%	76
Played Massive Multi-Player Online game/30 days	111	4.9%	104
Used Spanish language website/app last 30 days	485	21.5%	489
Social Media last 30 days: facebook.com	1,345	59.8%	92
Social media last 30 days: instagram.com	966	42.9%	116
Social Media last 30 days: linkedin.com	139	6.2%	44
Social Media last 30 days: used reddit	197	8.8%	100
Social Media last 30 days: shutterfly.com	37	1.6%	57
Social Media last 30 days: snapchat.com	579	25.7%	120
Social Media last 30 days: tumblr.com	40	1.8%	84
Social Media last 30 days: Twitch	113	5.0%	140
Social Media last 30 days: twitter.com	326	14.5%	84
Social Media last 30 days: yelp.com	96	4.3%	71
Social Media last 30 days: youtube.com	1,426	63.3%	115
Social Media last 30 days: pinterest.com	352	15.6%	77

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February 21, 2023

Product/Consumer Behavior	Expected		MPI
	Number of Adults or HHs	Percent	
Social network: updated status in last 30 days	552	24.5%	98
Social network: updated profile in last 30 days	475	21.1%	109
Social network: posted picture in last 30 days	949	42.2%	98
Social network: posted video in last 30 days	448	19.9%	108
Social network: posted link in last 30 days	144	6.4%	54
Social network: saw friend's page in last 30 days	874	38.8%	84
Social network: commented on post in last 30 days	898	39.9%	89
Social network: posted a blog in last 30 days	19	0.8%	37
Social network: rated a product in last 30 days	148	6.6%	75
Social network: sent email message in last 30 days	919	40.8%	83
Social network: sent IM in last 30 days	429	19.1%	84
Social network: played a game in last 30 days	489	21.7%	110
Social network: invited to event in last 30 days	112	5.0%	76
Social network: liked something in last 30 days	776	34.5%	90
Social network: followed something in last 30 days	461	20.5%	82
Social network: clicked on an ad in last 30 days	343	15.2%	89
Social network: watched video in last 30 days	1,213	53.9%	111
Social network: posted location in last 30 days	122	5.4%	81
Social network: sent real or virtual gift in last 30 days	26	1.2%	44
Used filter On Picture Social Media in last 30 Days	324	14.4%	117
IM/Video Chat: Facebook messenger in last 30 Days	1,270	56.4%	112
IM/Video Chat: FaceTime in last 30 Days	584	25.9%	85
IM/Video Chat: Google Hangouts in last 30 Days	77	3.4%	72
IM/Video Chat: Skype in last 30 Days	111	4.9%	66
IM/Video Chat: Slack in last 30 Days	34	1.5%	56
IM/Video Chat: Snapchat in last 30 Days	580	25.8%	159
IM/Video Chat: WhatsApp in last 30 Days	781	34.7%	210
Social network: used to keep in touch w/ friends	872	38.7%	88
Social network: used to reconnect w/ old friends	296	13.1%	85
Social network: used to meet new friends	206	9.2%	142
Social network: used to follow friends activities	451	20.0%	88
Social network: used to find out about new products	233	10.4%	140
Social network: used to review products or service	183	8.1%	156
Social network: used for professional contacts	224	10.0%	139
Social network: used to find mutual interests	232	10.3%	165
Social network: used to track current events	427	19.0%	117
Social network: used to find info on TV or movie	266	11.8%	136
Social network: used to find local information	396	17.6%	137
Social network: used for gaming	240	10.7%	135
Social network: used to support favorite brands	201	8.9%	174
Social network: used to get coupons or discounts	228	10.1%	144
Social network: used to gain access to VIP events	138	6.1%	159

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Used website/search engine/30 days: bing.com	85	3.8%	40
Used website/search engine/30 days: google.com	1,770	78.6%	92
Used website/search engine/30 days: yahoo.com	337	15.0%	87
Used website/search engine/30 days: Used Indeed	270	12.0%	87
Used website/search engine/30 days: Zillow Info/Ref Website	139	6.2%	34
Used entertainment website/app last 30 days: BuzzFeed	155	6.9%	100
Used entertainment website/app last 30 days: Fandango	51	2.3%	85
Used news website/app last 30 days: abcnews.com	148	6.6%	71
Used news website/app last 30 days: bbc.com	99	4.4%	66
Used news website/app last 30 days: cbsnews.com	81	3.6%	55
Used news website/app last 30 days: cnn.com	283	12.6%	70
Used news website/app last 30 days: foxnews.com	162	7.2%	46
Used news website/app last 30 days: huffpost.com	22	1.0%	15
Used news website/app last 30 days: nbcnews.com	85	3.8%	57
Used news website/app last 30 days: yahoonews.com	174	7.7%	95
Used sports website/app last 30 days: ESPN	220	9.8%	61
Used sports website/app last 30 days: FoxSports	114	5.1%	81
2022 Used MLB Sports Website or App/30 Days	67	3.0%	88
Used sports website/app last 30 days: NBA.com	93	4.1%	107
Used sports website/app last 30 days: NFL.com	136	6.0%	83
Used website/app last 30 days: PBS	77	3.4%	97
Used website/app last 30 days: Telemundo	304	13.5%	533
Social network: follow actors/comedians	524	23.3%	126
Social network: follow artists/photographers	292	13.0%	103
Social network: follow charitable groups	207	9.2%	77
Social network: follow chefs/restaurants	324	14.4%	102
Social network: follow companies/brands	421	18.7%	112
Social network: follow gamers	199	8.8%	135
Social network: follow hobby-related groups	455	20.2%	105
Social network: follow local groups	379	16.8%	103
Social network: follow magazines	176	7.8%	106
Social network: follow medical/ailment groups	128	5.7%	103
Social network: follow music groups	442	19.6%	111
Social network: follow newspapers	173	7.7%	76
Social network: follow other celebrities	368	16.3%	149
Social network: follow political groups	241	10.7%	82
Social network: follow politicians	278	12.4%	85
Social network: follow religious groups	184	8.2%	81
Social network: follow school groups	308	13.7%	111
Social network: follow sports/Athletes	258	11.5%	80
Social network: follow travel-related groups	199	8.8%	94
Social network: follow TV programs/networks	333	14.8%	99

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