

<b>Demographic Summary</b>		<b>2022</b>	<b>2027</b>	
Population		873	940	
Population 18+		665	719	
Households		360	383	
Median Household Income		\$36,509	\$40,853	
<b>Product/Consumer Behavior</b>		<b>Expected Number of Adults or HHs</b>	<b>Percent</b>	<b>MPI</b>
Own any tablet		321	48.3%	86
Own any e-reader		44	6.6%	54
Own e-reader/tablet: Amazon Kindle		104	15.6%	74
Own e-reader/tablet: iPad		156	23.5%	68
Own e-reader/tablet: Samsung Galaxy/Galaxy Note		67	10.1%	99
Own any portable MP3 player		77	11.6%	85
Own wearable tech: Apple Watch		79	11.9%	94
Own wearable tech: Fitbit		75	11.3%	80
Own Garmin wearable technology		11	1.7%	60
Own digital camcorder		48	7.2%	96
Own digital point & shoot camera or camcorder		46	6.9%	71
Own digital SLR camera or camcorder		37	5.6%	57
Own 35mm camera or camcorder		31	4.7%	77
Own telephoto or zoom lens		18	2.7%	50
Own wide-angle lens		14	2.1%	49
Own a selfie stick		35	5.3%	93
Printed digital photos in last 12 months		129	19.4%	77
Use a computer at work		217	32.6%	76
Use desktop computer at work		105	15.8%	78
Use laptop or notebook at work		99	14.9%	66
HH owns a computer		245	68.1%	84
HH purchased computer in last 12 months		38	10.6%	82
HH owns desktop computer		109	30.3%	80
HH owns laptop or notebook		202	56.1%	85
HH with child (under 18 yrs) using home computer		41	11.4%	94
HH owns any Apple/Mac brand computer		50	13.9%	62
HH owns any PC/non-Apple brand computer		211	58.6%	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.

Product/Consumer Behavior	Expected		MPI
	Number of Adults or HHs	Percent	
HH purchased most recent computer 1-2 years ago	49	13.6%	80
HH purchased most recent computer 3-4 years ago	53	14.7%	83
HH purchased most recent computer 5+ years ago	51	14.2%	92
HH purchased most recent computer in a store	112	31.1%	84
HH purchased most recent computer online	62	17.2%	76
HH spent \$1-499 on most recent home computer	55	15.3%	99
HH spent \$500-\$999 on most recent home computer	52	14.4%	76
HH spent \$1000-\$1499 on most recent home computer	28	7.8%	65
HH spent \$1500-\$1999 on most recent home computer	9	2.5%	48
HH spent \$2000+ on most recent home computer	11	3.1%	65
HH owns webcam	67	18.6%	81
HH owns wireless router	86	23.9%	79
HH owns all-in-one printer (print copy scan)	163	45.3%	82
HH owns software: accounting	20	5.6%	91
HH owns software: communications or fax	11	3.1%	77
HH owns software: database or filing	16	4.4%	87
HH owns software: desktop publishing	20	5.6%	80
HH owns software: education or training	26	7.2%	82
HH owns software: entertainment or games	59	16.4%	86
HH owns software: personal finance or tax prep	38	10.6%	74
HH owns software: presentation graphics	18	5.0%	80
HH owns software: multimedia	28	7.8%	77
HH owns software: networking	31	8.6%	80
HH owns software: online meeting or conference	29	8.1%	63
HH owns software: online or remote backup	15	4.2%	72
HH owns software: security or anti-virus	66	18.3%	78
HH owns software: spreadsheet	65	18.1%	68
HH owns touch screen monitor	31	8.6%	77
HH owns software: utility	11	3.1%	61
HH owns software: web authoring software	7	1.9%	111
HH owns software: word processing	83	23.1%	68
HH owns CD player	45	12.5%	79

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Product/Consumer Behavior	Expected		MPI
	Number of Adults or HHs	Percent	
HH owns portable GPS device	64	17.8%	86
HH owns headphones (ear buds)	155	43.1%	86
HH owns noise reduction headphones	51	14.2%	83
HH owns Bluetooth or wireless headphones	111	30.8%	90
HH owns home theater or entertainment system	43	11.9%	90
HH owns 1 TV	65	18.1%	92
HH owns 2 TVs	95	26.4%	96
HH owns 3 TVs	84	23.3%	106
HH owns 4+ TVs	78	21.7%	104
HH owns LCD TV	75	20.8%	85
HH owns LED TV	150	41.7%	97
HH owns OLED TV	11	3.1%	64
HH owns plasma TV	40	11.1%	99
HH has HDTV	148	41.1%	93
HH has 4K Ultra HDTV	72	20.0%	87
HH has Internet connectable TV	142	39.4%	92
HH owns small screen TV (<27 in)	48	13.3%	102
HH owns medium screen TV (27-35 in)	113	31.4%	109
HH owns large screen TV (36-42 in)	119	33.1%	99
HH owns XLarge screen TV (43-54 in)	107	29.7%	88
HH owns XXL screen TV (55-69 in)	117	32.5%	95
HH owns XXXL screen TV (70+ in)	16	4.4%	77
HH most recent TV purch: small screen (<27 in)	16	4.4%	91
HH most recent TV purch: medium screen (27-35 in)	64	17.8%	132
HH most recent TV purch: large screen (36-42 in)	65	18.1%	105
HH most recent TV purch: Xlarge screen (43-54 in)	60	16.7%	85
HH most recent TV purch: XXL screen (55-59 in)	87	24.2%	93
HH most recent TV purch: XXXL screen (70+ in)	14	3.9%	87
HH owns any internet video device for TV	143	39.7%	88
HH owns internet device for TV - Amazon Fire	75	20.8%	97
HH owns internet device for TV - Apple TV	15	4.2%	48
HH owns internet device for TV - Google Chromecast	17	4.7%	67
HH owns internet device for TV - Roku	75	20.8%	94
HH owns video game system: handheld	46	12.8%	86
HH owns video game system: attached to TV/computer	158	43.9%	106
HH owns video game system: Nintendo DS/Lite DSI/XL	18	5.0%	70
HH owns video game system: Nintendo Switch	34	9.4%	85
HH owns video game system: Nintendo Wii/Wii U	10	2.8%	98
HH owns video game system: PlayStation 2 (PS2)	16	4.4%	99
HH owns video game system: PlayStation 3 (PS3)	28	7.8%	110
HH owns video game system: PlayStation 4 (PS4)	76	21.1%	124
HH owns video game system: Xbox 360	43	11.9%	110
HH owns video game system: Xbox One	51	14.2%	101
HH purchased video game system in last 12 months	25	6.9%	90
HH purchased 5+ video games in last 12 months	20	5.6%	104
HH spent \$101+ on video games in last 12 months	25	6.9%	88
Have access to Internet at home	589	88.6%	94
Connect to Internet at home via broadband/high speed	575	86.5%	94
Connection to Internet at home: via cable modem	229	34.4%	77
Connection to Internet at home: via DSL	81	12.2%	121
Connection to Internet at home: via fiber optic	80	12.0%	73
Connect to Internet at home via satellite	33	5.0%	143
Spend <0.5 hrs online (excl email/IM time) daily	55	8.3%	169
Spend 0.5-0.9 hrs online (excl email/IM time) daily	39	5.9%	71
Spend 1-1.9 hrs online (excl email/IM time) daily	96	14.4%	85
Spend 2-4.9 hrs online (excl email/IM time) daily	157	23.6%	80
Spend 5-9.9 hrs online (excl email/IM time) daily	143	21.5%	104
Spend 10+ hrs online (excl email/IM time) daily	81	12.2%	123
Used Internet in last 30 days	595	89.5%	95

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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.



# Electronics and Internet Market Potential

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Prepared by Esri

Product/Consumer Behavior	Expected		MPI
	Number of Adults or HHs	Percent	
Used Internet/30 days: at home	552	83.0%	92
Used Internet/30 days: at work	205	30.8%	80
Used Internet/30 days: at school or library	68	10.2%	124
Used Internet/30 days: not home/work/school/library	165	24.8%	74
Accessed Internet in last 30 days using computer	410	61.7%	82
Accessed Internet in last 30 days using cell phone	530	79.7%	95
Accessed Internet in last 30 days using tablet	171	25.7%	74
Accessed Internet in last 30 days with gaming console	79	11.9%	117
Accessed Internet in last 30 days using television	141	21.2%	81
Internet last 30 days: used email	464	69.8%	86
Internet last 30 days: used IM	487	73.2%	95
Internet last 30 days: made personal purchase	344	51.7%	77
Internet last 30 days: made business purchase	67	10.1%	74
Internet last 30 days: paid bills online	360	54.1%	89
Internet last 30 days: took online class	64	9.6%	77
Internet last 30 days: looked for employment	126	18.9%	138
Internet last 30 days: traded/tracked Investments	59	8.9%	54
Internet last 30 days: made travel plans	73	11.0%	65
Internet last 30 days: obtained auto info	72	10.8%	100
Internet last 30 days: obtained financial info	171	25.7%	80
Internet last 30 days: obtained medical info	152	22.9%	70
Internet last 30 days: checked movie listing/times	75	11.3%	82
Internet last 30 days: obtained latest news	267	40.2%	77
Internet last 30 days: obtained parenting info	31	4.7%	90
Internet last 30 days: obtained real estate info	71	10.7%	70
Internet last 30 days: obtained sports news/info	146	22.0%	78
Internet last 30 days: visited online blog	69	10.4%	84
Internet last 30 days: wrote online blog	10	1.5%	105
Internet last 30 days: used online dating website	27	4.1%	119
Internet last 30 days: used video chat	202	30.4%	86
Internet last 30 days: visited a chat room	39	5.9%	92
Internet last 30 days: played games online	262	39.4%	109
Internet last 30 days: sent greeting card	30	4.5%	88
Internet last 30 days: made phone call	228	34.3%	93
Internet last 30 days: shared photos via website	188	28.3%	94
Internet last 30 days: looked for recipes	278	41.8%	84
Internet last 30 days: added video to website	57	8.6%	107
Internet last 30 days: downloaded a movie	48	7.2%	95
Internet last 30 days: downloaded music	124	18.6%	112
Internet last 30 days: downloaded TV program	31	4.7%	126
Internet last 30 days: downloaded a video game	122	18.3%	129
Internet last 30 days: watched movie online	214	32.2%	94
Internet last 30 days: watched TV program online	119	17.9%	82
Used online gaming srv/30 days: Nintendo Switch	21	3.2%	103
Used online gaming srv/30 days: PlayStation Network	64	9.6%	138
Used online gaming srv/30 days: Xbox Live	37	5.6%	87
Played Massive Multi-Player Online game/30 days	31	4.7%	98
Used Spanish language website/app last 30 days	18	2.7%	61
Social Media last 30 days: facebook.com	434	65.3%	100
Social media last 30 days: instagram.com	237	35.6%	96
Social Media last 30 days: linkedin.com	48	7.2%	51
Social Media last 30 days: used reddit	43	6.5%	74
Social Media last 30 days: shutterfly.com	11	1.7%	58
Social Media last 30 days: snapchat.com	152	22.9%	107
Social Media last 30 days: tumblr.com	11	1.7%	78
Social Media last 30 days: Twitch	25	3.8%	105
Social Media last 30 days: twitter.com	96	14.4%	83
Social Media last 30 days: yelp.com	19	2.9%	48
Social Media last 30 days: youtube.com	358	53.8%	98
Social Media last 30 days: pinterest.com	126	18.9%	94

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March 22, 2023



# Electronics and Internet Market Potential

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Prepared by Esri

Product/Consumer Behavior	Expected		MPI
	Number of Adults or HHs	Percent	
Social network: updated status in last 30 days	224	33.7%	135
Social network: updated profile in last 30 days	172	25.9%	134
Social network: posted picture in last 30 days	287	43.2%	100
Social network: posted video in last 30 days	143	21.5%	117
Social network: posted link in last 30 days	83	12.5%	105
Social network: saw friend's page in last 30 days	290	43.6%	94
Social network: commented on post in last 30 days	295	44.4%	99
Social network: posted a blog in last 30 days	17	2.6%	111
Social network: rated a product in last 30 days	48	7.2%	83
Social network: sent email message in last 30 days	305	45.9%	94
Social network: sent IM in last 30 days	123	18.5%	82
Social network: played a game in last 30 days	161	24.2%	123
Social network: invited to event in last 30 days	40	6.0%	92
Social network: liked something in last 30 days	246	37.0%	97
Social network: followed something in last 30 days	160	24.1%	96
Social network: clicked on an ad in last 30 days	109	16.4%	96
Social network: watched video in last 30 days	319	48.0%	99
Social network: posted location in last 30 days	57	8.6%	127
Social network: sent real or virtual gift in last 30 days	17	2.6%	98
Used filter On Picture Social Media in last 30 Days	107	16.1%	131
IM/Video Chat: Facebook messenger in last 30 Days	379	57.0%	113
IM/Video Chat: FaceTime in last 30 Days	182	27.4%	89
IM/Video Chat: Google Hangouts in last 30 Days	20	3.0%	63
IM/Video Chat: Skype in last 30 Days	32	4.8%	64
IM/Video Chat: Slack in last 30 Days	5	0.8%	28
IM/Video Chat: Snapchat in last 30 Days	115	17.3%	107
IM/Video Chat: WhatsApp in last 30 Days	61	9.2%	55
Social network: used to keep in touch w/ friends	311	46.8%	106
Social network: used to reconnect w/ old friends	116	17.4%	113
Social network: used to meet new friends	69	10.4%	161
Social network: used to follow friends activities	151	22.7%	100
Social network: used to find out about new products	56	8.4%	114
Social network: used to review products or service	44	6.6%	127
Social network: used for professional contacts	46	6.9%	97
Social network: used to find mutual interests	48	7.2%	116
Social network: used to track current events	108	16.2%	101
Social network: used to find info on TV or movie	75	11.3%	130
Social network: used to find local information	97	14.6%	113
Social network: used for gaming	71	10.7%	135
Social network: used to support favorite brands	52	7.8%	153
Social network: used to get coupons or discounts	60	9.0%	129
Social network: used to gain access to VIP events	32	4.8%	125

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Used website/search engine/30 days: bing.com	60	9.0%	96
Used website/search engine/30 days: google.com	536	80.6%	95
Used website/search engine/30 days: yahoo.com	118	17.7%	103
Used website/search engine/30 days: Used Indeed	124	18.6%	136
Used website/search engine/30 days: Zillow Info/Ref Website	88	13.2%	74
Used entertainment website/app last 30 days: BuzzFeed	42	6.3%	92
Used entertainment website/app last 30 days: Fandango	13	2.0%	74
Used news website/app last 30 days: abcnews.com	60	9.0%	97
Used news website/app last 30 days: bbc.com	23	3.5%	52
Used news website/app last 30 days: cbsnews.com	37	5.6%	86
Used news website/app last 30 days: cnn.com	77	11.6%	64
Used news website/app last 30 days: foxnews.com	96	14.4%	93
Used news website/app last 30 days: huffpost.com	30	4.5%	69
Used news website/app last 30 days: nbcnews.com	40	6.0%	90
Used news website/app last 30 days: yahoonews.com	41	6.2%	75
Used sports website/app last 30 days: ESPN	91	13.7%	85
Used sports website/app last 30 days: FoxSports	47	7.1%	114
2022 Used MLB Sports Website or App/30 Days	16	2.4%	71
Used sports website/app last 30 days: NBA.com	43	6.5%	167
Used sports website/app last 30 days: NFL.com	61	9.2%	125
Used website/app last 30 days: PBS	13	2.0%	56
Used website/app last 30 days: Telemundo	14	2.1%	83
Social network: follow actors/comedians	102	15.3%	83
Social network: follow artists/photographers	70	10.5%	84
Social network: follow charitable groups	60	9.0%	75
Social network: follow chefs/restaurants	85	12.8%	90
Social network: follow companies/brands	89	13.4%	80
Social network: follow gamers	48	7.2%	110
Social network: follow hobby-related groups	96	14.4%	75
Social network: follow local groups	86	12.9%	79
Social network: follow magazines	35	5.3%	72
Social network: follow medical/ailment groups	31	4.7%	84
Social network: follow music groups	120	18.0%	102
Social network: follow newspapers	52	7.8%	77
Social network: follow other celebrities	80	12.0%	110
Social network: follow political groups	56	8.4%	65
Social network: follow politicians	67	10.1%	69
Social network: follow religious groups	77	11.6%	114
Social network: follow school groups	65	9.8%	79
Social network: follow sports/Athletes	87	13.1%	92
Social network: follow travel-related groups	48	7.2%	76
Social network: follow TV programs/networks	103	15.5%	104

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