



Electronics and Internet Market Potential

Navajo

Prepared by Esri

Demographic Summary		2022	2027	
Population		160,828	158,223	
Population 18+		114,115	112,304	
Households		48,504	48,078	
Median Household Income		\$32,761	\$36,348	
Product/Consumer Behavior		Expected Number of Adults or HHs	Percent	MPI
Own any tablet		55,562	48.7%	87
Own any e-reader		8,079	7.1%	58
Own e-reader/tablet: Amazon Kindle		18,868	16.5%	78
Own e-reader/tablet: iPad		28,839	25.3%	73
Own e-reader/tablet: Samsung Galaxy/Galaxy Note		9,332	8.2%	80
Own any portable MP3 player		12,003	10.5%	77
Own wearable tech: Apple Watch		11,870	10.4%	82
Own wearable tech: Fitbit		13,131	11.5%	82
Own Garmin wearable technology		2,302	2.0%	73
Own digital camcorder		7,412	6.5%	86
Own digital point & shoot camera or camcorder		6,760	5.9%	61
Own digital SLR camera or camcorder		8,227	7.2%	74
Own 35mm camera or camcorder		4,184	3.7%	61
Own telephoto or zoom lens		4,122	3.6%	67
Own wide-angle lens		4,049	3.5%	82
Own a selfie stick		5,591	4.9%	86
Printed digital photos in last 12 months		23,773	20.8%	82
Use a computer at work		34,023	29.8%	69
Use desktop computer at work		17,623	15.4%	76
Use laptop or notebook at work		15,321	13.4%	59
HH owns a computer		34,433	71.0%	87
HH purchased computer in last 12 months		5,698	11.7%	91
HH owns desktop computer		14,429	29.7%	79
HH owns laptop or notebook		27,345	56.4%	86
HH with child (under 18 yrs) using home computer		6,400	13.2%	109
HH owns any Apple/Mac brand computer		6,538	13.5%	60
HH owns any PC/non-Apple brand computer		30,205	62.3%	94

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	7,077	14.6%	85
HH purchased most recent computer 3-4 years ago	6,181	12.7%	72
HH purchased most recent computer 5+ years ago	5,796	11.9%	77
HH purchased most recent computer in a store	15,012	31.0%	84
HH purchased most recent computer online	8,601	17.7%	79
HH spent \$1-499 on most recent home computer	7,253	15.0%	96
HH spent \$500-\$999 on most recent home computer	6,900	14.2%	75
HH spent \$1000-\$1499 on most recent home computer	4,396	9.1%	76
HH spent \$1500-\$1999 on most recent home computer	1,415	2.9%	56
HH spent \$2000+ on most recent home computer	1,621	3.3%	71
HH owns webcam	9,760	20.1%	87
HH owns wireless router	10,113	20.8%	69
HH owns all-in-one printer (print copy scan)	22,507	46.4%	84
HH owns software: accounting	1,761	3.6%	59
HH owns software: communications or fax	1,519	3.1%	79
HH owns software: database or filing	2,170	4.5%	88
HH owns software: desktop publishing	2,918	6.0%	87
HH owns software: education or training	3,953	8.1%	93
HH owns software: entertainment or games	8,927	18.4%	96
HH owns software: personal finance or tax prep	4,206	8.7%	61
HH owns software: presentation graphics	2,427	5.0%	80
HH owns software: multimedia	4,593	9.5%	94
HH owns software: networking	5,135	10.6%	98
HH owns software: online meeting or conference	4,503	9.3%	73
HH owns software: online or remote backup	2,177	4.5%	78
HH owns software: security or anti-virus	8,794	18.1%	77
HH owns software: spreadsheet	9,034	18.6%	71
HH owns touch screen monitor	5,127	10.6%	95
HH owns software: utility	2,145	4.4%	88
HH owns software: web authoring software	655	1.4%	77
HH owns software: word processing	11,804	24.3%	71
HH owns CD player	5,418	11.2%	71

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Product/Consumer Behavior	Expected		MPI
	Number of Adults or HHs	Percent	
HH owns portable GPS device	8,842	18.2%	89
HH owns headphones (ear buds)	20,326	41.9%	84
HH owns noise reduction headphones	5,629	11.6%	68
HH owns Bluetooth or wireless headphones	14,040	28.9%	84
HH owns home theater or entertainment system	5,011	10.3%	78
HH owns 1 TV	8,963	18.5%	94
HH owns 2 TVs	11,811	24.4%	89
HH owns 3 TVs	11,088	22.9%	103
HH owns 4+ TVs	10,034	20.7%	100
HH owns LCD TV	10,340	21.3%	87
HH owns LED TV	18,374	37.9%	88
HH owns OLED TV	2,249	4.6%	97
HH owns plasma TV	5,340	11.0%	98
HH has HDTV	18,116	37.3%	85
HH has 4K Ultra HDTV	9,793	20.2%	88
HH has Internet connectable TV	19,118	39.4%	92
HH owns small screen TV (<27 in)	5,947	12.3%	94
HH owns medium screen TV (27-35 in)	15,295	31.5%	110
HH owns large screen TV (36-42 in)	16,089	33.2%	99
HH owns XLarge screen TV (43-54 in)	14,703	30.3%	90
HH owns XXL screen TV (55-69 in)	14,192	29.3%	86
HH owns XXXL screen TV (70+ in)	2,282	4.7%	82
HH most recent TV purch: small screen (<27 in)	2,605	5.4%	110
HH most recent TV purch: medium screen (27-35 in)	7,310	15.1%	112
HH most recent TV purch: large screen (36-42 in)	8,567	17.7%	103
HH most recent TV purch: Xlarge screen (43-54 in)	8,359	17.2%	88
HH most recent TV purch: XXL screen (55-59 in)	10,158	20.9%	81
HH most recent TV purch: XXXL screen (70+ in)	1,887	3.9%	87
HH owns any internet video device for TV	19,326	39.8%	88
HH owns internet device for TV - Amazon Fire	8,094	16.7%	78
HH owns internet device for TV - Apple TV	1,993	4.1%	48
HH owns internet device for TV - Google Chromecast	2,369	4.9%	70
HH owns internet device for TV - Roku	11,605	23.9%	108
HH owns video game system: handheld	6,547	13.5%	91
HH owns video game system: attached to TV/computer	20,929	43.1%	104
HH owns video game system: Nintendo DS/Lite DSI/XL	3,330	6.9%	97
HH owns video game system: Nintendo Switch	4,185	8.6%	78
HH owns video game system: Nintendo Wii/Wii U	2,016	4.2%	146
HH owns video game system: PlayStation 2 (PS2)	1,951	4.0%	89
HH owns video game system: PlayStation 3 (PS3)	3,439	7.1%	101
HH owns video game system: PlayStation 4 (PS4)	10,535	21.7%	128
HH owns video game system: Xbox 360	5,233	10.8%	99
HH owns video game system: Xbox One	7,020	14.5%	103
HH purchased video game system in last 12 months	3,139	6.5%	84
HH purchased 5+ video games in last 12 months	3,162	6.5%	122
HH spent \$101+ on video games in last 12 months	3,802	7.8%	100
Have access to Internet at home	99,435	87.1%	92
Connect to Internet at home via broadband/high speed	94,253	82.6%	90
Connection to Internet at home: via cable modem	35,228	30.9%	69
Connection to Internet at home: via DSL	16,762	14.7%	146
Connection to Internet at home: via fiber optic	11,751	10.3%	63
Connect to Internet at home via satellite	8,196	7.2%	207
Spend <0.5 hrs online (excl email/IM time) daily	5,447	4.8%	98
Spend 0.5-0.9 hrs online (excl email/IM time) daily	7,308	6.4%	77
Spend 1-1.9 hrs online (excl email/IM time) daily	19,777	17.3%	101
Spend 2-4.9 hrs online (excl email/IM time) daily	28,557	25.0%	85
Spend 5-9.9 hrs online (excl email/IM time) daily	24,466	21.4%	104
Spend 10+ hrs online (excl email/IM time) daily	10,820	9.5%	96
Used Internet in last 30 days	103,213	90.4%	96

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Product/Consumer Behavior	Expected		MPI
	Number of Adults or HHs	Percent	
Used Internet/30 days: at home	95,423	83.6%	93
Used Internet/30 days: at work	33,385	29.3%	76
Used Internet/30 days: at school or library	11,065	9.7%	117
Used Internet/30 days: not home/work/school/library	28,373	24.9%	74
Accessed Internet in last 30 days using computer	70,257	61.6%	82
Accessed Internet in last 30 days using cell phone	91,951	80.6%	96
Accessed Internet in last 30 days using tablet	29,565	25.9%	75
Accessed Internet in last 30 days with gaming console	12,699	11.1%	110
Accessed Internet in last 30 days using television	29,593	25.9%	99
Internet last 30 days: used email	80,525	70.6%	87
Internet last 30 days: used IM	87,623	76.8%	99
Internet last 30 days: made personal purchase	63,116	55.3%	83
Internet last 30 days: made business purchase	11,057	9.7%	72
Internet last 30 days: paid bills online	58,611	51.4%	85
Internet last 30 days: took online class	11,443	10.0%	80
Internet last 30 days: looked for employment	14,328	12.6%	91
Internet last 30 days: traded/tracked Investments	8,524	7.5%	46
Internet last 30 days: made travel plans	9,705	8.5%	50
Internet last 30 days: obtained auto info	11,211	9.8%	90
Internet last 30 days: obtained financial info	26,010	22.8%	71
Internet last 30 days: obtained medical info	26,809	23.5%	72
Internet last 30 days: checked movie listing/times	12,787	11.2%	82
Internet last 30 days: obtained latest news	42,373	37.1%	72
Internet last 30 days: obtained parenting info	3,906	3.4%	66
Internet last 30 days: obtained real estate info	9,083	8.0%	52
Internet last 30 days: obtained sports news/info	22,497	19.7%	70
Internet last 30 days: visited online blog	8,385	7.3%	60
Internet last 30 days: wrote online blog	984	0.9%	60
Internet last 30 days: used online dating website	3,961	3.5%	102
Internet last 30 days: used video chat	35,033	30.7%	87
Internet last 30 days: visited a chat room	7,624	6.7%	105
Internet last 30 days: played games online	41,426	36.3%	101
Internet last 30 days: sent greeting card	3,233	2.8%	55
Internet last 30 days: made phone call	43,157	37.8%	102
Internet last 30 days: shared photos via website	30,355	26.6%	88
Internet last 30 days: looked for recipes	49,566	43.4%	87
Internet last 30 days: added video to website	8,929	7.8%	98
Internet last 30 days: downloaded a movie	6,513	5.7%	75
Internet last 30 days: downloaded music	21,158	18.5%	111
Internet last 30 days: downloaded TV program	3,646	3.2%	86
Internet last 30 days: downloaded a video game	19,027	16.7%	117
Internet last 30 days: watched movie online	32,995	28.9%	85
Internet last 30 days: watched TV program online	18,183	15.9%	73
Used online gaming srv/30 days: Nintendo Switch	3,577	3.1%	102
Used online gaming srv/30 days: PlayStation Network	10,808	9.5%	136
Used online gaming srv/30 days: Xbox Live	6,855	6.0%	94
Played Massive Multi-Player Online game/30 days	6,480	5.7%	120
Used Spanish language website/app last 30 days	9,043	7.9%	180
Social Media last 30 days: facebook.com	74,682	65.4%	101
Social media last 30 days: instagram.com	37,352	32.7%	89
Social Media last 30 days: linkedin.com	7,271	6.4%	45
Social Media last 30 days: used reddit	6,793	6.0%	68
Social Media last 30 days: shutterfly.com	2,948	2.6%	90
Social Media last 30 days: snapchat.com	30,725	26.9%	126
Social Media last 30 days: tumblr.com	1,742	1.5%	72
Social Media last 30 days: Twitch	3,986	3.5%	98
Social Media last 30 days: twitter.com	15,781	13.8%	80
Social Media last 30 days: yelp.com	2,723	2.4%	40
Social Media last 30 days: youtube.com	63,178	55.4%	101
Social Media last 30 days: pinterest.com	22,149	19.4%	96

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Product/Consumer Behavior	Expected		MPI
	Number of Adults or HHs	Percent	
Social network: updated status in last 30 days	33,705	29.5%	118
Social network: updated profile in last 30 days	25,104	22.0%	114
Social network: posted picture in last 30 days	51,436	45.1%	105
Social network: posted video in last 30 days	22,048	19.3%	105
Social network: posted link in last 30 days	9,686	8.5%	71
Social network: saw friend's page in last 30 days	51,350	45.0%	97
Social network: commented on post in last 30 days	51,127	44.8%	99
Social network: posted a blog in last 30 days	1,604	1.4%	61
Social network: rated a product in last 30 days	8,832	7.7%	89
Social network: sent email message in last 30 days	53,666	47.0%	96
Social network: sent IM in last 30 days	25,031	21.9%	97
Social network: played a game in last 30 days	27,916	24.5%	124
Social network: invited to event in last 30 days	7,557	6.6%	101
Social network: liked something in last 30 days	43,153	37.8%	99
Social network: followed something in last 30 days	25,516	22.4%	89
Social network: clicked on an ad in last 30 days	17,532	15.4%	90
Social network: watched video in last 30 days	57,138	50.1%	103
Social network: posted location in last 30 days	7,019	6.2%	91
Social network: sent real or virtual gift in last 30 days	2,027	1.8%	68
Used filter On Picture Social Media in last 30 Days	15,138	13.3%	108
IM/Video Chat: Facebook messenger in last 30 Days	67,475	59.1%	118
IM/Video Chat: FaceTime in last 30 Days	29,854	26.2%	85
IM/Video Chat: Google Hangouts in last 30 Days	5,039	4.4%	92
IM/Video Chat: Skype in last 30 Days	3,987	3.5%	47
IM/Video Chat: Slack in last 30 Days	988	0.9%	32
IM/Video Chat: Snapchat in last 30 Days	24,304	21.3%	131
IM/Video Chat: WhatsApp in last 30 Days	16,936	14.8%	90
Social network: used to keep in touch w/ friends	53,309	46.7%	106
Social network: used to reconnect w/ old friends	19,493	17.1%	111
Social network: used to meet new friends	9,911	8.7%	135
Social network: used to follow friends activities	25,917	22.7%	100
Social network: used to find out about new products	11,385	10.0%	135
Social network: used to review products or service	9,168	8.0%	154
Social network: used for professional contacts	9,119	8.0%	112
Social network: used to find mutual interests	9,790	8.6%	138
Social network: used to track current events	20,901	18.3%	113
Social network: used to find info on TV or movie	12,742	11.2%	129
Social network: used to find local information	16,970	14.9%	115
Social network: used for gaming	10,899	9.6%	121
Social network: used to support favorite brands	8,838	7.7%	151
Social network: used to get coupons or discounts	10,349	9.1%	129
Social network: used to gain access to VIP events	6,422	5.6%	146

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Used website/search engine/30 days: bing.com	7,579	6.6%	70
Used website/search engine/30 days: google.com	90,550	79.3%	93
Used website/search engine/30 days: yahoo.com	21,654	19.0%	110
Used website/search engine/30 days: Used Indeed	15,928	14.0%	102
Used website/search engine/30 days: Zillow Info/Ref Website	9,506	8.3%	46
Used entertainment website/app last 30 days: BuzzFeed	6,169	5.4%	79
Used entertainment website/app last 30 days: Fandango	1,783	1.6%	59
Used news website/app last 30 days: abcnews.com	10,231	9.0%	96
Used news website/app last 30 days: bbc.com	4,393	3.8%	57
Used news website/app last 30 days: cbsnews.com	7,701	6.7%	104
Used news website/app last 30 days: cnn.com	11,876	10.4%	58
Used news website/app last 30 days: foxnews.com	13,501	11.8%	76
Used news website/app last 30 days: huffpost.com	3,777	3.3%	51
Used news website/app last 30 days: nbcnews.com	6,270	5.5%	83
Used news website/app last 30 days: yahoonews.com	8,008	7.0%	86
Used sports website/app last 30 days: ESPN	12,536	11.0%	69
Used sports website/app last 30 days: FoxSports	5,276	4.6%	74
2022 Used MLB Sports Website or App/30 Days	2,979	2.6%	77
Used sports website/app last 30 days: NBA.com	5,193	4.6%	117
Used sports website/app last 30 days: NFL.com	5,768	5.1%	69
Used website/app last 30 days: PBS	2,803	2.5%	70
Used website/app last 30 days: Telemundo	5,619	4.9%	194
Social network: follow actors/comedians	19,892	17.4%	94
Social network: follow artists/photographers	10,847	9.5%	76
Social network: follow charitable groups	11,820	10.4%	86
Social network: follow chefs/restaurants	15,100	13.2%	93
Social network: follow companies/brands	15,364	13.5%	81
Social network: follow gamers	9,121	8.0%	122
Social network: follow hobby-related groups	22,305	19.5%	101
Social network: follow local groups	18,777	16.5%	101
Social network: follow magazines	6,066	5.3%	72
Social network: follow medical/ailment groups	7,126	6.2%	113
Social network: follow music groups	21,739	19.1%	107
Social network: follow newspapers	8,003	7.0%	69
Social network: follow other celebrities	12,487	10.9%	100
Social network: follow political groups	15,229	13.3%	102
Social network: follow politicians	15,914	13.9%	96
Social network: follow religious groups	15,099	13.2%	130
Social network: follow school groups	14,979	13.1%	106
Social network: follow sports/Athletes	14,276	12.5%	88
Social network: follow travel-related groups	8,388	7.4%	78
Social network: follow TV programs/networks	18,086	15.8%	106

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