



Electronics and Internet Market Potential

San Carlos

Prepared by Esri

Demographic Summary		2022	2027	
Population		10,271	10,182	
Population 18+		6,507	6,414	
Households		2,389	2,374	
Median Household Income		\$37,875	\$38,897	
Product/Consumer Behavior		Expected Number of Adults or HHs	Percent	MPI
Own any tablet		3,022	46.4%	83
Own any e-reader		424	6.5%	53
Own e-reader/tablet: Amazon Kindle		1,075	16.5%	78
Own e-reader/tablet: iPad		1,481	22.8%	66
Own e-reader/tablet: Samsung Galaxy/Galaxy Note		565	8.7%	85
Own any portable MP3 player		762	11.7%	86
Own wearable tech: Apple Watch		743	11.4%	90
Own wearable tech: Fitbit		773	11.9%	85
Own Garmin wearable technology		150	2.3%	83
Own digital camcorder		446	6.9%	91
Own digital point & shoot camera or camcorder		438	6.7%	69
Own digital SLR camera or camcorder		493	7.6%	77
Own 35mm camera or camcorder		297	4.6%	76
Own telephoto or zoom lens		283	4.3%	81
Own wide-angle lens		242	3.7%	86
Own a selfie stick		334	5.1%	90
Printed digital photos in last 12 months		1,269	19.5%	77
Use a computer at work		1,890	29.0%	68
Use desktop computer at work		954	14.7%	72
Use laptop or notebook at work		812	12.5%	55
HH owns a computer		1,614	67.6%	83
HH purchased computer in last 12 months		247	10.3%	80
HH owns desktop computer		673	28.2%	74
HH owns laptop or notebook		1,278	53.5%	82
HH with child (under 18 yrs) using home computer		278	11.6%	97
HH owns any Apple/Mac brand computer		288	12.1%	54
HH owns any PC/non-Apple brand computer		1,424	59.6%	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 2022 and 2027.

February 14, 2023

Product/Consumer Behavior	Expected		MPI
	Number of Adults or HHs	Percent	
HH purchased most recent computer 1-2 years ago	331	13.9%	81
HH purchased most recent computer 3-4 years ago	312	13.1%	74
HH purchased most recent computer 5+ years ago	300	12.6%	81
HH purchased most recent computer in a store	711	29.8%	80
HH purchased most recent computer online	416	17.4%	77
HH spent \$1-499 on most recent home computer	338	14.1%	91
HH spent \$500-\$999 on most recent home computer	338	14.1%	75
HH spent \$1000-\$1499 on most recent home computer	206	8.6%	72
HH spent \$1500-\$1999 on most recent home computer	73	3.1%	58
HH spent \$2000+ on most recent home computer	63	2.6%	56
HH owns webcam	444	18.6%	81
HH owns wireless router	504	21.1%	69
HH owns all-in-one printer (print copy scan)	1,046	43.8%	79
HH owns software: accounting	108	4.5%	74
HH owns software: communications or fax	52	2.2%	55
HH owns software: database or filing	94	3.9%	77
HH owns software: desktop publishing	134	5.6%	81
HH owns software: education or training	177	7.4%	84
HH owns software: entertainment or games	419	17.5%	92
HH owns software: personal finance or tax prep	218	9.1%	64
HH owns software: presentation graphics	109	4.6%	73
HH owns software: multimedia	209	8.7%	87
HH owns software: networking	249	10.4%	96
HH owns software: online meeting or conference	207	8.7%	68
HH owns software: online or remote backup	109	4.6%	79
HH owns software: security or anti-virus	408	17.1%	73
HH owns software: spreadsheet	450	18.8%	71
HH owns touch screen monitor	233	9.8%	88
HH owns software: utility	90	3.8%	75
HH owns software: web authoring software	40	1.7%	95
HH owns software: word processing	567	23.7%	70
HH owns CD player	280	11.7%	74

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 owns portable GPS device	420	17.6%	86
HH owns headphones (ear buds)	1,035	43.3%	87
HH owns noise reduction headphones	301	12.6%	74
HH owns Bluetooth or wireless headphones	742	31.1%	91
HH owns home theater or entertainment system	256	10.7%	80
HH owns 1 TV	429	18.0%	91
HH owns 2 TVs	591	24.7%	90
HH owns 3 TVs	559	23.4%	106
HH owns 4+ TVs	518	21.7%	104
HH owns LCD TV	533	22.3%	91
HH owns LED TV	890	37.3%	87
HH owns OLED TV	107	4.5%	94
HH owns plasma TV	229	9.6%	85
HH has HDTV	897	37.5%	85
HH has 4K Ultra HDTV	466	19.5%	85
HH has Internet connectable TV	940	39.3%	92
HH owns small screen TV (<27 in)	296	12.4%	95
HH owns medium screen TV (27-35 in)	789	33.0%	115
HH owns large screen TV (36-42 in)	783	32.8%	98
HH owns XLarge screen TV (43-54 in)	697	29.2%	87
HH owns XXL screen TV (55-69 in)	711	29.8%	87
HH owns XXXL screen TV (70+ in)	97	4.1%	71
HH most recent TV purch: small screen (<27 in)	116	4.9%	99
HH most recent TV purch: medium screen (27-35 in)	411	17.2%	128
HH most recent TV purch: large screen (36-42 in)	438	18.3%	107
HH most recent TV purch: Xlarge screen (43-54 in)	382	16.0%	82
HH most recent TV purch: XXL screen (55-59 in)	522	21.9%	85
HH most recent TV purch: XXXL screen (70+ in)	79	3.3%	74
HH owns any internet video device for TV	963	40.3%	89
HH owns internet device for TV - Amazon Fire	451	18.9%	88
HH owns internet device for TV - Apple TV	100	4.2%	49
HH owns internet device for TV - Google Chromecast	122	5.1%	73
HH owns internet device for TV - Roku	569	23.8%	108
HH owns video game system: handheld	307	12.9%	87
HH owns video game system: attached to TV/computer	1,082	45.3%	109
HH owns video game system: Nintendo DS/Lite DSI/XL	139	5.8%	82
HH owns video game system: Nintendo Switch	201	8.4%	76
HH owns video game system: Nintendo Wii/Wii U	92	3.9%	136
HH owns video game system: PlayStation 2 (PS2)	101	4.2%	94
HH owns video game system: PlayStation 3 (PS3)	175	7.3%	104
HH owns video game system: PlayStation 4 (PS4)	542	22.7%	134
HH owns video game system: Xbox 360	248	10.4%	95
HH owns video game system: Xbox One	360	15.1%	107
HH purchased video game system in last 12 months	161	6.7%	87
HH purchased 5+ video games in last 12 months	174	7.3%	137
HH spent \$101+ on video games in last 12 months	192	8.0%	102
Have access to Internet at home	5,652	86.9%	92
Connect to Internet at home via broadband/high speed	5,407	83.1%	91
Connection to Internet at home: via cable modem	1,856	28.5%	63
Connection to Internet at home: via DSL	903	13.9%	138
Connection to Internet at home: via fiber optic	711	10.9%	67
Connect to Internet at home via satellite	438	6.7%	194
Spend <0.5 hrs online (excl email/IM time) daily	392	6.0%	123
Spend 0.5-0.9 hrs online (excl email/IM time) daily	350	5.4%	65
Spend 1-1.9 hrs online (excl email/IM time) daily	973	15.0%	88
Spend 2-4.9 hrs online (excl email/IM time) daily	1,531	23.5%	80
Spend 5-9.9 hrs online (excl email/IM time) daily	1,469	22.6%	109
Spend 10+ hrs online (excl email/IM time) daily	766	11.8%	119
Used Internet in last 30 days	5,846	89.8%	96

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

San Carlos

Prepared by Esri

Product/Consumer Behavior	Expected		MPI
	Number of Adults or HHs	Percent	
Used Internet/30 days: at home	5,333	82.0%	91
Used Internet/30 days: at work	1,831	28.1%	73
Used Internet/30 days: at school or library	750	11.5%	139
Used Internet/30 days: not home/work/school/library	1,696	26.1%	77
Accessed Internet in last 30 days using computer	3,962	60.9%	81
Accessed Internet in last 30 days using cell phone	5,148	79.1%	95
Accessed Internet in last 30 days using tablet	1,570	24.1%	70
Accessed Internet in last 30 days with gaming console	756	11.6%	114
Accessed Internet in last 30 days using television	1,643	25.2%	97
Internet last 30 days: used email	4,570	70.2%	87
Internet last 30 days: used IM	4,897	75.3%	97
Internet last 30 days: made personal purchase	3,451	53.0%	79
Internet last 30 days: made business purchase	632	9.7%	72
Internet last 30 days: paid bills online	3,459	53.2%	87
Internet last 30 days: took online class	581	8.9%	71
Internet last 30 days: looked for employment	1,127	17.3%	126
Internet last 30 days: traded/tracked Investments	505	7.8%	48
Internet last 30 days: made travel plans	547	8.4%	50
Internet last 30 days: obtained auto info	675	10.4%	95
Internet last 30 days: obtained financial info	1,537	23.6%	74
Internet last 30 days: obtained medical info	1,455	22.4%	69
Internet last 30 days: checked movie listing/times	669	10.3%	75
Internet last 30 days: obtained latest news	2,379	36.6%	71
Internet last 30 days: obtained parenting info	232	3.6%	69
Internet last 30 days: obtained real estate info	582	8.9%	58
Internet last 30 days: obtained sports news/info	1,259	19.3%	69
Internet last 30 days: visited online blog	566	8.7%	71
Internet last 30 days: wrote online blog	70	1.1%	75
Internet last 30 days: used online dating website	246	3.8%	111
Internet last 30 days: used video chat	1,937	29.8%	85
Internet last 30 days: visited a chat room	478	7.3%	115
Internet last 30 days: played games online	2,455	37.7%	105
Internet last 30 days: sent greeting card	189	2.9%	57
Internet last 30 days: made phone call	2,337	35.9%	97
Internet last 30 days: shared photos via website	1,829	28.1%	93
Internet last 30 days: looked for recipes	2,722	41.8%	84
Internet last 30 days: added video to website	615	9.5%	118
Internet last 30 days: downloaded a movie	424	6.5%	85
Internet last 30 days: downloaded music	1,316	20.2%	121
Internet last 30 days: downloaded TV program	290	4.5%	120
Internet last 30 days: downloaded a video game	1,169	18.0%	126
Internet last 30 days: watched movie online	1,828	28.1%	82
Internet last 30 days: watched TV program online	1,067	16.4%	75
Used online gaming srv/30 days: Nintendo Switch	211	3.2%	105
Used online gaming srv/30 days: PlayStation Network	618	9.5%	137
Used online gaming srv/30 days: Xbox Live	401	6.2%	97
Played Massive Multi-Player Online game/30 days	424	6.5%	137
Used Spanish language website/app last 30 days	259	4.0%	90
Social Media last 30 days: facebook.com	4,243	65.2%	100
Social media last 30 days: instagram.com	2,182	33.5%	91
Social Media last 30 days: linkedin.com	422	6.5%	46
Social Media last 30 days: used reddit	372	5.7%	65
Social Media last 30 days: shutterfly.com	157	2.4%	84
Social Media last 30 days: snapchat.com	1,744	26.8%	125
Social Media last 30 days: tumblr.com	100	1.5%	73
Social Media last 30 days: Twitch	227	3.5%	98
Social Media last 30 days: twitter.com	983	15.1%	87
Social Media last 30 days: yelp.com	150	2.3%	39
Social Media last 30 days: youtube.com	3,501	53.8%	98
Social Media last 30 days: pinterest.com	1,276	19.6%	97

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.

February 14, 2023

Product/Consumer Behavior	Expected		MPI
	Number of Adults or HHs	Percent	
Social network: updated status in last 30 days	2,202	33.8%	136
Social network: updated profile in last 30 days	1,642	25.2%	130
Social network: posted picture in last 30 days	2,968	45.6%	106
Social network: posted video in last 30 days	1,356	20.8%	113
Social network: posted link in last 30 days	596	9.2%	77
Social network: saw friend's page in last 30 days	2,927	45.0%	97
Social network: commented on post in last 30 days	2,883	44.3%	98
Social network: posted a blog in last 30 days	116	1.8%	78
Social network: rated a product in last 30 days	545	8.4%	96
Social network: sent email message in last 30 days	3,082	47.4%	97
Social network: sent IM in last 30 days	1,436	22.1%	97
Social network: played a game in last 30 days	1,657	25.5%	129
Social network: invited to event in last 30 days	424	6.5%	100
Social network: liked something in last 30 days	2,410	37.0%	97
Social network: followed something in last 30 days	1,514	23.3%	93
Social network: clicked on an ad in last 30 days	1,029	15.8%	92
Social network: watched video in last 30 days	3,251	50.0%	103
Social network: posted location in last 30 days	418	6.4%	95
Social network: sent real or virtual gift in last 30 days	139	2.1%	82
Used filter On Picture Social Media in last 30 Days	960	14.8%	120
IM/Video Chat: Facebook messenger in last 30 Days	3,834	58.9%	117
IM/Video Chat: FaceTime in last 30 Days	1,779	27.3%	89
IM/Video Chat: Google Hangouts in last 30 Days	311	4.8%	100
IM/Video Chat: Skype in last 30 Days	227	3.5%	47
IM/Video Chat: Slack in last 30 Days	62	1.0%	35
IM/Video Chat: Snapchat in last 30 Days	1,279	19.7%	121
IM/Video Chat: WhatsApp in last 30 Days	682	10.5%	63
Social network: used to keep in touch w/ friends	3,146	48.3%	109
Social network: used to reconnect w/ old friends	1,241	19.1%	124
Social network: used to meet new friends	645	9.9%	154
Social network: used to follow friends activities	1,446	22.2%	98
Social network: used to find out about new products	648	10.0%	135
Social network: used to review products or service	532	8.2%	156
Social network: used for professional contacts	552	8.5%	119
Social network: used to find mutual interests	558	8.6%	138
Social network: used to track current events	1,215	18.7%	116
Social network: used to find info on TV or movie	802	12.3%	142
Social network: used to find local information	991	15.2%	118
Social network: used for gaming	682	10.5%	133
Social network: used to support favorite brands	527	8.1%	158
Social network: used to get coupons or discounts	623	9.6%	137
Social network: used to gain access to VIP events	403	6.2%	161

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.

Used website/search engine/30 days: bing.com	479	7.4%	78
Used website/search engine/30 days: google.com	5,168	79.4%	93
Used website/search engine/30 days: yahoo.com	1,305	20.1%	117
Used website/search engine/30 days: Used Indeed	1,170	18.0%	131
Used website/search engine/30 days: Zillow Info/Ref Website	656	10.1%	56
Used entertainment website/app last 30 days: BuzzFeed	381	5.9%	85
Used entertainment website/app last 30 days: Fandango	102	1.6%	59
Used news website/app last 30 days: abcnews.com	666	10.2%	110
Used news website/app last 30 days: bbc.com	276	4.2%	63
Used news website/app last 30 days: cbsnews.com	508	7.8%	120
Used news website/app last 30 days: cnn.com	719	11.0%	62
Used news website/app last 30 days: foxnews.com	830	12.8%	82
Used news website/app last 30 days: huffpost.com	322	4.9%	76
Used news website/app last 30 days: nbcnews.com	451	6.9%	104
Used news website/app last 30 days: yahoonews.com	438	6.7%	82
Used sports website/app last 30 days: ESPN	778	12.0%	75
Used sports website/app last 30 days: FoxSports	375	5.8%	93
2022 Used MLB Sports Website or App/30 Days	170	2.6%	77
Used sports website/app last 30 days: NBA.com	398	6.1%	158
Used sports website/app last 30 days: NFL.com	394	6.1%	83
Used website/app last 30 days: PBS	143	2.2%	62
Used website/app last 30 days: Telemundo	167	2.6%	101
Social network: follow actors/comedians	1,025	15.8%	85
Social network: follow artists/photographers	593	9.1%	72
Social network: follow charitable groups	660	10.1%	85
Social network: follow chefs/restaurants	806	12.4%	88
Social network: follow companies/brands	806	12.4%	74
Social network: follow gamers	502	7.7%	118
Social network: follow hobby-related groups	1,108	17.0%	88
Social network: follow local groups	923	14.2%	87
Social network: follow magazines	313	4.8%	65
Social network: follow medical/ailment groups	378	5.8%	105
Social network: follow music groups	1,225	18.8%	106
Social network: follow newspapers	468	7.2%	71
Social network: follow other celebrities	686	10.5%	96
Social network: follow political groups	777	11.9%	92
Social network: follow politicians	830	12.8%	87
Social network: follow religious groups	973	15.0%	147
Social network: follow school groups	796	12.2%	99
Social network: follow sports/Athletes	860	13.2%	93
Social network: follow travel-related groups	439	6.7%	71
Social network: follow TV programs/networks	1,087	16.7%	112

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.