



## Business Locator

Fort Mojave

Prepared by Esri

|                                      |       |  |               |
|--------------------------------------|-------|--|---------------|
| 2020 Residential Population:         | 1,537 | 2023 Total Sales                       | \$252,165,000 |
| 2023 Residential Population:         | 1,615 | 2023 Total Employees                   | 1,470         |
| 2028 Residential Population:         | 2,289 | Employee/Residential Population Ratio: | 0.91:1        |
| Annual Population Growth 2023 - 2028 | 7.22% | Total Number of Businesses:            | 78            |

| SIC Code | Business Name  | Business Type | Distance From Site in Miles | Employees | Sales        |
|----------|--|---------------|-----------------------------|-----------|--------------|
| 919906   | Fort Mojave Tribal Court<br>South Highway 95<br>Mohave Valley, AZ 86440          | Branch        | 0.31 W                      | 9         | N/A          |
| 922104   | Fort Mojave Tribal Police<br>South Highway 95<br>Mohave Valley, AZ 86440         | Independent   | 0.36 W                      | 49        | N/A          |
| 737415   | Fort Mojave Telecommunication Inc<br>South Highway 95<br>Mohave Valley, AZ 86440 | Independent   | 0.42 W                      | 20        | \$3,807,000  |
| 919906   | Fort Mojave Tribal Onestop<br>South Highway 95<br>Mohave Valley, AZ 86440        | Branch        | 0.42 W                      | 9         | N/A          |
| 919906   | Office of the General Counsel<br>South Highway 95<br>Mohave Valley, AZ 86440     | Independent   | 0.42 W                      | 1         | N/A          |
| 919906   | Office of the Prosecutor<br>South Highway 95<br>Mohave Valley, AZ 86440          | Independent   | 0.42 W                      | 2         | N/A          |
| 919906   | Fort Mojave Television/Network<br>South Highway 95<br>Mohave Valley, AZ 86440    | Independent   | 0.42 W                      | 10        | N/A          |
| 484101   | Fort Mohave Television Inc<br>South Highway 95<br>Mohave Valley, AZ 86440        | Independent   | 0.42 W                      | 13        | \$12,400,000 |
| 919906   | Fort Mojave Tax Commission<br>South Highway 95<br>Mohave Valley, AZ 86440        | Independent   | 0.42 W                      | 10        | N/A          |
| 593202   | Ickers Shack<br>Highway 95<br>Mohave Valley, AZ 86440                            | Independent   | 0.47 W                      | 2         | \$604,000    |
| 554101   | Fort Mojave Smokeshop<br>South Highway 95<br>Mohave Valley, AZ 86440             | Independent   | 0.51 W                      | 7         | \$7,679,000  |
| 602103   | ATM<br>South Highway 95<br>Mohave Valley, AZ 86440                               | Kiosk         | 0.51 W                      | N/A       | N/A          |
| 864102   | Veterans of Foreign Wars<br>S Hwy 95<br>Mohave Valley, AZ 86440                  | Branch        | 0.53 SW                     | 3         | N/A          |
| 703301   | Happy Together RV Resort<br>South Highway 95<br>Mohave Valley, AZ 86440          | Independent   | 0.55 W                      | 2         | \$230,000    |

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|----------|---|---------------|-----------------------------|-----------|-------------|
| 602103   | ATM<br>South Highway 95<br>Mohave Valley, AZ 86440                                | Kiosk         | 0.58 SW                     | N/A       | N/A         |
| 799302   | Spirit Mountain Casino<br>South Highway 95<br>Mohave Valley, AZ 86440             | Independent   | 0.58 SW                     | 65        | \$7,882,000 |
| 581301   | Mesquite Bar<br>South Highway 95<br>Mohave Valley, AZ 86440                       | Independent   | 0.58 SW                     | 8         | N/A         |
| 581208   | Mesquite Grill<br>South Highway 95<br>Mohave Valley, AZ 86440                     | Independent   | 0.58 SW                     | 13        | N/A         |
| 641112   | Wickersham Insurance Agency<br>Highway 95<br>Mohave Valley, AZ 86440              | Independent   | 0.74 SW                     | 2         | \$254,000   |
| 641112   | Wichersham Insurance<br>Highway 95<br>Mohave Valley, AZ 86440                     | Independent   | 0.74 SW                     | 1         | \$127,000   |
| 019101   | Avi Kwa AME Farms<br>East Laguna Road<br>Mohave Valley, AZ 86440                  | Independent   | 1.27 SE                     | 45        | \$3,536,000 |
| 873111   | FT Mojave Environmental Protection<br>East Laguna Road<br>Mohave Valley, AZ 86440 | Independent   | 1.27 SE                     | 1         | N/A         |
| 019101   | Fort Mohave Agriculture Offices<br>East Laguna Road<br>Mohave Valley, AZ 86440    | Independent   | 1.27 SE                     | 10        | N/A         |
| 458111   | Eagle Aviation<br>Aviation Dr<br>Mohave Valley, AZ 86440                          | Independent   | 1.85 SW                     | 2         | \$191,000   |
| 794801   | Mohave Valley Raceway<br>East Laguna Road<br>Mohave Valley, AZ 86440              | Independent   | 2.38 SE                     | 4         | \$273,000   |
| 581208   | All About Trailers<br>South Highway 95<br>Mohave Valley, AZ 86440                 | Independent   | 2.54 N                      | 2         | \$291,000   |
| 581208   | Inzos Place LLC<br>South Highway 95<br>Mohave Valley, AZ 86440                    | Independent   | 2.54 N                      | 7         | \$291,000   |
| 919906   | F M Animal Control Department<br>Dike Road<br>Mohave Valley, AZ 86440             | Independent   | 2.82 NW                     | 4         | N/A         |
| 075203   | Shelter<br>Dike Road<br>Mohave Valley, AZ 86440                                   | Independent   | 2.82 NW                     | 4         | \$159,000   |
| 836105   | Fort Mojave Residential Inc<br>East Claremont Court<br>Mohave Valley, AZ 86440    | Independent   | 3.93 N                      | 3         | N/A         |

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| SIC Code | Business Name  | Business Type | Distance From Site in Miles | Employees | Sales        |
|----------|--|---------------|-----------------------------|-----------|--------------|
| 701111   | Moon River RV Resort<br>Boundary Cone Rd<br>Mohave Valley, AZ 86440              | Independent   | 3.94 N                      | 5         | \$11,744,000 |
| 835101   | Fort Mojave Child Care Center<br>Mohave Trail Dr<br>Mohave Valley, AZ 86440      | Independent   | 3.98 S                      | 9         | \$153,000    |
| 602103   | ATM<br>East Boundary Cone Road<br>Mohave Valley, AZ 86440                        | Kiosk         | 4.01 N                      | N/A       | N/A          |
| 598401   | Ferrellgas<br>Utilities Drive<br>Fort Mohave, AZ 86427                           | Branch        | 4.07 N                      | 6         | \$69,483,000 |
| 841206   | Ahamakav Cultural<br>East Plantation Road<br>Mohave Valley, AZ 86440             | Independent   | 4.08 S                      | 4         | N/A          |
| 829909   | Fort Mojave Education<br>East Plantation Road<br>Mohave Valley, AZ 86440         | Independent   | 4.08 S                      | 17        | N/A          |
| 823106   | Ava Ich Asit Library<br>East Plantation Road<br>Mohave Valley, AZ 86440          | Independent   | 4.08 S                      | 4         | N/A          |
| 821103   | Pillar Academy<br>East Plantation Road<br>Mohave Valley, AZ 86440                | Independent   | 4.09 S                      | 5         | N/A          |
| 821103   | Aha Macav High School<br>East Plantation Road<br>Mohave Valley, AZ 86440         | Independent   | 4.09 S                      | 7         | N/A          |
| 835101   | Fort Mojave Child Care Center<br>East Plantation Road<br>Mohave Valley, AZ 86440 | Independent   | 4.09 S                      | 14        | \$238,000    |
| 919906   | Aha Macav Housing Entity<br>East Roosevelt Drive<br>Mohave Valley, AZ 86440      | Independent   | 4.09 S                      | 14        | N/A          |
| 821103   | Anya Itpak Elementary School<br>Roosevelt Dr<br>Mohave Valley, AZ 86440          | Independent   | 4.12 S                      | 55        | N/A          |
| 832222   | Boys & Girls Club of America<br>East Plantation Road<br>Mohave Valley, AZ 86440  | Branch        | 4.13 S                      | 18        | \$713,000    |
| 806301   | Fort Mojave Substance Abuse<br>East Plantation Road<br>Mohave Valley, AZ 86440   | Independent   | 4.16 S                      | 7         | N/A          |
| 802101   | Fort Mohave Dental Clinic<br>East Plantation Road<br>Mohave Valley, AZ 86440     | Independent   | 4.16 S                      | 4         | \$525,000    |
| 806301   | F M Health Department<br>East Plantation Road<br>Mohave Valley, AZ 86440         | Independent   | 4.16 S                      | 40        | \$9,138,000  |

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|----------|--|---------------|-----------------------------|-----------|--------------|
| 919906   | F M Social Service<br>East Plantation Road<br>Mohave Valley, AZ 86440            | Independent   | 4.16 S                      | 10        | N/A          |
| 422503   | River Palms Storage Condo<br>South Highway 95<br>Fort Mohave, AZ 86426           | Independent   | 4.17 N                      | 2         | \$114,000    |
| 653118   | 3D Properties<br>South Highway 95<br>Fort Mohave, AZ 86426                       | Independent   | 4.17 N                      | 4         | \$342,000    |
| 491101   | Calpine<br>Courtwright Rd<br>Mohave Valley, AZ 86440                             | Branch        | 4.29 SE                     | 22        | \$12,711,000 |
| 473101   | XPO Logistics, Inc<br>South Highway 95<br>Bullhead City, AZ 86426                | Branch        | 4.34 N                      | 2         | \$349,000    |
| 422603   | Desert Lakes Storage<br>South Highway 95<br>Fort Mohave, AZ 86426                | Independent   | 4.34 N                      | 1         | \$51,000     |
| 919906   | Fort Mojave Purchasing<br>South Highway 95<br>Fort Mohave, AZ 86426              | Independent   | 5.15 N                      | 10        | N/A          |
| 594719   | Mojave Crossing Event Center<br>Aztec Road<br>Fort Mohave, AZ 86426              | Independent   | 7.69 NW                     | 11        | \$793,000    |
| 602103   | ATM<br>Aztec Road<br>Fort Mohave, AZ 86427                                       | Kiosk         | 7.69 NW                     | N/A       | N/A          |
| 581208   | Pancho Villa's Taco Shop<br>Laughlin, NV 89029                                   | Independent   | 7.82 NW                     | 8         | \$531,000    |
| 922404   | Mohave Valley Fire Department Station 84<br>Aha Macav Pkwy<br>Laughlin, NV 89029 | Independent   | 7.83 NW                     | 17        | N/A          |
| 602103   | ATM<br>Aha Macav Pkwy<br>Laughlin, NV 89029                                      | Kiosk         | 8.07 NW                     | N/A       | N/A          |
| 599302   | Avi Smokeshop<br>Aha Macav Pkwy<br>Laughlin, NV 89029                            | Independent   | 8.07 NW                     | 15        | \$3,820,000  |
| 598406   | AmeriGas Propane Exchange<br>Aha Macav Pkwy<br>Laughlin, NV 89029                | Kiosk         | 8.07 NW                     | N/A       | N/A          |
| 864108   | Mojave Resort Golf Club<br>Aha Macav Pkwy<br>Laughlin, NV 89029                  | Independent   | 8.20 NW                     | 36        | \$10,159,000 |
| 799201   | Mojave Resort Golf Course<br>Aha Macav Pkwy<br>Laughlin, NV 89029                | Independent   | 8.20 NW                     | 18        | \$7,479,000  |

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|----------|---|---------------|-----------------------------|-----------|--------------|
| 602103   | ATM<br>Aha Macav Pkwy<br>Laughlin, NV 89029                               | Kiosk         | 9.52 NW                     | N/A       | N/A          |
| 581208   | Panda Express<br>Aha Macav Pkwy<br>Laughlin, NV 89029                     | Branch        | 9.52 NW                     | 6         | \$399,000    |
| 835101   | Kids Quest<br>Aha Macav Pkwy<br>Laughlin, NV 89029                        | Branch        | 9.52 NW                     | 15        | \$308,000    |
| 799302   | Moonshadow Grille<br>Aha Macav Pkwy<br>Laughlin, NV 89029                 | Independent   | 9.52 NW                     | 57        | \$11,568,000 |
| 703301   | Laughlin / Avi Casino KOA Journey<br>Aha Macav Pkwy<br>Laughlin, NV 89029 | Branch        | 9.52 NW                     | 2         | \$228,000    |
| 783201   | Brenden Theatres Avi 8<br>Aha Macav Pkwy<br>Laughlin, NV 89029            | Branch        | 9.52 NW                     | 32        | \$2,126,000  |
| 581208   | Subway<br>Aha Macav Pkwy<br>Laughlin, NV 89029                            | Branch        | 9.52 NW                     | 8         | \$531,000    |
| 581208   | Sbarro<br>Aha Macav Pkwy<br>Laughlin, NV 89029                            | Branch        | 9.52 NW                     | 5         | \$332,000    |
| 799302   | Avi Resort & Casino<br>Aha Macav Pkwy<br>Laughlin, NV 89029               | Independent   | 9.52 NW                     | 600       | \$68,272,000 |
| 701111   | Avi Resort & Casino<br>Aha Macav Pkwy<br>Laughlin, NV 89029               | Independent   | 9.52 NW                     | 15        | \$1,803,000  |
| 581208   | Feathers Cafe<br>Aha Macav Pkwy<br>Laughlin, NV 89029                     | Independent   | 9.52 NW                     | 8         | \$531,000    |
| 581228   | Mojave Roast<br>Aha Macav Pkwy<br>Laughlin, NV 89029                      | Independent   | 9.52 NW                     | 3         | N/A          |
| 581301   | Roadrunner Bar & Sports Lounge<br>Aha Macav Pkwy<br>Laughlin, NV 89029    | Independent   | 9.52 NW                     | 11        | N/A          |
| 581203   | Thrifty Ice Cream<br>Aha Macav Pkwy<br>Laughlin, NV 89029                 | Independent   | 9.52 NW                     | 11        | N/A          |
| 581301   | ArrowWeed Lounge<br>Aha Macav Pkwy<br>Laughlin, NV 89029                  | Independent   | 9.52 NW                     | 12        | N/A          |
| 581301   | Whispers Lounge<br>Aha Macav Pkwy<br>Laughlin, NV 89029                   | Independent   | 9.52 NW                     | 12        | N/A          |

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# Business Summary

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## Data for all businesses in area

| Total Businesses:   | 64         |         |           |         |
|---|------------|---------|-----------|---------|
| Total Employees:  | 1,317      |         |           |         |
| Total Residential Population:                             | 1,615      |         |           |         |
| Employee/Residential Population Ratio (per 100 Residents) | 82         |         |           |         |
| by SIC Codes  | Businesses |         | Employees |         |
|   | Number     | Percent | Number    | Percent |
| Agriculture & Mining                                      | 1          | 1.6%    | 13        | 1.0%    |
| Construction  | 3          | 4.7%    | 13        | 1.0%    |
| Manufacturing   | 0          | 0.0%    | 0         | 0.0%    |
| Transportation  | 4          | 6.2%    | 59        | 4.5%    |
| Communication   | 1          | 1.6%    | 5         | 0.4%    |
| Utility   | 1          | 1.6%    | 13        | 1.0%    |
| Wholesale Trade   | 0          | 0.0%    | 1         | 0.1%    |
| Retail Trade Summary                                      | 16         | 25.0%   | 133       | 10.1%   |
| Home Improvement  | 0          | 0.0%    | 0         | 0.0%    |
| General Merchandise Stores                                | 0          | 0.0%    | 1         | 0.1%    |
| Food Stores   | 1          | 1.6%    | 36        | 2.7%    |
| Auto Dealers & Gas Stations                               | 2          | 3.1%    | 10        | 0.8%    |
| Apparel & Accessory Stores                                | 0          | 0.0%    | 0         | 0.0%    |
| Furniture & Home Furnishings                              | 0          | 0.0%    | 0         | 0.0%    |
| Eating & Drinking Places                                  | 10         | 15.6%   | 66        | 5.0%    |
| Miscellaneous Retail                                      | 3          | 4.7%    | 20        | 1.5%    |
| Finance, Insurance, Real Estate Summary                   | 2          | 3.1%    | 10        | 0.8%    |
| Banks, Savings & Lending Institutions                     | 1          | 1.6%    | 6         | 0.5%    |
| Securities Brokers  | 0          | 0.0%    | 1         | 0.1%    |
| Insurance Carriers & Agents                               | 0          | 0.0%    | 1         | 0.1%    |
| Real Estate, Holding, Other Investment Offices            | 1          | 1.6%    | 2         | 0.2%    |
| Services Summary  | 27         | 42.2%   | 943       | 71.6%   |
| Hotels & Lodging  | 4          | 6.2%    | 634       | 48.1%   |
| Automotive Services                                       | 3          | 4.7%    | 6         | 0.5%    |
| Movies & Amusements                                       | 4          | 6.2%    | 112       | 8.5%    |
| Health Services   | 2          | 3.1%    | 26        | 2.0%    |
| Legal Services  | 0          | 0.0%    | 0         | 0.0%    |
| Education Institutions & Libraries                        | 3          | 4.7%    | 56        | 4.3%    |
| Other Services  | 11         | 17.2%   | 108       | 8.2%    |
| Government  | 7          | 10.9%   | 126       | 9.6%    |
| Unclassified Establishments                               | 1          | 1.6%    | 0         | 0.0%    |
| Totals  | 64         | 100.0%  | 1,317     | 100.0%  |

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| by NAICS Codes  | Businesses |         | Employees |         |
|---|------------|---------|-----------|---------|
|   | Number     | Percent | Number    | Percent |
| Agriculture, Forestry, Fishing & Hunting                | 1          | 1.6%    | 12        | 0.9%    |
| Mining  | 0          | 0.0%    | 0         | 0.0%    |
| Utilities   | 1          | 1.6%    | 11        | 0.8%    |
| Construction  | 3          | 4.7%    | 13        | 1.0%    |
| Manufacturing   | 0          | 0.0%    | 0         | 0.0%    |
| Wholesale Trade   | 0          | 0.0%    | 1         | 0.1%    |
| Retail Trade  | 6          | 9.4%    | 67        | 5.1%    |
| Motor Vehicle & Parts Dealers                           | 1          | 1.6%    | 2         | 0.2%    |
| Furniture & Home Furnishings Stores                     | 0          | 0.0%    | 0         | 0.0%    |
| Electronics & Appliance Stores                          | 0          | 0.0%    | 1         | 0.1%    |
| Building Material & Garden Equipment & Supplies Dealers | 0          | 0.0%    | 0         | 0.0%    |
| Food & Beverage Stores                                  | 1          | 1.6%    | 38        | 2.9%    |
| Health & Personal Care Stores                           | 0          | 0.0%    | 1         | 0.1%    |
| Gasoline Stations & Fuel Dealers                        | 1          | 1.6%    | 8         | 0.6%    |
| Clothing, Clothing Accessories, Shoe and Jewelry Stores | 0          | 0.0%    | 0         | 0.0%    |
| Sporting Goods, Hobby, Book, & Music Stores             | 1          | 1.6%    | 16        | 1.2%    |
| General Merchandise Stores                              | 1          | 1.6%    | 1         | 0.1%    |
| Transportation & Warehousing                            | 4          | 6.2%    | 58        | 4.4%    |
| Information   | 2          | 3.1%    | 46        | 3.5%    |
| Finance & Insurance                                     | 2          | 3.1%    | 7         | 0.5%    |
| Central Bank/Credit Intermediation & Related Activities | 1          | 1.6%    | 6         | 0.5%    |
| Securities & Commodity Contracts                        | 0          | 0.0%    | 1         | 0.1%    |
| Funds, Trusts & Other Financial Vehicles                | 0          | 0.0%    | 1         | 0.1%    |
| Real Estate, Rental & Leasing                           | 2          | 3.1%    | 5         | 0.4%    |
| Professional, Scientific & Tech Services                | 2          | 3.1%    | 5         | 0.4%    |
| Legal Services  | 0          | 0.0%    | 0         | 0.0%    |
| Management of Companies & Enterprises                   | 0          | 0.0%    | 0         | 0.0%    |
| Administrative, Support & Waste Management Services     | 1          | 1.6%    | 2         | 0.2%    |
| Educational Services                                    | 2          | 3.1%    | 55        | 4.2%    |
| Health Care & Social Assistance                         | 6          | 9.4%    | 63        | 4.8%    |
| Arts, Entertainment & Recreation                        | 3          | 4.7%    | 82        | 6.2%    |
| Accommodation & Food Services                           | 14         | 21.9%   | 700       | 53.2%   |
| Accommodation   | 4          | 6.2%    | 634       | 48.1%   |
| Food Services & Drinking Places                         | 10         | 15.6%   | 66        | 5.0%    |
| Other Services (except Public Administration)           | 7          | 10.9%   | 63        | 4.8%    |
| Automotive Repair & Maintenance                         | 1          | 1.6%    | 4         | 0.3%    |
| Public Administration                                   | 7          | 10.9%   | 126       | 9.6%    |
| Unclassified Establishments                             | 1          | 1.6%    | 0         | 0.0%    |
| Total   | 64         | 100.0%  | 1,317     | 100.0%  |

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| 2023 Labor Force                  |            |          |            |                   |                                |                             |
|-----------------------------------|------------|----------|------------|-------------------|--------------------------------|-----------------------------|
| Age Group                         | Population | Employed | Unemployed | Unemployment Rate | Labor Force Participation Rate | Employment-Population Ratio |
| 16+                               | 1,401      | 465      | 40         | 7.9%              | 36.0%                          | 33.2%                       |
| 16-24                             | 119        | 89       | 0          | 0.0%              | 74.8%                          | 74.8%                       |
| 25-54                             | 381        | 244      | 33         | 11.9%             | 72.7%                          | 64.0%                       |
| 55-64                             | 273        | 84       | 5          | 5.6%              | 32.6%                          | 30.8%                       |
| 65+                               | 627        | 49       | 2          | 3.9%              | 8.1%                           | 7.8%                        |
| Male Age 16+                      | 699        | 259      | 31         | 4.2%              | 41.5%                          | 37.1%                       |
| Female Age 16+                    | 702        | 206      | 9          | 10.7%             | 30.6%                          | 29.3%                       |
| Economic Dependency Ratio         |            |          |            |                   |                                |                             |
| Total                             |            |          |            |                   |                                | 247.1                       |
| Child (<16)                       |            |          |            |                   |                                | 45.8                        |
| Working-Age (16-64)               |            |          |            |                   |                                | 76.8                        |
| Senior (65+)                      |            |          |            |                   |                                | 124.5                       |
| Industry                          | Employed   | Percent  | US Percent | Location Quotient |                                |                             |
| Total                             | 465        | 100.0%   | 100.0%     | -                 |                                |                             |
| Agriculture/Forestry/Fishing      | 16         | 3.4%     | 1.1%       | 3.09              |                                |                             |
| Mining/Quarrying/Oil & Gas        | 0          | 0.0%     | 0.4%       | 0.00              |                                |                             |
| Construction                      | 47         | 10.1%    | 7.0%       | 1.44              |                                |                             |
| Manufacturing                     | 2          | 0.4%     | 10.0%      | 0.04              |                                |                             |
| Wholesale Trade                   | 4          | 0.9%     | 1.9%       | 0.47              |                                |                             |
| Retail Trade                      | 32         | 6.9%     | 10.4%      | 0.66              |                                |                             |
| Transportation/Warehousing        | 15         | 3.2%     | 5.5%       | 0.58              |                                |                             |
| Utilities                         | 11         | 2.4%     | 0.8%       | 3.00              |                                |                             |
| Information                       | 0          | 0.0%     | 1.9%       | 0.00              |                                |                             |
| Finance/Insurance                 | 16         | 3.4%     | 5.0%       | 0.68              |                                |                             |
| Real Estate/Rental/Leasing        | 16         | 3.4%     | 1.8%       | 1.89              |                                |                             |
| Professional/Scientific/Tech      | 3          | 0.6%     | 8.6%       | 0.07              |                                |                             |
| Management of Companies           | 2          | 0.4%     | 0.1%       | 4.00              |                                |                             |
| Admin/Support/Waste Management    | 8          | 1.7%     | 4.4%       | 0.39              |                                |                             |
| Educational Services              | 78         | 16.8%    | 9.2%       | 1.83              |                                |                             |
| Health Care/Social Assistance     | 49         | 10.5%    | 13.6%      | 0.77              |                                |                             |
| Arts/Entertainment/Recreation     | 71         | 15.3%    | 2.2%       | 6.95              |                                |                             |
| Accommodation/Food Services       | 28         | 6.0%     | 6.7%       | 0.90              |                                |                             |
| Other Services (Excluding Public) | 23         | 4.9%     | 4.7%       | 1.04              |                                |                             |
| Public Administration             | 45         | 9.7%     | 4.8%       | 2.06              |                                |                             |

**Data Note:** Location Quotients compare the industry/occupation share of a local area's employment relative to that same share nationally. A value lower/greater than 1 indicates that the local area is less/more specialized in that industry or occupation category than the US as a whole.

**Explore the Esri Labor Force Learn Lesson for more information on how to use and interpret the estimates in this report.**

**Source:** Esri forecasts for 2023 and 2028.



| Occupation                      | Employed | Percent | US Percent | Location Quotient |
|---------------------------------|----------|---------|------------|-------------------|
| Total                           | 465      | 100.0%  | 100.0%     | -                 |
| White Collar                    | 236      | 50.8%   | 62.3%      | 0.82              |
| Management                      | 27       | 5.8%    | 12.0%      | 0.48              |
| Business/Financial              | 8        | 1.7%    | 5.9%       | 0.29              |
| Computer/Mathematical           | 11       | 2.4%    | 4.0%       | 0.60              |
| Architecture/Engineering        | 0        | 0.0%    | 2.4%       | 0.00              |
| Life/Physical/Social Sciences   | 0        | 0.0%    | 1.3%       | 0.00              |
| Community/Social Service        | 4        | 0.9%    | 1.9%       | 0.47              |
| Legal                           | 0        | 0.0%    | 1.2%       | 0.00              |
| Education/Training/Library      | 77       | 16.6%   | 6.2%       | 2.68              |
| Arts/Design/Entertainment       | 2        | 0.4%    | 2.2%       | 0.18              |
| Healthcare Practitioner         | 30       | 6.5%    | 6.2%       | 1.05              |
| Sales and Sales Related         | 32       | 6.9%    | 8.6%       | 0.80              |
| Office/Administrative Support   | 45       | 9.7%    | 10.4%      | 0.93              |
| Blue Collar                     | 109      | 23.4%   | 21.5%      | 1.09              |
| Farming/Fishing/Forestry        | 15       | 3.2%    | 0.5%       | 6.40              |
| Construction/Extraction         | 38       | 8.2%    | 5.0%       | 1.64              |
| Installation/Maintenance/Repair | 20       | 4.3%    | 2.9%       | 1.48              |
| Production                      | 8        | 1.7%    | 5.4%       | 0.31              |
| Transportation/Material Moving  | 28       | 6.0%    | 7.8%       | 0.77              |
| Services                        | 118      | 25.4%   | 16.2%      | 1.57              |
| Healthcare Support              | 9        | 1.9%    | 3.1%       | 0.61              |
| Protective Service              | 30       | 6.5%    | 2.1%       | 3.10              |
| Food Preparation/Serving        | 28       | 6.0%    | 5.2%       | 1.15              |
| Building Maintenance            | 32       | 6.9%    | 3.3%       | 2.09              |
| Personal Care/Service           | 19       | 4.1%    | 2.5%       | 1.64              |

**Data Note:** Location Quotients compare the industry/occupation share of a local area's employment relative to that same share nationally. A value lower/greater than 1 indicates that the local area is less/more specialized in that industry or occupation category than the US as a whole.

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**Source:** Esri forecasts for 2023 and 2028.



| Demographic Summary                             |                           | 2023     | 2028     |
|---|---------------------------|----------|----------|
| Population                                      |                           | 1,615    | 2,289    |
| Population 18+                                  |                           | 1,378    | 1,953    |
| Households                                      |                           | 626      | 945      |
| Median Household Income                         |                           | \$54,829 | \$59,408 |
| Product/Consumer Behavior                       | Expected Number of Adults | Percent  | MPI      |
| Did Banking in Person/12 Mo                     | 750                       | 54.4%    | 105      |
| Used Bank of America Bank/12 Mo                 | 227                       | 16.5%    | 107      |
| Used Capital One Bank/12 Mo                     | 122                       | 8.9%     | 88       |
| Used Chase Bank/12 Mo                           | 261                       | 18.9%    | 97       |
| Used Citizens Bank/12 Mo                        | 20                        | 1.5%     | 77       |
| Used Citibank Bank/12 Mo                        | 63                        | 4.6%     | 79       |
| Used PNC Bank/12 Mo                             | 51                        | 3.7%     | 91       |
| Used U.S. Bank/12 Mo                            | 56                        | 4.1%     | 99       |
| Used Wells Fargo Bank/12 Mo                     | 246                       | 17.9%    | 125      |
| Used Credit Union/12 Mo                         | 366                       | 26.6%    | 102      |
| Used Local/Community Bank/12 Mo                 | 145                       | 10.5%    | 90       |
| Did Banking by Mail/12 Mo                       | 46                        | 3.3%     | 104      |
| Did Banking by Phone/12 Mo                      | 119                       | 8.6%     | 80       |
| Did Banking Online/12 Mo                        | 812                       | 58.9%    | 100      |
| Did Banking by Mobile Device/12 Mo              | 613                       | 44.5%    | 93       |
| Used ATM or Cash Machine/12 Mo                  | 887                       | 64.4%    | 102      |
| Used Direct Deposit of Paycheck/12 Mo           | 783                       | 56.8%    | 97       |
| Did Banking w/Paperless Statements/12 Mo        | 571                       | 41.4%    | 98       |
| Have Interest Checking Account                  | 572                       | 41.5%    | 106      |
| Have Non-Interest Checking Account              | 507                       | 36.8%    | 97       |
| Have Savings Account                            | 1,017                     | 73.8%    | 100      |
| Have Overdraft Protection                       | 496                       | 36.0%    | 108      |
| Have Auto Loan                                  | 353                       | 25.6%    | 104      |
| Have Education Personal Loan (Student Loan)     | 75                        | 5.4%     | 59       |
| Have Personal Loan (Not for Education)          | 57                        | 4.1%     | 97       |
| Have 1st Home Mortgage                          | 458                       | 33.2%    | 87       |
| Have 2nd Mortgage (Home Equity Loan)            | 47                        | 3.4%     | 77       |
| Have Home Equity Line of Credit                 | 51                        | 3.7%     | 100      |
| Have Personal Line of Credit                    | 68                        | 4.9%     | 89       |
| Have 401(k) Retirement Savings Plan             | 265                       | 19.2%    | 79       |
| Have 403(b) Retirement Savings Plan             | 48                        | 3.5%     | 65       |
| Have Roth IRA Retirement Savings Plan           | 160                       | 11.6%    | 74       |
| Have Traditional IRA Retirement Savings Plan    | 256                       | 18.6%    | 98       |
| Own Any Securities Investment                   | 697                       | 50.6%    | 94       |
| Own Any Annuity                                 | 75                        | 5.4%     | 124      |
| Own Certificate of Deposit (More Than 6 Mo)     | 60                        | 4.4%     | 92       |
| Own Shares in Money Market Fund                 | 120                       | 8.7%     | 105      |
| Own Shares in Mutual Fund (Bonds)               | 123                       | 8.9%     | 104      |
| Own Shares in Mutual Fund (Stocks)              | 197                       | 14.3%    | 104      |
| Own Any Stock                                   | 203                       | 14.7%    | 98       |
| Own Common Stock in Company You Don` t Work For | 164                       | 11.9%    | 100      |
| Own U.S. Savings Bonds                          | 94                        | 6.8%     | 96       |
| Own Investment Real Estate                      | 72                        | 5.2%     | 105      |
| Own Vacation or Wknd Home                       | 72                        | 5.2%     | 118      |
| Used Lawyer/12 Mo                               | 160                       | 11.6%    | 107      |
| Used Real Estate Agent/12 Mo                    | 136                       | 9.9%     | 122      |
| Used Financial Planner/12 Mo                    | 159                       | 11.5%    | 107      |
| Own 1 Credit Card                               | 238                       | 17.3%    | 95       |
| Own 2 Credit Cards                              | 286                       | 20.8%    | 110      |
| Own 3 Credit Cards                              | 170                       | 12.3%    | 94       |
| Own 4 Credit Cards                              | 127                       | 9.2%     | 104      |
| Own 5 Credit Cards                              | 68                        | 4.9%     | 87       |
| Own 6+ Credit Cards                             | 160                       | 11.6%    | 110      |

**Data Note:** An MPI (Market Potential Index) measures the relative likelihood of the adults 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 2023 and 2028.



| Product/Consumer Behavior                         | Expected Number of |         | MPI |
|---|--------------------|---------|-----|
|   | Adults             | Percent |     |
| Carry Credit Card Balance: 1-Never/Rarely         | 585                | 42.5%   | 101 |
| Carry Credit Card Balance: 2-Sometimes            | 256                | 18.6%   | 100 |
| Carry Credit Card Balance: 3-Usually/Always       | 260                | 18.9%   | 102 |
| Avg \$1-110 Monthly Credit Card Expenditures      | 164                | 11.9%   | 104 |
| Avg \$111-225 Monthly Credit Card Expenditures    | 98                 | 7.1%    | 93  |
| Avg \$226-450 Monthly Credit Card Expenditures    | 132                | 9.6%    | 104 |
| Avg \$451-700 Monthly Credit Card Expenditures    | 133                | 9.7%    | 105 |
| Avg \$701-1000 Monthly Credit Card Expenditures   | 105                | 7.6%    | 93  |
| Avg \$1001-2000 Monthly Credit Card Expenditures  | 166                | 12.0%   | 103 |
| Avg \$2001+ Monthly Credit Card Expenditures      | 158                | 11.5%   | 104 |
| Own 1 Debit Card                                  | 788                | 57.2%   | 106 |
| Own 2 Debit Cards                                 | 202                | 14.7%   | 86  |
| Own 3+ Debit Cards                                | 69                 | 5.0%    | 96  |
| Avg \$1-90 Debit Card Monthly Expenditures        | 74                 | 5.4%    | 90  |
| Avg \$91-180 Debit Card Monthly Expenditures      | 92                 | 6.7%    | 105 |
| Avg \$181-225 Debit Card Monthly Expenditures     | 53                 | 3.8%    | 71  |
| Avg \$226-450 Debit Card Monthly Expenditures     | 113                | 8.2%    | 85  |
| Avg \$451-700 Debit Card Monthly Expenditures     | 150                | 10.9%   | 116 |
| Avg \$701-1000 Debit Card Monthly Expenditures    | 116                | 8.4%    | 107 |
| Avg \$1001-2000 Debit Card Monthly Expenditures   | 95                 | 6.9%    | 105 |
| Avg \$2001+ Debit Card Monthly Expenditures       | 40                 | 2.9%    | 108 |
| Own or Used Any Credit/Debit Card/12 Mo           | 1,274              | 92.5%   | 100 |
| Own or Used Any Major Credit/Debit Card/12 Mo     | 1,223              | 88.8%   | 100 |
| Own or Used Any Store Credit Card/12 Mo           | 442                | 32.1%   | 101 |
| Have Credit/Debit Card w/Airline Miles Rewards    | 182                | 13.2%   | 96  |
| Have Credit/Debit Card w/Cash Back Rewards        | 643                | 46.7%   | 101 |
| Have Credit/Debit Card w/Hotel/Car Rental Rewards | 52                 | 3.8%    | 86  |
| Have American Express Green Card in Own Name      | 26                 | 1.9%    | 89  |
| Have American Express Blue Card in Own Name       | 66                 | 4.8%    | 82  |
| Have American Express Gold Card in Own Name       | 42                 | 3.0%    | 92  |
| Have American Express Platinum Card in Own Name   | 34                 | 2.5%    | 74  |
| Have Discover Card in Own Name                    | 248                | 18.0%   | 101 |
| Have MasterCard Standard Card in Own Name         | 300                | 21.8%   | 103 |
| Have MasterCard Gold Card in Own Name             | 37                 | 2.7%    | 99  |
| Have MasterCard Platinum Card in Own Name         | 85                 | 6.2%    | 105 |
| Have MasterCard Debit Card in Own Name            | 250                | 18.1%   | 84  |
| Have Visa Standard or Classic Card in Own Name    | 425                | 30.8%   | 98  |
| Have Visa Gold Card in Own Name                   | 39                 | 2.8%    | 121 |
| Have Visa Platinum Card in Own Name               | 161                | 11.7%   | 119 |
| Have Visa Signature Card in Own Name              | 133                | 9.7%    | 93  |
| Have Visa Debit Card in Own Name                  | 699                | 50.7%   | 100 |
| Paid Bills by Mail/12 Mo                          | 431                | 31.3%   | 99  |
| Paid Bills in Person/12 Mo                        | 198                | 14.4%   | 99  |
| Paid Bills by Phone Using Credit Card/12 Mo       | 254                | 18.4%   | 107 |
| Paid Bills by Auto Charge to Credit Card/12 Mo    | 417                | 30.3%   | 105 |
| Paid Bills by Auto Deduct from Bank Acct/12 Mo    | 605                | 43.9%   | 103 |
| Wired or Sent Money/6 Mo                          | 258                | 18.7%   | 94  |
| Wired or Sent Money w/Bank Wire Transfer/6 Mo     | 75                 | 5.4%    | 92  |
| Wired or Sent Money w/MoneyGram/6 Mo              | 22                 | 1.6%    | 84  |
| Wired or Sent Money w/Money Order/6 Mo            | 96                 | 7.0%    | 135 |
| Wired or Sent Money w/Western Union/6 Mo          | 66                 | 4.8%    | 136 |
| Wired or Sent Money w/USPS/6 Mo                   | 49                 | 3.6%    | 91  |

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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 2023 and 2028.



| Product/Consumer Behavior                       | Expected Number of Adults | Percent | MPI |
|---|---------------------------|---------|-----|
| Used Apple Pay Digital Payment Svc/30 Days      | 145                       | 10.5%   | 75  |
| Used Cash App Digital Payment Svc/30 Days       | 59                        | 4.3%    | 64  |
| Used Google Pay Digital Payment Svc/30 Days     | 75                        | 5.4%    | 85  |
| Used PayPal Digital Payment Svc/30 Days         | 398                       | 28.9%   | 89  |
| Used Samsung Pay Digital Payment Svc/30 Days    | 16                        | 1.2%    | 70  |
| Used Venmo Digital Payment Svc/30 Days          | 190                       | 13.8%   | 66  |
| Used Visa Checkout Digital Payment Svc/30 Days  | 49                        | 3.6%    | 93  |
| Used Zelle Digital Payment Svc/30 Days          | 168                       | 12.2%   | 73  |
| Used Oth Digital Payment Svc/30 Days            | 44                        | 3.2%    | 126 |
| Did Manual Tax Preparation                      | 274                       | 19.9%   | 109 |
| Used H&R Block Software to Prepare Taxes        | 98                        | 7.1%    | 102 |
| Used TurboTax Software Program to Prepare Taxes | 268                       | 19.4%   | 104 |
| Used Online Program/Service to Prepare Taxes    | 266                       | 19.3%   | 94  |
| Used H&R Block Online to Prepare Taxes          | 46                        | 3.3%    | 96  |
| Used TurboTax Online to Prepare Taxes           | 142                       | 10.3%   | 92  |
| Used H&R Block On-Site Tax Svc to Prepare Taxes | 53                        | 3.8%    | 113 |
| Used CPA or Oth Tax Prof to Prepare Taxes       | 247                       | 17.9%   | 98  |
| Personally/Jointly Acq 401(k)/403(b) Loan/12 Mo | 17                        | 1.2%    | 56  |

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# Health and Beauty Market Potential

Fort Mojave

Prepared by Esri

| Demographic Summary                             |                               | 2023     | 2028     |
|---|-------------------------------|----------|----------|
| Population                                      |                               | 1,615    | 2,289    |
| Population 18+                                  |                               | 1,378    | 1,953    |
| Households                                      |                               | 626      | 945      |
| Median Household Income                         |                               | \$54,829 | \$59,408 |
| Product/Consumer Behavior                       | Expected Number of Adults/HHs | Percent  | MPI      |
| Typically Spend 1-3 Hrs Exercising/Wk           | 309                           | 22.4%    | 90       |
| Typically Spend 4-6 Hrs Exercising/Wk           | 286                           | 20.8%    | 94       |
| Typically Spend 7+ Hrs Exercising/Wk            | 375                           | 27.2%    | 112      |
| Exercise at Home 2+ Times/Wk                    | 626                           | 45.4%    | 92       |
| Exercise at Club 2+ Times/Wk                    | 123                           | 8.9%     | 76       |
| Exercise at Oth Facility (Not Club) 2+ Times/Wk | 94                            | 6.8%     | 88       |
| Member of LA Fitness Club/Gym                   | 15                            | 1.1%     | 65       |
| Member of Planet Fitness Club/Gym               | 45                            | 3.3%     | 74       |
| Member of YMCA Fitness Club/Gym                 | 34                            | 2.5%     | 88       |
| Own Elliptical                                  | 53                            | 3.8%     | 71       |
| Own Stationary Bicycle                          | 101                           | 7.3%     | 69       |
| Own Treadmill                                   | 129                           | 9.4%     | 79       |
| Own Weight Lifting Equipment                    | 205                           | 14.9%    | 78       |
| Control Diet for Blood Sugar Level              | 185                           | 13.4%    | 111      |
| Control Diet for Cholesterol Level              | 211                           | 15.3%    | 119      |
| Control Diet for Food Allergies                 | 28                            | 2.0%     | 88       |
| Control Diet to Maintain Weight                 | 165                           | 12.0%    | 103      |
| Control Diet for Physical Fitness               | 181                           | 13.1%    | 92       |
| Control Diet for Salt Restriction               | 65                            | 4.7%     | 113      |
| Control Diet for Weight Loss                    | 246                           | 17.9%    | 85       |
| Use Doctor's Care/Diet for Diet Method          | 71                            | 5.2%     | 118      |
| Use Exercise Program for Diet Method            | 109                           | 7.9%     | 79       |
| Buy Foods Specifically Labeled: Fat-Free        | 140                           | 10.2%    | 110      |
| Buy Foods Specifically Labeled: Gluten-Free     | 90                            | 6.5%     | 116      |
| Buy Foods Specifically Labeled: High Fiber      | 103                           | 7.5%     | 94       |
| Buy Foods Specifically Labeled: High Protein    | 132                           | 9.6%     | 97       |
| Buy Foods Specifically Labeled: Hormone-Free    | 50                            | 3.6%     | 110      |
| Buy Foods Specifically Labeled: Lactose-Free    | 68                            | 4.9%     | 89       |
| Buy Foods Specifically Labeled: Low-Calorie     | 88                            | 6.4%     | 85       |
| Buy Foods Specifically Labeled: Low-Carb        | 147                           | 10.7%    | 105      |
| Buy Foods Specifically Labeled: Low-Cholesterol | 80                            | 5.8%     | 112      |
| Buy Foods Specifically Labeled: Low-Fat         | 124                           | 9.0%     | 98       |
| Buy Foods Specifically Labeled: Low-Sodium      | 226                           | 16.4%    | 128      |
| Buy Foods Specifically Labeled: Natural/Organic | 194                           | 14.1%    | 82       |
| Buy Foods Specifically Labeled: Probiotic       | 64                            | 4.6%     | 97       |
| Buy Foods Specifically Labeled: Sugar-Free      | 203                           | 14.7%    | 115      |
| Consider Self to Be Semi-Vegetarian             | 114                           | 8.3%     | 97       |
| Used Meal/Dietary/Weight Loss Supplement/6 Mo   | 141                           | 10.2%    | 102      |
| Used Vitamins or Dietary Supplements/6 Mo       | 979                           | 71.0%    | 107      |
| Provide Services as Primary Caregiver/Caretaker | 86                            | 6.2%     | 103      |
| Assist w/Chores as Caregiver/Caretaker          | 56                            | 4.1%     | 103      |
| Assist w/Personal Care as Caregiver/Caretaker   | 29                            | 2.1%     | 70       |
| Give Medication as Caregiver/Caretaker          | 33                            | 2.4%     | 90       |
| Make Doctor Appointments as Caregiver/Caretaker | 41                            | 3.0%     | 82       |
| Provide Transportation as Caregiver/Caretaker   | 64                            | 4.6%     | 108      |

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July 25, 2023

| Product/Consumer Behavior                           | Expected Number of Adults/HHs | Percent | MPI |
|---|-------------------------------|---------|-----|
| Visited Doctor/12 Mo                                | 1,117                         | 81.1%   | 101 |
| Visited Doctor 1-2 Times/12 Mo                      | 262                           | 19.0%   | 84  |
| Visited Doctor 3-5 Times/12 Mo                      | 302                           | 21.9%   | 95  |
| Visited Doctor 6+ Times/12 Mo                       | 554                           | 40.2%   | 117 |
| Visited Acupuncturist Doctor/12 Mo                  | 18                            | 1.3%    | 78  |
| Visited Allergist Doctor/12 Mo                      | 32                            | 2.3%    | 113 |
| Visited Cardiologist Doctor/12 Mo                   | 164                           | 11.9%   | 141 |
| Visited Chiropractor/12 Mo                          | 113                           | 8.2%    | 98  |
| Visited Dentist/12 Mo                               | 598                           | 43.4%   | 105 |
| Visited Dermatologist Doctor/12 Mo                  | 200                           | 14.5%   | 126 |
| Visited Ear or Nose or Throat Doctor/12 Mo          | 81                            | 5.9%    | 129 |
| Visited Eye Doctor/12 Mo                            | 321                           | 23.3%   | 108 |
| Visited Gastroenterologist Doctor/12 Mo             | 91                            | 6.6%    | 122 |
| Visited General or Family Doctor/12 Mo              | 600                           | 43.5%   | 102 |
| Visited Internist Doctor/12 Mo                      | 105                           | 7.6%    | 143 |
| Visited Physical Therapist Doctor/12 Mo             | 105                           | 7.6%    | 136 |
| Visited Podiatrist Doctor/12 Mo                     | 60                            | 4.4%    | 127 |
| Visited Psychiatrist/Psychologist Doctor/12 Mo      | 60                            | 4.4%    | 97  |
| Visited Urologist Doctor/12 Mo                      | 116                           | 8.4%    | 180 |
| Visited Nurse Practitioner/12 Mo                    | 140                           | 10.2%   | 141 |
| Wear Regular/Sun/Tinted Prescription Eyeglasses     | 657                           | 47.7%   | 103 |
| Wear Bi-Focal/Multi-Focal/Progressive Glasses       | 340                           | 24.7%   | 120 |
| Wear Soft Contact Lenses                            | 149                           | 10.8%   | 73  |
| Spent \$1-99 on Eyeglasses/12 Mo                    | 55                            | 4.0%    | 110 |
| Spent \$100-199 on Eyeglasses/12 Mo                 | 82                            | 6.0%    | 109 |
| Spent \$200-249 on Eyeglasses/12 Mo                 | 50                            | 3.6%    | 109 |
| Spent \$250+ on Eyeglasses/12 Mo                    | 156                           | 11.3%   | 102 |
| Spent \$1-199 on Contact Lenses/12 Mo               | 57                            | 4.1%    | 72  |
| Spent \$200+ on Contact Lenses/12 Mo                | 51                            | 3.7%    | 67  |
| Bought Prescrp Eyewear at Discount Optical Ctr      | 139                           | 10.1%   | 147 |
| Bought Prescrp Eyewear at Private Eye Doctor        | 322                           | 23.4%   | 91  |
| Bought Prescrp Eyewear at Retail Optical Chain      | 215                           | 15.6%   | 103 |
| Bought Prescrp Eyewear Online                       | 80                            | 5.8%    | 90  |
| Used Acne Prescription Drug                         | 31                            | 2.2%    | 78  |
| Used Allergy or Hay Fever Prescription Drug         | 96                            | 7.0%    | 106 |
| Used Anxiety or Panic Prescription Drug             | 110                           | 8.0%    | 101 |
| Used Arthritis/Osteoarthritis Prescription Drug     | 80                            | 5.8%    | 164 |
| Used Rheumatoid Arthritis Prescription Drug         | 49                            | 3.6%    | 150 |
| Used Asthma Prescription Drug                       | 60                            | 4.4%    | 90  |
| Used Backache or Back Pain Prescription Drug        | 130                           | 9.4%    | 128 |
| Used Depression Prescription Drug                   | 98                            | 7.1%    | 96  |
| Used Diabetes (Non-Insulin Dep T-2) Prescrp Drug    | 93                            | 6.7%    | 111 |
| Used Heartburn or Acid Reflux Prescription Drug     | 115                           | 8.3%    | 121 |
| Used High Blood Pressure Prescription Drug          | 246                           | 17.9%   | 114 |
| Used High Cholesterol Prescription Drug             | 228                           | 16.5%   | 141 |
| Used Insomnia Prescription Drug                     | 41                            | 3.0%    | 116 |
| Used Migraine Headache Prescription Drug            | 50                            | 3.6%    | 120 |
| Used Sinus Congestion/Headache Prescription Drug    | 43                            | 3.1%    | 102 |
| Used Urinary Tract Infection Prescription Drug      | 57                            | 4.1%    | 125 |
| Filled Prescription at Discount/Dept Store/12 Mo    | 94                            | 6.8%    | 151 |
| Filled Prescription at Drug Store/Pharmacy/12 Mo    | 534                           | 38.8%   | 108 |
| Filled Prescription at Supermarket/12 Mo            | 174                           | 12.6%   | 119 |
| Filled Prescription by Mail Order/12 Mo             | 193                           | 14.0%   | 126 |
| Filled Prescription Online/12 Mo                    | 108                           | 7.8%    | 107 |
| Spent \$1-9 Out of Pocket Prescrp Drugs/30 Days     | 119                           | 8.6%    | 109 |
| Spent \$10-19 Out of Pocket Prescrp Drugs/30 Days   | 155                           | 11.2%   | 109 |
| Spent \$20-29 Out of Pocket Prescrp Drugs/30 Days   | 89                            | 6.5%    | 90  |
| Spent \$30-49 Out of Pocket Prescrp Drugs/30 Days   | 146                           | 10.6%   | 139 |
| Spent \$50-99 Out of Pocket Prescrp Drugs/30 Days   | 105                           | 7.6%    | 107 |
| Spent \$100-149 Out of Pocket Prescrp Drugs/30 Days | 46                            | 3.3%    | 103 |
| Spent \$150+ Out of Pocket Prescrp Drugs/30 Days    | 51                            | 3.7%    | 108 |

**Data Note:** An MPI (Market Potential Index) measures the relative likelihood of the adults 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 2023 and 2028.



# Health and Beauty Market Potential

Fort Mojave

Prepared by Esri

| Product/Consumer Behavior                        | Expected Number of Adults/HHs | Percent | MPI |
|--|-------------------------------|---------|-----|
| Used Cold/Sinus/Allergy Med (Nonprescrp)/6 Mo    | 647                           | 47.0%   | 104 |
| Used Cough Syrup/Suppressant (Nonprescrp)/6 Mo   | 299                           | 21.7%   | 96  |
| Used Medicated Skin Cream/Lotion/Spray/6 Mo      | 399                           | 29.0%   | 99  |
| Used Non-Medicated Nasal Spray/6 Mo              | 166                           | 12.0%   | 108 |
| Used Pain Relieving Rub or Liquid or Patch/6 Mo  | 375                           | 27.2%   | 99  |
| Used Sleeping Aid or Snore Relief/6 Mo           | 201                           | 14.6%   | 104 |
| Used Sore Throat Remedy or Cough Drops/6 Mo      | 504                           | 36.6%   | 101 |
| Used Sunburn Remedy/12 Mo                        | 148                           | 10.7%   | 93  |
| Used Suntan or Sunscreen Prod/12 Mo              | 523                           | 38.0%   | 95  |
| Used Toothache/Gum/Canker Sore Remedy/6 Mo       | 153                           | 11.1%   | 152 |
| HH Used Children`s Cold Tablets/Liquids/6 Mo     | 44                            | 7.0%    | 88  |
| HH Used Children`s Cough Syrup/6 Mo              | 30                            | 4.8%    | 77  |
| HH Used Kids Pain Reliever/Fever Reducer/6 Mo    | 67                            | 10.7%   | 73  |
| HH Used Kids Vitamins/Nutrition Supplements/6 Mo | 53                            | 8.5%    | 74  |
| Used Body Wash or Shower Gel/6 Mo                | 865                           | 62.8%   | 98  |
| Used Breath Freshener/6 Mo                       | 449                           | 32.6%   | 99  |
| Used Gum Breath Freshener/6 Mo                   | 231                           | 16.8%   | 85  |
| Used Mints Breath Freshener/6 Mo                 | 203                           | 14.7%   | 101 |
| Used Thin Film Breath Freshener/6 Mo             | 39                            | 2.8%    | 126 |
| Used Complexion Care Prod/6 Mo                   | 685                           | 49.7%   | 93  |
| Used Denture Adhesive or Fixative/6 Mo           | 66                            | 4.8%    | 124 |
| Used Denture Cleaner/6 Mo                        | 128                           | 9.3%    | 125 |
| Used Eyeliner/Eyebrow Pencil/6 Mo                | 347                           | 25.2%   | 104 |
| Used Facial Moisturizer/6 Mo                     | 626                           | 45.4%   | 93  |
| Used Personal Foot Care Prod/6 Mo                | 266                           | 19.3%   | 106 |
| Used Hair Coloring Prod at Home/6 Mo             | 242                           | 17.6%   | 104 |
| Used Hair Conditioning Treatment at Home/6 Mo    | 367                           | 26.6%   | 103 |
| Used Hair Growth Prod/6 Mo                       | 54                            | 3.9%    | 97  |
| Used Hair Spray at Home/6 Mo                     | 380                           | 27.6%   | 112 |
| Used Hair Styling Gel/Lotion/Mousse/6 Mo         | 451                           | 32.7%   | 92  |
| Used Mouthwash/6 Mo                              | 916                           | 66.5%   | 101 |
| Used Mouthwash 8+ Times/7 Days                   | 236                           | 17.1%   | 105 |
| Used Sensitive Toothpaste/6 Mo                   | 302                           | 21.9%   | 109 |
| Used Whitening Toothpaste/6 Mo                   | 484                           | 35.1%   | 89  |
| Used Tooth Whitener (Not Toothpaste)/6 Mo        | 110                           | 8.0%    | 86  |
| Used Tooth Whitener (Gel)/6 Mo                   | 24                            | 1.7%    | 103 |
| Used Tooth Whitener (Strips)/6 Mo                | 55                            | 4.0%    | 76  |
| Visited Day Spa/6 Mo                             | 54                            | 3.9%    | 101 |
| Purchased Prod at Salon or Day Spa/6 Mo          | 56                            | 4.1%    | 108 |
| Used Prof Service for Haircut/6 Mo               | 862                           | 62.6%   | 107 |
| Used Prof Svc for Hair Color/Highlights/6 Mo     | 200                           | 14.5%   | 103 |
| Used Prof Service for Facial/6 Mo                | 34                            | 2.5%    | 105 |
| Used Prof Service for Massage/6 Mo               | 92                            | 6.7%    | 103 |
| Used Prof Service for Manicure/6 Mo              | 124                           | 9.0%    | 88  |
| Used Prof Service for Pedicure/6 Mo              | 159                           | 11.5%   | 86  |
| Spent \$1-99 at Barber Shop/6 Mo                 | 214                           | 15.5%   | 107 |
| Spent \$100+ at Barber Shop/6 Mo                 | 96                            | 7.0%    | 86  |
| Spent \$1-99 at Beauty Salon/6 Mo                | 198                           | 14.4%   | 114 |
| Spent \$100+ at Beauty Salon/6 Mo                | 267                           | 19.4%   | 102 |

**Data Note:** An MPI (Market Potential Index) measures the relative likelihood of the adults 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 2023 and 2028.

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|                                |           |
|--------------------------------|-----------|
| <b>Population Summary</b>      |           |
| 2010 Total Population          | 1,368     |
| 2020 Total Population          | 1,537     |
| 2020 Group Quarters            | 0         |
| 2023 Total Population          | 1,615     |
| 2023 Group Quarters            | 0         |
| 2028 Total Population          | 2,289     |
| 2023-2028 Annual Rate          | 7.22%     |
| 2023 Total Daytime Population  | 2,598     |
| Workers                        | 1,444     |
| Residents                      | 1,154     |
| <b>Household Summary</b>       |           |
| 2010 Households                | 534       |
| 2010 Average Household Size    | 2.56      |
| 2020 Total Households          | 617       |
| 2020 Average Household Size    | 2.49      |
| 2023 Households                | 626       |
| 2023 Average Household Size    | 2.58      |
| 2028 Households                | 945       |
| 2028 Average Household Size    | 2.42      |
| 2023-2028 Annual Rate          | 8.59%     |
| 2010 Families                  | 378       |
| 2010 Average Family Size       | 2.95      |
| 2023 Families                  | 435       |
| 2023 Average Family Size       | 3.00      |
| 2028 Families                  | 647       |
| 2028 Average Family Size       | 2.82      |
| 2023-2028 Annual Rate          | 8.26%     |
| <b>Housing Unit Summary</b>    |           |
| 2000 Housing Units             | 349       |
| Owner Occupied Housing Units   | 75.9%     |
| Renter Occupied Housing Units  | 20.3%     |
| Vacant Housing Units           | 3.7%      |
| 2010 Housing Units             | 680       |
| Owner Occupied Housing Units   | 57.9%     |
| Renter Occupied Housing Units  | 20.6%     |
| Vacant Housing Units           | 21.5%     |
| 2020 Housing Units             | 706       |
| Vacant Housing Units           | 12.6%     |
| 2023 Housing Units             | 736       |
| Owner Occupied Housing Units   | 69.0%     |
| Renter Occupied Housing Units  | 16.0%     |
| Vacant Housing Units           | 14.9%     |
| 2028 Housing Units             | 1,060     |
| Owner Occupied Housing Units   | 77.8%     |
| Renter Occupied Housing Units  | 11.3%     |
| Vacant Housing Units           | 10.8%     |
| <b>Median Household Income</b> |           |
| 2023                           | \$54,829  |
| 2028                           | \$59,408  |
| <b>Median Home Value</b>       |           |
| 2023                           | \$275,000 |
| 2028                           | \$281,842 |
| <b>Per Capita Income</b>       |           |
| 2023                           | \$27,146  |
| 2028                           | \$34,732  |
| <b>Median Age</b>              |           |
| 2010                           | 51.9      |
| 2023                           | 59.0      |
| 2028                           | 59.9      |

**Data Note:** Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households. Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by the total population.

**Source:** Esri forecasts for 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.



## 2023 Households by Income

|                          |          |
|--------------------------|----------|
| Household Income Base    | 626      |
| <\$15,000                | 11.0%    |
| \$15,000 - \$24,999      | 13.6%    |
| \$25,000 - \$34,999      | 7.5%     |
| \$35,000 - \$49,999      | 11.5%    |
| \$50,000 - \$74,999      | 23.2%    |
| \$75,000 - \$99,999      | 18.1%    |
| \$100,000 - \$149,999    | 11.0%    |
| \$150,000 - \$199,999    | 3.0%     |
| \$200,000+               | 1.1%     |
| Average Household Income | \$66,112 |

## 2028 Households by Income

|                          |          |
|--------------------------|----------|
| Household Income Base    | 945      |
| <\$15,000                | 8.1%     |
| \$15,000 - \$24,999      | 9.0%     |
| \$25,000 - \$34,999      | 9.5%     |
| \$35,000 - \$49,999      | 14.8%    |
| \$50,000 - \$74,999      | 18.2%    |
| \$75,000 - \$99,999      | 16.6%    |
| \$100,000 - \$149,999    | 15.2%    |
| \$150,000 - \$199,999    | 5.4%     |
| \$200,000+               | 3.2%     |
| Average Household Income | \$82,534 |

## 2023 Owner Occupied Housing Units by Value

|                           |           |
|---------------------------|-----------|
| Total                     | 508       |
| <\$50,000                 | 6.5%      |
| \$50,000 - \$99,999       | 4.9%      |
| \$100,000 - \$149,999     | 9.1%      |
| \$150,000 - \$199,999     | 5.3%      |
| \$200,000 - \$249,999     | 15.2%     |
| \$250,000 - \$299,999     | 18.3%     |
| \$300,000 - \$399,999     | 29.5%     |
| \$400,000 - \$499,999     | 5.1%      |
| \$500,000 - \$749,999     | 3.3%      |
| \$750,000 - \$999,999     | 1.6%      |
| \$1,000,000 - \$1,499,999 | 0.8%      |
| \$1,500,000 - \$1,999,999 | 0.4%      |
| \$2,000,000 +             | 0.2%      |
| Average Home Value        | \$292,043 |

## 2028 Owner Occupied Housing Units by Value

|                           |           |
|---------------------------|-----------|
| Total                     | 825       |
| <\$50,000                 | 7.2%      |
| \$50,000 - \$99,999       | 20.7%     |
| \$100,000 - \$149,999     | 1.0%      |
| \$150,000 - \$199,999     | 6.5%      |
| \$200,000 - \$249,999     | 7.3%      |
| \$250,000 - \$299,999     | 11.5%     |
| \$300,000 - \$399,999     | 26.9%     |
| \$400,000 - \$499,999     | 8.0%      |
| \$500,000 - \$749,999     | 6.5%      |
| \$750,000 - \$999,999     | 2.4%      |
| \$1,000,000 - \$1,499,999 | 1.2%      |
| \$1,500,000 - \$1,999,999 | 0.2%      |
| \$2,000,000 +             | 0.5%      |
| Average Home Value        | \$300,636 |

**Data Note:** Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest dividends, net rents, pensions, SSI and welfare payments, child support, and alimony.

**Source:** Esri forecasts for 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

|                               |       |
|-------------------------------|-------|
| <b>2010 Population by Age</b> |       |
| Total                         | 1,367 |
| 0 - 4                         | 5.0%  |
| 5 - 9                         | 5.3%  |
| 10 - 14                       | 5.0%  |
| 15 - 24                       | 10.0% |
| 25 - 34                       | 7.6%  |
| 35 - 44                       | 8.0%  |
| 45 - 54                       | 13.2% |
| 55 - 64                       | 18.8% |
| 65 - 74                       | 19.5% |
| 75 - 84                       | 6.3%  |
| 85 +                          | 1.1%  |
| 18 +                          | 81.7% |
| <b>2023 Population by Age</b> |       |
| Total                         | 1,614 |
| 0 - 4                         | 3.8%  |
| 5 - 9                         | 4.6%  |
| 10 - 14                       | 3.9%  |
| 15 - 24                       | 8.3%  |
| 25 - 34                       | 7.4%  |
| 35 - 44                       | 7.6%  |
| 45 - 54                       | 8.7%  |
| 55 - 64                       | 16.9% |
| 65 - 74                       | 26.1% |
| 75 - 84                       | 11.3% |
| 85 +                          | 1.4%  |
| 18 +                          | 85.4% |
| <b>2028 Population by Age</b> |       |
| Total                         | 2,288 |
| 0 - 4                         | 3.8%  |
| 5 - 9                         | 3.9%  |
| 10 - 14                       | 4.6%  |
| 15 - 24                       | 7.3%  |
| 25 - 34                       | 7.7%  |
| 35 - 44                       | 8.2%  |
| 45 - 54                       | 8.9%  |
| 55 - 64                       | 13.5% |
| 65 - 74                       | 22.4% |
| 75 - 84                       | 16.9% |
| 85 +                          | 2.7%  |
| 18 +                          | 85.4% |
| <b>2010 Population by Sex</b> |       |
| Males                         | 667   |
| Females                       | 701   |
| <b>2023 Population by Sex</b> |       |
| Males                         | 805   |
| Females                       | 810   |
| <b>2028 Population by Sex</b> |       |
| Males                         | 1,134 |
| Females                       | 1,155 |

**Source:** Esri forecasts for 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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## 2010 Population by Race/Ethnicity

|                        |       |
|------------------------|-------|
| Total                  | 1,369 |
| White Alone            | 70.2% |
| Black Alone            | 0.5%  |
| American Indian Alone  | 13.9% |
| Asian Alone            | 0.7%  |
| Pacific Islander Alone | 0.2%  |
| Some Other Race Alone  | 9.3%  |
| Two or More Races      | 5.1%  |
| Hispanic Origin        | 18.3% |
| Diversity Index        | 63.3  |

## 2020 Population by Race/Ethnicity

|                        |       |
|------------------------|-------|
| Total                  | 1,537 |
| White Alone            | 66.2% |
| Black Alone            | 0.8%  |
| American Indian Alone  | 18.2% |
| Asian Alone            | 0.6%  |
| Pacific Islander Alone | 0.5%  |
| Some Other Race Alone  | 4.2%  |
| Two or More Races      | 9.6%  |
| Hispanic Origin        | 14.3% |
| Diversity Index        | 63.6  |

## 2023 Population by Race/Ethnicity

|                        |       |
|------------------------|-------|
| Total                  | 1,614 |
| White Alone            | 65.1% |
| Black Alone            | 0.8%  |
| American Indian Alone  | 18.7% |
| Asian Alone            | 0.7%  |
| Pacific Islander Alone | 0.5%  |
| Some Other Race Alone  | 4.3%  |
| Two or More Races      | 9.9%  |
| Hispanic Origin        | 14.6% |
| Diversity Index        | 64.8  |

## 2028 Population by Race/Ethnicity

|                        |       |
|------------------------|-------|
| Total                  | 2,289 |
| White Alone            | 66.2% |
| Black Alone            | 0.8%  |
| American Indian Alone  | 15.4% |
| Asian Alone            | 0.7%  |
| Pacific Islander Alone | 0.7%  |
| Some Other Race Alone  | 4.8%  |
| Two or More Races      | 11.4% |
| Hispanic Origin        | 15.9% |
| Diversity Index        | 65.0  |

## 2010 Population by Relationship and Household Type

|                                 |        |
|---------------------------------|--------|
| Total                           | 1,368  |
| In Households                   | 100.0% |
| In Family Households            | 84.6%  |
| Householder                     | 29.2%  |
| Spouse                          | 22.6%  |
| Child                           | 24.3%  |
| Other relative                  | 5.3%   |
| Nonrelative                     | 3.2%   |
| In Nonfamily Households         | 15.4%  |
| In Group Quarters               | 0.0%   |
| Institutionalized Population    | 0.0%   |
| Noninstitutionalized Population | 0.0%   |

**Data Note:** Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.

**Source:** Esri forecasts for 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

## 2023 Population 25+ by Educational Attainment

|                              |       |
|------------------------------|-------|
| Total                        | 1,282 |
| Less than 9th Grade          | 2.8%  |
| 9th - 12th Grade, No Diploma | 10.0% |
| High School Graduate         | 28.3% |
| GED/Alternative Credential   | 7.3%  |
| Some College, No Degree      | 22.5% |
| Associate Degree             | 8.2%  |
| Bachelor's Degree            | 14.6% |
| Graduate/Professional Degree | 6.3%  |

## 2023 Population 15+ by Marital Status

|               |       |
|---------------|-------|
| Total         | 1,416 |
| Never Married | 23.5% |
| Married       | 55.1% |
| Widowed       | 9.3%  |
| Divorced      | 12.1% |

## 2023 Civilian Population 16+ in Labor Force

|                                    |       |
|------------------------------------|-------|
| Civilian Population 16+            | 505   |
| Population 16+ Employed            | 92.1% |
| Population 16+ Unemployment rate   | 7.9%  |
| Population 16-24 Employed          | 19.1% |
| Population 16-24 Unemployment rate | 0.0%  |
| Population 25-54 Employed          | 52.5% |
| Population 25-54 Unemployment rate | 11.9% |
| Population 55-64 Employed          | 18.1% |
| Population 55-64 Unemployment rate | 5.6%  |
| Population 65+ Employed            | 10.5% |
| Population 65+ Unemployment rate   | 3.9%  |

## 2023 Employed Population 16+ by Industry

|                               |       |
|-------------------------------|-------|
| Total                         | 465   |
| Agriculture/Mining            | 3.4%  |
| Construction                  | 10.1% |
| Manufacturing                 | 0.4%  |
| Wholesale Trade               | 0.9%  |
| Retail Trade                  | 6.9%  |
| Transportation/Utilities      | 5.6%  |
| Information                   | 0.0%  |
| Finance/Insurance/Real Estate | 6.9%  |
| Services                      | 56.3% |
| Public Administration         | 9.7%  |

## 2023 Employed Population 16+ by Occupation

|                                 |       |
|---------------------------------|-------|
| Total                           | 463   |
| White Collar                    | 50.8% |
| Management/Business/Financial   | 7.5%  |
| Professional                    | 26.7% |
| Sales                           | 6.9%  |
| Administrative Support          | 9.7%  |
| Services                        | 25.4% |
| Blue Collar                     | 23.4% |
| Farming/Forestry/Fishing        | 3.2%  |
| Construction/Extraction         | 8.2%  |
| Installation/Maintenance/Repair | 4.3%  |
| Production                      | 1.7%  |
| Transportation/Material Moving  | 6.0%  |

**Source:** Esri forecasts for 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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|  |       |
|--|-------|
| <b>2010 Households by Type</b>                       |       |
| Total  | 534   |
| Households with 1 Person                             | 23.2% |
| Households with 2+ People                            | 76.8% |
| Family Households                                    | 70.8% |
| Husband-wife Families                                | 56.0% |
| With Related Children                                | 10.3% |
| Other Family (No Spouse Present)                     | 15.0% |
| Other Family with Male Householder                   | 4.7%  |
| With Related Children                                | 2.8%  |
| Other Family with Female Householder                 | 10.1% |
| With Related Children                                | 6.7%  |
| Nonfamily Households                                 | 6.0%  |
| All Households with Children                         | 20.4% |
| Multigenerational Households                         | 3.9%  |
| Unmarried Partner Households                         | 7.5%  |
| Male-female  | 6.6%  |
| Same-sex   | 0.9%  |
| <b>2010 Households by Size</b>                       |       |
| Total  | 532   |
| 1 Person Household                                   | 23.5% |
| 2 Person Household                                   | 46.8% |
| 3 Person Household                                   | 12.8% |
| 4 Person Household                                   | 8.5%  |
| 5 Person Household                                   | 4.9%  |
| 6 Person Household                                   | 2.4%  |
| 7 + Person Household                                 | 1.1%  |
| <b>2010 Households by Tenure and Mortgage Status</b> |       |
| Total  | 534   |
| Owner Occupied                                       | 73.8% |
| Owned with a Mortgage/Loan                           | 40.6% |
| Owned Free and Clear                                 | 33.0% |
| Renter Occupied                                      | 26.2% |
| <b>2023 Affordability, Mortgage and Wealth</b>       |       |
| Housing Affordability Index                          | 84    |
| Percent of Income for Mortgage                       | 30.1% |
| Wealth Index   | 58    |
| <b>2010 Housing Units By Urban/ Rural Status</b>     |       |
| Total Housing Units                                  | 680   |
| Housing Units Inside Urbanized Area                  | 0.0%  |
| Housing Units Inside Urbanized Cluster               | 19.6% |
| Rural Housing Units                                  | 80.3% |
| <b>2010 Population By Urban/ Rural Status</b>        |       |
| Total Population                                     | 1,368 |
| Population Inside Urbanized Area                     | 0.0%  |
| Population Inside Urbanized Cluster                  | 35.1% |
| Rural Population                                     | 64.9% |

**Data Note:** Households with children include any households with people under age 18, related or not. Multigenerational households are families with 3 or more parent-child relationships. Unmarried partner households are usually classified as nonfamily households unless there is another member of the household related to the householder. Multigenerational and unmarried partner households are reported only to the tract level. Esri estimated block group data, which is used to estimate polygons or non-standard geography.

**Source:** Esri forecasts for 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.



## Top 3 Tapestry Segments

|    |                     |
|----|---------------------|
| 1. | Senior Escapes (9D) |
| 2. | Down the Road (10D) |
| 3. | Silver & Gold (9A)  |

## 2023 Consumer Spending

|   |             |
|---|-------------|
| Apparel & Services: Total \$                                | \$802,367   |
| Average Spent   | \$1,281.74  |
| Spending Potential Index                                    | 58          |
| Education: Total \$   | \$574,053   |
| Average Spent   | \$917.02    |
| Spending Potential Index                                    | 51          |
| Entertainment/Recreation: Total \$                          | \$1,517,353 |
| Average Spent   | \$2,423.89  |
| Spending Potential Index                                    | 64          |
| Food at Home: Total \$                                      | \$2,720,016 |
| Average Spent   | \$4,345.07  |
| Spending Potential Index                                    | 64          |
| Food Away from Home: Total \$                               | \$1,429,097 |
| Average Spent   | \$2,282.90  |
| Spending Potential Index                                    | 61          |
| Health Care: Total \$                                       | \$3,154,282 |
| Average Spent   | \$5,038.79  |
| Spending Potential Index                                    | 68          |
| HH Furnishings & Equipment: Total \$                        | \$1,173,803 |
| Average Spent   | \$1,875.08  |
| Spending Potential Index                                    | 63          |
| Personal Care Products & Services: Total \$                 | \$388,558   |
| Average Spent   | \$620.70    |
| Spending Potential Index                                    | 65          |
| Shelter: Total \$   | \$9,570,175 |
| Average Spent   | \$15,287.82 |
| Spending Potential Index                                    | 62          |
| Support Payments/Cash Contributions/Gifts in Kind: Total \$ | \$1,387,385 |
| Average Spent   | \$2,216.27  |
| Spending Potential Index                                    | 71          |
| Travel: Total \$  | \$876,536   |
| Average Spent   | \$1,400.22  |
| Spending Potential Index                                    | 62          |
| Vehicle Maintenance & Repairs: Total \$                     | \$546,577   |
| Average Spent   | \$873.13    |
| Spending Potential Index                                    | 67          |

**Data Note:** Consumer spending shows the amount spent on a variety of goods and services by households that reside in the area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue. Total and Average Amount Spent Per Household represent annual figures. The Spending Potential Index represents the amount spent in the area relative to a national average of 100.

**Source:** Consumer Spending data are derived from the 2019 and 2020 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

**Source:** Esri forecasts for 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.



# Pets and Products Market Potential

Fort Mojave

Prepared by Esri

| Demographic Summary                                       |                               | 2023     | 2028     |
|---|-------------------------------|----------|----------|
| Population  |                               | 1,615    | 2,289    |
| Population 18+  |                               | 1,378    | 1,953    |
| Households  |                               | 626      | 945      |
| Median Household Income                                   |                               | \$54,829 | \$59,408 |
| Product/Consumer Behavior                                 | Expected Number of Households | Percent  | MPI      |
| HH Owns Cat   | 148                           | 23.6%    | 102      |
| HH Owns Dog   | 293                           | 46.8%    | 118      |
| HH Owns 1 Cat   | 80                            | 12.8%    | 107      |
| HH Owns 2+ Cats   | 68                            | 10.9%    | 97       |
| HH Owns 1 Dog   | 172                           | 27.5%    | 115      |
| HH Owns 2+ Dogs   | 121                           | 19.3%    | 124      |
| HH Used Canned or Wet Cat Food/6 Mo                       | 92                            | 14.7%    | 103      |
| HH Used Packaged Dry Cat Food/6 Mo                        | 139                           | 22.2%    | 100      |
| HH Used Cat Treats/6 Mo                                   | 98                            | 15.7%    | 108      |
| HH Used Cat Litter/6 Mo                                   | 124                           | 19.8%    | 94       |
| HH Used Canned or Wet Dog Food/6 Mo                       | 129                           | 20.6%    | 128      |
| HH Used Packaged Dry Dog Food/6 Mo                        | 280                           | 44.7%    | 119      |
| HH Used Dog Biscuits or Treats/6 Mo                       | 232                           | 37.1%    | 120      |
| HH Used Flea/Tick/Parasite Prod for Cat/Dog               | 252                           | 40.3%    | 116      |
| HH Purchased Pet Food/12 Mo                               | 25                            | 4.0%     | 89       |
| HH Purchased Pet Food from Grocery Store/12 Mo            | 159                           | 25.4%    | 112      |
| HH Purchased Pet Food from Petco/12 Mo                    | 40                            | 6.4%     | 94       |
| HH Purchased Pet Food from PetSmart/12 Mo                 | 61                            | 9.7%     | 106      |
| HH Purchased Pet Food from Oth Spec Pet Store/12 Mo       | 32                            | 5.1%     | 97       |
| HH Purchased Pet Food from Wholesale Club/12 Mo           | 26                            | 4.2%     | 82       |
| HH Purchased Pet Food Online/12 Mo                        | 93                            | 14.9%    | 128      |
| HH Purchased Pet Food from Vet/12 Mo                      | 24                            | 3.8%     | 117      |
| HH Spent \$1-99 on Pet Food/12 Mo                         | 49                            | 7.8%     | 132      |
| HH Spent \$100 -199 on Pet Food/12 Mo                     | 60                            | 9.6%     | 115      |
| HH Spent \$200-499 on Pet Food/12 Mo                      | 99                            | 15.8%    | 104      |
| HH Spent \$500+ on Pet Food/12 Mo                         | 105                           | 16.8%    | 119      |
| HH Purchased Flea Control Online/12 Mo                    | 57                            | 9.1%     | 139      |
| HH Purchased Flea Control from Vet/12 Mo                  | 82                            | 13.1%    | 102      |
| HH Took Pet 1 Time to Veterinarian/12 Mo                  | 89                            | 14.2%    | 116      |
| HH Took Pet 2 Times to Veterinarian/12 Mo                 | 76                            | 12.1%    | 106      |
| HH Took Pet 3 Times to Veterinarian/12 Mo                 | 41                            | 6.5%     | 104      |
| HH Took Pet 4 Times to Veterinarian/12 Mo                 | 35                            | 5.6%     | 123      |
| HH Took Pet 5+ Times to Veterinarian/12 Mo                | 52                            | 8.3%     | 114      |
| HH Spent \$1-99 on Veterinarian Care/12 Mo                | 17                            | 2.7%     | 121      |
| HH Spent \$100-199 on Veterinarian Care/12 Mo             | 45                            | 7.2%     | 143      |
| HH Spent \$200-499 on Veterinarian Care/12 Mo             | 87                            | 13.9%    | 111      |
| HH Spent \$500-799 on Veterinarian Care/12 Mo             | 33                            | 5.3%     | 82       |
| HH Spent \$800+ on Veterinarian Care/12 Mo                | 66                            | 10.5%    | 113      |
| HH Used Professional Pet Service/12 Mo                    | 127                           | 20.3%    | 115      |
| HH Used Professional Pet Service 3+ Times/12 Mo           | 83                            | 13.3%    | 119      |
| HH Used Professional Boarding or Kennel Pet Service/12 Mo | 20                            | 3.2%     | 79       |
| HH Used Professional Grooming Pet Service/12 Mo           | 105                           | 16.8%    | 120      |
| HH Has Pet Insurance                                      | 28                            | 4.5%     | 96       |

**Data Note:** An MPI (Market Potential Index) measures the relative likelihood of 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 2023 and 2028.

July 25, 2023



# Restaurant Market Potential

Fort Mojave

Prepared by Esri

| Demographic Summary                                      |                    | 2023     | 2028     |
|--|--------------------|----------|----------|
| Population   |                    | 1,615    | 2,289    |
| Population 18+   |                    | 1,378    | 1,953    |
| Households   |                    | 626      | 945      |
| Median Household Income                                  |                    | \$54,829 | \$59,408 |
| Product/Consumer Behavior                                | Expected Number of |          |          |
|  | Adults             | Percent  | MPI      |
| Went to Family Restaurant/Steak House/6 Mo               | 899                | 65.2%    | 99       |
| Went to Family Restaurant/Steak House 4+ Times/30 Days   | 296                | 21.5%    | 105      |
| Spent \$1-30 at Family Restaurant/Steak House/30 Days    | 91                 | 6.6%     | 99       |
| Spent \$31-50 at Family Restaurant/Steak House/30 Days   | 116                | 8.4%     | 98       |
| Spent \$51-100 at Family Restaurant/Steak House/30 Days  | 222                | 16.1%    | 108      |
| Spent \$101-200 at Family Restaurant/Steak House/30 Days | 138                | 10.0%    | 102      |
| Spent \$201+ at Family Restaurant/Steak House/30 Days    | 51                 | 3.7%     | 75       |
| Spent \$1-100 at Fine Dining Restaurants/30 Days         | 51                 | 3.7%     | 123      |
| Spent \$101-200 at Fine Dining Restaurants/30 Days       | 35                 | 2.5%     | 109      |
| Spent \$201+ at Fine Dining Restaurants/30 Days          | 32                 | 2.3%     | 116      |
| Went for Breakfast at Family Restaurant/Steak House/6 Mo | 139                | 10.1%    | 99       |
| Went for Lunch at Family Restaurant/Steak House/6 Mo     | 257                | 18.7%    | 114      |
| Went for Dinner at Family Restaurant/Steak House/6 Mo    | 540                | 39.2%    | 90       |
| Went for Snacks at Family Restaurant/Steak House/6 Mo    | 14                 | 1.0%     | 72       |
| Went on Workday to Family Restaurant/Steak House/6 Mo    | 444                | 32.2%    | 108      |
| Went on Weekend to Family Restaurant/Steak House/6 Mo    | 421                | 30.6%    | 83       |
| Went to Applebee`s/6 Mo                                  | 181                | 13.1%    | 99       |
| Went to Bob Evans/6 Mo                                   | 22                 | 1.6%     | 71       |
| Went to Buffalo Wild Wings/6 Mo                          | 91                 | 6.6%     | 81       |
| Went to California Pizza Kitchen/6 Mo                    | 13                 | 0.9%     | 67       |
| Went to Carrabba`s/6 Mo                                  | 43                 | 3.1%     | 160      |
| Went to The Cheesecake Factory/6 Mo                      | 67                 | 4.9%     | 79       |
| Went to Chili`s Grill & Bar/6 Mo                         | 125                | 9.1%     | 100      |
| Went to Cracker Barrel/6 Mo                              | 173                | 12.6%    | 128      |
| Went to Denny`s/6 Mo                                     | 102                | 7.4%     | 130      |
| Went to Golden Corral/6 Mo                               | 51                 | 3.7%     | 126      |
| Went to IHOP/6 Mo  | 90                 | 6.5%     | 91       |
| Went to Logan`s Roadhouse/6 Mo                           | 27                 | 2.0%     | 113      |
| Went to Longhorn Steakhouse/6 Mo                         | 106                | 7.7%     | 139      |
| Went to Olive Garden/6 Mo                                | 188                | 13.6%    | 100      |
| Went to Outback Steakhouse/6 Mo                          | 107                | 7.8%     | 110      |
| Went to Red Lobster/6 Mo                                 | 68                 | 4.9%     | 80       |
| Went to Red Robin/6 Mo                                   | 66                 | 4.8%     | 95       |
| Went to Ruby Tuesday/6 Mo                                | 35                 | 2.5%     | 153      |
| Went to Texas Roadhouse/6 Mo                             | 153                | 11.1%    | 104      |
| Went to T.G.I. Friday`s/6 Mo                             | 27                 | 2.0%     | 90       |
| Went to Waffle House/6 Mo                                | 68                 | 4.9%     | 113      |
| Went to Fast Food/Drive-In Restaurant/6 Mo               | 1,241              | 90.1%    | 99       |
| Went to Fast Food/Drive-In Rest 9+ Times/30 Days         | 483                | 35.1%    | 90       |
| Spent \$1-10 at Fast Food Restaurant/30 Days             | 66                 | 4.8%     | 116      |
| Spent \$11-20 at Fast Food Restaurant/30 Days            | 129                | 9.4%     | 111      |
| Spent \$21-40 at Fast Food Restaurant/30 Days            | 238                | 17.3%    | 104      |
| Spent \$41-50 at Fast Food Restaurant/30 Days            | 123                | 8.9%     | 96       |
| Spent \$51-100 at Fast Food Restaurant/30 Days           | 261                | 18.9%    | 92       |
| Spent \$101-200 at Fast Food Restaurant/30 Days          | 164                | 11.9%    | 96       |
| Spent \$201+ at Fast Food Restaurant/30 Days             | 71                 | 5.2%     | 99       |
| Ordered Eat-In Fast Food/6 Mo                            | 292                | 21.2%    | 104      |

**Data Note:** An MPI (Market Potential Index) measures the relative likelihood of the adults 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 2023 and 2028.

July 25, 2023





## Restaurant Market Potential

Fort Mojave

Prepared by Esri

| Product/Consumer Behavior                        | Expected Number of |         | MPI |
|--|--------------------|---------|-----|
|  | Adults             | Percent |     |
| Ordered Home Delivery Fast Food/6 Mo             | 157                | 11.4%   | 85  |
| Take-Out/Drive-Thru/Curbside Fast Food/6 Mo      | 776                | 56.3%   | 96  |
| Ordered Take-Out/Walk-In Fast Food/6 Mo          | 264                | 19.2%   | 86  |
| Bought Breakfast at Fast Food Restaurant/6 Mo    | 449                | 32.6%   | 93  |
| Bought Lunch at Fast Food Restaurant/6 Mo        | 740                | 53.7%   | 100 |
| Bought Dinner at Fast Food Restaurant/6 Mo       | 657                | 47.7%   | 88  |
| Bought Snack at Fast Food Restaurant/6 Mo        | 130                | 9.4%    | 71  |
| Bought from Fast Food Restaurant on Weekday/6 Mo | 886                | 64.3%   | 98  |
| Bought from Fast Food Restaurant on Weekend/6 Mo | 620                | 45.0%   | 86  |
| Bought A&W/6 Mo                                  | 38                 | 2.8%    | 134 |
| Bought Arby's/6 Mo                               | 245                | 17.8%   | 99  |
| Bought Baskin-Robbins/6 Mo                       | 34                 | 2.5%    | 79  |
| Bought Boston Market/6 Mo                        | 25                 | 1.8%    | 94  |
| Bought Burger King/6 Mo                          | 391                | 28.4%   | 102 |
| Bought Captain D's/6 Mo                          | 37                 | 2.7%    | 96  |
| Bought Carl's Jr./6 Mo                           | 82                 | 6.0%    | 127 |
| Bought Checkers/6 Mo                             | 46                 | 3.3%    | 135 |
| Bought Chick-Fil-A/6 Mo                          | 435                | 31.6%   | 96  |
| Bought Chipotle Mexican Grill/6 Mo               | 152                | 11.0%   | 69  |
| Bought Chuck E. Cheese's/6 Mo                    | 6                  | 0.4%    | 42  |
| Bought Church's Fried Chicken/6 Mo               | 41                 | 3.0%    | 92  |
| Bought Cold Stone Creamery/6 Mo                  | 29                 | 2.1%    | 75  |
| Bought Dairy Queen/6 Mo                          | 197                | 14.3%   | 94  |
| Bought Del Taco/6 Mo                             | 33                 | 2.4%    | 73  |
| Bought Domino's Pizza/6 Mo                       | 187                | 13.6%   | 84  |
| Bought Dunkin' Donuts/6 Mo                       | 147                | 10.7%   | 72  |
| Bought Five Guys/6 Mo                            | 113                | 8.2%    | 84  |
| Bought Hardee's/6 Mo                             | 100                | 7.3%    | 142 |
| Bought Jack in the Box/6 Mo                      | 109                | 7.9%    | 117 |
| Bought Jersey Mike's/6 Mo                        | 100                | 7.3%    | 101 |
| Bought Jimmy John's/6 Mo                         | 67                 | 4.9%    | 83  |
| Bought KFC/6 Mo                                  | 203                | 14.7%   | 85  |
| Bought Krispy Kreme Doughnuts/6 Mo               | 84                 | 6.1%    | 89  |
| Bought Little Caesars/6 Mo                       | 152                | 11.0%   | 94  |
| Bought Long John Silver's/6 Mo                   | 32                 | 2.3%    | 98  |
| Bought McDonald's/6 Mo                           | 664                | 48.2%   | 95  |
| Bought Panda Express/6 Mo                        | 160                | 11.6%   | 96  |
| Bought Panera Bread/6 Mo                         | 125                | 9.1%    | 71  |
| Bought Papa John's/6 Mo                          | 80                 | 5.8%    | 72  |
| Bought Papa Murphy's/6 Mo                        | 74                 | 5.4%    | 150 |
| Bought Pizza Hut/6 Mo                            | 152                | 11.0%   | 90  |
| Bought Popeyes Chicken/6 Mo                      | 136                | 9.9%    | 71  |
| Bought Sonic Drive-In/6 Mo                       | 158                | 11.5%   | 97  |
| Bought Starbucks/6 Mo                            | 225                | 16.3%   | 80  |
| Bought Steak 'N Shake/6 Mo                       | 41                 | 3.0%    | 101 |
| Bought Subway/6 Mo                               | 305                | 22.1%   | 102 |
| Bought Taco Bell/6 Mo                            | 376                | 27.3%   | 100 |
| Bought Wendy's/6 Mo                              | 335                | 24.3%   | 93  |
| Bought Whataburger/6 Mo                          | 90                 | 6.5%    | 110 |
| Bought White Castle/6 Mo                         | 24                 | 1.7%    | 70  |
| Bought Wing-Stop/6 Mo                            | 32                 | 2.3%    | 69  |

**Data Note:** An MPI (Market Potential Index) measures the relative likelihood of the adults 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 2023 and 2028.

July 25, 2023



## Restaurant Market Potential

Fort Mojave

Prepared by Esri

|  |     |       |     |
|--|-----|-------|-----|
| Went to Fine Dining Restaurant/6 Mo              | 162 | 11.8% | 97  |
| Went to Fine Dining Restaurant/30 Days           | 131 | 9.5%  | 105 |
| Went to Fine Dining Restaurant 2+ Times/30 Days  | 62  | 4.5%  | 109 |
| Used DoorDash Site/App for Take-Out/Del/30 Days  | 96  | 7.0%  | 60  |
| Used Grubhub Site/App for Take-Out/Del/30 Days   | 49  | 3.6%  | 65  |
| Used Postmates Site/App for Take-Out/Del/30 Days | 14  | 1.0%  | 60  |
| Used Restrnt Site/App for Take-Out/Del/30 Days   | 258 | 18.7% | 85  |
| Used Uber Eats Site/App for Take-Out/Del/30 Days | 46  | 3.3%  | 52  |
| Used Yelp Site/App for Take-Out/Del/30 Days      | 14  | 1.0%  | 61  |

**Data Note:** An MPI (Market Potential Index) measures the relative likelihood of the adults 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 2023 and 2028.

July 25, 2023



## Retail Market Potential

Fort Mojave

Prepared by Esri

| Demographic Summary                               |                                  | 2023                  | 2028     |
|---|----------------------------------|-----------------------|----------|
| Population  |                                  | 1,615                 | 2,289    |
| Population 18+                                    |                                  | 1,378                 | 1,953    |
| Households  |                                  | 626                   | 945      |
| Median Household Income                           |                                  | \$54,829              | \$59,408 |
| Product/Consumer Behavior                         | Expected Number of Adults or HHs | Percent of Adults/HHs | MPI      |
| <b>Apparel (Adults)</b>                           |                                  |                       |          |
| Bought Men`s Clothing/12 Mo                       | 827                              | 60.0%                 | 98       |
| Bought Women`s Clothing/12 Mo                     | 732                              | 53.1%                 | 103      |
| Bought Shoes/12 Mo                                | 977                              | 70.9%                 | 95       |
| Bought Fine Jewelry/12 Mo                         | 289                              | 21.0%                 | 102      |
| Bought Watch/12 Mo                                | 231                              | 16.8%                 | 121      |
| <b>Automobiles (Households)</b>                   |                                  |                       |          |
| HH Owns or Leases Any Vehicle                     | 585                              | 93.5%                 | 102      |
| HH Bought or Leased New Vehicle/12 Mo             | 65                               | 10.4%                 | 103      |
| <b>Automotive Aftermarket (Adults)</b>            |                                  |                       |          |
| Bought Gasoline/6 Mo                              | 1,275                            | 92.5%                 | 102      |
| Bought or Changed Motor Oil/12 Mo                 | 752                              | 54.6%                 | 106      |
| Had Vehicle Tune-Up/12 Mo                         | 332                              | 24.1%                 | 97       |
| <b>Beverages (Adults)</b>                         |                                  |                       |          |
| Drank Non-Diet (Regular) Cola/6 Mo                | 478                              | 34.7%                 | 94       |
| Drank Beer or Ale/6 Mo                            | 543                              | 39.4%                 | 99       |
| <b>Cameras (Adults)</b>                           |                                  |                       |          |
| Own Digital Point and Shoot Camera/Camcorder      | 161                              | 11.7%                 | 106      |
| Own Digital SLR Camera or Camcorder               | 128                              | 9.3%                  | 86       |
| Printed Digital Photos/12 Mo                      | 361                              | 26.2%                 | 97       |
| <b>Cell Phones (Adults/Households)</b>            |                                  |                       |          |
| Bought Cell Phone/12 Mo                           | 472                              | 34.3%                 | 98       |
| Have a Smartphone                                 | 1,274                            | 92.5%                 | 99       |
| Have Android Phone (Any Brand) Smartphone         | 622                              | 45.1%                 | 117      |
| Have Apple iPhone Smartphone                      | 668                              | 48.5%                 | 86       |
| HH Owns 1 Cell Phone                              | 228                              | 36.4%                 | 119      |
| HH Owns 2 Cell Phones                             | 264                              | 42.2%                 | 108      |
| HH Owns 3+ Cell Phones                            | 130                              | 20.8%                 | 72       |
| HH Has Cell Phone Only (No Landline Telephone)    | 427                              | 68.2%                 | 100      |
| <b>Computers (Households)</b>                     |                                  |                       |          |
| HH Owns Computer                                  | 533                              | 85.1%                 | 99       |
| HH Owns Desktop Computer                          | 265                              | 42.3%                 | 106      |
| HH Owns Laptop or Notebook                        | 418                              | 66.8%                 | 95       |
| HH Owns Apple/Mac Brand Computer                  | 118                              | 18.8%                 | 78       |
| HH Owns PC/Non-Apple Brand Computer               | 465                              | 74.3%                 | 105      |
| HH Purchased Most Recent Home Computer at Store   | 268                              | 42.8%                 | 110      |
| HH Purchased Most Recent Home Computer Online     | 165                              | 26.4%                 | 96       |
| HH Spent \$1-499 on Most Recent Home Computer     | 125                              | 20.0%                 | 126      |
| HH Spent \$500-999 on Most Recent Home Computer   | 141                              | 22.5%                 | 111      |
| HH Spent \$1K-1499 on Most Recent Home Computer   | 54                               | 8.6%                  | 71       |
| HH Spent \$1500-1999 on Most Recent Home Computer | 20                               | 3.2%                  | 69       |
| HH Spent \$2K+ on Most Recent Home Computer       | 34                               | 5.4%                  | 101      |

**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 2023 and 2028.

July 25, 2023



# Retail Market Potential

Fort Mojave

Prepared by Esri

| Product/Consumer Behavior                        | Expected Number of Adults or HHs | Percent of Adults/HHs | MPI |
|--|----------------------------------|-----------------------|-----|
| <b>Convenience Stores (Adults)</b>               |                                  |                       |     |
| Shopped at C-Store/6 Mo                          | 891                              | 64.7%                 | 101 |
| Bought Brewed Coffee at C-Store/30 Days          | 162                              | 11.8%                 | 98  |
| Bought Cigarettes at C-Store/30 Days             | 104                              | 7.5%                  | 124 |
| Bought Gas at C-Store/30 Days                    | 623                              | 45.2%                 | 115 |
| Spent \$1-19 at C-Store/30 Days                  | 89                               | 6.5%                  | 88  |
| Spent \$20-39 at C-Store/30 Days                 | 122                              | 8.9%                  | 90  |
| Spent \$40-50 at C-Store/30 Days                 | 109                              | 7.9%                  | 102 |
| Spent \$51-99 at C-Store/30 Days                 | 75                               | 5.4%                  | 89  |
| Spent \$100+ at C-Store/30 Days                  | 322                              | 23.4%                 | 112 |
| <b>Entertainment (Adults)</b>                    |                                  |                       |     |
| Attended Movie/6 Mo                              | 472                              | 34.3%                 | 93  |
| Went to Live Theater/12 Mo                       | 71                               | 5.2%                  | 75  |
| Went to Bar or Night Club/12 Mo                  | 220                              | 16.0%                 | 98  |
| Dined Out/12 Mo                                  | 713                              | 51.7%                 | 99  |
| Gambled at Casino/12 Mo                          | 125                              | 9.1%                  | 85  |
| Visited Theme Park/12 Mo                         | 124                              | 9.0%                  | 77  |
| Viewed Movie (Video-on-Demand)/30 Days           | 144                              | 10.4%                 | 94  |
| Viewed TV Show (Video-on-Demand)/30 Days         | 111                              | 8.1%                  | 106 |
| Used Internet to Download Movie/30 Days          | 78                               | 5.7%                  | 94  |
| Downloaded Individual Song/6 Mo                  | 249                              | 18.1%                 | 90  |
| Used Internet to Watch Movie/30 Days             | 380                              | 27.6%                 | 81  |
| Used Internet to Watch TV Program/30 Days        | 230                              | 16.7%                 | 75  |
| Played (Console) Video or Electronic Game/12 Mo  | 121                              | 8.8%                  | 68  |
| Played (Portable) Video or Electronic Game/12 Mo | 63                               | 4.6%                  | 69  |
| <b>Financial (Adults)</b>                        |                                  |                       |     |
| Have 1st Home Mortgage                           | 458                              | 33.2%                 | 87  |
| Used ATM or Cash Machine/12 Mo                   | 887                              | 64.4%                 | 102 |
| Own Any Stock                                    | 203                              | 14.7%                 | 98  |
| Own U.S. Savings Bonds                           | 94                               | 6.8%                  | 96  |
| Own Shares in Mutual Fund (Stocks)               | 197                              | 14.3%                 | 104 |
| Own Shares in Mutual Fund (Bonds)                | 123                              | 8.9%                  | 104 |
| Have Interest Checking Account                   | 572                              | 41.5%                 | 106 |
| Have Non-Interest Checking Account               | 507                              | 36.8%                 | 97  |
| Have Savings Account                             | 1,017                            | 73.8%                 | 100 |
| Have 401(k) Retirement Savings Plan              | 265                              | 19.2%                 | 79  |
| Own or Used Any Credit/Debit Card/12 Mo          | 1,274                            | 92.5%                 | 100 |
| Avg \$1-110 Monthly Credit Card Expenditures     | 164                              | 11.9%                 | 104 |
| Avg \$111-225 Monthly Credit Card Expenditures   | 98                               | 7.1%                  | 93  |
| Avg \$226-450 Monthly Credit Card Expenditures   | 132                              | 9.6%                  | 104 |
| Avg \$451-700 Monthly Credit Card Expenditures   | 133                              | 9.7%                  | 105 |
| Avg \$701-1000 Monthly Credit Card Expenditures  | 105                              | 7.6%                  | 93  |
| Avg \$1001-2000 Monthly Credit Card Expenditures | 166                              | 12.0%                 | 103 |
| Avg \$2001+ Monthly Credit Card Expenditures     | 158                              | 11.5%                 | 104 |
| Did Banking Online/12 Mo                         | 812                              | 58.9%                 | 100 |
| Did Banking by Mobile Device/12 Mo               | 613                              | 44.5%                 | 93  |

**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 2023 and 2028.

July 25, 2023

| Product/Consumer Behavior   | Expected Number of Adults/HHs | Percent of Adults/HHs | MPI |
|---|-------------------------------|-----------------------|-----|
| <b>Grocery (Adults)</b>   |                               |                       |     |
| HH Used Bread/6 Mo  | 598                           | 95.5%                 | 101 |
| HH Used Chicken (Fresh or Frozen)/6 Mo                              | 436                           | 69.6%                 | 100 |
| HH Used Turkey (Fresh or Frozen)/6 Mo                               | 96                            | 15.3%                 | 104 |
| HH Used Fish or Seafood (Fresh or Frozen)/6 Mo                      | 369                           | 58.9%                 | 98  |
| HH Used Fresh Fruit or Vegetables/6 Mo                              | 558                           | 89.1%                 | 101 |
| HH Used Fresh Milk/6 Mo   | 509                           | 81.3%                 | 99  |
| HH Used Fish or Seafood (Fresh or Frozen)/6 Mo                      | 369                           | 58.9%                 | 87  |
| <b>Health (Adults)</b>  |                               |                       |     |
| Exercise at Home 2+ Times/Wk  | 626                           | 45.4%                 | 92  |
| Exercise at Club 2+ Times/Wk  | 123                           | 8.9%                  | 76  |
| Visited Doctor/12 Mo  | 1,117                         | 81.1%                 | 101 |
| Used Vitamins or Dietary Supplements/6 Mo                           | 979                           | 71.0%                 | 107 |
| <b>Home (Households)</b>  |                               |                       |     |
| HH Did Home Improvement/12 Mo                                       | 263                           | 42.0%                 | 107 |
| HH Used Maid/Prof Cln Svc (+ Furn/Carpet)/12 Mo                     | 201                           | 32.1%                 | 105 |
| HH Purchased Low Ticket HH Furnishing/12 Mo                         | 153                           | 24.4%                 | 100 |
| HH Purchased Big Ticket HH Furnishing/12 Mo                         | 180                           | 28.8%                 | 101 |
| HH Bought Small Kitchen Appliance/12 Mo                             | 168                           | 26.8%                 | 103 |
| HH Bought Large Kitchen Appliance/12 Mo                             | 101                           | 16.1%                 | 99  |
| <b>Insurance (Adults/Households)</b>                                |                               |                       |     |
| Currently Carry Life Insurance                                      | 612                           | 44.4%                 | 87  |
| Personally Carry Any Med/Hosp/Accident Insur                        | 1,149                         | 83.4%                 | 98  |
| Homeowner Carries Home/Personal Property Insurance                  | 902                           | 65.5%                 | 106 |
| Renter Carries Home/Pers Property Insurance                         | 128                           | 9.3%                  | 78  |
| HH Has 1 Vehicle Covered w/Auto Insurance                           | 224                           | 35.8%                 | 117 |
| HH Has 2 Vehicles Covered w/Auto Insurance                          | 206                           | 32.9%                 | 100 |
| HH Has 3+ Vehicles Covered w/Auto Insurance                         | 151                           | 24.1%                 | 91  |
| <b>Pets (Households)</b>  |                               |                       |     |
| HH Owns Cat   | 148                           | 23.6%                 | 102 |
| HH Owns Dog   | 293                           | 46.8%                 | 118 |
| <b>Psychographics (Adults)</b>                                      |                               |                       |     |
| <b>Represents adults who "completely agree" with the statement:</b> |                               |                       |     |
| Am Interested in How to Help Env: 4-Agr Cmpl                        | 258                           | 18.7%                 | 101 |
| Buying American Is Important: 4-Agr Cmpl                            | 556                           | 40.3%                 | 126 |
| Buy Based on Quality Not Price: 4-Agr Cmpl                          | 227                           | 16.5%                 | 109 |
| Buy on Credit Rather Than Wait: 4-Agr Cmpl                          | 189                           | 13.7%                 | 108 |
| Only Use Coupons Brands Usually Buy: 4-Agr Cmpl                     | 188                           | 13.6%                 | 124 |
| Will Pay More for Env Safe Prods: 4-Agr Cmpl                        | 166                           | 12.0%                 | 99  |
| Buy Based on Price Not Brands: 4-Agr Cmpl                           | 402                           | 29.2%                 | 107 |
| Am Interested in How to Help Env: 4-Agr Cmpl                        | 258                           | 18.7%                 | 101 |
| <b>Reading (Adults)</b>   |                               |                       |     |
| Bought Digital Book/12 Mo   | 222                           | 16.1%                 | 85  |
| Bought Hardcover Book/12 Mo   | 350                           | 25.4%                 | 94  |
| Bought Paperback Book/12 Mo   | 420                           | 30.5%                 | 90  |
| Read Daily Newspaper (Paper Version)                                | 221                           | 16.0%                 | 104 |
| Read Digital Newspaper/30 Days                                      | 668                           | 48.5%                 | 96  |
| Read Magazine (Paper/Electronic Vers)/6 Mo                          | 1,167                         | 84.7%                 | 97  |

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## Retail Market Potential

Fort Mojave

Prepared by Esri

| Product/Consumer Behavior                               | Expected Number of Adults or HHs | Percent of Adults/HHs | MPI |
|---|----------------------------------|-----------------------|-----|
| <b>Restaurants (Adults)</b>                             |                                  |                       |     |
| Went to Family Restrnt/SteakHse/6 Mo                    | 899                              | 65.2%                 | 99  |
| Went to Family Restrnt/SteakHse 4+ Times/30 Days        | 296                              | 21.5%                 | 105 |
| Spent \$101-200 at Family Restrnt/SteakHse/30 Days      | 138                              | 90.1%                 | 99  |
| Went to Fast Food/Drive-In Rest 9+ Times/30 Days        | 483                              | 35.1%                 | 90  |
| Ordered Eat-In Fast Food/6 Mo                           | 292                              | 21.2%                 | 104 |
| Ordered Home Delivery Fast Food/6 Mo                    | 157                              | 11.4%                 | 85  |
| Take-Out/Drive-Thru/Curbside Fast Food/6 Mo             | 776                              | 56.3%                 | 96  |
| Ordered Take-Out/Walk-In Fast Food/6 Mo                 | 264                              | 19.2%                 | 86  |
| <b>Television &amp; Electronics (Adults/Households)</b> |                                  |                       |     |
| Own Tablet  | 752                              | 54.6%                 | 93  |
| Own E-Reader  | 195                              | 14.2%                 | 99  |
| Own E-Reader/Tablet: Apple iPad                         | 444                              | 32.2%                 | 86  |
| HH Owns Internet Connectable TV                         | 284                              | 45.4%                 | 105 |
| Own Portable MP3 Player                                 | 162                              | 11.8%                 | 105 |
| HH Owns 1 TV  | 114                              | 18.2%                 | 100 |
| HH Owns 2 TVs   | 185                              | 29.6%                 | 104 |
| HH Owns 3 TVs   | 134                              | 21.4%                 | 93  |
| HH Owns 4+ TVs  | 149                              | 23.8%                 | 106 |
| HH Subscribes to Cable TV                               | 231                              | 36.9%                 | 109 |
| HH Subscribes to Fiber Optic TV                         | 19                               | 3.0%                  | 58  |
| HH Owns Portable GPS Device                             | 148                              | 23.6%                 | 114 |
| HH Purchased Video Game System/12 Mo                    | 27                               | 4.3%                  | 54  |
| HH Owns Internet Video Device for TV                    | 300                              | 47.9%                 | 91  |
| <b>Travel (Adults)</b>                                  |                                  |                       |     |
| Took Domestic Trip in Continental U.S./12 Mo            | 673                              | 48.8%                 | 91  |
| Took 3+ Domestic Non-Business Trips/12 Mo               | 174                              | 12.6%                 | 91  |
| Spent \$1-999 on Domestic Vacations/12 Mo               | 153                              | 11.1%                 | 81  |
| Spent \$1K-1499 on Domestic Vacations/12 Mo             | 68                               | 4.9%                  | 77  |
| Spent \$1500-1999 on Domestic Vacations/12 Mo           | 35                               | 2.5%                  | 66  |
| Spent \$2K-2999 on Domestic Vacations/12 Mo             | 37                               | 2.7%                  | 68  |
| Spent \$3K+ on Domestic Vacations/12 Mo                 | 106                              | 7.7%                  | 116 |
| Used Intrnt Travel Site for Domestic Trip/12 Mo         | 60                               | 4.4%                  | 78  |
| Took Foreign Trip (Incl Alaska & Hawaii)/3 Yrs          | 403                              | 29.2%                 | 88  |
| Took 3+ Foreign Trips by Plane/3 Yrs                    | 89                               | 6.5%                  | 89  |
| Spent \$1-999 on Foreign Vacations/12 Mo                | 79                               | 5.7%                  | 74  |
| Index: Spent \$1K-2999 on Foreign Vacations/12 Mo       | 51                               | 3.7%                  | 121 |
| Spent \$3K+ on Foreign Vacations/12 Mo                  | 35                               | 2.5%                  | 60  |
| Used General Travel Site: Foreign Trip/3 Yrs            | 64                               | 4.6%                  | 73  |
| Spent Night at Hotel or Motel/12 Mo                     | 588                              | 42.7%                 | 94  |
| Took Cruise of More Than One Day/3 Yrs                  | 154                              | 11.2%                 | 110 |
| Member of Frequent Flyer Program                        | 373                              | 27.1%                 | 98  |
| Member of Hotel Rewards Program                         | 398                              | 28.9%                 | 100 |

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July 25, 2023



# Sports and Leisure Market Potential

Fort Mojave

Prepared by Esri

| Demographic Summary                                  |                                  | 2023     | 2028     |
|--|----------------------------------|----------|----------|
| Population   |                                  | 1,615    | 2,289    |
| Population 18+                                       |                                  | 1,378    | 1,953    |
| Households   |                                  | 626      | 945      |
| Median Household Income                              |                                  | \$54,829 | \$59,408 |
| Product/Consumer Behavior                            | Expected<br>Number of Adults/HHs | Percent  | MPI      |
| Participated in Aerobics/12 Mo                       | 97                               | 7.0%     | 84       |
| Participated in Archery/12 Mo                        | 30                               | 2.2%     | 90       |
| Participated in Backpacking/12 Mo                    | 53                               | 3.8%     | 108      |
| Participated in Baseball/12 Mo                       | 30                               | 2.2%     | 85       |
| Participated in Basketball/12 Mo                     | 47                               | 3.4%     | 60       |
| Participated in Bicycling (Mountain)/12 Mo           | 39                               | 2.8%     | 79       |
| Participated in Bicycling (Road)/12 Mo               | 171                              | 12.4%    | 103      |
| Participated in Boating (Power)/12 Mo                | 75                               | 5.4%     | 113      |
| Participated in Bowling/12 Mo                        | 89                               | 6.5%     | 96       |
| Participated in Canoeing or Kayaking/12 Mo           | 105                              | 7.6%     | 102      |
| Participated in Fishing (Fresh Water)/12 Mo          | 175                              | 12.7%    | 121      |
| Participated in Fishing (Salt Water)/12 Mo           | 71                               | 5.2%     | 149      |
| Participated in Football/12 Mo                       | 32                               | 2.3%     | 98       |
| Participated in Frisbee/12 Mo                        | 49                               | 3.6%     | 103      |
| Participated in Golf/12 Mo                           | 124                              | 9.0%     | 114      |
| Participated in Hiking/12 Mo                         | 221                              | 16.0%    | 85       |
| Participated in Horseback Riding/12 Mo               | 24                               | 1.7%     | 91       |
| Participated in Hunting w/Rifle/12 Mo                | 49                               | 3.6%     | 105      |
| Participated in Hunting w/Shotgun/12 Mo              | 36                               | 2.6%     | 105      |
| Participated in Ice Skating/12 Mo                    | 22                               | 1.6%     | 72       |
| Participated in Jogging or Running/12 Mo             | 107                              | 7.8%     | 69       |
| Participated in Motorcycling/12 Mo                   | 50                               | 3.6%     | 138      |
| Participated in Pilates/12 Mo                        | 35                               | 2.5%     | 91       |
| Participated in Ping Pong/12 Mo                      | 44                               | 3.2%     | 93       |
| Participated in Rock Climbing/12 Mo                  | 18                               | 1.3%     | 84       |
| Participated in Roller Skating/12 Mo                 | 16                               | 1.2%     | 73       |
| Participated in Skiing (Downhill)/12 Mo              | 31                               | 2.2%     | 87       |
| Participated in Soccer/12 Mo                         | 31                               | 2.2%     | 72       |
| Participated in Softball/12 Mo                       | 22                               | 1.6%     | 98       |
| Participated in Swimming/12 Mo                       | 215                              | 15.6%    | 104      |
| Participated in Target Shooting/12 Mo                | 67                               | 4.9%     | 97       |
| Participated in Tennis/12 Mo                         | 44                               | 3.2%     | 84       |
| Participated in Volleyball/12 Mo                     | 25                               | 1.8%     | 77       |
| Participated in Walking for Exercise/12 Mo           | 470                              | 34.1%    | 101      |
| Participated in Weight Lifting/12 Mo                 | 165                              | 12.0%    | 85       |
| Participated in Yoga/12 Mo                           | 115                              | 8.3%     | 76       |
| Participated in Zumba/12 Mo                          | 35                               | 2.5%     | 82       |
| Spent \$1-99 on Sports/Recreation Equipment/12 Mo    | 91                               | 6.6%     | 95       |
| Spent \$100-249 on Sports/Recreation Equipment/12 Mo | 84                               | 6.1%     | 97       |
| Spent \$250+ on Sports/Recreation Equipment/12 Mo    | 154                              | 11.2%    | 109      |
| Attend College Basketball Game/12 Mo                 | 15                               | 1.1%     | 99       |
| Attend College Football Game/12 Mo                   | 25                               | 1.8%     | 88       |
| Attend High School Sports Events/12 Mo               | 28                               | 2.0%     | 71       |
| Attend MLB Regular Season Baseball Game/12 Mo        | 33                               | 2.4%     | 90       |
| Attend Sports Events                                 | 106                              | 7.7%     | 68       |
| Listen to Sports on Radio                            | 89                               | 6.5%     | 74       |
| Watch Alpine Skiing or Ski Jumping on TV             | 29                               | 2.1%     | 71       |

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July 25, 2023



| Product/Consumer Behavior                          | Expected<br>Number of Adults/HHs | Percent | MPI |
|--|----------------------------------|---------|-----|
| Watch Auto Racing (Not NASCAR) on TV               | 70                               | 5.1%    | 121 |
| Watch Bicycle Racing on TV                         | 24                               | 1.7%    | 86  |
| Watch Bowling on TV                                | 26                               | 1.9%    | 84  |
| Watch Boxing on TV                                 | 77                               | 5.6%    | 89  |
| Watch College Basketball on TV                     | 148                              | 10.7%   | 89  |
| Watch College Football on TV                       | 374                              | 27.1%   | 102 |
| Watch Esports on TV                                | 37                               | 2.7%    | 84  |
| Watch Figure Skating on TV                         | 60                               | 4.4%    | 85  |
| Watch Fishing on TV                                | 56                               | 4.1%    | 126 |
| Watch Gymnastics on TV                             | 63                               | 4.6%    | 95  |
| Watch High School Sports on TV                     | 42                               | 3.0%    | 67  |
| Watch Horse Racing (at Track or OTB) on TV         | 47                               | 3.4%    | 122 |
| Watch International Soccer on TV                   | 60                               | 4.4%    | 75  |
| Watch LPGA Golf on TV                              | 40                               | 2.9%    | 99  |
| Watch Marathon/Triathlon/Obstacle Race on TV       | 18                               | 1.3%    | 103 |
| Watch Men`s Tennis on TV                           | 87                               | 6.3%    | 93  |
| Watch MLB Playoffs/World Series Baseball on TV     | 207                              | 15.0%   | 94  |
| Watch MLB Regular Season Baseball on TV            | 252                              | 18.3%   | 99  |
| Watch MLS Soccer on TV                             | 50                               | 3.6%    | 75  |
| Watch Motorcycle Racing on TV                      | 25                               | 1.8%    | 112 |
| Watch NASCAR Auto Racing on TV                     | 150                              | 10.9%   | 140 |
| Watch NBA Playoffs or Finals Basketball on TV      | 161                              | 11.7%   | 81  |
| Watch NBA Regular Season Basketball on TV          | 152                              | 11.0%   | 80  |
| Watch NCAA Tournament Basketball on TV             | 120                              | 8.7%    | 84  |
| Watch NFL Playoffs or Super Bowl Football on TV    | 446                              | 32.4%   | 99  |
| Watch NFL Sun/Mon/Thu Night Football Games on TV   | 438                              | 31.8%   | 98  |
| Watch NFL Weekend Football Games on TV             | 415                              | 30.1%   | 100 |
| Watch NHL Playoffs/St Stanley Cup Ice Hockey on TV | 102                              | 7.4%    | 103 |
| Watch NHL Regular Season Ice Hockey on TV          | 96                               | 7.0%    | 90  |
| Watch Oth Mixed Martial Arts (MMA) on TV           | 40                               | 2.9%    | 101 |
| Watch PGA Golf on TV                               | 225                              | 16.3%   | 130 |
| Watch Pro Beach Volleyball on TV                   | 21                               | 1.5%    | 83  |
| Watch Pro Bull Riding on TV                        | 43                               | 3.1%    | 124 |
| Watch Rodeo on TV                                  | 27                               | 2.0%    | 111 |
| Watch Sports on TV                                 | 867                              | 62.9%   | 102 |
| Watch Summer Extreme Sports on TV                  | 38                               | 2.8%    | 158 |
| Watch Summer Olympics on TV                        | 156                              | 11.3%   | 101 |
| Watch Track & Field on TV                          | 38                               | 2.8%    | 86  |
| Watch U.S. Men`s Soccer National Team on TV        | 47                               | 3.4%    | 96  |
| Watch U.S. Women`s Soccer National Team on TV      | 41                               | 3.0%    | 87  |
| Watch Ultimate Fighting Championship (UFC) on TV   | 63                               | 4.6%    | 104 |
| Watch Winter Extreme Sports on TV                  | 37                               | 2.7%    | 140 |
| Watch Winter Olympics on TV                        | 104                              | 7.5%    | 98  |
| Watch WNBA Basketball on TV                        | 29                               | 2.1%    | 78  |
| Watch Women`s Tennis on TV                         | 97                               | 7.0%    | 106 |
| Watch World Cup Soccer on TV                       | 65                               | 4.7%    | 88  |
| Watch Wrestling (WWE) on TV                        | 43                               | 3.1%    | 81  |
| College Basketball Super Fan (10-10 on 10 Scale)   | 33                               | 2.4%    | 86  |
| College Football Super Fan (10-10 on 10 Scale)     | 77                               | 5.6%    | 101 |
| Golf Super Fan (10-10 on 10 Scale)                 | 32                               | 2.3%    | 146 |
| High School Sports Super Fan (10-10 on 10 Scale)   | 27                               | 2.0%    | 96  |
| Intl Soccer Super Fan (10-10 on 10 Scale)          | 25                               | 1.8%    | 80  |
| MLB Super Fan (10-10 on 10 Scale)                  | 55                               | 4.0%    | 96  |
| MLS Soccer Super Fan (10-10 on 10 Scale)           | 18                               | 1.3%    | 111 |
| NASCAR Super Fan (10-10 on 10 Scale)               | 30                               | 2.2%    | 137 |
| NBA Super Fan (10-10 on 10 Scale)                  | 40                               | 2.9%    | 75  |
| NFL Super Fan (10-10 on 10 Scale)                  | 130                              | 9.4%    | 101 |
| NHL Super Fan (10-10 on 10 Scale)                  | 34                               | 2.5%    | 111 |
| Pro Wrestling Super Fan (10-10 on 10 Scale)        | 17                               | 1.2%    | 104 |

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# Sports and Leisure Market Potential

Fort Mojave

Prepared by Esri

| Product/Consumer Behavior                       | Expected<br>Number of Adults/HHs | Percent | MPI |
|---|----------------------------------|---------|-----|
| Member of AARP                                  | 322                              | 23.4%   | 139 |
| Member of Church Board                          | 40                               | 2.9%    | 109 |
| Member of Fraternal Order                       | 48                               | 3.5%    | 142 |
| Member of Religious Club                        | 28                               | 2.0%    | 74  |
| Member of Union                                 | 42                               | 3.0%    | 66  |
| Member of Veterans Club                         | 57                               | 4.1%    | 163 |
| Participate in Indoor Gardening or Plant Care   | 200                              | 14.5%   | 90  |
| Attended Adult Education Course/12 Mo           | 129                              | 9.4%    | 84  |
| Visited Aquarium/12 Mo                          | 70                               | 5.1%    | 91  |
| Went to Art Gallery/12 Mo                       | 103                              | 7.5%    | 104 |
| Attended Auto Show/12 Mo                        | 82                               | 6.0%    | 132 |
| Did Baking/12 Mo                                | 441                              | 32.0%   | 101 |
| Barbecued/12 Mo                                 | 438                              | 31.8%   | 100 |
| Went to Bar or Night Club/12 Mo                 | 220                              | 16.0%   | 98  |
| Went to Beach/12 Mo                             | 346                              | 25.1%   | 90  |
| Played Billiards or Pool/12 Mo                  | 36                               | 2.6%    | 61  |
| Played Bingo/12 Mo                              | 46                               | 3.3%    | 96  |
| Did Birdwatching/12 Mo                          | 114                              | 8.3%    | 113 |
| Played Board Game/12 Mo                         | 241                              | 17.5%   | 77  |
| Read Book/12 Mo                                 | 540                              | 39.2%   | 99  |
| Participated in Book Club/12 Mo                 | 50                               | 3.6%    | 91  |
| Went on Overnight Camping Trip/12 Mo            | 187                              | 13.6%   | 101 |
| Played Cards/12 Mo                              | 205                              | 14.9%   | 82  |
| Played Chess/12 Mo                              | 29                               | 2.1%    | 53  |
| Played Computer Game Offline (w/Software)/12 Mo | 125                              | 9.1%    | 104 |
| Played Computer Game Online/12 Mo               | 221                              | 16.0%   | 104 |
| Cooked for Fun/12 Mo                            | 347                              | 25.2%   | 91  |
| Did Crossword Puzzle/12 Mo                      | 240                              | 17.4%   | 131 |
| Danced or Went Dancing/12 Mo                    | 82                               | 6.0%    | 92  |
| Attended Dance Performance/12 Mo                | 40                               | 2.9%    | 112 |
| Dined Out/12 Mo                                 | 713                              | 51.7%   | 99  |
| Flew a Drone/12 Mo                              | 28                               | 2.0%    | 81  |
| Attended State or County Fair/12 Mo             | 101                              | 7.3%    | 101 |
| Participated in Fantasy Sports League/12 Mo     | 60                               | 4.4%    | 93  |
| Did Furniture Refinishing/12 Mo                 | 70                               | 5.1%    | 107 |
| Gambled at Casino/12 Mo                         | 125                              | 9.1%    | 85  |
| Gambled in Las Vegas/12 Mo                      | 32                               | 2.3%    | 73  |
| Participated in Genealogy/12 Mo                 | 70                               | 5.1%    | 101 |
| Attended Horse Races/12 Mo                      | 30                               | 2.2%    | 136 |
| Participated in Karaoke/12 Mo                   | 36                               | 2.6%    | 81  |
| Bought Lottery Ticket/12 Mo                     | 468                              | 34.0%   | 108 |
| Played Lottery 6+ Times/30 Days                 | 157                              | 11.4%   | 116 |
| Bought Daily Drawing Lottery Ticket/12 Mo       | 36                               | 2.6%    | 83  |
| Bought Instant Game Lottery Ticket/12 Mo        | 254                              | 18.4%   | 101 |
| Bought Mega Millions Lottery Ticket/12 Mo       | 247                              | 17.9%   | 110 |
| Bought Powerball Lottery Ticket/12 Mo           | 260                              | 18.9%   | 108 |
| Attended Movie/6 Mo                             | 472                              | 34.3%   | 93  |
| Attended Movie 1+ Times Wk/90 Days              | 7                                | 0.5%    | 61  |
| Attended Movie 2-3 Times Month/90 Days          | 14                               | 1.0%    | 81  |
| Attended Movie 1 Time Month/90 Days             | 29                               | 2.1%    | 80  |
| Attended Movie < 1 Time Month/90 Days           | 341                              | 24.7%   | 91  |
| Saw Action Genre Movie at Theater/6 Mo          | 124                              | 9.0%    | 87  |
| Saw Adventure Genre Movie at Theater/6 Mo       | 131                              | 9.5%    | 92  |

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July 25, 2023



# Sports and Leisure Market Potential

Fort Mojave

Prepared by Esri

| Product/Consumer Behavior                         | Expected<br>Number of Adults/HHs | Percent | MPI |
|---|----------------------------------|---------|-----|
| Saw Animation Genre Movie at Theater/6 Mo         | 64                               | 4.6%    | 95  |
| Saw Biography Genre Movie at Theater/6 Mo         | 32                               | 2.3%    | 95  |
| Saw Comedy Genre Movie at Theater/6 Mo            | 113                              | 8.2%    | 86  |
| Saw Crime Genre Movie at Theater/6 Mo             | 68                               | 4.9%    | 89  |
| Saw Drama Genre Movie at Theater/6 Mo             | 116                              | 8.4%    | 95  |
| Saw Family Genre Movie at Theater/6 Mo            | 48                               | 3.5%    | 119 |
| Saw Fantasy Genre Movie at Theater/6 Mo           | 57                               | 4.1%    | 84  |
| Saw Horror Genre Movie at Theater/6 Mo            | 36                               | 2.6%    | 71  |
| Saw Romance Genre Movie at Theater/6 Mo           | 35                               | 2.5%    | 114 |
| Saw Science Fiction Genre Movie at Theater/6 Mo   | 54                               | 3.9%    | 83  |
| Saw Thriller Genre Movie at Theater/6 Mo          | 59                               | 4.3%    | 86  |
| Went to Museum/12 Mo                              | 116                              | 8.4%    | 80  |
| Attended Classical Music/Opera Performance/12 Mo  | 46                               | 3.3%    | 128 |
| Attended Country Music Performance/12 Mo          | 57                               | 4.1%    | 121 |
| Attended Rock Music Performance/12 Mo             | 79                               | 5.7%    | 98  |
| Played Musical Instrument/12 Mo                   | 100                              | 7.3%    | 86  |
| Did Painting/Drawing/Sculpting/12 Mo              | 117                              | 8.5%    | 81  |
| Did Photo Album or Scrapbooking/12 Mo             | 44                               | 3.2%    | 72  |
| Did Photography/12 Mo                             | 129                              | 9.4%    | 83  |
| Did Sudoku Puzzle/12 Mo                           | 137                              | 9.9%    | 104 |
| Participated in Tailgating/12 Mo                  | 27                               | 2.0%    | 74  |
| Went to Live Theater/12 Mo                        | 71                               | 5.2%    | 75  |
| Visited Theme Park/12 Mo                          | 124                              | 9.0%    | 77  |
| Visited Theme Park 5+ Days/12 Mo                  | 34                               | 2.5%    | 98  |
| Participated in Trivia Games/12 Mo                | 84                               | 6.1%    | 80  |
| Played (Console) Video or Electronic Game/12 Mo   | 121                              | 8.8%    | 68  |
| Played (Portable) Video or Electronic Game/12 Mo  | 63                               | 4.6%    | 69  |
| Visited Indoor Water Park/12 Mo                   | 14                               | 1.0%    | 59  |
| Did Woodworking/12 Mo                             | 96                               | 7.0%    | 123 |
| Went to Zoo/12 Mo                                 | 99                               | 7.2%    | 68  |
| Bought 1-2 DVDs/30 Days                           | 44                               | 3.2%    | 125 |
| Bought 3+ DVDs/30 Days                            | 37                               | 2.7%    | 128 |
| Rented 1 DVD (Movie or Other Video)/30 Days       | 23                               | 1.7%    | 84  |
| Rented 2 DVDs (Movie or Other Video)/30 Days      | 31                               | 2.2%    | 141 |
| Rented 3+ DVDs (Movie or Other Video)/30 Days     | 58                               | 4.2%    | 153 |
| Rented Action or Adventure Movie/30 Days          | 259                              | 18.8%   | 112 |
| Rented Classic Movie/30 Days                      | 77                               | 5.6%    | 129 |
| Rented Comedy Movie/30 Days                       | 180                              | 13.1%   | 99  |
| Rented Drama Movie/30 Days                        | 194                              | 14.1%   | 130 |
| Rented Family or Children`s Movie/30 Days         | 65                               | 4.7%    | 87  |
| Rented Foreign Movie/30 Days                      | 28                               | 2.0%    | 103 |
| Rented Horror Movie/30 Days                       | 64                               | 4.6%    | 96  |
| Rented Musical Movie/30 Days                      | 32                               | 2.3%    | 108 |
| Rented News or Documentary Movie/30 Days          | 72                               | 5.2%    | 142 |
| Rented Romance Movie/30 Days                      | 82                               | 6.0%    | 139 |
| Rented Science Fiction Movie/30 Days              | 71                               | 5.2%    | 95  |
| Rented TV Show Movie/30 Days                      | 88                               | 6.4%    | 104 |
| Rented Western Movie/30 Days                      | 43                               | 3.1%    | 168 |
| Rented/Purchased DVD/Blu-Ray from Amazon/30 Days  | 149                              | 10.8%   | 91  |
| Rented/Purchased DVD/Blu-Ray from Netflix/30 Days | 75                               | 5.4%    | 136 |
| Rented/Purchased DVD/Blu-Ray from Redbox/30 Days  | 98                               | 7.1%    | 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 2023 and 2028.

July 25, 2023

| Product/Consumer Behavior                        | Expected<br>Number of Adults/HHs | Percent | MPI |
|--|----------------------------------|---------|-----|
| Bought Children`s Toy or Game/12 Mo              | 460                              | 33.4%   | 87  |
| Spent \$1-49 on Toys or Games for Child/12 Mo    | 83                               | 6.0%    | 84  |
| Spent \$50-99 on Toys or Games for Child/12 Mo   | 35                               | 2.5%    | 80  |
| Spent \$100-199 on Toys or Games for Child/12 Mo | 97                               | 7.0%    | 91  |
| Spent \$200-499 on Toys or Games for Child/12 Mo | 149                              | 10.8%   | 99  |
| Spent \$500+ on Toys or Games for Child/12 Mo    | 66                               | 4.8%    | 81  |
| Bought Infant Toy/12 Mo                          | 100                              | 7.3%    | 101 |
| Bought Pre-School Toy/12 Mo                      | 98                               | 7.1%    | 98  |
| Bought Boy Action Figure for Child/12 Mo         | 87                               | 6.3%    | 86  |
| Bought Girl Action Figure for Child/12 Mo        | 36                               | 2.6%    | 84  |
| Bought Action Game for Child/12 Mo               | 39                               | 2.8%    | 117 |
| Bought Bicycle for Child/12 Mo                   | 59                               | 4.3%    | 75  |
| Bought Board Game for Child/12 Mo                | 172                              | 12.5%   | 83  |
| Bought Builder Set for Child/12 Mo               | 54                               | 3.9%    | 69  |
| Bought Car for Child/12 Mo                       | 83                               | 6.0%    | 80  |
| Bought Construction Toy for Child/12 Mo          | 84                               | 6.1%    | 88  |
| Bought Fashion Doll for Child/12 Mo              | 39                               | 2.8%    | 62  |
| Bought Large/Baby Doll for Child/12 Mo           | 77                               | 5.6%    | 86  |
| Bought Doll Accessories for Child/12 Mo          | 53                               | 3.8%    | 99  |
| Bought Doll Clothing for Child/12 Mo             | 36                               | 2.6%    | 72  |
| Bought Educational Toy for Child/12 Mo           | 165                              | 12.0%   | 83  |
| Bought Electronic Doll or Animal for Child/12 Mo | 31                               | 2.2%    | 88  |
| Bought Electronic Game for Child/12 Mo           | 60                               | 4.4%    | 77  |
| Bought Mechanical Toy for Child/12 Mo            | 36                               | 2.6%    | 67  |
| Bought Model Kit or Set for Child/12 Mo          | 44                               | 3.2%    | 87  |
| Bought Plush Doll or Animal for Child/12 Mo      | 123                              | 8.9%    | 89  |
| Bought Sound Game for Child/12 Mo                | 13                               | 0.9%    | 76  |
| Bought Water Toy for Child/12 Mo                 | 102                              | 7.4%    | 90  |
| Bought Word Game for Child/12 Mo                 | 22                               | 1.6%    | 70  |
| Bought Digital Book/12 Mo                        | 222                              | 16.1%   | 85  |
| Bought Hardcover Book/12 Mo                      | 350                              | 25.4%   | 94  |
| Bought Paperback Book/12 Mo                      | 420                              | 30.5%   | 90  |
| Bought 1-3 Books/12 Mo                           | 322                              | 23.4%   | 109 |
| Bought 4-6 Books/12 Mo                           | 124                              | 9.0%    | 76  |
| Bought 7+ Books/12 Mo                            | 266                              | 19.3%   | 92  |
| Bought Fiction Book/12 Mo                        | 413                              | 30.0%   | 95  |
| Bought Non-Fiction Book/12 Mo                    | 343                              | 24.9%   | 84  |
| Bought Biography/12 Mo                           | 124                              | 9.0%    | 98  |
| Bought Children`s Book/12 Mo                     | 134                              | 9.7%    | 93  |
| Bought Cookbook/12 Mo                            | 109                              | 7.9%    | 113 |
| Bought History Book/12 Mo                        | 113                              | 8.2%    | 79  |
| Bought Mystery Book/12 Mo                        | 194                              | 14.1%   | 113 |
| Bought Novel/12 Mo                               | 214                              | 15.5%   | 93  |
| Bought Religious Book (Not Bible)/12 Mo          | 79                               | 5.7%    | 93  |
| Bought Romance Book/12 Mo                        | 84                               | 6.1%    | 102 |
| Bought Science Fiction Book/12 Mo                | 71                               | 5.2%    | 75  |
| Bought Personal/Business Self-Help Book/12 Mo    | 85                               | 6.2%    | 74  |
| Bought Travel Book/12 Mo                         | 27                               | 2.0%    | 108 |
| Purchased Greeting Card/6 Mo                     | 719                              | 52.2%   | 96  |
| Bought Book from Barnes & Noble Store/12 Mo      | 120                              | 8.7%    | 83  |
| Bought Book from Oth Book Store/12 Mo            | 114                              | 8.3%    | 86  |
| Bought Book from Amazon Online/12 Mo             | 435                              | 31.6%   | 89  |
| Bought Book from Barnes & Noble Online/12 Mo     | 32                               | 2.3%    | 90  |
| Bought Book from iTunes/Apple Books/12 Mo        | 22                               | 1.6%    | 98  |
| Listened to Audiobook/6 Mo                       | 93                               | 6.7%    | 82  |

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