

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	Percent	MPI
Own Tablet		752	54.6%	93
Own E-Reader		195	14.2%	99
Own E-Reader/Tablet: Amazon Fire		187	13.6%	96
Own E-Reader/Tablet: Amazon Kindle		323	23.4%	100
Own E-Reader/Tablet: Apple iPad		444	32.2%	86
Own E-Reader/Tablet: Barnes & Noble Nook		28	2.0%	91
Own E-Reader/Tablet: Microsoft Surface		35	2.5%	88
Own E-Reader/Tablet: Samsung Galaxy Tab		150	10.9%	97
Own Portable MP3 Player		162	11.8%	105
Own Apple Watch Wearable Technology		188	13.6%	83
Own Fitbit Wearable Technology		171	12.4%	81
Own Garmin Wearable Technology		42	3.0%	92
Own Digital Camcorder		121	8.8%	108
Own Digital Point and Shoot Camera/Camcorder		161	11.7%	106
Own Digital SLR Camera or Camcorder		128	9.3%	86
Own 35mm Camera or Camcorder		104	7.5%	106
Own Telephoto/Zoom Lens for Camera		76	5.5%	85
Own Wide Angle Lens for Camera		64	4.6%	97
Own Selfie Stick for Camera or Phone		85	6.2%	93
Printed Digital Photos/12 Mo		361	26.2%	97
Use Computer at Work		392	28.4%	66
Use Desktop Computer at Work		180	13.1%	67
Use Laptop or Notebook Computer at Work		186	13.5%	56
HH Owns Computer		533	85.1%	99
HH Purchased Most Recent Home Computer/12 Mo		83	13.3%	93
HH Owns Desktop Computer		265	42.3%	106
HH Owns Laptop or Notebook		418	66.8%	95
HH Has Child (<18 Yrs) Using Home Computer		50	8.0%	68
HH Owns Apple/Mac Brand Computer		118	18.8%	78
HH Owns PC/Non-Apple Brand Computer		465	74.3%	105
HH Purchased 1-2 Yrs Ago Most Recent Computer		114	18.2%	96
HH Purchased 3-4 Yrs Ago Most Recent Computer		136	21.7%	113
HH Purchased 5+ Yrs Ago Most Recent Computer		117	18.7%	106
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
HH Owns Webcam		148	23.6%	90
HH Owns Wireless Router		216	34.5%	97
HH Owns All-In-One Printer (Print Copy Scan)		378	60.4%	101
HH Owns Accounting Software		53	8.5%	130

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.



Electronics and Internet Market Potential

Fort Mojave

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Product/Consumer Behavior	Expected Number of Adults or	Percent	MPI
HH Owns Communications or Fax Software	34	5.4%	134
HH Owns Database or Filing Software	40	6.4%	118
HH Owns Desktop Publishing Software	60	9.6%	133
HH Owns Education or Training Software	37	5.9%	65
HH Owns Entertainment or Games Software	139	22.2%	92
HH Owns Personal Finance or Tax Prep Software	106	16.9%	106
HH Owns Presentation Graphics Software	34	5.4%	85
HH Owns Multimedia Software	61	9.7%	98
HH Owns Networking Software	56	8.9%	92
HH Owns Online Mtg or Conference Software	91	14.5%	85
HH Owns Online or Remote Backup Software	40	6.4%	95
HH Owns Security or Anti-Virus Software	170	27.2%	106
HH Owns Spreadsheet Software	177	28.3%	101
HH Owns Touch Screen Monitor	68	10.9%	86
HH Owns Utility Software	33	5.3%	98
HH Owns Web Authoring Software	8	1.3%	78
HH Owns Word Processing Software	229	36.6%	96
HH Owns CD Player	126	20.1%	112
HH Owns Portable GPS Device	148	23.6%	114
HH Owns Ear Buds Headphones	283	45.2%	84
HH Owns Bluetooth or Wireless Headphones	219	35.0%	81
HH Owns Noise Reduction Headphones	116	18.5%	89
HH Owns Headphones w/Microphone	118	18.8%	80
HH Owns Home Theater or Entertainment System	106	16.9%	102
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 Owns LCD TV	161	25.7%	99
HH Owns LED TV	300	47.9%	104
HH Owns OLED TV	37	5.9%	93
HH Owns Plasma TV	68	10.9%	100
HH Owns HDTV	255	40.7%	101
HH Owns 4K Ultra HDTV	173	27.6%	100
HH Owns Internet Connectable TV	284	45.4%	105
HH Owns <27 in Screen TV (Small)	93	14.9%	114
HH Owns 27-35 in Screen TV (Medium)	201	32.1%	110
HH Owns 36-42 in Screen TV (Large)	208	33.2%	97
HH Owns 43-54 in Screen TV (XL)	203	32.4%	91
HH Owns 55-69 in Screen TV (XXL)	242	38.7%	103
HH Owns 70 in+ Screen TV (XXXL)	46	7.3%	98
HH Most Recent TV Purchase: <27 in (Small)	40	6.4%	134
HH Most Recent TV Purchase: 27-35 in (Medium)	85	13.6%	107
HH Most Recent TV Purchase: 36-42 in (Large)	97	15.5%	92
HH Most Recent TV Purchase: 43-54 in (XL)	112	17.9%	90
HH Most Recent TV Purchase: 55-69 in (XXL)	192	30.7%	108
HH Most Recent TV Purchase: 70+ in (XXXL)	39	6.2%	107
HH Owns Internet Video Device for TV	300	47.9%	91
HH Owns Amazon Fire Internet Device for TV	130	20.8%	79
HH Owns Apple TV Internet Device for TV	43	6.9%	71
HH Owns Google Chromecast Intrnt Device for TV	45	7.2%	91
HH Owns Roku Internet Device for TV	162	25.9%	101
HH Owns Handheld Video Game System	66	10.5%	62
HH Owns Video Game System Attached to TV/Comp	192	30.7%	74
HH Owns Nintendo DS/2DS/3DS Video Game System	26	4.2%	62

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Product/Consumer Behavior	Expected Number of Adults or	Percent	MPI
HH Owns Nintendo Switch Video Game System	57	9.1%	63
HH Owns Nintendo Wii/Wii U Video Game System	41	6.5%	68
HH Owns PlayStation 2/3 Video Game System	41	6.5%	80
HH Owns PlayStation 4 Video Game System	81	12.9%	76
HH Owns Xbox 360 Video Game System	46	7.3%	76
HH Owns Xbox One Video Game System	56	8.9%	69
HH Purchased Video Game System/12 Mo	27	4.3%	54
HH Purchased 1 Video Game/12 Mo	17	2.7%	117
HH Purchased 2 Video Games/12 Mo	13	2.1%	67
HH Purchased 3 Video Games/12 Mo	12	1.9%	81
HH Purchased 4 Video Games/12 Mo	10	1.6%	82
HH Purchased 5+ Video Games/12 Mo	20	3.2%	52
HH Spent \$1-100 on Video Games/12 Mo	43	6.9%	77
HH Spent \$101-200 on Video Games/12 Mo	19	3.0%	62
HH Spent \$201+ on Video Games/12 Mo	15	2.4%	65
HH Purchased Video Game from Disc Dept Store/12 Mo	18	2.9%	117
HH Purchased Video Game from Electronics Store/12 Mo	12	1.9%	60
HH Purchased Video Games from Game Console/12 Mo	20	3.2%	63
HH Purchased Video Game from GameStop/12 Mo	25	4.0%	61
HH Purchased Video Game from Steam/12 Mo	11	1.8%	70
HH Purchased Video Game from Oth Online/12 Mo	27	4.3%	56
HH Purchased Video Game System/Disc Dept Store/12 Mo	7	1.1%	85
HH Purchased Video Game System/Electr Store/12 Mo	7	1.1%	61
HH Purchased Video Game System/GameStop/12 Mo	6	1.0%	50
HH Purchased Video Game System/Other Online/12 Mo	12	1.9%	66
Have Internet Access at Home	1,316	95.5%	99
Broadband/High Speed Internet Connection at Home	1,271	92.2%	99
Cable Modem Internet Connection at Home	606	44.0%	103
DSL Internet Connection at Home	163	11.8%	114
Fiber Optic Internet Connection at Home	154	11.2%	64
Satellite Service Internet Connection at Home	68	4.9%	141
Spend <0.5 Hrs Online (Excluding Email) Daily	81	5.9%	127
Spend 0.5-0.9 Hrs Online (Excluding Email) Daily	119	8.6%	112
Spend 1-1.9 Hrs Online (Excluding Email) Daily	261	18.9%	112
Spend 2-4.9 Hrs Online (Excluding Email) Daily	423	30.7%	100
Spend 5-9.9 Hrs Online (Excluding Email) Daily	280	20.3%	90
Spend 10+ Hrs Online (Excluding Email) Daily	120	8.7%	78
Used Internet/30 Days	1,339	97.2%	100
Used Internet at Home/30 Days	1,286	93.3%	100
Used Internet at Work/30 Days	353	25.6%	69
Used Internet at School or Library/30 Days	63	4.6%	68
Used Internet Not Home/Work/School/Library/30 Days	380	27.6%	78
Used Computer to Access Internet/30 Days	1,054	76.5%	96
Used Cell Phone to Access Internet/30 Days	1,130	82.0%	96
Used Tablet to Access Internet/30 Days	466	33.8%	92
Used Vid Game Console to Access Internet/30 Days	103	7.5%	73
Used TV to Access Internet/30 Days	318	23.1%	84
Used Internet for Email/30 Days	1,156	83.9%	99
Used Internet for IM/30 Days	1,094	79.4%	98
Used Internet for Phone Call/30 Days	429	31.1%	86
Used Internet for Video Chat/30 Days	380	27.6%	76

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Product/Consumer Behavior	Expected Number of Adults or	Percent	MPI
Used Internet for Personal Purchase/30 Days	962	69.8%	96
Used Internet for Business Purchase/30 Days	151	11.0%	83
Used Internet for Latest News/30 Days	698	50.7%	96
Used Internet for Sports News or Info/30 Days	331	24.0%	88
Used Internet for Financial Info/30 Days	388	28.2%	90
Used Internet for Medical Info/30 Days	455	33.0%	102
Used Internet for Movie Listings/Times/30 Days	126	9.1%	86
Used Internet for Parenting Info/30 Days	40	2.9%	66
Used Internet for Real Estate Info/30 Days	205	14.9%	98
Used Internet for Recipes/30 Days	706	51.2%	96
Used Internet to Add Video to Website/30 Days	83	6.0%	83
Used Internet to Download Movie/30 Days	78	5.7%	94
Used Internet to Download Music/30 Days	196	14.2%	92
Used Internet to Download TV Program/30 Days	33	2.4%	76
Used Internet to Download Video Game/30 Days	179	13.0%	95
Used Internet to Look for Employment/30 Days	131	9.5%	74
Used Internet for Online Dating/30 Days	35	2.5%	74
Used Internet to Pay Bills/30 Days	867	62.9%	100
Used Internet to Play Games/30 Days	534	38.8%	104
Used Internet to Research Vehicle Purch/30 Days	124	9.0%	90
Used Internet to Send Greeting Card/30 Days	77	5.6%	124
Used Internet to Share Photos on Website/30 Days	352	25.5%	94
Used Internet to Take Online Class/30 Days	103	7.5%	58
Used Internet to Trade/Track Investments/30 Days	226	16.4%	88
Used Internet for Travel Plans/30 Days	197	14.3%	80
Used Internet to Visit Blogs/30 Days	97	7.0%	61
Used Internet to Write Blogs/30 Days	12	0.9%	70
Used Internet to Visit Chat Room/30 Days	46	3.3%	56
Used Internet to Watch Movie/30 Days	380	27.6%	81
Used Internet to Watch TV Program/30 Days	230	16.7%	75
Used Nintendo Switch Online Gaming Svc/30 Days	39	2.8%	71
Used PlayStation Network Gaming Svc/30 Days	80	5.8%	84
Used Xbox Network Gaming Svc/30 Days	72	5.2%	86
Played Massive Multi-Player Online Game/30 Days	40	2.9%	89
Used Spanish Language Website or App/30 Days	55	4.0%	84
Social Media: Used Facebook/30 Days	911	66.1%	103
Social Media: Used Instagram/30 Days	355	25.8%	69
Social Media: Used LinkedIn/30 Days	115	8.3%	59
Social Media: Used Reddit/30 Days	84	6.1%	59
Social Media: Used Shutterfly/30 Days	32	2.3%	89
Social Media: Used Snapchat/30 Days	234	17.0%	83
Social Media: Used TikTok/30 Days	219	15.9%	87
Social Media: Used Tumblr/30 Days	20	1.5%	77
Social Media: Used Twitch/30 Days	46	3.3%	84
Social Media: Used Twitter/30 Days	170	12.3%	69
Social Media: Used Yelp/30 Days	44	3.2%	54
Social Media: Used YouTube/30 Days	677	49.1%	92
Social Media: Used Pinterest/30 Days	230	16.7%	88

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Product/Consumer Behavior	Expected Number of Adults or	Percent	MPI
Social Media: Applied Filter to Picture/30 Days	97	7.0%	68
Social Media: Clicked on Ad/30 Days	178	12.9%	87
Social Media: Commented on Friend's Post/30 Days	563	40.9%	96
Social Media: Communicated Via IM/30 Days	305	22.1%	91
Social Media: Followed/Became Fan/30 Days	253	18.4%	78
Social Media: Invited People to Event/30 Days	55	4.0%	95
Social Media: Liked Something/30 Days	463	33.6%	96
Social Media: Played Game/30 Days	271	19.7%	115
Social Media: Posted Blog/30 Days	17	1.2%	75
Social Media: Posted/Shared Video/30 Days	180	13.1%	79
Social Media: Posted Picture/30 Days	493	35.8%	90
Social Media: Posted Update/30 Days	305	22.1%	89
Social Media: Posted Website Link/30 Days	126	9.1%	98
Social Media: Posted/Shared My Location/30 Days	70	5.1%	101
Social Media: Rated Product or Service/30 Days	108	7.8%	102
Social Media: Saw Friend's Profile/30 Days	553	40.1%	93
Social Media: Sent Email/Text Message/30 Days	638	46.3%	102
Social Media: Sent Real/Virtual Gift/30 Days	26	1.9%	88
Social Media: Updated My Profile/30 Days	193	14.0%	84
Social Media: Watched Video/30 Days	511	37.1%	84
IM/Video Chat: Used Facebook Messenger/30 Days	705	51.2%	106
IM/Video Chat: Used FaceTime/30 Days	358	26.0%	83
IM/Video Chat: Used Google Duo/30 Days	79	5.7%	101
IM/Video Chat: Used Google Hangouts/30 Days	29	2.1%	59
IM/Video Chat: Used Google Meet/30 Days	42	3.0%	59
IM/Video Chat: Used Microsoft Teams/30 Days	72	5.2%	48
IM/Video Chat: Used Skype/30 Days	61	4.4%	80
IM/Video Chat: Used Slack/30 Days	23	1.7%	55
IM/Video Chat: Used Snapchat/30 Days	175	12.7%	88
IM/Video Chat: Used WhatsApp/30 Days	157	11.4%	66
IM/Video Chat: Used Zoom/30 Days	364	26.4%	79
Social Media: Follow Friends/Family Very Important	350	25.4%	110
Social Media: Meet New Friends Very Important	90	6.5%	103
Social Media: Keep in Touch Very Important	588	42.7%	100
Social Media: Reconnect w/People Very Important	218	15.8%	93
Social Media: Ntwrk w/Prof Contacts Very Important	67	4.9%	75
Social Media: Find Mutual Interests Very Important	70	5.1%	83
Social Media: Learn About Prods/Svcs Very Important	87	6.3%	107
Social Media: Rate/Review Prods/Svcs Very Important	65	4.7%	102
Social Media: Find Local Info Very Important	126	9.1%	82
Social Media: Find TV/Movie Info Very Important	92	6.7%	98
Social Media: Access to VIP Events Very Important	45	3.3%	92
Social Media: Get Exclusive Offers Very Important	91	6.6%	106
Social Media: Play Games Very Important	110	8.0%	122
Social Media: Support Fav Co/Brands Very Important	63	4.6%	112
Social Media: Track News/Events Very Important	169	12.3%	103
Used Bing Website or Search Engine/30 Days	128	9.3%	98
Used Google Website or Search Engine/30 Days	1,151	83.5%	97
Used Yahoo Website or Search Engine/30 Days	259	18.8%	114

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Used Indeed Job/Careers Website or App/30 Days	153	11.1%	82
Used Zillow Website or App/30 Days	279	20.2%	101
Used BuzzFeed Entertainment Website/App/30 Days	39	2.8%	50
Used Fandango Entertainment Website/App/30 Days	18	1.3%	109
Used ABC News Website or App/30 Days	101	7.3%	86
Used BBC News Website or App/30 Days	53	3.8%	64
Used CBS News Website or App/30 Days	96	7.0%	116
Used CNN Website or App/30 Days	188	13.6%	78
Used Fox News Website or App/30 Days	219	15.9%	107
Used HuffPost News Website or App/30 Days	58	4.2%	81
Used NBC News Website or App/30 Days	82	6.0%	92
Used Yahoo! News Website or App/30 Days	103	7.5%	88
Used ESPN Sports Website or App/30 Days	185	13.4%	86
Used Fox Sports Website or App/30 Days	78	5.7%	100
Used MLB Sports Website or App/30 Days	52	3.8%	107
Used NBA Sports Website or App/30 Days	37	2.7%	79
Used NFL Sports Website or App/30 Days	112	8.1%	119
Used PBS Website or App/30 Days	36	2.6%	86
Used Telemundo Website or App/30 Days	33	2.4%	93
Social Media: Follow Actors/Comedians	290	21.0%	82
Social Media: Follow Artists/Photographers	199	14.4%	81
Social Media: Follow Charitable Groups	194	14.1%	87
Social Media: Follow Chefs/Restaurants	258	18.7%	92
Social Media: Follow Companies/Brands	254	18.4%	80
Social Media: Follow Gamers	100	7.3%	97
Social Media: Follow Hobby-Related Groups	401	29.1%	98
Social Media: Follow Local Groups	295	21.4%	87
Social Media: Follow Magazines	117	8.5%	89
Social Media: Follow Medical/Ailment Groups	116	8.4%	107
Social Media: Follow Music Groups	332	24.1%	96
Social Media: Follow Newspapers	189	13.7%	103
Social Media: Follow Oth Celebrities	166	12.0%	79
Social Media: Follow Political Groups	206	14.9%	99
Social Media: Follow Politicians	216	15.7%	105
Social Media: Follow Religious Groups	217	15.7%	103
Social Media: Follow School Groups	212	15.4%	86
Social Media: Follow Sports/Athletes	242	17.6%	83
Social Media: Follow Travel-Related Groups	182	13.2%	94
Social Media: Follow TV Programs/Networks	260	18.9%	91

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