



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 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

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.

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Product/Consumer Behavior	Expected 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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Product/Consumer Behavior	Expected		MPI
	Number of Adults/HHs	Percent	
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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Product/Consumer Behavior	Expected		MPI
	Number of Adults/HHs	Percent	
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

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Product/Consumer Behavior	Expected		MPI
	Number of Adults/HHs	Percent	
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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