



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
Apparel (Adults)			
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
Automobiles (Households)			
HH Owns or Leases Any Vehicle	585	93.5%	102
HH Bought or Leased New Vehicle/12 Mo	65	10.4%	103
Automotive Aftermarket (Adults)			
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
Beverages (Adults)			
Drank Non-Diet (Regular) Cola/6 Mo	478	34.7%	94
Drank Beer or Ale/6 Mo	543	39.4%	99
Cameras (Adults)			
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
Cell Phones (Adults/Households)			
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
Computers (Households)			
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.



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Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
Convenience Stores (Adults)			
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
Entertainment (Adults)			
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
Financial (Adults)			
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

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Grocery (Adults)			
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
Health (Adults)			
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
Home (Households)			
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
Insurance (Adults/Households)			
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
Pets (Households)			
HH Owns Cat	148	23.6%	102
HH Owns Dog	293	46.8%	118
Psychographics (Adults)			
Represents adults who "completely agree" with the statement:			
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
Reading (Adults)			
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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Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
Restaurants (Adults)			
Went to Family Restrn/SteakHse/6 Mo	899	65.2%	99
Went to Family Restrn/SteakHse 4+ Times/30 Days	296	21.5%	105
Spent \$101-200 at Family Restrn/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
Television & Electronics (Adults/Households)			
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
Travel (Adults)			
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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