



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.

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Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
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

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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

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