

Restaurant Market Potential

Fort Mojave

Prepared by Esri

Population 1,701 2,361 Population 18+ 1.390 1,971 Household nome 565,233 \$75,052 Product/Consumer Behavior Expected Number of Proful Went to Family Restaurant/Steak House/5 Mo 1,011 72.7% 1002 Went to Family Restaurant/Steak House/30 Days 101 7.3% 1222 Spent \$12-00 at Family Restaurant/Steak House/30 Days 153 11.0% 106 Spent \$10-10 at Family Restaurant/Steak House/30 Days 153 11.0% 106 Spent \$10-1200 at Family Restaurant/Steak House/30 Days 85 6.1% 91 Spent \$10-1200 at Family Restaurant/Steak House/30 Days 85 6.1% 91 Spent \$10-1200 at Family Restaurant/Steak House/6 Mo 218 15.7% 128 Spent \$10-1200 at Family Restaurant/Steak House/6 Mo 218 15.7% 128 Spent \$10-100 at Family Restaurant/Steak House/6 Mo 218 15.7% 128 Went for Lunch at Family Restaurant/Steak House/6 Mo 218 15.7% 128 Went for Lunch at Family Restaurant/Steak House/6 Mo 218	Demographic Summary		2024	2029
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	Spent \$51-100 at Fast Food Restaurant/30 Days	284	20.4%	100
	Spent \$101-200 at Fast Food Restaurant/30 Days	168	12.1%	93
Spent \$201+ at Fast Food Restaurant/30 Days 65 4.7% 80	Spent \$201+ at Fast Food Restaurant/30 Days	65	4.7%	80
Ordered Eat-In Fast Food/6 Mo 429 30.9% 107	Ordered Eat-In Fast Food/6 Mo	429	30.9%	107

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 2024 and 2029.



Restaurant Market Potential

Fort Mojave

Prepared by Esri

	Expected Number of		
Product/Consumer Behavior	Adults	Percent	MPI
Ordered Home Delivery Fast Food/6 Mo	127	9.1%	71
Take-Out/Drive-Thru/Curbside Fast Food/6 Mo	767	55.2%	105
Ordered Take-Out/Walk-In Fast Food/6 Mo	253	18.2%	80
Bought Breakfast at Fast Food Restaurant/6 Mo	506	36.4%	102
Bought Lunch at Fast Food Restaurant/6 Mo	805	57.9%	108
Bought Dinner at Fast Food Restaurant/6 Mo	690	49.6%	91
Bought Snack at Fast Food Restaurant/6 Mo	170	12.2%	87
Bought from Fast Food Restaurant on Weekday/6 Mo	961	69.1%	104
Bought from Fast Food Restaurant on Weekend/6 Mo	635	45.7%	86
Bought A&W/6 Mo	39	2.8%	130
Bought Arby`s/6 Mo	335	24.1%	132
Bought Baskin-Robbins/6 Mo	27	1.9%	58
Bought Boston Market/6 Mo	14	1.0%	56
Bought Burger King/6 Mo	414	29.8%	110
Bought Captain D`s/6 Mo	63	4.5%	158
Bought Carl's Jr./6 Mo	50	3.6%	76
Bought Checkers/6 Mo	51	3.7%	154
Bought Chick-Fil-A/6 Mo	395	28.4%	85
Bought Chipotle Mexican Grill/6 Mo	136	9.8%	57
Bought Chuck E. Cheese`s/6 Mo	17	1.2%	82
Bought Church`s Fried Chicken/6 Mo	45	3.2%	107
Bought Cold Stone Creamery/6 Mo	36	2.6%	84
Bought Dairy Queen/6 Mo	290	20.9%	133
Bought Del Taco/6 Mo	35	2.5%	70
Bought Domino`s Pizza/6 Mo	211	15.2%	91
Bought Dunkin` Donuts/6 Mo	148	10.6%	72
Bought Five Guys/6 Mo	110	7.9%	80
Bought Hardee`s/6 Mo	114	8.2%	164
Bought Jack in the Box/6 Mo	73	5.3%	77
Bought Jersey Mike`s/6 Mo	127	9.1%	108
Bought Jimmy John`s/6 Mo	65	4.7%	76
Bought KFC/6 Mo	291	20.9%	121
Bought Krispy Kreme Doughnuts/6 Mo	82	5.9%	88
Bought Little Caesars/6 Mo	158	11.4%	93
Bought Long John Silver`s/6 Mo	50	3.6%	138
Bought McDonald`s/6 Mo	709	51.0%	103
Bought Panda Express/6 Mo	149	10.7%	82
Bought Panera Bread/6 Mo	184	13.2%	98
Bought Papa John`s/6 Mo	116	8.3%	101
Bought Papa Murphy`s/6 Mo	69	5.0%	147
Bought Pizza Hut/6 Mo	190	13.7%	110
Bought Popeyes Chicken/6 Mo	169	12.2%	88
Bought Sonic Drive-In/6 Mo	194	14.0%	124
Bought Starbucks/6 Mo	206	14.8%	70
Bought Steak `N Shake/6 Mo	39	2.8%	98
Bought Subway/6 Mo	341	24.5%	109
Bought Taco Bell/6 Mo	409	29.4%	106
Bought Wendy's/6 Mo	399	28.7%	107
Bought Whataburger/6 Mo	81	5.8%	97
Bought White Castle/6 Mo	20	1.4%	60
Bought Wing-Stop/6 Mo	29	2.1%	57
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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 2024 and 2029.



Restaurant Market Potential

Fort Mojave

Prepared by Esri

Went to Fine Dining Restaurant/6 Mo	190	13.7%	89
Went to Fine Dining Restaurant/30 Days	150	10.8%	92
Went to Fine Dining Restaurant 2+ Times/30 Days	71	5.1%	93
Used DoorDash Site/App for Take-Out/Del/30 Days	107	7.7%	61
Used Grubhub Site/App for Take-Out/Del/30 Days	35	2.5%	55
Used Postmates Site/App for Take-Out/Del/30 Days	7	0.5%	45
Used Restrnt Site/App for Take-Out/Del/30 Days	274	19.7%	91
Used Uber Eats Site/App for Take-Out/Del/30 Days	41	2.9%	41
Used Yelp Site/App for Take-Out/Del/30 Days	11	0.8%	60

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.

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