



# Restaurant Market Potential

Zuni Pueblo CDP, NM  
 Zuni Pueblo CDP, NM (3586595)  
 Geography: Place

Prepared by Esri

Demographic Summary		2023	2028	
Population		6,093	5,976	
Population 18+		4,496	4,398	
Households		1,605	1,590	
Median Household Income		\$50,068	\$53,717	
Product/Consumer Behavior		Expected Number of Adults	Percent	MPI
Went to Family Restaurant/Steak House/6 Mo		3,136	69.8%	105
Went to Family Restaurant/Steak House 4+ Times/30 Days		998	22.2%	108
Spent \$1-30 at Family Restaurant/Steak House/30 Days		364	8.1%	121
Spent \$31-50 at Family Restaurant/Steak House/30 Days		532	11.8%	138
Spent \$51-100 at Family Restaurant/Steak House/30 Days		770	17.1%	115
Spent \$101-200 at Family Restaurant/Steak House/30 Days		382	8.5%	87
Spent \$201+ at Family Restaurant/Steak House/30 Days		203	4.5%	92
Spent \$1-100 at Fine Dining Restaurants/30 Days		159	3.5%	118
Spent \$101-200 at Fine Dining Restaurants/30 Days		58	1.3%	56
Spent \$201+ at Fine Dining Restaurants/30 Days		55	1.2%	61
Went for Breakfast at Family Restaurant/Steak House/6 Mo		440	9.8%	96
Went for Lunch at Family Restaurant/Steak House/6 Mo		986	21.9%	134
Went for Dinner at Family Restaurant/Steak House/6 Mo		1,995	44.4%	102
Went for Snacks at Family Restaurant/Steak House/6 Mo		53	1.2%	84
Went on Workday to Family Restaurant/Steak House/6 Mo		1,392	31.0%	104
Went on Weekend to Family Restaurant/Steak House/6 Mo		1,759	39.1%	107
Went to Applebee's/6 Mo		597	13.3%	100
Went to Bob Evans/6 Mo		124	2.8%	123
Went to Buffalo Wild Wings/6 Mo		320	7.1%	88
Went to California Pizza Kitchen/6 Mo		23	0.5%	37
Went to Carrabba's/6 Mo		102	2.3%	116
Went to The Cheesecake Factory/6 Mo		214	4.8%	77
Went to Chili's Grill & Bar/6 Mo		495	11.0%	122
Went to Cracker Barrel/6 Mo		882	19.6%	200
Went to Denny's/6 Mo		239	5.3%	94
Went to Golden Corral/6 Mo		384	8.5%	291
Went to IHOP/6 Mo		407	9.1%	127
Went to Logan's Roadhouse/6 Mo		171	3.8%	220
Went to Longhorn Steakhouse/6 Mo		369	8.2%	148
Went to Olive Garden/6 Mo		583	13.0%	95
Went to Outback Steakhouse/6 Mo		378	8.4%	120
Went to Red Lobster/6 Mo		313	7.0%	112
Went to Red Robin/6 Mo		101	2.2%	44
Went to Ruby Tuesday/6 Mo		134	3.0%	180
Went to Texas Roadhouse/6 Mo		500	11.1%	104
Went to T.G.I. Friday's/6 Mo		74	1.6%	75
Went to Waffle House/6 Mo		444	9.9%	225
Went to Fast Food/Drive-In Restaurant/6 Mo		4,142	92.1%	101
Went to Fast Food/Drive-In Rest 9+ Times/30 Days		2,130	47.4%	122
Spent \$1-10 at Fast Food Restaurant/30 Days		136	3.0%	73
Spent \$11-20 at Fast Food Restaurant/30 Days		394	8.8%	104
Spent \$21-40 at Fast Food Restaurant/30 Days		793	17.6%	106
Spent \$41-50 at Fast Food Restaurant/30 Days		401	8.9%	96
Spent \$51-100 at Fast Food Restaurant/30 Days		1,043	23.2%	113
Spent \$101-200 at Fast Food Restaurant/30 Days		663	14.7%	119
Spent \$201+ at Fast Food Restaurant/30 Days		265	5.9%	113
Ordered Eat-In Fast Food/6 Mo		1,073	23.9%	117

**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	388	8.6%	64
Take-Out/Drive-Thru/Curbside Fast Food/6 Mo	2,988	66.5%	114
Ordered Take-Out/Walk-In Fast Food/6 Mo	888	19.8%	88
Bought Breakfast at Fast Food Restaurant/6 Mo	1,886	41.9%	120
Bought Lunch at Fast Food Restaurant/6 Mo	2,625	58.4%	109
Bought Dinner at Fast Food Restaurant/6 Mo	2,646	58.9%	109
Bought Snack at Fast Food Restaurant/6 Mo	544	12.1%	91
Bought from Fast Food Restaurant on Weekday/6 Mo	3,182	70.8%	108
Bought from Fast Food Restaurant on Weekend/6 Mo	2,466	54.8%	104
Bought A&W/6 Mo	69	1.5%	74
Bought Arby`s/6 Mo	1,110	24.7%	138
Bought Baskin-Robbins/6 Mo	137	3.0%	98
Bought Boston Market/6 Mo	32	0.7%	37
Bought Burger King/6 Mo	1,629	36.2%	130
Bought Captain D`s/6 Mo	461	10.3%	366
Bought Carl`s Jr./6 Mo	110	2.4%	52
Bought Checkers/6 Mo	234	5.2%	210
Bought Chick-Fil-A/6 Mo	1,710	38.0%	116
Bought Chipotle Mexican Grill/6 Mo	310	6.9%	43
Bought Chuck E. Cheese`s/6 Mo	27	0.6%	58
Bought Church`s Fried Chicken/6 Mo	322	7.2%	221
Bought Cold Stone Creamery/6 Mo	96	2.1%	76
Bought Dairy Queen/6 Mo	978	21.8%	143
Bought Del Taco/6 Mo	77	1.7%	52
Bought Domino`s Pizza/6 Mo	732	16.3%	101
Bought Dunkin` Donuts/6 Mo	431	9.6%	65
Bought Five Guys/6 Mo	374	8.3%	85
Bought Hardee`s/6 Mo	622	13.8%	270
Bought Jack in the Box/6 Mo	170	3.8%	56
Bought Jersey Mike`s/6 Mo	283	6.3%	87
Bought Jimmy John`s/6 Mo	166	3.7%	63
Bought KFC/6 Mo	1,194	26.6%	153
Bought Krispy Kreme Doughnuts/6 Mo	451	10.0%	146
Bought Little Caesars/6 Mo	823	18.3%	156
Bought Long John Silver`s/6 Mo	257	5.7%	242
Bought McDonald`s/6 Mo	2,426	54.0%	107
Bought Panda Express/6 Mo	412	9.2%	76
Bought Panera Bread/6 Mo	336	7.5%	58
Bought Papa John`s/6 Mo	478	10.6%	131
Bought Papa Murphy`s/6 Mo	118	2.6%	73
Bought Pizza Hut/6 Mo	808	18.0%	146
Bought Popeyes Chicken/6 Mo	762	16.9%	122
Bought Sonic Drive-In/6 Mo	1,055	23.5%	199
Bought Starbucks/6 Mo	567	12.6%	62
Bought Steak `N Shake/6 Mo	158	3.5%	120
Bought Subway/6 Mo	1,274	28.3%	131
Bought Taco Bell/6 Mo	1,478	32.9%	121
Bought Wendy`s/6 Mo	1,288	28.6%	109
Bought Whataburger/6 Mo	423	9.4%	159
Bought White Castle/6 Mo	71	1.6%	64
Bought Wing-Stop/6 Mo	122	2.7%	80

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Went to Fine Dining Restaurant/6 Mo	390	8.7%	71
Went to Fine Dining Restaurant/30 Days	305	6.8%	75
Went to Fine Dining Restaurant 2+ Times/30 Days	142	3.2%	76
Used DoorDash Site/App for Take-Out/Del/30 Days	286	6.4%	55
Used Grubhub Site/App for Take-Out/Del/30 Days	117	2.6%	48
Used Postmates Site/App for Take-Out/Del/30 Days	20	0.4%	26
Used Restrnt Site/App for Take-Out/Del/30 Days	851	18.9%	85
Used Uber Eats Site/App for Take-Out/Del/30 Days	117	2.6%	40
Used Yelp Site/App for Take-Out/Del/30 Days	34	0.8%	46

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October 27, 2023