



Restaurant Market Potential

Yavapai-Apache Nation
Area: 2.77 square miles

Prepared by Esri

Demographic Summary		2023	2028	
Population		1,102	1,126	
Population 18+		896	915	
Households		350	365	
Median Household Income		\$42,019	\$55,271	
Product/Consumer Behavior		Expected Number of Adults	Percent	MPI
Went to Family Restaurant/Steak House/6 Mo		620	69.2%	105
Went to Family Restaurant/Steak House 4+ Times/30 Days		193	21.5%	105
Spent \$1-30 at Family Restaurant/Steak House/30 Days		64	7.1%	107
Spent \$31-50 at Family Restaurant/Steak House/30 Days		74	8.3%	96
Spent \$51-100 at Family Restaurant/Steak House/30 Days		167	18.6%	125
Spent \$101-200 at Family Restaurant/Steak House/30 Days		106	11.8%	121
Spent \$201+ at Family Restaurant/Steak House/30 Days		28	3.1%	63
Spent \$1-100 at Fine Dining Restaurants/30 Days		22	2.5%	82
Spent \$101-200 at Fine Dining Restaurants/30 Days		9	1.0%	43
Spent \$201+ at Fine Dining Restaurants/30 Days		8	0.9%	45
Went for Breakfast at Family Restaurant/Steak House/6 Mo		82	9.2%	90
Went for Lunch at Family Restaurant/Steak House/6 Mo		162	18.1%	111
Went for Dinner at Family Restaurant/Steak House/6 Mo		404	45.1%	103
Went for Snacks at Family Restaurant/Steak House/6 Mo		9	1.0%	71
Went on Workday to Family Restaurant/Steak House/6 Mo		293	32.7%	110
Went on Weekend to Family Restaurant/Steak House/6 Mo		311	34.7%	95
Went to Applebee's/6 Mo		145	16.2%	122
Went to Bob Evans/6 Mo		21	2.3%	104
Went to Buffalo Wild Wings/6 Mo		66	7.4%	91
Went to California Pizza Kitchen/6 Mo		4	0.4%	32
Went to Carrabba's/6 Mo		14	1.6%	80
Went to The Cheesecake Factory/6 Mo		29	3.2%	52
Went to Chili's Grill & Bar/6 Mo		76	8.5%	94
Went to Cracker Barrel/6 Mo		175	19.5%	199
Went to Denny's/6 Mo		45	5.0%	89
Went to Golden Corral/6 Mo		44	4.9%	167
Went to IHOP/6 Mo		60	6.7%	94
Went to Logan's Roadhouse/6 Mo		41	4.6%	265
Went to Longhorn Steakhouse/6 Mo		81	9.0%	164
Went to Olive Garden/6 Mo		140	15.6%	115
Went to Outback Steakhouse/6 Mo		68	7.6%	108
Went to Red Lobster/6 Mo		78	8.7%	141
Went to Red Robin/6 Mo		29	3.2%	64
Went to Ruby Tuesday/6 Mo		32	3.6%	215
Went to Texas Roadhouse/6 Mo		117	13.1%	122
Went to T.G.I. Friday's/6 Mo		20	2.2%	102
Went to Waffle House/6 Mo		60	6.7%	153
Went to Fast Food/Drive-In Restaurant/6 Mo		835	93.2%	103
Went to Fast Food/Drive-In Rest 9+ Times/30 Days		383	42.7%	110
Spent \$1-10 at Fast Food Restaurant/30 Days		45	5.0%	122
Spent \$11-20 at Fast Food Restaurant/30 Days		80	8.9%	106
Spent \$21-40 at Fast Food Restaurant/30 Days		160	17.9%	107
Spent \$41-50 at Fast Food Restaurant/30 Days		99	11.0%	119
Spent \$51-100 at Fast Food Restaurant/30 Days		201	22.4%	109
Spent \$101-200 at Fast Food Restaurant/30 Days		113	12.6%	102
Spent \$201+ at Fast Food Restaurant/30 Days		40	4.5%	86
Ordered Eat-In Fast Food/6 Mo		211	23.5%	115

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	82	9.2%	68
Take-Out/Drive-Thru/Curbside Fast Food/6 Mo	595	66.4%	114
Ordered Take-Out/Walk-In Fast Food/6 Mo	152	17.0%	76
Bought Breakfast at Fast Food Restaurant/6 Mo	364	40.6%	117
Bought Lunch at Fast Food Restaurant/6 Mo	567	63.3%	118
Bought Dinner at Fast Food Restaurant/6 Mo	481	53.7%	99
Bought Snack at Fast Food Restaurant/6 Mo	107	11.9%	89
Bought from Fast Food Restaurant on Weekday/6 Mo	652	72.8%	111
Bought from Fast Food Restaurant on Weekend/6 Mo	449	50.1%	95
Bought A&W/6 Mo	18	2.0%	97
Bought Arby`s/6 Mo	241	26.9%	151
Bought Baskin-Robbins/6 Mo	15	1.7%	54
Bought Boston Market/6 Mo	7	0.8%	40
Bought Burger King/6 Mo	323	36.0%	129
Bought Captain D`s/6 Mo	60	6.7%	239
Bought Carl`s Jr./6 Mo	14	1.6%	33
Bought Checkers/6 Mo	18	2.0%	81
Bought Chick-Fil-A/6 Mo	292	32.6%	100
Bought Chipotle Mexican Grill/6 Mo	54	6.0%	38
Bought Chuck E. Cheese`s/6 Mo	5	0.6%	54
Bought Church`s Fried Chicken/6 Mo	23	2.6%	79
Bought Cold Stone Creamery/6 Mo	7	0.8%	28
Bought Dairy Queen/6 Mo	193	21.5%	142
Bought Del Taco/6 Mo	14	1.6%	48
Bought Domino`s Pizza/6 Mo	122	13.6%	84
Bought Dunkin` Donuts/6 Mo	81	9.0%	61
Bought Five Guys/6 Mo	52	5.8%	60
Bought Hardee`s/6 Mo	125	14.0%	272
Bought Jack in the Box/6 Mo	40	4.5%	66
Bought Jersey Mike`s/6 Mo	30	3.3%	46
Bought Jimmy John`s/6 Mo	49	5.5%	93
Bought KFC/6 Mo	198	22.1%	128
Bought Krispy Kreme Doughnuts/6 Mo	72	8.0%	117
Bought Little Caesars/6 Mo	147	16.4%	140
Bought Long John Silver`s/6 Mo	44	4.9%	208
Bought McDonald`s/6 Mo	492	54.9%	109
Bought Panda Express/6 Mo	59	6.6%	54
Bought Panera Bread/6 Mo	63	7.0%	55
Bought Papa John`s/6 Mo	77	8.6%	106
Bought Papa Murphy`s/6 Mo	19	2.1%	59
Bought Pizza Hut/6 Mo	144	16.1%	131
Bought Popeyes Chicken/6 Mo	105	11.7%	84
Bought Sonic Drive-In/6 Mo	193	21.5%	183
Bought Starbucks/6 Mo	107	11.9%	58
Bought Steak `N Shake/6 Mo	37	4.1%	141
Bought Subway/6 Mo	215	24.0%	111
Bought Taco Bell/6 Mo	284	31.7%	116
Bought Wendy`s/6 Mo	264	29.5%	112
Bought Whataburger/6 Mo	52	5.8%	98
Bought White Castle/6 Mo	11	1.2%	49
Bought Wing-Stop/6 Mo	16	1.8%	53

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Went to Fine Dining Restaurant/6 Mo	79	8.8%	73
Went to Fine Dining Restaurant/30 Days	53	5.9%	65
Went to Fine Dining Restaurant 2+ Times/30 Days	20	2.2%	54
Used DoorDash Site/App for Take-Out/Del/30 Days	46	5.1%	44
Used Grubhub Site/App for Take-Out/Del/30 Days	17	1.9%	35
Used Postmates Site/App for Take-Out/Del/30 Days	5	0.6%	33
Used Restrnt Site/App for Take-Out/Del/30 Days	137	15.3%	69
Used Uber Eats Site/App for Take-Out/Del/30 Days	20	2.2%	35
Used Yelp Site/App for Take-Out/Del/30 Days	7	0.8%	47

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October 28, 2023