



Restaurant Market Potential

Hualapai

Prepared by Esri

Demographic Summary		2023	2028	
Population		783	752	
Population 18+		499	481	
Households		345	335	
Median Household Income		\$39,080	\$47,172	
Product/Consumer Behavior		Expected Number of Adults	Percent	MPI
Went to Family Restaurant/Steak House/6 Mo		318	63.7%	96
Went to Family Restaurant/Steak House 4+ Times/30 Days		111	22.2%	108
Spent \$1-30 at Family Restaurant/Steak House/30 Days		44	8.8%	132
Spent \$31-50 at Family Restaurant/Steak House/30 Days		38	7.6%	89
Spent \$51-100 at Family Restaurant/Steak House/30 Days		69	13.8%	93
Spent \$101-200 at Family Restaurant/Steak House/30 Days		44	8.8%	90
Spent \$201+ at Family Restaurant/Steak House/30 Days		17	3.4%	69
Spent \$1-100 at Fine Dining Restaurants/30 Days		14	2.8%	93
Spent \$101-200 at Fine Dining Restaurants/30 Days		10	2.0%	86
Spent \$201+ at Fine Dining Restaurants/30 Days		9	1.8%	90
Went for Breakfast at Family Restaurant/Steak House/6 Mo		59	11.8%	116
Went for Lunch at Family Restaurant/Steak House/6 Mo		78	15.6%	96
Went for Dinner at Family Restaurant/Steak House/6 Mo		189	37.9%	87
Went for Snacks at Family Restaurant/Steak House/6 Mo		7	1.4%	100
Went on Workday to Family Restaurant/Steak House/6 Mo		136	27.3%	92
Went on Weekend to Family Restaurant/Steak House/6 Mo		166	33.3%	91
Went to Applebee's/6 Mo		81	16.2%	122
Went to Bob Evans/6 Mo		17	3.4%	152
Went to Buffalo Wild Wings/6 Mo		41	8.2%	101
Went to California Pizza Kitchen/6 Mo		6	1.2%	86
Went to Carrabba's/6 Mo		10	2.0%	103
Went to The Cheesecake Factory/6 Mo		22	4.4%	71
Went to Chili's Grill & Bar/6 Mo		44	8.8%	98
Went to Cracker Barrel/6 Mo		52	10.4%	106
Went to Denny's/6 Mo		37	7.4%	131
Went to Golden Corral/6 Mo		19	3.8%	130
Went to IHOP/6 Mo		36	7.2%	101
Went to Logan's Roadhouse/6 Mo		13	2.6%	151
Went to Longhorn Steakhouse/6 Mo		38	7.6%	138
Went to Olive Garden/6 Mo		56	11.2%	83
Went to Outback Steakhouse/6 Mo		36	7.2%	103
Went to Red Lobster/6 Mo		39	7.8%	126
Went to Red Robin/6 Mo		21	4.2%	83
Went to Ruby Tuesday/6 Mo		10	2.0%	121
Went to Texas Roadhouse/6 Mo		57	11.4%	107
Went to T.G.I. Friday's/6 Mo		15	3.0%	138
Went to Waffle House/6 Mo		40	8.0%	183
Went to Fast Food/Drive-In Restaurant/6 Mo		460	92.2%	102
Went to Fast Food/Drive-In Rest 9+ Times/30 Days		211	42.3%	109
Spent \$1-10 at Fast Food Restaurant/30 Days		29	5.8%	141
Spent \$11-20 at Fast Food Restaurant/30 Days		43	8.6%	102
Spent \$21-40 at Fast Food Restaurant/30 Days		89	17.8%	107
Spent \$41-50 at Fast Food Restaurant/30 Days		46	9.2%	100
Spent \$51-100 at Fast Food Restaurant/30 Days		106	21.2%	104
Spent \$101-200 at Fast Food Restaurant/30 Days		61	12.2%	99
Spent \$201+ at Fast Food Restaurant/30 Days		24	4.8%	92
Ordered Eat-In Fast Food/6 Mo		88	17.6%	86

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.

July 26, 2023



Restaurant Market Potential

Hualapai

Prepared by Esri

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Ordered Home Delivery Fast Food/6 Mo	72	14.4%	108
Take-Out/Drive-Thru/Curbside Fast Food/6 Mo	301	60.3%	103
Ordered Take-Out/Walk-In Fast Food/6 Mo	86	17.2%	77
Bought Breakfast at Fast Food Restaurant/6 Mo	183	36.7%	105
Bought Lunch at Fast Food Restaurant/6 Mo	257	51.5%	96
Bought Dinner at Fast Food Restaurant/6 Mo	283	56.7%	105
Bought Snack at Fast Food Restaurant/6 Mo	78	15.6%	117
Bought from Fast Food Restaurant on Weekday/6 Mo	333	66.7%	102
Bought from Fast Food Restaurant on Weekend/6 Mo	252	50.5%	96
Bought A&W/6 Mo	11	2.2%	107
Bought Arby`s/6 Mo	113	22.6%	127
Bought Baskin-Robbins/6 Mo	7	1.4%	45
Bought Boston Market/6 Mo	10	2.0%	103
Bought Burger King/6 Mo	175	35.1%	126
Bought Captain D`s/6 Mo	18	3.6%	129
Bought Carl`s Jr./6 Mo	12	2.4%	51
Bought Checkers/6 Mo	22	4.4%	178
Bought Chick-Fil-A/6 Mo	146	29.3%	89
Bought Chipotle Mexican Grill/6 Mo	52	10.4%	65
Bought Chuck E. Cheese`s/6 Mo	5	1.0%	96
Bought Church`s Fried Chicken/6 Mo	26	5.2%	161
Bought Cold Stone Creamery/6 Mo	9	1.8%	64
Bought Dairy Queen/6 Mo	82	16.4%	108
Bought Del Taco/6 Mo	6	1.2%	37
Bought Domino`s Pizza/6 Mo	101	20.2%	126
Bought Dunkin` Donuts/6 Mo	71	14.2%	96
Bought Five Guys/6 Mo	46	9.2%	95
Bought Hardee`s/6 Mo	37	7.4%	145
Bought Jack in the Box/6 Mo	20	4.0%	59
Bought Jersey Mike`s/6 Mo	32	6.4%	89
Bought Jimmy John`s/6 Mo	35	7.0%	119
Bought KFC/6 Mo	115	23.0%	133
Bought Krispy Kreme Doughnuts/6 Mo	28	5.6%	81
Bought Little Caesars/6 Mo	85	17.0%	145
Bought Long John Silver`s/6 Mo	25	5.0%	212
Bought McDonald`s/6 Mo	285	57.1%	113
Bought Panda Express/6 Mo	51	10.2%	84
Bought Panera Bread/6 Mo	61	12.2%	95
Bought Papa John`s/6 Mo	39	7.8%	96
Bought Papa Murphy`s/6 Mo	13	2.6%	73
Bought Pizza Hut/6 Mo	90	18.0%	146
Bought Popeyes Chicken/6 Mo	85	17.0%	122
Bought Sonic Drive-In/6 Mo	72	14.4%	122
Bought Starbucks/6 Mo	66	13.2%	65
Bought Steak `N Shake/6 Mo	27	5.4%	184
Bought Subway/6 Mo	122	24.4%	113
Bought Taco Bell/6 Mo	153	30.7%	113
Bought Wendy`s/6 Mo	156	31.3%	119
Bought Whataburger/6 Mo	18	3.6%	61
Bought White Castle/6 Mo	24	4.8%	194
Bought Wing-Stop/6 Mo	12	2.4%	71

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.

July 26, 2023



Restaurant Market Potential

Hualapai

Prepared by Esri

Went to Fine Dining Restaurant/6 Mo	41	8.2%	68
Went to Fine Dining Restaurant/30 Days	29	5.8%	64
Went to Fine Dining Restaurant 2+ Times/30 Days	14	2.8%	68
Used DoorDash Site/App for Take-Out/Del/30 Days	61	12.2%	106
Used Grubhub Site/App for Take-Out/Del/30 Days	17	3.4%	62
Used Postmates Site/App for Take-Out/Del/30 Days	8	1.6%	94
Used Restrnt Site/App for Take-Out/Del/30 Days	112	22.4%	101
Used Uber Eats Site/App for Take-Out/Del/30 Days	17	3.4%	53
Used Yelp Site/App for Take-Out/Del/30 Days	5	1.0%	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.

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.

July 26, 2023