



Restaurant Market Potential

Kaibab

Prepared by Esri

Demographic Summary		2023	2028	
Population		412	403	
Population 18+		207	202	
Households		105	104	
Median Household Income		\$45,276	\$53,103	
Product/Consumer Behavior		Expected Number of Adults	Percent	MPI
Went to Family Restaurant/Steak House/6 Mo		139	67.1%	102
Went to Family Restaurant/Steak House 4+ Times/30 Days		39	18.8%	92
Spent \$1-30 at Family Restaurant/Steak House/30 Days		10	4.8%	72
Spent \$31-50 at Family Restaurant/Steak House/30 Days		18	8.7%	101
Spent \$51-100 at Family Restaurant/Steak House/30 Days		29	14.0%	94
Spent \$101-200 at Family Restaurant/Steak House/30 Days		22	10.6%	109
Spent \$201+ at Family Restaurant/Steak House/30 Days		10	4.8%	98
Spent \$1-100 at Fine Dining Restaurants/30 Days		5	2.4%	80
Spent \$101-200 at Fine Dining Restaurants/30 Days		1	0.5%	21
Spent \$201+ at Fine Dining Restaurants/30 Days		1	0.5%	24
Went for Breakfast at Family Restaurant/Steak House/6 Mo		20	9.7%	95
Went for Lunch at Family Restaurant/Steak House/6 Mo		34	16.4%	101
Went for Dinner at Family Restaurant/Steak House/6 Mo		85	41.1%	94
Went for Snacks at Family Restaurant/Steak House/6 Mo		5	2.4%	172
Went on Workday to Family Restaurant/Steak House/6 Mo		47	22.7%	76
Went on Weekend to Family Restaurant/Steak House/6 Mo		83	40.1%	109
Went to Applebee's/6 Mo		24	11.6%	87
Went to Bob Evans/6 Mo		2	1.0%	43
Went to Buffalo Wild Wings/6 Mo		23	11.1%	137
Went to California Pizza Kitchen/6 Mo		4	1.9%	138
Went to Carrabba's/6 Mo		3	1.4%	74
Went to The Cheesecake Factory/6 Mo		12	5.8%	94
Went to Chili's Grill & Bar/6 Mo		26	12.6%	139
Went to Cracker Barrel/6 Mo		17	8.2%	84
Went to Denny's/6 Mo		21	10.1%	179
Went to Golden Corral/6 Mo		11	5.3%	181
Went to IHOP/6 Mo		17	8.2%	115
Went to Logan's Roadhouse/6 Mo		2	1.0%	56
Went to Longhorn Steakhouse/6 Mo		10	4.8%	87
Went to Olive Garden/6 Mo		29	14.0%	103
Went to Outback Steakhouse/6 Mo		12	5.8%	82
Went to Red Lobster/6 Mo		16	7.7%	125
Went to Red Robin/6 Mo		11	5.3%	105
Went to Ruby Tuesday/6 Mo		2	1.0%	58
Went to Texas Roadhouse/6 Mo		26	12.6%	118
Went to T.G.I. Friday's/6 Mo		2	1.0%	44
Went to Waffle House/6 Mo		8	3.9%	88
Went to Fast Food/Drive-In Restaurant/6 Mo		192	92.8%	102
Went to Fast Food/Drive-In Rest 9+ Times/30 Days		98	47.3%	122
Spent \$1-10 at Fast Food Restaurant/30 Days		4	1.9%	47
Spent \$11-20 at Fast Food Restaurant/30 Days		15	7.2%	86
Spent \$21-40 at Fast Food Restaurant/30 Days		32	15.5%	93
Spent \$41-50 at Fast Food Restaurant/30 Days		16	7.7%	83
Spent \$51-100 at Fast Food Restaurant/30 Days		45	21.7%	106
Spent \$101-200 at Fast Food Restaurant/30 Days		32	15.5%	125
Spent \$201+ at Fast Food Restaurant/30 Days		17	8.2%	158
Ordered Eat-In Fast Food/6 Mo		51	24.6%	120

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	43	20.8%	155
Take-Out/Drive-Thru/Curbside Fast Food/6 Mo	117	56.5%	97
Ordered Take-Out/Walk-In Fast Food/6 Mo	33	15.9%	71
Bought Breakfast at Fast Food Restaurant/6 Mo	68	32.9%	94
Bought Lunch at Fast Food Restaurant/6 Mo	110	53.1%	99
Bought Dinner at Fast Food Restaurant/6 Mo	102	49.3%	91
Bought Snack at Fast Food Restaurant/6 Mo	22	10.6%	80
Bought from Fast Food Restaurant on Weekday/6 Mo	108	52.2%	80
Bought from Fast Food Restaurant on Weekend/6 Mo	136	65.7%	125
Bought A&W/6 Mo	1	0.5%	23
Bought Arby`s/6 Mo	20	9.7%	54
Bought Baskin-Robbins/6 Mo	10	4.8%	155
Bought Boston Market/6 Mo	1	0.5%	25
Bought Burger King/6 Mo	68	32.9%	118
Bought Captain D`s/6 Mo	4	1.9%	69
Bought Carl`s Jr./6 Mo	15	7.2%	154
Bought Checkers/6 Mo	3	1.4%	59
Bought Chick-Fil-A/6 Mo	77	37.2%	114
Bought Chipotle Mexican Grill/6 Mo	37	17.9%	111
Bought Chuck E. Cheese`s/6 Mo	4	1.9%	185
Bought Church`s Fried Chicken/6 Mo	19	9.2%	284
Bought Cold Stone Creamery/6 Mo	5	2.4%	86
Bought Dairy Queen/6 Mo	30	14.5%	95
Bought Del Taco/6 Mo	9	4.3%	132
Bought Domino`s Pizza/6 Mo	45	21.7%	135
Bought Dunkin` Donuts/6 Mo	14	6.8%	46
Bought Five Guys/6 Mo	12	5.8%	60
Bought Hardee`s/6 Mo	5	2.4%	47
Bought Jack in the Box/6 Mo	36	17.4%	258
Bought Jersey Mike`s/6 Mo	6	2.9%	40
Bought Jimmy John`s/6 Mo	6	2.9%	49
Bought KFC/6 Mo	39	18.8%	109
Bought Krispy Kreme Doughnuts/6 Mo	15	7.2%	105
Bought Little Caesars/6 Mo	48	23.2%	198
Bought Long John Silver`s/6 Mo	6	2.9%	123
Bought McDonald`s/6 Mo	112	54.1%	107
Bought Panda Express/6 Mo	48	23.2%	191
Bought Panera Bread/6 Mo	18	8.7%	68
Bought Papa John`s/6 Mo	13	6.3%	77
Bought Papa Murphy`s/6 Mo	6	2.9%	81
Bought Pizza Hut/6 Mo	43	20.8%	169
Bought Popeyes Chicken/6 Mo	26	12.6%	90
Bought Sonic Drive-In/6 Mo	33	15.9%	135
Bought Starbucks/6 Mo	54	26.1%	127
Bought Steak `N Shake/6 Mo	3	1.4%	49
Bought Subway/6 Mo	47	22.7%	105
Bought Taco Bell/6 Mo	53	25.6%	94
Bought Wendy`s/6 Mo	39	18.8%	72
Bought Whataburger/6 Mo	36	17.4%	294
Bought White Castle/6 Mo	1	0.5%	19
Bought Wing-Stop/6 Mo	17	8.2%	243

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Went to Fine Dining Restaurant/6 Mo	12	5.8%	48
Went to Fine Dining Restaurant/30 Days	10	4.8%	53
Went to Fine Dining Restaurant 2+ Times/30 Days	4	1.9%	47
Used DoorDash Site/App for Take-Out/Del/30 Days	25	12.1%	104
Used Grubhub Site/App for Take-Out/Del/30 Days	10	4.8%	88
Used Postmates Site/App for Take-Out/Del/30 Days	6	2.9%	170
Used Restrnt Site/App for Take-Out/Del/30 Days	41	19.8%	89
Used Uber Eats Site/App for Take-Out/Del/30 Days	19	9.2%	142
Used Yelp Site/App for Take-Out/Del/30 Days	4	1.9%	117

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