



Restaurant Market Potential

Tonto Apache

Prepared by Esri

Demographic Summary		2023	2028	
Population		126	125	
Population 18+		105	104	
Households		37	37	
Median Household Income		\$53,760	\$60,814	
Product/Consumer Behavior		Expected Number of Adults	Percent	MPI
Went to Family Restaurant/Steak House/6 Mo		68	64.8%	98
Went to Family Restaurant/Steak House 4+ Times/30 Days		22	21.0%	102
Spent \$1-30 at Family Restaurant/Steak House/30 Days		9	8.6%	128
Spent \$31-50 at Family Restaurant/Steak House/30 Days		9	8.6%	100
Spent \$51-100 at Family Restaurant/Steak House/30 Days		15	14.3%	96
Spent \$101-200 at Family Restaurant/Steak House/30 Days		11	10.5%	107
Spent \$201+ at Family Restaurant/Steak House/30 Days		4	3.8%	77
Spent \$1-100 at Fine Dining Restaurants/30 Days		3	2.9%	95
Spent \$101-200 at Fine Dining Restaurants/30 Days		3	2.9%	123
Spent \$201+ at Fine Dining Restaurants/30 Days		2	1.9%	95
Went for Breakfast at Family Restaurant/Steak House/6 Mo		13	12.4%	121
Went for Lunch at Family Restaurant/Steak House/6 Mo		22	21.0%	128
Went for Dinner at Family Restaurant/Steak House/6 Mo		44	41.9%	96
Went for Snacks at Family Restaurant/Steak House/6 Mo		1	1.0%	68
Went on Workday to Family Restaurant/Steak House/6 Mo		35	33.3%	112
Went on Weekend to Family Restaurant/Steak House/6 Mo		36	34.3%	94
Went to Applebee's/6 Mo		16	15.2%	115
Went to Bob Evans/6 Mo		5	4.8%	212
Went to Buffalo Wild Wings/6 Mo		5	4.8%	59
Went to California Pizza Kitchen/6 Mo		1	1.0%	68
Went to Carrabba's/6 Mo		2	1.9%	98
Went to The Cheesecake Factory/6 Mo		6	5.7%	92
Went to Chili's Grill & Bar/6 Mo		9	8.6%	95
Went to Cracker Barrel/6 Mo		12	11.4%	117
Went to Denny's/6 Mo		7	6.7%	117
Went to Golden Corral/6 Mo		5	4.8%	162
Went to IHOP/6 Mo		6	5.7%	80
Went to Logan's Roadhouse/6 Mo		3	2.9%	165
Went to Longhorn Steakhouse/6 Mo		4	3.8%	69
Went to Olive Garden/6 Mo		16	15.2%	112
Went to Outback Steakhouse/6 Mo		4	3.8%	54
Went to Red Lobster/6 Mo		7	6.7%	108
Went to Red Robin/6 Mo		5	4.8%	94
Went to Ruby Tuesday/6 Mo		4	3.8%	230
Went to Texas Roadhouse/6 Mo		13	12.4%	116
Went to T.G.I. Friday's/6 Mo		2	1.9%	87
Went to Waffle House/6 Mo		5	4.8%	109
Went to Fast Food/Drive-In Restaurant/6 Mo		97	92.4%	102
Went to Fast Food/Drive-In Rest 9+ Times/30 Days		35	33.3%	86
Spent \$1-10 at Fast Food Restaurant/30 Days		5	4.8%	116
Spent \$11-20 at Fast Food Restaurant/30 Days		10	9.5%	113
Spent \$21-40 at Fast Food Restaurant/30 Days		19	18.1%	109
Spent \$41-50 at Fast Food Restaurant/30 Days		7	6.7%	72
Spent \$51-100 at Fast Food Restaurant/30 Days		24	22.9%	111
Spent \$101-200 at Fast Food Restaurant/30 Days		13	12.4%	100
Spent \$201+ at Fast Food Restaurant/30 Days		1	1.0%	18
Ordered Eat-In Fast Food/6 Mo		23	21.9%	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 2023 and 2028.

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Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Ordered Home Delivery Fast Food/6 Mo	7	6.7%	50
Take-Out/Drive-Thru/Curbside Fast Food/6 Mo	68	64.8%	111
Ordered Take-Out/Walk-In Fast Food/6 Mo	21	20.0%	90
Bought Breakfast at Fast Food Restaurant/6 Mo	36	34.3%	98
Bought Lunch at Fast Food Restaurant/6 Mo	60	57.1%	107
Bought Dinner at Fast Food Restaurant/6 Mo	49	46.7%	86
Bought Snack at Fast Food Restaurant/6 Mo	12	11.4%	86
Bought from Fast Food Restaurant on Weekday/6 Mo	75	71.4%	109
Bought from Fast Food Restaurant on Weekend/6 Mo	47	44.8%	85
Bought A&W/6 Mo	4	3.8%	184
Bought Arby`s/6 Mo	26	24.8%	139
Bought Baskin-Robbins/6 Mo	2	1.9%	61
Bought Boston Market/6 Mo	1	1.0%	49
Bought Burger King/6 Mo	35	33.3%	119
Bought Captain D`s/6 Mo	5	4.8%	170
Bought Carl`s Jr./6 Mo	4	3.8%	81
Bought Checkers/6 Mo	2	1.9%	77
Bought Chick-Fil-A/6 Mo	27	25.7%	79
Bought Chipotle Mexican Grill/6 Mo	9	8.6%	53
Bought Chuck E. Cheese`s/6 Mo	1	1.0%	91
Bought Church`s Fried Chicken/6 Mo	1	1.0%	29
Bought Cold Stone Creamery/6 Mo	2	1.9%	68
Bought Dairy Queen/6 Mo	24	22.9%	151
Bought Del Taco/6 Mo	4	3.8%	116
Bought Domino`s Pizza/6 Mo	11	10.5%	65
Bought Dunkin` Donuts/6 Mo	10	9.5%	64
Bought Five Guys/6 Mo	10	9.5%	98
Bought Hardee`s/6 Mo	7	6.7%	130
Bought Jack in the Box/6 Mo	6	5.7%	85
Bought Jersey Mike`s/6 Mo	7	6.7%	92
Bought Jimmy John`s/6 Mo	7	6.7%	114
Bought KFC/6 Mo	18	17.1%	99
Bought Krispy Kreme Doughnuts/6 Mo	5	4.8%	69
Bought Little Caesars/6 Mo	11	10.5%	89
Bought Long John Silver`s/6 Mo	3	2.9%	121
Bought McDonald`s/6 Mo	52	49.5%	98
Bought Panda Express/6 Mo	10	9.5%	78
Bought Panera Bread/6 Mo	14	13.3%	104
Bought Papa John`s/6 Mo	7	6.7%	82
Bought Papa Murphy`s/6 Mo	8	7.6%	213
Bought Pizza Hut/6 Mo	14	13.3%	108
Bought Popeyes Chicken/6 Mo	10	9.5%	68
Bought Sonic Drive-In/6 Mo	11	10.5%	89
Bought Starbucks/6 Mo	15	14.3%	70
Bought Steak `N Shake/6 Mo	3	2.9%	97
Bought Subway/6 Mo	29	27.6%	128
Bought Taco Bell/6 Mo	28	26.7%	98
Bought Wendy`s/6 Mo	25	23.8%	91
Bought Whataburger/6 Mo	4	3.8%	64
Bought White Castle/6 Mo	2	1.9%	77
Bought Wing-Stop/6 Mo	1	1.0%	28

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Went to Fine Dining Restaurant/6 Mo	11	10.5%	86
Went to Fine Dining Restaurant/30 Days	9	8.6%	95
Went to Fine Dining Restaurant 2+ Times/30 Days	5	4.8%	115
Used DoorDash Site/App for Take-Out/Del/30 Days	4	3.8%	33
Used Grubhub Site/App for Take-Out/Del/30 Days	3	2.9%	52
Used Postmates Site/App for Take-Out/Del/30 Days	0	0.0%	0
Used Restrnt Site/App for Take-Out/Del/30 Days	18	17.1%	77
Used Uber Eats Site/App for Take-Out/Del/30 Days	1	1.0%	15
Used Yelp Site/App for Take-Out/Del/30 Days	1	1.0%	57

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