

Demographic Summary	2024	2029
Population	982	995
Population 18+	766	785
Households	319	329
Median Household Income	\$53,475	\$75,633

  

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Went to Family Restaurant/Steak House/6 Mo	553	72.2%	101
Went to Family Restaurant/Steak House 4+ Times/30 Days	214	27.9%	120
Spent \$1-30 at Family Restaurant/Steak House/30 Days	47	6.1%	103
Spent \$31-50 at Family Restaurant/Steak House/30 Days	77	10.1%	113
Spent \$51-100 at Family Restaurant/Steak House/30 Days	128	16.7%	105
Spent \$101-200 at Family Restaurant/Steak House/30 Days	79	10.3%	88
Spent \$201+ at Family Restaurant/Steak House/30 Days	45	5.9%	88
Spent \$1-100 at Fine Dining Restaurants/30 Days	20	2.6%	75
Spent \$101-200 at Fine Dining Restaurants/30 Days	14	1.8%	63
Spent \$201+ at Fine Dining Restaurants/30 Days	18	2.3%	84
Went for Breakfast at Family Restaurant/Steak House/6 Mo	100	13.1%	106
Went for Lunch at Family Restaurant/Steak House/6 Mo	155	20.2%	108
Went for Dinner at Family Restaurant/Steak House/6 Mo	347	45.3%	97
Went for Snacks at Family Restaurant/Steak House/6 Mo	18	2.3%	141
Went on Workday to Family Restaurant/Steak House/6 Mo	257	33.6%	103
Went on Weekend to Family Restaurant/Steak House/6 Mo	287	37.5%	94
Went to Applebee's/6 Mo	145	18.9%	124
Went to Bob Evans/6 Mo	17	2.2%	91
Went to Buffalo Wild Wings/6 Mo	92	12.0%	133
Went to California Pizza Kitchen/6 Mo	5	0.7%	37
Went to Carrabba's/6 Mo	18	2.3%	109
Went to The Cheesecake Factory/6 Mo	59	7.7%	109
Went to Chili's Grill & Bar/6 Mo	83	10.8%	112
Went to Cracker Barrel/6 Mo	80	10.4%	95
Went to Denny's/6 Mo	48	6.3%	93
Went to Golden Corral/6 Mo	70	9.1%	217
Went to IHOP/6 Mo	79	10.3%	133
Went to Logan's Roadhouse/6 Mo	17	2.2%	116
Went to Longhorn Steakhouse/6 Mo	80	10.4%	167
Went to Olive Garden/6 Mo	132	17.2%	110
Went to Outback Steakhouse/6 Mo	77	10.1%	125
Went to Red Lobster/6 Mo	83	10.8%	147
Went to Red Robin/6 Mo	43	5.6%	103
Went to Ruby Tuesday/6 Mo	21	2.7%	155
Went to Texas Roadhouse/6 Mo	105	13.7%	106
Went to T.G.I. Friday's/6 Mo	38	5.0%	200
Went to Waffle House/6 Mo	98	12.8%	242
Went to Fast Food/Drive-In Restaurant/6 Mo	705	92.0%	101
Went to Fast Food/Drive-In Rest 9+ Times/30 Days	365	47.7%	120
Spent \$1-10 at Fast Food Restaurant/30 Days	32	4.2%	117
Spent \$11-20 at Fast Food Restaurant/30 Days	59	7.7%	94
Spent \$21-40 at Fast Food Restaurant/30 Days	121	15.8%	98
Spent \$41-50 at Fast Food Restaurant/30 Days	72	9.4%	102
Spent \$51-100 at Fast Food Restaurant/30 Days	128	16.7%	81
Spent \$101-200 at Fast Food Restaurant/30 Days	110	14.4%	111
Spent \$201+ at Fast Food Restaurant/30 Days	50	6.5%	111
Ordered Eat-In Fast Food/6 Mo	200	26.1%	90

**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 2024 and 2029.

Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Ordered Home Delivery Fast Food/6 Mo	144	18.8%	145
Take-Out/Drive-Thru/Curbside Fast Food/6 Mo	402	52.5%	100
Ordered Take-Out/Walk-In Fast Food/6 Mo	180	23.5%	103
Bought Breakfast at Fast Food Restaurant/6 Mo	319	41.6%	116
Bought Lunch at Fast Food Restaurant/6 Mo	418	54.6%	101
Bought Dinner at Fast Food Restaurant/6 Mo	416	54.3%	100
Bought Snack at Fast Food Restaurant/6 Mo	131	17.1%	122
Bought from Fast Food Restaurant on Weekday/6 Mo	510	66.6%	101
Bought from Fast Food Restaurant on Weekend/6 Mo	411	53.7%	102
Bought A&W/6 Mo	13	1.7%	78
Bought Arby`s/6 Mo	144	18.8%	103
Bought Baskin-Robbins/6 Mo	34	4.4%	132
Bought Boston Market/6 Mo	28	3.7%	205
Bought Burger King/6 Mo	259	33.8%	125
Bought Captain D`s/6 Mo	43	5.6%	196
Bought Carl`s Jr./6 Mo	12	1.6%	33
Bought Checkers/6 Mo	57	7.4%	313
Bought Chick-Fil-A/6 Mo	310	40.5%	121
Bought Chipotle Mexican Grill/6 Mo	122	15.9%	93
Bought Chuck E. Cheese`s/6 Mo	19	2.5%	166
Bought Church`s Fried Chicken/6 Mo	54	7.0%	234
Bought Cold Stone Creamery/6 Mo	34	4.4%	144
Bought Dairy Queen/6 Mo	116	15.1%	96
Bought Del Taco/6 Mo	10	1.3%	36
Bought Domino`s Pizza/6 Mo	163	21.3%	127
Bought Dunkin` Donuts/6 Mo	144	18.8%	127
Bought Five Guys/6 Mo	80	10.4%	106
Bought Hardee`s/6 Mo	51	6.7%	133
Bought Jack in the Box/6 Mo	44	5.7%	85
Bought Jersey Mike`s/6 Mo	63	8.2%	97
Bought Jimmy John`s/6 Mo	36	4.7%	76
Bought KFC/6 Mo	191	24.9%	144
Bought Krispy Kreme Doughnuts/6 Mo	64	8.4%	125
Bought Little Caesars/6 Mo	123	16.1%	131
Bought Long John Silver`s/6 Mo	25	3.3%	126
Bought McDonald`s/6 Mo	414	54.0%	109
Bought Panda Express/6 Mo	83	10.8%	82
Bought Panera Bread/6 Mo	85	11.1%	82
Bought Papa John`s/6 Mo	87	11.4%	137
Bought Papa Murphy`s/6 Mo	7	0.9%	27
Bought Pizza Hut/6 Mo	134	17.5%	141
Bought Popeyes Chicken/6 Mo	191	24.9%	181
Bought Sonic Drive-In/6 Mo	112	14.6%	130
Bought Starbucks/6 Mo	140	18.3%	86
Bought Steak `N Shake/6 Mo	38	5.0%	173
Bought Subway/6 Mo	194	25.3%	112
Bought Taco Bell/6 Mo	236	30.8%	111
Bought Wendy`s/6 Mo	276	36.0%	134
Bought Whataburger/6 Mo	48	6.3%	105
Bought White Castle/6 Mo	24	3.1%	131
Bought Wing-Stop/6 Mo	48	6.3%	170

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# Restaurant Market Potential

Yavapai Apache  
 Area: 2.44 square miles

Prepared by Esri

Went to Fine Dining Restaurant/6 Mo	98	12.8%	83
Went to Fine Dining Restaurant/30 Days	70	9.1%	78
Went to Fine Dining Restaurant 2+ Times/30 Days	24	3.1%	57
Used DoorDash Site/App for Take-Out/Del/30 Days	137	17.9%	142
Used Grubhub Site/App for Take-Out/Del/30 Days	50	6.5%	142
Used Postmates Site/App for Take-Out/Del/30 Days	6	0.8%	70
Used Restrnt Site/App for Take-Out/Del/30 Days	154	20.1%	92
Used Uber Eats Site/App for Take-Out/Del/30 Days	92	12.0%	167
Used Yelp Site/App for Take-Out/Del/30 Days	7	0.9%	69

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