



# Restaurant Market Potential

Colorado River Indian Tribes

Prepared by Esri

Demographic Summary		2022	2027	
Population		8,313	8,056	
Population 18+		6,346	6,114	
Households		2,956	2,875	
Median Household Income		\$41,658	\$43,645	
Product/Consumer Behavior		Expected Number of Adults	Percent	MPI
Went to family restaurant/steak house in last 6 months		4,101	64.6%	97
Went to family restaurant/steak house 4+ times/month last 30 days		1,278	20.1%	97
Spent at family restaurant/steak house last 30 days: \$1-30		399	6.3%	92
Spent at family restaurant/steak house 30 days: \$31-50		498	7.8%	92
Spent at family restaurant/steak house last 30 days: \$51-100		861	13.6%	96
Spent at family restaurant/steak house last 30 days: \$101-200		526	8.3%	97
Spent at family restaurant/steak house last 30 days: \$201+		255	4.0%	102
Spent at fine dining last 30 days: \$1-100		114	1.8%	59
Spent at fine dining last 30 days: \$101+		159	2.5%	67
Went to family restaurant last 6 months: for breakfast		571	9.0%	89
Went to family restaurant last 6 months: for lunch		1,001	15.8%	99
Went to family restaurant last 6 months: for dinner		2,376	37.4%	89
Went to family restaurant last 6 months: for snack		75	1.2%	77
Went to family restaurant last 6 months: on weekday		1,757	27.7%	98
Went to family restaurant last 6 months: on weekend		1,960	30.9%	85
Went to family restaurant last 6 months: Applebee`s		887	14.0%	96
Went to family restaurant last 6 months: Bob Evans		166	2.6%	105
Went to family restaurant last 6 months: Buffalo Wild Wings		471	7.4%	85
Went to family restaurant last 6 months: California Pizza Kitchen		83	1.3%	73
Went to family restaurant last 6 months: Carrabba`s		184	2.9%	145
Went to family restaurant last 6 months: The Cheesecake Factory		313	4.9%	81
Went to family restaurant last 6 months: Chili`s Grill & Bar		634	10.0%	105
Went to family restaurant last 6 months: Cracker Barrel		586	9.2%	92
Went to family restaurant last 6 months: Denny`s		560	8.8%	134
Went to family restaurant last 6 months: Golden Corral		292	4.6%	110
Went to family restaurant last 6 months: IHOP		458	7.2%	97
Went to family restaurant last 6 months: Logan`s Roadhouse		148	2.3%	103
Went to family restaurant last 6 months: LongHorn Steakhouse		326	5.1%	97
Went to family restaurant last 6 months: Olive Garden		920	14.5%	102
Went to family restaurant last 6 months: Outback Steakhouse		482	7.6%	105
Went to family restaurant last 6 months: Red Lobster		428	6.7%	94
Went to family restaurant last 6 months: Red Robin		399	6.3%	104
Went to family restaurant last 6 months: Ruby Tuesday		197	3.1%	111
Went to family restaurant last 6 months: Texas Roadhouse		619	9.8%	93
Went to family restaurant last 6 months: T.G.I. Friday`s		154	2.4%	81
Went to family restaurant last 6 months: Waffle House		309	4.9%	102
Went to family restaurant last 6 months: fast food/drive-in		5,707	89.9%	99
Went to fast food/drive-in restaurant 9+ times/month		2,276	35.9%	95
Spent at fast food restaurant last 30 days: <\$1-10		281	4.4%	108
Spent at fast food restaurant last 30 days: \$11-\$20		468	7.4%	86
Spent at fast food restaurant last 30 days: \$21-\$40		965	15.2%	93
Spent at fast food restaurant last 30 days: \$41-\$50		601	9.5%	108
Spent at fast food restaurant last 30 days: \$51-\$100		1,186	18.7%	96
Spent at fast food restaurant last 30 days: \$101-\$200		678	10.7%	95
Spent at fast food restaurant last 30 days: \$201+		310	4.9%	110
Ordered eat-in fast food in the last 6 months		1,385	21.8%	96

**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 2022 and 2027.



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Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Went to fast food restaurant in the last 6 months: eat in	1,385	21.8%	96
Went to fast food restaurant in the last 6 months: home delivery	670	10.6%	91
Went to fast food restaurant in the last 6 months: take-out/drive-thru	3,348	52.8%	94
Went to fast food restaurant in the last 6 months: take-out/walk-in	1,113	17.5%	82
Went to fast food restaurant in the last 6 months: breakfast	1,958	30.9%	91
Went to fast food restaurant in the last 6 months: lunch	3,156	49.7%	96
Went to fast food restaurant in the last 6 months: dinner	2,811	44.3%	87
Went to fast food restaurant in the last 6 months: snack	615	9.7%	78
Went to fast food restaurant in the last 6 months: weekday	3,703	58.4%	95
Went to fast food restaurant in the last 6 months: weekend	2,810	44.3%	89
Went to fast food restaurant in the last 6 months: A & W	112	1.8%	90
Went to fast food restaurant in the last 6 months: Arby`s	1,008	15.9%	93
Went to fast food restaurant in the last 6 months: Baskin-Robbins	215	3.4%	104
Went to fast food restaurant in the last 6 months: Boston Market	95	1.5%	73
Went to fast food restaurant in the last 6 months: Burger King	1,855	29.2%	103
Went to fast food restaurant in the last 6 months: Captain D`s	201	3.2%	106
Went to fast food restaurant in the last 6 months: Carl`s Jr.	432	6.8%	130
Went to fast food restaurant in the last 6 months: Checkers	183	2.9%	109
Went to fast food restaurant in the last 6 months: Chick-fil-A	1,696	26.7%	89
Went to fast food restaurant in the last 6 months: Chipotle Mex. Grill	680	10.7%	75
Went to fast food restaurant in the last 6 months: Chuck E. Cheese`s	62	1.0%	68
Went to fast food restaurant in the last 6 months: Church`s Fr. Chicken	176	2.8%	87
Went to fast food restaurant in the last 6 months: Cold Stone Creamery	132	2.1%	80
Went to fast food restaurant in the last 6 months: Dairy Queen	844	13.3%	91
Went to fast food restaurant in the last 6 months: Del Taco	226	3.6%	106
Went to fast food restaurant in the last 6 months: Domino`s Pizza	950	15.0%	101
Went to fast food restaurant in the last 6 months: Dunkin` Donuts	647	10.2%	72
Went to fast food restaurant in the last 6 months: Five Guys	451	7.1%	76
Went to fast food restaurant in the last 6 months: Hardee`s	344	5.4%	103
Went to fast food restaurant in the last 6 months: Jack in the Box	627	9.9%	129
Went to fast food restaurant in the last 6 months: Jersey Mike's	283	4.5%	81
Went to fast food restaurant in the last 6 months: Jimmy John`s	256	4.0%	73
Went to fast food restaurant in the last 6 months: KFC	1,110	17.5%	96
Went to fast food restaurant in the last 6 months: Krispy Kreme	365	5.8%	89
Went to fast food restaurant in the last 6 months: Little Caesars	801	12.6%	106
Went to fast food restaurant in the last 6 months: Long John Silver`s	105	1.7%	65
Went to fast food restaurant in the last 6 months: McDonald`s	3,353	52.8%	102
Went to fast food restaurant in the last 6 months: Panda Express	718	11.3%	99
Went to fast food restaurant in the last 6 months: Panera Bread	572	9.0%	72
Went to fast food restaurant in the last 6 months: Papa John`s	432	6.8%	86
Went to fast food restaurant in the last 6 months: Papa Murphy`s	310	4.9%	127
Went to fast food restaurant in the last 6 months: Pizza Hut	799	12.6%	99
Went to fast food restaurant in the last 6 months: Popeyes Chicken	544	8.6%	69
Went to fast food restaurant in the last 6 months: Sonic Drive-In	745	11.7%	99
Went to fast food restaurant in the last 6 months: Starbucks	907	14.3%	74
Went to fast food restaurant in the last 6 months: Steak `n Shake	181	2.9%	74
Went to fast food restaurant in the last 6 months: Subway	1,369	21.6%	102
Went to fast food restaurant in the last 6 months: Taco Bell	1,871	29.5%	105
Went to fast food restaurant in the last 6 months: Wendy`s	1,479	23.3%	90
Went to fast food restaurant in the last 6 months: Whataburger	422	6.6%	121
Went to fast food restaurant in the last 6 months: White Castle	109	1.7%	66
Went to fast food restaurant in the last 6 months: Wing-Stop	167	2.6%	85
Went to fine dining restaurant last month	348	5.5%	68
Went to fine dining restaurant 2+ times last month	169	2.7%	70

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