



# Restaurant Market Potential

Hopi

Prepared by Esri

Demographic Summary		2023	2028	
Population		6,369	6,328	
Population 18+		4,534	4,487	
Households		1,917	1,918	
Median Household Income		\$51,050	\$53,937	
Product/Consumer Behavior		Expected Number of Adults	Percent	MPI
Went to Family Restaurant/Steak House/6 Mo		3,147	69.4%	105
Went to Family Restaurant/Steak House 4+ Times/30 Days		1,010	22.3%	108
Spent \$1-30 at Family Restaurant/Steak House/30 Days		394	8.7%	130
Spent \$31-50 at Family Restaurant/Steak House/30 Days		565	12.5%	145
Spent \$51-100 at Family Restaurant/Steak House/30 Days		785	17.3%	117
Spent \$101-200 at Family Restaurant/Steak House/30 Days		359	7.9%	81
Spent \$201+ at Family Restaurant/Steak House/30 Days		190	4.2%	85
Spent \$1-100 at Fine Dining Restaurants/30 Days		171	3.8%	125
Spent \$101-200 at Fine Dining Restaurants/30 Days		56	1.2%	53
Spent \$201+ at Fine Dining Restaurants/30 Days		55	1.2%	61
Went for Breakfast at Family Restaurant/Steak House/6 Mo		427	9.4%	92
Went for Lunch at Family Restaurant/Steak House/6 Mo		1,065	23.5%	144
Went for Dinner at Family Restaurant/Steak House/6 Mo		1,980	43.7%	100
Went for Snacks at Family Restaurant/Steak House/6 Mo		47	1.0%	74
Went on Workday to Family Restaurant/Steak House/6 Mo		1,421	31.3%	105
Went on Weekend to Family Restaurant/Steak House/6 Mo		1,778	39.2%	107
Went to Applebee's/6 Mo		601	13.3%	100
Went to Bob Evans/6 Mo		140	3.1%	137
Went to Buffalo Wild Wings/6 Mo		330	7.3%	90
Went to California Pizza Kitchen/6 Mo		20	0.4%	32
Went to Carrabba's/6 Mo		99	2.2%	112
Went to The Cheesecake Factory/6 Mo		215	4.7%	77
Went to Chili's Grill & Bar/6 Mo		524	11.6%	128
Went to Cracker Barrel/6 Mo		933	20.6%	210
Went to Denny's/6 Mo		241	5.3%	94
Went to Golden Corral/6 Mo		419	9.2%	315
Went to IHOP/6 Mo		467	10.3%	144
Went to Logan's Roadhouse/6 Mo		183	4.0%	233
Went to Longhorn Steakhouse/6 Mo		385	8.5%	154
Went to Olive Garden/6 Mo		561	12.4%	91
Went to Outback Steakhouse/6 Mo		392	8.6%	123
Went to Red Lobster/6 Mo		342	7.5%	122
Went to Red Robin/6 Mo		79	1.7%	35
Went to Ruby Tuesday/6 Mo		145	3.2%	193
Went to Texas Roadhouse/6 Mo		473	10.4%	98
Went to T.G.I. Friday's/6 Mo		82	1.8%	83
Went to Waffle House/6 Mo		439	9.7%	221
Went to Fast Food/Drive-In Restaurant/6 Mo		4,152	91.6%	101
Went to Fast Food/Drive-In Rest 9+ Times/30 Days		2,181	48.1%	124
Spent \$1-10 at Fast Food Restaurant/30 Days		152	3.4%	81
Spent \$11-20 at Fast Food Restaurant/30 Days		389	8.6%	102
Spent \$21-40 at Fast Food Restaurant/30 Days		822	18.1%	109
Spent \$41-50 at Fast Food Restaurant/30 Days		376	8.3%	90
Spent \$51-100 at Fast Food Restaurant/30 Days		1,081	23.8%	116
Spent \$101-200 at Fast Food Restaurant/30 Days		647	14.3%	116
Spent \$201+ at Fast Food Restaurant/30 Days		269	5.9%	114
Ordered Eat-In Fast Food/6 Mo		1,067	23.5%	115

**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	372	8.2%	61
Take-Out/Drive-Thru/Curbside Fast Food/6 Mo	3,042	67.1%	115
Ordered Take-Out/Walk-In Fast Food/6 Mo	943	20.8%	93
Bought Breakfast at Fast Food Restaurant/6 Mo	1,875	41.4%	119
Bought Lunch at Fast Food Restaurant/6 Mo	2,667	58.8%	110
Bought Dinner at Fast Food Restaurant/6 Mo	2,661	58.7%	109
Bought Snack at Fast Food Restaurant/6 Mo	560	12.4%	92
Bought from Fast Food Restaurant on Weekday/6 Mo	3,235	71.3%	109
Bought from Fast Food Restaurant on Weekend/6 Mo	2,507	55.3%	105
Bought A&W/6 Mo	74	1.6%	79
Bought Arby`s/6 Mo	1,138	25.1%	140
Bought Baskin-Robbins/6 Mo	157	3.5%	111
Bought Boston Market/6 Mo	32	0.7%	36
Bought Burger King/6 Mo	1,677	37.0%	133
Bought Captain D`s/6 Mo	490	10.8%	386
Bought Carl`s Jr./6 Mo	122	2.7%	57
Bought Checkers/6 Mo	262	5.8%	233
Bought Chick-Fil-A/6 Mo	1,694	37.4%	114
Bought Chipotle Mexican Grill/6 Mo	294	6.5%	40
Bought Chuck E. Cheese`s/6 Mo	29	0.6%	61
Bought Church`s Fried Chicken/6 Mo	391	8.6%	266
Bought Cold Stone Creamery/6 Mo	103	2.3%	81
Bought Dairy Queen/6 Mo	1,032	22.8%	150
Bought Del Taco/6 Mo	69	1.5%	46
Bought Domino`s Pizza/6 Mo	729	16.1%	100
Bought Dunkin` Donuts/6 Mo	376	8.3%	56
Bought Five Guys/6 Mo	392	8.6%	89
Bought Hardee`s/6 Mo	641	14.1%	276
Bought Jack in the Box/6 Mo	164	3.6%	54
Bought Jersey Mike`s/6 Mo	290	6.4%	89
Bought Jimmy John`s/6 Mo	162	3.6%	61
Bought KFC/6 Mo	1,265	27.9%	161
Bought Krispy Kreme Doughnuts/6 Mo	483	10.7%	155
Bought Little Caesars/6 Mo	886	19.5%	167
Bought Long John Silver`s/6 Mo	274	6.0%	256
Bought McDonald`s/6 Mo	2,439	53.8%	107
Bought Panda Express/6 Mo	416	9.2%	76
Bought Panera Bread/6 Mo	308	6.8%	53
Bought Papa John`s/6 Mo	449	9.9%	122
Bought Papa Murphy`s/6 Mo	119	2.6%	73
Bought Pizza Hut/6 Mo	886	19.5%	159
Bought Popeyes Chicken/6 Mo	791	17.4%	125
Bought Sonic Drive-In/6 Mo	1,137	25.1%	213
Bought Starbucks/6 Mo	494	10.9%	53
Bought Steak `N Shake/6 Mo	160	3.5%	120
Bought Subway/6 Mo	1,318	29.1%	135
Bought Taco Bell/6 Mo	1,524	33.6%	123
Bought Wendy`s/6 Mo	1,222	27.0%	103
Bought Whataburger/6 Mo	438	9.7%	163
Bought White Castle/6 Mo	73	1.6%	65
Bought Wing-Stop/6 Mo	149	3.3%	97

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June 27, 2023



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Went to Fine Dining Restaurant/6 Mo	378	8.3%	69
Went to Fine Dining Restaurant/30 Days	291	6.4%	71
Went to Fine Dining Restaurant 2+ Times/30 Days	145	3.2%	77
Used DoorDash Site/App for Take-Out/Del/30 Days	267	5.9%	51
Used Grubhub Site/App for Take-Out/Del/30 Days	114	2.5%	46
Used Postmates Site/App for Take-Out/Del/30 Days	23	0.5%	30
Used Restrnt Site/App for Take-Out/Del/30 Days	863	19.0%	86
Used Uber Eats Site/App for Take-Out/Del/30 Days	124	2.7%	42
Used Yelp Site/App for Take-Out/Del/30 Days	36	0.8%	48

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