

Demographic Summary		2024	2029
Population		5,950	5,708
Population 18+		4,489	4,405
Households		1,586	1,555
Median Household Income		\$50,507	\$56,862

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Went to Family Restaurant/Steak House/6 Mo	3,315	73.8%	104
Went to Family Restaurant/Steak House 4+ Times/30 Days	1,101	24.5%	105
Spent \$1-30 at Family Restaurant/Steak House/30 Days	405	9.0%	152
Spent \$31-50 at Family Restaurant/Steak House/30 Days	404	9.0%	101
Spent \$51-100 at Family Restaurant/Steak House/30 Days	740	16.5%	103
Spent \$101-200 at Family Restaurant/Steak House/30 Days	466	10.4%	88
Spent \$201+ at Family Restaurant/Steak House/30 Days	266	5.9%	88
Spent \$1-100 at Fine Dining Restaurants/30 Days	157	3.5%	101
Spent \$101-200 at Fine Dining Restaurants/30 Days	67	1.5%	52
Spent \$201+ at Fine Dining Restaurants/30 Days	56	1.2%	44
Went for Breakfast at Family Restaurant/Steak House/6 Mo	501	11.2%	91
Went for Lunch at Family Restaurant/Steak House/6 Mo	1,021	22.7%	121
Went for Dinner at Family Restaurant/Steak House/6 Mo	1,998	44.5%	95
Went for Snacks at Family Restaurant/Steak House/6 Mo	104	2.3%	139
Went on Workday to Family Restaurant/Steak House/6 Mo	1,600	35.6%	109
Went on Weekend to Family Restaurant/Steak House/6 Mo	1,800	40.1%	100
Went to Applebee`s/6 Mo	675	15.0%	98
Went to Bob Evans/6 Mo	105	2.3%	96
Went to Buffalo Wild Wings/6 Mo	422	9.4%	104
Went to California Pizza Kitchen/6 Mo	36	0.8%	45
Went to Carrabba`s/6 Mo	77	1.7%	80
Went to The Cheesecake Factory/6 Mo	198	4.4%	63
Went to Chili`s Grill & Bar/6 Mo	479	10.7%	111
Went to Cracker Barrel/6 Mo	930	20.7%	188
Went to Denny`s/6 Mo	303	6.7%	100
Went to Golden Corral/6 Mo	406	9.0%	215
Went to IHOP/6 Mo	406	9.0%	117
Went to Logan`s Roadhouse/6 Mo	195	4.3%	228
Went to Longhorn Steakhouse/6 Mo	470	10.5%	168
Went to Olive Garden/6 Mo	746	16.6%	106
Went to Outback Steakhouse/6 Mo	354	7.9%	98
Went to Red Lobster/6 Mo	361	8.0%	109
Went to Red Robin/6 Mo	161	3.6%	66
Went to Ruby Tuesday/6 Mo	156	3.5%	197
Went to Texas Roadhouse/6 Mo	700	15.6%	121
Went to T.G.I. Friday`s/6 Mo	98	2.2%	88
Went to Waffle House/6 Mo	540	12.0%	227
Went to Fast Food/Drive-In Restaurant/6 Mo	4,127	91.9%	101
Went to Fast Food/Drive-In Rest 9+ Times/30 Days	2,013	44.8%	113
Spent \$1-10 at Fast Food Restaurant/30 Days	146	3.3%	91
Spent \$11-20 at Fast Food Restaurant/30 Days	377	8.4%	103
Spent \$21-40 at Fast Food Restaurant/30 Days	542	12.1%	75
Spent \$41-50 at Fast Food Restaurant/30 Days	380	8.5%	92
Spent \$51-100 at Fast Food Restaurant/30 Days	1,005	22.4%	109
Spent \$101-200 at Fast Food Restaurant/30 Days	736	16.4%	126
Spent \$201+ at Fast Food Restaurant/30 Days	289	6.4%	109
Ordered Eat-In Fast Food/6 Mo	1,434	31.9%	111

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		
	Adults	Percent	MPI
Ordered Home Delivery Fast Food/6 Mo	482	10.7%	83
Take-Out/Drive-Thru/Curbside Fast Food/6 Mo	2,691	59.9%	114
Ordered Take-Out/Walk-In Fast Food/6 Mo	729	16.2%	71
Bought Breakfast at Fast Food Restaurant/6 Mo	2,013	44.8%	125
Bought Lunch at Fast Food Restaurant/6 Mo	2,690	59.9%	111
Bought Dinner at Fast Food Restaurant/6 Mo	2,457	54.7%	101
Bought Snack at Fast Food Restaurant/6 Mo	638	14.2%	102
Bought from Fast Food Restaurant on Weekday/6 Mo	3,205	71.4%	108
Bought from Fast Food Restaurant on Weekend/6 Mo	2,345	52.2%	99
Bought A&W/6 Mo	82	1.8%	84
Bought Arby`s/6 Mo	1,151	25.6%	141
Bought Baskin-Robbins/6 Mo	92	2.0%	61
Bought Boston Market/6 Mo	38	0.8%	47
Bought Burger King/6 Mo	1,594	35.5%	131
Bought Captain D`s/6 Mo	399	8.9%	310
Bought Carl`s Jr./6 Mo	160	3.6%	76
Bought Checkers/6 Mo	166	3.7%	155
Bought Chick-Fil-A/6 Mo	1,561	34.8%	104
Bought Chipotle Mexican Grill/6 Mo	414	9.2%	54
Bought Chuck E. Cheese`s/6 Mo	88	2.0%	131
Bought Church`s Fried Chicken/6 Mo	232	5.2%	171
Bought Cold Stone Creamery/6 Mo	125	2.8%	90
Bought Dairy Queen/6 Mo	1,081	24.1%	153
Bought Del Taco/6 Mo	70	1.6%	43
Bought Domino`s Pizza/6 Mo	843	18.8%	112
Bought Dunkin` Donuts/6 Mo	406	9.0%	61
Bought Five Guys/6 Mo	310	6.9%	70
Bought Hardee`s/6 Mo	692	15.4%	309
Bought Jack in the Box/6 Mo	188	4.2%	62
Bought Jersey Mike`s/6 Mo	282	6.3%	74
Bought Jimmy John`s/6 Mo	183	4.1%	66
Bought KFC/6 Mo	1,016	22.6%	130
Bought Krispy Kreme Doughnuts/6 Mo	382	8.5%	128
Bought Little Caesars/6 Mo	861	19.2%	157
Bought Long John Silver`s/6 Mo	318	7.1%	273
Bought McDonald`s/6 Mo	2,414	53.8%	109
Bought Panda Express/6 Mo	501	11.2%	85
Bought Panera Bread/6 Mo	439	9.8%	73
Bought Papa John`s/6 Mo	415	9.2%	111
Bought Papa Murphy`s/6 Mo	139	3.1%	91
Bought Pizza Hut/6 Mo	871	19.4%	157
Bought Popeyes Chicken/6 Mo	705	15.7%	114
Bought Sonic Drive-In/6 Mo	1,023	22.8%	202
Bought Starbucks/6 Mo	650	14.5%	68
Bought Steak `N Shake/6 Mo	184	4.1%	143
Bought Subway/6 Mo	1,321	29.4%	130
Bought Taco Bell/6 Mo	1,577	35.1%	127
Bought Wendy`s/6 Mo	1,441	32.1%	119
Bought Whataburger/6 Mo	358	8.0%	133
Bought White Castle/6 Mo	63	1.4%	59
Bought Wing-Stop/6 Mo	191	4.3%	116

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Restaurant Market Potential

Zuni Pueblo CDP, NM 2
 Zuni Pueblo CDP, NM (3586595)
 Geography: Place

Prepared by Esri

Went to Fine Dining Restaurant/6 Mo	503	11.2%	73
Went to Fine Dining Restaurant/30 Days	356	7.9%	68
Went to Fine Dining Restaurant 2+ Times/30 Days	174	3.9%	71
Used DoorDash Site/App for Take-Out/Del/30 Days	453	10.1%	80
Used Grubhub Site/App for Take-Out/Del/30 Days	95	2.1%	46
Used Postmates Site/App for Take-Out/Del/30 Days	19	0.4%	38
Used Restrnt Site/App for Take-Out/Del/30 Days	746	16.6%	76
Used Uber Eats Site/App for Take-Out/Del/30 Days	105	2.3%	32
Used Yelp Site/App for Take-Out/Del/30 Days	30	0.7%	51

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