



# Restaurant Market Potential

Tohono O'odham

Prepared by Esri

Demographic Summary		2022	2027	
Population		6,767	6,667	
Population 18+		4,698	4,679	
Households		2,013	1,995	
Median Household Income		\$33,610	\$38,202	
Product/Consumer Behavior		Expected Number of Adults	Percent	MPI
Went to family restaurant/steak house in last 6 months		3,086	65.7%	98
Went to family restaurant/steak house 4+ times/month last 30 days		1,110	23.6%	114
Spent at family restaurant/steak house last 30 days: \$1-30		360	7.7%	112
Spent at family restaurant/steak house 30 days: \$31-50		332	7.1%	83
Spent at family restaurant/steak house last 30 days: \$51-100		669	14.2%	101
Spent at family restaurant/steak house last 30 days: \$101-200		335	7.1%	83
Spent at family restaurant/steak house last 30 days: \$201+		180	3.8%	97
Spent at fine dining last 30 days: \$1-100		117	2.5%	82
Spent at fine dining last 30 days: \$101+		104	2.2%	59
Went to family restaurant last 6 months: for breakfast		466	9.9%	98
Went to family restaurant last 6 months: for lunch		681	14.5%	91
Went to family restaurant last 6 months: for dinner		1,680	35.8%	85
Went to family restaurant last 6 months: for snack		85	1.8%	117
Went to family restaurant last 6 months: on weekday		1,071	22.8%	81
Went to family restaurant last 6 months: on weekend		1,538	32.7%	90
Went to family restaurant last 6 months: Applebee's		659	14.0%	96
Went to family restaurant last 6 months: Bob Evans		134	2.9%	114
Went to family restaurant last 6 months: Buffalo Wild Wings		405	8.6%	99
Went to family restaurant last 6 months: California Pizza Kitchen		24	0.5%	29
Went to family restaurant last 6 months: Carrabba's		71	1.5%	76
Went to family restaurant last 6 months: The Cheesecake Factory		262	5.6%	91
Went to family restaurant last 6 months: Chili's Grill & Bar		492	10.5%	110
Went to family restaurant last 6 months: Cracker Barrel		537	11.4%	114
Went to family restaurant last 6 months: Denny's		324	6.9%	105
Went to family restaurant last 6 months: Golden Corral		367	7.8%	188
Went to family restaurant last 6 months: IHOP		437	9.3%	126
Went to family restaurant last 6 months: Logan's Roadhouse		206	4.4%	193
Went to family restaurant last 6 months: LongHorn Steakhouse		291	6.2%	117
Went to family restaurant last 6 months: Olive Garden		601	12.8%	90
Went to family restaurant last 6 months: Outback Steakhouse		435	9.3%	128
Went to family restaurant last 6 months: Red Lobster		474	10.1%	140
Went to family restaurant last 6 months: Red Robin		186	4.0%	66
Went to family restaurant last 6 months: Ruby Tuesday		178	3.8%	135
Went to family restaurant last 6 months: Texas Roadhouse		482	10.3%	98
Went to family restaurant last 6 months: T.G.I. Friday's		170	3.6%	121
Went to family restaurant last 6 months: Waffle House		419	8.9%	186
Went to family restaurant last 6 months: fast food/drive-in		4,344	92.5%	102
Went to fast food/drive-in restaurant 9+ times/month		1,928	41.0%	108
Spent at fast food restaurant last 30 days: <\$1-10		163	3.5%	85
Spent at fast food restaurant last 30 days: \$11-\$20		434	9.2%	108
Spent at fast food restaurant last 30 days: \$21-\$40		823	17.5%	107
Spent at fast food restaurant last 30 days: \$41-\$50		366	7.8%	89
Spent at fast food restaurant last 30 days: \$51-\$100		849	18.1%	93
Spent at fast food restaurant last 30 days: \$101-\$200		525	11.2%	99
Spent at fast food restaurant last 30 days: \$201+		204	4.3%	98
Ordered eat-in fast food in the last 6 months		979	20.8%	92

**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.

February 21, 2023

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Went to fast food restaurant in the last 6 months: eat in	979	20.8%	92
Went to fast food restaurant in the last 6 months: home delivery	521	11.1%	96
Went to fast food restaurant in the last 6 months: take-out/drive-thru	2,682	57.1%	102
Went to fast food restaurant in the last 6 months: take-out/walk-in	990	21.1%	99
Went to fast food restaurant in the last 6 months: breakfast	1,578	33.6%	99
Went to fast food restaurant in the last 6 months: lunch	2,298	48.9%	95
Went to fast food restaurant in the last 6 months: dinner	2,260	48.1%	95
Went to fast food restaurant in the last 6 months: snack	455	9.7%	78
Went to fast food restaurant in the last 6 months: weekday	2,711	57.7%	94
Went to fast food restaurant in the last 6 months: weekend	2,270	48.3%	97
Went to fast food restaurant in the last 6 months: A & W	78	1.7%	85
Went to fast food restaurant in the last 6 months: Arby`s	742	15.8%	92
Went to fast food restaurant in the last 6 months: Baskin-Robbins	154	3.3%	100
Went to fast food restaurant in the last 6 months: Boston Market	104	2.2%	107
Went to fast food restaurant in the last 6 months: Burger King	1,579	33.6%	119
Went to fast food restaurant in the last 6 months: Captain D`s	403	8.6%	287
Went to fast food restaurant in the last 6 months: Carl`s Jr.	179	3.8%	73
Went to fast food restaurant in the last 6 months: Checkers	314	6.7%	252
Went to fast food restaurant in the last 6 months: Chick-fil-A	1,304	27.8%	92
Went to fast food restaurant in the last 6 months: Chipotle Mex. Grill	503	10.7%	75
Went to fast food restaurant in the last 6 months: Chuck E. Cheese`s	120	2.6%	179
Went to fast food restaurant in the last 6 months: Church`s Fr. Chicken	441	9.4%	293
Went to fast food restaurant in the last 6 months: Cold Stone Creamery	104	2.2%	85
Went to fast food restaurant in the last 6 months: Dairy Queen	552	11.7%	80
Went to fast food restaurant in the last 6 months: Del Taco	117	2.5%	74
Went to fast food restaurant in the last 6 months: Domino`s Pizza	799	17.0%	114
Went to fast food restaurant in the last 6 months: Dunkin` Donuts	430	9.2%	64
Went to fast food restaurant in the last 6 months: Five Guys	346	7.4%	78
Went to fast food restaurant in the last 6 months: Hardee`s	351	7.5%	142
Went to fast food restaurant in the last 6 months: Jack in the Box	244	5.2%	68
Went to fast food restaurant in the last 6 months: Jersey Mike's	189	4.0%	73
Went to fast food restaurant in the last 6 months: Jimmy John`s	163	3.5%	63
Went to fast food restaurant in the last 6 months: KFC	1,185	25.2%	139
Went to fast food restaurant in the last 6 months: Krispy Kreme	342	7.3%	112
Went to fast food restaurant in the last 6 months: Little Caesars	681	14.5%	122
Went to fast food restaurant in the last 6 months: Long John Silver`s	185	3.9%	154
Went to fast food restaurant in the last 6 months: McDonald`s	2,510	53.4%	103
Went to fast food restaurant in the last 6 months: Panda Express	357	7.6%	66
Went to fast food restaurant in the last 6 months: Panera Bread	326	6.9%	56
Went to fast food restaurant in the last 6 months: Papa John`s	462	9.8%	124
Went to fast food restaurant in the last 6 months: Papa Murphy`s	139	3.0%	77
Went to fast food restaurant in the last 6 months: Pizza Hut	789	16.8%	131
Went to fast food restaurant in the last 6 months: Popeyes Chicken	886	18.9%	152
Went to fast food restaurant in the last 6 months: Sonic Drive-In	706	15.0%	127
Went to fast food restaurant in the last 6 months: Starbucks	457	9.7%	50
Went to fast food restaurant in the last 6 months: Steak `n Shake	100	2.1%	55
Went to fast food restaurant in the last 6 months: Subway	980	20.9%	99
Went to fast food restaurant in the last 6 months: Taco Bell	1,437	30.6%	109
Went to fast food restaurant in the last 6 months: Wendy`s	1,298	27.6%	106
Went to fast food restaurant in the last 6 months: Whataburger	326	6.9%	126
Went to fast food restaurant in the last 6 months: White Castle	202	4.3%	166
Went to fast food restaurant in the last 6 months: Wing-Stop	147	3.1%	101
Went to fine dining restaurant last month	300	6.4%	80
Went to fine dining restaurant 2+ times last month	112	2.4%	63

**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.