



# Restaurant Market Potential

Pascua Yaqui

Prepared by Esri

Demographic Summary		2022	2027	
Population		3,367	3,318	
Population 18+		2,251	2,239	
Households		852	846	
Median Household Income		\$41,648	\$46,874	
Product/Consumer Behavior		Expected Number of Adults	Percent	MPI
Went to family restaurant/steak house in last 6 months		1,346	59.8%	89
Went to family restaurant/steak house 4+ times/month last 30 days		344	15.3%	74
Spent at family restaurant/steak house last 30 days: \$1-30		150	6.7%	97
Spent at family restaurant/steak house 30 days: \$31-50		184	8.2%	96
Spent at family restaurant/steak house last 30 days: \$51-100		314	13.9%	99
Spent at family restaurant/steak house last 30 days: \$101-200		149	6.6%	77
Spent at family restaurant/steak house last 30 days: \$201+		89	4.0%	100
Spent at fine dining last 30 days: \$1-100		48	2.1%	71
Spent at fine dining last 30 days: \$101+		47	2.1%	56
Went to family restaurant last 6 months: for breakfast		172	7.6%	76
Went to family restaurant last 6 months: for lunch		386	17.1%	107
Went to family restaurant last 6 months: for dinner		809	35.9%	85
Went to family restaurant last 6 months: for snack		44	2.0%	127
Went to family restaurant last 6 months: on weekday		402	17.9%	63
Went to family restaurant last 6 months: on weekend		727	32.3%	89
Went to family restaurant last 6 months: Applebee`s		250	11.1%	76
Went to family restaurant last 6 months: Bob Evans		21	0.9%	37
Went to family restaurant last 6 months: Buffalo Wild Wings		219	9.7%	112
Went to family restaurant last 6 months: California Pizza Kitchen		38	1.7%	95
Went to family restaurant last 6 months: Carrabba`s		47	2.1%	105
Went to family restaurant last 6 months: The Cheesecake Factory		145	6.4%	105
Went to family restaurant last 6 months: Chili`s Grill & Bar		317	14.1%	148
Went to family restaurant last 6 months: Cracker Barrel		156	6.9%	69
Went to family restaurant last 6 months: Denny`s		234	10.4%	158
Went to family restaurant last 6 months: Golden Corral		148	6.6%	158
Went to family restaurant last 6 months: IHOP		215	9.6%	129
Went to family restaurant last 6 months: Logan`s Roadhouse		33	1.5%	65
Went to family restaurant last 6 months: LongHorn Steakhouse		83	3.7%	70
Went to family restaurant last 6 months: Olive Garden		324	14.4%	101
Went to family restaurant last 6 months: Outback Steakhouse		90	4.0%	55
Went to family restaurant last 6 months: Red Lobster		191	8.5%	118
Went to family restaurant last 6 months: Red Robin		123	5.5%	90
Went to family restaurant last 6 months: Ruby Tuesday		26	1.2%	41
Went to family restaurant last 6 months: Texas Roadhouse		175	7.8%	74
Went to family restaurant last 6 months: T.G.I. Friday`s		34	1.5%	51
Went to family restaurant last 6 months: Waffle House		85	3.8%	79
Went to family restaurant last 6 months: fast food/drive-in		1,954	86.8%	96
Went to fast food/drive-in restaurant 9+ times/month		962	42.7%	113
Spent at fast food restaurant last 30 days: <\$1-10		54	2.4%	59
Spent at fast food restaurant last 30 days: \$11-\$20		78	3.5%	41
Spent at fast food restaurant last 30 days: \$21-\$40		253	11.2%	69
Spent at fast food restaurant last 30 days: \$41-\$50		206	9.2%	104
Spent at fast food restaurant last 30 days: \$51-\$100		516	22.9%	118
Spent at fast food restaurant last 30 days: \$101-\$200		287	12.7%	113
Spent at fast food restaurant last 30 days: \$201+		138	6.1%	138
Ordered eat-in fast food in the last 6 months		515	22.9%	101

**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	515	22.9%	101
Went to fast food restaurant in the last 6 months: home delivery	262	11.6%	100
Went to fast food restaurant in the last 6 months: take-out/drive-thru	1,104	49.0%	88
Went to fast food restaurant in the last 6 months: take-out/walk-in	406	18.0%	85
Went to fast food restaurant in the last 6 months: breakfast	619	27.5%	81
Went to fast food restaurant in the last 6 months: lunch	982	43.6%	85
Went to fast food restaurant in the last 6 months: dinner	911	40.5%	80
Went to fast food restaurant in the last 6 months: snack	324	14.4%	116
Went to fast food restaurant in the last 6 months: weekday	1,133	50.3%	82
Went to fast food restaurant in the last 6 months: weekend	1,141	50.7%	101
Went to fast food restaurant in the last 6 months: A & W	57	2.5%	129
Went to fast food restaurant in the last 6 months: Arby`s	168	7.5%	44
Went to fast food restaurant in the last 6 months: Baskin-Robbins	85	3.8%	116
Went to fast food restaurant in the last 6 months: Boston Market	44	2.0%	95
Went to fast food restaurant in the last 6 months: Burger King	556	24.7%	87
Went to fast food restaurant in the last 6 months: Captain D`s	40	1.8%	60
Went to fast food restaurant in the last 6 months: Carl`s Jr.	191	8.5%	162
Went to fast food restaurant in the last 6 months: Checkers	61	2.7%	102
Went to fast food restaurant in the last 6 months: Chick-fil-A	708	31.5%	104
Went to fast food restaurant in the last 6 months: Chipotle Mex. Grill	248	11.0%	77
Went to fast food restaurant in the last 6 months: Chuck E. Cheese`s	92	4.1%	286
Went to fast food restaurant in the last 6 months: Church`s Fr. Chicken	230	10.2%	319
Went to fast food restaurant in the last 6 months: Cold Stone Creamery	65	2.9%	110
Went to fast food restaurant in the last 6 months: Dairy Queen	295	13.1%	89
Went to fast food restaurant in the last 6 months: Del Taco	105	4.7%	139
Went to fast food restaurant in the last 6 months: Domino`s Pizza	379	16.8%	113
Went to fast food restaurant in the last 6 months: Dunkin` Donuts	211	9.4%	66
Went to fast food restaurant in the last 6 months: Five Guys	114	5.1%	54
Went to fast food restaurant in the last 6 months: Hardee`s	50	2.2%	42
Went to fast food restaurant in the last 6 months: Jack in the Box	315	14.0%	183
Went to fast food restaurant in the last 6 months: Jersey Mike's	117	5.2%	95
Went to fast food restaurant in the last 6 months: Jimmy John`s	114	5.1%	92
Went to fast food restaurant in the last 6 months: KFC	448	19.9%	109
Went to fast food restaurant in the last 6 months: Krispy Kreme	201	8.9%	138
Went to fast food restaurant in the last 6 months: Little Caesars	580	25.8%	216
Went to fast food restaurant in the last 6 months: Long John Silver`s	81	3.6%	141
Went to fast food restaurant in the last 6 months: McDonald`s	1,175	52.2%	101
Went to fast food restaurant in the last 6 months: Panda Express	323	14.3%	126
Went to fast food restaurant in the last 6 months: Panera Bread	237	10.5%	84
Went to fast food restaurant in the last 6 months: Papa John`s	139	6.2%	78
Went to fast food restaurant in the last 6 months: Papa Murphy`s	57	2.5%	66
Went to fast food restaurant in the last 6 months: Pizza Hut	397	17.6%	138
Went to fast food restaurant in the last 6 months: Popeyes Chicken	275	12.2%	99
Went to fast food restaurant in the last 6 months: Sonic Drive-In	318	14.1%	119
Went to fast food restaurant in the last 6 months: Starbucks	453	20.1%	104
Went to fast food restaurant in the last 6 months: Steak `n Shake	70	3.1%	81
Went to fast food restaurant in the last 6 months: Subway	414	18.4%	87
Went to fast food restaurant in the last 6 months: Taco Bell	615	27.3%	97
Went to fast food restaurant in the last 6 months: Wendy`s	442	19.6%	76
Went to fast food restaurant in the last 6 months: Whataburger	486	21.6%	393
Went to fast food restaurant in the last 6 months: White Castle	35	1.6%	60
Went to fast food restaurant in the last 6 months: Wing-Stop	261	11.6%	372
Went to fine dining restaurant last month	107	4.8%	59
Went to fine dining restaurant 2+ times last month	66	2.9%	77

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