



Restaurant Market Potential

Yavapai-Prescott

Prepared by Esri

Demographic Summary		2023	2028	
Population		201	198	
Population 18+		170	168	
Households		63	62	
Median Household Income		\$51,738	\$59,793	
Product/Consumer Behavior		Expected Number of Adults	Percent	MPI
Went to Family Restaurant/Steak House/6 Mo		109	64.1%	97
Went to Family Restaurant/Steak House 4+ Times/30 Days		39	22.9%	112
Spent \$1-30 at Family Restaurant/Steak House/30 Days		13	7.6%	114
Spent \$31-50 at Family Restaurant/Steak House/30 Days		12	7.1%	82
Spent \$51-100 at Family Restaurant/Steak House/30 Days		25	14.7%	99
Spent \$101-200 at Family Restaurant/Steak House/30 Days		18	10.6%	108
Spent \$201+ at Family Restaurant/Steak House/30 Days		4	2.4%	48
Spent \$1-100 at Fine Dining Restaurants/30 Days		8	4.7%	157
Spent \$101-200 at Fine Dining Restaurants/30 Days		4	2.4%	101
Spent \$201+ at Fine Dining Restaurants/30 Days		4	2.4%	117
Went for Breakfast at Family Restaurant/Steak House/6 Mo		21	12.4%	121
Went for Lunch at Family Restaurant/Steak House/6 Mo		35	20.6%	126
Went for Dinner at Family Restaurant/Steak House/6 Mo		58	34.1%	78
Went for Snacks at Family Restaurant/Steak House/6 Mo		2	1.2%	84
Went on Workday to Family Restaurant/Steak House/6 Mo		51	30.0%	101
Went on Weekend to Family Restaurant/Steak House/6 Mo		48	28.2%	77
Went to Applebee's/6 Mo		24	14.1%	106
Went to Bob Evans/6 Mo		3	1.8%	79
Went to Buffalo Wild Wings/6 Mo		10	5.9%	73
Went to California Pizza Kitchen/6 Mo		2	1.2%	84
Went to Carrabba's/6 Mo		5	2.9%	151
Went to The Cheesecake Factory/6 Mo		6	3.5%	57
Went to Chili's Grill & Bar/6 Mo		15	8.8%	98
Went to Cracker Barrel/6 Mo		22	12.9%	132
Went to Denny's/6 Mo		19	11.2%	197
Went to Golden Corral/6 Mo		7	4.1%	140
Went to IHOP/6 Mo		8	4.7%	66
Went to Logan's Roadhouse/6 Mo		2	1.2%	68
Went to Longhorn Steakhouse/6 Mo		15	8.8%	160
Went to Olive Garden/6 Mo		19	11.2%	82
Went to Outback Steakhouse/6 Mo		12	7.1%	100
Went to Red Lobster/6 Mo		9	5.3%	86
Went to Red Robin/6 Mo		8	4.7%	93
Went to Ruby Tuesday/6 Mo		5	2.9%	177
Went to Texas Roadhouse/6 Mo		19	11.2%	105
Went to T.G.I. Friday's/6 Mo		3	1.8%	81
Went to Waffle House/6 Mo		5	2.9%	67
Went to Fast Food/Drive-In Restaurant/6 Mo		153	90.0%	99
Went to Fast Food/Drive-In Rest 9+ Times/30 Days		61	35.9%	92
Spent \$1-10 at Fast Food Restaurant/30 Days		9	5.3%	129
Spent \$11-20 at Fast Food Restaurant/30 Days		17	10.0%	119
Spent \$21-40 at Fast Food Restaurant/30 Days		35	20.6%	124
Spent \$41-50 at Fast Food Restaurant/30 Days		14	8.2%	89
Spent \$51-100 at Fast Food Restaurant/30 Days		29	17.1%	83
Spent \$101-200 at Fast Food Restaurant/30 Days		19	11.2%	90
Spent \$201+ at Fast Food Restaurant/30 Days		8	4.7%	90
Ordered Eat-In Fast Food/6 Mo		38	22.4%	109

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	19	11.2%	83
Take-Out/Drive-Thru/Curbside Fast Food/6 Mo	93	54.7%	94
Ordered Take-Out/Walk-In Fast Food/6 Mo	32	18.8%	84
Bought Breakfast at Fast Food Restaurant/6 Mo	54	31.8%	91
Bought Lunch at Fast Food Restaurant/6 Mo	93	54.7%	102
Bought Dinner at Fast Food Restaurant/6 Mo	73	42.9%	79
Bought Snack at Fast Food Restaurant/6 Mo	13	7.6%	57
Bought from Fast Food Restaurant on Weekday/6 Mo	108	63.5%	97
Bought from Fast Food Restaurant on Weekend/6 Mo	73	42.9%	82
Bought A&W/6 Mo	5	2.9%	142
Bought Arby`s/6 Mo	27	15.9%	89
Bought Baskin-Robbins/6 Mo	4	2.4%	75
Bought Boston Market/6 Mo	4	2.4%	121
Bought Burger King/6 Mo	50	29.4%	105
Bought Captain D`s/6 Mo	3	1.8%	63
Bought Carl`s Jr./6 Mo	12	7.1%	150
Bought Checkers/6 Mo	7	4.1%	166
Bought Chick-Fil-A/6 Mo	46	27.1%	83
Bought Chipotle Mexican Grill/6 Mo	15	8.8%	55
Bought Chuck E. Cheese`s/6 Mo	1	0.6%	56
Bought Church`s Fried Chicken/6 Mo	5	2.9%	91
Bought Cold Stone Creamery/6 Mo	3	1.8%	63
Bought Dairy Queen/6 Mo	23	13.5%	89
Bought Del Taco/6 Mo	4	2.4%	72
Bought Domino`s Pizza/6 Mo	20	11.8%	73
Bought Dunkin` Donuts/6 Mo	18	10.6%	71
Bought Five Guys/6 Mo	13	7.6%	79
Bought Hardee`s/6 Mo	13	7.6%	149
Bought Jack in the Box/6 Mo	16	9.4%	140
Bought Jersey Mike`s/6 Mo	13	7.6%	106
Bought Jimmy John`s/6 Mo	9	5.3%	90
Bought KFC/6 Mo	21	12.4%	71
Bought Krispy Kreme Doughnuts/6 Mo	11	6.5%	94
Bought Little Caesars/6 Mo	22	12.9%	111
Bought Long John Silver`s/6 Mo	5	2.9%	125
Bought McDonald`s/6 Mo	91	53.5%	106
Bought Panda Express/6 Mo	22	12.9%	107
Bought Panera Bread/6 Mo	17	10.0%	78
Bought Papa John`s/6 Mo	6	3.5%	43
Bought Papa Murphy`s/6 Mo	10	5.9%	164
Bought Pizza Hut/6 Mo	17	10.0%	81
Bought Popeyes Chicken/6 Mo	16	9.4%	68
Bought Sonic Drive-In/6 Mo	21	12.4%	105
Bought Starbucks/6 Mo	27	15.9%	77
Bought Steak `N Shake/6 Mo	7	4.1%	140
Bought Subway/6 Mo	38	22.4%	103
Bought Taco Bell/6 Mo	48	28.2%	104
Bought Wendy`s/6 Mo	42	24.7%	94
Bought Whataburger/6 Mo	8	4.7%	79
Bought White Castle/6 Mo	4	2.4%	95
Bought Wing-Stop/6 Mo	2	1.2%	35

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October 28, 2023



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Went to Fine Dining Restaurant/6 Mo	19	11.2%	92
Went to Fine Dining Restaurant/30 Days	15	8.8%	98
Went to Fine Dining Restaurant 2+ Times/30 Days	7	4.1%	100
Used DoorDash Site/App for Take-Out/Del/30 Days	10	5.9%	51
Used Grubhub Site/App for Take-Out/Del/30 Days	6	3.5%	65
Used Postmates Site/App for Take-Out/Del/30 Days	2	1.2%	69
Used Restrnt Site/App for Take-Out/Del/30 Days	26	15.3%	69
Used Uber Eats Site/App for Take-Out/Del/30 Days	4	2.4%	36
Used Yelp Site/App for Take-Out/Del/30 Days	2	1.2%	71

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