



# Restaurant Market Potential

Fort McDowell

Prepared by Esri

Demographic Summary		2023	2028	
Population		851	827	
Population 18+		584	565	
Households		326	318	
Median Household Income		\$56,021	\$66,304	
Product/Consumer Behavior		Expected Number of Adults	Percent	MPI
Went to Family Restaurant/Steak House/6 Mo		420	71.9%	109
Went to Family Restaurant/Steak House 4+ Times/30 Days		129	22.1%	107
Spent \$1-30 at Family Restaurant/Steak House/30 Days		45	7.7%	115
Spent \$31-50 at Family Restaurant/Steak House/30 Days		52	8.9%	104
Spent \$51-100 at Family Restaurant/Steak House/30 Days		96	16.4%	111
Spent \$101-200 at Family Restaurant/Steak House/30 Days		58	9.9%	102
Spent \$201+ at Family Restaurant/Steak House/30 Days		37	6.3%	129
Spent \$1-100 at Fine Dining Restaurants/30 Days		17	2.9%	97
Spent \$101-200 at Fine Dining Restaurants/30 Days		10	1.7%	74
Spent \$201+ at Fine Dining Restaurants/30 Days		7	1.2%	60
Went for Breakfast at Family Restaurant/Steak House/6 Mo		67	11.5%	112
Went for Lunch at Family Restaurant/Steak House/6 Mo		101	17.3%	106
Went for Dinner at Family Restaurant/Steak House/6 Mo		296	50.7%	116
Went for Snacks at Family Restaurant/Steak House/6 Mo		9	1.5%	109
Went on Workday to Family Restaurant/Steak House/6 Mo		193	33.0%	111
Went on Weekend to Family Restaurant/Steak House/6 Mo		243	41.6%	114
Went to Applebee's/6 Mo		77	13.2%	99
Went to Bob Evans/6 Mo		12	2.1%	91
Went to Buffalo Wild Wings/6 Mo		57	9.8%	120
Went to California Pizza Kitchen/6 Mo		6	1.0%	73
Went to Carrabba's/6 Mo		14	2.4%	123
Went to The Cheesecake Factory/6 Mo		30	5.1%	83
Went to Chili's Grill & Bar/6 Mo		68	11.6%	129
Went to Cracker Barrel/6 Mo		78	13.4%	136
Went to Denny's/6 Mo		29	5.0%	88
Went to Golden Corral/6 Mo		27	4.6%	157
Went to IHOP/6 Mo		40	6.8%	96
Went to Logan's Roadhouse/6 Mo		19	3.3%	188
Went to Longhorn Steakhouse/6 Mo		43	7.4%	133
Went to Olive Garden/6 Mo		94	16.1%	118
Went to Outback Steakhouse/6 Mo		53	9.1%	129
Went to Red Lobster/6 Mo		33	5.7%	91
Went to Red Robin/6 Mo		37	6.3%	125
Went to Ruby Tuesday/6 Mo		11	1.9%	114
Went to Texas Roadhouse/6 Mo		80	13.7%	128
Went to T.G.I. Friday's/6 Mo		14	2.4%	110
Went to Waffle House/6 Mo		44	7.5%	172
Went to Fast Food/Drive-In Restaurant/6 Mo		542	92.8%	102
Went to Fast Food/Drive-In Rest 9+ Times/30 Days		239	40.9%	105
Spent \$1-10 at Fast Food Restaurant/30 Days		21	3.6%	87
Spent \$11-20 at Fast Food Restaurant/30 Days		45	7.7%	91
Spent \$21-40 at Fast Food Restaurant/30 Days		102	17.5%	105
Spent \$41-50 at Fast Food Restaurant/30 Days		59	10.1%	109
Spent \$51-100 at Fast Food Restaurant/30 Days		126	21.6%	105
Spent \$101-200 at Fast Food Restaurant/30 Days		72	12.3%	100
Spent \$201+ at Fast Food Restaurant/30 Days		34	5.8%	112
Ordered Eat-In Fast Food/6 Mo		139	23.8%	116

**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	59	10.1%	75
Take-Out/Drive-Thru/Curbside Fast Food/6 Mo	377	64.6%	110
Ordered Take-Out/Walk-In Fast Food/6 Mo	112	19.2%	86
Bought Breakfast at Fast Food Restaurant/6 Mo	210	36.0%	103
Bought Lunch at Fast Food Restaurant/6 Mo	335	57.4%	107
Bought Dinner at Fast Food Restaurant/6 Mo	355	60.8%	112
Bought Snack at Fast Food Restaurant/6 Mo	89	15.2%	114
Bought from Fast Food Restaurant on Weekday/6 Mo	411	70.4%	107
Bought from Fast Food Restaurant on Weekend/6 Mo	325	55.7%	106
Bought A&W/6 Mo	12	2.1%	99
Bought Arby`s/6 Mo	143	24.5%	137
Bought Baskin-Robbins/6 Mo	16	2.7%	88
Bought Boston Market/6 Mo	8	1.4%	71
Bought Burger King/6 Mo	180	30.8%	110
Bought Captain D`s/6 Mo	26	4.5%	159
Bought Carl`s Jr./6 Mo	14	2.4%	51
Bought Checkers/6 Mo	19	3.3%	131
Bought Chick-Fil-A/6 Mo	225	38.5%	118
Bought Chipotle Mexican Grill/6 Mo	79	13.5%	84
Bought Chuck E. Cheese`s/6 Mo	7	1.2%	115
Bought Church`s Fried Chicken/6 Mo	18	3.1%	95
Bought Cold Stone Creamery/6 Mo	16	2.7%	97
Bought Dairy Queen/6 Mo	109	18.7%	123
Bought Del Taco/6 Mo	14	2.4%	73
Bought Domino`s Pizza/6 Mo	104	17.8%	110
Bought Dunkin` Donuts/6 Mo	72	12.3%	83
Bought Five Guys/6 Mo	59	10.1%	104
Bought Hardee`s/6 Mo	36	6.2%	120
Bought Jack in the Box/6 Mo	24	4.1%	61
Bought Jersey Mike`s/6 Mo	45	7.7%	107
Bought Jimmy John`s/6 Mo	47	8.0%	137
Bought KFC/6 Mo	105	18.0%	104
Bought Krispy Kreme Doughnuts/6 Mo	43	7.4%	107
Bought Little Caesars/6 Mo	73	12.5%	107
Bought Long John Silver`s/6 Mo	16	2.7%	116
Bought McDonald`s/6 Mo	298	51.0%	101
Bought Panda Express/6 Mo	73	12.5%	103
Bought Panera Bread/6 Mo	69	11.8%	92
Bought Papa John`s/6 Mo	60	10.3%	127
Bought Papa Murphy`s/6 Mo	31	5.3%	148
Bought Pizza Hut/6 Mo	83	14.2%	115
Bought Popeyes Chicken/6 Mo	87	14.9%	107
Bought Sonic Drive-In/6 Mo	97	16.6%	141
Bought Starbucks/6 Mo	108	18.5%	90
Bought Steak `N Shake/6 Mo	27	4.6%	158
Bought Subway/6 Mo	124	21.2%	98
Bought Taco Bell/6 Mo	176	30.1%	111
Bought Wendy`s/6 Mo	167	28.6%	109
Bought Whataburger/6 Mo	41	7.0%	118
Bought White Castle/6 Mo	14	2.4%	97
Bought Wing-Stop/6 Mo	15	2.6%	76

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Went to Fine Dining Restaurant/6 Mo	61	10.4%	86
Went to Fine Dining Restaurant/30 Days	46	7.9%	87
Went to Fine Dining Restaurant 2+ Times/30 Days	19	3.3%	79
Used DoorDash Site/App for Take-Out/Del/30 Days	60	10.3%	89
Used Grubhub Site/App for Take-Out/Del/30 Days	27	4.6%	85
Used Postmates Site/App for Take-Out/Del/30 Days	6	1.0%	60
Used Restrnt Site/App for Take-Out/Del/30 Days	141	24.1%	109
Used Uber Eats Site/App for Take-Out/Del/30 Days	26	4.5%	69
Used Yelp Site/App for Take-Out/Del/30 Days	6	1.0%	62

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