



# Restaurant Market Potential

Gila River

Prepared by Esri

Demographic Summary		2023	2028	
Population		13,600	13,087	
Population 18+		9,168	8,813	
Households		3,356	3,229	
Median Household Income		\$31,504	\$38,062	
Product/Consumer Behavior		Expected Number of Adults	Percent	MPI
Went to Family Restaurant/Steak House/6 Mo		5,814	63.4%	96
Went to Family Restaurant/Steak House 4+ Times/30 Days		1,901	20.7%	101
Spent \$1-30 at Family Restaurant/Steak House/30 Days		624	6.8%	102
Spent \$31-50 at Family Restaurant/Steak House/30 Days		753	8.2%	96
Spent \$51-100 at Family Restaurant/Steak House/30 Days		1,491	16.3%	109
Spent \$101-200 at Family Restaurant/Steak House/30 Days		763	8.3%	85
Spent \$201+ at Family Restaurant/Steak House/30 Days		369	4.0%	82
Spent \$1-100 at Fine Dining Restaurants/30 Days		184	2.0%	67
Spent \$101-200 at Fine Dining Restaurants/30 Days		132	1.4%	62
Spent \$201+ at Fine Dining Restaurants/30 Days		104	1.1%	57
Went for Breakfast at Family Restaurant/Steak House/6 Mo		862	9.4%	92
Went for Lunch at Family Restaurant/Steak House/6 Mo		1,425	15.5%	95
Went for Dinner at Family Restaurant/Steak House/6 Mo		3,522	38.4%	88
Went for Snacks at Family Restaurant/Steak House/6 Mo		216	2.4%	167
Went on Workday to Family Restaurant/Steak House/6 Mo		2,605	28.4%	96
Went on Weekend to Family Restaurant/Steak House/6 Mo		2,997	32.7%	89
Went to Applebee's/6 Mo		1,550	16.9%	127
Went to Bob Evans/6 Mo		148	1.6%	72
Went to Buffalo Wild Wings/6 Mo		841	9.2%	113
Went to California Pizza Kitchen/6 Mo		108	1.2%	84
Went to Carrabba's/6 Mo		199	2.2%	111
Went to The Cheesecake Factory/6 Mo		735	8.0%	130
Went to Chili's Grill & Bar/6 Mo		886	9.7%	107
Went to Cracker Barrel/6 Mo		884	9.6%	98
Went to Denny's/6 Mo		705	7.7%	136
Went to Golden Corral/6 Mo		531	5.8%	197
Went to IHOP/6 Mo		861	9.4%	132
Went to Logan's Roadhouse/6 Mo		281	3.1%	177
Went to Longhorn Steakhouse/6 Mo		649	7.1%	128
Went to Olive Garden/6 Mo		1,202	13.1%	96
Went to Outback Steakhouse/6 Mo		615	6.7%	95
Went to Red Lobster/6 Mo		716	7.8%	126
Went to Red Robin/6 Mo		409	4.5%	88
Went to Ruby Tuesday/6 Mo		308	3.4%	203
Went to Texas Roadhouse/6 Mo		935	10.2%	95
Went to T.G.I. Friday's/6 Mo		394	4.3%	197
Went to Waffle House/6 Mo		691	7.5%	172
Went to Fast Food/Drive-In Restaurant/6 Mo		8,363	91.2%	100
Went to Fast Food/Drive-In Rest 9+ Times/30 Days		4,065	44.3%	114
Spent \$1-10 at Fast Food Restaurant/30 Days		327	3.6%	87
Spent \$11-20 at Fast Food Restaurant/30 Days		780	8.5%	101
Spent \$21-40 at Fast Food Restaurant/30 Days		1,296	14.1%	85
Spent \$41-50 at Fast Food Restaurant/30 Days		947	10.3%	112
Spent \$51-100 at Fast Food Restaurant/30 Days		1,963	21.4%	104
Spent \$101-200 at Fast Food Restaurant/30 Days		1,144	12.5%	101
Spent \$201+ at Fast Food Restaurant/30 Days		512	5.6%	107
Ordered Eat-In Fast Food/6 Mo		1,810	19.7%	96

**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	1,522	16.6%	124
Take-Out/Drive-Thru/Curbside Fast Food/6 Mo	4,984	54.4%	93
Ordered Take-Out/Walk-In Fast Food/6 Mo	1,962	21.4%	96
Bought Breakfast at Fast Food Restaurant/6 Mo	3,477	37.9%	109
Bought Lunch at Fast Food Restaurant/6 Mo	4,736	51.7%	96
Bought Dinner at Fast Food Restaurant/6 Mo	4,773	52.1%	96
Bought Snack at Fast Food Restaurant/6 Mo	994	10.8%	81
Bought from Fast Food Restaurant on Weekday/6 Mo	5,572	60.8%	93
Bought from Fast Food Restaurant on Weekend/6 Mo	4,863	53.0%	101
Bought A&W/6 Mo	180	2.0%	95
Bought Arby`s/6 Mo	1,554	17.0%	95
Bought Baskin-Robbins/6 Mo	264	2.9%	92
Bought Boston Market/6 Mo	195	2.1%	110
Bought Burger King/6 Mo	3,161	34.5%	124
Bought Captain D`s/6 Mo	532	5.8%	207
Bought Carl`s Jr./6 Mo	437	4.8%	102
Bought Checkers/6 Mo	709	7.7%	312
Bought Chick-Fil-A/6 Mo	3,393	37.0%	113
Bought Chipotle Mexican Grill/6 Mo	1,596	17.4%	108
Bought Chuck E. Cheese`s/6 Mo	294	3.2%	308
Bought Church`s Fried Chicken/6 Mo	781	8.5%	263
Bought Cold Stone Creamery/6 Mo	275	3.0%	106
Bought Dairy Queen/6 Mo	1,188	13.0%	85
Bought Del Taco/6 Mo	280	3.1%	93
Bought Domino`s Pizza/6 Mo	1,917	20.9%	130
Bought Dunkin` Donuts/6 Mo	1,441	15.7%	106
Bought Five Guys/6 Mo	924	10.1%	104
Bought Hardee`s/6 Mo	672	7.3%	143
Bought Jack in the Box/6 Mo	604	6.6%	98
Bought Jersey Mike`s/6 Mo	531	5.8%	80
Bought Jimmy John`s/6 Mo	459	5.0%	85
Bought KFC/6 Mo	2,009	21.9%	127
Bought Krispy Kreme Doughnuts/6 Mo	940	10.3%	149
Bought Little Caesars/6 Mo	1,486	16.2%	138
Bought Long John Silver`s/6 Mo	281	3.1%	130
Bought McDonald`s/6 Mo	4,634	50.5%	100
Bought Panda Express/6 Mo	1,099	12.0%	99
Bought Panera Bread/6 Mo	839	9.2%	71
Bought Papa John`s/6 Mo	1,103	12.0%	148
Bought Papa Murphy`s/6 Mo	339	3.7%	103
Bought Pizza Hut/6 Mo	1,541	16.8%	137
Bought Popeyes Chicken/6 Mo	1,766	19.3%	138
Bought Sonic Drive-In/6 Mo	1,285	14.0%	119
Bought Starbucks/6 Mo	1,469	16.0%	78
Bought Steak `N Shake/6 Mo	384	4.2%	143
Bought Subway/6 Mo	2,148	23.4%	108
Bought Taco Bell/6 Mo	2,943	32.1%	118
Bought Wendy`s/6 Mo	2,813	30.7%	117
Bought Whataburger/6 Mo	675	7.4%	124
Bought White Castle/6 Mo	389	4.2%	171
Bought Wing-Stop/6 Mo	568	6.2%	184

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Went to Fine Dining Restaurant/6 Mo	764	8.3%	69
Went to Fine Dining Restaurant/30 Days	489	5.3%	59
Went to Fine Dining Restaurant 2+ Times/30 Days	172	1.9%	45
Used DoorDash Site/App for Take-Out/Del/30 Days	1,294	14.1%	122
Used Grubhub Site/App for Take-Out/Del/30 Days	617	6.7%	123
Used Postmates Site/App for Take-Out/Del/30 Days	187	2.0%	120
Used Restrnt Site/App for Take-Out/Del/30 Days	1,742	19.0%	86
Used Uber Eats Site/App for Take-Out/Del/30 Days	793	8.6%	134
Used Yelp Site/App for Take-Out/Del/30 Days	129	1.4%	85

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