



Restaurant Market Potential

Salt River Pima-Maricopa
Area: 683.34 square miles

Prepared by Esri

| Demographic Summary | | 2023 | 2028 | |
|--|--|---------------------------|----------|-----|
| Population | | 20,644 | 20,255 | |
| Population 18+ | | 14,524 | 14,274 | |
| Households | | 5,715 | 5,635 | |
| Median Household Income | | \$37,550 | \$45,466 | |
| Product/Consumer Behavior | | Expected Number of Adults | Percent | MPI |
| Went to Family Restaurant/Steak House/6 Mo | | 9,371 | 64.5% | 98 |
| Went to Family Restaurant/Steak House 4+ Times/30 Days | | 3,020 | 20.8% | 101 |
| Spent \$1-30 at Family Restaurant/Steak House/30 Days | | 980 | 6.7% | 101 |
| Spent \$31-50 at Family Restaurant/Steak House/30 Days | | 1,289 | 8.9% | 104 |
| Spent \$51-100 at Family Restaurant/Steak House/30 Days | | 2,412 | 16.6% | 112 |
| Spent \$101-200 at Family Restaurant/Steak House/30 Days | | 1,279 | 8.8% | 90 |
| Spent \$201+ at Family Restaurant/Steak House/30 Days | | 572 | 3.9% | 80 |
| Spent \$1-100 at Fine Dining Restaurants/30 Days | | 316 | 2.2% | 72 |
| Spent \$101-200 at Fine Dining Restaurants/30 Days | | 247 | 1.7% | 73 |
| Spent \$201+ at Fine Dining Restaurants/30 Days | | 178 | 1.2% | 61 |
| Went for Breakfast at Family Restaurant/Steak House/6 Mo | | 1,341 | 9.2% | 90 |
| Went for Lunch at Family Restaurant/Steak House/6 Mo | | 2,379 | 16.4% | 100 |
| Went for Dinner at Family Restaurant/Steak House/6 Mo | | 5,841 | 40.2% | 92 |
| Went for Snacks at Family Restaurant/Steak House/6 Mo | | 273 | 1.9% | 133 |
| Went on Workday to Family Restaurant/Steak House/6 Mo | | 4,362 | 30.0% | 101 |
| Went on Weekend to Family Restaurant/Steak House/6 Mo | | 4,751 | 32.7% | 89 |
| Went to Applebee's/6 Mo | | 2,243 | 15.4% | 116 |
| Went to Bob Evans/6 Mo | | 237 | 1.6% | 73 |
| Went to Buffalo Wild Wings/6 Mo | | 1,255 | 8.6% | 107 |
| Went to California Pizza Kitchen/6 Mo | | 140 | 1.0% | 69 |
| Went to Carrabba's/6 Mo | | 306 | 2.1% | 108 |
| Went to The Cheesecake Factory/6 Mo | | 1,067 | 7.3% | 119 |
| Went to Chili's Grill & Bar/6 Mo | | 1,390 | 9.6% | 106 |
| Went to Cracker Barrel/6 Mo | | 1,583 | 10.9% | 111 |
| Went to Denny's/6 Mo | | 962 | 6.6% | 117 |
| Went to Golden Corral/6 Mo | | 759 | 5.2% | 178 |
| Went to IHOP/6 Mo | | 1,314 | 9.0% | 127 |
| Went to Logan's Roadhouse/6 Mo | | 427 | 2.9% | 170 |
| Went to Longhorn Steakhouse/6 Mo | | 1,037 | 7.1% | 129 |
| Went to Olive Garden/6 Mo | | 2,033 | 14.0% | 103 |
| Went to Outback Steakhouse/6 Mo | | 988 | 6.8% | 97 |
| Went to Red Lobster/6 Mo | | 1,003 | 6.9% | 112 |
| Went to Red Robin/6 Mo | | 677 | 4.7% | 92 |
| Went to Ruby Tuesday/6 Mo | | 436 | 3.0% | 181 |
| Went to Texas Roadhouse/6 Mo | | 1,555 | 10.7% | 100 |
| Went to T.G.I. Friday's/6 Mo | | 528 | 3.6% | 166 |
| Went to Waffle House/6 Mo | | 1,044 | 7.2% | 164 |
| Went to Fast Food/Drive-In Restaurant/6 Mo | | 13,297 | 91.6% | 101 |
| Went to Fast Food/Drive-In Rest 9+ Times/30 Days | | 6,103 | 42.0% | 108 |
| Spent \$1-10 at Fast Food Restaurant/30 Days | | 587 | 4.0% | 98 |
| Spent \$11-20 at Fast Food Restaurant/30 Days | | 1,239 | 8.5% | 101 |
| Spent \$21-40 at Fast Food Restaurant/30 Days | | 2,121 | 14.6% | 88 |
| Spent \$41-50 at Fast Food Restaurant/30 Days | | 1,458 | 10.0% | 108 |
| Spent \$51-100 at Fast Food Restaurant/30 Days | | 3,010 | 20.7% | 101 |
| Spent \$101-200 at Fast Food Restaurant/30 Days | | 1,840 | 12.7% | 103 |
| Spent \$201+ at Fast Food Restaurant/30 Days | | 818 | 5.6% | 108 |
| Ordered Eat-In Fast Food/6 Mo | | 3,000 | 20.7% | 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 2023 and 2028.



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| Product/Consumer Behavior | Expected Number of | | |
|--|--------------------|---------|-----|
| | Adults | Percent | MPI |
| Ordered Home Delivery Fast Food/6 Mo | 2,218 | 15.3% | 114 |
| Take-Out/Drive-Thru/Curbside Fast Food/6 Mo | 8,084 | 55.7% | 95 |
| Ordered Take-Out/Walk-In Fast Food/6 Mo | 2,934 | 20.2% | 90 |
| Bought Breakfast at Fast Food Restaurant/6 Mo | 5,376 | 37.0% | 106 |
| Bought Lunch at Fast Food Restaurant/6 Mo | 7,501 | 51.6% | 96 |
| Bought Dinner at Fast Food Restaurant/6 Mo | 7,629 | 52.5% | 97 |
| Bought Snack at Fast Food Restaurant/6 Mo | 1,609 | 11.1% | 83 |
| Bought from Fast Food Restaurant on Weekday/6 Mo | 9,096 | 62.6% | 95 |
| Bought from Fast Food Restaurant on Weekend/6 Mo | 7,451 | 51.3% | 98 |
| Bought A&W/6 Mo | 324 | 2.2% | 108 |
| Bought Arby`s/6 Mo | 2,719 | 18.7% | 105 |
| Bought Baskin-Robbins/6 Mo | 393 | 2.7% | 87 |
| Bought Boston Market/6 Mo | 257 | 1.8% | 91 |
| Bought Burger King/6 Mo | 4,745 | 32.7% | 117 |
| Bought Captain D`s/6 Mo | 680 | 4.7% | 167 |
| Bought Carl`s Jr./6 Mo | 740 | 5.1% | 108 |
| Bought Checkers/6 Mo | 857 | 5.9% | 238 |
| Bought Chick-Fil-A/6 Mo | 5,257 | 36.2% | 111 |
| Bought Chipotle Mexican Grill/6 Mo | 2,319 | 16.0% | 99 |
| Bought Chuck E. Cheese`s/6 Mo | 324 | 2.2% | 214 |
| Bought Church`s Fried Chicken/6 Mo | 945 | 6.5% | 201 |
| Bought Cold Stone Creamery/6 Mo | 419 | 2.9% | 102 |
| Bought Dairy Queen/6 Mo | 2,002 | 13.8% | 91 |
| Bought Del Taco/6 Mo | 427 | 2.9% | 89 |
| Bought Domino`s Pizza/6 Mo | 2,773 | 19.1% | 118 |
| Bought Dunkin` Donuts/6 Mo | 2,031 | 14.0% | 94 |
| Bought Five Guys/6 Mo | 1,392 | 9.6% | 98 |
| Bought Hardee`s/6 Mo | 1,040 | 7.2% | 140 |
| Bought Jack in the Box/6 Mo | 1,006 | 6.9% | 103 |
| Bought Jersey Mike`s/6 Mo | 909 | 6.3% | 87 |
| Bought Jimmy John`s/6 Mo | 699 | 4.8% | 82 |
| Bought KFC/6 Mo | 2,950 | 20.3% | 117 |
| Bought Krispy Kreme Doughnuts/6 Mo | 1,253 | 8.6% | 125 |
| Bought Little Caesars/6 Mo | 2,086 | 14.4% | 123 |
| Bought Long John Silver`s/6 Mo | 379 | 2.6% | 111 |
| Bought McDonald`s/6 Mo | 7,176 | 49.4% | 98 |
| Bought Panda Express/6 Mo | 1,714 | 11.8% | 97 |
| Bought Panera Bread/6 Mo | 1,351 | 9.3% | 72 |
| Bought Papa John`s/6 Mo | 1,586 | 10.9% | 135 |
| Bought Papa Murphy`s/6 Mo | 644 | 4.4% | 124 |
| Bought Pizza Hut/6 Mo | 2,284 | 15.7% | 128 |
| Bought Popeyes Chicken/6 Mo | 2,384 | 16.4% | 118 |
| Bought Sonic Drive-In/6 Mo | 1,977 | 13.6% | 115 |
| Bought Starbucks/6 Mo | 2,316 | 15.9% | 78 |
| Bought Steak `N Shake/6 Mo | 509 | 3.5% | 119 |
| Bought Subway/6 Mo | 3,375 | 23.2% | 108 |
| Bought Taco Bell/6 Mo | 4,544 | 31.3% | 115 |
| Bought Wendy`s/6 Mo | 4,202 | 28.9% | 110 |
| Bought Whataburger/6 Mo | 1,090 | 7.5% | 127 |
| Bought White Castle/6 Mo | 452 | 3.1% | 125 |
| Bought Wing-Stop/6 Mo | 755 | 5.2% | 154 |

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| | | | |
|--|-------|-------|-----|
| Went to Fine Dining Restaurant/6 Mo | 1,296 | 8.9% | 74 |
| Went to Fine Dining Restaurant/30 Days | 895 | 6.2% | 68 |
| Went to Fine Dining Restaurant 2+ Times/30 Days | 339 | 2.3% | 56 |
| Used DoorDash Site/App for Take-Out/Del/30 Days | 1,745 | 12.0% | 104 |
| Used Grubhub Site/App for Take-Out/Del/30 Days | 852 | 5.9% | 107 |
| Used Postmates Site/App for Take-Out/Del/30 Days | 227 | 1.6% | 92 |
| Used Restrnt Site/App for Take-Out/Del/30 Days | 2,858 | 19.7% | 89 |
| Used Uber Eats Site/App for Take-Out/Del/30 Days | 1,027 | 7.1% | 110 |
| Used Yelp Site/App for Take-Out/Del/30 Days | 181 | 1.2% | 75 |

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