



Restaurant Market Potential

Maricopa (Ak-Chin)

Prepared by Esri

Demographic Summary		2022	2027	
Population		1,059	1,057	
Population 18+		629	611	
Households		299	299	
Median Household Income		\$26,469	\$31,903	
Product/Consumer Behavior		Expected Number of Adults	Percent	MPI
Went to family restaurant/steak house in last 6 months		404	64.2%	96
Went to family restaurant/steak house 4+ times/month last 30 days		130	20.7%	100
Spent at family restaurant/steak house last 30 days: \$1-30		30	4.8%	70
Spent at family restaurant/steak house 30 days: \$31-50		51	8.1%	95
Spent at family restaurant/steak house last 30 days: \$51-100		90	14.3%	101
Spent at family restaurant/steak house last 30 days: \$101-200		50	7.9%	93
Spent at family restaurant/steak house last 30 days: \$201+		26	4.1%	105
Spent at fine dining last 30 days: \$1-100		16	2.5%	84
Spent at fine dining last 30 days: \$101+		16	2.5%	68
Went to family restaurant last 6 months: for breakfast		48	7.6%	76
Went to family restaurant last 6 months: for lunch		83	13.2%	83
Went to family restaurant last 6 months: for dinner		246	39.1%	92
Went to family restaurant last 6 months: for snack		12	1.9%	124
Went to family restaurant last 6 months: on weekday		137	21.8%	77
Went to family restaurant last 6 months: on weekend		235	37.4%	103
Went to family restaurant last 6 months: Applebee's		98	15.6%	107
Went to family restaurant last 6 months: Bob Evans		8	1.3%	51
Went to family restaurant last 6 months: Buffalo Wild Wings		54	8.6%	99
Went to family restaurant last 6 months: California Pizza Kitchen		9	1.4%	80
Went to family restaurant last 6 months: Carrabba's		5	0.8%	40
Went to family restaurant last 6 months: The Cheesecake Factory		28	4.5%	73
Went to family restaurant last 6 months: Chili's Grill & Bar		87	13.8%	145
Went to family restaurant last 6 months: Cracker Barrel		51	8.1%	81
Went to family restaurant last 6 months: Denny's		71	11.3%	172
Went to family restaurant last 6 months: Golden Corral		28	4.5%	107
Went to family restaurant last 6 months: IHOP		39	6.2%	84
Went to family restaurant last 6 months: Logan's Roadhouse		12	1.9%	84
Went to family restaurant last 6 months: LongHorn Steakhouse		21	3.3%	63
Went to family restaurant last 6 months: Olive Garden		70	11.1%	78
Went to family restaurant last 6 months: Outback Steakhouse		28	4.5%	62
Went to family restaurant last 6 months: Red Lobster		48	7.6%	106
Went to family restaurant last 6 months: Red Robin		27	4.3%	71
Went to family restaurant last 6 months: Ruby Tuesday		11	1.7%	62
Went to family restaurant last 6 months: Texas Roadhouse		55	8.7%	83
Went to family restaurant last 6 months: T.G.I. Friday's		7	1.1%	37
Went to family restaurant last 6 months: Waffle House		23	3.7%	76
Went to family restaurant last 6 months: fast food/drive-in		572	90.9%	101
Went to fast food/drive-in restaurant 9+ times/month		267	42.4%	112
Spent at fast food restaurant last 30 days: <\$1-10		16	2.5%	62
Spent at fast food restaurant last 30 days: \$11-\$20		51	8.1%	95
Spent at fast food restaurant last 30 days: \$21-\$40		81	12.9%	79
Spent at fast food restaurant last 30 days: \$41-\$50		53	8.4%	96
Spent at fast food restaurant last 30 days: \$51-\$100		143	22.7%	117
Spent at fast food restaurant last 30 days: \$101-\$200		90	14.3%	127
Spent at fast food restaurant last 30 days: \$201+		38	6.0%	136
Ordered eat-in fast food in the last 6 months		139	22.1%	97

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	139	22.1%	97
Went to fast food restaurant in the last 6 months: home delivery	93	14.8%	127
Went to fast food restaurant in the last 6 months: take-out/drive-thru	341	54.2%	97
Went to fast food restaurant in the last 6 months: take-out/walk-in	91	14.5%	68
Went to fast food restaurant in the last 6 months: breakfast	200	31.8%	93
Went to fast food restaurant in the last 6 months: lunch	294	46.7%	91
Went to fast food restaurant in the last 6 months: dinner	281	44.7%	88
Went to fast food restaurant in the last 6 months: snack	63	10.0%	81
Went to fast food restaurant in the last 6 months: weekday	291	46.3%	75
Went to fast food restaurant in the last 6 months: weekend	349	55.5%	111
Went to fast food restaurant in the last 6 months: A & W	10	1.6%	81
Went to fast food restaurant in the last 6 months: Arby`s	67	10.7%	62
Went to fast food restaurant in the last 6 months: Baskin-Robbins	29	4.6%	141
Went to fast food restaurant in the last 6 months: Boston Market	9	1.4%	69
Went to fast food restaurant in the last 6 months: Burger King	181	28.8%	102
Went to fast food restaurant in the last 6 months: Captain D`s	14	2.2%	75
Went to fast food restaurant in the last 6 months: Carl`s Jr.	44	7.0%	134
Went to fast food restaurant in the last 6 months: Checkers	15	2.4%	90
Went to fast food restaurant in the last 6 months: Chick-fil-A	191	30.4%	101
Went to fast food restaurant in the last 6 months: Chipotle Mex. Grill	74	11.8%	82
Went to fast food restaurant in the last 6 months: Chuck E. Cheese`s	8	1.3%	89
Went to fast food restaurant in the last 6 months: Church`s Fr. Chicken	66	10.5%	328
Went to fast food restaurant in the last 6 months: Cold Stone Creamery	9	1.4%	55
Went to fast food restaurant in the last 6 months: Dairy Queen	77	12.2%	83
Went to fast food restaurant in the last 6 months: Del Taco	23	3.7%	109
Went to fast food restaurant in the last 6 months: Domino`s Pizza	131	20.8%	140
Went to fast food restaurant in the last 6 months: Dunkin` Donuts	27	4.3%	30
Went to fast food restaurant in the last 6 months: Five Guys	27	4.3%	46
Went to fast food restaurant in the last 6 months: Hardee`s	24	3.8%	72
Went to fast food restaurant in the last 6 months: Jack in the Box	111	17.6%	230
Went to fast food restaurant in the last 6 months: Jersey Mike's	10	1.6%	29
Went to fast food restaurant in the last 6 months: Jimmy John`s	14	2.2%	40
Went to fast food restaurant in the last 6 months: KFC	107	17.0%	94
Went to fast food restaurant in the last 6 months: Krispy Kreme	43	6.8%	106
Went to fast food restaurant in the last 6 months: Little Caesars	134	21.3%	179
Went to fast food restaurant in the last 6 months: Long John Silver`s	12	1.9%	75
Went to fast food restaurant in the last 6 months: McDonald`s	330	52.5%	101
Went to fast food restaurant in the last 6 months: Panda Express	108	17.2%	150
Went to fast food restaurant in the last 6 months: Panera Bread	46	7.3%	59
Went to fast food restaurant in the last 6 months: Papa John`s	36	5.7%	72
Went to fast food restaurant in the last 6 months: Papa Murphy`s	10	1.6%	41
Went to fast food restaurant in the last 6 months: Pizza Hut	102	16.2%	127
Went to fast food restaurant in the last 6 months: Popeyes Chicken	60	9.5%	77
Went to fast food restaurant in the last 6 months: Sonic Drive-In	85	13.5%	114
Went to fast food restaurant in the last 6 months: Starbucks	99	15.7%	81
Went to fast food restaurant in the last 6 months: Steak `n Shake	13	2.1%	54
Went to fast food restaurant in the last 6 months: Subway	126	20.0%	95
Went to fast food restaurant in the last 6 months: Taco Bell	175	27.8%	99
Went to fast food restaurant in the last 6 months: Wendy`s	104	16.5%	64
Went to fast food restaurant in the last 6 months: Whataburger	102	16.2%	295
Went to fast food restaurant in the last 6 months: White Castle	9	1.4%	55
Went to fast food restaurant in the last 6 months: Wing-Stop	34	5.4%	174
Went to fine dining restaurant last month	23	3.7%	46
Went to fine dining restaurant 2+ times last month	4	0.6%	17

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