



Restaurant Market Potential

Maricopa City, AZ
 Maricopa city, AZ (0444410)
 Place

Demographic Summary	2013	2018
Population	45,882	48,130
Population 18+	31,078	32,720
Households	15,160	15,843
Median Household Income	\$58,338	\$70,696

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Went to family restaurant/steak house in last 6 mo	24,758	79.7%	105
Went to family restaurant/steak house 4+ times/mo	9,856	31.7%	107
Spent at family rest/steak hse last 6 mo: <\$31	2,842	9.1%	121
Spent at family rest/steak hse last 6 mo: \$31-50	2,908	9.4%	106
Spent at family rest/steak hse last 6 mo: \$51-100	4,637	14.9%	101
Spent at family rest/steak hse last 6 mo: \$101-200	4,095	13.2%	109
Spent at family rest/steak hse last 6 mo: \$201-300	2,167	7.0%	113
Spent at family rest/steak hse last 6 mo: \$301+	2,315	7.4%	99
Family restaurant/steak house last 6 mo: breakfast	4,334	13.9%	108
Family restaurant/steak house last 6 mo: lunch	6,245	20.1%	101
Family restaurant/steak house last 6 mo: dinner	16,078	51.7%	108
Family restaurant/steak house last 6 mo: snack	667	2.1%	122
Family restaurant/steak house last 6 mo: weekday	10,461	33.7%	103
Family restaurant/steak house last 6 mo: weekend	14,550	46.8%	109
Fam rest/steak hse/6 mo: Applebee`s	9,125	29.4%	116
Fam rest/steak hse/6 mo: Buffalo Wild Wings	2,414	7.8%	119
Fam rest/steak hse/6 mo: California Pizza Kitchen	726	2.3%	66
Fam rest/steak hse/6 mo: Carrabba`s Italian Grill	1,212	3.9%	121
Fam rest/steak hse/6 mo: The Cheesecake Factory	1,997	6.4%	92
Fam rest/steak hse/6 mo: Chili`s Grill & Bar	4,245	13.7%	118
Fam rest/steak hse/6 mo: CiCi`s Pizza	2,244	7.2%	140
Fam rest/steak hse/6 mo: Cracker Barrel	3,204	10.3%	108
Fam rest/steak hse/6 mo: Denny`s	3,698	11.9%	120
Fam rest/steak hse/6 mo: Golden Corral	3,457	11.1%	141
Fam rest/steak hse/6 mo: IHOP	4,064	13.1%	113
Fam rest/steak hse/6 mo: LongHorn Steakhouse	1,180	3.8%	102
Fam rest/steak hse/6 mo: Old Country Buffet	765	2.5%	102
Fam rest/steak hse/6 mo: Olive Garden	6,191	19.9%	115
Fam rest/steak hse/6 mo: Outback Steakhouse	3,363	10.8%	107
Fam rest/steak hse/6 mo: Red Lobster	4,329	13.9%	112
Fam rest/steak hse/6 mo: Red Robin	2,129	6.9%	112
Fam rest/steak hse/6 mo: Ruby Tuesday	2,097	6.7%	92
Fam rest/steak hse/6 mo: Texas Roadhouse	3,064	9.9%	137
Fam rest/steak hse/6 mo: T.G.I. Friday`s	2,603	8.4%	103
Fam rest/steak hse/6 mo: Waffle House	1,894	6.1%	111
Went to fast food/drive-in restaurant in last 6 mo	28,730	92.4%	103
Went to fast food/drive-in restaurant 9+ times/mo	13,964	44.9%	111
Spent at fast food/drive-in last 6 mo: <\$11	1,510	4.9%	103
Spent at fast food/drive-in last 6 mo: \$11-\$20	2,722	8.8%	109
Spent at fast food/drive-in last 6 mo: \$21-\$40	3,529	11.4%	97
Spent at fast food/drive-in last 6 mo: \$41-\$50	2,269	7.3%	93
Spent at fast food/drive-in last 6 mo: \$51-\$100	5,118	16.5%	98
Spent at fast food/drive-in last 6 mo: \$101-\$200	3,991	12.8%	109
Spent at fast food/drive-in last 6 mo: \$201+	4,344	14.0%	117

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 GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2013 and 2018.



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Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Fast food/drive-in last 6 mo: eat in	12,044	38.8%	107
Fast food/drive-in last 6 mo: home delivery	2,857	9.2%	118
Fast food/drive-in last 6 mo: take-out/drive-thru	16,173	52.0%	110
Fast food/drive-in last 6 mo: take-out/walk-in	6,241	20.1%	103
Fast food/drive-in last 6 mo: breakfast	10,900	35.1%	107
Fast food/drive-in last 6 mo: lunch	16,623	53.5%	106
Fast food/drive-in last 6 mo: dinner	14,680	47.2%	107
Fast food/drive-in last 6 mo: snack	3,877	12.5%	98
Fast food/drive-in last 6 mo: weekday	19,222	61.9%	104
Fast food/drive-in last 6 mo: weekend	15,792	50.8%	110
Fast food/drive-in last 6 mo: A & W	1,270	4.1%	115
Fast food/drive-in last 6 mo: Arby`s	7,081	22.8%	130
Fast food/drive-in last 6 mo: Baskin-Robbins	1,074	3.5%	93
Fast food/drive-in last 6 mo: Boston Market	1,126	3.6%	100
Fast food/drive-in last 6 mo: Burger King	12,032	38.7%	118
Fast food/drive-in last 6 mo: Carl`s Jr.	2,096	6.7%	112
Fast food/drive-in last 6 mo: Checkers	1,134	3.6%	117
Fast food/drive-in last 6 mo: Chick-fil-A	5,883	18.9%	126
Fast food/drive-in last 6 mo: Chipotle Mex. Grill	2,603	8.4%	101
Fast food/drive-in last 6 mo: Chuck E. Cheese`s	1,281	4.1%	110
Fast food/drive-in last 6 mo: Church`s Fr. Chicken	1,471	4.7%	122
Fast food/drive-in last 6 mo: Cold Stone Creamery	1,356	4.4%	117
Fast food/drive-in last 6 mo: Dairy Queen	5,214	16.8%	114
Fast food/drive-in last 6 mo: Domino`s Pizza	5,171	16.6%	136
Fast food/drive-in last 6 mo: Dunkin` Donuts	2,872	9.2%	82
Fast food/drive-in last 6 mo: Jack in the Box	3,737	12.0%	128
Fast food/drive-in last 6 mo: KFC	8,510	27.4%	112
Fast food/drive-in last 6 mo: Krispy Kreme	1,382	4.4%	111
Fast food/drive-in last 6 mo: Little Caesars	4,738	15.2%	145
Fast food/drive-in last 6 mo: Long John Silver`s	2,576	8.3%	150
Fast food/drive-in last 6 mo: McDonald`s	19,137	61.6%	109
Fast food/drive-in last 6 mo: Panera Bread	3,033	9.8%	95
Fast food/drive-in last 6 mo: Papa John`s	3,579	11.5%	125
Fast food/drive-in last 6 mo: Papa Murphy`s	1,686	5.4%	126
Fast food/drive-in last 6 mo: Pizza Hut	7,783	25.0%	125
Fast food/drive-in last 6 mo: Popeyes Chicken	2,638	8.5%	114
Fast food/drive-in last 6 mo: Quiznos	1,779	5.7%	111
Fast food/drive-in last 6 mo: Sonic Drive-In	4,750	15.3%	133
Fast food/drive-in last 6 mo: Starbucks	4,269	13.7%	96
Fast food/drive-in last 6 mo: Steak `n Shake	2,266	7.3%	153
Fast food/drive-in last 6 mo: Subway	11,139	35.8%	111
Fast food/drive-in last 6 mo: Taco Bell	12,111	39.0%	122
Fast food/drive-in last 6 mo: Wendy`s	10,262	33.0%	118
Fast food/drive-in last 6 mo: White Castle	1,494	4.8%	129

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