



Restaurant Market Potential

Prepared by George Alexander

MOBroadbent51015

Latitude: 37.213688
Longitude: -93.359565

Drive Time: 15 minutes

| Demographic Summary | 2010 | 2015 |
|-------------------------|----------|----------|
| Population | 171,156 | 180,108 |
| Population 18+ | 136,015 | 143,115 |
| Households | 73,787 | 78,402 |
| Median Household Income | \$39,677 | \$45,685 |

| Product/Consumer Behavior | Expected Number of Adults | Percent | MPI |
|---|---------------------------------|---------|-----|
| Went to family restaurant/steak house in last 6 months | 96,053 | 70.6% | 97 |
| Family restaurant/steak house last month: <2 times | 34,758 | 25.6% | 98 |
| Family restaurant/steak house last month: 2-4times | 36,019 | 26.5% | 96 |
| Family restaurant/steak house last month: 5+ times | 25,256 | 18.6% | 95 |
| Family restaurant/steak house last 6 months: breakfast | 15,636 | 11.5% | 96 |
| Family restaurant/steak house last 6 months: lunch | 33,017 | 24.3% | 96 |
| Family restaurant/steak house last 6 months: snack | 3,359 | 2.5% | 88 |
| Family restaurant/steak house last 6 months: dinner | 70,488 | 51.8% | 97 |
| Family restaurant/steak house last 6 months: weekday | 51,228 | 37.7% | 97 |
| Family restaurant/steak house last 6 months: weekend | 57,390 | 42.2% | 95 |
| Family restaurant/steak house last 6 months: Applebee's | 33,849 | 24.9% | 96 |
| Family restaurant/steak house last 6 months: Bennigan's | 3,814 | 2.8% | 98 |
| Family restaurant/steak house last 6 months: Bob Evans Farm | 6,489 | 4.8% | 104 |
| Family restaurant/steak house last 6 months: Cheesecake Factory | 6,006 | 4.4% | 68 |
| Family restaurant/steak house last 6 months: Chili's Grill & Bar | 14,343 | 10.5% | 94 |
| Family restaurant/steak house last 6 months: Cracker Barrel | 18,336 | 13.5% | 111 |
| Family restaurant/steak house last 6 months: Denny's | 12,145 | 8.9% | 95 |
| Family restaurant/steak house last 6 months: Friendly's | 3,906 | 2.9% | 76 |
| Family restaurant/steak house last 6 months: Golden Corral | 12,469 | 9.2% | 119 |
| Family restaurant/steak house last 6 months: Intl Hse of Pancakes | 14,660 | 10.8% | 97 |
| Family restaurant/steak house last 6 months: Lone Star Steakhouse | 4,244 | 3.1% | 102 |
| Family restaurant/steak house last 6 months: Old Country Buffet | 4,653 | 3.4% | 109 |
| Family restaurant/steak house last 6 months: Olive Garden | 22,778 | 16.7% | 99 |
| Family restaurant/steak house last 6 months: Outback Steakhouse | 14,551 | 10.7% | 89 |
| Family restaurant/steak house last 6 months: Perkins | 5,595 | 4.1% | 110 |
| Family restaurant/steak house last 6 months: Red Lobster | 19,113 | 14.1% | 97 |
| Family restaurant/steak house last 6 months: Red Robin | 5,452 | 4.0% | 81 |
| Family restaurant/steak house last 6 months: Ruby Tuesday | 10,973 | 8.1% | 91 |
| Family restaurant/steak house last 6 months: Ryan's | 7,913 | 5.8% | 129 |
| Family restaurant/steak house last 6 months: Sizzler | 3,092 | 2.3% | 72 |
| Family restaurant/steak house last 6 months: T.G.I. Friday's | 12,906 | 9.5% | 89 |
| Went to fast food/drive-in restaurant in last 6 months | 122,085 | 89.8% | 100 |
| Went to fast food/drive-in restaurant <5 times/month | 39,631 | 29.1% | 95 |
| Went to fast food/drive-in restaurant 5-12 times/month | 41,976 | 30.9% | 98 |
| Went to fast food/drive-in restaurant 13+ times/month | 40,491 | 29.8% | 107 |
| Fast food/drive-in last 6 months: breakfast | 38,080 | 28.0% | 101 |
| Fast food/drive-in last 6 months: lunch | 81,113 | 59.6% | 101 |
| Fast food/drive-in last 6 months: snack | 23,448 | 17.2% | 96 |
| Fast food/drive-in last 6 months: dinner | 71,791 | 52.8% | 108 |

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 2010 and 2015.

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| Product/Consumer Behavior | Expected Number of Adults | Percent | MPI |
|--|---------------------------------|---------|-----|
| Fast food/drive-in last 6 months: weekday | 92,934 | 68.3% | 102 |
| Fast food/drive-in last 6 months: weekend | 68,997 | 50.7% | 104 |
| Fast food/drive-in last 6 months: A & W | 7,954 | 5.8% | 115 |
| Fast food/drive-in last 6 months: Arby's | 33,571 | 24.7% | 118 |
| Fast food/drive-in last 6 months: Boston Market | 5,752 | 4.2% | 79 |
| Fast food/drive-in last 6 months: Burger King | 52,943 | 38.9% | 105 |
| Fast food/drive-in last 6 months: Captain D's | 8,321 | 6.1% | 113 |
| Fast food/drive-in last 6 months: Carl's Jr. | 5,313 | 3.9% | 67 |
| Fast food/drive-in last 6 months: Checkers | 4,459 | 3.3% | 96 |
| Fast food/drive-in last 6 months: Chick-fil-A | 17,120 | 12.6% | 100 |
| Fast food/drive-in last 6 mo: Chipotle Mex. Grill | 5,347 | 3.9% | 72 |
| Fast food/drive-in last 6 months: Chuck E. Cheese's | 6,057 | 4.5% | 96 |
| Fast food/drive-in last 6 months: Church's Fr. Chicken | 6,502 | 4.8% | 107 |
| Fast food/drive-in last 6 months: Dairy Queen | 26,285 | 19.3% | 116 |
| Fast food/drive-in last 6 months: Del Taco | 2,590 | 1.9% | 59 |
| Fast food/drive-in last 6 months: Domino's Pizza | 19,217 | 14.1% | 100 |
| Fast food/drive-in last 6 months: Dunkin' Donuts | 10,942 | 8.0% | 70 |
| Fast food/drive-in last 6 months: Fuddruckers | 3,752 | 2.8% | 95 |
| Fast food/drive-in last 6 months: Hardee's | 13,266 | 9.8% | 125 |
| Fast food/drive-in last 6 months: Jack in the Box | 13,204 | 9.7% | 89 |
| Fast food/drive-in last 6 months: KFC | 39,100 | 28.7% | 99 |
| Fast food/drive-in last 6 months: Little Caesars | 11,396 | 8.4% | 123 |
| Fast food/drive-in last 6 months: Long John Silver's | 12,704 | 9.3% | 129 |
| Fast food/drive-in last 6 months: McDonald's | 79,016 | 58.1% | 102 |
| Fast food/drive-in last 6 months: Panera Bread | 10,178 | 7.5% | 80 |
| Fast food/drive-in last 6 months: Papa John's | 14,010 | 10.3% | 115 |
| Fast food/drive-in last 6 months: Pizza Hut | 35,441 | 26.1% | 111 |
| Fast food/drive-in last 6 months: Popeyes | 8,428 | 6.2% | 86 |
| Fast food/drive-in last 6 months: Quiznos | 12,205 | 9.0% | 94 |
| Fast food/drive-in last 6 months: Sonic Drive-In | 19,197 | 14.1% | 122 |
| Fast food/drive-in last 6 months: Starbucks | 16,000 | 11.8% | 80 |
| Fast food/drive-in last 6 months: Steak n Shake | 8,308 | 6.1% | 111 |
| Fast food/drive-in last 6 months: Subway | 44,474 | 32.7% | 103 |
| Fast food/drive-in last 6 months: Taco Bell | 46,696 | 34.3% | 107 |
| Fast food/drive-in last 6 months: Wendy's | 46,353 | 34.1% | 105 |
| Fast food/drive-in last 6 months: Whataburger | 6,574 | 4.8% | 106 |
| Fast food/drive-in last 6 months: White Castle | 4,147 | 3.0% | 70 |
| Fast food/drive-in last 6 months: eat in | 52,139 | 38.3% | 100 |
| Fast food/drive-in last 6 months: home delivery | 16,080 | 11.8% | 106 |
| Fast food/drive-in last 6 months: take-out/drive-thru | 76,034 | 55.9% | 107 |
| Fast food/drive-in last 6 months: take-out/walk-in | 32,000 | 23.5% | 96 |

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