



Restaurant Market Potential

Feature 1

Prepared by Esri

Demographic Summary		2019	2024	
Population		6,658	7,442	
Population 18+		5,071	5,632	
Households		2,637	2,942	
Median Household Income		\$29,156	\$34,795	
Product/Consumer Behavior		Expected Number of Adults	Percent	MPI
Went to family restaurant/steak house in last 6 mo		3,619	71.4%	95
Went to family restaurant/steak house 4+ times/mo		1,415	27.9%	105
Spent at family restaurant/30 days: <\$1-30		442	8.7%	108
Spent at family restaurant/30 days: \$31-50		444	8.8%	91
Spent at family restaurant/30 days: \$51-100		804	15.9%	107
Spent at family restaurant/30 days: \$101-200		437	8.6%	92
Family restaurant/steak house last 6 months: breakfast		593	11.7%	88
Family restaurant/steak house last 6 months: lunch		923	18.2%	94
Family restaurant/steak house last 6 months: dinner		2,193	43.2%	93
Family restaurant/steak house last 6 months: snack		74	1.5%	74
Family restaurant/steak house last 6 months: weekday		1,613	31.8%	104
Family restaurant/steak house last 6 months: weekend		1,883	37.1%	89
Fam rest/steak hse/6 months: Applebee`s		1,056	20.8%	95
Fam rest/steak hse/6 months: Bob Evans Farms		157	3.1%	100
Fam rest/steak hse/6 months: Buffalo Wild Wings		442	8.7%	83
Fam rest/steak hse/6 months: California Pizza Kitchen		29	0.6%	21
Fam rest/steak hse/6 months: Carrabba`s Italian Grill		83	1.6%	57
Fam rest/steak hse/6 months: The Cheesecake Factory		177	3.5%	48
Fam rest/steak hse/6 months: Chili`s Grill & Bar		473	9.3%	86
Fam rest/steak hse/6 months: CiCi`s		204	4.0%	141
Fam rest/steak hse/6 months: Cracker Barrel		800	15.8%	144
Fam rest/steak hse/6 months: Denny`s		356	7.0%	83
Fam rest/steak hse/6 months: Golden Corral		588	11.6%	167
Fam rest/steak hse/6 months: IHOP		471	9.3%	93
Fam rest/steak hse/6 months: Logan`s Roadhouse		325	6.4%	202
Fam rest/steak hse/6 months: LongHorn Steakhouse		230	4.5%	88
Fam rest/steak hse/6 months: Olive Garden		672	13.3%	79
Fam rest/steak hse/6 months: Outback Steakhouse		416	8.2%	100
Fam rest/steak hse/6 months: Red Lobster		489	9.6%	99
Fam rest/steak hse/6 months: Red Robin		205	4.0%	58
Fam rest/steak hse/6 months: Ruby Tuesday		248	4.9%	106
Fam rest/steak hse/6 months: Texas Roadhouse		540	10.6%	108
Fam rest/steak hse/6 months: T.G.I. Friday`s		156	3.1%	56
Fam rest/steak hse/6 months: Waffle House		551	10.9%	188
Went to fast food/drive-in restaurant in last 6 months		4,681	92.3%	102
Went to fast food/drive-in restaurant 9+ times/month		2,322	45.8%	117
Spent at fast food restaurant/30 days: <\$1-10		182	3.6%	79
Spent at fast food restaurant/30 days: \$11-\$20		602	11.9%	110
Spent at fast food restaurant/30 days: \$21-\$40		849	16.7%	103
Spent at fast food restaurant/30 days: \$41-\$50		496	9.8%	112
Spent at fast food restaurant/30 days: \$51-\$100		897	17.7%	107
Spent at fast food restaurant/30 days: \$101-\$200		410	8.1%	99
Spent at fast food restaurant/30 days: \$201+		200	3.9%	129

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 2019 and 2024.

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Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Fast food/drive-in last 6 months: eat in	1,861	36.7%	99
Fast food/drive-in last 6 months: home delivery	384	7.6%	88
Fast food/drive-in last 6 months: take-out/drive-thru	2,718	53.6%	114
Fast food/drive-in last 6 months: take-out/walk-in	925	18.2%	88
Fast food/drive-in last 6 months: breakfast	1,975	38.9%	110
Fast food/drive-in last 6 months: lunch	2,705	53.3%	106
Fast food/drive-in last 6 months: dinner	2,374	46.8%	101
Fast food/drive-in last 6 months: snack	462	9.1%	77
Fast food/drive-in last 6 months: weekday	3,191	62.9%	106
Fast food/drive-in last 6 months: weekend	2,368	46.7%	99
Fast food/drive-in last 6 months: A & W	127	2.5%	87
Fast food/drive-in last 6 months: Arby`s	1,070	21.1%	120
Fast food/drive-in last 6 months: Baskin-Robbins	108	2.1%	64
Fast food/drive-in last 6 months: Boston Market	90	1.8%	57
Fast food/drive-in last 6 months: Burger King	1,750	34.5%	116
Fast food/drive-in last 6 months: Captain D`s	444	8.8%	236
Fast food/drive-in last 6 months: Carl`s Jr.	270	5.3%	89
Fast food/drive-in last 6 months: Checkers	215	4.2%	128
Fast food/drive-in last 6 months: Chick-fil-A	1,159	22.9%	95
Fast food/drive-in last 6 months: Chipotle Mex. Grill	254	5.0%	40
Fast food/drive-in last 6 months: Chuck E. Cheese`s	148	2.9%	100
Fast food/drive-in last 6 months: Church`s Fr. Chicken	219	4.3%	122
Fast food/drive-in last 6 months: Cold Stone Creamery	85	1.7%	57
Fast food/drive-in last 6 months: Dairy Queen	948	18.7%	115
Fast food/drive-in last 6 months: Del Taco	93	1.8%	47
Fast food/drive-in last 6 months: Domino`s Pizza	636	12.5%	99
Fast food/drive-in last 6 months: Dunkin` Donuts	411	8.1%	59
Went to Five Guys in last 6 months	314	6.2%	66
Fast food/drive-in last 6 months: Hardee`s	694	13.7%	206
Fast food/drive-in last 6 months: Jack in the Box	260	5.1%	68
Went to Jimmy John`s in last 6 months	175	3.5%	57
Fast food/drive-in last 6 months: KFC	1,494	29.5%	143
Fast food/drive-in last 6 months: Krispy Kreme	290	5.7%	96
Fast food/drive-in last 6 months: Little Caesars	996	19.6%	147
Fast food/drive-in last 6 months: Long John Silver`s	274	5.4%	152
Fast food/drive-in last 6 months: McDonald`s	2,901	57.2%	108
Went to Panda Express in last 6 months	270	5.3%	55
Fast food/drive-in last 6 months: Panera Bread	363	7.2%	56
Fast food/drive-in last 6 months: Papa John`s	379	7.5%	84
Fast food/drive-in last 6 months: Papa Murphy`s	185	3.6%	77
Fast food/drive-in last 6 months: Pizza Hut	1,010	19.9%	115
Fast food/drive-in last 6 months: Popeyes Chicken	512	10.1%	111
Fast food/drive-in last 6 months: Sonic Drive-In	1,030	20.3%	169
Fast food/drive-in last 6 months: Starbucks	609	12.0%	64
Fast food/drive-in last 6 months: Steak `n Shake	335	6.6%	119
Fast food/drive-in last 6 months: Subway	1,386	27.3%	106
Fast food/drive-in last 6 months: Taco Bell	1,733	34.2%	119
Fast food/drive-in last 6 months: Wendy`s	1,365	26.9%	106
Fast food/drive-in last 6 months: Whataburger	294	5.8%	111
Fast food/drive-in last 6 months: White Castle	121	2.4%	78
Went to fine dining restaurant last month	288	5.7%	54
Went to fine dining restaurant 3+ times last month	96	1.9%	61

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