

## Restaurant Market Potential

Gateway/Airport Area: 38.9 square miles Prepared by Esri

Demographic Summary  Population		<b>2017</b> 12,987	<b>202</b> 14,79
Population Population 18+		•	12,46
Households		10,872	
Median Household Income		3,988	4,68
Median Household Income	Expected Number of	77,868	\$85,96
Product/Consumer Behavior	Adults	Percent	MI
Went to family restaurant/steak house in last 6 mo	8,790	80.8%	10
Went to family restaurant/steak house 4+ times/mo	3,482	32.0%	1
Spent at family rest/steak hse last 6 months: <\$31	855	7.9%	1
Spent at family rest/steak hse last 6 months: \$31-50	920	8.5%	
Spent at family rest/steak hse last 6 months: \$51-100	1,664	15.3%	1
Spent at family rest/steak hse last 6 months: \$101-200	1,715	15.8%	1
Spent at family rest/steak hse last 6 months: \$201-300	581	5.3%	1
Spent at family rest/steak hse last 6 months: \$301+	926	8.5%	1
Family restaurant/steak house last 6 months: breakfast	1,639	15.1%	1
Family restaurant/steak house last 6 months: lunch	2,492	22.9%	1
Family restaurant/steak house last 6 months: dinner	5,611	51.6%	1
Family restaurant/steak house last 6 months: snack	206	1.9%	
Family restaurant/steak house last 6 months: weekday	4,088	37.6%	1
Family restaurant/steak house last 6 months: weekend	4,735	43.6%	1
Fam rest/steak hse/6 months: Applebee`s	2,615	24.1%	1
Fam rest/steak hse/6 months: Bob Evans Farms	532	4.9%	1
Fam rest/steak hse/6 months: Buffalo Wild Wings	869	8.0%	
Fam rest/steak hse/6 months: California Pizza Kitchen	431	4.0%	1
Fam rest/steak hse/6 months: Carrabba`s Italian Grill	657	6.0%	1
Fam rest/steak hse/6 months: The Cheesecake Factory	718	6.6%	1
Fam rest/steak hse/6 months: Chili`s Grill & Bar	1,598	14.7%	1
Fam rest/steak hse/6 months: CiCi`s Pizza	301	2.8%	
Fam rest/steak hse/6 months: Cracker Barrel	1,661	15.3%	1
Fam rest/steak hse/6 months: Denny`s	865	8.0%	
Fam rest/steak hse/6 months: Golden Corral	551	5.1%	
Fam rest/steak hse/6 months: IHOP	1,186	10.9%	1
Fam rest/steak hse/6 months: Logan`s Roadhouse	377	3.5%	
Fam rest/steak hse/6 months: LongHorn Steakhouse	767	7.1%	1
Fam rest/steak hse/6 months: Olive Garden	2,467	22.7%	1
Fam rest/steak hse/6 months: Outback Steakhouse	1,353	12.4%	1
Fam rest/steak hse/6 months: Red Lobster	1,614	14.8%	1
Fam rest/steak hse/6 months: Red Robin	915	8.4%	1
Fam rest/steak hse/6 months: Ruby Tuesday	988	9.1%	1
Fam rest/steak hse/6 months: Texas Roadhouse	906	8.3%	1
Fam rest/steak hse/6 months: T.G.I. Friday`s	596	5.5%	
Fam rest/steak hse/6 months: Waffle House	485	4.5%	
Went to fast food/drive-in restaurant in last 6 mo	9,993	91.9%	1
Went to fast food/drive-in restaurant 9+ times/mo	4,096	37.7%	
Spent at fast food/drive-in last 6 months: <\$11	621	5.7%	1
Spent at fast food/drive-in last 6 months: \$11-\$20	974	9.0%	1
Spent at fast food/drive-in last 6 months: \$21-\$40	1,418	13.0%	1
Spent at fast food/drive-in last 6 months: \$41-\$50	852	7.8%	1
Spent at fast food/drive-in last 6 months: \$51-\$100	1,702	15.7%	
Spent at fast food/drive-in last 6 months: \$101-\$200	1,317	12.1%	1
Spent at fast food/drive-in last 6 months: \$201+	1,124	10.3%	1

**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 2017 and 2022.

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Gateway/Airport Area: 38.9 square miles Prepared by Esri

Product/Consumer Behavior		Expected Number of		
Fast food/drive-in last 6 months: home delivery	Product/Consumer Behavior	Adults	Percent	MPI
Fast food/drive-in last 6 months: take-out/drive-thru Past food/drive-in last 6 months: take-out/walk-in Past food/drive-in last 6 months: breakfast 3,864 36.596 111 Past food/drive-in last 6 months: breakfast 3,964 36.596 111 Past food/drive-in last 6 months: lunch 5,906 Past food/drive-in last 6 months: lunch 4,642 42.7% 95 Past food/drive-in last 6 months: snack 1,402 12.9% 107 Past food/drive-in last 6 months: snack 1,402 12.9% 107 Past food/drive-in last 6 months: weekday 7,034 64.7% 111 Past food/drive-in last 6 months: weekday 7,034 Past food/drive-in last 6 months: weekend 4,867 Past food/drive-in last 6 months: weekend 4,867 Past food/drive-in last 6 months: A B W 257 Past food/drive-in last 6 months: A B W Past food/drive-in last 6 months: Boston Market 287 Past food/drive-in last 6 months: Boston Market 287 Past food/drive-in last 6 months: Burger King 2,685 Past food/drive-in last 6 months: Burger King 2,685 Past food/drive-in last 6 months: Captain D's 307 2,8% 81 Past food/drive-in last 6 months: Captain D's 307 2,8% 81 Past food/drive-in last 6 months: Captain D's 307 2,8% 81 Past food/drive-in last 6 months: Checkers 324 3,0% 95 Past food/drive-in last 6 months: Checkers 324 3,0% 95 Past food/drive-in last 6 months: Checkers 324 3,0% 95 Past food/drive-in last 6 months: Checkers 324 3,0% 95 Past food/drive-in last 6 months: Checkers 324 2,1% 81 Past food/drive-in last 6 months: Checkers 324 2,1% 83 Past food/drive-in last 6 months: Checkers 324 2,1% 84 Past food/drive-in last 6 months: Chipothe Mex. Grill Past food/drive-in last 6 months: Dairy Queen 1,6% Past food/drive-in last 6 months: Dairy Queen 1,6% Past food/drive-in last 6 months: Barre Rive Barre Barre Past food/drive-in last 6 months: Hardee's 1,6% Past food/drive-in last 6 months: Hardee's 1,6% Past food/drive-in last 6 mo	Fast food/drive-in last 6 months: eat in	4,424	40.7%	111
Fast food/drive-in last 6 months: take-out/walk-in   2,288   21.0%   104     Fast food/drive-in last 6 months: breakfast   3,966   34.3%   110     Fast food/drive-in last 6 months: lunch   5,906   54.3%   110     Fast food/drive-in last 6 months: dinner   4,642   42.7%   95     Fast food/drive-in last 6 months: snack   1,402   12.9%   107     Fast food/drive-in last 6 months: snack   1,402   12.9%   107     Fast food/drive-in last 6 months: weekday   7,034   64.7%   111     Fast food/drive-in last 6 months: weekday   7,034   64.7%   111     Fast food/drive-in last 6 months: weekday   4,867   44.8%   97     Fast food/drive-in last 6 months: A 8 W   257   2.4%   87     Fast food/drive-in last 6 months: A 8 W   257   2.4%   87     Fast food/drive-in last 6 months: A 8 W   283   2.6%   77     Fast food/drive-in last 6 months: Baskin-Robbins   283   2.6%   76     Fast food/drive-in last 6 months: Burger king   2,685   24.7%   84     Fast food/drive-in last 6 months: Burger king   2,685   24.7%   84     Fast food/drive-in last 6 months: Captain D's   307   2.8%   81     Fast food/drive-in last 6 months: Captain D's   307   2.8%   81     Fast food/drive-in last 6 months: Checkers   324   3.0%   95     Fast food/drive-in last 6 months: Checkers   324   3.0%   95     Fast food/drive-in last 6 months: Checkers   324   3.0%   95     Fast food/drive-in last 6 months: Checkers   324   3.0%   95     Fast food/drive-in last 6 months: Checkers   324   2.6%   81     Fast food/drive-in last 6 months: Checkers   324   2.6%   81     Fast food/drive-in last 6 months: Checkers   324   2.6%   81     Fast food/drive-in last 6 months: Checkers   324   2.6%   81     Fast food/drive-in last 6 months: Checkers   324   3.0%   95     Fast food/drive-in last 6 months: Checkers   324   3.0%   95     Fast food/drive-in last 6 months: Checkers   324   3.0%   33   3.1%   108     Fast food/drive-in last 6 months: Checkers   324   3.0%   33   3.1%   108     Fast food/drive-in last 6 months: Denino 's Pizza   1,402   1,29%   107     Fast food/dri	Fast food/drive-in last 6 months: home delivery	668	6.1%	80
Fast food/drive-in last 6 months: breakfast         3,964         36,5%         111           Fast food/drive-in last 6 months: dinner         5,906         54,3%         110           Fast food/drive-in last 6 months: dinner         4,642         42,7%         95           Fast food/drive-in last 6 months: snack         1,402         12,9%         107           Fast food/drive-in last 6 months: weekend         4,867         44,8%         97           Fast food/drive-in last 6 months: Ab W         257         2,4%         87           Fast food/drive-in last 6 months: Ab W         257         2,4%         87           Fast food/drive-in last 6 months: Baskin-Robbins         283         2,6%         77           Fast food/drive-in last 6 months: Boston Market         287         2,6%         76           Fast food/drive-in last 6 months: Surger King         2,685         24,7%         84           Fast food/drive-in last 6 months: Captain D's         307         2,8%         81           Fast food/drive-in last 6 months: Checkers         324         3,0%         95           Fast food/drive-in last 6 months: Checkers         324         3,0%         95           Fast food/drive-in last 6 months: Checkers         324         3,0%         95           Fast food/dr	Fast food/drive-in last 6 months: take-out/drive-thru	4,937	45.4%	99
Fast food/drive-in last 6 months: breakfast         3,964         36,5%         111           Fast food/drive-in last 6 months: dinner         5,906         54,3%         110           Fast food/drive-in last 6 months: dinner         4,642         42,7%         95           Fast food/drive-in last 6 months: snack         1,402         12,9%         107           Fast food/drive-in last 6 months: weekend         4,867         44,8%         97           Fast food/drive-in last 6 months: Ab W         257         2,4%         87           Fast food/drive-in last 6 months: Ab W         257         2,4%         87           Fast food/drive-in last 6 months: Baskin-Robbins         283         2,6%         77           Fast food/drive-in last 6 months: Boston Market         287         2,6%         76           Fast food/drive-in last 6 months: Surger King         2,685         24,7%         84           Fast food/drive-in last 6 months: Captain D's         307         2,8%         81           Fast food/drive-in last 6 months: Checkers         324         3,0%         95           Fast food/drive-in last 6 months: Checkers         324         3,0%         95           Fast food/drive-in last 6 months: Checkers         324         3,0%         95           Fast food/dr	Fast food/drive-in last 6 months: take-out/walk-in	2,288	21.0%	104
Fast food/drive-in last 6 months: dinner         4,642         42,7%         95           Fast food/drive-in last 6 months: weekday         7,034         64.7%         111           Fast food/drive-in last 6 months: weekday         7,034         64.7%         111           Fast food/drive-in last 6 months: nat 6 months: A b W         257         2.4%         87           Fast food/drive-in last 6 months: Arby's         1,616         14.9%         91           Fast food/drive-in last 6 months: Boskin-Robbins         283         2.6%         77           Fast food/drive-in last 6 months: Boston Market         287         2.6%         76           Fast food/drive-in last 6 months: Captalin D's         307         2.8%         84           Fast food/drive-in last 6 months: Captalin D's         307         2.8%         81           Fast food/drive-in last 6 months: Captalin D's         307         2.8%         81           Fast food/drive-in last 6 months: Checkers         324         3.0%         95           Fast food/drive-in last 6 months: Checker.         32         2.512         23.1%         122           Fast food/drive-in last 6 months: Chuck E. Checker's         284         2.6%         81           Fast food/drive-in last 6 months: Chuck E. Checker's         284         2.6%	Fast food/drive-in last 6 months: breakfast		36.5%	111
Fast food/drive-in last 6 months: dinner         4,642         42,7%         95           Fast food/drive-in last 6 months: weekday         7,034         64.7%         111           Fast food/drive-in last 6 months: weekday         7,034         64.7%         111           Fast food/drive-in last 6 months: nat 6 months: A W         257         2.4%         87           Fast food/drive-in last 6 months: Arby's         1,616         14.9%         91           Fast food/drive-in last 6 months: Boskin-Robbins         283         2.6%         77           Fast food/drive-in last 6 months: Boston Market         287         2.6%         76           Fast food/drive-in last 6 months: Captalin D's         307         2.8%         81           Fast food/drive-in last 6 months: Captalin D's         307         2.8%         81           Fast food/drive-in last 6 months: Captalin D's         307         2.8%         81           Fast food/drive-in last 6 months: Checkers         324         3.0%         95           Fast food/drive-in last 6 months: Checkers         324         3.0%         95           Fast food/drive-in last 6 months: Chuck-Grill         1,425         13.1%         110           Fast food/drive-in last 6 months: Chuck E. Checker's         284         2.6%         81	Fast food/drive-in last 6 months: lunch	5,906	54.3%	110
Fast food/drive-in last 6 months: snack	Fast food/drive-in last 6 months: dinner		42.7%	95
Fast food/drive-in last 6 months: weekend 4,867 44.8% 97 Fast food/drive-in last 6 months: weekend 4,867 44.8% 97 Fast food/drive-in last 6 months: A & W 257 2.4% 87 Fast food/drive-in last 6 months: A & W 257 2.4% 87 Fast food/drive-in last 6 months: A & W 257 2.4% 87 Fast food/drive-in last 6 months: Baskin-Robbins 283 2.6% 77 Fast food/drive-in last 6 months: Boston Market 287 2.6% 76 Fast food/drive-in last 6 months: Burger King 2,685 24.7% 84 Fast food/drive-in last 6 months: Captain D's 307 2.8% 81 Fast food/drive-in last 6 months: Captain D's 307 2.8% 81 Fast food/drive-in last 6 months: Captain D's 307 4.6% 81 Fast food/drive-in last 6 months: Chick-Ri-A 2,512 23.1% 122 Fast food/drive-in last 6 months: Chick-Ri-A 2,512 23.1% 122 Fast food/drive-in last 6 months: Chick-Ri-A 2,512 23.1% 122 Fast food/drive-in last 6 months: Chick-E Cheese's 284 2.6% 81 Fast food/drive-in last 6 months: Church E Cheese's 284 2.6% 81 Fast food/drive-in last 6 months: Church E Cheese's 284 2.6% 81 Fast food/drive-in last 6 months: Church E Cheese's 333 3.1% 108 Fast food/drive-in last 6 months: Dairy Queen 1,694 15.6% 104 Fast food/drive-in last 6 months: Dairy Queen 1,694 15.6% 104 Fast food/drive-in last 6 months: Domino's Pizza 1,402 12.9% 107 Fast food/drive-in last 6 months: Dunkin' Donuts 1,433 13.2% 105 Fast food/drive-in last 6 months: Dunkin' Donuts 1,433 13.2% 105 Fast food/drive-in last 6 months: KFC 1,504 116 Fast food/drive-in last 6 months: KFC 1,504 110 Fast food/drive-in last 6 months: Long John Silver's 368 3.4% 77 Fast food/drive-in last 6 months: Long John Silver's 368 3.4% 77 Fast food/drive-in last 6 months: Papa John's 368 3.4% 77 Fast food/drive-in last 6 months: Papa John's 368 3.4% 77 Fast food/drive-in last 6 months: Papa John's 368 3.4% 77 Fast food/drive-in las			12.9%	107
Fast food/drive-in last 6 months: weekend         4,867         44,8%         97           Fast food/drive-in last 6 months: A 8 W         257         2.4%         87           Fast food/drive-in last 6 months: Arby's         1,616         14.9%         91           Fast food/drive-in last 6 months: Baskin-Robbins         283         2.6%         77           Fast food/drive-in last 6 months: Boston Market         287         2.6%         76           Fast food/drive-in last 6 months: Carl's Ir.         307         2.8%         81           Fast food/drive-in last 6 months: Carl's Ir.         501         4.6%         81           Fast food/drive-in last 6 months: Chickers         324         3.0%         95           Fast food/drive-in last 6 months: Chickers         324         3.0%         95           Fast food/drive-in last 6 months: Chickers         284         2.6%         81           Fast food/drive-in last 6 months: Chicker. Cheese's         284         2.6%         81           Fast food/drive-in last 6 months: Chicker. Cheese's         284         2.6%         81           Fast food/drive-in last 6 months: Cold Stone Creamery         333         3.1%         108           Fast food/drive-in last 6 months: Darline: Del Taco         357         3.3%         92	Fast food/drive-in last 6 months: weekday			
Fast food/drive-in last 6 months: Arby's         1,616         14.9%         91           Fast food/drive-in last 6 months: Baskin-Robbins         283         2.6%         77           Fast food/drive-in last 6 months: Boston Market         287         2.6%         76           Fast food/drive-in last 6 months: Burger King         2,685         24.7%         84           Fast food/drive-in last 6 months: Captain D's         307         2.8%         81           Fast food/drive-in last 6 months: Captain D's         307         2.8%         81           Fast food/drive-in last 6 months: Captain D's         307         2.8%         81           Fast food/drive-in last 6 months: Chickers         324         3.0%         95           Fast food/drive-in last 6 months: Chickers         324         3.0%         95           Fast food/drive-in last 6 months: Chickers         284         2.6%         81           Fast food/drive-in last 6 months: Churker Ser. Chicken         224         2.1%         58           Fast food/drive-in last 6 months: Churker Ser. Chicken         224         2.1%         58           Fast food/drive-in last 6 months: Churker Ser. Chesse's         284         2.6%         81           Fast food/drive-in last 6 months: Del Taco         357         3.3%         92		•		
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Fast food/drive-in last 6 months: Baskin-Robbins         283         2.6%         77           Fast food/drive-in last 6 months: Burger King         2,685         24.7%         84           Fast food/drive-in last 6 months: Burger King         2,685         24.7%         84           Fast food/drive-in last 6 months: Captain D's         307         2.8%         81           Fast food/drive-in last 6 months: Captain D's         307         2.8%         81           Fast food/drive-in last 6 months: Chick-fil-A         324         3.0%         95           Fast food/drive-in last 6 months: Chick-fil-A         2,512         23.1%         122           Fast food/drive-in last 6 months: Chick E. Cheses's         284         2.6%         81           Fast food/drive-in last 6 months: Chick E. Cheses's         284         2.6%         81           Fast food/drive-in last 6 months: Chick E. Cheses's         284         2.2%         81           Fast food/drive-in last 6 months: Chick E. Cheses's         284         2.2%         81           Fast food/drive-in last 6 months: Chick E. Cheses's         284         2.2%         81           Fast food/drive-in last 6 months: Chick E. Cheses's         284         2.2%         2.1%         58           Fast food/drive-in last 6 months: Del Taco         357 <td></td> <td>1,616</td> <td></td> <td></td>		1,616		
Fast food/drive-in last 6 months: Burger King         2,685         24.7%         84           Fast food/drive-in last 6 months: Captain D's         307         2.8%         81           Fast food/drive-in last 6 months: Carl's Jr.         501         4.6%         81           Fast food/drive-in last 6 months: Checkers         324         3.0%         95           Fast food/drive-in last 6 months: Chick-fil-A         2,512         23.1%         122           Fast food/drive-in last 6 months: Chipotle Mex. Grill         1,425         13.1%         110           Fast food/drive-in last 6 months: Church's Fr. Chicken         224         2.1%         58           Fast food/drive-in last 6 months: Cold Stone Creamery         333         3.1%         108           Fast food/drive-in last 6 months: Del Taco         357         3.3%         92           Fast food/drive-in last 6 months: Del Taco         357         3.3%         92           Fast food/drive-in last 6 months: Domino's Pizza         1,402         12.9%         107           Fast food/drive-in last 6 months: Dark more server         706         6.5%         116           Fast food/drive-in last 6 months: KFC         1,825         16.8%         80           Fast food/drive-in last 6 months: KFC         1,825         16.8%         80	•	•		
Fast food/drive-in last 6 months: Carl's Jr.         307         2.8%         81           Fast food/drive-in last 6 months: Carl's Jr.         501         4.6%         81           Fast food/drive-in last 6 months: Checkers         324         3.0%         95           Fast food/drive-in last 6 months: Chick-fil-A         2,512         23.1%         122           Fast food/drive-in last 6 months: Chickers         284         2.6%         81           Fast food/drive-in last 6 months: Church 's Fr. Chicken         224         2.1%         58           Fast food/drive-in last 6 months: Cold Stone Creamery         333         3.1%         108           Fast food/drive-in last 6 months: Dairy Queen         1,694         15.6%         104           Fast food/drive-in last 6 months: Domino's Pizza         1,402         12.9%         107           Fast food/drive-in last 6 months: Dunkin' Donuts         1,433         13.2%         105           Fast food/drive-in last 6 months: Jounkin' Donuts         1,433         13.2%         105           Fast food/drive-in last 6 months: KFC         1,825         16.8%         80           Fast food/drive-in last 6 months: KFC         1,825         16.8%         80           Fast food/drive-in last 6 months: Kripy Kreme         542         5.0%         1	Fast food/drive-in last 6 months: Boston Market	287	2.6%	76
Fast food/drive-in last 6 months: Carl's Jr.         307         2.8%         81           Fast food/drive-in last 6 months: Carl's Jr.         501         4.6%         81           Fast food/drive-in last 6 months: Checkers         324         3.0%         95           Fast food/drive-in last 6 months: Chick-fil-A         2,512         23.1%         122           Fast food/drive-in last 6 months: Chickers         284         2.6%         81           Fast food/drive-in last 6 months: Church 's Fr. Chicken         224         2.1%         58           Fast food/drive-in last 6 months: Cold Stone Creamery         333         3.1%         108           Fast food/drive-in last 6 months: Dairy Queen         1,694         15.6%         104           Fast food/drive-in last 6 months: Domino's Pizza         1,402         12.9%         107           Fast food/drive-in last 6 months: Dunkin' Donuts         1,433         13.2%         105           Fast food/drive-in last 6 months: Jounkin' Donuts         1,433         13.2%         105           Fast food/drive-in last 6 months: KFC         1,825         16.8%         80           Fast food/drive-in last 6 months: KFC         1,825         16.8%         80           Fast food/drive-in last 6 months: Kripy Kreme         542         5.0%         1	Fast food/drive-in last 6 months: Burger King	2,685	24.7%	84
Fast food/drive-in last 6 months: Carl's Jr.         501         4.6%         81           Fast food/drive-in last 6 months: Checkers         324         3.0%         95           Fast food/drive-in last 6 months: Chick-fil-A         2,512         23.1%         122           Fast food/drive-in last 6 months: Chipotle Mex. Grill         1,425         13.1%         110           Fast food/drive-in last 6 months: Church 's Fr. Chicken         224         2.1%         58           Fast food/drive-in last 6 months: Church 's Fr. Chicken         224         2.1%         58           Fast food/drive-in last 6 months: Church 's Fr. Chicken         224         2.1%         58           Fast food/drive-in last 6 months: Dairy Queen         1,694         15.6%         104           Fast food/drive-in last 6 months: Domino's Pizza         1,402         12.9%         107           Fast food/drive-in last 6 months: Domino's Pizza         1,402         12.9%         107           Fast food/drive-in last 6 months: Domino's Pizza         1,402         12.9%         107           Fast food/drive-in last 6 months: Hardee's         706         6.5%         116           Fast food/drive-in last 6 months: KFC         1,825         16.8%         80           Fast food/drive-in last 6 months: Krispy Kreme         542	,			
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Fast food/drive-in last 6 months: Starbucks 2,088 19.2% 120				
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Fast food/drive-in last 6 months: Steak `n Shake 551 5.1% 95				
Fast food/drive-in last 6 months: Subway 3,586 33.0% 106				
Fast food/drive-in last 6 months: Taco Bell 2,779 25.6% 84	•			
Fast food/drive-in last 6 months: Wendy's 2,991 27.5% 102				
Fast food/drive-in last 6 months: Whataburger 541 5.0% 113				
Fast food/drive-in last 6 months: White Castle 296 2.7% 86	rast food/drive-in last 6 months: White Castle	296	2.7%	86

**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 2017 and 2022.

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## Restaurant Market Potential

Gateway/Airport	Prepared by Esri
Area: 38.9 square miles	

Went to fine dining restaurant last month	1,654	15.2%	142
Went to fine dining restaurant 3+ times last month	392	3.6%	116
Spent at fine dining rest in last 6 months: <\$51	247	2.3%	120
Spent at fine dining rest in last 6 months: \$51-\$100	405	3.7%	110
Spent at fine dining rest in last 6 months: \$101-\$200	391	3.6%	111
Spent at fine dining rest in last 6 months: \$201+	604	5.6%	166

**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 2017 and 2022.

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