

Restaurant Market Potential

Gateway/Airport
Area: 38.9 square miles

Prepared by Esri

Demographic Summary	2017	2022	
Population	12,987	14,795	
Population 18+	10,872	12,469	
Households	3,988	4,688	
Median Household Income	\$77,868	\$85,966	
Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Went to family restaurant/steak house in last 6 mo	8,790	80.8%	108
Went to family restaurant/steak house 4+ times/mo	3,482	32.0%	117
Spent at family rest/steak hse last 6 months: <\$31	855	7.9%	103
Spent at family rest/steak hse last 6 months: \$31-50	920	8.5%	98
Spent at family rest/steak hse last 6 months: \$51-100	1,664	15.3%	103
Spent at family rest/steak hse last 6 months: \$101-200	1,715	15.8%	141
Spent at family rest/steak hse last 6 months: \$201-300	581	5.3%	113
Spent at family rest/steak hse last 6 months: \$301+	926	8.5%	140
Family restaurant/steak house last 6 months: breakfast	1,639	15.1%	119
Family restaurant/steak house last 6 months: lunch	2,492	22.9%	120
Family restaurant/steak house last 6 months: dinner	5,611	51.6%	112
Family restaurant/steak house last 6 months: snack	206	1.9%	99
Family restaurant/steak house last 6 months: weekday	4,088	37.6%	122
Family restaurant/steak house last 6 months: weekend	4,735	43.6%	105
Fam rest/steak hse/6 months: Applebee`s	2,615	24.1%	106
Fam rest/steak hse/6 months: Bob Evans Farms	532	4.9%	132
Fam rest/steak hse/6 months: Buffalo Wild Wings	869	8.0%	84
Fam rest/steak hse/6 months: California Pizza Kitchen	431	4.0%	125
Fam rest/steak hse/6 months: Carrabba`s Italian Grill	657	6.0%	183
Fam rest/steak hse/6 months: The Cheesecake Factory	718	6.6%	105
Fam rest/steak hse/6 months: Chili`s Grill & Bar	1,598	14.7%	133
Fam rest/steak hse/6 months: CiCi`s Pizza	301	2.8%	70
Fam rest/steak hse/6 months: Cracker Barrel	1,661	15.3%	147
Fam rest/steak hse/6 months: Denny`s	865	8.0%	90
Fam rest/steak hse/6 months: Golden Corral	551	5.1%	67
Fam rest/steak hse/6 months: IHOP	1,186	10.9%	104
Fam rest/steak hse/6 months: Logan`s Roadhouse	377	3.5%	93
Fam rest/steak hse/6 months: LongHorn Steakhouse	767	7.1%	144
Fam rest/steak hse/6 months: Olive Garden	2,467	22.7%	134
Fam rest/steak hse/6 months: Outback Steakhouse	1,353	12.4%	136
Fam rest/steak hse/6 months: Red Lobster	1,614	14.8%	129
Fam rest/steak hse/6 months: Red Robin	915	8.4%	130
Fam rest/steak hse/6 months: Ruby Tuesday	988	9.1%	157
Fam rest/steak hse/6 months: Texas Roadhouse	906	8.3%	104
Fam rest/steak hse/6 months: T.G.I. Friday`s	596	5.5%	79
Fam rest/steak hse/6 months: Waffle House	485	4.5%	82
Went to fast food/drive-in restaurant in last 6 mo	9,993	91.9%	102
Went to fast food/drive-in restaurant 9+ times/mo	4,096	37.7%	96
Spent at fast food/drive-in last 6 months: <\$11	621	5.7%	126
Spent at fast food/drive-in last 6 months: \$11-\$20	974	9.0%	107
Spent at fast food/drive-in last 6 months: \$21-\$40	1,418	13.0%	104
Spent at fast food/drive-in last 6 months: \$41-\$50	852	7.8%	101
Spent at fast food/drive-in last 6 months: \$51-\$100	1,702	15.7%	94
Spent at fast food/drive-in last 6 months: \$101-\$200	1,317	12.1%	110
Spent at fast food/drive-in last 6 months: \$201+	1,124	10.3%	104

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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Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Fast food/drive-in last 6 months: eat in	4,424	40.7%	111
Fast food/drive-in last 6 months: home delivery	668	6.1%	80
Fast food/drive-in last 6 months: take-out/drive-thru	4,937	45.4%	99
Fast food/drive-in last 6 months: take-out/walk-in	2,288	21.0%	104
Fast food/drive-in last 6 months: breakfast	3,964	36.5%	111
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: weekday	7,034	64.7%	111
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: 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: 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: Chuck E. Cheese`s	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: 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: Dunkin` Donuts	1,433	13.2%	105
Fast food/drive-in last 6 months: Hardee`s	706	6.5%	116
Fast food/drive-in last 6 months: Jack in the Box	825	7.6%	91
Fast food/drive-in last 6 months: KFC	1,825	16.8%	80
Fast food/drive-in last 6 months: Krispy Kreme	542	5.0%	100
Fast food/drive-in last 6 months: Little Caesars	1,201	11.0%	93
Fast food/drive-in last 6 months: Long John Silver`s	368	3.4%	77
Fast food/drive-in last 6 months: McDonald`s	5,793	53.3%	99
Went to Panda Express in last 6 months	870	8.0%	99
Fast food/drive-in last 6 months: Panera Bread	1,671	15.4%	133
Fast food/drive-in last 6 months: Papa John`s	847	7.8%	91
Fast food/drive-in last 6 months: Papa Murphy`s	630	5.8%	120
Fast food/drive-in last 6 months: Pizza Hut	1,571	14.4%	75
Fast food/drive-in last 6 months: Popeyes Chicken	716	6.6%	83
Fast food/drive-in last 6 months: Quiznos	288	2.6%	109
Fast food/drive-in last 6 months: Sonic Drive-In	1,241	11.4%	102
Fast food/drive-in last 6 months: Starbucks	2,088	19.2%	120
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

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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

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