

# Restaurant Market Potential

Iona/McGregor  
Area: 72.94 square miles

Prepared by Esri

Demographic Summary	2017	2022	
Population	89,254	99,020	
Population 18+	78,733	87,509	
Households	44,454	49,199	
Median Household Income	\$52,440	\$59,525	
Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Went to family restaurant/steak house in last 6 mo	60,027	76.2%	102
Went to family restaurant/steak house 4+ times/mo	23,913	30.4%	111
Spent at family rest/steak hse last 6 months: <\$31	6,465	8.2%	107
Spent at family rest/steak hse last 6 months: \$31-50	7,087	9.0%	104
Spent at family rest/steak hse last 6 months: \$51-100	11,935	15.2%	102
Spent at family rest/steak hse last 6 months: \$101-200	9,477	12.0%	108
Spent at family rest/steak hse last 6 months: \$201-300	3,413	4.3%	92
Spent at family rest/steak hse last 6 months: \$301+	4,994	6.3%	104
Family restaurant/steak house last 6 months: breakfast	10,273	13.0%	103
Family restaurant/steak house last 6 months: lunch	15,744	20.0%	105
Family restaurant/steak house last 6 months: dinner	36,996	47.0%	102
Family restaurant/steak house last 6 months: snack	1,438	1.8%	96
Family restaurant/steak house last 6 months: weekday	27,462	34.9%	113
Family restaurant/steak house last 6 months: weekend	29,290	37.2%	90
Fam rest/steak hse/6 months: Applebee`s	18,466	23.5%	103
Fam rest/steak hse/6 months: Bob Evans Farms	3,499	4.4%	120
Fam rest/steak hse/6 months: Buffalo Wild Wings	6,100	7.7%	81
Fam rest/steak hse/6 months: California Pizza Kitchen	2,585	3.3%	103
Fam rest/steak hse/6 months: Carrabba`s Italian Grill	3,872	4.9%	149
Fam rest/steak hse/6 months: The Cheesecake Factory	4,502	5.7%	91
Fam rest/steak hse/6 months: Chili`s Grill & Bar	8,043	10.2%	92
Fam rest/steak hse/6 months: CiCi`s Pizza	2,528	3.2%	82
Fam rest/steak hse/6 months: Cracker Barrel	10,441	13.3%	127
Fam rest/steak hse/6 months: Denny`s	6,569	8.3%	94
Fam rest/steak hse/6 months: Golden Corral	5,692	7.2%	96
Fam rest/steak hse/6 months: IHOP	7,773	9.9%	94
Fam rest/steak hse/6 months: Logan`s Roadhouse	2,697	3.4%	92
Fam rest/steak hse/6 months: LongHorn Steakhouse	4,845	6.2%	126
Fam rest/steak hse/6 months: Olive Garden	13,755	17.5%	103
Fam rest/steak hse/6 months: Outback Steakhouse	8,872	11.3%	123
Fam rest/steak hse/6 months: Red Lobster	10,307	13.1%	114
Fam rest/steak hse/6 months: Red Robin	4,357	5.5%	85
Fam rest/steak hse/6 months: Ruby Tuesday	6,724	8.5%	147
Fam rest/steak hse/6 months: Texas Roadhouse	5,312	6.7%	84
Fam rest/steak hse/6 months: T.G.I. Friday`s	4,860	6.2%	89
Fam rest/steak hse/6 months: Waffle House	3,083	3.9%	72
Went to fast food/drive-in restaurant in last 6 mo	70,103	89.0%	99
Went to fast food/drive-in restaurant 9+ times/mo	26,941	34.2%	87
Spent at fast food/drive-in last 6 months: <\$11	4,547	5.8%	127
Spent at fast food/drive-in last 6 months: \$11-\$20	8,316	10.6%	127
Spent at fast food/drive-in last 6 months: \$21-\$40	9,963	12.7%	101
Spent at fast food/drive-in last 6 months: \$41-\$50	6,304	8.0%	103
Spent at fast food/drive-in last 6 months: \$51-\$100	11,704	14.9%	89
Spent at fast food/drive-in last 6 months: \$101-\$200	7,494	9.5%	86
Spent at fast food/drive-in last 6 months: \$201+	5,543	7.0%	71

**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	29,865	37.9%	104
Fast food/drive-in last 6 months: home delivery	4,667	5.9%	77
Fast food/drive-in last 6 months: take-out/drive-thru	31,992	40.6%	88
Fast food/drive-in last 6 months: take-out/walk-in	14,594	18.5%	92
Fast food/drive-in last 6 months: breakfast	25,018	31.8%	97
Fast food/drive-in last 6 months: lunch	38,350	48.7%	98
Fast food/drive-in last 6 months: dinner	31,877	40.5%	90
Fast food/drive-in last 6 months: snack	8,534	10.8%	90
Fast food/drive-in last 6 months: weekday	47,389	60.2%	103
Fast food/drive-in last 6 months: weekend	31,999	40.6%	88
Fast food/drive-in last 6 months: A & W	1,983	2.5%	93
Fast food/drive-in last 6 months: Arby`s	12,429	15.8%	97
Fast food/drive-in last 6 months: Baskin-Robbins	1,935	2.5%	73
Fast food/drive-in last 6 months: Boston Market	2,803	3.6%	102
Fast food/drive-in last 6 months: Burger King	19,871	25.2%	85
Fast food/drive-in last 6 months: Captain D`s	2,558	3.2%	93
Fast food/drive-in last 6 months: Carl`s Jr.	2,984	3.8%	67
Fast food/drive-in last 6 months: Checkers	2,534	3.2%	102
Fast food/drive-in last 6 months: Chick-fil-A	12,890	16.4%	86
Fast food/drive-in last 6 months: Chipotle Mex. Grill	7,336	9.3%	78
Fast food/drive-in last 6 months: Chuck E. Cheese`s	2,185	2.8%	86
Fast food/drive-in last 6 months: Church`s Fr. Chicken	2,074	2.6%	74
Fast food/drive-in last 6 months: Cold Stone Creamery	1,829	2.3%	82
Fast food/drive-in last 6 months: Dairy Queen	10,901	13.8%	93
Fast food/drive-in last 6 months: Del Taco	2,155	2.7%	77
Fast food/drive-in last 6 months: Domino`s Pizza	8,797	11.2%	92
Fast food/drive-in last 6 months: Dunkin` Donuts	11,316	14.4%	114
Fast food/drive-in last 6 months: Hardee`s	4,782	6.1%	108
Fast food/drive-in last 6 months: Jack in the Box	5,123	6.5%	78
Fast food/drive-in last 6 months: KFC	15,118	19.2%	91
Fast food/drive-in last 6 months: Krispy Kreme	3,242	4.1%	83
Fast food/drive-in last 6 months: Little Caesars	7,101	9.0%	76
Fast food/drive-in last 6 months: Long John Silver`s	3,274	4.2%	94
Fast food/drive-in last 6 months: McDonald`s	37,942	48.2%	90
Went to Panda Express in last 6 months	4,643	5.9%	73
Fast food/drive-in last 6 months: Panera Bread	9,821	12.5%	108
Fast food/drive-in last 6 months: Papa John`s	5,866	7.5%	87
Fast food/drive-in last 6 months: Papa Murphy`s	3,536	4.5%	93
Fast food/drive-in last 6 months: Pizza Hut	11,802	15.0%	78
Fast food/drive-in last 6 months: Popeyes Chicken	4,912	6.2%	79
Fast food/drive-in last 6 months: Quiznos	2,146	2.7%	112
Fast food/drive-in last 6 months: Sonic Drive-In	7,983	10.1%	91
Fast food/drive-in last 6 months: Starbucks	11,053	14.0%	88
Fast food/drive-in last 6 months: Steak `n Shake	4,682	5.9%	112
Fast food/drive-in last 6 months: Subway	22,995	29.2%	94
Fast food/drive-in last 6 months: Taco Bell	19,384	24.6%	81
Fast food/drive-in last 6 months: Wendy`s	18,716	23.8%	88
Fast food/drive-in last 6 months: Whataburger	2,659	3.4%	77
Fast food/drive-in last 6 months: White Castle	2,351	3.0%	94

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Went to fine dining restaurant last month	9,908	12.6%	118
Went to fine dining restaurant 3+ times last month	2,810	3.6%	115
Spent at fine dining rest in last 6 months: <\$51	1,984	2.5%	133
Spent at fine dining rest in last 6 months: \$51-\$100	2,760	3.5%	103
Spent at fine dining rest in last 6 months: \$101-\$200	2,742	3.5%	107
Spent at fine dining rest in last 6 months: \$201+	3,129	4.0%	119

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