



Restaurant Market Potential

RestaurantTradeArea
Area: 122.45 square miles

Latitude: 40.94637968
Longitude: -73.7322602

Demographic Summary		2014	2019	
Population		377,713	386,200	
Population 18+		289,657	296,805	
Households		141,380	144,775	
Median Household Income		\$88,396	\$104,281	
Product/Consumer Behavior		Expected Number of Adults	Percent	MPI
Went to family restaurant/steak house in last 6 mo		212,725	73.4%	97
Went to family restaurant/steak house 4+ times/mo		75,717	26.1%	91
Spent at family rest/steak hse last 6 mo: <\$31		15,553	5.4%	75
Spent at family rest/steak hse last 6 mo: \$31-50		20,991	7.2%	85
Spent at family rest/steak hse last 6 mo: \$51-100		40,640	14.0%	93
Spent at family rest/steak hse last 6 mo: \$101-200		34,385	11.9%	98
Spent at family rest/steak hse last 6 mo: \$201-300		17,619	6.1%	103
Spent at family rest/steak hse last 6 mo: \$301+		22,528	7.8%	105
Family restaurant/steak house last 6 mo: breakfast		35,228	12.2%	97
Family restaurant/steak house last 6 mo: lunch		54,039	18.7%	96
Family restaurant/steak house last 6 mo: dinner		124,024	42.8%	90
Family restaurant/steak house last 6 mo: snack		5,637	1.9%	111
Family restaurant/steak house last 6 mo: weekday		80,675	27.9%	88
Family restaurant/steak house last 6 mo: weekend		113,120	39.1%	92
Fam rest/steak hse/6 mo: Applebee`s		61,835	21.3%	86
Fam rest/steak hse/6 mo: Bob Evans Farms		7,198	2.5%	67
Fam rest/steak hse/6 mo: Buffalo Wild Wings		15,754	5.4%	71
Fam rest/steak hse/6 mo: California Pizza Kitchen		19,409	6.7%	206
Fam rest/steak hse/6 mo: Carrabba`s Italian Grill		8,256	2.9%	93
Fam rest/steak hse/6 mo: The Cheesecake Factory		31,894	11.0%	161
Fam rest/steak hse/6 mo: Chili`s Grill & Bar		29,668	10.2%	84
Fam rest/steak hse/6 mo: CiCi`s Pizza		6,949	2.4%	54
Fam rest/steak hse/6 mo: Cracker Barrel		15,046	5.2%	53
Fam rest/steak hse/6 mo: Denny`s		24,845	8.6%	90
Fam rest/steak hse/6 mo: Golden Corral		9,662	3.3%	39
Fam rest/steak hse/6 mo: IHOP		32,273	11.1%	96
Fam rest/steak hse/6 mo: Logan`s Roadhouse		4,993	1.7%	48
Fam rest/steak hse/6 mo: LongHorn Steakhouse		8,699	3.0%	70
Fam rest/steak hse/6 mo: Old Country Buffet		4,602	1.6%	76
Fam rest/steak hse/6 mo: Olive Garden		41,760	14.4%	82
Fam rest/steak hse/6 mo: Outback Steakhouse		30,735	10.6%	107
Fam rest/steak hse/6 mo: Red Lobster		28,953	10.0%	79
Fam rest/steak hse/6 mo: Red Robin		18,904	6.5%	109
Fam rest/steak hse/6 mo: Ruby Tuesday		16,310	5.6%	82
Fam rest/steak hse/6 mo: Texas Roadhouse		12,006	4.1%	56
Fam rest/steak hse/6 mo: T.G.I. Friday`s		27,251	9.4%	117
Fam rest/steak hse/6 mo: Waffle House		8,351	2.9%	53
Went to fast food/drive-in restaurant in last 6 mo		252,691	87.2%	97
Went to fast food/drive-in restaurant 9+ times/mo		101,971	35.2%	87
Spent at fast food/drive-in last 6 mo: <\$11		11,798	4.1%	93
Spent at fast food/drive-in last 6 mo: \$11-\$20		19,490	6.7%	87
Spent at fast food/drive-in last 6 mo: \$21-\$40		35,658	12.3%	102
Spent at fast food/drive-in last 6 mo: \$41-\$50		22,329	7.7%	102
Spent at fast food/drive-in last 6 mo: \$51-\$100		42,533	14.7%	89
Spent at fast food/drive-in last 6 mo: \$101-\$200		33,332	11.5%	96
Spent at fast food/drive-in last 6 mo: \$201+		30,606	10.6%	87

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 2014 and 2019.



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Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Fast food/drive-in last 6 mo: eat in	92,618	32.0%	88
Fast food/drive-in last 6 mo: home delivery	21,352	7.4%	94
Fast food/drive-in last 6 mo: take-out/drive-thru	110,937	38.3%	82
Fast food/drive-in last 6 mo: take-out/walk-in	58,580	20.2%	103
Fast food/drive-in last 6 mo: breakfast	85,179	29.4%	89
Fast food/drive-in last 6 mo: lunch	130,310	45.0%	89
Fast food/drive-in last 6 mo: dinner	111,417	38.5%	87
Fast food/drive-in last 6 mo: snack	38,767	13.4%	107
Fast food/drive-in last 6 mo: weekday	155,144	53.6%	90
Fast food/drive-in last 6 mo: weekend	119,684	41.3%	90
Fast food/drive-in last 6 mo: A & W	5,510	1.9%	58
Fast food/drive-in last 6 mo: Arby`s	24,128	8.3%	49
Fast food/drive-in last 6 mo: Baskin-Robbins	13,856	4.8%	137
Fast food/drive-in last 6 mo: Boston Market	15,762	5.4%	158
Fast food/drive-in last 6 mo: Burger King	77,387	26.7%	84
Fast food/drive-in last 6 mo: Captain D`s	4,984	1.7%	50
Fast food/drive-in last 6 mo: Carl`s Jr.	22,728	7.8%	134
Fast food/drive-in last 6 mo: Checkers	5,507	1.9%	65
Fast food/drive-in last 6 mo: Chick-fil-A	32,996	11.4%	69
Fast food/drive-in last 6 mo: Chipotle Mex. Grill	35,890	12.4%	133
Fast food/drive-in last 6 mo: Chuck E. Cheese`s	9,158	3.2%	88
Fast food/drive-in last 6 mo: Church`s Fr. Chicken	4,034	1.4%	39
Fast food/drive-in last 6 mo: Cold Stone Creamery	9,875	3.4%	101
Fast food/drive-in last 6 mo: Dairy Queen	22,659	7.8%	56
Fast food/drive-in last 6 mo: Del Taco	12,755	4.4%	126
Fast food/drive-in last 6 mo: Domino`s Pizza	30,980	10.7%	91
Fast food/drive-in last 6 mo: Dunkin` Donuts	55,784	19.3%	170
Fast food/drive-in last 6 mo: Hardee`s	6,734	2.3%	39
Fast food/drive-in last 6 mo: Jack in the Box	27,316	9.4%	110
Fast food/drive-in last 6 mo: KFC	51,638	17.8%	77
Fast food/drive-in last 6 mo: Krispy Kreme	8,401	2.9%	69
Fast food/drive-in last 6 mo: Little Caesars	17,420	6.0%	55
Fast food/drive-in last 6 mo: Long John Silver`s	4,905	1.7%	30
Fast food/drive-in last 6 mo: McDonald`s	139,445	48.1%	86
Fast food/drive-in last 6 mo: Panera Bread	41,344	14.3%	136
Fast food/drive-in last 6 mo: Papa John`s	20,672	7.1%	76
Fast food/drive-in last 6 mo: Papa Murphy`s	7,219	2.5%	60
Fast food/drive-in last 6 mo: Pizza Hut	34,435	11.9%	59
Fast food/drive-in last 6 mo: Popeyes Chicken	22,063	7.6%	98
Fast food/drive-in last 6 mo: Quiznos	12,038	4.2%	100
Fast food/drive-in last 6 mo: Sonic Drive-In	12,982	4.5%	43
Fast food/drive-in last 6 mo: Starbucks	58,910	20.3%	139
Fast food/drive-in last 6 mo: Steak `n Shake	6,823	2.4%	49
Fast food/drive-in last 6 mo: Subway	83,607	28.9%	86
Fast food/drive-in last 6 mo: Taco Bell	68,167	23.5%	74
Fast food/drive-in last 6 mo: Wendy`s	67,154	23.2%	81
Fast food/drive-in last 6 mo: Whataburger	5,502	1.9%	50
Fast food/drive-in last 6 mo: White Castle	8,269	2.9%	85

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Went to fine dining restaurant last month	53,551	18.5%	159
Went to fine dining restaurant 3+ times last month	17,965	6.2%	191
Spent at fine dining rest in last 6 mo: <\$51	5,157	1.8%	89
Spent at fine dining rest in last 6 mo: \$51-\$100	13,691	4.7%	127
Spent at fine dining rest in last 6 mo: \$101-\$200	16,211	5.6%	154
Spent at fine dining rest in last 6 mo: \$201+	26,468	9.1%	218

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