



# Restaurant Market Potential

Sample

Tryon St. - Charlotte  
101 N Tryon St  
Charlotte, NC 28202

Site Type: Radius

Latitude: 35.227224  
Longitude: -80.843049  
Radius: 1.0 mile

Demographic Summary	2008	2013
Population	10,545	12,432
Population 18+	8,721	10,332
Households	4,995	6,086
Median Household Income	\$40,753	\$56,462

Product/Consumer Behavior	Expected		MPI
	Number of Adults	Percent	
Went to family restaurant/steak house in last 6 months	6,041	71.1%	99
Family restaurant/steak house last month: <2 times	2,523	29.7%	111
Family restaurant/steak house last month: 2-4times	1,920	22.6%	85
Family restaurant/steak house last month: 5+ times	1,600	18.8%	99
Family restaurant/steak house last 6 months: breakfast	979	11.5%	90
Family restaurant/steak house last 6 months: lunch	2,247	26.4%	106
Family restaurant/steak house last 6 months: snack	267	3.1%	106
Family restaurant/steak house last 6 months: dinner	4,093	48.2%	92
Family restaurant/steak house last 6 months: weekday	3,324	39.1%	100
Family restaurant/steak house last 6 months: weekend	3,623	42.6%	98
Family restaurant/steak house last 6 months: Applebee`s	2,164	25.5%	97
Family restaurant/steak house last 6 months: Bennigan`s	388	4.6%	135
Family restaurant/steak house last 6 months: Big Boy	231	2.7%	116
Family restaurant/steak house last 6 months: Bob Evans Farm	338	4.0%	87
Family restaurant/steak house last 6 months: Cheesecake Factory	850	10.0%	168
Family restaurant/steak house last 6 months: Chili`s Grill & Bar	1,274	15.0%	137
Family restaurant/steak house last 6 months: Cracker Barrel	891	10.5%	91
Family restaurant/steak house last 6 months: Denny`s	899	10.6%	105
Family restaurant/steak house last 6 months: Friendly`s	374	4.4%	124
Family restaurant/steak house last 6 months: Golden Corral	605	7.1%	93
Family restaurant/steak house last 6 months: Intl Hse of Pancakes	1,046	12.3%	115
Family restaurant/steak house last 6 months: Lone Star Steakhouse	304	3.6%	98
Family restaurant/steak house last 6 months: Old Country Buffet	311	3.7%	88
Family restaurant/steak house last 6 months: Olive Garden	1,521	17.9%	108
Family restaurant/steak house last 6 months: Outback Steakhouse	893	10.5%	90
Family restaurant/steak house last 6 months: Perkins	410	4.8%	114
Family restaurant/steak house last 6 months: Red Lobster	1,102	13.0%	90
Family restaurant/steak house last 6 months: Red Robin	248	2.9%	70
Family restaurant/steak house last 6 months: Ruby Tuesday	782	9.2%	108
Family restaurant/steak house last 6 months: Ryan`s	388	4.6%	97
Family restaurant/steak house last 6 months: Sizzler	228	2.7%	83
Family restaurant/steak house last 6 months: T.G.I. Friday`s	933	11.0%	101
Went to fast food/drive-in restaurant in last 6 months	7,534	88.7%	99
Went to fast food/drive-in restaurant <5 times/month	2,861	33.7%	103
Went to fast food/drive-in restaurant 5-12 times/month	2,250	26.5%	87
Went to fast food/drive-in restaurant 13+ times/month	2,423	28.5%	109
Fast food/drive-in last 6 months: breakfast	2,076	24.4%	93
Fast food/drive-in last 6 months: lunch	4,789	56.4%	96
Fast food/drive-in last 6 months: snack	1,947	22.9%	138
Fast food/drive-in last 6 months: dinner	3,982	46.9%	98

**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. average. 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 Mediamark Research Inc. in a nationally representative survey of U.S. households. ESRI forecasts for 2008 and 2013.



# Restaurant Market Potential

Sample

Tryon St. - Charlotte  
101 N Tryon St  
Charlotte, NC 28202

Site Type: Radius

Latitude: 35.227224  
Longitude: -80.843049  
Radius: 1.0 mile

Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Fast food/drive-in last 6 months: weekday	5,548	65.3%	99
Fast food/drive-in last 6 months: weekend	4,309	50.7%	106
Fast food/drive-in last 6 months: A & W	406	4.8%	90
Fast food/drive-in last 6 months: Arby's	1,422	16.7%	84
Fast food/drive-in last 6 months: Boston Market	697	8.2%	145
Fast food/drive-in last 6 months: Burger King	2,613	30.7%	83
Fast food/drive-in last 6 months: Captain D's	509	6.0%	117
Fast food/drive-in last 6 months: Carl's Jr.	423	5.0%	90
Fast food/drive-in last 6 months: Checkers	426	5.0%	152
Fast food/drive-in last 6 months: Chick-fil-A	1,189	14.0%	121
Fast food/drive-in last 6 months: Chuck E. Cheese's	408	4.8%	110
Fast food/drive-in last 6 months: Church's Fr. Chicken	514	6.0%	128
Fast food/drive-in last 6 months: Dairy Queen	1,195	14.1%	84
Fast food/drive-in last 6 months: Del Taco	300	3.5%	109
Fast food/drive-in last 6 months: Domino's Pizza	1,437	16.9%	118
Fast food/drive-in last 6 months: Dunkin' Donuts	1,105	13.0%	114
Fast food/drive-in last 6 months: Fuddruckers	343	4.0%	124
Fast food/drive-in last 6 months: Hardee's	507	6.0%	84
Fast food/drive-in last 6 months: Jack in the Box	769	9.0%	91
Fast food/drive-in last 6 months: KFC	2,237	26.3%	92
Fast food/drive-in last 6 months: Little Caesars	430	5.1%	87
Fast food/drive-in last 6 months: Long John Silver's	462	5.4%	74
Fast food/drive-in last 6 months: McDonald's	4,394	51.7%	93
Fast food/drive-in last 6 months: Panera Bread	884	10.4%	123
Fast food/drive-in last 6 months: Papa John's	1,227	14.4%	143
Fast food/drive-in last 6 months: Pizza Hut	1,785	21.0%	89
Fast food/drive-in last 6 months: Popeyes	1,009	11.9%	167
Fast food/drive-in last 6 months: Quiznos	917	10.8%	104
Fast food/drive-in last 6 months: Sonic Drive-In	841	9.9%	88
Fast food/drive-in last 6 months: Starbucks	1,512	17.8%	137
Fast food/drive-in last 6 months: Steak n Shake	388	4.6%	88
Fast food/drive-in last 6 months: Subway	2,984	35.1%	117
Fast food/drive-in last 6 months: Taco Bell	2,848	33.5%	101
Fast food/drive-in last 6 months: Wendy's	2,773	32.6%	100
Fast food/drive-in last 6 months: Whataburger	582	6.8%	145
Fast food/drive-in last 6 months: White Castle	464	5.5%	119
Fast food/drive-in last 6 months: eat in	2,984	35.1%	94
Fast food/drive-in last 6 months: home delivery	1,198	14.1%	130
Fast food/drive-in last 6 months: take-out/drive-thru	4,044	47.6%	91
Fast food/drive-in last 6 months: take-out/walk-in	2,427	28.6%	118

**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. average. 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 Mediamark Research Inc. in a nationally representative survey of U.S. households.



# Restaurant Market Potential

Sample

Tryon St. - Charlotte  
101 N Tryon St  
Charlotte, NC 28202

Site Type: Radius

Latitude: 35.227224  
Longitude: -80.843049  
Radius: 3.0 mile

## Demographic Summary

	2008	2013
Population	93,605	100,886
Population 18+	71,855	78,348
Households	39,839	43,528
Median Household Income	\$42,240	\$55,484

Product/Consumer Behavior	Expected		MPI
	Number of Adults	Percent	
Went to family restaurant/steak house in last 6 months	48,660	67.6%	94
Family restaurant/steak house last month: <2 times	19,013	26.4%	99
Family restaurant/steak house last month: 2-4times	15,553	21.6%	82
Family restaurant/steak house last month: 5+ times	14,095	19.6%	103
Family restaurant/steak house last 6 months: breakfast	8,599	11.9%	93
Family restaurant/steak house last 6 months: lunch	16,783	23.3%	93
Family restaurant/steak house last 6 months: snack	2,348	3.3%	110
Family restaurant/steak house last 6 months: dinner	33,430	46.4%	89
Family restaurant/steak house last 6 months: weekday	24,874	34.5%	89
Family restaurant/steak house last 6 months: weekend	29,187	40.5%	93
Family restaurant/steak house last 6 months: Applebee`s	17,926	24.9%	95
Family restaurant/steak house last 6 months: Bennigan`s	2,650	3.7%	109
Family restaurant/steak house last 6 months: Big Boy	2,327	3.2%	138
Family restaurant/steak house last 6 months: Bob Evans Farm	3,220	4.5%	97
Family restaurant/steak house last 6 months: Cheesecake Factory	5,917	8.2%	138
Family restaurant/steak house last 6 months: Chili`s Grill & Bar	7,908	11.0%	100
Family restaurant/steak house last 6 months: Cracker Barrel	6,385	8.9%	77
Family restaurant/steak house last 6 months: Denny`s	7,732	10.7%	106
Family restaurant/steak house last 6 months: Friendly`s	2,771	3.8%	109
Family restaurant/steak house last 6 months: Golden Corral	5,994	8.3%	109
Family restaurant/steak house last 6 months: Intl Hse of Pancakes	8,125	11.3%	105
Family restaurant/steak house last 6 months: Lone Star Steakhouse	2,261	3.1%	86
Family restaurant/steak house last 6 months: Old Country Buffet	3,735	5.2%	125
Family restaurant/steak house last 6 months: Olive Garden	10,522	14.6%	88
Family restaurant/steak house last 6 months: Outback Steakhouse	6,832	9.5%	81
Family restaurant/steak house last 6 months: Perkins	2,825	3.9%	92
Family restaurant/steak house last 6 months: Red Lobster	9,938	13.8%	96
Family restaurant/steak house last 6 months: Red Robin	2,463	3.4%	82
Family restaurant/steak house last 6 months: Ruby Tuesday	5,847	8.1%	96
Family restaurant/steak house last 6 months: Ryan`s	4,933	6.9%	145
Family restaurant/steak house last 6 months: Sizzler	2,517	3.5%	108
Family restaurant/steak house last 6 months: T.G.I. Friday`s	7,301	10.1%	94
Went to fast food/drive-in restaurant in last 6 months	62,541	86.9%	97
Went to fast food/drive-in restaurant <5 times/month	22,461	31.2%	96
Went to fast food/drive-in restaurant 5-12 times/month	19,786	27.5%	90
Went to fast food/drive-in restaurant 13+ times/month	20,287	28.2%	108
Fast food/drive-in last 6 months: breakfast	18,998	26.4%	100
Fast food/drive-in last 6 months: lunch	39,303	54.6%	93
Fast food/drive-in last 6 months: snack	13,938	19.4%	117
Fast food/drive-in last 6 months: dinner	32,149	44.6%	94

**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. average. 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 Mediamark Research Inc. in a nationally representative survey of U.S. households. ESRI forecasts for 2008 and 2013.



# Restaurant Market Potential

Sample

Tryon St. - Charlotte  
101 N Tryon St  
Charlotte, NC 28202

Site Type: Radius

Latitude: 35.227224  
Longitude: -80.843049  
Radius: 3.0 mile

Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Fast food/drive-in last 6 months: weekday	44,733	62.1%	94
Fast food/drive-in last 6 months: weekend	34,585	48.0%	100
Fast food/drive-in last 6 months: A & W	3,381	4.7%	88
Fast food/drive-in last 6 months: Arby's	12,182	16.9%	85
Fast food/drive-in last 6 months: Boston Market	4,589	6.4%	113
Fast food/drive-in last 6 months: Burger King	25,945	36.0%	97
Fast food/drive-in last 6 months: Captain D's	6,141	8.5%	167
Fast food/drive-in last 6 months: Carl's Jr.	3,995	5.5%	100
Fast food/drive-in last 6 months: Checkers	3,605	5.0%	152
Fast food/drive-in last 6 months: Chick-fil-A	8,783	12.2%	105
Fast food/drive-in last 6 months: Chuck E. Cheese's	4,146	5.8%	132
Fast food/drive-in last 6 months: Church's Fr. Chicken	7,644	10.6%	226
Fast food/drive-in last 6 months: Dairy Queen	10,632	14.8%	88
Fast food/drive-in last 6 months: Del Taco	2,681	3.7%	115
Fast food/drive-in last 6 months: Domino's Pizza	11,902	16.5%	115
Fast food/drive-in last 6 months: Dunkin' Donuts	7,835	10.9%	95
Fast food/drive-in last 6 months: Fuddruggers	2,246	3.1%	96
Fast food/drive-in last 6 months: Hardee's	4,788	6.6%	94
Fast food/drive-in last 6 months: Jack in the Box	6,616	9.2%	93
Fast food/drive-in last 6 months: KFC	20,867	29.0%	101
Fast food/drive-in last 6 months: Little Caesars	4,468	6.2%	107
Fast food/drive-in last 6 months: Long John Silver's	5,229	7.3%	99
Fast food/drive-in last 6 months: McDonald's	38,804	53.9%	97
Fast food/drive-in last 6 months: Panera Bread	6,254	8.7%	102
Fast food/drive-in last 6 months: Papa John's	8,607	12.0%	118
Fast food/drive-in last 6 months: Pizza Hut	16,453	22.9%	97
Fast food/drive-in last 6 months: Popeyes	9,480	13.2%	185
Fast food/drive-in last 6 months: Quiznos	7,075	9.8%	95
Fast food/drive-in last 6 months: Sonic Drive-In	9,088	12.6%	112
Fast food/drive-in last 6 months: Starbucks	10,003	13.9%	107
Fast food/drive-in last 6 months: Steak n Shake	3,893	5.4%	104
Fast food/drive-in last 6 months: Subway	22,096	30.7%	102
Fast food/drive-in last 6 months: Taco Bell	23,066	32.0%	96
Fast food/drive-in last 6 months: Wendy's	24,313	33.8%	104
Fast food/drive-in last 6 months: Whataburger	3,868	5.4%	114
Fast food/drive-in last 6 months: White Castle	4,708	6.5%	143
Fast food/drive-in last 6 months: eat in	22,576	31.4%	84
Fast food/drive-in last 6 months: home delivery	8,656	12.0%	111
Fast food/drive-in last 6 months: take-out/drive-thru	36,612	50.8%	98
Fast food/drive-in last 6 months: take-out/walk-in	18,818	26.1%	108

**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. average. 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 Mediamark Research Inc. in a nationally representative survey of U.S. households.



# Restaurant Market Potential

Sample

Tryon St. - Charlotte  
101 N Tryon St  
Charlotte, NC 28202

Site Type: Radius

Latitude: 35.227224  
Longitude: -80.843049  
Radius: 5.0 mile

Demographic Summary	2008	2013
Population	222,483	243,160
Population 18+	170,629	188,526
Households	93,417	102,836
Median Household Income	\$46,362	\$60,914

Product/Consumer Behavior	Expected		MPI
	Number of Adults	Percent	
Went to family restaurant/steak house in last 6 months	118,296	69.3%	96
Family restaurant/steak house last month: <2 times	44,792	26.2%	98
Family restaurant/steak house last month: 2-4times	39,843	23.3%	88
Family restaurant/steak house last month: 5+ times	33,667	19.7%	104
Family restaurant/steak house last 6 months: breakfast	20,902	12.2%	95
Family restaurant/steak house last 6 months: lunch	41,190	24.1%	96
Family restaurant/steak house last 6 months: snack	5,312	3.1%	105
Family restaurant/steak house last 6 months: dinner	83,058	48.6%	93
Family restaurant/steak house last 6 months: weekday	61,053	35.7%	92
Family restaurant/steak house last 6 months: weekend	70,504	41.3%	95
Family restaurant/steak house last 6 months: Applebee`s	43,216	25.3%	96
Family restaurant/steak house last 6 months: Bennigan`s	6,102	3.6%	106
Family restaurant/steak house last 6 months: Big Boy	5,211	3.1%	130
Family restaurant/steak house last 6 months: Bob Evans Farm	7,744	4.5%	99
Family restaurant/steak house last 6 months: Cheesecake Factory	12,125	7.1%	119
Family restaurant/steak house last 6 months: Chili`s Grill & Bar	18,488	10.8%	99
Family restaurant/steak house last 6 months: Cracker Barrel	16,315	9.6%	83
Family restaurant/steak house last 6 months: Denny`s	17,502	10.2%	101
Family restaurant/steak house last 6 months: Friendly`s	6,018	3.5%	100
Family restaurant/steak house last 6 months: Golden Corral	14,618	8.6%	112
Family restaurant/steak house last 6 months: Intl Hse of Pancakes	19,250	11.3%	105
Family restaurant/steak house last 6 months: Lone Star Steakhouse	5,513	3.2%	88
Family restaurant/steak house last 6 months: Old Country Buffet	9,010	5.3%	127
Family restaurant/steak house last 6 months: Olive Garden	26,916	15.8%	95
Family restaurant/steak house last 6 months: Outback Steakhouse	17,571	10.3%	88
Family restaurant/steak house last 6 months: Perkins	6,843	4.0%	94
Family restaurant/steak house last 6 months: Red Lobster	24,422	14.3%	100
Family restaurant/steak house last 6 months: Red Robin	6,238	3.7%	87
Family restaurant/steak house last 6 months: Ruby Tuesday	13,159	7.7%	91
Family restaurant/steak house last 6 months: Ryan`s	10,052	5.9%	125
Family restaurant/steak house last 6 months: Sizzler	5,842	3.4%	105
Family restaurant/steak house last 6 months: T.G.I. Friday`s	17,019	10.0%	92
Went to fast food/drive-in restaurant in last 6 months	150,689	88.2%	99
Went to fast food/drive-in restaurant <5 times/month	53,198	31.2%	96
Went to fast food/drive-in restaurant 5-12 times/month	48,856	28.6%	94
Went to fast food/drive-in restaurant 13+ times/month	48,622	28.5%	109
Fast food/drive-in last 6 months: breakfast	46,629	27.3%	104
Fast food/drive-in last 6 months: lunch	96,962	56.8%	97
Fast food/drive-in last 6 months: snack	30,591	17.9%	108
Fast food/drive-in last 6 months: dinner	78,976	46.2%	97

**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. average. 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 Mediamark Research Inc. in a nationally representative survey of U.S. households. ESRI forecasts for 2008 and 2013.



# Restaurant Market Potential

Sample

Tryon St. - Charlotte  
101 N Tryon St  
Charlotte, NC 28202

Site Type: Radius

Latitude: 35.227224  
Longitude: -80.843049  
Radius: 5.0 mile

Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Fast food/drive-in last 6 months: weekday	109,404	64.1%	97
Fast food/drive-in last 6 months: weekend	82,909	48.5%	101
Fast food/drive-in last 6 months: A & W	8,573	5.0%	94
Fast food/drive-in last 6 months: Arby's	32,744	19.2%	96
Fast food/drive-in last 6 months: Boston Market	9,619	5.6%	100
Fast food/drive-in last 6 months: Burger King	62,771	36.8%	99
Fast food/drive-in last 6 months: Captain D's	12,062	7.1%	138
Fast food/drive-in last 6 months: Carl's Jr.	9,329	5.5%	99
Fast food/drive-in last 6 months: Checkers	7,519	4.4%	133
Fast food/drive-in last 6 months: Chick-fil-A	19,650	11.5%	99
Fast food/drive-in last 6 months: Chuck E. Cheese's	9,495	5.6%	127
Fast food/drive-in last 6 months: Church's Fr. Chicken	15,222	8.9%	189
Fast food/drive-in last 6 months: Dairy Queen	27,673	16.2%	97
Fast food/drive-in last 6 months: Del Taco	6,500	3.8%	117
Fast food/drive-in last 6 months: Domino's Pizza	27,033	15.8%	110
Fast food/drive-in last 6 months: Dunkin' Donuts	17,421	10.2%	89
Fast food/drive-in last 6 months: Fuddruckers	5,004	2.9%	90
Fast food/drive-in last 6 months: Hardee's	11,384	6.7%	94
Fast food/drive-in last 6 months: Jack in the Box	16,649	9.7%	98
Fast food/drive-in last 6 months: KFC	49,636	29.1%	102
Fast food/drive-in last 6 months: Little Caesars	10,858	6.4%	110
Fast food/drive-in last 6 months: Long John Silver's	12,292	7.2%	98
Fast food/drive-in last 6 months: McDonald's	93,975	55.0%	99
Fast food/drive-in last 6 months: Panera Bread	14,707	8.6%	102
Fast food/drive-in last 6 months: Papa John's	19,923	11.7%	115
Fast food/drive-in last 6 months: Pizza Hut	41,190	24.1%	102
Fast food/drive-in last 6 months: Popeyes	19,218	11.3%	158
Fast food/drive-in last 6 months: Quiznos	17,391	10.2%	98
Fast food/drive-in last 6 months: Sonic Drive-In	21,407	12.5%	111
Fast food/drive-in last 6 months: Starbucks	22,319	13.1%	100
Fast food/drive-in last 6 months: Steak n Shake	9,439	5.5%	106
Fast food/drive-in last 6 months: Subway	52,025	30.5%	101
Fast food/drive-in last 6 months: Taco Bell	56,841	33.3%	100
Fast food/drive-in last 6 months: Wendy's	58,841	34.5%	106
Fast food/drive-in last 6 months: Whataburger	9,225	5.4%	115
Fast food/drive-in last 6 months: White Castle	10,410	6.1%	133
Fast food/drive-in last 6 months: eat in	56,075	32.8%	88
Fast food/drive-in last 6 months: home delivery	20,928	12.3%	113
Fast food/drive-in last 6 months: take-out/drive-thru	90,704	53.1%	102
Fast food/drive-in last 6 months: take-out/walk-in	43,249	25.3%	105

**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. average. 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 Mediamark Research Inc. in a nationally representative survey of U.S. households.