

MARKET POTENTIAL - FAMILY RESTAURANTS

2017 Estimates

Calculated using Weighted Block Centroid from Block Groups



Lat/Lon: 33.3048/-111.9120

MRI REST

Your Site	1 mi radius		3 mi radius		5 mi radius	
Anytown, USA						
Estimated Population	13,458		80,408		251,880	
Adult Population 18 Years and Over	10,175	75.6%	62,328	77.5%	193,738	76.9%
Breakfast	1,442	14.2%	8,775	14.1%	26,835	13.9%
Lunch	2,111	20.7%	12,625	20.3%	38,760	20.0%
Snacks	166	1.6%	1,032	1.7%	3,414	1.8%
Supper And Dinner	5,700	56.0%	33,974	54.5%	100,964	52.1%
Weekdays	3,643	35.8%	21,860	35.1%	65,680	33.9%
Weekends	4,992	49.1%	29,592	47.5%	88,335	45.6%
Visited In Last 6 Months	8,373	82.3%	50,727	81.4%	154,152	79.6%
Applebee's	2,746	27.0%	15,787	25.3%	48,216	24.9%
Baker's Square	45	0.4%	363	0.6%	1,130	0.6%
Benihana	118	1.2%	791	1.3%	2,255	1.2%
Bennigans	41	0.4%	264	0.4%	882	0.5%
Bertucci's	88	0.9%	778	1.2%	1,855	1.0%
Big Boy	193	1.9%	971	1.6%	2,891	1.5%
Black Angus Steakhouse	57	0.6%	413	0.7%	1,117	0.6%
Bob Evans Farms	385	3.8%	2,007	3.2%	6,068	3.1%
Buffalo Wild Wings	1,096	10.8%	6,576	10.5%	20,063	10.4%
California Pizza Kitchen	357	3.5%	2,574	4.1%	6,837	3.5%
Carino's Italian Grill	135	1.3%	778	1.2%	2,429	1.3%
Carrabba's Italian Grill	506	5.0%	3,043	4.9%	8,790	4.5%
The Cheesecake Factory	809	8.0%	5,328	8.5%	14,618	7.5%
Chevys	95	0.9%	692	1.1%	1,919	1.0%
Chili's Grill & Bar	1,695	16.7%	9,894	15.9%	29,635	15.3%
CiCi's Pizza	450	4.4%	2,552	4.1%	8,545	4.4%
Cracker Barrel	1,502	14.8%	8,037	12.9%	23,892	12.3%
Dave & Buster's	179	1.8%	1,103	1.8%	3,198	1.7%
Denny's	929	9.1%	5,405	8.7%	18,839	9.7%
Don Pablo's	42	0.4%	300	0.5%	923	0.5%
El Torito	55	0.5%	407	0.7%	1,262	0.7%
Friendly's	120	1.2%	991	1.6%	3,071	1.6%
Golden Corral	893	8.8%	4,885	7.8%	16,478	8.5%
HomeTown Buffet	97	1.0%	607	1.0%	2,380	1.2%
Hooters	385	3.8%	2,121	3.4%	6,778	3.5%
Houlihan's	135	1.3%	883	1.4%	2,299	1.2%
IHOP	1,444	14.2%	8,412	13.5%	25,672	13.3%
Joe's Crab Shack	271	2.7%	1,627	2.6%	5,110	2.6%
Logan's Roadhouse	494	4.9%	2,462	3.9%	7,503	3.9%
Lone Star Steakhouse	229	2.2%	1,332	2.1%	4,080	2.1%
LongHorn Steakhouse	769	7.6%	4,310	6.9%	12,429	6.4%
Marie Callender's	97	1.0%	687	1.1%	2,176	1.1%
O'Charley's	503	4.9%	2,534	4.1%	7,200	3.7%
Old Country Buffet	125	1.2%	735	1.2%	2,481	1.3%

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Visited In Last 6 Months cont.						
Olive Garden	2,383	23.4%	13,632	21.9%	41,167	21.2%
On The Border	227	2.2%	1,388	2.2%	4,025	2.1%
Outback Steakhouse	1,455	14.3%	8,496	13.6%	23,793	12.3%
Perkins	213	2.1%	1,263	2.0%	3,824	2.0%
Ponderosa	43	0.4%	203	0.3%	706	0.4%
Red Lobster	1,465	14.4%	8,222	13.2%	25,963	13.4%
Red Robin	906	8.9%	5,448	8.7%	15,470	8.0%
Romano's Macaroni Grill	245	2.4%	1,602	2.6%	4,681	2.4%
Ruby Tuesday	697	6.9%	4,268	6.8%	12,227	6.3%
Ruth's Chris Steak House	142	1.4%	982	1.6%	2,457	1.3%
Ryan's	131	1.3%	682	1.1%	2,260	1.2%
Shoney's	89	0.9%	557	0.9%	2,024	1.0%
Sizzler	156	1.5%	895	1.4%	3,232	1.7%
Smokey Bones	128	1.3%	698	1.1%	1,997	1.0%
Texas Roadhouse	1,044	10.3%	5,866	9.4%	17,652	9.1%
T.G.I. Friday's	863	8.5%	5,125	8.2%	15,055	7.8%
Tony Roma's	47	0.5%	314	0.5%	941	0.5%
Uno Chicago Grill	86	0.8%	645	1.0%	1,578	0.8%
Village Inn Restaurant	144	1.4%	908	1.5%	2,963	1.5%
Waffle House	689	6.8%	3,835	6.2%	11,490	5.9%

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