

Demographic Summary		2024	2029	
Population		8,228	7,817	
Population 18+		6,196	5,980	
Households		3,577	3,529	
Median Household Income		\$38,932	\$48,589	
Product/Consumer Behavior		Expected Number of Adults	Percent	MPI
Went to Family Restaurant/Steak House/6 Mo		4,485	72.4%	101
Went to Family Restaurant/Steak House 4+ Times/30 Days		1,673	27.0%	116
Spent \$1-30 at Family Restaurant/Steak House/30 Days		400	6.5%	109
Spent \$31-50 at Family Restaurant/Steak House/30 Days		618	10.0%	112
Spent \$51-100 at Family Restaurant/Steak House/30 Days		993	16.0%	100
Spent \$101-200 at Family Restaurant/Steak House/30 Days		647	10.4%	89
Spent \$201+ at Family Restaurant/Steak House/30 Days		370	6.0%	89
Spent \$1-100 at Fine Dining Restaurants/30 Days		206	3.3%	96
Spent \$101-200 at Fine Dining Restaurants/30 Days		131	2.1%	73
Spent \$201+ at Fine Dining Restaurants/30 Days		114	1.8%	66
Went for Breakfast at Family Restaurant/Steak House/6 Mo		788	12.7%	104
Went for Lunch at Family Restaurant/Steak House/6 Mo		1,105	17.8%	95
Went for Dinner at Family Restaurant/Steak House/6 Mo		2,816	45.4%	97
Went for Snacks at Family Restaurant/Steak House/6 Mo		114	1.8%	110
Went on Workday to Family Restaurant/Steak House/6 Mo		2,017	32.6%	100
Went on Weekend to Family Restaurant/Steak House/6 Mo		2,358	38.1%	95
Went to Applebee`s/6 Mo		1,223	19.7%	129
Went to Bob Evans/6 Mo		175	2.8%	115
Went to Buffalo Wild Wings/6 Mo		662	10.7%	119
Went to California Pizza Kitchen/6 Mo		51	0.8%	46
Went to Carrabba`s/6 Mo		159	2.6%	119
Went to The Cheesecake Factory/6 Mo		405	6.5%	93
Went to Chili`s Grill & Bar/6 Mo		651	10.5%	109
Went to Cracker Barrel/6 Mo		783	12.6%	115
Went to Denny`s/6 Mo		389	6.3%	93
Went to Golden Corral/6 Mo		450	7.3%	172
Went to IHOP/6 Mo		567	9.2%	118
Went to Logan`s Roadhouse/6 Mo		133	2.1%	113
Went to Longhorn Steakhouse/6 Mo		573	9.2%	148
Went to Olive Garden/6 Mo		1,041	16.8%	107
Went to Outback Steakhouse/6 Mo		584	9.4%	117
Went to Red Lobster/6 Mo		671	10.8%	147
Went to Red Robin/6 Mo		312	5.0%	93
Went to Ruby Tuesday/6 Mo		146	2.4%	134
Went to Texas Roadhouse/6 Mo		933	15.1%	116
Went to T.G.I. Friday`s/6 Mo		263	4.2%	171
Went to Waffle House/6 Mo		642	10.4%	196
Went to Fast Food/Drive-In Restaurant/6 Mo		5,688	91.8%	101
Went to Fast Food/Drive-In Rest 9+ Times/30 Days		2,811	45.4%	115
Spent \$1-10 at Fast Food Restaurant/30 Days		272	4.4%	123
Spent \$11-20 at Fast Food Restaurant/30 Days		510	8.2%	101
Spent \$21-40 at Fast Food Restaurant/30 Days		962	15.5%	97
Spent \$41-50 at Fast Food Restaurant/30 Days		647	10.4%	114
Spent \$51-100 at Fast Food Restaurant/30 Days		1,202	19.4%	95
Spent \$101-200 at Fast Food Restaurant/30 Days		760	12.3%	95
Spent \$201+ at Fast Food Restaurant/30 Days		356	5.7%	98
Ordered Eat-In Fast Food/6 Mo		1,571	25.4%	88

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 MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2024 and 2029.

Restaurant Market Potential

Whataphilly
Drive time: 5 minute radius

Prepared by Esri
Latitude: 32.45203
Longitude: -93.86522

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Ordered Home Delivery Fast Food/6 Mo	953	15.4%	119
Take-Out/Drive-Thru/Curbside Fast Food/6 Mo	3,206	51.7%	98
Ordered Take-Out/Walk-In Fast Food/6 Mo	1,385	22.4%	98
Bought Breakfast at Fast Food Restaurant/6 Mo	2,387	38.5%	107
Bought Lunch at Fast Food Restaurant/6 Mo	3,237	52.2%	97
Bought Dinner at Fast Food Restaurant/6 Mo	3,318	53.6%	98
Bought Snack at Fast Food Restaurant/6 Mo	900	14.5%	104
Bought from Fast Food Restaurant on Weekday/6 Mo	4,067	65.6%	99
Bought from Fast Food Restaurant on Weekend/6 Mo	3,251	52.5%	99
Bought A&W/6 Mo	129	2.1%	96
Bought Arby`s/6 Mo	1,199	19.4%	106
Bought Baskin-Robbins/6 Mo	220	3.6%	106
Bought Boston Market/6 Mo	167	2.7%	151
Bought Burger King/6 Mo	2,034	32.8%	121
Bought Captain D`s/6 Mo	418	6.7%	235
Bought Carl`s Jr./6 Mo	106	1.7%	36
Bought Checkers/6 Mo	415	6.7%	281
Bought Chick-Fil-A/6 Mo	2,378	38.4%	115
Bought Chipotle Mexican Grill/6 Mo	946	15.3%	89
Bought Chuck E. Cheese`s/6 Mo	154	2.5%	166
Bought Church`s Fried Chicken/6 Mo	493	8.0%	264
Bought Cold Stone Creamery/6 Mo	209	3.4%	109
Bought Dairy Queen/6 Mo	991	16.0%	102
Bought Del Taco/6 Mo	78	1.3%	35
Bought Domino`s Pizza/6 Mo	1,133	18.3%	109
Bought Dunkin` Donuts/6 Mo	1,024	16.5%	112
Bought Five Guys/6 Mo	597	9.6%	98
Bought Hardee`s/6 Mo	508	8.2%	164
Bought Jack in the Box/6 Mo	242	3.9%	57
Bought Jersey Mike`s/6 Mo	536	8.7%	102
Bought Jimmy John`s/6 Mo	334	5.4%	88
Bought KFC/6 Mo	1,472	23.8%	137
Bought Krispy Kreme Doughnuts/6 Mo	525	8.5%	127
Bought Little Caesars/6 Mo	878	14.2%	116
Bought Long John Silver`s/6 Mo	224	3.6%	139
Bought McDonald`s/6 Mo	3,224	52.0%	105
Bought Panda Express/6 Mo	604	9.7%	74
Bought Panera Bread/6 Mo	726	11.7%	87
Bought Papa John`s/6 Mo	684	11.0%	133
Bought Papa Murphy`s/6 Mo	106	1.7%	50
Bought Pizza Hut/6 Mo	988	15.9%	129
Bought Popeyes Chicken/6 Mo	1,418	22.9%	166
Bought Sonic Drive-In/6 Mo	868	14.0%	124
Bought Starbucks/6 Mo	971	15.7%	74
Bought Steak `N Shake/6 Mo	272	4.4%	153
Bought Subway/6 Mo	1,491	24.1%	106
Bought Taco Bell/6 Mo	1,778	28.7%	104
Bought Wendy`s/6 Mo	2,131	34.4%	128
Bought Whataburger/6 Mo	313	5.1%	84
Bought White Castle/6 Mo	273	4.4%	184
Bought Wing-Stop/6 Mo	299	4.8%	131

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 MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2024 and 2029.



Restaurant Market Potential

Whataphilly
Drive time: 5 minute radius

Prepared by Esri
Latitude: 32.45203
Longitude: -93.86522

Went to Fine Dining Restaurant/6 Mo	796	12.8%	83
Went to Fine Dining Restaurant/30 Days	581	9.4%	80
Went to Fine Dining Restaurant 2+ Times/30 Days	248	4.0%	73
Used DoorDash Site/App for Take-Out/Del/30 Days	956	15.4%	123
Used Grubhub Site/App for Take-Out/Del/30 Days	323	5.2%	113
Used Postmates Site/App for Take-Out/Del/30 Days	69	1.1%	100
Used Restrnt Site/App for Take-Out/Del/30 Days	1,283	20.7%	95
Used Uber Eats Site/App for Take-Out/Del/30 Days	529	8.5%	118
Used Yelp Site/App for Take-Out/Del/30 Days	56	0.9%	68

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 MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2024 and 2029.

Demographic Summary		2024	2029
Population		42,385	40,455
Population 18+		32,417	31,445
Households		17,954	17,755
Median Household Income		\$39,564	\$48,092

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Went to Family Restaurant/Steak House/6 Mo	22,839	70.5%	99
Went to Family Restaurant/Steak House 4+ Times/30 Days	8,277	25.5%	110
Spent \$1-30 at Family Restaurant/Steak House/30 Days	2,400	7.4%	125
Spent \$31-50 at Family Restaurant/Steak House/30 Days	3,163	9.8%	109
Spent \$51-100 at Family Restaurant/Steak House/30 Days	5,009	15.5%	97
Spent \$101-200 at Family Restaurant/Steak House/30 Days	3,113	9.6%	82
Spent \$201+ at Family Restaurant/Steak House/30 Days	1,693	5.2%	78
Spent \$1-100 at Fine Dining Restaurants/30 Days	1,049	3.2%	93
Spent \$101-200 at Fine Dining Restaurants/30 Days	667	2.1%	71
Spent \$201+ at Fine Dining Restaurants/30 Days	504	1.6%	55
Went for Breakfast at Family Restaurant/Steak House/6 Mo	4,005	12.4%	101
Went for Lunch at Family Restaurant/Steak House/6 Mo	5,831	18.0%	96
Went for Dinner at Family Restaurant/Steak House/6 Mo	13,986	43.1%	92
Went for Snacks at Family Restaurant/Steak House/6 Mo	606	1.9%	112
Went on Workday to Family Restaurant/Steak House/6 Mo	10,048	31.0%	95
Went on Weekend to Family Restaurant/Steak House/6 Mo	11,981	37.0%	92
Went to Applebee`s/6 Mo	6,502	20.1%	131
Went to Bob Evans/6 Mo	1,146	3.5%	144
Went to Buffalo Wild Wings/6 Mo	3,216	9.9%	110
Went to California Pizza Kitchen/6 Mo	322	1.0%	56
Went to Carrabba`s/6 Mo	668	2.1%	96
Went to The Cheesecake Factory/6 Mo	2,067	6.4%	90
Went to Chili`s Grill & Bar/6 Mo	3,156	9.7%	101
Went to Cracker Barrel/6 Mo	3,892	12.0%	109
Went to Denny`s/6 Mo	2,104	6.5%	97
Went to Golden Corral/6 Mo	2,374	7.3%	174
Went to IHOP/6 Mo	2,675	8.3%	107
Went to Logan`s Roadhouse/6 Mo	782	2.4%	126
Went to Longhorn Steakhouse/6 Mo	2,734	8.4%	135
Went to Olive Garden/6 Mo	5,019	15.5%	98
Went to Outback Steakhouse/6 Mo	2,919	9.0%	112
Went to Red Lobster/6 Mo	3,493	10.8%	146
Went to Red Robin/6 Mo	1,420	4.4%	81
Went to Ruby Tuesday/6 Mo	854	2.6%	149
Went to Texas Roadhouse/6 Mo	4,401	13.6%	105
Went to T.G.I. Friday`s/6 Mo	1,192	3.7%	148
Went to Waffle House/6 Mo	3,168	9.8%	185
Went to Fast Food/Drive-In Restaurant/6 Mo	29,516	91.1%	100
Went to Fast Food/Drive-In Rest 9+ Times/30 Days	14,326	44.2%	112
Spent \$1-10 at Fast Food Restaurant/30 Days	1,270	3.9%	110
Spent \$11-20 at Fast Food Restaurant/30 Days	2,816	8.7%	106
Spent \$21-40 at Fast Food Restaurant/30 Days	5,258	16.2%	101
Spent \$41-50 at Fast Food Restaurant/30 Days	3,406	10.5%	115
Spent \$51-100 at Fast Food Restaurant/30 Days	6,463	19.9%	97
Spent \$101-200 at Fast Food Restaurant/30 Days	3,744	11.5%	89
Spent \$201+ at Fast Food Restaurant/30 Days	1,680	5.2%	88
Ordered Eat-In Fast Food/6 Mo	8,088	24.9%	86

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 MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2024 and 2029.

Restaurant Market Potential

Whataphilly
Drive time: 10 minute radius

Prepared by Esri
Latitude: 32.45203
Longitude: -93.86522

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Ordered Home Delivery Fast Food/6 Mo	4,648	14.3%	111
Take-Out/Drive-Thru/Curbside Fast Food/6 Mo	16,575	51.1%	97
Ordered Take-Out/Walk-In Fast Food/6 Mo	6,793	21.0%	92
Bought Breakfast at Fast Food Restaurant/6 Mo	12,519	38.6%	108
Bought Lunch at Fast Food Restaurant/6 Mo	16,642	51.3%	95
Bought Dinner at Fast Food Restaurant/6 Mo	16,987	52.4%	96
Bought Snack at Fast Food Restaurant/6 Mo	4,133	12.7%	91
Bought from Fast Food Restaurant on Weekday/6 Mo	21,049	64.9%	98
Bought from Fast Food Restaurant on Weekend/6 Mo	16,596	51.2%	97
Bought A&W/6 Mo	696	2.1%	99
Bought Arby`s/6 Mo	6,360	19.6%	108
Bought Baskin-Robbins/6 Mo	994	3.1%	91
Bought Boston Market/6 Mo	715	2.2%	124
Bought Burger King/6 Mo	10,942	33.8%	124
Bought Captain D`s/6 Mo	2,218	6.8%	239
Bought Carl`s Jr./6 Mo	655	2.0%	43
Bought Checkers/6 Mo	2,081	6.4%	270
Bought Chick-Fil-A/6 Mo	11,333	35.0%	104
Bought Chipotle Mexican Grill/6 Mo	4,677	14.4%	84
Bought Chuck E. Cheese`s/6 Mo	760	2.3%	157
Bought Church`s Fried Chicken/6 Mo	2,713	8.4%	277
Bought Cold Stone Creamery/6 Mo	965	3.0%	96
Bought Dairy Queen/6 Mo	4,948	15.3%	97
Bought Del Taco/6 Mo	464	1.4%	40
Bought Domino`s Pizza/6 Mo	5,505	17.0%	101
Bought Dunkin` Donuts/6 Mo	4,781	14.7%	100
Bought Five Guys/6 Mo	2,910	9.0%	91
Bought Hardee`s/6 Mo	2,731	8.4%	169
Bought Jack in the Box/6 Mo	1,271	3.9%	58
Bought Jersey Mike`s/6 Mo	2,500	7.7%	91
Bought Jimmy John`s/6 Mo	1,651	5.1%	83
Bought KFC/6 Mo	7,911	24.4%	141
Bought Krispy Kreme Doughnuts/6 Mo	2,623	8.1%	121
Bought Little Caesars/6 Mo	4,869	15.0%	123
Bought Long John Silver`s/6 Mo	1,286	4.0%	153
Bought McDonald`s/6 Mo	16,888	52.1%	105
Bought Panda Express/6 Mo	3,124	9.6%	73
Bought Panera Bread/6 Mo	3,543	10.9%	81
Bought Papa John`s/6 Mo	3,343	10.3%	124
Bought Papa Murphy`s/6 Mo	526	1.6%	48
Bought Pizza Hut/6 Mo	5,078	15.7%	126
Bought Popeyes Chicken/6 Mo	6,868	21.2%	154
Bought Sonic Drive-In/6 Mo	4,567	14.1%	125
Bought Starbucks/6 Mo	4,701	14.5%	69
Bought Steak `N Shake/6 Mo	1,341	4.1%	144
Bought Subway/6 Mo	8,089	25.0%	110
Bought Taco Bell/6 Mo	9,415	29.0%	105
Bought Wendy`s/6 Mo	10,891	33.6%	125
Bought Whataburger/6 Mo	1,571	4.8%	81
Bought White Castle/6 Mo	1,494	4.6%	192
Bought Wing-Stop/6 Mo	1,565	4.8%	131

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 MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2024 and 2029.



Restaurant Market Potential

Whataphilly
 Drive time: 10 minute radius

Prepared by Esri
 Latitude: 32.45203
 Longitude: -93.86522

Went to Fine Dining Restaurant/6 Mo	3,970	12.2%	79
Went to Fine Dining Restaurant/30 Days	2,865	8.8%	76
Went to Fine Dining Restaurant 2+ Times/30 Days	1,236	3.8%	69
Used DoorDash Site/App for Take-Out/Del/30 Days	4,800	14.8%	118
Used Grubhub Site/App for Take-Out/Del/30 Days	1,553	4.8%	104
Used Postmates Site/App for Take-Out/Del/30 Days	362	1.1%	100
Used Restrnt Site/App for Take-Out/Del/30 Days	6,343	19.6%	90
Used Uber Eats Site/App for Take-Out/Del/30 Days	2,417	7.5%	103
Used Yelp Site/App for Take-Out/Del/30 Days	260	0.8%	61

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 MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2024 and 2029.

Demographic Summary		2024	2029	
Population		143,034	137,290	
Population 18+		109,697	106,957	
Households		60,658	60,147	
Median Household Income		\$39,019	\$45,350	
Product/Consumer Behavior		Expected Number of Adults	Percent	MPI
Went to Family Restaurant/Steak House/6 Mo		76,534	69.8%	98
Went to Family Restaurant/Steak House 4+ Times/30 Days		27,336	24.9%	107
Spent \$1-30 at Family Restaurant/Steak House/30 Days		8,057	7.3%	124
Spent \$31-50 at Family Restaurant/Steak House/30 Days		10,549	9.6%	108
Spent \$51-100 at Family Restaurant/Steak House/30 Days		16,856	15.4%	96
Spent \$101-200 at Family Restaurant/Steak House/30 Days		10,357	9.4%	80
Spent \$201+ at Family Restaurant/Steak House/30 Days		5,364	4.9%	73
Spent \$1-100 at Fine Dining Restaurants/30 Days		3,412	3.1%	89
Spent \$101-200 at Fine Dining Restaurants/30 Days		2,294	2.1%	73
Spent \$201+ at Fine Dining Restaurants/30 Days		1,717	1.6%	56
Went for Breakfast at Family Restaurant/Steak House/6 Mo		13,047	11.9%	97
Went for Lunch at Family Restaurant/Steak House/6 Mo		19,449	17.7%	94
Went for Dinner at Family Restaurant/Steak House/6 Mo		47,115	43.0%	92
Went for Snacks at Family Restaurant/Steak House/6 Mo		2,156	2.0%	118
Went on Workday to Family Restaurant/Steak House/6 Mo		33,461	30.5%	94
Went on Weekend to Family Restaurant/Steak House/6 Mo		40,444	36.9%	92
Went to Applebee`s/6 Mo		21,853	19.9%	130
Went to Bob Evans/6 Mo		3,890	3.5%	145
Went to Buffalo Wild Wings/6 Mo		10,819	9.9%	110
Went to California Pizza Kitchen/6 Mo		1,163	1.1%	60
Went to Carrabba`s/6 Mo		2,248	2.0%	95
Went to The Cheesecake Factory/6 Mo		7,044	6.4%	91
Went to Chili`s Grill & Bar/6 Mo		10,556	9.6%	100
Went to Cracker Barrel/6 Mo		12,765	11.6%	106
Went to Denny`s/6 Mo		7,114	6.5%	97
Went to Golden Corral/6 Mo		7,764	7.1%	168
Went to IHOP/6 Mo		8,613	7.9%	101
Went to Logan`s Roadhouse/6 Mo		2,512	2.3%	120
Went to Longhorn Steakhouse/6 Mo		8,705	7.9%	127
Went to Olive Garden/6 Mo		16,616	15.1%	96
Went to Outback Steakhouse/6 Mo		9,585	8.7%	109
Went to Red Lobster/6 Mo		11,486	10.5%	142
Went to Red Robin/6 Mo		4,892	4.5%	82
Went to Ruby Tuesday/6 Mo		2,745	2.5%	142
Went to Texas Roadhouse/6 Mo		14,454	13.2%	102
Went to T.G.I. Friday`s/6 Mo		3,772	3.4%	139
Went to Waffle House/6 Mo		10,024	9.1%	173
Went to Fast Food/Drive-In Restaurant/6 Mo		99,691	90.9%	100
Went to Fast Food/Drive-In Rest 9+ Times/30 Days		47,993	43.8%	110
Spent \$1-10 at Fast Food Restaurant/30 Days		4,082	3.7%	104
Spent \$11-20 at Fast Food Restaurant/30 Days		9,176	8.4%	102
Spent \$21-40 at Fast Food Restaurant/30 Days		17,983	16.4%	102
Spent \$41-50 at Fast Food Restaurant/30 Days		11,469	10.5%	114
Spent \$51-100 at Fast Food Restaurant/30 Days		22,183	20.2%	99
Spent \$101-200 at Fast Food Restaurant/30 Days		12,643	11.5%	89
Spent \$201+ at Fast Food Restaurant/30 Days		5,679	5.2%	88
Ordered Eat-In Fast Food/6 Mo		27,375	25.0%	86

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 MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2024 and 2029.

Restaurant Market Potential

Whataphilly
Drive time: 15 minute radius

Prepared by Esri
Latitude: 32.45203
Longitude: -93.86522

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Ordered Home Delivery Fast Food/6 Mo	15,951	14.5%	112
Take-Out/Drive-Thru/Curbside Fast Food/6 Mo	56,049	51.1%	97
Ordered Take-Out/Walk-In Fast Food/6 Mo	22,918	20.9%	92
Bought Breakfast at Fast Food Restaurant/6 Mo	41,519	37.8%	106
Bought Lunch at Fast Food Restaurant/6 Mo	55,919	51.0%	95
Bought Dinner at Fast Food Restaurant/6 Mo	57,770	52.7%	97
Bought Snack at Fast Food Restaurant/6 Mo	14,097	12.9%	92
Bought from Fast Food Restaurant on Weekday/6 Mo	70,640	64.4%	97
Bought from Fast Food Restaurant on Weekend/6 Mo	56,123	51.2%	97
Bought A&W/6 Mo	2,415	2.2%	102
Bought Arby`s/6 Mo	21,653	19.7%	108
Bought Baskin-Robbins/6 Mo	3,243	3.0%	88
Bought Boston Market/6 Mo	2,298	2.1%	117
Bought Burger King/6 Mo	36,412	33.2%	122
Bought Captain D`s/6 Mo	7,013	6.4%	223
Bought Carl`s Jr./6 Mo	2,577	2.3%	50
Bought Checkers/6 Mo	6,702	6.1%	257
Bought Chick-Fil-A/6 Mo	37,254	34.0%	101
Bought Chipotle Mexican Grill/6 Mo	16,167	14.7%	86
Bought Chuck E. Cheese`s/6 Mo	2,490	2.3%	152
Bought Church`s Fried Chicken/6 Mo	8,645	7.9%	261
Bought Cold Stone Creamery/6 Mo	3,164	2.9%	93
Bought Dairy Queen/6 Mo	16,710	15.2%	97
Bought Del Taco/6 Mo	1,678	1.5%	42
Bought Domino`s Pizza/6 Mo	18,881	17.2%	103
Bought Dunkin` Donuts/6 Mo	16,071	14.7%	99
Bought Five Guys/6 Mo	9,959	9.1%	92
Bought Hardee`s/6 Mo	8,807	8.0%	161
Bought Jack in the Box/6 Mo	4,604	4.2%	62
Bought Jersey Mike`s/6 Mo	8,244	7.5%	88
Bought Jimmy John`s/6 Mo	5,927	5.4%	88
Bought KFC/6 Mo	26,251	23.9%	138
Bought Krispy Kreme Doughnuts/6 Mo	8,691	7.9%	119
Bought Little Caesars/6 Mo	16,556	15.1%	124
Bought Long John Silver`s/6 Mo	4,431	4.0%	155
Bought McDonald`s/6 Mo	56,975	51.9%	105
Bought Panda Express/6 Mo	10,720	9.8%	74
Bought Panera Bread/6 Mo	12,221	11.1%	83
Bought Papa John`s/6 Mo	11,193	10.2%	123
Bought Papa Murphy`s/6 Mo	1,919	1.7%	52
Bought Pizza Hut/6 Mo	16,617	15.1%	122
Bought Popeyes Chicken/6 Mo	21,817	19.9%	144
Bought Sonic Drive-In/6 Mo	15,100	13.8%	122
Bought Starbucks/6 Mo	16,411	15.0%	71
Bought Steak `N Shake/6 Mo	4,311	3.9%	137
Bought Subway/6 Mo	27,481	25.1%	111
Bought Taco Bell/6 Mo	32,571	29.7%	107
Bought Wendy`s/6 Mo	36,172	33.0%	123
Bought Whataburger/6 Mo	5,414	4.9%	82
Bought White Castle/6 Mo	4,773	4.4%	181
Bought Wing-Stop/6 Mo	5,211	4.8%	129

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 MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2024 and 2029.



Restaurant Market Potential

Whataphilly
 Drive time: 15 minute radius

Prepared by Esri
 Latitude: 32.45203
 Longitude: -93.86522

Went to Fine Dining Restaurant/6 Mo	13,337	12.2%	79
Went to Fine Dining Restaurant/30 Days	9,641	8.8%	75
Went to Fine Dining Restaurant 2+ Times/30 Days	4,151	3.8%	69
Used DoorDash Site/App for Take-Out/Del/30 Days	16,235	14.8%	118
Used Grubhub Site/App for Take-Out/Del/30 Days	5,461	5.0%	108
Used Postmates Site/App for Take-Out/Del/30 Days	1,312	1.2%	107
Used Restrnt Site/App for Take-Out/Del/30 Days	21,550	19.6%	90
Used Uber Eats Site/App for Take-Out/Del/30 Days	8,077	7.4%	102
Used Yelp Site/App for Take-Out/Del/30 Days	878	0.8%	61

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 MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2024 and 2029.