



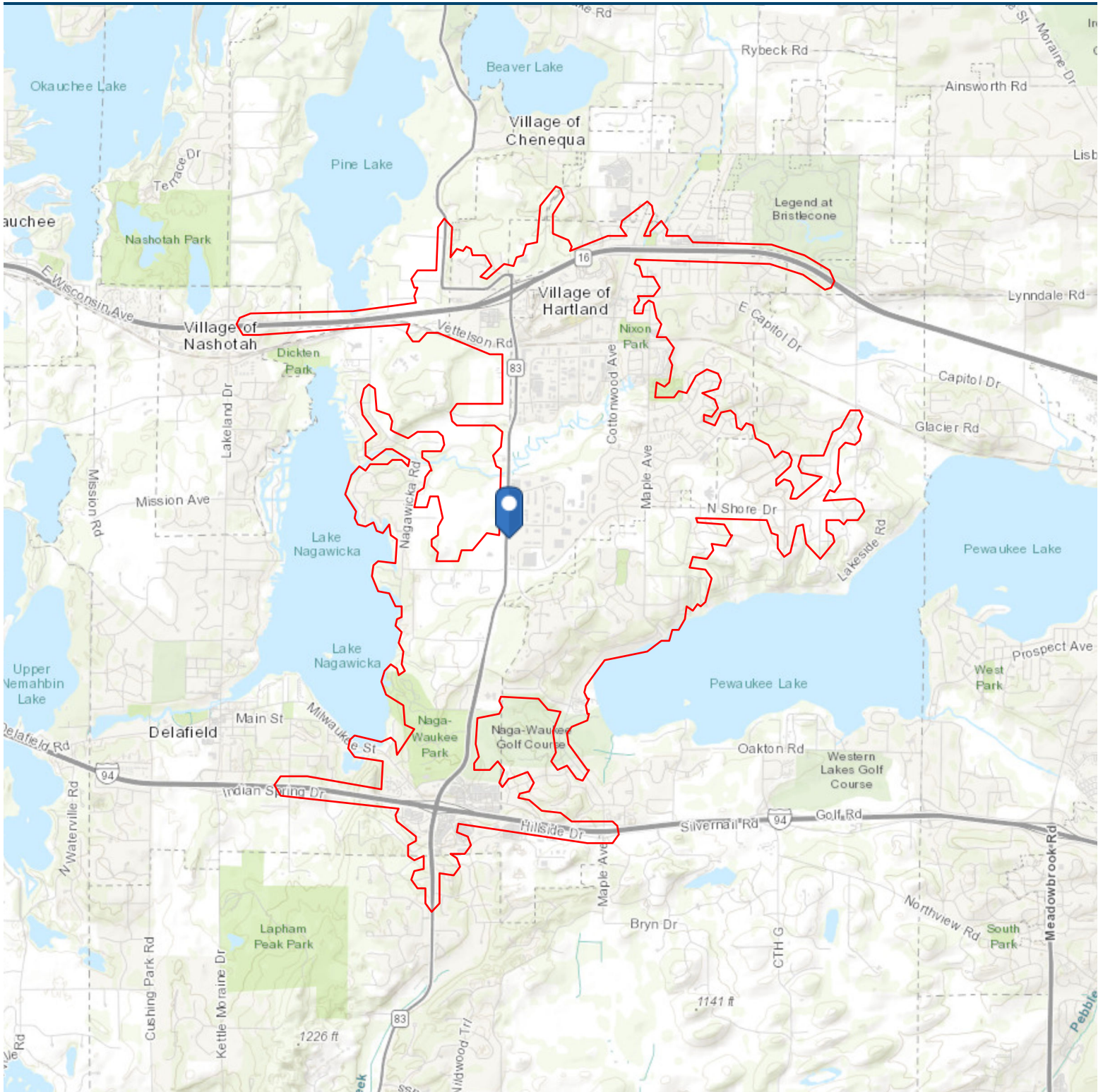
# Restaurant Specialty Report 2024

1200 State Road 83, Hartland, Wisconsin, 53029  
Drive time: 5 minute radius

Prepared by Site To Do Business

Latitude: 43.07966

Longitude: -88.36303





# Restaurant Specialty Report 2024

1200 State Road 83, Hartland, Wisconsin, 53029  
Drive time: 5 minute radius

Prepared by Site To Do Business

Latitude: 43.07966

Longitude: -88.36303

Summary Data	2010	2024	2029
Population	6,800	6,957	6,864
Households	2,808	2,973	2,986
Families	300	2,021	2,016
Household Size	2.42	2.33	2.29
Owner Occupied Housing Units	1,842	1,944	1,986
Renter-occupied Housing Units	966	1,029	1,000
Median Age	37.9	41.0	41.9

Trends: 2024 - 2029 Annual	Area	State	National
Population	-0.27%		0.77%
Households	0.09%		0.75%
Families	-0.05%		0.68%
Owner HHs	0.43%		0.92%
Median Household Income	2.31%		2.70%

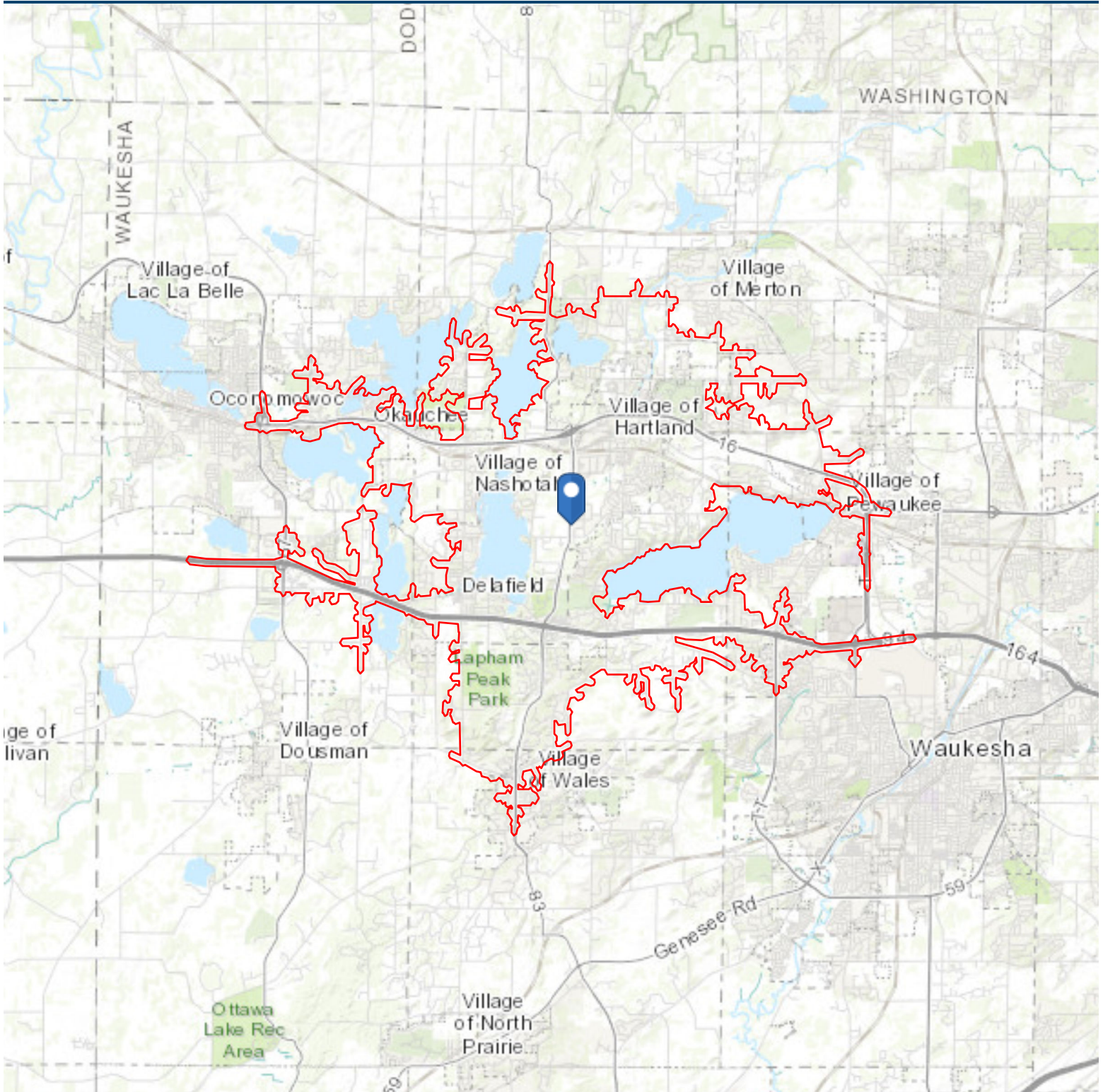




# Restaurant Specialty Report 2024

1200 State Road 83, Hartland, Wisconsin, 53029  
Drive time: 10 minute radius

Prepared by Site To Do Business  
Latitude: 43.07966  
Longitude: -88.36303





# Restaurant Specialty Report 2024

1200 State Road 83, Hartland, Wisconsin, 53029  
Drive time: 10 minute radius

Prepared by Site To Do Business

Latitude: 43.07966

Longitude: -88.36303

Summary Data	2010	2024	2029
Population	33,387	34,555	34,495
Households	12,914	14,208	14,425
Families	1,766	9,752	9,856
Household Size	2.55	2.42	2.38
Owner Occupied Housing Units	9,866	10,673	11,001
Renter-occupied Housing Units	3,048	3,535	3,423
Median Age	42.4	46.0	46.5

Trends: 2024 - 2029 Annual	Area	State	National
Population	-0.03%		0.77%
Households	0.30%		0.75%
Families	0.21%		0.68%
Owner HHs	0.61%		0.92%
Median Household Income	2.29%		2.70%





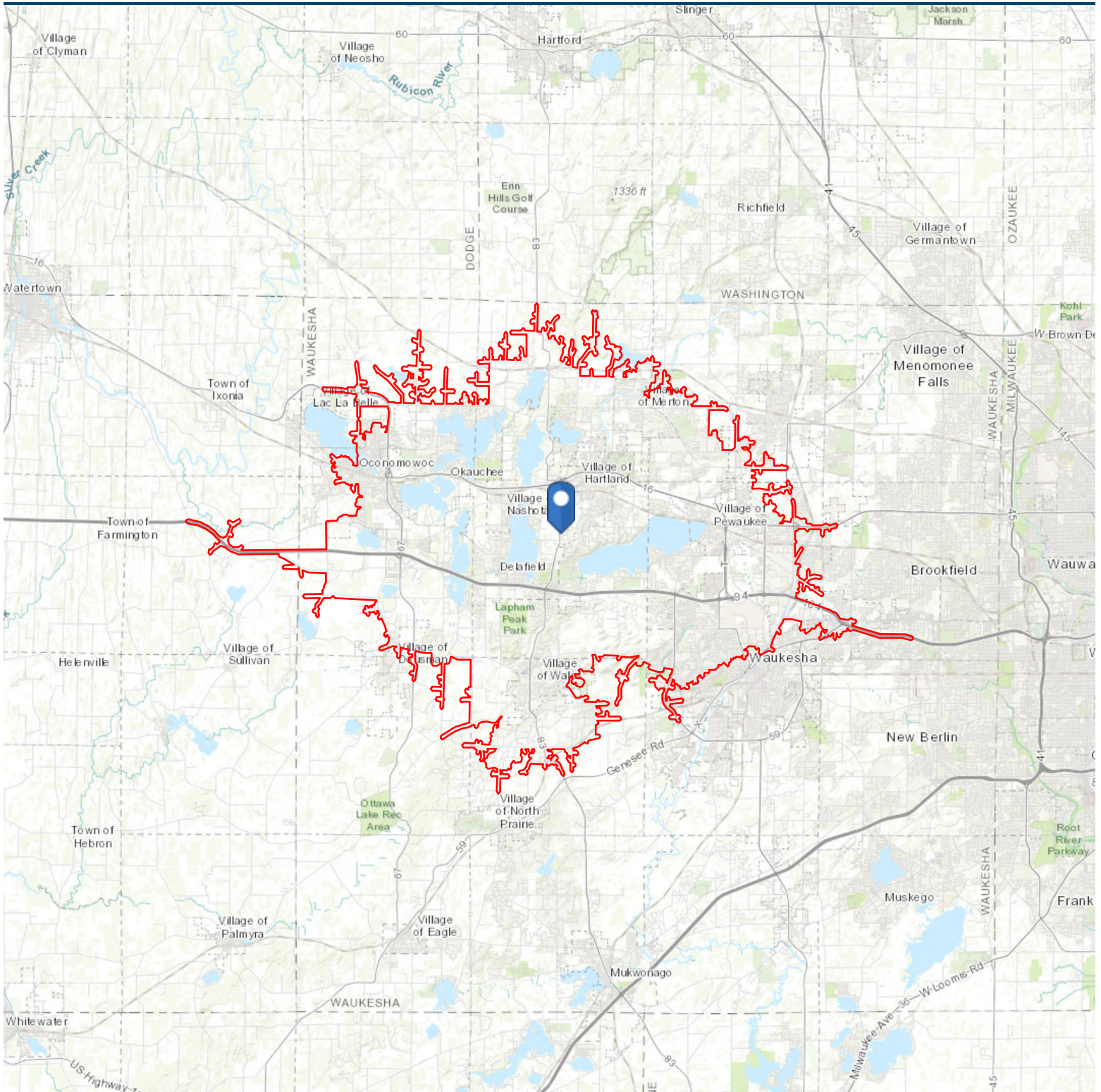
# Restaurant Specialty Report 2024

1200 State Road 83, Hartland, Wisconsin, 53029  
Drive time: 15 minute radius

Prepared by Site To Do Business

Latitude: 43.07966

Longitude: -88.36303





# Restaurant Specialty Report 2024

1200 State Road 83, Hartland, Wisconsin, 53029  
 Drive time: 15 minute radius

Prepared by Site To Do Business

Latitude: 43.07966

Longitude: -88.36303

Summary Data	2010	2024	2029
Population	108,804	116,604	117,083
Households	42,570	48,161	49,079
Families	5,825	32,345	32,837
Household Size	2.51	2.41	2.37
Owner Occupied Housing Units	32,139	35,636	36,855
Renter-occupied Housing Units	10,430	12,525	12,225
Median Age	41.2	44.3	45.2

Trends: 2024 - 2029 Annual	Area	State	National
Population	0.08%		0.77%
Households	0.38%		0.75%
Families	0.30%		0.68%
Owner HHs	0.67%		0.92%
Median Household Income	2.32%		2.70%

## 2024 Households by Income

Household Income Base	2024	2029
<\$15,000	3.7%	3.7%
\$15,000 - \$24,999	4.5%	4.5%
\$25,000 - \$34,999	5.8%	5.8%
\$35,000 - \$49,999	8.0%	8.0%
\$50,000 - \$74,999	12.7%	12.7%
\$75,000 - \$99,999	11.6%	11.6%
\$100,000 - \$149,999	18.8%	18.8%
\$150,000 - \$199,999	10.2%	10.2%
\$200,000+	24.8%	24.8%
Average Household Income	\$159,484	\$159,484

Population By Age	Census 2010		2024		2029	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	418	6%	367	5%	354	5%
5 - 9	493	7%	428	6%	388	6%
10 - 14	593	9%	455	7%	439	6%
15 - 19	509	7%	448	6%	411	6%
20 - 24	379	6%	413	6%	384	6%
25 - 34	785	12%	831	12%	850	12%
35 - 44	896	13%	901	13%	890	13%
45 - 54	1,236	18%	861	12%	831	12%
55 - 64	838	12%	1,011	15%	890	13%
65 - 74	292	4%	773	11%	838	12%
75 - 84	184	3%	361	5%	461	7%
85 +	81	1%	108	2%	129	2%

	Census 2010		2024		2024	
	Number	Percent	Number	Percent	Number	Percent
White	6,516	96%	6,315	91%	6,170	90%
Black/African American	59	1%	42	1%	44	1%
American Indian/Alaska Native	31	0%	23	0%	23	0%
Asian	85	1%	135	2%	147	2%
Pacific Islander Population	5	0%	4	0%	4	0%
Some Other Races	27	0%	9	0%	9	0%
Two or More Races	77	1%	354	5%	382	6%
Hispanic	143	2%	284	4%	310	5%



# Restaurant Specialty Report 2024

1200 State Road 83, Hartland, Wisconsin, 53029  
 Drive time: 5 minute radius

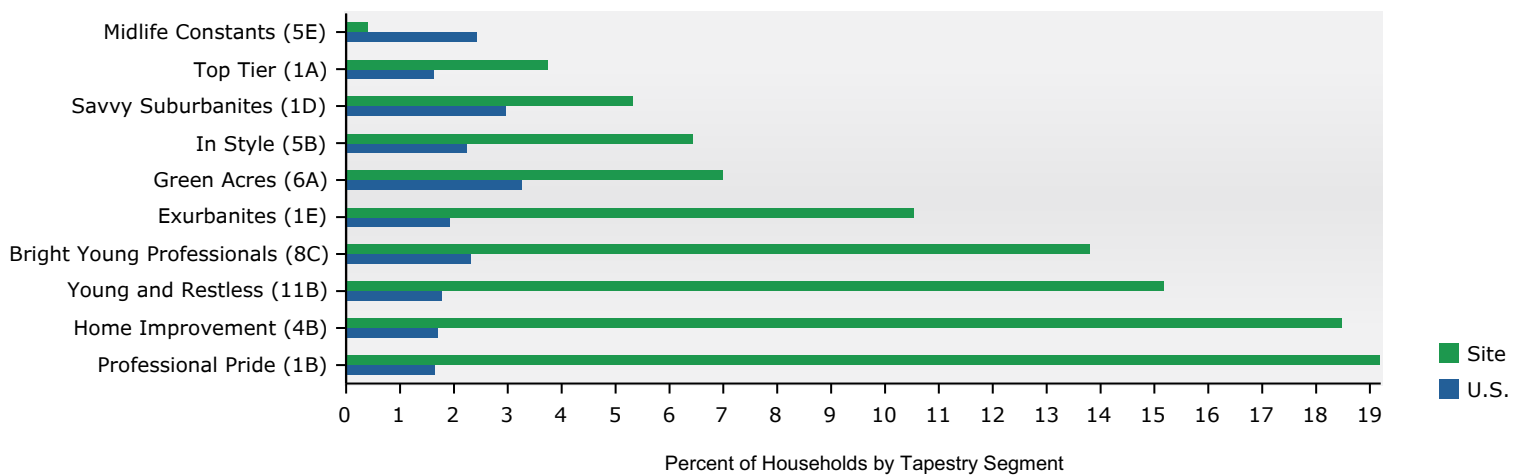
Prepared by Site To Do Business

Latitude: 43.07966

Longitude: -88.36303

Rank	Tapestry Segment	2024 Households		2024 U.S. Households		Index
		Percent	Cumulative Percent	Percent	Cumulative Percent	
1	Professional Pride (1B)	19.2%	19.2%	1.6%	1.6%	1165
2	Home Improvement (4B)	18.5%	37.6%	1.7%	3.3%	1,092
3	Young and Restless (11B)	15.2%	52.8%	1.8%	5.1%	855
4	Bright Young Professionals (8C)	13.8%	66.6%	2.3%	7.4%	597
5	Exurbanites (1E)	10.5%	77.1%	1.9%	9.3%	547
	<b>Subtotal</b>	<b>77.2%</b>		<b>9.3%</b>		
6	Green Acres (6A)	7.0%	84.1%	3.3%	12.6%	215
7	In Style (5B)	6.4%	90.5%	2.2%	14.8%	287
8	Savvy Suburbanites (1D)	5.3%	95.9%	3.0%	17.8%	179
9	Top Tier (1A)	3.7%	99.6%	1.6%	19.4%	229
10	Midlife Constants (5E)	0.4%	100.0%	2.4%	21.8%	17
	<b>Subtotal</b>	<b>22.8%</b>		<b>12.5%</b>		
	<b>Total</b>	<b>100.0%</b>		<b>21.8%</b>		<b>458</b>

Top Ten Tapestry Segments Site vs. U.S.







# Restaurant Specialty Report 2024

1200 State Road 83, Hartland, Wisconsin, 53029  
 Drive time: 5 minute radius

Prepared by Site To Do Business

Latitude: 43.07966

Longitude: -88.36303

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Went to family restaurant/steak house in last 6 mo	3,913	72.1%	101
Went to family restaurant/steak house 4+ times/mo	1,241	22.9%	98
Spent at family restaurant/30 days: <\$31	319	5.9%	99
Spent at family restaurant/30 days: \$31-50	477	8.8%	99
Spent at family restaurant/30 days: \$51-100	876	16.1%	101
Spent at family restaurant/30 days: \$101-200	658	12.1%	103
Spent at family restaurant/30 days: \$201-300			
Family restaurant/steak house last 6 months: breakfast	688	12.7%	103
Family restaurant/steak house last 6 months: lunch	969	17.9%	95
Family restaurant/steak house last 6 months: dinner	2,694	49.7%	106
Family restaurant/steak house last 6 months: snack	75	1.4%	83
Family restaurant/steak house last 6 months: weekday	1,873	34.5%	106
Family restaurant/steak house last 6 months: weekend	2,193	40.4%	101
Fam rest/steak hse/6 months: Applebee`s	714	13.2%	86
Fam rest/steak hse/6 months: Bob Evans Farms	124	2.3%	93
Fam rest/steak hse/6 months: Buffalo Wild Wings	459	8.5%	94
Fam rest/steak hse/6 months: California Pizza Kitchen	103	1.9%	107
Fam rest/steak hse/6 months: Carrabba`s Italian Grill			
Fam rest/steak hse/6 months: The Cheesecake Factory	417	7.7%	109
Fam rest/steak hse/6 months: Chili`s Grill & Bar	496	9.1%	95
Fam rest/steak hse/6 months: CiCi`s Pizza			
Fam rest/steak hse/6 months: Cracker Barrel	532	9.8%	89
Fam rest/steak hse/6 months: Denny`s	250	4.6%	69
Fam rest/steak hse/6 months: Golden Corral	137	2.5%	60
Fam rest/steak hse/6 months: IHOP	392	7.2%	93
Fam rest/steak hse/6 months: Logan`s Roadhouse	83	1.5%	80
Fam rest/steak hse/6 months: LongHorn Steakhouse	332	6.1%	98
Fam rest/steak hse/6 months: Olive Garden	837	15.4%	98
Fam rest/steak hse/6 months: Outback Steakhouse	439	8.1%	101
Fam rest/steak hse/6 months: Red Lobster	361	6.7%	90
Fam rest/steak hse/6 months: Red Robin	333	6.1%	113
Fam rest/steak hse/6 months: Ruby Tuesday	86	1.6%	90
Fam rest/steak hse/6 months: Texas Roadhouse	695	12.8%	99
Fam rest/steak hse/6 months: T.G.I. Friday`s	134	2.5%	100
Fam rest/steak hse/6 months: Waffle House	240	4.4%	84
Went to fast food/drive-in restaurant in last 6 mo	4,931	90.9%	100
Went to fast food/drive-in restaurant 9+ times/mo	1,987	36.6%	92
Spent at fast food restaurant/30 days: <\$11	226	4.2%	117
Spent at fast food restaurant/30 days: \$11-\$20	483	8.9%	109
Spent at fast food restaurant/30 days: \$21-\$40	867	16.0%	99
Spent at fast food restaurant/30 days: \$41-\$50	487	9.0%	98
Spent at fast food restaurant/30 days: \$51-\$100	1,068	19.7%	96
Spent at fast food restaurant/30 days: \$101-\$200	666	12.3%	95
Spent at fast food restaurant/30 days: \$201+	302	5.6%	95
Went to fine dining restaurant last month	792	14.6%	125
Went to fine dining restaurant 3+ times last month			
Spent at fine dining restaurant/30 days: <\$51			
Spent at fine dining restaurant/30 days: \$51-\$100			
Spent at fine dining restaurant/30 days: \$101-\$200			





# Restaurant Specialty Report 2024

1200 State Road 83, Hartland, Wisconsin, 53029  
 Drive time: 10 minute radius

Prepared by Site To Do Business

Latitude: 43.07966

Longitude: -88.36303

Household Income Base	14,208	14,208	14,208
<\$15,000	3.8%	3.8%	3.8%
\$15,000 - \$24,999	4.2%	4.2%	4.2%
\$25,000 - \$34,999	4.0%	4.0%	4.0%
\$35,000 - \$49,999	6.1%	6.1%	6.1%
\$50,000 - \$74,999	13.3%	13.3%	13.3%
\$75,000 - \$99,999	11.0%	11.0%	11.0%
\$100,000 - \$149,999	20.7%	20.7%	20.7%
\$150,000 - \$199,999	12.2%	12.2%	12.2%
\$200,000+	24.8%	24.8%	24.8%
Average Household Income	\$161,438	\$161,438	\$161,438

Population By Age	Census 2010		2024		2029	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	1,671	5%	1,615	5%	1,602	5%
5 - 9	2,267	7%	1,951	6%	1,798	5%
10 - 14	2,787	8%	2,052	6%	2,080	6%
15 - 19	2,655	8%	2,136	6%	1,922	6%
20 - 24	1,386	4%	1,821	5%	1,604	5%
25 - 34	2,891	9%	3,203	9%	3,707	11%
35 - 44	4,393	13%	4,094	12%	3,868	11%
45 - 54	6,261	19%	4,468	13%	4,334	13%
55 - 64	4,871	15%	5,518	16%	4,871	14%
65 - 74	1,882	6%	4,621	13%	4,868	14%
75 - 84	1,252	4%	2,331	7%	2,957	9%
85 +	544	2%	746	2%	886	3%

	Census 2010		2024		2024	
	Number	Percent	Number	Percent	Number	Percent
White	31,948	96%	31,537	91%	31,198	90%
Black/African American	381	1%	237	1%	256	1%
American Indian/Alaska Native	99	0%	69	0%	69	0%
Asian	467	1%	663	2%	733	2%
Pacific Islander Population	9	0%	15	0%	15	0%
Some Other Races	121	0%	72	0%	74	0%
Tow or More Races	362	1%	1,699	5%	1,861	5%
Hispanic	765	2%	1,234	4%	1,363	4%



# Restaurant Specialty Report 2024

1200 State Road 83, Hartland, Wisconsin, 53029  
 Drive time: 10 minute radius

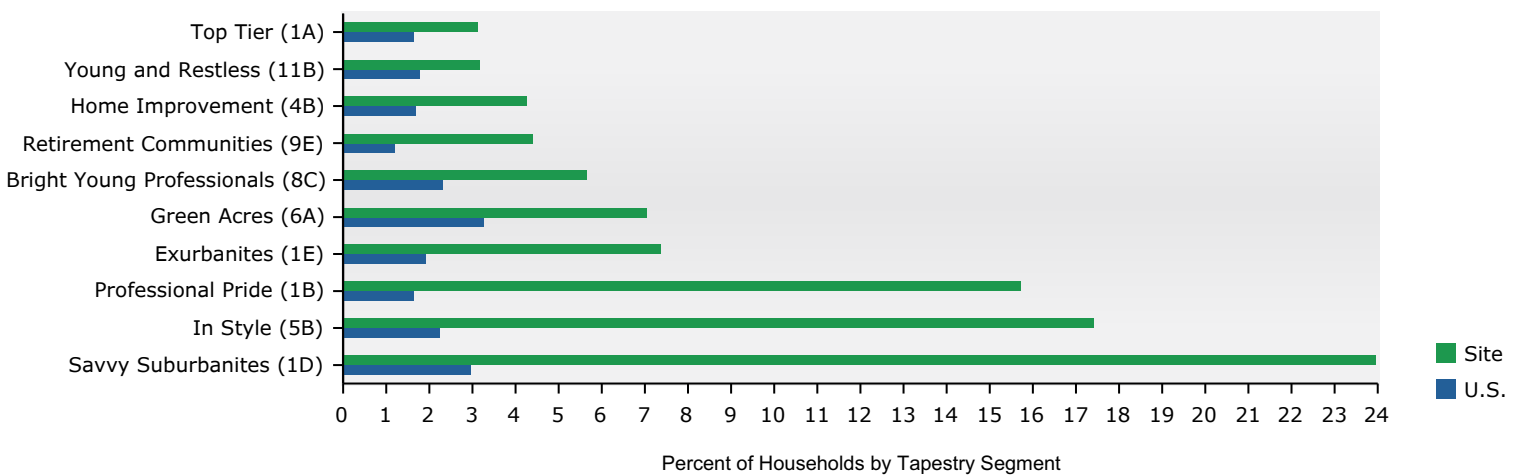
Prepared by Site To Do Business

Latitude: 43.07966

Longitude: -88.36303

Rank	Tapestry Segment	2024 Households		2024 U.S. Households		Index
		Percent	Cumulative Percent	Percent	Cumulative Percent	
1	Savvy Suburbanites (1D)	24.0%	24.0%	3.0%	3.0%	808
2	In Style (5B)	17.4%	41.4%	2.2%	5.2%	778
3	Professional Pride (1B)	15.7%	57.1%	1.6%	6.8%	955
4	Exurbanites (1E)	7.4%	64.4%	1.9%	8.8%	383
5	Green Acres (6A)	7.0%	71.5%	3.3%	12.0%	216
<b>Subtotal</b>		<b>71.5%</b>		<b>12.0%</b>		
6	Bright Young Professionals (8C)	5.6%	77.1%	2.3%	14.3%	244
7	Retirement Communities (9E)	4.4%	81.5%	1.2%	15.5%	370
8	Home Improvement (4B)	4.3%	85.8%	1.7%	17.2%	252
9	Young and Restless (11B)	3.2%	89.0%	1.8%	19.0%	179
10	Top Tier (1A)	3.1%	92.1%	1.6%	20.6%	192
<b>Subtotal</b>		<b>20.6%</b>		<b>8.6%</b>		
11	Midlife Constants (5E)	3.0%	95.1%	2.4%	23.0%	124
12	Workday Drive (4A)	2.3%	97.4%	3.1%	26.1%	76
13	The Great Outdoors (6C)	2.3%	99.7%	1.5%	27.6%	151
14	Parks and Rec (5C)	0.3%	100.0%	2.0%	29.6%	13
<b>Subtotal</b>		<b>7.9%</b>		<b>9.0%</b>		
<b>Total</b>		<b>100.0%</b>		<b>29.6%</b>		<b>338</b>

Top Ten Tapestry Segments Site vs. U.S.





# Restaurant Specialty Report 2024

1200 State Road 83, Hartland, Wisconsin, 53029  
 Drive time: 10 minute radius

Prepared by Site To Do Business

Latitude: 43.07966

Longitude: -88.36303

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Went to family restaurant/steak house in last 6 mo	19,939	72.3%	101
Went to family restaurant/steak house 4+ times/mo	6,320	22.9%	98
Spent at family restaurant/30 days: <\$31	1,573	5.7%	96
Spent at family restaurant/30 days: \$31-50	2,485	9.0%	101
Spent at family restaurant/30 days: \$51-100	4,337	15.7%	99
Spent at family restaurant/30 days: \$101-200	3,406	12.3%	105
Spent at family restaurant/30 days: \$201-300			
Family restaurant/steak house last 6 months: breakfast	3,462	12.6%	102
Family restaurant/steak house last 6 months: lunch	4,941	17.9%	95
Family restaurant/steak house last 6 months: dinner	13,623	49.4%	105
Family restaurant/steak house last 6 months: snack	324	1.2%	71
Family restaurant/steak house last 6 months: weekday	9,798	35.5%	109
Family restaurant/steak house last 6 months: weekend	10,923	39.6%	99
Fam rest/steak hse/6 months: Applebee`s	3,494	12.7%	83
Fam rest/steak hse/6 months: Bob Evans Farms	576	2.1%	85
Fam rest/steak hse/6 months: Buffalo Wild Wings	2,009	7.3%	81
Fam rest/steak hse/6 months: California Pizza Kitchen	485	1.8%	99
Fam rest/steak hse/6 months: Carrabba`s Italian Grill			
Fam rest/steak hse/6 months: The Cheesecake Factory	2,027	7.3%	104
Fam rest/steak hse/6 months: Chili`s Grill & Bar	2,376	8.6%	89
Fam rest/steak hse/6 months: CiCi`s Pizza			
Fam rest/steak hse/6 months: Cracker Barrel	2,676	9.7%	88
Fam rest/steak hse/6 months: Denny`s	1,284	4.7%	69
Fam rest/steak hse/6 months: Golden Corral	684	2.5%	59
Fam rest/steak hse/6 months: IHOP	1,969	7.1%	92
Fam rest/steak hse/6 months: Logan`s Roadhouse	329	1.2%	63
Fam rest/steak hse/6 months: LongHorn Steakhouse	1,720	6.2%	100
Fam rest/steak hse/6 months: Olive Garden	4,081	14.8%	94
Fam rest/steak hse/6 months: Outback Steakhouse	2,220	8.0%	100
Fam rest/steak hse/6 months: Red Lobster	1,747	6.3%	86
Fam rest/steak hse/6 months: Red Robin	1,587	5.8%	106
Fam rest/steak hse/6 months: Ruby Tuesday	391	1.4%	80
Fam rest/steak hse/6 months: Texas Roadhouse	3,282	11.9%	92
Fam rest/steak hse/6 months: T.G.I. Friday`s	549	2.0%	80
Fam rest/steak hse/6 months: Waffle House	1,003	3.6%	69
Went to fast food/drive-in restaurant in last 6 mo	24,992	90.6%	99
Went to fast food/drive-in restaurant 9+ times/mo	9,513	34.5%	87
Spent at fast food restaurant/30 days: <\$11	1,110	4.0%	113
Spent at fast food restaurant/30 days: \$11-\$20	2,591	9.4%	115
Spent at fast food restaurant/30 days: \$21-\$40	4,601	16.7%	104
Spent at fast food restaurant/30 days: \$41-\$50	2,367	8.6%	94
Spent at fast food restaurant/30 days: \$51-\$100	5,282	19.2%	93
Spent at fast food restaurant/30 days: \$101-\$200	3,185	11.5%	89
Spent at fast food restaurant/30 days: \$201+	1,431	5.2%	88
Went to fine dining restaurant last month	4,420	16.0%	137
Went to fine dining restaurant 3+ times last month			
Spent at fine dining restaurant/30 days: <\$51			
Spent at fine dining restaurant/30 days: \$51-\$100			
Spent at fine dining restaurant/30 days: \$101-\$200			





# Restaurant Specialty Report 2024

1200 State Road 83, Hartland, Wisconsin, 53029  
 Drive time: 15 minute radius

Prepared by Site To Do Business

Latitude: 43.07966

Longitude: -88.36303

Household Income Base	48,161	48,161	48,161
<\$15,000	4.6%	4.6%	4.6%
\$15,000 - \$24,999	4.2%	4.2%	4.2%
\$25,000 - \$34,999	3.6%	3.6%	3.6%
\$35,000 - \$49,999	7.1%	7.1%	7.1%
\$50,000 - \$74,999	13.9%	13.9%	13.9%
\$75,000 - \$99,999	12.5%	12.5%	12.5%
\$100,000 - \$149,999	20.7%	20.7%	20.7%
\$150,000 - \$199,999	12.4%	12.4%	12.4%
\$200,000+	21.1%	21.1%	21.1%
Average Household Income	\$146,982	\$146,982	\$146,982

Population By Age	Census 2010		2024		2029	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	6,077	6%	5,657	5%	5,613	5%
5 - 9	7,630	7%	6,636	6%	6,135	5%
10 - 14	8,153	7%	6,890	6%	6,962	6%
15 - 19	7,476	7%	7,137	6%	6,552	6%
20 - 24	4,779	4%	6,230	5%	5,652	5%
25 - 34	11,632	11%	11,947	10%	13,013	11%
35- 44	14,998	14%	14,852	13%	14,305	12%
45 - 54	19,026	17%	14,990	13%	14,987	13%
55 - 64	14,964	14%	17,294	15%	15,476	13%
65 - 74	6,414	6%	14,578	13%	15,456	13%
75 - 84	4,549	4%	7,855	7%	9,857	8%
85 +	1,684	2%	2,539	2%	3,077	3%

	Census 2010		2024		2024	
	Number	Percent	Number	Percent	Number	Percent
White	102,743	94%	103,264	89%	102,540	88%
Black/African American	1,124	1%	1,435	1%	1,534	1%
American Indian/Alaska Native	306	0%	209	0%	210	0%
Asian	2,380	2%	3,192	3%	3,502	3%
Pacific Islander Population	43	0%	46	0%	46	0%
Some Other Races	906	1%	280	0%	289	0%
Tow or More Races	1,303	1%	6,619	6%	7,243	6%
Hispanic	3,772	3%	6,010	5%	6,606	6%



# Restaurant Specialty Report 2024

1200 State Road 83, Hartland, Wisconsin, 53029  
 Drive time: 15 minute radius

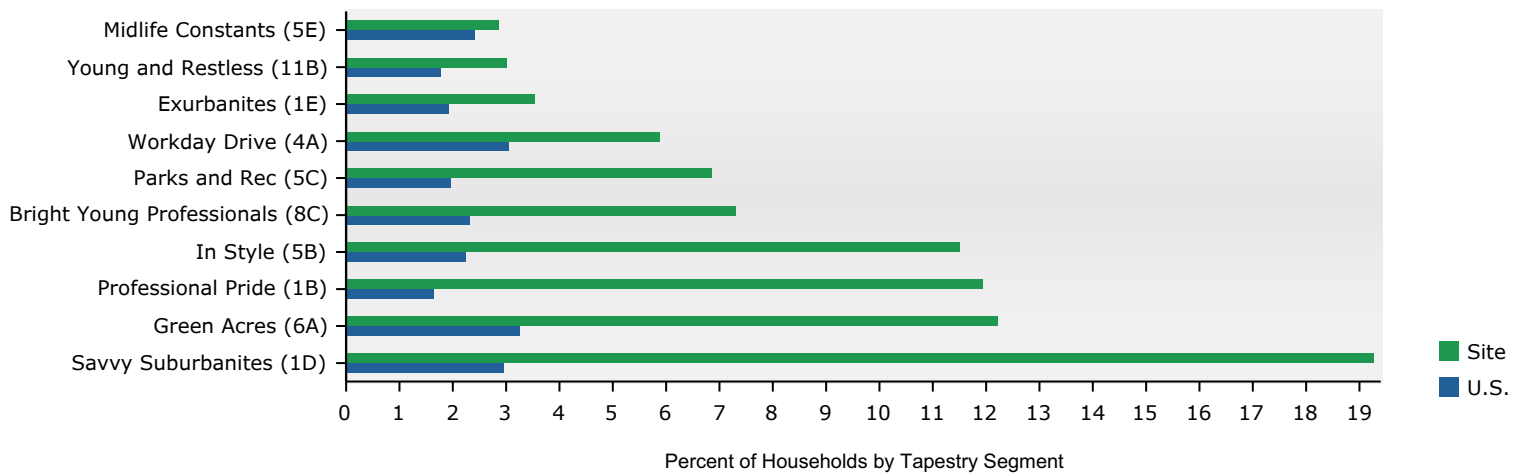
Prepared by Site To Do Business

Latitude: 43.07966

Longitude: -88.36303

Rank	Tapestry Segment	2024 Households		2024 U.S. Households		Index
		Percent	Cumulative Percent	Percent	Cumulative Percent	
1	Savvy Suburbanites (1D)	19.3%	19.3%	3.0%	3.0%	650
2	Green Acres (6A)	12.2%	31.5%	3.3%	6.2%	376
3	Professional Pride (1B)	11.9%	43.4%	1.6%	7.9%	725
4	In Style (5B)	11.5%	54.9%	2.2%	10.1%	514
5	Bright Young Professionals (8C)	7.3%	62.2%	2.3%	12.4%	316
	<b>Subtotal</b>	<b>62.2%</b>		<b>12.4%</b>		
6	Parks and Rec (5C)	6.8%	69.1%	2.0%	14.4%	348
7	Workday Drive (4A)	5.9%	75.0%	3.1%	17.4%	192
8	Exurbanites (1E)	3.5%	78.5%	1.9%	19.4%	183
9	Young and Restless (11B)	3.0%	81.5%	1.8%	21.1%	170
10	Midlife Constants (5E)	2.9%	84.3%	2.4%	23.5%	118
	<b>Subtotal</b>	<b>22.1%</b>		<b>11.2%</b>		
11	Comfortable Empty Nesters (5A)	2.8%	87.2%	2.4%	26.0%	118
12	Old and Newcomers (8F)	2.3%	89.5%	2.3%	28.2%	103
13	Golden Years (9B)	2.2%	91.7%	1.3%	29.6%	164
14	Metro Renters (3B)	1.9%	93.6%	1.8%	31.3%	107
15	Home Improvement (4B)	1.7%	95.3%	1.7%	33.0%	102
	<b>Subtotal</b>	<b>10.9%</b>		<b>9.5%</b>		
16	Retirement Communities (9E)	1.3%	96.6%	1.2%	34.2%	109
17	Top Tier (1A)	1.2%	97.8%	1.6%	35.8%	71
18	The Great Outdoors (6C)	0.9%	98.7%	1.5%	37.4%	58
19	Boomburbs (1C)	0.8%	99.4%	1.9%	39.3%	42
20	Set to Impress (11D)	0.3%	99.7%	1.4%	40.7%	20
	<b>Subtotal</b>	<b>4.5%</b>		<b>7.6%</b>		
	<b>Total</b>	<b>99.7%</b>		<b>40.7%</b>		<b>245</b>

Top Ten Tapestry Segments Site vs. U.S.





# Restaurant Specialty Report 2024

1200 State Road 83, Hartland, Wisconsin, 53029  
 Drive time: 15 minute radius

Prepared by Site To Do Business

Latitude: 43.07966

Longitude: -88.36303

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Went to family restaurant/steak house in last 6 mo	67,519	72.7%	102
Went to family restaurant/steak house 4+ times/mo	21,683	23.3%	100
Spent at family restaurant/30 days: <\$31	5,488	5.9%	99
Spent at family restaurant/30 days: \$31-50	8,545	9.2%	103
Spent at family restaurant/30 days: \$51-100	15,059	16.2%	102
Spent at family restaurant/30 days: \$101-200	11,366	12.2%	104
Spent at family restaurant/30 days: \$201-300			
Family restaurant/steak house last 6 months: breakfast	11,972	12.9%	105
Family restaurant/steak house last 6 months: lunch	16,884	18.2%	97
Family restaurant/steak house last 6 months: dinner	46,483	50.0%	107
Family restaurant/steak house last 6 months: snack	1,172	1.3%	76
Family restaurant/steak house last 6 months: weekday	32,947	35.5%	109
Family restaurant/steak house last 6 months: weekend	37,626	40.5%	101
Fam rest/steak hse/6 months: Applebee`s	12,638	13.6%	89
Fam rest/steak hse/6 months: Bob Evans Farms	2,150	2.3%	95
Fam rest/steak hse/6 months: Buffalo Wild Wings	7,513	8.1%	90
Fam rest/steak hse/6 months: California Pizza Kitchen	1,428	1.5%	87
Fam rest/steak hse/6 months: Carrabba`s Italian Grill			
Fam rest/steak hse/6 months: The Cheesecake Factory	6,506	7.0%	99
Fam rest/steak hse/6 months: Chili`s Grill & Bar	8,342	9.0%	93
Fam rest/steak hse/6 months: CiCi`s Pizza			
Fam rest/steak hse/6 months: Cracker Barrel	9,881	10.6%	97
Fam rest/steak hse/6 months: Denny`s	4,467	4.8%	72
Fam rest/steak hse/6 months: Golden Corral	2,512	2.7%	64
Fam rest/steak hse/6 months: IHOP	6,600	7.1%	92
Fam rest/steak hse/6 months: Logan`s Roadhouse	1,344	1.4%	76
Fam rest/steak hse/6 months: LongHorn Steakhouse	6,225	6.7%	107
Fam rest/steak hse/6 months: Olive Garden	14,481	15.6%	99
Fam rest/steak hse/6 months: Outback Steakhouse	7,723	8.3%	103
Fam rest/steak hse/6 months: Red Lobster	6,175	6.6%	90
Fam rest/steak hse/6 months: Red Robin	5,681	6.1%	112
Fam rest/steak hse/6 months: Ruby Tuesday	1,393	1.5%	85
Fam rest/steak hse/6 months: Texas Roadhouse	11,974	12.9%	100
Fam rest/steak hse/6 months: T.G.I. Friday`s	1,964	2.1%	85
Fam rest/steak hse/6 months: Waffle House	3,962	4.3%	81
Went to fast food/drive-in restaurant in last 6 mo	84,596	91.1%	100
Went to fast food/drive-in restaurant 9+ times/mo	33,585	36.2%	91
Spent at fast food restaurant/30 days: <\$11	3,726	4.0%	113
Spent at fast food restaurant/30 days: \$11-\$20	8,664	9.3%	114
Spent at fast food restaurant/30 days: \$21-\$40	15,292	16.5%	102
Spent at fast food restaurant/30 days: \$41-\$50	8,175	8.8%	96
Spent at fast food restaurant/30 days: \$51-\$100	18,200	19.6%	96
Spent at fast food restaurant/30 days: \$101-\$200	11,114	12.0%	92
Spent at fast food restaurant/30 days: \$201+	5,020	5.4%	92
Went to fine dining restaurant last month	13,648	14.7%	126
Went to fine dining restaurant 3+ times last month			
Spent at fine dining restaurant/30 days: <\$51			
Spent at fine dining restaurant/30 days: \$51-\$100			
Spent at fine dining restaurant/30 days: \$101-\$200			