



Restaurant Market Potential

Prepared by Capital Area Planning Council

Tracts: 48491020101, 48491020102, et. al.

Demographic Summary	2003	2008
Population	85,622	117,466
Total Number of Adults	63,577	88,217
Households	29,745	41,581
Median Household Income	\$62,756	\$71,552

Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Family Restaurants / Steak Houses			
Ate at Restaurant in Last 6 Months	45,998	72.4%	103
Ate at Restaurant <2 Times in Last Month	15,082	23.7%	99
Ate at Restaurant 2-3 Times in Last Month	13,997	22.0%	106
Ate at Restaurant 4+ Times in Last Month	16,910	26.6%	105
Ate Breakfast at Restaurant in Last 6 Months	9,571	15.1%	107
Ate Lunch at Restaurant in Last 6 Months	16,705	26.3%	112
Ate Snack at Restaurant in Last 6 Months	1,564	2.5%	94
Ate Dinner at Restaurant in Last 6 Months	34,070	53.6%	105
Ate at Restaurant on Weekday in Last 6 Months	26,741	42.1%	112
Ate at Restaurant on Weekend in Last 6 Months	28,270	44.5%	103
Fast Food Restaurants / Drive-ins			
Went to Fast Food Restaurant in Last 6 Months	55,425	87.2%	99
Went to Fast Food Restaurant <4 Times/Month	14,829	23.3%	97
Went to Fast Food Restaurant 4-8 Times/Month	17,796	28.0%	103
Went to Fast Food Restaurant 9+ Times/Month	22,792	35.8%	98
Decided to Go to Fast Food Restaurant: Self	45,740	71.9%	102
Decided to Go to Fast Food Restaurant: Other Adult	16,193	25.5%	103
Decided to Go to Fast Food Restaurant: Child	10,314	16.2%	102
Ate Breakfast at Fast Food Restaurant in Last 6 Months	15,554	24.5%	102
Ate Lunch at Fast Food Restaurant in Last 6 Months	39,526	62.2%	104
Ate Snack at Fast Food Restaurant in Last 6 Months	7,892	12.4%	94
Ate Dinner at Fast Food Restaurant in Last 6 Months	31,342	49.3%	101
Ate at Fast Food Restaurant on Weekday in Last 6 Months	42,655	67.1%	102
Ate at Fast Food Restaurant on Weekend in Last 6 Months	30,681	48.3%	101
Fast Food in Last 6 Months: Ate in Restaurant	26,868	42.3%	104
Fast Food in Last 6 Months: Home Delivery	9,255	14.6%	108
Fast Food in Last 6 Months: Take-out by Drive-thru	34,321	54.0%	104
Fast Food in Last 6 Months: Take-out by Walk-in	14,024	22.1%	99

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 eat at restaurants, applied to local demographic composition. Usage data were collected by Mediamark Research Inc. in a nationally representative survey of U.S. households.