



Restaurant Market Potential

200 4th St, Des Moines, Iowa, 50309

Ring: 1 mile radius

Latitude: 41.58512
Longitude: -93.62172

Demographic Summary		2014	2019	
Population		8,483	9,390	
Population 18+		6,908	7,721	
Households		4,470	5,025	
Median Household Income		\$26,952	\$30,923	
Product/Consumer Behavior		Expected Number of Adults	Percent	MPI
Went to family restaurant/steak house in last 6 mo		4,801	69.5%	92
Went to family restaurant/steak house 4+ times/mo		1,590	23.0%	80
Spent at family rest/steak hse last 6 mo: <\$31		500	7.2%	100
Spent at family rest/steak hse last 6 mo: \$31-50		532	7.7%	90
Spent at family rest/steak hse last 6 mo: \$51-100		916	13.3%	88
Spent at family rest/steak hse last 6 mo: \$101-200		743	10.8%	89
Spent at family rest/steak hse last 6 mo: \$201-300		358	5.2%	88
Spent at family rest/steak hse last 6 mo: \$301+		444	6.4%	87
Family restaurant/steak house last 6 mo: breakfast		797	11.5%	92
Family restaurant/steak house last 6 mo: lunch		1,157	16.7%	86
Family restaurant/steak house last 6 mo: dinner		2,864	41.5%	87
Family restaurant/steak house last 6 mo: snack		139	2.0%	115
Family restaurant/steak house last 6 mo: weekday		1,965	28.4%	90
Family restaurant/steak house last 6 mo: weekend		2,596	37.6%	89
Fam rest/steak hse/6 mo: Applebee`s		1,195	17.3%	70
Fam rest/steak hse/6 mo: Bob Evans Farms		175	2.5%	68
Fam rest/steak hse/6 mo: Buffalo Wild Wings		511	7.4%	97
Fam rest/steak hse/6 mo: California Pizza Kitchen		268	3.9%	119
Fam rest/steak hse/6 mo: Carrabba`s Italian Grill		158	2.3%	75
Fam rest/steak hse/6 mo: The Cheesecake Factory		491	7.1%	104
Fam rest/steak hse/6 mo: Chili`s Grill & Bar		732	10.6%	87
Fam rest/steak hse/6 mo: CiCi`s Pizza		258	3.7%	84
Fam rest/steak hse/6 mo: Cracker Barrel		496	7.2%	74
Fam rest/steak hse/6 mo: Denny`s		706	10.2%	108
Fam rest/steak hse/6 mo: Golden Corral		461	6.7%	78
Fam rest/steak hse/6 mo: IHOP		654	9.5%	81
Fam rest/steak hse/6 mo: Logan`s Roadhouse		153	2.2%	62
Fam rest/steak hse/6 mo: LongHorn Steakhouse		199	2.9%	67
Fam rest/steak hse/6 mo: Old Country Buffet		135	2.0%	93
Fam rest/steak hse/6 mo: Olive Garden		973	14.1%	80
Fam rest/steak hse/6 mo: Outback Steakhouse		501	7.3%	73
Fam rest/steak hse/6 mo: Red Lobster		642	9.3%	73
Fam rest/steak hse/6 mo: Red Robin		482	7.0%	117
Fam rest/steak hse/6 mo: Ruby Tuesday		278	4.0%	58
Fam rest/steak hse/6 mo: Texas Roadhouse		411	5.9%	80
Fam rest/steak hse/6 mo: T.G.I. Friday`s		495	7.2%	89
Fam rest/steak hse/6 mo: Waffle House		267	3.9%	71
Went to fast food/drive-in restaurant in last 6 mo		6,125	88.7%	98
Went to fast food/drive-in restaurant 9+ times/mo		2,760	40.0%	99
Spent at fast food/drive-in last 6 mo: <\$11		341	4.9%	113
Spent at fast food/drive-in last 6 mo: \$11-\$20		528	7.6%	99
Spent at fast food/drive-in last 6 mo: \$21-\$40		764	11.1%	92
Spent at fast food/drive-in last 6 mo: \$41-\$50		537	7.8%	103
Spent at fast food/drive-in last 6 mo: \$51-\$100		1,080	15.6%	94
Spent at fast food/drive-in last 6 mo: \$101-\$200		802	11.6%	97
Spent at fast food/drive-in last 6 mo: \$201+		743	10.8%	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 GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2014 and 2019.



Restaurant Market Potential

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Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Fast food/drive-in last 6 mo: eat in	2,317	33.5%	92
Fast food/drive-in last 6 mo: home delivery	652	9.4%	120
Fast food/drive-in last 6 mo: take-out/drive-thru	2,844	41.2%	88
Fast food/drive-in last 6 mo: take-out/walk-in	1,323	19.2%	98
Fast food/drive-in last 6 mo: breakfast	1,938	28.1%	85
Fast food/drive-in last 6 mo: lunch	3,244	47.0%	93
Fast food/drive-in last 6 mo: dinner	3,041	44.0%	99
Fast food/drive-in last 6 mo: snack	856	12.4%	99
Fast food/drive-in last 6 mo: weekday	3,890	56.3%	95
Fast food/drive-in last 6 mo: weekend	2,962	42.9%	94
Fast food/drive-in last 6 mo: A & W	133	1.9%	59
Fast food/drive-in last 6 mo: Arby`s	969	14.0%	83
Fast food/drive-in last 6 mo: Baskin-Robbins	252	3.6%	104
Fast food/drive-in last 6 mo: Boston Market	284	4.1%	120
Fast food/drive-in last 6 mo: Burger King	1,852	26.8%	85
Fast food/drive-in last 6 mo: Captain D`s	170	2.5%	72
Fast food/drive-in last 6 mo: Carl`s Jr.	404	5.8%	100
Fast food/drive-in last 6 mo: Checkers	188	2.7%	93
Fast food/drive-in last 6 mo: Chick-fil-A	1,094	15.8%	96
Fast food/drive-in last 6 mo: Chipotle Mex. Grill	936	13.5%	145
Fast food/drive-in last 6 mo: Chuck E. Cheese`s	249	3.6%	100
Fast food/drive-in last 6 mo: Church`s Fr. Chicken	242	3.5%	97
Fast food/drive-in last 6 mo: Cold Stone Creamery	193	2.8%	83
Fast food/drive-in last 6 mo: Dairy Queen	680	9.8%	71
Fast food/drive-in last 6 mo: Del Taco	283	4.1%	117
Fast food/drive-in last 6 mo: Domino`s Pizza	853	12.3%	105
Fast food/drive-in last 6 mo: Dunkin` Donuts	766	11.1%	98
Fast food/drive-in last 6 mo: Hardee`s	244	3.5%	59
Fast food/drive-in last 6 mo: Jack in the Box	769	11.1%	130
Fast food/drive-in last 6 mo: KFC	1,274	18.4%	80
Fast food/drive-in last 6 mo: Krispy Kreme	191	2.8%	66
Fast food/drive-in last 6 mo: Little Caesars	628	9.1%	83
Fast food/drive-in last 6 mo: Long John Silver`s	272	3.9%	70
Fast food/drive-in last 6 mo: McDonald`s	3,525	51.0%	92
Fast food/drive-in last 6 mo: Panera Bread	634	9.2%	87
Fast food/drive-in last 6 mo: Papa John`s	640	9.3%	99
Fast food/drive-in last 6 mo: Papa Murphy`s	155	2.2%	54
Fast food/drive-in last 6 mo: Pizza Hut	1,238	17.9%	89
Fast food/drive-in last 6 mo: Popeyes Chicken	514	7.4%	96
Fast food/drive-in last 6 mo: Quiznos	384	5.6%	134
Fast food/drive-in last 6 mo: Sonic Drive-In	554	8.0%	78
Fast food/drive-in last 6 mo: Starbucks	1,362	19.7%	135
Fast food/drive-in last 6 mo: Steak `n Shake	274	4.0%	82
Fast food/drive-in last 6 mo: Subway	2,226	32.2%	96
Fast food/drive-in last 6 mo: Taco Bell	2,130	30.8%	97
Fast food/drive-in last 6 mo: Wendy`s	1,757	25.4%	89
Fast food/drive-in last 6 mo: Whataburger	224	3.2%	86
Fast food/drive-in last 6 mo: White Castle	253	3.7%	110

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 GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2014 and 2019.



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Went to fine dining restaurant last month	877	12.7%	109
Went to fine dining restaurant 3+ times last month	309	4.5%	137
Spent at fine dining rest in last 6 mo: <\$51	124	1.8%	90
Spent at fine dining rest in last 6 mo: \$51-\$100	310	4.5%	120
Spent at fine dining rest in last 6 mo: \$101-\$200	330	4.8%	132
Spent at fine dining rest in last 6 mo: \$201+	310	4.5%	107

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Restaurant Market Potential

200 4th St, Des Moines, Iowa, 50309

Ring: 3 mile radius

Latitude: 41.58512
Longitude: -93.62172

Demographic Summary	2014	2019
Population	97,990	103,182
Population 18+	74,357	78,515
Households	38,716	40,967
Median Household Income	\$36,950	\$42,351

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Went to family restaurant/steak house in last 6 mo	54,647	73.5%	97
Went to family restaurant/steak house 4+ times/mo	19,466	26.2%	91
Spent at family rest/steak hse last 6 mo: <\$31	6,030	8.1%	113
Spent at family rest/steak hse last 6 mo: \$31-50	7,039	9.5%	111
Spent at family rest/steak hse last 6 mo: \$51-100	11,850	15.9%	106
Spent at family rest/steak hse last 6 mo: \$101-200	7,975	10.7%	88
Spent at family rest/steak hse last 6 mo: \$201-300	4,547	6.1%	103
Spent at family rest/steak hse last 6 mo: \$301+	4,247	5.7%	77
Family restaurant/steak house last 6 mo: breakfast	8,955	12.0%	96
Family restaurant/steak house last 6 mo: lunch	13,239	17.8%	92
Family restaurant/steak house last 6 mo: dinner	34,299	46.1%	97
Family restaurant/steak house last 6 mo: snack	1,574	2.1%	121
Family restaurant/steak house last 6 mo: weekday	23,028	31.0%	97
Family restaurant/steak house last 6 mo: weekend	30,480	41.0%	97
Fam rest/steak hse/6 mo: Applebee`s	18,952	25.5%	102
Fam rest/steak hse/6 mo: Bob Evans Farms	3,330	4.5%	120
Fam rest/steak hse/6 mo: Buffalo Wild Wings	6,444	8.7%	114
Fam rest/steak hse/6 mo: California Pizza Kitchen	1,836	2.5%	76
Fam rest/steak hse/6 mo: Carrabba`s Italian Grill	1,638	2.2%	72
Fam rest/steak hse/6 mo: The Cheesecake Factory	4,057	5.5%	80
Fam rest/steak hse/6 mo: Chili`s Grill & Bar	8,068	10.9%	89
Fam rest/steak hse/6 mo: CiCi`s Pizza	3,658	4.9%	111
Fam rest/steak hse/6 mo: Cracker Barrel	6,581	8.9%	91
Fam rest/steak hse/6 mo: Denny`s	7,211	9.7%	102
Fam rest/steak hse/6 mo: Golden Corral	7,075	9.5%	111
Fam rest/steak hse/6 mo: IHOP	8,061	10.8%	93
Fam rest/steak hse/6 mo: Logan`s Roadhouse	2,588	3.5%	98
Fam rest/steak hse/6 mo: LongHorn Steakhouse	2,641	3.6%	83
Fam rest/steak hse/6 mo: Old Country Buffet	1,920	2.6%	123
Fam rest/steak hse/6 mo: Olive Garden	11,872	16.0%	91
Fam rest/steak hse/6 mo: Outback Steakhouse	6,545	8.8%	89
Fam rest/steak hse/6 mo: Red Lobster	8,504	11.4%	90
Fam rest/steak hse/6 mo: Red Robin	3,839	5.2%	87
Fam rest/steak hse/6 mo: Ruby Tuesday	3,614	4.9%	71
Fam rest/steak hse/6 mo: Texas Roadhouse	5,958	8.0%	108
Fam rest/steak hse/6 mo: T.G.I. Friday`s	5,313	7.1%	89
Fam rest/steak hse/6 mo: Waffle House	3,580	4.8%	89
Went to fast food/drive-in restaurant in last 6 mo	67,336	90.6%	100
Went to fast food/drive-in restaurant 9+ times/mo	30,468	41.0%	101
Spent at fast food/drive-in last 6 mo: <\$11	3,821	5.1%	118
Spent at fast food/drive-in last 6 mo: \$11-\$20	6,181	8.3%	108
Spent at fast food/drive-in last 6 mo: \$21-\$40	9,479	12.7%	106
Spent at fast food/drive-in last 6 mo: \$41-\$50	5,180	7.0%	92
Spent at fast food/drive-in last 6 mo: \$51-\$100	12,421	16.7%	101
Spent at fast food/drive-in last 6 mo: \$101-\$200	8,468	11.4%	95
Spent at fast food/drive-in last 6 mo: \$201+	8,390	11.3%	93

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Latitude: 41.58512
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Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Fast food/drive-in last 6 mo: eat in	25,503	34.3%	94
Fast food/drive-in last 6 mo: home delivery	6,911	9.3%	118
Fast food/drive-in last 6 mo: take-out/drive-thru	35,019	47.1%	100
Fast food/drive-in last 6 mo: take-out/walk-in	14,518	19.5%	100
Fast food/drive-in last 6 mo: breakfast	23,383	31.4%	95
Fast food/drive-in last 6 mo: lunch	36,071	48.5%	96
Fast food/drive-in last 6 mo: dinner	33,303	44.8%	101
Fast food/drive-in last 6 mo: snack	9,549	12.8%	102
Fast food/drive-in last 6 mo: weekday	44,117	59.3%	100
Fast food/drive-in last 6 mo: weekend	34,325	46.2%	101
Fast food/drive-in last 6 mo: A & W	2,633	3.5%	109
Fast food/drive-in last 6 mo: Arby`s	14,581	19.6%	116
Fast food/drive-in last 6 mo: Baskin-Robbins	2,249	3.0%	87
Fast food/drive-in last 6 mo: Boston Market	2,413	3.2%	95
Fast food/drive-in last 6 mo: Burger King	25,640	34.5%	109
Fast food/drive-in last 6 mo: Captain D`s	2,754	3.7%	108
Fast food/drive-in last 6 mo: Carl`s Jr.	3,599	4.8%	83
Fast food/drive-in last 6 mo: Checkers	2,670	3.6%	122
Fast food/drive-in last 6 mo: Chick-fil-A	11,103	14.9%	91
Fast food/drive-in last 6 mo: Chipotle Mex. Grill	6,559	8.8%	94
Fast food/drive-in last 6 mo: Chuck E. Cheese`s	3,104	4.2%	116
Fast food/drive-in last 6 mo: Church`s Fr. Chicken	3,359	4.5%	125
Fast food/drive-in last 6 mo: Cold Stone Creamery	2,306	3.1%	92
Fast food/drive-in last 6 mo: Dairy Queen	10,866	14.6%	105
Fast food/drive-in last 6 mo: Del Taco	2,289	3.1%	88
Fast food/drive-in last 6 mo: Domino`s Pizza	10,064	13.5%	115
Fast food/drive-in last 6 mo: Dunkin` Donuts	6,299	8.5%	75
Fast food/drive-in last 6 mo: Hardee`s	4,301	5.8%	96
Fast food/drive-in last 6 mo: Jack in the Box	6,400	8.6%	101
Fast food/drive-in last 6 mo: KFC	17,914	24.1%	104
Fast food/drive-in last 6 mo: Krispy Kreme	3,002	4.0%	96
Fast food/drive-in last 6 mo: Little Caesars	9,836	13.2%	121
Fast food/drive-in last 6 mo: Long John Silver`s	5,313	7.1%	127
Fast food/drive-in last 6 mo: McDonald`s	42,999	57.8%	104
Fast food/drive-in last 6 mo: Panera Bread	6,308	8.5%	81
Fast food/drive-in last 6 mo: Papa John`s	7,747	10.4%	111
Fast food/drive-in last 6 mo: Papa Murphy`s	2,919	3.9%	94
Fast food/drive-in last 6 mo: Pizza Hut	16,010	21.5%	107
Fast food/drive-in last 6 mo: Popeyes Chicken	5,459	7.3%	95
Fast food/drive-in last 6 mo: Quiznos	3,183	4.3%	103
Fast food/drive-in last 6 mo: Sonic Drive-In	8,402	11.3%	109
Fast food/drive-in last 6 mo: Starbucks	9,654	13.0%	89
Fast food/drive-in last 6 mo: Steak `n Shake	4,042	5.4%	113
Fast food/drive-in last 6 mo: Subway	24,161	32.5%	97
Fast food/drive-in last 6 mo: Taco Bell	27,077	36.4%	115
Fast food/drive-in last 6 mo: Wendy`s	22,170	29.8%	104
Fast food/drive-in last 6 mo: Whataburger	2,705	3.6%	96
Fast food/drive-in last 6 mo: White Castle	3,072	4.1%	124

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200 4th St, Des Moines, Iowa, 50309

Ring: 3 mile radius

Latitude: 41.58512
Longitude: -93.62172

Went to fine dining restaurant last month	7,064	9.5%	82
Went to fine dining restaurant 3+ times last month	2,085	2.8%	86
Spent at fine dining rest in last 6 mo: <\$51	1,618	2.2%	109
Spent at fine dining rest in last 6 mo: \$51-\$100	2,746	3.7%	99
Spent at fine dining rest in last 6 mo: \$101-\$200	2,378	3.2%	88
Spent at fine dining rest in last 6 mo: \$201+	2,314	3.1%	74

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Restaurant Market Potential

200 4th St, Des Moines, Iowa, 50309
 Ring: 5 mile radius

Latitude: 41.58512
 Longitude: -93.62172

Demographic Summary	2014	2019
Population	205,588	216,084
Population 18+	156,013	164,097
Households	82,776	87,191
Median Household Income	\$44,109	\$51,447

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Went to family restaurant/steak house in last 6 mo	118,132	75.7%	100
Went to family restaurant/steak house 4+ times/mo	43,875	28.1%	98
Spent at family rest/steak hse last 6 mo: <\$31	12,870	8.2%	114
Spent at family rest/steak hse last 6 mo: \$31-50	14,568	9.3%	110
Spent at family rest/steak hse last 6 mo: \$51-100	24,989	16.0%	107
Spent at family rest/steak hse last 6 mo: \$101-200	17,785	11.4%	94
Spent at family rest/steak hse last 6 mo: \$201-300	9,792	6.3%	106
Spent at family rest/steak hse last 6 mo: \$301+	9,928	6.4%	86
Family restaurant/steak house last 6 mo: breakfast	20,178	12.9%	103
Family restaurant/steak house last 6 mo: lunch	28,761	18.4%	95
Family restaurant/steak house last 6 mo: dinner	75,868	48.6%	102
Family restaurant/steak house last 6 mo: snack	2,964	1.9%	108
Family restaurant/steak house last 6 mo: weekday	51,319	32.9%	104
Family restaurant/steak house last 6 mo: weekend	66,490	42.6%	101
Fam rest/steak hse/6 mo: Applebee`s	41,698	26.7%	107
Fam rest/steak hse/6 mo: Bob Evans Farms	7,804	5.0%	134
Fam rest/steak hse/6 mo: Buffalo Wild Wings	13,937	8.9%	117
Fam rest/steak hse/6 mo: California Pizza Kitchen	3,574	2.3%	71
Fam rest/steak hse/6 mo: Carrabba`s Italian Grill	3,986	2.6%	83
Fam rest/steak hse/6 mo: The Cheesecake Factory	8,357	5.4%	79
Fam rest/steak hse/6 mo: Chili`s Grill & Bar	18,398	11.8%	97
Fam rest/steak hse/6 mo: CiCi`s Pizza	7,704	4.9%	112
Fam rest/steak hse/6 mo: Cracker Barrel	15,300	9.8%	101
Fam rest/steak hse/6 mo: Denny`s	15,634	10.0%	106
Fam rest/steak hse/6 mo: Golden Corral	14,960	9.6%	111
Fam rest/steak hse/6 mo: IHOP	17,805	11.4%	98
Fam rest/steak hse/6 mo: Logan`s Roadhouse	6,032	3.9%	108
Fam rest/steak hse/6 mo: LongHorn Steakhouse	6,247	4.0%	93
Fam rest/steak hse/6 mo: Old Country Buffet	3,974	2.5%	121
Fam rest/steak hse/6 mo: Olive Garden	26,794	17.2%	98
Fam rest/steak hse/6 mo: Outback Steakhouse	15,323	9.8%	99
Fam rest/steak hse/6 mo: Red Lobster	19,647	12.6%	100
Fam rest/steak hse/6 mo: Red Robin	8,820	5.7%	95
Fam rest/steak hse/6 mo: Ruby Tuesday	8,501	5.4%	79
Fam rest/steak hse/6 mo: Texas Roadhouse	13,631	8.7%	118
Fam rest/steak hse/6 mo: T.G.I. Friday`s	11,582	7.4%	93
Fam rest/steak hse/6 mo: Waffle House	7,849	5.0%	93
Went to fast food/drive-in restaurant in last 6 mo	142,407	91.3%	101
Went to fast food/drive-in restaurant 9+ times/mo	65,174	41.8%	103
Spent at fast food/drive-in last 6 mo: <\$11	7,860	5.0%	115
Spent at fast food/drive-in last 6 mo: \$11-\$20	12,475	8.0%	104
Spent at fast food/drive-in last 6 mo: \$21-\$40	19,416	12.4%	103
Spent at fast food/drive-in last 6 mo: \$41-\$50	11,559	7.4%	98
Spent at fast food/drive-in last 6 mo: \$51-\$100	26,670	17.1%	103
Spent at fast food/drive-in last 6 mo: \$101-\$200	18,582	11.9%	99
Spent at fast food/drive-in last 6 mo: \$201+	18,354	11.8%	97

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Ring: 5 mile radius

Latitude: 41.58512
Longitude: -93.62172

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Fast food/drive-in last 6 mo: eat in	55,250	35.4%	97
Fast food/drive-in last 6 mo: home delivery	14,320	9.2%	117
Fast food/drive-in last 6 mo: take-out/drive-thru	76,242	48.9%	104
Fast food/drive-in last 6 mo: take-out/walk-in	31,117	19.9%	102
Fast food/drive-in last 6 mo: breakfast	51,728	33.2%	100
Fast food/drive-in last 6 mo: lunch	78,405	50.3%	100
Fast food/drive-in last 6 mo: dinner	72,609	46.5%	105
Fast food/drive-in last 6 mo: snack	19,949	12.8%	102
Fast food/drive-in last 6 mo: weekday	95,425	61.2%	103
Fast food/drive-in last 6 mo: weekend	74,266	47.6%	104
Fast food/drive-in last 6 mo: A & W	5,916	3.8%	116
Fast food/drive-in last 6 mo: Arby`s	32,131	20.6%	122
Fast food/drive-in last 6 mo: Baskin-Robbins	4,656	3.0%	85
Fast food/drive-in last 6 mo: Boston Market	4,928	3.2%	92
Fast food/drive-in last 6 mo: Burger King	54,396	34.9%	110
Fast food/drive-in last 6 mo: Captain D`s	5,645	3.6%	105
Fast food/drive-in last 6 mo: Carl`s Jr.	7,685	4.9%	84
Fast food/drive-in last 6 mo: Checkers	5,129	3.3%	112
Fast food/drive-in last 6 mo: Chick-fil-A	24,451	15.7%	95
Fast food/drive-in last 6 mo: Chipotle Mex. Grill	14,237	9.1%	98
Fast food/drive-in last 6 mo: Chuck E. Cheese`s	6,326	4.1%	113
Fast food/drive-in last 6 mo: Church`s Fr. Chicken	6,537	4.2%	116
Fast food/drive-in last 6 mo: Cold Stone Creamery	4,930	3.2%	94
Fast food/drive-in last 6 mo: Dairy Queen	24,262	15.6%	112
Fast food/drive-in last 6 mo: Del Taco	4,756	3.0%	87
Fast food/drive-in last 6 mo: Domino`s Pizza	20,972	13.4%	114
Fast food/drive-in last 6 mo: Dunkin` Donuts	13,990	9.0%	79
Fast food/drive-in last 6 mo: Hardee`s	8,946	5.7%	95
Fast food/drive-in last 6 mo: Jack in the Box	12,905	8.3%	97
Fast food/drive-in last 6 mo: KFC	37,912	24.3%	105
Fast food/drive-in last 6 mo: Krispy Kreme	6,471	4.1%	99
Fast food/drive-in last 6 mo: Little Caesars	21,058	13.5%	123
Fast food/drive-in last 6 mo: Long John Silver`s	10,739	6.9%	123
Fast food/drive-in last 6 mo: McDonald`s	91,585	58.7%	105
Fast food/drive-in last 6 mo: Panera Bread	14,674	9.4%	90
Fast food/drive-in last 6 mo: Papa John`s	16,247	10.4%	111
Fast food/drive-in last 6 mo: Papa Murphy`s	6,893	4.4%	106
Fast food/drive-in last 6 mo: Pizza Hut	33,728	21.6%	107
Fast food/drive-in last 6 mo: Popeyes Chicken	11,294	7.2%	94
Fast food/drive-in last 6 mo: Quiznos	6,729	4.3%	104
Fast food/drive-in last 6 mo: Sonic Drive-In	18,480	11.8%	115
Fast food/drive-in last 6 mo: Starbucks	20,514	13.1%	90
Fast food/drive-in last 6 mo: Steak `n Shake	8,779	5.6%	117
Fast food/drive-in last 6 mo: Subway	52,588	33.7%	101
Fast food/drive-in last 6 mo: Taco Bell	57,283	36.7%	116
Fast food/drive-in last 6 mo: Wendy`s	48,515	31.1%	109
Fast food/drive-in last 6 mo: Whataburger	6,112	3.9%	104
Fast food/drive-in last 6 mo: White Castle	6,146	3.9%	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. 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 GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2014 and 2019.



Restaurant Market Potential

200 4th St, Des Moines, Iowa, 50309

Ring: 5 mile radius

Latitude: 41.58512
Longitude: -93.62172

Went to fine dining restaurant last month	16,404	10.5%	90
Went to fine dining restaurant 3+ times last month	4,414	2.8%	87
Spent at fine dining rest in last 6 mo: <\$51	3,664	2.3%	118
Spent at fine dining rest in last 6 mo: \$51-\$100	6,048	3.9%	104
Spent at fine dining rest in last 6 mo: \$101-\$200	4,987	3.2%	88
Spent at fine dining rest in last 6 mo: \$201+	4,917	3.2%	75

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 GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2014 and 2019.