



Restaurant Market Potential

Russell Lamson Building
 209 W 5th St, Waterloo, Iowa, 50701
 Ring: 1 mile radius

Latitude: 42.49425
 Longitude: -92.33879

Demographic Summary	2014	2019
Population	12,376	12,800
Population 18+	8,912	9,243
Households	4,889	5,087
Median Household Income	\$26,096	\$28,886

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Went to family restaurant/steak house in last 6 mo	5,824	65.4%	86
Went to family restaurant/steak house 4+ times/mo	1,634	18.3%	64
Spent at family rest/steak hse last 6 months: <\$31	799	9.0%	124
Spent at family rest/steak hse last 6 months: \$31-50	880	9.9%	116
Spent at family rest/steak hse last 6 months: \$51-100	1,256	14.1%	94
Spent at family rest/steak hse last 6 months: \$101-200	796	8.9%	74
Spent at family rest/steak hse last 6 months: \$201-300	532	6.0%	101
Spent at family rest/steak hse last 6 months: \$301+	508	5.7%	77
Family restaurant/steak house last 6 months: breakfast	869	9.8%	78
Family restaurant/steak house last 6 months: lunch	1,392	15.6%	80
Family restaurant/steak house last 6 months: dinner	3,152	35.4%	74
Family restaurant/steak house last 6 months: snack	191	2.1%	122
Family restaurant/steak house last 6 months: weekday	2,120	23.8%	75
Family restaurant/steak house last 6 months: weekend	3,137	35.2%	83
Fam rest/steak hse/6 months: Applebee` s	1,977	22.2%	89
Fam rest/steak hse/6 months: Bob Evans Farms	400	4.5%	120
Fam rest/steak hse/6 months: Buffalo Wild Wings	646	7.2%	95
Fam rest/steak hse/6 months: California Pizza Kitchen	207	2.3%	71
Fam rest/steak hse/6 months: Carrabba`s Italian Grill	263	3.0%	96
Fam rest/steak hse/6 months: The Cheesecake Factory	501	5.6%	82
Fam rest/steak hse/6 months: Chili`s Grill & Bar	466	5.2%	43
Fam rest/steak hse/6 months: CiCi`s Pizza	355	4.0%	90
Fam rest/steak hse/6 months: Cracker Barrel	762	8.6%	88
Fam rest/steak hse/6 months: Denny`s	846	9.5%	100
Fam rest/steak hse/6 months: Golden Corral	1,051	11.8%	137
Fam rest/steak hse/6 months: IHOP	671	7.5%	65
Fam rest/steak hse/6 months: Logan`s Roadhouse	277	3.1%	87
Fam rest/steak hse/6 months: LongHorn Steakhouse	359	4.0%	94
Fam rest/steak hse/6 months: Old Country Buffet	198	2.2%	106
Fam rest/steak hse/6 months: Olive Garden	1,077	12.1%	69
Fam rest/steak hse/6 months: Outback Steakhouse	542	6.1%	61
Fam rest/steak hse/6 months: Red Lobster	827	9.3%	73
Fam rest/steak hse/6 months: Red Robin	346	3.9%	65
Fam rest/steak hse/6 months: Ruby Tuesday	501	5.6%	82
Fam rest/steak hse/6 months: Texas Roadhouse	592	6.6%	90
Fam rest/steak hse/6 months: T.G.I. Friday`s	522	5.9%	73
Fam rest/steak hse/6 months: Waffle House	396	4.4%	82
Went to fast food/drive-in restaurant in last 6 mo	7,749	87.0%	96
Went to fast food/drive-in restaurant 9+ times/mo	3,274	36.7%	91
Spent at fast food/drive-in last 6 months: <\$11	425	4.8%	109
Spent at fast food/drive-in last 6 months: \$11-\$20	894	10.0%	130
Spent at fast food/drive-in last 6 months: \$21-\$40	1,080	12.1%	100
Spent at fast food/drive-in last 6 months: \$41-\$50	688	7.7%	102
Spent at fast food/drive-in last 6 months: \$51-\$100	1,501	16.8%	102
Spent at fast food/drive-in last 6 months: \$101-\$200	802	9.0%	75
Spent at fast food/drive-in last 6 months: \$201+	818	9.2%	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.



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Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Fast food/drive-in last 6 months: eat in	2,749	30.8%	85
Fast food/drive-in last 6 months: home delivery	883	9.9%	126
Fast food/drive-in last 6 months: take-out/drive-thru	3,795	42.6%	91
Fast food/drive-in last 6 months: take-out/walk-in	1,502	16.9%	86
Fast food/drive-in last 6 months: breakfast	2,455	27.5%	83
Fast food/drive-in last 6 months: lunch	3,565	40.0%	79
Fast food/drive-in last 6 months: dinner	3,421	38.4%	87
Fast food/drive-in last 6 months: snack	908	10.2%	81
Fast food/drive-in last 6 months: weekday	4,885	54.8%	92
Fast food/drive-in last 6 months: weekend	3,661	41.1%	90
Fast food/drive-in last 6 months: A & W	313	3.5%	108
Fast food/drive-in last 6 months: Arby`s	1,881	21.1%	125
Fast food/drive-in last 6 months: Baskin-Robbins	241	2.7%	77
Fast food/drive-in last 6 months: Boston Market	270	3.0%	88
Fast food/drive-in last 6 months: Burger King	3,117	35.0%	111
Fast food/drive-in last 6 months: Captain D`s	249	2.8%	81
Fast food/drive-in last 6 months: Carl`s Jr.	469	5.3%	90
Fast food/drive-in last 6 months: Checkers	392	4.4%	150
Fast food/drive-in last 6 months: Chick-fil-A	852	9.6%	58
Fast food/drive-in last 6 months: Chipotle Mex. Grill	375	4.2%	45
Fast food/drive-in last 6 months: Chuck E. Cheese`s	534	6.0%	167
Fast food/drive-in last 6 months: Church`s Fr. Chicken	469	5.3%	146
Fast food/drive-in last 6 months: Cold Stone Creamery	295	3.3%	98
Fast food/drive-in last 6 months: Dairy Queen	1,269	14.2%	102
Fast food/drive-in last 6 months: Del Taco	247	2.8%	79
Fast food/drive-in last 6 months: Domino`s Pizza	1,037	11.6%	99
Fast food/drive-in last 6 months: Dunkin` Donuts	596	6.7%	59
Fast food/drive-in last 6 months: Hardee`s	746	8.4%	139
Fast food/drive-in last 6 months: Jack in the Box	701	7.9%	92
Fast food/drive-in last 6 months: KFC	2,641	29.6%	128
Fast food/drive-in last 6 months: Krispy Kreme	299	3.4%	80
Fast food/drive-in last 6 months: Little Caesars	1,005	11.3%	103
Fast food/drive-in last 6 months: Long John Silver`s	672	7.5%	134
Fast food/drive-in last 6 months: McDonald`s	5,052	56.7%	102
Fast food/drive-in last 6 months: Panera Bread	429	4.8%	46
Fast food/drive-in last 6 months: Papa John`s	686	7.7%	82
Fast food/drive-in last 6 months: Papa Murphy`s	431	4.8%	116
Fast food/drive-in last 6 months: Pizza Hut	2,361	26.5%	132
Fast food/drive-in last 6 months: Popeyes Chicken	808	9.1%	117
Fast food/drive-in last 6 months: Quiznos	329	3.7%	89
Fast food/drive-in last 6 months: Sonic Drive-In	956	10.7%	104
Fast food/drive-in last 6 months: Starbucks	558	6.3%	43
Fast food/drive-in last 6 months: Steak `n Shake	495	5.6%	115
Fast food/drive-in last 6 months: Subway	2,341	26.3%	79
Fast food/drive-in last 6 months: Taco Bell	3,254	36.5%	115
Fast food/drive-in last 6 months: Wendy`s	2,422	27.2%	95
Fast food/drive-in last 6 months: Whataburger	263	3.0%	78
Fast food/drive-in last 6 months: White Castle	400	4.5%	134

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	425	4.8%	41
Went to fine dining restaurant 3+ times last month	250	2.8%	86
Spent at fine dining rest in last 6 months: <\$51	203	2.3%	114
Spent at fine dining rest in last 6 months: \$51-\$100	321	3.6%	97
Spent at fine dining rest in last 6 months: \$101-\$200	276	3.1%	85
Spent at fine dining rest in last 6 months: \$201+	321	3.6%	86

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Restaurant Market Potential

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Ring: 3 mile radius

Latitude: 42.49425
Longitude: -92.33879

Demographic Summary	2014	2019
Population	59,358	60,496
Population 18+	45,084	45,898
Households	24,922	25,511
Median Household Income	\$37,412	\$42,721

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Went to family restaurant/steak house in last 6 mo	33,055	73.3%	97
Went to family restaurant/steak house 4+ times/mo	12,171	27.0%	94
Spent at family rest/steak hse last 6 months: <\$31	4,199	9.3%	129
Spent at family rest/steak hse last 6 months: \$31-50	4,122	9.1%	107
Spent at family rest/steak hse last 6 months: \$51-100	7,017	15.6%	104
Spent at family rest/steak hse last 6 months: \$101-200	4,668	10.4%	85
Spent at family rest/steak hse last 6 months: \$201-300	2,889	6.4%	108
Spent at family rest/steak hse last 6 months: \$301+	2,709	6.0%	81
Family restaurant/steak house last 6 months: breakfast	5,546	12.3%	98
Family restaurant/steak house last 6 months: lunch	7,841	17.4%	90
Family restaurant/steak house last 6 months: dinner	20,701	45.9%	96
Family restaurant/steak house last 6 months: snack	766	1.7%	97
Family restaurant/steak house last 6 months: weekday	13,991	31.0%	98
Family restaurant/steak house last 6 months: weekend	18,732	41.5%	98
Fam rest/steak hse/6 months: Applebee` s	12,151	27.0%	108
Fam rest/steak hse/6 months: Bob Evans Farms	2,721	6.0%	162
Fam rest/steak hse/6 months: Buffalo Wild Wings	3,788	8.4%	110
Fam rest/steak hse/6 months: California Pizza Kitchen	776	1.7%	53
Fam rest/steak hse/6 months: Carrabba` s Italian Grill	1,126	2.5%	82
Fam rest/steak hse/6 months: The Cheesecake Factory	2,002	4.4%	65
Fam rest/steak hse/6 months: Chili` s Grill & Bar	4,372	9.7%	80
Fam rest/steak hse/6 months: CiCi` s Pizza	2,232	5.0%	112
Fam rest/steak hse/6 months: Cracker Barrel	4,687	10.4%	107
Fam rest/steak hse/6 months: Denny` s	4,243	9.4%	99
Fam rest/steak hse/6 months: Golden Corral	4,890	10.8%	126
Fam rest/steak hse/6 months: IHOP	4,323	9.6%	82
Fam rest/steak hse/6 months: Logan` s Roadhouse	1,987	4.4%	124
Fam rest/steak hse/6 months: LongHorn Steakhouse	1,788	4.0%	92
Fam rest/steak hse/6 months: Old Country Buffet	1,210	2.7%	128
Fam rest/steak hse/6 months: Olive Garden	7,125	15.8%	90
Fam rest/steak hse/6 months: Outback Steakhouse	4,141	9.2%	92
Fam rest/steak hse/6 months: Red Lobster	5,658	12.5%	99
Fam rest/steak hse/6 months: Red Robin	2,210	4.9%	82
Fam rest/steak hse/6 months: Ruby Tuesday	2,480	5.5%	80
Fam rest/steak hse/6 months: Texas Roadhouse	4,036	9.0%	121
Fam rest/steak hse/6 months: T.G.I. Friday` s	3,039	6.7%	84
Fam rest/steak hse/6 months: Waffle House	2,278	5.1%	93
Went to fast food/drive-in restaurant in last 6 mo	40,948	90.8%	101
Went to fast food/drive-in restaurant 9+ times/mo	18,338	40.7%	101
Spent at fast food/drive-in last 6 months: <\$11	2,281	5.1%	116
Spent at fast food/drive-in last 6 months: \$11-\$20	3,816	8.5%	110
Spent at fast food/drive-in last 6 months: \$21-\$40	5,756	12.8%	106
Spent at fast food/drive-in last 6 months: \$41-\$50	3,487	7.7%	102
Spent at fast food/drive-in last 6 months: \$51-\$100	7,666	17.0%	103
Spent at fast food/drive-in last 6 months: \$101-\$200	5,113	11.3%	95
Spent at fast food/drive-in last 6 months: \$201+	4,810	10.7%	88

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Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Fast food/drive-in last 6 months: eat in	15,489	34.4%	94
Fast food/drive-in last 6 months: home delivery	4,014	8.9%	113
Fast food/drive-in last 6 months: take-out/drive-thru	21,524	47.7%	102
Fast food/drive-in last 6 months: take-out/walk-in	8,381	18.6%	95
Fast food/drive-in last 6 months: breakfast	14,527	32.2%	97
Fast food/drive-in last 6 months: lunch	21,819	48.4%	96
Fast food/drive-in last 6 months: dinner	20,099	44.6%	101
Fast food/drive-in last 6 months: snack	5,370	11.9%	95
Fast food/drive-in last 6 months: weekday	27,294	60.5%	102
Fast food/drive-in last 6 months: weekend	20,633	45.8%	100
Fast food/drive-in last 6 months: A & W	1,897	4.2%	129
Fast food/drive-in last 6 months: Arby`s	10,331	22.9%	136
Fast food/drive-in last 6 months: Baskin-Robbins	1,066	2.4%	68
Fast food/drive-in last 6 months: Boston Market	1,167	2.6%	75
Fast food/drive-in last 6 months: Burger King	16,074	35.7%	113
Fast food/drive-in last 6 months: Captain D`s	1,740	3.9%	113
Fast food/drive-in last 6 months: Carl`s Jr.	1,658	3.7%	63
Fast food/drive-in last 6 months: Checkers	1,556	3.5%	118
Fast food/drive-in last 6 months: Chick-fil-A	5,939	13.2%	80
Fast food/drive-in last 6 months: Chipotle Mex. Grill	2,879	6.4%	68
Fast food/drive-in last 6 months: Chuck E. Cheese`s	2,009	4.5%	124
Fast food/drive-in last 6 months: Church`s Fr. Chicken	2,132	4.7%	131
Fast food/drive-in last 6 months: Cold Stone Creamery	1,333	3.0%	88
Fast food/drive-in last 6 months: Dairy Queen	7,408	16.4%	118
Fast food/drive-in last 6 months: Del Taco	932	2.1%	59
Fast food/drive-in last 6 months: Domino`s Pizza	5,797	12.9%	109
Fast food/drive-in last 6 months: Dunkin` Donuts	3,515	7.8%	69
Fast food/drive-in last 6 months: Hardee`s	3,472	7.7%	128
Fast food/drive-in last 6 months: Jack in the Box	2,863	6.4%	74
Fast food/drive-in last 6 months: KFC	11,834	26.2%	113
Fast food/drive-in last 6 months: Krispy Kreme	1,745	3.9%	92
Fast food/drive-in last 6 months: Little Caesars	6,099	13.5%	123
Fast food/drive-in last 6 months: Long John Silver`s	3,935	8.7%	156
Fast food/drive-in last 6 months: McDonald`s	26,783	59.4%	107
Fast food/drive-in last 6 months: Panera Bread	3,423	7.6%	72
Fast food/drive-in last 6 months: Papa John`s	4,232	9.4%	100
Fast food/drive-in last 6 months: Papa Murphy`s	1,914	4.2%	102
Fast food/drive-in last 6 months: Pizza Hut	10,521	23.3%	116
Fast food/drive-in last 6 months: Popeyes Chicken	3,184	7.1%	91
Fast food/drive-in last 6 months: Quiznos	1,718	3.8%	92
Fast food/drive-in last 6 months: Sonic Drive-In	5,318	11.8%	114
Fast food/drive-in last 6 months: Starbucks	4,128	9.2%	63
Fast food/drive-in last 6 months: Steak `n Shake	2,609	5.8%	120
Fast food/drive-in last 6 months: Subway	14,461	32.1%	96
Fast food/drive-in last 6 months: Taco Bell	16,775	37.2%	117
Fast food/drive-in last 6 months: Wendy`s	14,003	31.1%	109
Fast food/drive-in last 6 months: Whataburger	1,638	3.6%	96
Fast food/drive-in last 6 months: White Castle	2,099	4.7%	139

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Went to fine dining restaurant last month	4,003	8.9%	76
Went to fine dining restaurant 3+ times last month	1,194	2.6%	81
Spent at fine dining rest in last 6 months: <\$51	1,127	2.5%	125
Spent at fine dining rest in last 6 months: \$51-\$100	1,665	3.7%	99
Spent at fine dining rest in last 6 months: \$101-\$200	1,250	2.8%	76
Spent at fine dining rest in last 6 months: \$201+	1,226	2.7%	65

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Demographic Summary	2014	2019
Population	82,448	84,095
Population 18+	63,478	64,678
Households	35,085	35,950
Median Household Income	\$41,247	\$48,340

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Went to family restaurant/steak house in last 6 mo	47,634	75.0%	99
Went to family restaurant/steak house 4+ times/mo	18,024	28.4%	99
Spent at family rest/steak hse last 6 months: <\$31	5,861	9.2%	128
Spent at family rest/steak hse last 6 months: \$31-50	5,798	9.1%	107
Spent at family rest/steak hse last 6 months: \$51-100	10,013	15.8%	105
Spent at family rest/steak hse last 6 months: \$101-200	7,008	11.0%	91
Spent at family rest/steak hse last 6 months: \$201-300	4,154	6.5%	111
Spent at family rest/steak hse last 6 months: \$301+	4,029	6.3%	86
Family restaurant/steak house last 6 months: breakfast	8,199	12.9%	103
Family restaurant/steak house last 6 months: lunch	11,483	18.1%	93
Family restaurant/steak house last 6 months: dinner	30,630	48.3%	101
Family restaurant/steak house last 6 months: snack	1,047	1.6%	94
Family restaurant/steak house last 6 months: weekday	20,607	32.5%	102
Family restaurant/steak house last 6 months: weekend	27,205	42.9%	101
Fam rest/steak hse/6 months: Applebee`s	17,483	27.5%	111
Fam rest/steak hse/6 months: Bob Evans Farms	3,954	6.2%	167
Fam rest/steak hse/6 months: Buffalo Wild Wings	5,477	8.6%	113
Fam rest/steak hse/6 months: California Pizza Kitchen	1,127	1.8%	55
Fam rest/steak hse/6 months: Carrabba`s Italian Grill	1,645	2.6%	85
Fam rest/steak hse/6 months: The Cheesecake Factory	2,838	4.5%	66
Fam rest/steak hse/6 months: Chili`s Grill & Bar	6,553	10.3%	85
Fam rest/steak hse/6 months: CiCi`s Pizza	3,121	4.9%	111
Fam rest/steak hse/6 months: Cracker Barrel	6,849	10.8%	111
Fam rest/steak hse/6 months: Denny`s	5,988	9.4%	99
Fam rest/steak hse/6 months: Golden Corral	6,629	10.4%	121
Fam rest/steak hse/6 months: IHOP	6,301	9.9%	85
Fam rest/steak hse/6 months: Logan`s Roadhouse	2,826	4.5%	125
Fam rest/steak hse/6 months: LongHorn Steakhouse	2,664	4.2%	98
Fam rest/steak hse/6 months: Old Country Buffet	1,623	2.6%	122
Fam rest/steak hse/6 months: Olive Garden	10,818	17.0%	97
Fam rest/steak hse/6 months: Outback Steakhouse	6,094	9.6%	97
Fam rest/steak hse/6 months: Red Lobster	8,401	13.2%	105
Fam rest/steak hse/6 months: Red Robin	3,299	5.2%	87
Fam rest/steak hse/6 months: Ruby Tuesday	3,854	6.1%	88
Fam rest/steak hse/6 months: Texas Roadhouse	5,856	9.2%	125
Fam rest/steak hse/6 months: T.G.I. Friday`s	4,466	7.0%	88
Fam rest/steak hse/6 months: Waffle House	3,244	5.1%	94
Went to fast food/drive-in restaurant in last 6 mo	58,033	91.4%	101
Went to fast food/drive-in restaurant 9+ times/mo	26,185	41.3%	102
Spent at fast food/drive-in last 6 months: <\$11	3,104	4.9%	112
Spent at fast food/drive-in last 6 months: \$11-\$20	5,379	8.5%	110
Spent at fast food/drive-in last 6 months: \$21-\$40	8,054	12.7%	105
Spent at fast food/drive-in last 6 months: \$41-\$50	5,112	8.1%	107
Spent at fast food/drive-in last 6 months: \$51-\$100	10,884	17.1%	103
Spent at fast food/drive-in last 6 months: \$101-\$200	7,491	11.8%	98
Spent at fast food/drive-in last 6 months: \$201+	7,022	11.1%	91

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 209 W 5th St, Waterloo, Iowa, 50701
 Ring: 5 mile radius

Latitude: 42.49425
 Longitude: -92.33879

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Fast food/drive-in last 6 months: eat in	22,558	35.5%	98
Fast food/drive-in last 6 months: home delivery	5,696	9.0%	114
Fast food/drive-in last 6 months: take-out/drive-thru	31,107	49.0%	104
Fast food/drive-in last 6 months: take-out/walk-in	11,995	18.9%	97
Fast food/drive-in last 6 months: breakfast	21,063	33.2%	100
Fast food/drive-in last 6 months: lunch	31,978	50.4%	100
Fast food/drive-in last 6 months: dinner	29,050	45.8%	103
Fast food/drive-in last 6 months: snack	7,808	12.3%	98
Fast food/drive-in last 6 months: weekday	39,165	61.7%	104
Fast food/drive-in last 6 months: weekend	29,629	46.7%	102
Fast food/drive-in last 6 months: A & W	2,761	4.3%	133
Fast food/drive-in last 6 months: Arby`s	14,632	23.1%	137
Fast food/drive-in last 6 months: Baskin-Robbins	1,444	2.3%	65
Fast food/drive-in last 6 months: Boston Market	1,600	2.5%	73
Fast food/drive-in last 6 months: Burger King	22,501	35.4%	112
Fast food/drive-in last 6 months: Captain D`s	2,335	3.7%	107
Fast food/drive-in last 6 months: Carl`s Jr.	2,310	3.6%	62
Fast food/drive-in last 6 months: Checkers	1,938	3.1%	104
Fast food/drive-in last 6 months: Chick-fil-A	8,860	14.0%	85
Fast food/drive-in last 6 months: Chipotle Mex. Grill	4,344	6.8%	73
Fast food/drive-in last 6 months: Chuck E. Cheese`s	2,560	4.0%	112
Fast food/drive-in last 6 months: Church`s Fr. Chicken	2,735	4.3%	120
Fast food/drive-in last 6 months: Cold Stone Creamery	1,931	3.0%	90
Fast food/drive-in last 6 months: Dairy Queen	10,674	16.8%	121
Fast food/drive-in last 6 months: Del Taco	1,212	1.9%	55
Fast food/drive-in last 6 months: Domino`s Pizza	8,196	12.9%	110
Fast food/drive-in last 6 months: Dunkin` Donuts	5,084	8.0%	71
Fast food/drive-in last 6 months: Hardee`s	4,827	7.6%	126
Fast food/drive-in last 6 months: Jack in the Box	3,943	6.2%	73
Fast food/drive-in last 6 months: KFC	16,258	25.6%	110
Fast food/drive-in last 6 months: Krispy Kreme	2,432	3.8%	91
Fast food/drive-in last 6 months: Little Caesars	8,605	13.6%	124
Fast food/drive-in last 6 months: Long John Silver`s	5,310	8.4%	149
Fast food/drive-in last 6 months: McDonald`s	37,853	59.6%	107
Fast food/drive-in last 6 months: Panera Bread	5,396	8.5%	81
Fast food/drive-in last 6 months: Papa John`s	6,081	9.6%	102
Fast food/drive-in last 6 months: Papa Murphy`s	2,955	4.7%	112
Fast food/drive-in last 6 months: Pizza Hut	14,511	22.9%	114
Fast food/drive-in last 6 months: Popeyes Chicken	4,200	6.6%	86
Fast food/drive-in last 6 months: Quiznos	2,438	3.8%	93
Fast food/drive-in last 6 months: Sonic Drive-In	7,585	11.9%	116
Fast food/drive-in last 6 months: Starbucks	6,305	9.9%	68
Fast food/drive-in last 6 months: Steak `n Shake	3,627	5.7%	119
Fast food/drive-in last 6 months: Subway	21,102	33.2%	99
Fast food/drive-in last 6 months: Taco Bell	23,232	36.6%	116
Fast food/drive-in last 6 months: Wendy`s	19,868	31.3%	109
Fast food/drive-in last 6 months: Whataburger	2,394	3.8%	100
Fast food/drive-in last 6 months: White Castle	2,789	4.4%	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 GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2014 and 2019.



Restaurant Market Potential

Russell Lamson Building
209 W 5th St, Waterloo, Iowa, 50701
Ring: 5 mile radius

Latitude: 42.49425
Longitude: -92.33879

Went to fine dining restaurant last month	6,325	10.0%	86
Went to fine dining restaurant 3+ times last month	1,745	2.7%	84
Spent at fine dining rest in last 6 months: <\$51	1,634	2.6%	129
Spent at fine dining rest in last 6 months: \$51-\$100	2,451	3.9%	104
Spent at fine dining rest in last 6 months: \$101-\$200	1,905	3.0%	83
Spent at fine dining rest in last 6 months: \$201+	1,788	2.8%	67

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.