



Restaurant Market Potential

800 W Broadway Avenue
 800 W Broadway Ave, Minneapolis, Minnesota, 55411
 Ring: 1 mile radius

Latitude: 44.99917
 Longitude: -93.28964

Demographic Summary	2015	2020
Population	19,500	20,684
Population 18+	13,196	14,237
Households	6,539	7,033
Median Household Income	\$28,306	\$31,432

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Went to family restaurant/steak house in last 6 mo	8,828	66.9%	88
Went to family restaurant/steak house 4+ times/mo	3,198	24.2%	84
Spent at family rest/steak hse last 6 months: <\$31	1,131	8.6%	119
Spent at family rest/steak hse last 6 months: \$31-50	912	6.9%	81
Spent at family rest/steak hse last 6 months: \$51-100	1,555	11.8%	78
Spent at family rest/steak hse last 6 months: \$101-200	1,148	8.7%	72
Spent at family rest/steak hse last 6 months: \$201-300	649	4.9%	83
Spent at family rest/steak hse last 6 months: \$301+	649	4.9%	66
Family restaurant/steak house last 6 months: breakfast	1,413	10.7%	85
Family restaurant/steak house last 6 months: lunch	2,071	15.7%	81
Family restaurant/steak house last 6 months: dinner	4,437	33.6%	70
Family restaurant/steak house last 6 months: snack	316	2.4%	136
Family restaurant/steak house last 6 months: weekday	3,033	23.0%	72
Family restaurant/steak house last 6 months: weekend	4,497	34.1%	81
Fam rest/steak hse/6 months: Applebee` s	2,935	22.2%	89
Fam rest/steak hse/6 months: Bob Evans Farms	278	2.1%	57
Fam rest/steak hse/6 months: Buffalo Wild Wings	804	6.1%	80
Fam rest/steak hse/6 months: California Pizza Kitchen	380	2.9%	89
Fam rest/steak hse/6 months: Carrabba`s Italian Grill	242	1.8%	60
Fam rest/steak hse/6 months: The Cheesecake Factory	715	5.4%	79
Fam rest/steak hse/6 months: Chili`s Grill & Bar	1,107	8.4%	69
Fam rest/steak hse/6 months: CiCi`s Pizza	755	5.7%	129
Fam rest/steak hse/6 months: Cracker Barrel	846	6.4%	66
Fam rest/steak hse/6 months: Denny`s	1,462	11.1%	117
Fam rest/steak hse/6 months: Golden Corral	1,090	8.3%	96
Fam rest/steak hse/6 months: IHOP	1,497	11.3%	97
Fam rest/steak hse/6 months: Logan`s Roadhouse	285	2.2%	61
Fam rest/steak hse/6 months: LongHorn Steakhouse	390	3.0%	69
Fam rest/steak hse/6 months: Old Country Buffet	290	2.2%	105
Fam rest/steak hse/6 months: Olive Garden	1,565	11.9%	68
Fam rest/steak hse/6 months: Outback Steakhouse	722	5.5%	55
Fam rest/steak hse/6 months: Red Lobster	1,590	12.0%	95
Fam rest/steak hse/6 months: Red Robin	586	4.4%	74
Fam rest/steak hse/6 months: Ruby Tuesday	639	4.8%	70
Fam rest/steak hse/6 months: Texas Roadhouse	619	4.7%	63
Fam rest/steak hse/6 months: T.G.I. Friday`s	1,075	8.1%	102
Fam rest/steak hse/6 months: Waffle House	861	6.5%	120
Went to fast food/drive-in restaurant in last 6 mo	11,532	87.4%	97
Went to fast food/drive-in restaurant 9+ times/mo	5,719	43.3%	107
Spent at fast food/drive-in last 6 months: <\$11	612	4.6%	106
Spent at fast food/drive-in last 6 months: \$11-\$20	929	7.0%	91
Spent at fast food/drive-in last 6 months: \$21-\$40	1,781	13.5%	112
Spent at fast food/drive-in last 6 months: \$41-\$50	761	5.8%	76
Spent at fast food/drive-in last 6 months: \$51-\$100	2,052	15.6%	94
Spent at fast food/drive-in last 6 months: \$101-\$200	1,186	9.0%	75
Spent at fast food/drive-in last 6 months: \$201+	1,234	9.4%	77

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 2015 and 2020.



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Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Fast food/drive-in last 6 months: eat in	3,878	29.4%	81
Fast food/drive-in last 6 months: home delivery	1,418	10.7%	137
Fast food/drive-in last 6 months: take-out/drive-thru	5,107	38.7%	82
Fast food/drive-in last 6 months: take-out/walk-in	2,651	20.1%	103
Fast food/drive-in last 6 months: breakfast	3,813	28.9%	87
Fast food/drive-in last 6 months: lunch	5,377	40.7%	81
Fast food/drive-in last 6 months: dinner	4,854	36.8%	83
Fast food/drive-in last 6 months: snack	1,442	10.9%	87
Fast food/drive-in last 6 months: weekday	6,637	50.3%	85
Fast food/drive-in last 6 months: weekend	5,436	41.2%	90
Fast food/drive-in last 6 months: A & W	257	1.9%	60
Fast food/drive-in last 6 months: Arby`s	1,523	11.5%	69
Fast food/drive-in last 6 months: Baskin-Robbins	547	4.1%	119
Fast food/drive-in last 6 months: Boston Market	622	4.7%	137
Fast food/drive-in last 6 months: Burger King	4,309	32.7%	103
Fast food/drive-in last 6 months: Captain D`s	572	4.3%	126
Fast food/drive-in last 6 months: Carl`s Jr.	818	6.2%	106
Fast food/drive-in last 6 months: Checkers	741	5.6%	192
Fast food/drive-in last 6 months: Chick-fil-A	1,642	12.4%	75
Fast food/drive-in last 6 months: Chipotle Mex. Grill	1,197	9.1%	97
Fast food/drive-in last 6 months: Chuck E. Cheese`s	821	6.2%	173
Fast food/drive-in last 6 months: Church`s Fr. Chicken	1,218	9.2%	256
Fast food/drive-in last 6 months: Cold Stone Creamery	359	2.7%	81
Fast food/drive-in last 6 months: Dairy Queen	1,256	9.5%	68
Fast food/drive-in last 6 months: Del Taco	690	5.2%	149
Fast food/drive-in last 6 months: Domino`s Pizza	2,105	16.0%	135
Fast food/drive-in last 6 months: Dunkin` Donuts	1,488	11.3%	100
Fast food/drive-in last 6 months: Hardee`s	576	4.4%	73
Fast food/drive-in last 6 months: Jack in the Box	1,213	9.2%	107
Fast food/drive-in last 6 months: KFC	3,696	28.0%	121
Fast food/drive-in last 6 months: Krispy Kreme	583	4.4%	105
Fast food/drive-in last 6 months: Little Caesars	1,517	11.5%	105
Fast food/drive-in last 6 months: Long John Silver`s	498	3.8%	67
Fast food/drive-in last 6 months: McDonald`s	7,656	58.0%	104
Fast food/drive-in last 6 months: Panera Bread	873	6.6%	63
Fast food/drive-in last 6 months: Papa John`s	1,354	10.3%	109
Fast food/drive-in last 6 months: Papa Murphy`s	288	2.2%	52
Fast food/drive-in last 6 months: Pizza Hut	2,798	21.2%	105
Fast food/drive-in last 6 months: Popeyes Chicken	1,947	14.8%	191
Fast food/drive-in last 6 months: Quiznos	559	4.2%	102
Fast food/drive-in last 6 months: Sonic Drive-In	1,089	8.3%	80
Fast food/drive-in last 6 months: Starbucks	1,653	12.5%	86
Fast food/drive-in last 6 months: Steak `n Shake	515	3.9%	81
Fast food/drive-in last 6 months: Subway	3,702	28.1%	84
Fast food/drive-in last 6 months: Taco Bell	4,192	31.8%	100
Fast food/drive-in last 6 months: Wendy`s	3,838	29.1%	102
Fast food/drive-in last 6 months: Whataburger	417	3.2%	84
Fast food/drive-in last 6 months: White Castle	626	4.7%	142

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 2015 and 2020.



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Went to fine dining restaurant last month	956	7.2%	62
Went to fine dining restaurant 3+ times last month	336	2.5%	78
Spent at fine dining rest in last 6 months: <\$51	256	1.9%	97
Spent at fine dining rest in last 6 months: \$51-\$100	392	3.0%	80
Spent at fine dining rest in last 6 months: \$101-\$200	408	3.1%	85
Spent at fine dining rest in last 6 months: \$201+	394	3.0%	71

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Restaurant Market Potential

800 W Broadway Avenue
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 Ring: 3 mile radius

Latitude: 44.99917
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Demographic Summary	2015	2020
Population	176,072	185,539
Population 18+	141,559	149,632
Households	79,320	84,032
Median Household Income	\$39,660	\$45,536

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Went to family restaurant/steak house in last 6 mo	101,453	71.7%	95
Went to family restaurant/steak house 4+ times/mo	36,094	25.5%	89
Spent at family rest/steak hse last 6 months: <\$31	9,594	6.8%	94
Spent at family rest/steak hse last 6 months: \$31-50	11,598	8.2%	96
Spent at family rest/steak hse last 6 months: \$51-100	20,665	14.6%	97
Spent at family rest/steak hse last 6 months: \$101-200	16,049	11.3%	93
Spent at family rest/steak hse last 6 months: \$201-300	7,450	5.3%	89
Spent at family rest/steak hse last 6 months: \$301+	8,967	6.3%	85
Family restaurant/steak house last 6 months: breakfast	16,562	11.7%	93
Family restaurant/steak house last 6 months: lunch	25,039	17.7%	91
Family restaurant/steak house last 6 months: dinner	62,038	43.8%	92
Family restaurant/steak house last 6 months: snack	3,297	2.3%	133
Family restaurant/steak house last 6 months: weekday	40,715	28.8%	90
Family restaurant/steak house last 6 months: weekend	55,147	39.0%	92
Fam rest/steak hse/6 months: Applebee` s	30,080	21.2%	85
Fam rest/steak hse/6 months: Bob Evans Farms	3,564	2.5%	68
Fam rest/steak hse/6 months: Buffalo Wild Wings	11,388	8.0%	105
Fam rest/steak hse/6 months: California Pizza Kitchen	5,406	3.8%	117
Fam rest/steak hse/6 months: Carrabba`s Italian Grill	3,188	2.3%	73
Fam rest/steak hse/6 months: The Cheesecake Factory	11,305	8.0%	117
Fam rest/steak hse/6 months: Chili`s Grill & Bar	15,613	11.0%	90
Fam rest/steak hse/6 months: CiCi`s Pizza	5,791	4.1%	92
Fam rest/steak hse/6 months: Cracker Barrel	9,902	7.0%	72
Fam rest/steak hse/6 months: Denny`s	13,534	9.6%	101
Fam rest/steak hse/6 months: Golden Corral	9,655	6.8%	79
Fam rest/steak hse/6 months: IHOP	15,651	11.1%	95
Fam rest/steak hse/6 months: Logan`s Roadhouse	3,119	2.2%	62
Fam rest/steak hse/6 months: LongHorn Steakhouse	4,576	3.2%	75
Fam rest/steak hse/6 months: Old Country Buffet	2,930	2.1%	98
Fam rest/steak hse/6 months: Olive Garden	21,939	15.5%	89
Fam rest/steak hse/6 months: Outback Steakhouse	11,403	8.1%	81
Fam rest/steak hse/6 months: Red Lobster	14,331	10.1%	80
Fam rest/steak hse/6 months: Red Robin	8,451	6.0%	100
Fam rest/steak hse/6 months: Ruby Tuesday	7,243	5.1%	74
Fam rest/steak hse/6 months: Texas Roadhouse	9,188	6.5%	88
Fam rest/steak hse/6 months: T.G.I. Friday`s	10,778	7.6%	95
Fam rest/steak hse/6 months: Waffle House	6,746	4.8%	88
Went to fast food/drive-in restaurant in last 6 mo	125,733	88.8%	98
Went to fast food/drive-in restaurant 9+ times/mo	57,468	40.6%	100
Spent at fast food/drive-in last 6 months: <\$11	6,461	4.6%	105
Spent at fast food/drive-in last 6 months: \$11-\$20	10,733	7.6%	99
Spent at fast food/drive-in last 6 months: \$21-\$40	17,049	12.0%	100
Spent at fast food/drive-in last 6 months: \$41-\$50	10,351	7.3%	97
Spent at fast food/drive-in last 6 months: \$51-\$100	22,684	16.0%	97
Spent at fast food/drive-in last 6 months: \$101-\$200	16,229	11.5%	96
Spent at fast food/drive-in last 6 months: \$201+	16,113	11.4%	93

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Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Fast food/drive-in last 6 months: eat in	48,121	34.0%	93
Fast food/drive-in last 6 months: home delivery	12,967	9.2%	117
Fast food/drive-in last 6 months: take-out/drive-thru	61,201	43.2%	92
Fast food/drive-in last 6 months: take-out/walk-in	29,524	20.9%	107
Fast food/drive-in last 6 months: breakfast	42,935	30.3%	92
Fast food/drive-in last 6 months: lunch	68,279	48.2%	96
Fast food/drive-in last 6 months: dinner	62,696	44.3%	100
Fast food/drive-in last 6 months: snack	18,479	13.1%	104
Fast food/drive-in last 6 months: weekday	80,200	56.7%	96
Fast food/drive-in last 6 months: weekend	61,361	43.3%	95
Fast food/drive-in last 6 months: A & W	3,120	2.2%	68
Fast food/drive-in last 6 months: Arby`s	19,213	13.6%	81
Fast food/drive-in last 6 months: Baskin-Robbins	5,105	3.6%	103
Fast food/drive-in last 6 months: Boston Market	5,680	4.0%	117
Fast food/drive-in last 6 months: Burger King	41,801	29.5%	93
Fast food/drive-in last 6 months: Captain D`s	4,398	3.1%	91
Fast food/drive-in last 6 months: Carl`s Jr.	8,523	6.0%	103
Fast food/drive-in last 6 months: Checkers	4,493	3.2%	108
Fast food/drive-in last 6 months: Chick-fil-A	24,545	17.3%	105
Fast food/drive-in last 6 months: Chipotle Mex. Grill	17,333	12.2%	131
Fast food/drive-in last 6 months: Chuck E. Cheese`s	5,190	3.7%	102
Fast food/drive-in last 6 months: Church`s Fr. Chicken	5,577	3.9%	109
Fast food/drive-in last 6 months: Cold Stone Creamery	4,705	3.3%	98
Fast food/drive-in last 6 months: Dairy Queen	15,764	11.1%	80
Fast food/drive-in last 6 months: Del Taco	5,592	4.0%	113
Fast food/drive-in last 6 months: Domino`s Pizza	18,816	13.3%	113
Fast food/drive-in last 6 months: Dunkin` Donuts	16,370	11.6%	102
Fast food/drive-in last 6 months: Hardee`s	5,306	3.7%	62
Fast food/drive-in last 6 months: Jack in the Box	13,997	9.9%	115
Fast food/drive-in last 6 months: KFC	29,193	20.6%	89
Fast food/drive-in last 6 months: Krispy Kreme	4,862	3.4%	82
Fast food/drive-in last 6 months: Little Caesars	14,721	10.4%	95
Fast food/drive-in last 6 months: Long John Silver`s	5,736	4.1%	72
Fast food/drive-in last 6 months: McDonald`s	75,077	53.0%	95
Fast food/drive-in last 6 months: Panera Bread	14,757	10.4%	99
Fast food/drive-in last 6 months: Papa John`s	15,033	10.6%	113
Fast food/drive-in last 6 months: Papa Murphy`s	4,448	3.1%	75
Fast food/drive-in last 6 months: Pizza Hut	25,794	18.2%	91
Fast food/drive-in last 6 months: Popeyes Chicken	11,983	8.5%	109
Fast food/drive-in last 6 months: Quiznos	6,997	4.9%	119
Fast food/drive-in last 6 months: Sonic Drive-In	12,328	8.7%	84
Fast food/drive-in last 6 months: Starbucks	27,808	19.6%	134
Fast food/drive-in last 6 months: Steak `n Shake	5,946	4.2%	87
Fast food/drive-in last 6 months: Subway	47,147	33.3%	100
Fast food/drive-in last 6 months: Taco Bell	46,861	33.1%	104
Fast food/drive-in last 6 months: Wendy`s	39,491	27.9%	97
Fast food/drive-in last 6 months: Whataburger	4,401	3.1%	82
Fast food/drive-in last 6 months: White Castle	5,264	3.7%	111

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Went to fine dining restaurant last month	17,418	12.3%	106
Went to fine dining restaurant 3+ times last month	5,599	4.0%	122
Spent at fine dining rest in last 6 months: <\$51	2,582	1.8%	92
Spent at fine dining rest in last 6 months: \$51-\$100	5,896	4.2%	112
Spent at fine dining rest in last 6 months: \$101-\$200	5,905	4.2%	115
Spent at fine dining rest in last 6 months: \$201+	6,393	4.5%	108

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.

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Restaurant Market Potential

800 W Broadway Avenue
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 Ring: 5 mile radius

Latitude: 44.99917
 Longitude: -93.28964

Demographic Summary	2015	2020
Population	425,564	446,246
Population 18+	340,759	358,300
Households	183,407	193,076
Median Household Income	\$44,666	\$51,718

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Went to family restaurant/steak house in last 6 mo	249,728	73.3%	97
Went to family restaurant/steak house 4+ times/mo	91,033	26.7%	93
Spent at family rest/steak hse last 6 months: <\$31	23,171	6.8%	94
Spent at family rest/steak hse last 6 months: \$31-50	29,090	8.5%	100
Spent at family rest/steak hse last 6 months: \$51-100	51,432	15.1%	100
Spent at family rest/steak hse last 6 months: \$101-200	39,898	11.7%	96
Spent at family rest/steak hse last 6 months: \$201-300	18,477	5.4%	92
Spent at family rest/steak hse last 6 months: \$301+	21,981	6.5%	87
Family restaurant/steak house last 6 months: breakfast	41,303	12.1%	97
Family restaurant/steak house last 6 months: lunch	62,614	18.4%	95
Family restaurant/steak house last 6 months: dinner	157,039	46.1%	96
Family restaurant/steak house last 6 months: snack	7,801	2.3%	130
Family restaurant/steak house last 6 months: weekday	104,156	30.6%	96
Family restaurant/steak house last 6 months: weekend	136,877	40.2%	95
Fam rest/steak hse/6 months: Applebee` s	77,549	22.8%	92
Fam rest/steak hse/6 months: Bob Evans Farms	9,092	2.7%	72
Fam rest/steak hse/6 months: Buffalo Wild Wings	28,777	8.4%	111
Fam rest/steak hse/6 months: California Pizza Kitchen	12,367	3.6%	112
Fam rest/steak hse/6 months: Carrabba`s Italian Grill	8,143	2.4%	78
Fam rest/steak hse/6 months: The Cheesecake Factory	27,030	7.9%	116
Fam rest/steak hse/6 months: Chili`s Grill & Bar	40,079	11.8%	96
Fam rest/steak hse/6 months: CiCi`s Pizza	13,980	4.1%	93
Fam rest/steak hse/6 months: Cracker Barrel	25,173	7.4%	76
Fam rest/steak hse/6 months: Denny`s	32,487	9.5%	100
Fam rest/steak hse/6 months: Golden Corral	23,254	6.8%	79
Fam rest/steak hse/6 months: IHOP	39,868	11.7%	100
Fam rest/steak hse/6 months: Logan`s Roadhouse	8,505	2.5%	70
Fam rest/steak hse/6 months: LongHorn Steakhouse	12,046	3.5%	82
Fam rest/steak hse/6 months: Old Country Buffet	7,467	2.2%	104
Fam rest/steak hse/6 months: Olive Garden	56,412	16.6%	95
Fam rest/steak hse/6 months: Outback Steakhouse	29,748	8.7%	88
Fam rest/steak hse/6 months: Red Lobster	35,780	10.5%	83
Fam rest/steak hse/6 months: Red Robin	20,570	6.0%	101
Fam rest/steak hse/6 months: Ruby Tuesday	19,338	5.7%	82
Fam rest/steak hse/6 months: Texas Roadhouse	23,685	7.0%	94
Fam rest/steak hse/6 months: T.G.I. Friday`s	26,407	7.7%	97
Fam rest/steak hse/6 months: Waffle House	16,103	4.7%	87
Went to fast food/drive-in restaurant in last 6 mo	304,343	89.3%	99
Went to fast food/drive-in restaurant 9+ times/mo	137,459	40.3%	100
Spent at fast food/drive-in last 6 months: <\$11	16,162	4.7%	109
Spent at fast food/drive-in last 6 months: \$11-\$20	26,078	7.7%	99
Spent at fast food/drive-in last 6 months: \$21-\$40	41,311	12.1%	100
Spent at fast food/drive-in last 6 months: \$41-\$50	25,095	7.4%	98
Spent at fast food/drive-in last 6 months: \$51-\$100	54,774	16.1%	97
Spent at fast food/drive-in last 6 months: \$101-\$200	39,694	11.6%	97
Spent at fast food/drive-in last 6 months: \$201+	39,964	11.7%	96

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.

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800 W Broadway Avenue
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 Ring: 5 mile radius

Latitude: 44.99917
 Longitude: -93.28964

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Fast food/drive-in last 6 months: eat in	119,024	34.9%	96
Fast food/drive-in last 6 months: home delivery	31,159	9.1%	116
Fast food/drive-in last 6 months: take-out/drive-thru	151,939	44.6%	95
Fast food/drive-in last 6 months: take-out/walk-in	72,374	21.2%	109
Fast food/drive-in last 6 months: breakfast	106,670	31.3%	95
Fast food/drive-in last 6 months: lunch	168,402	49.4%	98
Fast food/drive-in last 6 months: dinner	154,362	45.3%	102
Fast food/drive-in last 6 months: snack	46,315	13.6%	108
Fast food/drive-in last 6 months: weekday	197,448	57.9%	98
Fast food/drive-in last 6 months: weekend	151,978	44.6%	98
Fast food/drive-in last 6 months: A & W	8,597	2.5%	77
Fast food/drive-in last 6 months: Arby`s	49,250	14.5%	86
Fast food/drive-in last 6 months: Baskin-Robbins	12,516	3.7%	105
Fast food/drive-in last 6 months: Boston Market	13,195	3.9%	113
Fast food/drive-in last 6 months: Burger King	103,218	30.3%	96
Fast food/drive-in last 6 months: Captain D`s	10,579	3.1%	91
Fast food/drive-in last 6 months: Carl`s Jr.	20,527	6.0%	103
Fast food/drive-in last 6 months: Checkers	10,024	2.9%	100
Fast food/drive-in last 6 months: Chick-fil-A	59,425	17.4%	106
Fast food/drive-in last 6 months: Chipotle Mex. Grill	40,818	12.0%	128
Fast food/drive-in last 6 months: Chuck E. Cheese`s	12,093	3.5%	99
Fast food/drive-in last 6 months: Church`s Fr. Chicken	11,902	3.5%	97
Fast food/drive-in last 6 months: Cold Stone Creamery	11,973	3.5%	104
Fast food/drive-in last 6 months: Dairy Queen	41,693	12.2%	88
Fast food/drive-in last 6 months: Del Taco	12,890	3.8%	108
Fast food/drive-in last 6 months: Domino`s Pizza	44,900	13.2%	112
Fast food/drive-in last 6 months: Dunkin` Donuts	39,916	11.7%	104
Fast food/drive-in last 6 months: Hardee`s	13,040	3.8%	64
Fast food/drive-in last 6 months: Jack in the Box	33,333	9.8%	114
Fast food/drive-in last 6 months: KFC	69,667	20.4%	88
Fast food/drive-in last 6 months: Krispy Kreme	12,302	3.6%	86
Fast food/drive-in last 6 months: Little Caesars	36,418	10.7%	98
Fast food/drive-in last 6 months: Long John Silver`s	14,623	4.3%	77
Fast food/drive-in last 6 months: McDonald`s	182,439	53.5%	96
Fast food/drive-in last 6 months: Panera Bread	36,758	10.8%	103
Fast food/drive-in last 6 months: Papa John`s	36,689	10.8%	115
Fast food/drive-in last 6 months: Papa Murphy`s	12,545	3.7%	88
Fast food/drive-in last 6 months: Pizza Hut	62,493	18.3%	91
Fast food/drive-in last 6 months: Popeyes Chicken	26,158	7.7%	99
Fast food/drive-in last 6 months: Quiznos	16,556	4.9%	117
Fast food/drive-in last 6 months: Sonic Drive-In	31,488	9.2%	89
Fast food/drive-in last 6 months: Starbucks	65,439	19.2%	131
Fast food/drive-in last 6 months: Steak `n Shake	14,356	4.2%	87
Fast food/drive-in last 6 months: Subway	114,873	33.7%	101
Fast food/drive-in last 6 months: Taco Bell	113,526	33.3%	105
Fast food/drive-in last 6 months: Wendy`s	97,449	28.6%	100
Fast food/drive-in last 6 months: Whataburger	11,183	3.3%	87
Fast food/drive-in last 6 months: White Castle	12,111	3.6%	106

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 2015 and 2020.



Restaurant Market Potential

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Ring: 5 mile radius

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Went to fine dining restaurant last month	42,411	12.4%	107
Went to fine dining restaurant 3+ times last month	13,032	3.8%	118
Spent at fine dining rest in last 6 months: <\$51	6,686	2.0%	98
Spent at fine dining rest in last 6 months: \$51-\$100	14,112	4.1%	111
Spent at fine dining rest in last 6 months: \$101-\$200	14,205	4.2%	115
Spent at fine dining rest in last 6 months: \$201+	15,182	4.5%	106

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 2015 and 2020.