

MARKET POTENTIAL - FAMILY RESTAURANTS

2011 Estimates



Lat/Lon: 33.3053/-111.9115

MRI REST

Your Site	1 mi radius		3 mi radius		5 mi radius		10 min drivetime	
Anytown, USA								
Estimated Population	12,557		79,488		236,765		261,226	
Adult Population 18 Years and Over	9,182	73.1%	58,254	73.3%	173,611	73.3%	191,923	73.5%
Light Users 0 to 1 Times Last 30 Days	2,377	25.9%	15,479	26.6%	44,918	25.9%	49,822	26.0%
Medium Users 2 to 4 Times Last 30 Days	2,676	29.1%	17,660	30.3%	51,430	29.6%	56,587	29.5%
Heavy Users 5 or More Times Last 30 Days	2,321	25.3%	13,595	23.3%	38,783	22.3%	42,885	22.3%
Visited In Last 6 Months	7,376	80.3%	46,745	80.2%	135,158	77.9%	149,323	77.8%
Applebee's	2,447	26.7%	16,111	27.7%	46,758	26.9%	51,939	27.1%
Benihana	154	1.7%	1,164	2.0%	3,109	1.8%	3,314	1.7%
Bertucci's	139	1.5%	1,033	1.8%	2,701	1.6%	3,071	1.6%
Big Boy	147	1.6%	1,219	2.1%	3,554	2.0%	3,953	2.1%
Black Angus Steakhouse	176	1.9%	925	1.6%	2,547	1.5%	2,759	1.4%
Bob Evans Farms	206	2.2%	1,711	2.9%	5,142	3.0%	5,903	3.1%
Buffalo Wild Wings	501	5.5%	2,953	5.1%	7,977	4.6%	8,672	4.5%
California Pizza Kitchen	472	5.1%	3,562	6.1%	8,991	5.2%	9,749	5.1%
Carrabba's Italian Grill	330	3.6%	2,209	3.8%	5,906	3.4%	6,463	3.4%
The Cheesecake Factory	1,082	11.8%	6,869	11.8%	17,746	10.2%	19,176	10.0%
Chevys	202	2.2%	1,541	2.6%	4,017	2.3%	4,343	2.3%
Chili's Grill & Bar	1,779	19.4%	10,548	18.1%	28,735	16.6%	31,240	16.3%
CiCi's Pizza	466	5.1%	2,860	4.9%	8,707	5.0%	9,438	4.9%
Coco's	157	1.7%	928	1.6%	2,723	1.6%	2,948	1.5%
Cracker Barrel	865	9.4%	5,736	9.8%	16,821	9.7%	18,884	9.8%
Dave & Buster's	202	2.2%	1,047	1.8%	2,958	1.7%	3,232	1.7%
Denny's	1,051	11.5%	6,271	10.8%	18,893	10.9%	20,631	10.7%
Friendly's	197	2.1%	1,570	2.7%	4,739	2.7%	5,649	2.9%
Golden Corral	445	4.8%	2,666	4.6%	8,696	5.0%	9,642	5.0%
HomeTown Buffet	413	4.5%	2,102	3.6%	6,383	3.7%	6,960	3.6%
Hooters	381	4.2%	2,615	4.5%	7,723	4.4%	8,414	4.4%
Houlihan's	71	0.8%	720	1.2%	1,938	1.1%	2,179	1.1%
IHOP	1,399	15.2%	8,583	14.7%	24,268	14.0%	26,490	13.8%
Joe's Crab Shack	370	4.0%	2,055	3.5%	5,846	3.4%	6,310	3.3%
Logan's Roadhouse	256	2.8%	1,507	2.6%	4,275	2.5%	4,636	2.4%
Lone Star Steakhouse	267	2.9%	1,792	3.1%	4,939	2.8%	5,492	2.9%
LongHorn Steakhouse	291	3.2%	1,933	3.3%	5,425	3.1%	5,948	3.1%
Marie Callender's	321	3.5%	1,731	3.0%	4,850	2.8%	5,320	2.8%
O'Charley's	260	2.8%	1,654	2.8%	4,814	2.8%	5,209	2.7%
Olive Garden	2,124	23.1%	12,622	21.7%	36,137	20.8%	39,956	20.8%
On The Border	324	3.5%	2,034	3.5%	5,399	3.1%	5,766	3.0%
Outback Steakhouse	1,535	16.7%	8,967	15.4%	24,806	14.3%	27,377	14.3%
Perkins	143	1.6%	1,414	2.4%	4,392	2.5%	5,110	2.7%
Ponderosa	46	0.5%	379	0.6%	1,375	0.8%	1,586	0.8%
Red Lobster	1,565	17.0%	9,262	15.9%	26,806	15.4%	29,519	15.4%
Red Robin	966	10.5%	5,514	9.5%	14,938	8.6%	16,082	8.4%
Romano's Macaroni Grill	577	6.3%	3,181	5.5%	8,143	4.7%	8,762	4.6%
Ruby Tuesday	780	8.5%	5,278	9.1%	14,912	8.6%	16,550	8.6%
Ruth's Chris Steak House	178	1.9%	1,120	1.9%	2,913	1.7%	3,135	1.6%
Shoney's	88	1.0%	488	0.8%	1,776	1.0%	2,030	1.1%
Sizzler	373	4.1%	2,136	3.7%	6,620	3.8%	7,146	3.7%
Texas Roadhouse	663	7.2%	3,776	6.5%	10,957	6.3%	12,078	6.3%
T.G.I. Friday's	1,441	15.7%	8,803	15.1%	24,365	14.0%	26,697	13.9%
Uno Chicago Grill	208	2.3%	1,372	2.4%	3,770	2.2%	4,203	2.2%
Village Inn Restaurant	223	2.4%	1,158	2.0%	3,498	2.0%	3,863	2.0%

This report was produced using data from private and government sources deemed to be reliable. The information herein is provided without representation or warranty.

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Your Site	1 mi radius		3 mi radius		5 mi radius		10 min drivetime	
Anytown, USA								
Visited In Last 30 Days	6,251	68.1%	39,558	67.9%	114,045	65.7%	125,985	65.6%
Applebee's	1,453	15.8%	9,771	16.8%	28,606	16.5%	31,867	16.6%
Benihana	74	0.8%	667	1.1%	1,825	1.1%	1,934	1.0%
Bertucci's	77	0.8%	582	1.0%	1,536	0.9%	1,757	0.9%
Big Boy	83	0.9%	868	1.5%	2,492	1.4%	2,748	1.4%
Black Angus Steakhouse	74	0.8%	444	0.8%	1,181	0.7%	1,291	0.7%
Bob Evans Farms	115	1.3%	1,060	1.8%	3,309	1.9%	3,840	2.0%
Buffalo Wild Wings	249	2.7%	1,566	2.7%	4,224	2.4%	4,546	2.4%
California Pizza Kitchen	277	3.0%	2,071	3.6%	5,162	3.0%	5,592	2.9%
Carrabba's Italian Grill	173	1.9%	1,179	2.0%	3,116	1.8%	3,416	1.8%
The Cheesecake Factory	572	6.2%	3,735	6.4%	9,555	5.5%	10,376	5.4%
Chevy's	121	1.3%	911	1.6%	2,363	1.4%	2,568	1.3%
Chili's Grill & Bar	1,166	12.7%	6,990	12.0%	18,998	10.9%	20,601	10.7%
CiCi's Pizza	278	3.0%	1,695	2.9%	5,157	3.0%	5,610	2.9%
Coco's	96	1.0%	586	1.0%	1,688	1.0%	1,855	1.0%
Cracker Barrel	506	5.5%	3,354	5.8%	9,987	5.8%	11,282	5.9%
Dave & Buster's	131	1.4%	605	1.0%	1,661	1.0%	1,811	0.9%
Denny's	662	7.2%	3,982	6.8%	12,053	6.9%	13,115	6.8%
Friendly's	110	1.2%	936	1.6%	2,934	1.7%	3,530	1.8%
Golden Corral	286	3.1%	1,656	2.8%	5,565	3.2%	6,171	3.2%
HomeTown Buffet	191	2.1%	1,074	1.8%	3,419	2.0%	3,753	2.0%
Hooters	232	2.5%	1,526	2.6%	4,496	2.6%	4,891	2.5%
Houlihan's	35	0.4%	357	0.6%	948	0.5%	1,079	0.6%
IHOP	909	9.9%	5,436	9.3%	15,257	8.8%	16,681	8.7%
Joe's Crab Shack	170	1.8%	941	1.6%	2,818	1.6%	3,076	1.6%
Logan's Roadhouse	159	1.7%	920	1.6%	2,612	1.5%	2,793	1.5%
Lone Star Steakhouse	129	1.4%	883	1.5%	2,375	1.4%	2,659	1.4%
LongHorn Steakhouse	164	1.8%	1,140	2.0%	3,195	1.8%	3,520	1.8%
Marie Callender's	186	2.0%	1,010	1.7%	2,874	1.7%	3,176	1.7%
O'Charley's	132	1.4%	893	1.5%	2,656	1.5%	2,907	1.5%
Olive Garden	1,323	14.4%	7,739	13.3%	22,083	12.7%	24,367	12.7%
On The Border	169	1.8%	1,050	1.8%	2,856	1.6%	3,046	1.6%
Outback Steakhouse	890	9.7%	5,031	8.6%	13,836	8.0%	15,177	7.9%
Perkins	73	0.8%	826	1.4%	2,638	1.5%	3,121	1.6%
Ponderosa	33	0.4%	245	0.4%	891	0.5%	1,023	0.5%
Red Lobster	931	10.1%	5,526	9.5%	15,893	9.2%	17,471	9.1%
Red Robin	636	6.9%	3,355	5.8%	9,148	5.3%	9,830	5.1%
Romano's Macaroni Grill	371	4.0%	1,811	3.1%	4,597	2.6%	4,943	2.6%
Ruby Tuesday	488	5.3%	3,155	5.4%	8,656	5.0%	9,593	5.0%
Ruth's Chris Steak House	106	1.2%	578	1.0%	1,496	0.9%	1,620	0.8%
Shoney's	53	0.6%	264	0.5%	938	0.5%	1,073	0.6%
Sizzler	156	1.7%	940	1.6%	3,221	1.9%	3,487	1.8%
Texas Roadhouse	416	4.5%	2,250	3.9%	6,489	3.7%	7,205	3.8%
T.G.I. Friday's	774	8.4%	4,809	8.3%	13,207	7.6%	14,480	7.5%
Uno Chicago Grill	118	1.3%	755	1.3%	2,052	1.2%	2,283	1.2%
Village Inn Restaurant	133	1.4%	683	1.2%	2,094	1.2%	2,308	1.2%
Breakfast	1,096	11.9%	6,449	11.1%	18,717	10.8%	20,703	10.8%
Lunch	2,032	22.1%	12,938	22.2%	36,885	21.2%	40,712	21.2%
Supper/Dinner	4,842	52.7%	30,681	52.7%	86,853	50.0%	95,982	50.0%
Weekdays	3,434	37.4%	21,887	37.6%	62,120	35.8%	68,795	35.8%
Weekends	3,947	43.0%	24,956	42.8%	71,064	40.9%	78,254	40.8%

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