



Restaurant Market Potential

Subject Property
8158 Big Bend Blvd, Saint Louis, Missouri, 63119
Ring: 1 mile radius

Prepared by Esri
Latitude: 38.59162
Longitude: -90.33843

Demographic Summary		2017	2022	
Population		14,222	14,591	
Population 18+		11,277	11,675	
Households		5,959	6,100	
Median Household Income		\$68,398	\$77,671	
Product/Consumer Behavior	Expected Number of			
	Adults	Percent	MPI	
Went to family restaurant/steak house in last 6 mo		8,731	77.4%	103
Went to family restaurant/steak house 4+ times/mo		3,150	27.9%	102
Spent at family rest/steak hse last 6 months: <\$31		858	7.6%	100
Spent at family rest/steak hse last 6 months: \$31-50		999	8.9%	103
Spent at family rest/steak hse last 6 months: \$51-100		1,703	15.1%	102
Spent at family rest/steak hse last 6 months: \$101-200		1,256	11.1%	100
Spent at family rest/steak hse last 6 months: \$201-300		594	5.3%	111
Spent at family rest/steak hse last 6 months: \$301+		801	7.1%	116
Family restaurant/steak house last 6 months: breakfast		1,578	14.0%	110
Family restaurant/steak house last 6 months: lunch		2,172	19.3%	101
Family restaurant/steak house last 6 months: dinner		5,544	49.2%	106
Family restaurant/steak house last 6 months: snack		227	2.0%	105
Family restaurant/steak house last 6 months: weekday		3,814	33.8%	110
Family restaurant/steak house last 6 months: weekend		4,854	43.0%	104
Fam rest/steak hse/6 months: Applebee`s		2,437	21.6%	95
Fam rest/steak hse/6 months: Bob Evans Farms		362	3.2%	87
Fam rest/steak hse/6 months: Buffalo Wild Wings		1,071	9.5%	99
Fam rest/steak hse/6 months: California Pizza Kitchen		487	4.3%	136
Fam rest/steak hse/6 months: Carrabba`s Italian Grill		468	4.2%	125
Fam rest/steak hse/6 months: The Cheesecake Factory		874	7.8%	124
Fam rest/steak hse/6 months: Chili`s Grill & Bar		1,234	10.9%	99
Fam rest/steak hse/6 months: CiCi`s Pizza		253	2.2%	57
Fam rest/steak hse/6 months: Cracker Barrel		1,102	9.8%	94
Fam rest/steak hse/6 months: Denny`s		901	8.0%	90
Fam rest/steak hse/6 months: Golden Corral		531	4.7%	63
Fam rest/steak hse/6 months: IHOP		1,197	10.6%	101
Fam rest/steak hse/6 months: Logan`s Roadhouse		338	3.0%	80
Fam rest/steak hse/6 months: LongHorn Steakhouse		543	4.8%	98
Fam rest/steak hse/6 months: Olive Garden		2,139	19.0%	112
Fam rest/steak hse/6 months: Outback Steakhouse		1,259	11.2%	122
Fam rest/steak hse/6 months: Red Lobster		1,226	10.9%	95
Fam rest/steak hse/6 months: Red Robin		863	7.7%	118
Fam rest/steak hse/6 months: Ruby Tuesday		683	6.1%	105
Fam rest/steak hse/6 months: Texas Roadhouse		886	7.9%	98
Fam rest/steak hse/6 months: T.G.I. Friday`s		774	6.9%	99
Fam rest/steak hse/6 months: Waffle House		402	3.6%	65
Went to fast food/drive-in restaurant in last 6 mo		10,220	90.6%	101
Went to fast food/drive-in restaurant 9+ times/mo		4,051	35.9%	91
Spent at fast food/drive-in last 6 months: <\$11		527	4.7%	103
Spent at fast food/drive-in last 6 months: \$11-\$20		968	8.6%	103
Spent at fast food/drive-in last 6 months: \$21-\$40		1,469	13.0%	104
Spent at fast food/drive-in last 6 months: \$41-\$50		976	8.7%	111
Spent at fast food/drive-in last 6 months: \$51-\$100		1,767	15.7%	94
Spent at fast food/drive-in last 6 months: \$101-\$200		1,330	11.8%	107
Spent at fast food/drive-in last 6 months: \$201+		1,083	9.6%	97

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 2017 and 2022.

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Latitude: 38.59162
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Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Fast food/drive-in last 6 months: eat in	3,966	35.2%	96
Fast food/drive-in last 6 months: home delivery	784	7.0%	90
Fast food/drive-in last 6 months: take-out/drive-thru	5,265	46.7%	101
Fast food/drive-in last 6 months: take-out/walk-in	2,388	21.2%	105
Fast food/drive-in last 6 months: breakfast	3,602	31.9%	98
Fast food/drive-in last 6 months: lunch	5,579	49.5%	100
Fast food/drive-in last 6 months: dinner	5,170	45.8%	102
Fast food/drive-in last 6 months: snack	1,528	13.5%	112
Fast food/drive-in last 6 months: weekday	6,799	60.3%	103
Fast food/drive-in last 6 months: weekend	5,167	45.8%	99
Fast food/drive-in last 6 months: A & W	236	2.1%	77
Fast food/drive-in last 6 months: Arby's	1,637	14.5%	89
Fast food/drive-in last 6 months: Baskin-Robbins	344	3.1%	90
Fast food/drive-in last 6 months: Boston Market	446	4.0%	114
Fast food/drive-in last 6 months: Burger King	3,124	27.7%	94
Fast food/drive-in last 6 months: Captain D's	227	2.0%	58
Fast food/drive-in last 6 months: Carl's Jr.	539	4.8%	85
Fast food/drive-in last 6 months: Checkers	254	2.3%	71
Fast food/drive-in last 6 months: Chick-fil-A	2,435	21.6%	114
Fast food/drive-in last 6 months: Chipotle Mex. Grill	1,678	14.9%	125
Fast food/drive-in last 6 months: Chuck E. Cheese's	227	2.0%	62
Fast food/drive-in last 6 months: Church's Fr. Chicken	214	1.9%	53
Fast food/drive-in last 6 months: Cold Stone Creamery	377	3.3%	118
Fast food/drive-in last 6 months: Dairy Queen	1,569	13.9%	93
Fast food/drive-in last 6 months: Del Taco	321	2.8%	80
Fast food/drive-in last 6 months: Domino's Pizza	1,301	11.5%	95
Fast food/drive-in last 6 months: Dunkin' Donuts	1,725	15.3%	122
Fast food/drive-in last 6 months: Hardee's	392	3.5%	62
Fast food/drive-in last 6 months: Jack in the Box	830	7.4%	88
Fast food/drive-in last 6 months: KFC	1,946	17.3%	82
Fast food/drive-in last 6 months: Krispy Kreme	555	4.9%	99
Fast food/drive-in last 6 months: Little Caesars	1,082	9.6%	81
Fast food/drive-in last 6 months: Long John Silver's	354	3.1%	71
Fast food/drive-in last 6 months: McDonald's	5,810	51.5%	96
Went to Panda Express in last 6 months	918	8.1%	101
Fast food/drive-in last 6 months: Panera Bread	1,880	16.7%	144
Fast food/drive-in last 6 months: Papa John's	897	8.0%	92
Fast food/drive-in last 6 months: Papa Murphy's	625	5.5%	115
Fast food/drive-in last 6 months: Pizza Hut	1,796	15.9%	82
Fast food/drive-in last 6 months: Popeyes Chicken	667	5.9%	75
Fast food/drive-in last 6 months: Quiznos	309	2.7%	112
Fast food/drive-in last 6 months: Sonic Drive-In	1,095	9.7%	87
Fast food/drive-in last 6 months: Starbucks	2,251	20.0%	125
Fast food/drive-in last 6 months: Steak 'n Shake	520	4.6%	87
Fast food/drive-in last 6 months: Subway	3,443	30.5%	99
Fast food/drive-in last 6 months: Taco Bell	2,963	26.3%	87
Fast food/drive-in last 6 months: Wendy's	2,949	26.2%	97
Fast food/drive-in last 6 months: Whataburger	380	3.4%	77
Fast food/drive-in last 6 months: White Castle	271	2.4%	76

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 2017 and 2022.

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8158 Big Bend Blvd, Saint Louis, Missouri, 63119
Ring: 1 mile radius

Prepared by Esri
Latitude: 38.59162
Longitude: -90.33843

Went to fine dining restaurant last month	1,792	15.9%	149
Went to fine dining restaurant 3+ times last month	576	5.1%	165
Spent at fine dining rest in last 6 months: <\$51	305	2.7%	143
Spent at fine dining rest in last 6 months: \$51-\$100	520	4.6%	136
Spent at fine dining rest in last 6 months: \$101-\$200	501	4.4%	137
Spent at fine dining rest in last 6 months: \$201+	551	4.9%	146

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December 04, 2017



Restaurant Market Potential

Subject Property
8158 Big Bend Blvd, Saint Louis, Missouri, 63119
Ring: 3 mile radius

Prepared by Esri
Latitude: 38.59162
Longitude: -90.33843

Demographic Summary		2017	2022	
Population		122,906	123,285	
Population 18+		99,034	99,677	
Households		56,895	56,940	
Median Household Income		\$62,022	\$72,290	
Product/Consumer Behavior	Expected Number of			
	Adults	Percent	MPI	
Went to family restaurant/steak house in last 6 mo		77,247	78.0%	104
Went to family restaurant/steak house 4+ times/mo		27,672	27.9%	102
Spent at family rest/steak hse last 6 months: <\$31		7,632	7.7%	101
Spent at family rest/steak hse last 6 months: \$31-50		9,404	9.5%	110
Spent at family rest/steak hse last 6 months: \$51-100		14,523	14.7%	99
Spent at family rest/steak hse last 6 months: \$101-200		11,561	11.7%	104
Spent at family rest/steak hse last 6 months: \$201-300		5,218	5.3%	111
Spent at family rest/steak hse last 6 months: \$301+		6,669	6.7%	110
Family restaurant/steak house last 6 months: breakfast		14,477	14.6%	115
Family restaurant/steak house last 6 months: lunch		18,491	18.7%	98
Family restaurant/steak house last 6 months: dinner		50,180	50.7%	109
Family restaurant/steak house last 6 months: snack		2,052	2.1%	108
Family restaurant/steak house last 6 months: weekday		33,076	33.4%	108
Family restaurant/steak house last 6 months: weekend		43,299	43.7%	106
Fam rest/steak hse/6 months: Applebee`s		22,385	22.6%	99
Fam rest/steak hse/6 months: Bob Evans Farms		3,177	3.2%	87
Fam rest/steak hse/6 months: Buffalo Wild Wings		10,959	11.1%	116
Fam rest/steak hse/6 months: California Pizza Kitchen		4,039	4.1%	128
Fam rest/steak hse/6 months: Carrabba`s Italian Grill		4,262	4.3%	130
Fam rest/steak hse/6 months: The Cheesecake Factory		7,522	7.6%	121
Fam rest/steak hse/6 months: Chili`s Grill & Bar		10,773	10.9%	98
Fam rest/steak hse/6 months: CiCi`s Pizza		2,787	2.8%	72
Fam rest/steak hse/6 months: Cracker Barrel		8,722	8.8%	85
Fam rest/steak hse/6 months: Denny`s		8,565	8.6%	98
Fam rest/steak hse/6 months: Golden Corral		5,168	5.2%	69
Fam rest/steak hse/6 months: IHOP		10,624	10.7%	102
Fam rest/steak hse/6 months: Logan`s Roadhouse		2,830	2.9%	77
Fam rest/steak hse/6 months: LongHorn Steakhouse		5,275	5.3%	109
Fam rest/steak hse/6 months: Olive Garden		17,503	17.7%	104
Fam rest/steak hse/6 months: Outback Steakhouse		10,235	10.3%	113
Fam rest/steak hse/6 months: Red Lobster		10,259	10.4%	90
Fam rest/steak hse/6 months: Red Robin		7,556	7.6%	118
Fam rest/steak hse/6 months: Ruby Tuesday		5,468	5.5%	95
Fam rest/steak hse/6 months: Texas Roadhouse		7,159	7.2%	90
Fam rest/steak hse/6 months: T.G.I. Friday`s		7,237	7.3%	105
Fam rest/steak hse/6 months: Waffle House		4,272	4.3%	79
Went to fast food/drive-in restaurant in last 6 mo		90,271	91.2%	101
Went to fast food/drive-in restaurant 9+ times/mo		36,650	37.0%	94
Spent at fast food/drive-in last 6 months: <\$11		4,258	4.3%	95
Spent at fast food/drive-in last 6 months: \$11-\$20		9,225	9.3%	112
Spent at fast food/drive-in last 6 months: \$21-\$40		12,436	12.6%	100
Spent at fast food/drive-in last 6 months: \$41-\$50		8,560	8.6%	111
Spent at fast food/drive-in last 6 months: \$51-\$100		16,812	17.0%	102
Spent at fast food/drive-in last 6 months: \$101-\$200		11,065	11.2%	102
Spent at fast food/drive-in last 6 months: \$201+		8,967	9.1%	92

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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December 04, 2017



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Subject Property
8158 Big Bend Blvd, Saint Louis, Missouri, 63119
Ring: 3 mile radius

Prepared by Esri
Latitude: 38.59162
Longitude: -90.33843

Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Fast food/drive-in last 6 months: eat in	34,835	35.2%	96
Fast food/drive-in last 6 months: home delivery	7,226	7.3%	95
Fast food/drive-in last 6 months: take-out/drive-thru	46,998	47.5%	103
Fast food/drive-in last 6 months: take-out/walk-in	21,889	22.1%	110
Fast food/drive-in last 6 months: breakfast	33,466	33.8%	103
Fast food/drive-in last 6 months: lunch	50,398	50.9%	103
Fast food/drive-in last 6 months: dinner	46,154	46.6%	103
Fast food/drive-in last 6 months: snack	12,855	13.0%	108
Fast food/drive-in last 6 months: weekday	60,275	60.9%	104
Fast food/drive-in last 6 months: weekend	46,232	46.7%	101
Fast food/drive-in last 6 months: A & W	2,297	2.3%	86
Fast food/drive-in last 6 months: Arby's	16,469	16.6%	102
Fast food/drive-in last 6 months: Baskin-Robbins	2,995	3.0%	90
Fast food/drive-in last 6 months: Boston Market	3,967	4.0%	115
Fast food/drive-in last 6 months: Burger King	28,354	28.6%	97
Fast food/drive-in last 6 months: Captain D's	2,124	2.1%	61
Fast food/drive-in last 6 months: Carl's Jr.	5,047	5.1%	90
Fast food/drive-in last 6 months: Checkers	2,809	2.8%	90
Fast food/drive-in last 6 months: Chick-fil-A	21,583	21.8%	115
Fast food/drive-in last 6 months: Chipotle Mex. Grill	14,914	15.1%	126
Fast food/drive-in last 6 months: Chuck E. Cheese's	2,648	2.7%	83
Fast food/drive-in last 6 months: Church's Fr. Chicken	2,271	2.3%	64
Fast food/drive-in last 6 months: Cold Stone Creamery	3,062	3.1%	109
Fast food/drive-in last 6 months: Dairy Queen	14,149	14.3%	96
Fast food/drive-in last 6 months: Del Taco	2,694	2.7%	77
Fast food/drive-in last 6 months: Domino's Pizza	11,495	11.6%	96
Fast food/drive-in last 6 months: Dunkin' Donuts	14,815	15.0%	119
Fast food/drive-in last 6 months: Hardee's	3,731	3.8%	67
Fast food/drive-in last 6 months: Jack in the Box	7,495	7.6%	91
Fast food/drive-in last 6 months: KFC	19,549	19.7%	94
Fast food/drive-in last 6 months: Krispy Kreme	4,726	4.8%	96
Fast food/drive-in last 6 months: Little Caesars	9,787	9.9%	83
Fast food/drive-in last 6 months: Long John Silver's	3,216	3.2%	73
Fast food/drive-in last 6 months: McDonald's	51,031	51.5%	96
Went to Panda Express in last 6 months	8,063	8.1%	101
Fast food/drive-in last 6 months: Panera Bread	16,817	17.0%	147
Fast food/drive-in last 6 months: Papa John's	9,028	9.1%	106
Fast food/drive-in last 6 months: Papa Murphy's	5,329	5.4%	112
Fast food/drive-in last 6 months: Pizza Hut	15,292	15.4%	80
Fast food/drive-in last 6 months: Popeyes Chicken	7,281	7.4%	93
Fast food/drive-in last 6 months: Quiznos	2,811	2.8%	116
Fast food/drive-in last 6 months: Sonic Drive-In	9,685	9.8%	87
Fast food/drive-in last 6 months: Starbucks	19,366	19.6%	122
Fast food/drive-in last 6 months: Steak 'n Shake	4,263	4.3%	81
Fast food/drive-in last 6 months: Subway	30,598	30.9%	100
Fast food/drive-in last 6 months: Taco Bell	28,275	28.6%	94
Fast food/drive-in last 6 months: Wendy's	26,735	27.0%	100
Fast food/drive-in last 6 months: Whataburger	3,281	3.3%	75
Fast food/drive-in last 6 months: White Castle	2,802	2.8%	89

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Ring: 3 mile radius

Prepared by Esri
Latitude: 38.59162
Longitude: -90.33843

Went to fine dining restaurant last month	15,500	15.7%	146
Went to fine dining restaurant 3+ times last month	4,783	4.8%	156
Spent at fine dining rest in last 6 months: <\$51	2,209	2.2%	118
Spent at fine dining rest in last 6 months: \$51-\$100	4,865	4.9%	145
Spent at fine dining rest in last 6 months: \$101-\$200	4,671	4.7%	145
Spent at fine dining rest in last 6 months: \$201+	5,066	5.1%	153

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December 04, 2017



Restaurant Market Potential

Subject Property
8158 Big Bend Blvd, Saint Louis, Missouri, 63119
Ring: 5 mile radius

Prepared by Esri
Latitude: 38.59162
Longitude: -90.33843

Demographic Summary		2017	2022	
Population		323,394	324,281	
Population 18+		261,948	263,359	
Households		145,177	145,345	
Median Household Income		\$58,742	\$67,814	
Product/Consumer Behavior	Expected Number of			
	Adults	Percent	MPI	
Went to family restaurant/steak house in last 6 mo		202,019	77.1%	103
Went to family restaurant/steak house 4+ times/mo		72,378	27.6%	101
Spent at family rest/steak hse last 6 months: <\$31		20,371	7.8%	102
Spent at family rest/steak hse last 6 months: \$31-50		24,555	9.4%	109
Spent at family rest/steak hse last 6 months: \$51-100		37,811	14.4%	97
Spent at family rest/steak hse last 6 months: \$101-200		30,329	11.6%	104
Spent at family rest/steak hse last 6 months: \$201-300		13,197	5.0%	106
Spent at family rest/steak hse last 6 months: \$301+		17,487	6.7%	109
Family restaurant/steak house last 6 months: breakfast		36,840	14.1%	111
Family restaurant/steak house last 6 months: lunch		49,408	18.9%	99
Family restaurant/steak house last 6 months: dinner		129,674	49.5%	107
Family restaurant/steak house last 6 months: snack		5,486	2.1%	110
Family restaurant/steak house last 6 months: weekday		85,705	32.7%	106
Family restaurant/steak house last 6 months: weekend		112,182	42.8%	103
Fam rest/steak hse/6 months: Applebee`s		59,175	22.6%	99
Fam rest/steak hse/6 months: Bob Evans Farms		9,173	3.5%	95
Fam rest/steak hse/6 months: Buffalo Wild Wings		27,328	10.4%	109
Fam rest/steak hse/6 months: California Pizza Kitchen		10,682	4.1%	128
Fam rest/steak hse/6 months: Carrabba`s Italian Grill		10,724	4.1%	124
Fam rest/steak hse/6 months: The Cheesecake Factory		19,165	7.3%	117
Fam rest/steak hse/6 months: Chili`s Grill & Bar		28,006	10.7%	97
Fam rest/steak hse/6 months: CiCi`s Pizza		7,906	3.0%	77
Fam rest/steak hse/6 months: Cracker Barrel		23,600	9.0%	87
Fam rest/steak hse/6 months: Denny`s		22,741	8.7%	98
Fam rest/steak hse/6 months: Golden Corral		15,091	5.8%	77
Fam rest/steak hse/6 months: IHOP		27,061	10.3%	98
Fam rest/steak hse/6 months: Logan`s Roadhouse		8,027	3.1%	82
Fam rest/steak hse/6 months: LongHorn Steakhouse		13,439	5.1%	105
Fam rest/steak hse/6 months: Olive Garden		45,442	17.3%	102
Fam rest/steak hse/6 months: Outback Steakhouse		26,039	9.9%	109
Fam rest/steak hse/6 months: Red Lobster		27,764	10.6%	92
Fam rest/steak hse/6 months: Red Robin		18,850	7.2%	111
Fam rest/steak hse/6 months: Ruby Tuesday		14,683	5.6%	97
Fam rest/steak hse/6 months: Texas Roadhouse		19,306	7.4%	92
Fam rest/steak hse/6 months: T.G.I. Friday`s		18,620	7.1%	102
Fam rest/steak hse/6 months: Waffle House		11,549	4.4%	81
Went to fast food/drive-in restaurant in last 6 mo		237,429	90.6%	101
Went to fast food/drive-in restaurant 9+ times/mo		97,393	37.2%	95
Spent at fast food/drive-in last 6 months: <\$11		11,769	4.5%	99
Spent at fast food/drive-in last 6 months: \$11-\$20		23,666	9.0%	108
Spent at fast food/drive-in last 6 months: \$21-\$40		32,332	12.3%	99
Spent at fast food/drive-in last 6 months: \$41-\$50		22,861	8.7%	112
Spent at fast food/drive-in last 6 months: \$51-\$100		44,134	16.8%	101
Spent at fast food/drive-in last 6 months: \$101-\$200		28,651	10.9%	99
Spent at fast food/drive-in last 6 months: \$201+		23,687	9.0%	91

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 2017 and 2022.

December 04, 2017



Restaurant Market Potential

Subject Property
8158 Big Bend Blvd, Saint Louis, Missouri, 63119
Ring: 5 mile radius

Prepared by Esri
Latitude: 38.59162
Longitude: -90.33843

Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Fast food/drive-in last 6 months: eat in	91,833	35.1%	96
Fast food/drive-in last 6 months: home delivery	19,164	7.3%	95
Fast food/drive-in last 6 months: take-out/drive-thru	122,481	46.8%	102
Fast food/drive-in last 6 months: take-out/walk-in	56,981	21.8%	108
Fast food/drive-in last 6 months: breakfast	86,694	33.1%	101
Fast food/drive-in last 6 months: lunch	131,577	50.2%	101
Fast food/drive-in last 6 months: dinner	120,260	45.9%	102
Fast food/drive-in last 6 months: snack	33,582	12.8%	106
Fast food/drive-in last 6 months: weekday	156,881	59.9%	103
Fast food/drive-in last 6 months: weekend	120,653	46.1%	100
Fast food/drive-in last 6 months: A & W	6,630	2.5%	94
Fast food/drive-in last 6 months: Arby's	43,384	16.6%	102
Fast food/drive-in last 6 months: Baskin-Robbins	8,370	3.2%	95
Fast food/drive-in last 6 months: Boston Market	10,454	4.0%	115
Fast food/drive-in last 6 months: Burger King	74,680	28.5%	96
Fast food/drive-in last 6 months: Captain D's	6,163	2.4%	67
Fast food/drive-in last 6 months: Carl's Jr.	13,111	5.0%	89
Fast food/drive-in last 6 months: Checkers	7,505	2.9%	91
Fast food/drive-in last 6 months: Chick-fil-A	53,743	20.5%	108
Fast food/drive-in last 6 months: Chipotle Mex. Grill	38,295	14.6%	123
Fast food/drive-in last 6 months: Chuck E. Cheese's	7,262	2.8%	86
Fast food/drive-in last 6 months: Church's Fr. Chicken	6,277	2.4%	67
Fast food/drive-in last 6 months: Cold Stone Creamery	8,172	3.1%	110
Fast food/drive-in last 6 months: Dairy Queen	37,814	14.4%	97
Fast food/drive-in last 6 months: Del Taco	7,501	2.9%	81
Fast food/drive-in last 6 months: Domino's Pizza	29,879	11.4%	94
Fast food/drive-in last 6 months: Dunkin' Donuts	38,385	14.7%	117
Fast food/drive-in last 6 months: Hardee's	10,703	4.1%	73
Fast food/drive-in last 6 months: Jack in the Box	18,799	7.2%	86
Fast food/drive-in last 6 months: KFC	51,956	19.8%	94
Fast food/drive-in last 6 months: Krispy Kreme	12,265	4.7%	94
Fast food/drive-in last 6 months: Little Caesars	26,656	10.2%	86
Fast food/drive-in last 6 months: Long John Silver's	9,475	3.6%	82
Fast food/drive-in last 6 months: McDonald's	134,169	51.2%	95
Went to Panda Express in last 6 months	20,430	7.8%	96
Fast food/drive-in last 6 months: Panera Bread	41,217	15.7%	136
Fast food/drive-in last 6 months: Papa John's	23,126	8.8%	103
Fast food/drive-in last 6 months: Papa Murphy's	13,825	5.3%	110
Fast food/drive-in last 6 months: Pizza Hut	41,496	15.8%	82
Fast food/drive-in last 6 months: Popeyes Chicken	19,236	7.3%	93
Fast food/drive-in last 6 months: Quiznos	7,035	2.7%	110
Fast food/drive-in last 6 months: Sonic Drive-In	24,972	9.5%	85
Fast food/drive-in last 6 months: Starbucks	50,126	19.1%	120
Fast food/drive-in last 6 months: Steak 'n Shake	11,989	4.6%	86
Fast food/drive-in last 6 months: Subway	80,892	30.9%	100
Fast food/drive-in last 6 months: Taco Bell	75,390	28.8%	95
Fast food/drive-in last 6 months: Wendy's	70,623	27.0%	100
Fast food/drive-in last 6 months: Whataburger	8,352	3.2%	72
Fast food/drive-in last 6 months: White Castle	7,670	2.9%	92

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Went to fine dining restaurant last month	39,501	15.1%	141
Went to fine dining restaurant 3+ times last month	12,095	4.6%	149
Spent at fine dining rest in last 6 months: <\$51	5,720	2.2%	116
Spent at fine dining rest in last 6 months: \$51-\$100	12,024	4.6%	135
Spent at fine dining rest in last 6 months: \$101-\$200	11,644	4.4%	137
Spent at fine dining rest in last 6 months: \$201+	13,237	5.1%	151

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 2017 and 2022.

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