



Restaurant Market Potential Sample

Potential Location
379 W MENDENHALL ST
BOZEMAN, MT 59715

Site Type: Rings

Latitude: 45.68032
Longitude: -111.04234
Radius: 1 Miles

Demographic Summary	2009	2014
Population	13,772	14,622
Population 18+	12,271	13,032
Households	5,974	6,404
Median Household Income	\$35,871	\$36,380

Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Went to family restaurant/steak house in last 6 months	8,410	68.5%	94
Family restaurant/steak house last month: <2 times	3,070	25.0%	96
Family restaurant/steak house last month: 2-4times	3,227	26.3%	96
Family restaurant/steak house last month: 5+ times	2,110	17.2%	88
Family restaurant/steak house last 6 months: breakfast	1,393	11.4%	95
Family restaurant/steak house last 6 months: lunch	2,640	21.5%	85
Family restaurant/steak house last 6 months: snack	379	3.1%	111
Family restaurant/steak house last 6 months: dinner	6,147	50.1%	94
Family restaurant/steak house last 6 months: weekday	4,650	37.9%	98
Family restaurant/steak house last 6 months: weekend	5,055	41.2%	93
Family restaurant/steak house last 6 months: Applebee`s	3,389	27.6%	107
Family restaurant/steak house last 6 months: Bennigan`s	414	3.4%	118
Family restaurant/steak house last 6 months: Bob Evans Farm	380	3.1%	68
Family restaurant/steak house last 6 months: Cheesecake Factory	657	5.4%	82
Family restaurant/steak house last 6 months: Chili`s Grill & Bar	1,700	13.9%	123
Family restaurant/steak house last 6 months: Cracker Barrel	1,395	11.4%	94
Family restaurant/steak house last 6 months: Denny`s	1,128	9.2%	98
Family restaurant/steak house last 6 months: Friendly`s	348	2.8%	75
Family restaurant/steak house last 6 months: Golden Corral	1,029	8.4%	109
Family restaurant/steak house last 6 months: Intl Hse of Pancakes	1,431	11.7%	105
Family restaurant/steak house last 6 months: Lone Star Steakhouse	382	3.1%	102
Family restaurant/steak house last 6 months: Old Country Buffet	660	5.4%	171
Family restaurant/steak house last 6 months: Olive Garden	2,224	18.1%	107
Family restaurant/steak house last 6 months: Outback Steakhouse	1,276	10.4%	87
Family restaurant/steak house last 6 months: Perkins	641	5.2%	140
Family restaurant/steak house last 6 months: Red Lobster	1,789	14.6%	100
Family restaurant/steak house last 6 months: Red Robin	448	3.7%	74
Family restaurant/steak house last 6 months: Ruby Tuesday	867	7.1%	79
Family restaurant/steak house last 6 months: Ryan`s	530	4.3%	96
Family restaurant/steak house last 6 months: Sizzler	188	1.5%	49
Family restaurant/steak house last 6 months: T.G.I. Friday`s	1,377	11.2%	106
Went to fast food/drive-in restaurant in last 6 months	10,967	89.4%	100
Went to fast food/drive-in restaurant <5 times/month	3,705	30.2%	99
Went to fast food/drive-in restaurant 5-12 times/month	3,299	26.9%	85
Went to fast food/drive-in restaurant 13+ times/month	3,966	32.3%	117
Fast food/drive-in last 6 months: breakfast	3,408	27.8%	100
Fast food/drive-in last 6 months: lunch	7,348	59.9%	101
Fast food/drive-in last 6 months: snack	2,479	20.2%	113
Fast food/drive-in last 6 months: dinner	6,390	52.1%	107

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 Mediarmark Research & Intelligence LLC. in a nationally representative survey of U.S. households. ESRI forecasts for 2009 and 2014.



Restaurant Market Potential

Sample

Potential Location
379 W MENDENHALL ST
BOZEMAN, MT 59715

Site Type: Rings

Latitude: 45.68032
Longitude: -111.04234
Radius: 1 Miles

Product/Consumer Behavior	Expected		MPI
	Number of Adults	Percent	
Fast food/drive-in last 6 months: weekday	8,438	68.8%	103
Fast food/drive-in last 6 months: weekend	6,270	51.1%	105
Fast food/drive-in last 6 months: A & W	992	8.1%	159
Fast food/drive-in last 6 months: Arby's	2,932	23.9%	114
Fast food/drive-in last 6 months: Boston Market	705	5.7%	108
Fast food/drive-in last 6 months: Burger King	4,340	35.4%	96
Fast food/drive-in last 6 months: Captain D's	544	4.4%	82
Fast food/drive-in last 6 months: Carl's Jr.	386	3.1%	54
Fast food/drive-in last 6 months: Checkers	503	4.1%	121
Fast food/drive-in last 6 months: Chick-fil-A	1,355	11.0%	88
Fast food/drive-in last 6 mo: Chipotle Mex. Grill	604	4.9%	91
Fast food/drive-in last 6 months: Chuck E. Cheese's	652	5.3%	115
Fast food/drive-in last 6 months: Church's Fr. Chicken	373	3.0%	68
Fast food/drive-in last 6 months: Dairy Queen	2,011	16.4%	98
Fast food/drive-in last 6 months: Del Taco	101	0.8%	25
Fast food/drive-in last 6 months: Domino's Pizza	1,886	15.4%	108
Fast food/drive-in last 6 months: Dunkin' Donuts	969	7.9%	69
Fast food/drive-in last 6 months: Fuddruckers	507	4.1%	143
Fast food/drive-in last 6 months: Hardee's	983	8.0%	102
Fast food/drive-in last 6 months: Jack in the Box	1,311	10.7%	98
Fast food/drive-in last 6 months: KFC	2,814	22.9%	79
Fast food/drive-in last 6 months: Little Caesars	1,153	9.4%	138
Fast food/drive-in last 6 months: Long John Silver's	1,157	9.4%	130
Fast food/drive-in last 6 months: McDonald's	6,742	54.9%	97
Fast food/drive-in last 6 months: Panera Bread	1,054	8.6%	92
Fast food/drive-in last 6 months: Papa John's	1,368	11.1%	124
Fast food/drive-in last 6 months: Pizza Hut	3,030	24.7%	105
Fast food/drive-in last 6 months: Popeyes	734	6.0%	83
Fast food/drive-in last 6 months: Quiznos	1,565	12.8%	134
Fast food/drive-in last 6 months: Sonic Drive-In	1,798	14.7%	127
Fast food/drive-in last 6 months: Starbucks	2,009	16.4%	112
Fast food/drive-in last 6 months: Steak n Shake	625	5.1%	93
Fast food/drive-in last 6 months: Subway	4,211	34.3%	109
Fast food/drive-in last 6 months: Taco Bell	4,231	34.5%	107
Fast food/drive-in last 6 months: Wendy's	4,111	33.5%	104
Fast food/drive-in last 6 months: Whataburger	965	7.9%	173
Fast food/drive-in last 6 months: White Castle	218	1.8%	41
Fast food/drive-in last 6 months: eat in	4,945	40.3%	105
Fast food/drive-in last 6 months: home delivery	1,373	11.2%	101
Fast food/drive-in last 6 months: take-out/drive-thru	6,470	52.7%	101
Fast food/drive-in last 6 months: take-out/walk-in	3,185	26.0%	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 Mediamark Research & Intelligence LLC. in a nationally representative survey of U.S. households.



Restaurant Market Potential Sample

Potential Location
379 W MENDENHALL ST
BOZEMAN, MT 59715

Site Type: Rings

Latitude: 45.68032
Longitude: -111.04234
Radius: 3 Miles

Demographic Summary	2009	2014
Population	39,239	44,532
Population 18+	32,689	37,008
Households	15,742	18,033
Median Household Income	\$43,553	\$45,839

Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Went to family restaurant/steak house in last 6 months	23,554	72.1%	99
Family restaurant/steak house last month: <2 times	8,458	25.9%	99
Family restaurant/steak house last month: 2-4times	8,999	27.5%	100
Family restaurant/steak house last month: 5+ times	6,092	18.6%	95
Family restaurant/steak house last 6 months: breakfast	4,038	12.4%	103
Family restaurant/steak house last 6 months: lunch	7,682	23.5%	93
Family restaurant/steak house last 6 months: snack	941	2.9%	103
Family restaurant/steak house last 6 months: dinner	17,419	53.3%	100
Family restaurant/steak house last 6 months: weekday	12,952	39.6%	102
Family restaurant/steak house last 6 months: weekend	14,130	43.2%	97
Family restaurant/steak house last 6 months: Applebee`s	9,123	27.9%	108
Family restaurant/steak house last 6 months: Bennigan`s	1,082	3.3%	115
Family restaurant/steak house last 6 months: Bob Evans Farm	1,252	3.8%	84
Family restaurant/steak house last 6 months: Cheesecake Factory	1,810	5.5%	85
Family restaurant/steak house last 6 months: Chili`s Grill & Bar	4,371	13.4%	119
Family restaurant/steak house last 6 months: Cracker Barrel	4,003	12.2%	101
Family restaurant/steak house last 6 months: Denny`s	2,988	9.1%	97
Family restaurant/steak house last 6 months: Friendly`s	979	3.0%	79
Family restaurant/steak house last 6 months: Golden Corral	2,581	7.9%	103
Family restaurant/steak house last 6 months: Intl Hse of Pancakes	3,916	12.0%	107
Family restaurant/steak house last 6 months: Lone Star Steakhouse	1,114	3.4%	112
Family restaurant/steak house last 6 months: Old Country Buffet	1,385	4.2%	135
Family restaurant/steak house last 6 months: Olive Garden	6,142	18.8%	111
Family restaurant/steak house last 6 months: Outback Steakhouse	3,795	11.6%	97
Family restaurant/steak house last 6 months: Perkins	1,612	4.9%	132
Family restaurant/steak house last 6 months: Red Lobster	4,768	14.6%	101
Family restaurant/steak house last 6 months: Red Robin	1,522	4.7%	94
Family restaurant/steak house last 6 months: Ruby Tuesday	2,655	8.1%	91
Family restaurant/steak house last 6 months: Ryan`s	1,380	4.2%	94
Family restaurant/steak house last 6 months: Sizzler	650	2.0%	63
Family restaurant/steak house last 6 months: T.G.I. Friday`s	3,526	10.8%	101
Went to fast food/drive-in restaurant in last 6 months	29,580	90.5%	101
Went to fast food/drive-in restaurant <5 times/month	9,961	30.5%	100
Went to fast food/drive-in restaurant 5-12 times/month	9,587	29.3%	93
Went to fast food/drive-in restaurant 13+ times/month	10,039	30.7%	111
Fast food/drive-in last 6 months: breakfast	9,247	28.3%	102
Fast food/drive-in last 6 months: lunch	20,020	61.2%	104
Fast food/drive-in last 6 months: snack	6,246	19.1%	107
Fast food/drive-in last 6 months: dinner	17,174	52.5%	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.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by Mediemark Research & Intelligence LLC. in a nationally representative survey of U.S. households. ESRI forecasts for 2009 and 2014.



Restaurant Market Potential

Sample

Potential Location
379 W MENDENHALL ST
BOZEMAN, MT 59715

Site Type: Rings

Latitude: 45.68032
Longitude: -111.04234
Radius: 3 Miles

Product/Consumer Behavior	Expected		MPI
	Number of Adults	Percent	
Fast food/drive-in last 6 months: weekday	22,743	69.6%	104
Fast food/drive-in last 6 months: weekend	16,712	51.1%	105
Fast food/drive-in last 6 months: A & W	2,191	6.7%	132
Fast food/drive-in last 6 months: Arby's	7,790	23.8%	114
Fast food/drive-in last 6 months: Boston Market	1,907	5.8%	109
Fast food/drive-in last 6 months: Burger King	11,939	36.5%	99
Fast food/drive-in last 6 months: Captain D's	1,520	4.7%	86
Fast food/drive-in last 6 months: Carl's Jr.	1,262	3.9%	66
Fast food/drive-in last 6 months: Checkers	1,136	3.5%	102
Fast food/drive-in last 6 months: Chick-fil-A	4,248	13.0%	103
Fast food/drive-in last 6 mo: Chipotle Mex. Grill	1,920	5.9%	109
Fast food/drive-in last 6 months: Chuck E. Cheese's	1,553	4.8%	103
Fast food/drive-in last 6 months: Church's Fr. Chicken	1,298	4.0%	89
Fast food/drive-in last 6 months: Dairy Queen	5,791	17.7%	106
Fast food/drive-in last 6 months: Del Taco	544	1.7%	51
Fast food/drive-in last 6 months: Domino's Pizza	4,857	14.9%	105
Fast food/drive-in last 6 months: Dunkin' Donuts	2,942	9.0%	78
Fast food/drive-in last 6 months: Fuddruckers	1,226	3.8%	130
Fast food/drive-in last 6 months: Hardee's	2,514	7.7%	98
Fast food/drive-in last 6 months: Jack in the Box	3,299	10.1%	93
Fast food/drive-in last 6 months: KFC	8,323	25.5%	87
Fast food/drive-in last 6 months: Little Caesars	2,761	8.4%	124
Fast food/drive-in last 6 months: Long John Silver's	2,630	8.0%	111
Fast food/drive-in last 6 months: McDonald's	18,513	56.6%	100
Fast food/drive-in last 6 months: Panera Bread	3,309	10.1%	108
Fast food/drive-in last 6 months: Papa John's	3,708	11.3%	127
Fast food/drive-in last 6 months: Pizza Hut	8,105	24.8%	106
Fast food/drive-in last 6 months: Popeyes	2,282	7.0%	96
Fast food/drive-in last 6 months: Quiznos	3,900	11.9%	125
Fast food/drive-in last 6 months: Sonic Drive-In	4,457	13.6%	118
Fast food/drive-in last 6 months: Starbucks	5,669	17.3%	119
Fast food/drive-in last 6 months: Steak n Shake	1,896	5.8%	106
Fast food/drive-in last 6 months: Subway	11,207	34.3%	108
Fast food/drive-in last 6 months: Taco Bell	11,085	33.9%	106
Fast food/drive-in last 6 months: Wendy's	11,305	34.6%	107
Fast food/drive-in last 6 months: Whataburger	2,137	6.5%	144
Fast food/drive-in last 6 months: White Castle	839	2.6%	59
Fast food/drive-in last 6 months: eat in	13,195	40.4%	105
Fast food/drive-in last 6 months: home delivery	3,819	11.7%	105
Fast food/drive-in last 6 months: take-out/drive-thru	17,671	54.1%	103
Fast food/drive-in last 6 months: take-out/walk-in	8,637	26.4%	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.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by Mediamark Research & Intelligence LLC. in a nationally representative survey of U.S. households.



Restaurant Market Potential Sample

Potential Location
379 W MENDENHALL ST
BOZEMAN, MT 59715

Site Type: Rings

Latitude: 45.68032
Longitude: -111.04234
Radius: 5 Miles

Demographic Summary	2009	2014
Population	46,698	53,506
Population 18+	38,374	43,874
Households	18,533	21,406
Median Household Income	\$45,702	\$47,293

Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Went to family restaurant/steak house in last 6 months	27,870	72.6%	100
Family restaurant/steak house last month: <2 times	9,882	25.8%	99
Family restaurant/steak house last month: 2-4times	10,735	28.0%	102
Family restaurant/steak house last month: 5+ times	7,248	18.9%	97
Family restaurant/steak house last 6 months: breakfast	4,749	12.4%	103
Family restaurant/steak house last 6 months: lunch	9,177	23.9%	94
Family restaurant/steak house last 6 months: snack	1,063	2.8%	99
Family restaurant/steak house last 6 months: dinner	20,724	54.0%	101
Family restaurant/steak house last 6 months: weekday	15,341	40.0%	103
Family restaurant/steak house last 6 months: weekend	16,723	43.6%	98
Family restaurant/steak house last 6 months: Applebee`s	10,816	28.2%	109
Family restaurant/steak house last 6 months: Bennigan`s	1,232	3.2%	112
Family restaurant/steak house last 6 months: Bob Evans Farm	1,528	4.0%	87
Family restaurant/steak house last 6 months: Cheesecake Factory	2,104	5.5%	84
Family restaurant/steak house last 6 months: Chili`s Grill & Bar	5,089	13.3%	118
Family restaurant/steak house last 6 months: Cracker Barrel	4,813	12.5%	103
Family restaurant/steak house last 6 months: Denny`s	3,508	9.1%	97
Family restaurant/steak house last 6 months: Friendly`s	1,189	3.1%	82
Family restaurant/steak house last 6 months: Golden Corral	3,065	8.0%	104
Family restaurant/steak house last 6 months: Intl Hse of Pancakes	4,542	11.8%	106
Family restaurant/steak house last 6 months: Lone Star Steakhouse	1,321	3.4%	113
Family restaurant/steak house last 6 months: Old Country Buffet	1,547	4.0%	128
Family restaurant/steak house last 6 months: Olive Garden	7,226	18.8%	111
Family restaurant/steak house last 6 months: Outback Steakhouse	4,622	12.0%	101
Family restaurant/steak house last 6 months: Perkins	1,843	4.8%	129
Family restaurant/steak house last 6 months: Red Lobster	5,618	14.6%	101
Family restaurant/steak house last 6 months: Red Robin	1,836	4.8%	97
Family restaurant/steak house last 6 months: Ruby Tuesday	3,273	8.5%	96
Family restaurant/steak house last 6 months: Ryan`s	1,658	4.3%	96
Family restaurant/steak house last 6 months: Sizzler	801	2.1%	66
Family restaurant/steak house last 6 months: T.G.I. Friday`s	4,077	10.6%	100
Went to fast food/drive-in restaurant in last 6 months	34,781	90.6%	101
Went to fast food/drive-in restaurant <5 times/month	11,593	30.2%	99
Went to fast food/drive-in restaurant 5-12 times/month	11,501	30.0%	95
Went to fast food/drive-in restaurant 13+ times/month	11,693	30.5%	110
Fast food/drive-in last 6 months: breakfast	10,930	28.5%	103
Fast food/drive-in last 6 months: lunch	23,628	61.6%	104
Fast food/drive-in last 6 months: snack	7,224	18.8%	105
Fast food/drive-in last 6 months: dinner	20,101	52.4%	107

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 Mediemark Research & Intelligence LLC. in a nationally representative survey of U.S. households. ESRI forecasts for 2009 and 2014.



Restaurant Market Potential

Sample

Potential Location
379 W MENDENHALL ST
BOZEMAN, MT 59715

Site Type: Rings

Latitude: 45.68032
Longitude: -111.04234
Radius: 5 Miles

Product/Consumer Behavior	Expected		MPI
	Number of Adults	Percent	
Fast food/drive-in last 6 months: weekday	26,802	69.8%	104
Fast food/drive-in last 6 months: weekend	19,529	50.9%	105
Fast food/drive-in last 6 months: A & W	2,484	6.5%	127
Fast food/drive-in last 6 months: Arby's	9,213	24.0%	115
Fast food/drive-in last 6 months: Boston Market	2,164	5.6%	106
Fast food/drive-in last 6 months: Burger King	14,117	36.8%	99
Fast food/drive-in last 6 months: Captain D's	1,835	4.8%	88
Fast food/drive-in last 6 months: Carl's Jr.	1,505	3.9%	67
Fast food/drive-in last 6 months: Checkers	1,320	3.4%	101
Fast food/drive-in last 6 months: Chick-fil-A	5,118	13.3%	106
Fast food/drive-in last 6 mo: Chipotle Mex. Grill	2,180	5.7%	105
Fast food/drive-in last 6 months: Chuck E. Cheese's	1,767	4.6%	100
Fast food/drive-in last 6 months: Church's Fr. Chicken	1,582	4.1%	93
Fast food/drive-in last 6 months: Dairy Queen	6,908	18.0%	108
Fast food/drive-in last 6 months: Del Taco	677	1.8%	54
Fast food/drive-in last 6 months: Domino's Pizza	5,618	14.6%	103
Fast food/drive-in last 6 months: Dunkin' Donuts	3,529	9.2%	80
Fast food/drive-in last 6 months: Fuddruckers	1,393	3.6%	125
Fast food/drive-in last 6 months: Hardee's	3,061	8.0%	102
Fast food/drive-in last 6 months: Jack in the Box	3,896	10.2%	93
Fast food/drive-in last 6 months: KFC	10,020	26.1%	90
Fast food/drive-in last 6 months: Little Caesars	3,106	8.1%	119
Fast food/drive-in last 6 months: Long John Silver's	2,990	7.8%	107
Fast food/drive-in last 6 months: McDonald's	21,887	57.0%	100
Fast food/drive-in last 6 months: Panera Bread	3,887	10.1%	108
Fast food/drive-in last 6 months: Papa John's	4,290	11.2%	125
Fast food/drive-in last 6 months: Pizza Hut	9,530	24.8%	106
Fast food/drive-in last 6 months: Popeyes	2,675	7.0%	96
Fast food/drive-in last 6 months: Quiznos	4,494	11.7%	123
Fast food/drive-in last 6 months: Sonic Drive-In	5,229	13.6%	118
Fast food/drive-in last 6 months: Starbucks	6,522	17.0%	116
Fast food/drive-in last 6 months: Steak n Shake	2,257	5.9%	107
Fast food/drive-in last 6 months: Subway	13,061	34.0%	108
Fast food/drive-in last 6 months: Taco Bell	13,025	33.9%	106
Fast food/drive-in last 6 months: Wendy's	13,419	35.0%	108
Fast food/drive-in last 6 months: Whataburger	2,429	6.3%	139
Fast food/drive-in last 6 months: White Castle	1,046	2.7%	63
Fast food/drive-in last 6 months: eat in	15,524	40.5%	105
Fast food/drive-in last 6 months: home delivery	4,469	11.6%	105
Fast food/drive-in last 6 months: take-out/drive-thru	20,885	54.4%	104
Fast food/drive-in last 6 months: take-out/walk-in	10,022	26.1%	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 Mediamark Research & Intelligence LLC. in a nationally representative survey of U.S. households.