

Sansom Park Demo - Biway and 199
 Ring: 3 mile radius

Prepared by Jack Thompson

Latitude: 32.799088
 Longitude: -97.4053

Demographic Summary		2013	2018
Population		70,532	74,854
Population 18+		49,400	52,520
Households		22,301	23,655
Median Household Income		\$39,425	\$47,415
Product/Consumer Behavior		Expected Number of	
	Adults	Percent	MPI
Went to family restaurant/steak house in last 6 months	30,838	62.4%	87
Family restaurant/steak house last month: <2 times	10,829	21.9%	85
Family restaurant/steak house last month: 2-4 times	10,316	20.9%	78
Family restaurant/steak house last month: 5+ times	9,694	19.6%	101
Family restaurant/steak house last 6 months: breakfast	6,648	13.5%	103
Family restaurant/steak house last 6 months: lunch	10,917	22.1%	89
Family restaurant/steak house last 6 months: snack	1,317	2.7%	95
Family restaurant/steak house last 6 months: dinner	20,524	41.5%	79
Family restaurant/steak house last 6 months: weekday	13,664	27.7%	72
Family restaurant/steak house last 6 months: weekend	18,640	37.7%	85
Family restaurant/steak house last 6 months: Applebee's	9,257	18.7%	74
Family restaurant/steak house last 6 months: Bennigan's	1,171	2.4%	107
Family restaurant/steak house last 6 months: Bob Evans Farm	2,053	4.2%	92
Family restaurant/steak house last 6 months: Cheesecake Factory	2,969	6.0%	90
Family restaurant/steak house last 6 months: Chili's Grill & Bar	4,428	9.0%	77
Family restaurant/steak house last 6 months: Cracker Barrel	5,310	10.7%	98
Family restaurant/steak house last 6 months: Denny's	4,891	9.9%	109
Family restaurant/steak house last 6 months: Friendly's	1,114	2.3%	57
Family restaurant/steak house last 6 months: Golden Corral	5,418	11.0%	153
Family restaurant/steak house last 6 months: Intl Hse of Pancakes	6,273	12.7%	109
Family restaurant/steak house last 6 months: Lone Star Steakhouse	1,394	2.8%	105
Family restaurant/steak house last 6 months: Old Country Buffet	1,277	2.6%	92
Family restaurant/steak house last 6 months: Olive Garden	5,764	11.7%	66
Family restaurant/steak house last 6 months: Outback Steakhouse	5,258	10.6%	93
Family restaurant/steak house last 6 months: Perkins	1,438	2.9%	81
Family restaurant/steak house last 6 months: Red Lobster	5,354	10.8%	81
Family restaurant/steak house last 6 months: Red Robin	2,746	5.6%	99
Family restaurant/steak house last 6 months: Ruby Tuesday	3,600	7.3%	88
Family restaurant/steak house last 6 months: Ryan's	1,918	3.9%	104
Family restaurant/steak house last 6 months: Sizzler	1,474	3.0%	98
Family restaurant/steak house last 6 months: T.G.I. Friday's	4,927	10.0%	97
Went to fast food/drive-in restaurant in last 6 months	41,813	84.6%	96
Went to fast food/drive-in restaurant <6 times/month	15,787	32.0%	91
Went to fast food/drive-in restaurant 6-13 times/month	12,842	26.0%	90
Went to fast food/drive-in restaurant 14+ times/month	13,173	26.7%	107
Fast food/drive-in last 6 months: breakfast	12,542	25.4%	93
Fast food/drive-in last 6 months: lunch	25,579	51.8%	88
Fast food/drive-in last 6 months: snack	7,507	15.2%	87
Fast food/drive-in last 6 months: dinner	24,217	49.0%	102

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 2013 and 2018.

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Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Fast food/drive-in last 6 months: weekday	28,841	58.4%	88
Fast food/drive-in last 6 months: weekend	23,849	48.3%	100
Fast food/drive-in last 6 months: A & W	2,474	5.0%	111
Fast food/drive-in last 6 months: Arby's	8,903	18.0%	88
Fast food/drive-in last 6 months: Boston Market	1,934	3.9%	82
Fast food/drive-in last 6 months: Burger King	17,050	34.5%	96
Fast food/drive-in last 6 months: Captain D's	2,708	5.5%	108
Fast food/drive-in last 6 months: Carl's Jr.	3,379	6.8%	108
Fast food/drive-in last 6 months: Checkers	1,783	3.6%	113
Fast food/drive-in last 6 months: Chick-fil-A	5,637	11.4%	88
Fast food/drive-in last 6 months: Chipotle Mex. Grill	2,623	5.3%	86
Fast food/drive-in last 6 months: Chuck E. Cheese's	2,736	5.5%	124
Fast food/drive-in last 6 months: Church's Fr. Chicken	4,460	9.0%	211
Fast food/drive-in last 6 months: Dairy Queen	8,649	17.5%	111
Fast food/drive-in last 6 months: Del Taco	1,996	4.0%	118
Fast food/drive-in last 6 months: Domino's Pizza	8,539	17.3%	129
Fast food/drive-in last 6 months: Dunkin' Donuts	3,816	7.7%	67
Fast food/drive-in last 6 months: Fuddruckers	1,520	3.1%	109
Fast food/drive-in last 6 months: Hardee's	3,150	6.4%	95
Fast food/drive-in last 6 months: Jack in the Box	5,922	12.0%	114
Fast food/drive-in last 6 months: KFC	14,525	29.4%	107
Fast food/drive-in last 6 months: Little Caesars	5,471	11.1%	152
Fast food/drive-in last 6 months: Long John Silver's	3,977	8.1%	129
Fast food/drive-in last 6 months: McDonald's	25,221	51.1%	92
Fast food/drive-in last 6 months: Panera Bread	3,847	7.8%	80
Fast food/drive-in last 6 months: Papa John's	4,992	10.1%	116
Fast food/drive-in last 6 months: Pizza Hut	13,515	27.4%	125
Fast food/drive-in last 6 months: Popeyes	4,876	9.9%	135
Fast food/drive-in last 6 months: Quiznos	3,946	8.0%	88
Fast food/drive-in last 6 months: Sonic Drive-In	6,290	12.7%	108
Fast food/drive-in last 6 months: Starbucks	4,972	10.1%	67
Fast food/drive-in last 6 months: Steak n Shake	2,658	5.4%	107
Fast food/drive-in last 6 months: Subway	13,640	27.6%	87
Fast food/drive-in last 6 months: Taco Bell	14,797	30.0%	93
Fast food/drive-in last 6 months: Wendy's	14,724	29.8%	96
Fast food/drive-in last 6 months: Whataburger	5,799	11.7%	241
Fast food/drive-in last 6 months: White Castle	1,711	3.5%	87
Fast food/drive-in last 6 months: eat in	18,192	36.8%	98
Fast food/drive-in last 6 months: home delivery	5,348	10.8%	104
Fast food/drive-in last 6 months: take-out/drive-thru	25,318	51.3%	98
Fast food/drive-in last 6 months: take-out/walk-in	9,507	19.2%	78

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Sansom Park Demo - Biway and 199
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Demographic Summary		2013	2018
Population		170,906	183,333
Population 18+		123,202	132,416
Households		58,946	63,338
Median Household Income		\$43,906	\$53,608
Product/Consumer Behavior		Expected Number of	
	Adults	Percent	MPI
Went to family restaurant/steak house in last 6 months	81,668	66.3%	92
Family restaurant/steak house last month: <2 times	28,626	23.2%	91
Family restaurant/steak house last month: 2-4 times	28,375	23.0%	86
Family restaurant/steak house last month: 5+ times	24,671	20.0%	103
Family restaurant/steak house last 6 months: breakfast	16,879	13.7%	105
Family restaurant/steak house last 6 months: lunch	28,635	23.2%	94
Family restaurant/steak house last 6 months: snack	3,358	2.7%	97
Family restaurant/steak house last 6 months: dinner	56,556	45.9%	87
Family restaurant/steak house last 6 months: weekday	39,177	31.8%	83
Family restaurant/steak house last 6 months: weekend	50,091	40.7%	92
Family restaurant/steak house last 6 months: Applebee's	26,178	21.2%	84
Family restaurant/steak house last 6 months: Bennigan's	3,064	2.5%	112
Family restaurant/steak house last 6 months: Bob Evans Farm	5,485	4.5%	99
Family restaurant/steak house last 6 months: Cheesecake Factory	7,681	6.2%	94
Family restaurant/steak house last 6 months: Chili's Grill & Bar	12,496	10.1%	87
Family restaurant/steak house last 6 months: Cracker Barrel	13,788	11.2%	102
Family restaurant/steak house last 6 months: Denny's	11,622	9.4%	104
Family restaurant/steak house last 6 months: Friendly's	3,231	2.6%	67
Family restaurant/steak house last 6 months: Golden Corral	12,755	10.4%	144
Family restaurant/steak house last 6 months: Intl Hse of Pancakes	15,360	12.5%	107
Family restaurant/steak house last 6 months: Lone Star Steakhouse	3,703	3.0%	112
Family restaurant/steak house last 6 months: Old Country Buffet	3,235	2.6%	93
Family restaurant/steak house last 6 months: Olive Garden	17,145	13.9%	78
Family restaurant/steak house last 6 months: Outback Steakhouse	13,456	10.9%	96
Family restaurant/steak house last 6 months: Perkins	3,871	3.1%	87
Family restaurant/steak house last 6 months: Red Lobster	14,591	11.8%	88
Family restaurant/steak house last 6 months: Red Robin	6,591	5.3%	95
Family restaurant/steak house last 6 months: Ruby Tuesday	9,285	7.5%	91
Family restaurant/steak house last 6 months: Ryan's	4,480	3.6%	98
Family restaurant/steak house last 6 months: Sizzler	3,406	2.8%	90
Family restaurant/steak house last 6 months: T.G.I. Friday's	12,456	10.1%	98
Went to fast food/drive-in restaurant in last 6 months	106,480	86.4%	98
Went to fast food/drive-in restaurant <6 times/month	40,573	32.9%	94
Went to fast food/drive-in restaurant 6-13 times/month	32,999	26.8%	93
Went to fast food/drive-in restaurant 14+ times/month	32,891	26.7%	107
Fast food/drive-in last 6 months: breakfast	32,555	26.4%	96
Fast food/drive-in last 6 months: lunch	67,338	54.7%	93
Fast food/drive-in last 6 months: snack	19,681	16.0%	92
Fast food/drive-in last 6 months: dinner	61,244	49.7%	103

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Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Fast food/drive-in last 6 months: weekday	75,905	61.6%	93
Fast food/drive-in last 6 months: weekend	60,212	48.9%	101
Fast food/drive-in last 6 months: A & W	5,998	4.9%	108
Fast food/drive-in last 6 months: Arby's	24,397	19.8%	97
Fast food/drive-in last 6 months: Boston Market	5,319	4.3%	90
Fast food/drive-in last 6 months: Burger King	43,357	35.2%	98
Fast food/drive-in last 6 months: Captain D's	6,623	5.4%	106
Fast food/drive-in last 6 months: Carl's Jr.	7,378	6.0%	94
Fast food/drive-in last 6 months: Checkers	4,445	3.6%	113
Fast food/drive-in last 6 months: Chick-fil-A	15,897	12.9%	100
Fast food/drive-in last 6 months: Chipotle Mex. Grill	7,346	6.0%	97
Fast food/drive-in last 6 months: Chuck E. Cheese's	6,293	5.1%	114
Fast food/drive-in last 6 months: Church's Fr. Chicken	9,449	7.7%	179
Fast food/drive-in last 6 months: Dairy Queen	21,343	17.3%	110
Fast food/drive-in last 6 months: Del Taco	4,371	3.5%	104
Fast food/drive-in last 6 months: Domino's Pizza	20,597	16.7%	124
Fast food/drive-in last 6 months: Dunkin' Donuts	10,769	8.7%	76
Fast food/drive-in last 6 months: Fuddruckers	3,869	3.1%	111
Fast food/drive-in last 6 months: Hardee's	7,862	6.4%	95
Fast food/drive-in last 6 months: Jack in the Box	13,790	11.2%	106
Fast food/drive-in last 6 months: KFC	35,556	28.9%	105
Fast food/drive-in last 6 months: Little Caesars	12,758	10.4%	142
Fast food/drive-in last 6 months: Long John Silver's	9,295	7.5%	121
Fast food/drive-in last 6 months: McDonald's	65,060	52.8%	95
Fast food/drive-in last 6 months: Panera Bread	10,565	8.6%	88
Fast food/drive-in last 6 months: Papa John's	12,683	10.3%	118
Fast food/drive-in last 6 months: Pizza Hut	31,641	25.7%	117
Fast food/drive-in last 6 months: Popeyes	11,213	9.1%	125
Fast food/drive-in last 6 months: Quiznos	10,701	8.7%	96
Fast food/drive-in last 6 months: Sonic Drive-In	15,508	12.6%	107
Fast food/drive-in last 6 months: Starbucks	14,941	12.1%	81
Fast food/drive-in last 6 months: Steak n Shake	6,845	5.6%	111
Fast food/drive-in last 6 months: Subway	35,913	29.1%	92
Fast food/drive-in last 6 months: Taco Bell	38,219	31.0%	97
Fast food/drive-in last 6 months: Wendy's	37,908	30.8%	99
Fast food/drive-in last 6 months: Whataburger	12,020	9.8%	200
Fast food/drive-in last 6 months: White Castle	4,461	3.6%	91
Fast food/drive-in last 6 months: eat in	45,600	37.0%	98
Fast food/drive-in last 6 months: home delivery	13,767	11.2%	107
Fast food/drive-in last 6 months: take-out/drive-thru	64,411	52.3%	100
Fast food/drive-in last 6 months: take-out/walk-in	25,774	20.9%	85

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Sansom Park Demo - Biway and 199
 Ring: 7 mile radius

Prepared by Jack Thompson

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Demographic Summary		2013	2018
Population		328,862	355,483
Population 18+		240,958	260,908
Households		118,986	128,676
Median Household Income		\$46,179	\$56,435
Product/Consumer Behavior		Expected Number of	
	Adults	Percent	MPI
Went to family restaurant/steak house in last 6 months	163,716	67.9%	95
Family restaurant/steak house last month: <2 times	57,235	23.8%	93
Family restaurant/steak house last month: 2-4 times	58,416	24.2%	90
Family restaurant/steak house last month: 5+ times	48,070	19.9%	103
Family restaurant/steak house last 6 months: breakfast	32,505	13.5%	103
Family restaurant/steak house last 6 months: lunch	57,224	23.7%	96
Family restaurant/steak house last 6 months: snack	6,785	2.8%	100
Family restaurant/steak house last 6 months: dinner	116,448	48.3%	92
Family restaurant/steak house last 6 months: weekday	81,812	34.0%	89
Family restaurant/steak house last 6 months: weekend	101,679	42.2%	95
Family restaurant/steak house last 6 months: Applebee's	54,519	22.6%	90
Family restaurant/steak house last 6 months: Bennigan's	6,003	2.5%	112
Family restaurant/steak house last 6 months: Bob Evans Farm	9,855	4.1%	91
Family restaurant/steak house last 6 months: Cheesecake Factory	15,367	6.4%	96
Family restaurant/steak house last 6 months: Chili's Grill & Bar	26,878	11.2%	96
Family restaurant/steak house last 6 months: Cracker Barrel	25,481	10.6%	96
Family restaurant/steak house last 6 months: Denny's	23,467	9.7%	107
Family restaurant/steak house last 6 months: Friendly's	6,935	2.9%	73
Family restaurant/steak house last 6 months: Golden Corral	23,261	9.7%	134
Family restaurant/steak house last 6 months: Intl Hse of Pancakes	29,358	12.2%	104
Family restaurant/steak house last 6 months: Lone Star Steakhouse	6,737	2.8%	104
Family restaurant/steak house last 6 months: Old Country Buffet	6,494	2.7%	96
Family restaurant/steak house last 6 months: Olive Garden	37,324	15.5%	87
Family restaurant/steak house last 6 months: Outback Steakhouse	26,309	10.9%	96
Family restaurant/steak house last 6 months: Perkins	7,126	3.0%	82
Family restaurant/steak house last 6 months: Red Lobster	30,573	12.7%	95
Family restaurant/steak house last 6 months: Red Robin	13,287	5.5%	98
Family restaurant/steak house last 6 months: Ruby Tuesday	18,148	7.5%	91
Family restaurant/steak house last 6 months: Ryan's	8,395	3.5%	94
Family restaurant/steak house last 6 months: Sizzler	7,266	3.0%	99
Family restaurant/steak house last 6 months: T.G.I. Friday's	24,006	10.0%	97
Went to fast food/drive-in restaurant in last 6 months	208,724	86.6%	98
Went to fast food/drive-in restaurant <6 times/month	78,942	32.8%	94
Went to fast food/drive-in restaurant 6-13 times/month	65,783	27.3%	95
Went to fast food/drive-in restaurant 14+ times/month	63,983	26.6%	107
Fast food/drive-in last 6 months: breakfast	64,964	27.0%	98
Fast food/drive-in last 6 months: lunch	135,676	56.3%	96
Fast food/drive-in last 6 months: snack	40,219	16.7%	96
Fast food/drive-in last 6 months: dinner	118,403	49.1%	102

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Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Fast food/drive-in last 6 months: weekday	152,016	63.1%	95
Fast food/drive-in last 6 months: weekend	117,218	48.6%	101
Fast food/drive-in last 6 months: A & W	11,937	5.0%	110
Fast food/drive-in last 6 months: Arby's	49,020	20.3%	100
Fast food/drive-in last 6 months: Boston Market	10,545	4.4%	91
Fast food/drive-in last 6 months: Burger King	84,666	35.1%	98
Fast food/drive-in last 6 months: Captain D's	12,026	5.0%	98
Fast food/drive-in last 6 months: Carl's Jr.	16,814	7.0%	110
Fast food/drive-in last 6 months: Checkers	8,339	3.5%	109
Fast food/drive-in last 6 months: Chick-fil-A	32,842	13.6%	106
Fast food/drive-in last 6 months: Chipotle Mex. Grill	15,213	6.3%	103
Fast food/drive-in last 6 months: Chuck E. Cheese's	11,880	4.9%	110
Fast food/drive-in last 6 months: Church's Fr. Chicken	16,608	6.9%	161
Fast food/drive-in last 6 months: Dairy Queen	39,830	16.5%	105
Fast food/drive-in last 6 months: Del Taco	9,423	3.9%	114
Fast food/drive-in last 6 months: Domino's Pizza	38,285	15.9%	118
Fast food/drive-in last 6 months: Dunkin' Donuts	21,504	8.9%	78
Fast food/drive-in last 6 months: Fuddruckers	7,569	3.1%	111
Fast food/drive-in last 6 months: Hardee's	14,780	6.1%	92
Fast food/drive-in last 6 months: Jack in the Box	28,998	12.0%	114
Fast food/drive-in last 6 months: KFC	67,399	28.0%	102
Fast food/drive-in last 6 months: Little Caesars	22,481	9.3%	128
Fast food/drive-in last 6 months: Long John Silver's	16,668	6.9%	111
Fast food/drive-in last 6 months: McDonald's	129,024	53.5%	96
Fast food/drive-in last 6 months: Panera Bread	20,924	8.7%	89
Fast food/drive-in last 6 months: Papa John's	24,327	10.1%	116
Fast food/drive-in last 6 months: Pizza Hut	58,541	24.3%	111
Fast food/drive-in last 6 months: Popeyes	21,459	8.9%	122
Fast food/drive-in last 6 months: Quiznos	21,777	9.0%	99
Fast food/drive-in last 6 months: Sonic Drive-In	30,004	12.5%	106
Fast food/drive-in last 6 months: Starbucks	33,625	14.0%	93
Fast food/drive-in last 6 months: Steak n Shake	12,755	5.3%	105
Fast food/drive-in last 6 months: Subway	72,098	29.9%	95
Fast food/drive-in last 6 months: Taco Bell	77,074	32.0%	100
Fast food/drive-in last 6 months: Wendy's	74,849	31.1%	100
Fast food/drive-in last 6 months: Whataburger	19,752	8.2%	168
Fast food/drive-in last 6 months: White Castle	8,180	3.4%	85
Fast food/drive-in last 6 months: eat in	87,310	36.2%	96
Fast food/drive-in last 6 months: home delivery	27,621	11.5%	110
Fast food/drive-in last 6 months: take-out/drive-thru	126,452	52.5%	101
Fast food/drive-in last 6 months: take-out/walk-in	54,721	22.7%	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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