

Restaurant Market Potential

Independence City, MO 2
 Independence City, MO (2935000)
 Geography: Place

Data provided by ESRI

Demographic Summary	2017	2022
Population	120,865	124,191
Population 18+	95,025	97,568
Households	50,166	51,400
Median Household Income	\$48,224	\$53,516

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Went to family restaurant/steak house in last 6 mo	71,154	74.9%	100
Went to family restaurant/steak house 4+ times/mo	26,366	27.7%	101
Spent at family rest/steak hse last 6 months: <\$31	8,480	8.9%	117
Spent at family rest/steak hse last 6 months: \$31-50	8,278	8.7%	101
Spent at family rest/steak hse last 6 months: \$51-100	14,234	15.0%	101
Spent at family rest/steak hse last 6 months: \$101-200	10,766	11.3%	101
Spent at family rest/steak hse last 6 months: \$201-300	4,315	4.5%	96
Spent at family rest/steak hse last 6 months: \$301+	5,002	5.3%	86
Family restaurant/steak house last 6 months: breakfast	11,887	12.5%	98
Family restaurant/steak house last 6 months: lunch	18,447	19.4%	102
Family restaurant/steak house last 6 months: dinner	45,304	47.7%	103
Family restaurant/steak house last 6 months: snack	1,789	1.9%	98
Family restaurant/steak house last 6 months: weekday	29,945	31.5%	102
Family restaurant/steak house last 6 months: weekend	39,578	41.7%	101
Fam rest/steak hse/6 months: Applebee`s	24,087	25.3%	111
Fam rest/steak hse/6 months: Bob Evans Farms	6,082	6.4%	173
Fam rest/steak hse/6 months: Buffalo Wild Wings	9,429	9.9%	104
Fam rest/steak hse/6 months: California Pizza Kitchen	1,663	1.8%	55
Fam rest/steak hse/6 months: Carrabba`s Italian Grill	2,767	2.9%	88
Fam rest/steak hse/6 months: The Cheesecake Factory	3,743	3.9%	63
Fam rest/steak hse/6 months: Chili`s Grill & Bar	9,063	9.5%	86
Fam rest/steak hse/6 months: CiCi`s Pizza	3,952	4.2%	106
Fam rest/steak hse/6 months: Cracker Barrel	11,194	11.8%	113
Fam rest/steak hse/6 months: Denny`s	8,144	8.6%	97
Fam rest/steak hse/6 months: Golden Corral	9,436	9.9%	132
Fam rest/steak hse/6 months: IHOP	8,833	9.3%	89
Fam rest/steak hse/6 months: Logan`s Roadhouse	4,369	4.6%	123
Fam rest/steak hse/6 months: LongHorn Steakhouse	4,571	4.8%	98
Fam rest/steak hse/6 months: Olive Garden	16,919	17.8%	105
Fam rest/steak hse/6 months: Outback Steakhouse	8,565	9.0%	99
Fam rest/steak hse/6 months: Red Lobster	11,772	12.4%	108
Fam rest/steak hse/6 months: Red Robin	5,321	5.6%	86
Fam rest/steak hse/6 months: Ruby Tuesday	5,777	6.1%	105
Fam rest/steak hse/6 months: Texas Roadhouse	8,392	8.8%	110
Fam rest/steak hse/6 months: T.G.I. Friday`s	6,039	6.4%	91
Fam rest/steak hse/6 months: Waffle House	5,780	6.1%	111
Went to fast food/drive-in restaurant in last 6 mo	86,465	91.0%	101
Went to fast food/drive-in restaurant 9+ times/mo	39,377	41.4%	106
Spent at fast food/drive-in last 6 months: <\$11	4,683	4.9%	109
Spent at fast food/drive-in last 6 months: \$11-\$20	8,478	8.9%	107
Spent at fast food/drive-in last 6 months: \$21-\$40	12,311	13.0%	103
Spent at fast food/drive-in last 6 months: \$41-\$50	7,256	7.6%	98
Spent at fast food/drive-in last 6 months: \$51-\$100	16,654	17.5%	105
Spent at fast food/drive-in last 6 months: \$101-\$200	10,724	11.3%	103
Spent at fast food/drive-in last 6 months: \$201+	9,376	9.9%	100

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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Fast food/drive-in last 6 months: eat in	34,439	36.2%	99
Fast food/drive-in last 6 months: home delivery	7,935	8.4%	108
Fast food/drive-in last 6 months: take-out/drive-thru	47,779	50.3%	109
Fast food/drive-in last 6 months: take-out/walk-in	19,132	20.1%	100
Fast food/drive-in last 6 months: breakfast	32,362	34.1%	104
Fast food/drive-in last 6 months: lunch	48,689	51.2%	103
Fast food/drive-in last 6 months: dinner	45,429	47.8%	106
Fast food/drive-in last 6 months: snack	11,121	11.7%	97
Fast food/drive-in last 6 months: weekday	58,310	61.4%	105
Fast food/drive-in last 6 months: weekend	46,039	48.4%	105
Fast food/drive-in last 6 months: A & W	3,458	3.6%	135
Fast food/drive-in last 6 months: Arby`s	21,074	22.2%	136
Fast food/drive-in last 6 months: Baskin-Robbins	2,367	2.5%	74
Fast food/drive-in last 6 months: Boston Market	2,849	3.0%	86
Fast food/drive-in last 6 months: Burger King	32,380	34.1%	115
Fast food/drive-in last 6 months: Captain D`s	3,469	3.7%	104
Fast food/drive-in last 6 months: Carl`s Jr.	2,957	3.1%	55
Fast food/drive-in last 6 months: Checkers	3,037	3.2%	101
Fast food/drive-in last 6 months: Chick-fil-A	16,219	17.1%	90
Fast food/drive-in last 6 months: Chipotle Mex. Grill	8,904	9.4%	79
Fast food/drive-in last 6 months: Chuck E. Cheese`s	3,127	3.3%	102
Fast food/drive-in last 6 months: Church`s Fr. Chicken	3,247	3.4%	96
Fast food/drive-in last 6 months: Cold Stone Creamery	2,417	2.5%	90
Fast food/drive-in last 6 months: Dairy Queen	17,565	18.5%	124
Fast food/drive-in last 6 months: Del Taco	2,130	2.2%	63
Fast food/drive-in last 6 months: Domino`s Pizza	10,881	11.5%	95
Fast food/drive-in last 6 months: Dunkin` Donuts	10,654	11.2%	89
Fast food/drive-in last 6 months: Hardee`s	7,122	7.5%	133
Fast food/drive-in last 6 months: Jack in the Box	5,540	5.8%	70
Fast food/drive-in last 6 months: KFC	23,707	24.9%	118
Fast food/drive-in last 6 months: Krispy Kreme	4,620	4.9%	98
Fast food/drive-in last 6 months: Little Caesars	13,525	14.2%	120
Fast food/drive-in last 6 months: Long John Silver`s	6,383	6.7%	152
Fast food/drive-in last 6 months: McDonald`s	53,942	56.8%	106
Went to Panda Express in last 6 months	5,050	5.3%	66
Fast food/drive-in last 6 months: Panera Bread	9,714	10.2%	88
Fast food/drive-in last 6 months: Papa John`s	8,305	8.7%	102
Fast food/drive-in last 6 months: Papa Murphy`s	4,681	4.9%	102
Fast food/drive-in last 6 months: Pizza Hut	20,287	21.3%	110
Fast food/drive-in last 6 months: Popeyes Chicken	6,384	6.7%	85
Fast food/drive-in last 6 months: Quiznos	1,951	2.1%	84
Fast food/drive-in last 6 months: Sonic Drive-In	10,528	11.1%	99
Fast food/drive-in last 6 months: Starbucks	11,492	12.1%	76
Fast food/drive-in last 6 months: Steak `n Shake	6,850	7.2%	136
Fast food/drive-in last 6 months: Subway	30,337	31.9%	103
Fast food/drive-in last 6 months: Taco Bell	32,307	34.0%	112
Fast food/drive-in last 6 months: Wendy`s	28,364	29.8%	110
Fast food/drive-in last 6 months: Whataburger	3,030	3.2%	73
Fast food/drive-in last 6 months: White Castle	3,617	3.8%	120

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Went to fine dining restaurant last month	8,833	9.3%	87
Went to fine dining restaurant 3+ times last month	2,433	2.6%	83
Spent at fine dining rest in last 6 months: <\$51	1,706	1.8%	95
Spent at fine dining rest in last 6 months: \$51-\$100	3,215	3.4%	100
Spent at fine dining rest in last 6 months: \$101-\$200	2,606	2.7%	84
Spent at fine dining rest in last 6 months: \$201+	2,005	2.1%	63

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