



Restaurant Market Potential

Prepared by Charles St. Onge

Tammy Square Center
15620 Manchester Rd, Ellisville, MO 63011-2276, Retail Study
Ring: 1 mile radius

Latitude: 38.592319
Longitude: -90.573402

Demographic Summary	2010	2015
Population	10,682	10,643
Population 18+	7,689	7,725
Households	4,022	4,030
Median Household Income	\$82,245	\$91,115

Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Went to family restaurant/steak house in last 6 months	6,329	82.3%	113
Family restaurant/steak house last month: <2 times	2,062	26.8%	103
Family restaurant/steak house last month: 2-4times	2,440	31.7%	116
Family restaurant/steak house last month: 5+ times	1,827	23.8%	122
Family restaurant/steak house last 6 months: breakfast	1,058	13.8%	115
Family restaurant/steak house last 6 months: lunch	2,228	29.0%	114
Family restaurant/steak house last 6 months: snack	226	2.9%	105
Family restaurant/steak house last 6 months: dinner	5,034	65.5%	123
Family restaurant/steak house last 6 months: weekday	3,546	46.1%	119
Family restaurant/steak house last 6 months: weekend	4,124	53.6%	121
Family restaurant/steak house last 6 months: Applebee's	2,498	32.5%	126
Family restaurant/steak house last 6 months: Bennigan's	307	4.0%	139
Family restaurant/steak house last 6 months: Bob Evans Farm	425	5.5%	121
Family restaurant/steak house last 6 months: Cheesecake Factory	690	9.0%	137
Family restaurant/steak house last 6 months: Chili's Grill & Bar	1,277	16.6%	148
Family restaurant/steak house last 6 months: Cracker Barrel	1,021	13.3%	109
Family restaurant/steak house last 6 months: Denny's	742	9.6%	102
Family restaurant/steak house last 6 months: Friendly's	345	4.5%	119
Family restaurant/steak house last 6 months: Golden Corral	542	7.0%	92
Family restaurant/steak house last 6 months: Intl Hse of Pancakes	1,047	13.6%	122
Family restaurant/steak house last 6 months: Lone Star Steakhouse	316	4.1%	135
Family restaurant/steak house last 6 months: Old Country Buffet	276	3.6%	114
Family restaurant/steak house last 6 months: Olive Garden	1,813	23.6%	139
Family restaurant/steak house last 6 months: Outback Steakhouse	1,189	15.5%	129
Family restaurant/steak house last 6 months: Perkins	308	4.0%	107
Family restaurant/steak house last 6 months: Red Lobster	1,255	16.3%	112
Family restaurant/steak house last 6 months: Red Robin	635	8.3%	167
Family restaurant/steak house last 6 months: Ruby Tuesday	826	10.7%	120
Family restaurant/steak house last 6 months: Ryan's	195	2.5%	56
Family restaurant/steak house last 6 months: Sizzler	157	2.0%	65
Family restaurant/steak house last 6 months: T.G.I. Friday's	1,176	15.3%	144
Went to fast food/drive-in restaurant in last 6 months	7,143	92.9%	104
Went to fast food/drive-in restaurant <5 times/month	2,213	28.8%	94
Went to fast food/drive-in restaurant 5-12 times/month	2,630	34.2%	109
Went to fast food/drive-in restaurant 13+ times/month	2,301	29.9%	108
Fast food/drive-in last 6 months: breakfast	2,421	31.5%	113
Fast food/drive-in last 6 months: lunch	5,134	66.8%	113
Fast food/drive-in last 6 months: snack	1,445	18.8%	105
Fast food/drive-in last 6 months: dinner	4,076	53.0%	109

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 2010 and 2015.



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Product/Consumer Behavior	Expected		MPI
	Number of Adults	Percent	
Fast food/drive-in last 6 months: weekday	5,589	72.7%	108
Fast food/drive-in last 6 months: weekend	4,153	54.0%	111
Fast food/drive-in last 6 months: A & W	439	5.7%	112
Fast food/drive-in last 6 months: Arby's	1,925	25.0%	119
Fast food/drive-in last 6 months: Boston Market	582	7.6%	142
Fast food/drive-in last 6 months: Burger King	3,060	39.8%	108
Fast food/drive-in last 6 months: Captain D's	280	3.6%	67
Fast food/drive-in last 6 months: Carl's Jr.	458	6.0%	101
Fast food/drive-in last 6 months: Checkers	219	2.8%	84
Fast food/drive-in last 6 months: Chick-fil-A	1,256	16.3%	130
Fast food/drive-in last 6 mo: Chipotle Mex. Grill	704	9.2%	169
Fast food/drive-in last 6 months: Chuck E. Cheese's	422	5.5%	119
Fast food/drive-in last 6 months: Church's Fr. Chicken	303	3.9%	88
Fast food/drive-in last 6 months: Dairy Queen	1,356	17.6%	105
Fast food/drive-in last 6 months: Del Taco	253	3.3%	101
Fast food/drive-in last 6 months: Domino's Pizza	1,109	14.4%	102
Fast food/drive-in last 6 months: Dunkin' Donuts	1,076	14.0%	121
Fast food/drive-in last 6 months: Fuddruckers	326	4.2%	146
Fast food/drive-in last 6 months: Hardee's	478	6.2%	79
Fast food/drive-in last 6 months: Jack in the Box	843	11.0%	101
Fast food/drive-in last 6 months: KFC	2,261	29.4%	101
Fast food/drive-in last 6 months: Little Caesars	516	6.7%	98
Fast food/drive-in last 6 months: Long John Silver's	486	6.3%	87
Fast food/drive-in last 6 months: McDonald's	4,708	61.2%	108
Fast food/drive-in last 6 months: Panera Bread	1,141	14.8%	159
Fast food/drive-in last 6 months: Papa John's	881	11.5%	128
Fast food/drive-in last 6 months: Pizza Hut	1,874	24.4%	104
Fast food/drive-in last 6 months: Popeyes	595	7.7%	107
Fast food/drive-in last 6 months: Quiznos	977	12.7%	133
Fast food/drive-in last 6 months: Sonic Drive-In	930	12.1%	105
Fast food/drive-in last 6 months: Starbucks	1,548	20.1%	138
Fast food/drive-in last 6 months: Steak n Shake	561	7.3%	133
Fast food/drive-in last 6 months: Subway	2,819	36.7%	116
Fast food/drive-in last 6 months: Taco Bell	2,841	36.9%	115
Fast food/drive-in last 6 months: Wendy's	2,972	38.6%	119
Fast food/drive-in last 6 months: Whataburger	307	4.0%	88
Fast food/drive-in last 6 months: White Castle	372	4.8%	111
Fast food/drive-in last 6 months: eat in	3,033	39.4%	103
Fast food/drive-in last 6 months: home delivery	963	12.5%	112
Fast food/drive-in last 6 months: take-out/drive-thru	4,612	60.0%	115
Fast food/drive-in last 6 months: take-out/walk-in	2,073	27.0%	110

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Restaurant Market Potential

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Tammy Square Center
15620 Manchester Rd, Ellisville, MO 63011-2276, Retail Study
Ring: 3 miles radius

Latitude: 38.592319
Longitude: -90.573402

Demographic Summary	2010	2015
Population	73,845	73,361
Population 18+	53,401	53,322
Households	26,708	26,697
Median Household Income	\$91,444	\$103,764

Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Went to family restaurant/steak house in last 6 months	43,967	82.3%	113
Family restaurant/steak house last month: <2 times	14,596	27.3%	105
Family restaurant/steak house last month: 2-4times	16,954	31.7%	116
Family restaurant/steak house last month: 5+ times	12,416	23.2%	119
Family restaurant/steak house last 6 months: breakfast	7,504	14.1%	117
Family restaurant/steak house last 6 months: lunch	15,756	29.5%	116
Family restaurant/steak house last 6 months: snack	1,528	2.9%	102
Family restaurant/steak house last 6 months: dinner	34,969	65.5%	123
Family restaurant/steak house last 6 months: weekday	25,430	47.6%	123
Family restaurant/steak house last 6 months: weekend	28,098	52.6%	119
Family restaurant/steak house last 6 months: Applebee's	16,828	31.5%	122
Family restaurant/steak house last 6 months: Bennigan's	1,914	3.6%	125
Family restaurant/steak house last 6 months: Bob Evans Farm	2,662	5.0%	109
Family restaurant/steak house last 6 months: Cheesecake Factory	5,756	10.8%	165
Family restaurant/steak house last 6 months: Chili's Grill & Bar	8,884	16.6%	148
Family restaurant/steak house last 6 months: Cracker Barrel	6,641	12.4%	102
Family restaurant/steak house last 6 months: Denny's	4,911	9.2%	98
Family restaurant/steak house last 6 months: Friendly's	2,422	4.5%	120
Family restaurant/steak house last 6 months: Golden Corral	3,012	5.6%	73
Family restaurant/steak house last 6 months: Intl Hse of Pancakes	7,077	13.3%	119
Family restaurant/steak house last 6 months: Lone Star Steakhouse	2,252	4.2%	138
Family restaurant/steak house last 6 months: Old Country Buffet	1,547	2.9%	92
Family restaurant/steak house last 6 months: Olive Garden	12,440	23.3%	137
Family restaurant/steak house last 6 months: Outback Steakhouse	8,421	15.8%	132
Family restaurant/steak house last 6 months: Perkins	1,980	3.7%	99
Family restaurant/steak house last 6 months: Red Lobster	8,329	15.6%	107
Family restaurant/steak house last 6 months: Red Robin	4,486	8.4%	170
Family restaurant/steak house last 6 months: Ruby Tuesday	5,912	11.1%	124
Family restaurant/steak house last 6 months: Ryan's	1,076	2.0%	45
Family restaurant/steak house last 6 months: Sizzler	1,265	2.4%	75
Family restaurant/steak house last 6 months: T.G.I. Friday's	8,202	15.4%	144
Went to fast food/drive-in restaurant in last 6 months	49,211	92.1%	103
Went to fast food/drive-in restaurant <5 times/month	15,871	29.7%	97
Went to fast food/drive-in restaurant 5-12 times/month	18,204	34.1%	108
Went to fast food/drive-in restaurant 13+ times/month	15,141	28.4%	102
Fast food/drive-in last 6 months: breakfast	16,385	30.7%	111
Fast food/drive-in last 6 months: lunch	35,128	65.8%	111
Fast food/drive-in last 6 months: snack	10,273	19.2%	107
Fast food/drive-in last 6 months: dinner	27,426	51.4%	105

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Ring: 3 miles radius

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Product/Consumer Behavior	Expected		MPI
	Number of Adults	Percent	
Fast food/drive-in last 6 months: weekday	39,118	73.2%	109
Fast food/drive-in last 6 months: weekend	27,463	51.4%	106
Fast food/drive-in last 6 months: A & W	2,799	5.2%	103
Fast food/drive-in last 6 months: Arby's	12,270	23.0%	110
Fast food/drive-in last 6 months: Boston Market	4,177	7.8%	146
Fast food/drive-in last 6 months: Burger King	19,943	37.3%	101
Fast food/drive-in last 6 months: Captain D's	1,554	2.9%	54
Fast food/drive-in last 6 months: Carl's Jr.	3,770	7.1%	120
Fast food/drive-in last 6 months: Checkers	1,253	2.3%	69
Fast food/drive-in last 6 months: Chick-fil-A	8,501	15.9%	126
Fast food/drive-in last 6 mo: Chipotle Mex. Grill	5,171	9.7%	179
Fast food/drive-in last 6 months: Chuck E. Cheese's	2,472	4.6%	100
Fast food/drive-in last 6 months: Church's Fr. Chicken	1,491	2.8%	63
Fast food/drive-in last 6 months: Dairy Queen	8,797	16.5%	99
Fast food/drive-in last 6 months: Del Taco	2,077	3.9%	120
Fast food/drive-in last 6 months: Domino's Pizza	6,866	12.9%	91
Fast food/drive-in last 6 months: Dunkin' Donuts	8,234	15.4%	134
Fast food/drive-in last 6 months: Fuddruckers	2,242	4.2%	145
Fast food/drive-in last 6 months: Hardee's	2,546	4.8%	61
Fast food/drive-in last 6 months: Jack in the Box	5,798	10.9%	100
Fast food/drive-in last 6 months: KFC	14,719	27.6%	95
Fast food/drive-in last 6 months: Little Caesars	2,968	5.6%	81
Fast food/drive-in last 6 months: Long John Silver's	2,806	5.3%	72
Fast food/drive-in last 6 months: McDonald's	31,075	58.2%	102
Fast food/drive-in last 6 months: Panera Bread	8,675	16.2%	174
Fast food/drive-in last 6 months: Papa John's	5,518	10.3%	115
Fast food/drive-in last 6 months: Pizza Hut	11,658	21.8%	93
Fast food/drive-in last 6 months: Popeyes	3,503	6.6%	91
Fast food/drive-in last 6 months: Quiznos	7,175	13.4%	141
Fast food/drive-in last 6 months: Sonic Drive-In	5,509	10.3%	89
Fast food/drive-in last 6 months: Starbucks	12,210	22.9%	156
Fast food/drive-in last 6 months: Steak n Shake	3,479	6.5%	119
Fast food/drive-in last 6 months: Subway	18,969	35.5%	112
Fast food/drive-in last 6 months: Taco Bell	18,078	33.9%	106
Fast food/drive-in last 6 months: Wendy's	19,320	36.2%	112
Fast food/drive-in last 6 months: Whataburger	2,162	4.0%	89
Fast food/drive-in last 6 months: White Castle	2,313	4.3%	100
Fast food/drive-in last 6 months: eat in	21,597	40.4%	105
Fast food/drive-in last 6 months: home delivery	5,982	11.2%	101
Fast food/drive-in last 6 months: take-out/drive-thru	30,752	57.6%	110
Fast food/drive-in last 6 months: take-out/walk-in	14,995	28.1%	114

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Restaurant Market Potential

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Tammy Square Center
15620 Manchester Rd, Ellisville, MO 63011-2276, Retail Study
Ring: 5 miles radius

Latitude: 38.592319
Longitude: -90.573402

Demographic Summary	2010	2015
Population	146,736	145,773
Population 18+	107,502	107,288
Households	55,010	54,981
Median Household Income	\$88,499	\$101,204

Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Went to family restaurant/steak house in last 6 months	88,238	82.1%	112
Family restaurant/steak house last month: <2 times	29,667	27.6%	106
Family restaurant/steak house last month: 2-4times	33,559	31.2%	114
Family restaurant/steak house last month: 5+ times	25,013	23.3%	119
Family restaurant/steak house last 6 months: breakfast	14,867	13.8%	116
Family restaurant/steak house last 6 months: lunch	31,695	29.5%	116
Family restaurant/steak house last 6 months: snack	3,095	2.9%	103
Family restaurant/steak house last 6 months: dinner	69,662	64.8%	122
Family restaurant/steak house last 6 months: weekday	50,742	47.2%	122
Family restaurant/steak house last 6 months: weekend	56,582	52.6%	119
Family restaurant/steak house last 6 months: Applebee's	33,224	30.9%	120
Family restaurant/steak house last 6 months: Bennigan's	3,849	3.6%	125
Family restaurant/steak house last 6 months: Bob Evans Farm	5,233	4.9%	107
Family restaurant/steak house last 6 months: Cheesecake Factory	11,641	10.8%	166
Family restaurant/steak house last 6 months: Chili's Grill & Bar	17,707	16.5%	147
Family restaurant/steak house last 6 months: Cracker Barrel	13,243	12.3%	101
Family restaurant/steak house last 6 months: Denny's	9,773	9.1%	97
Family restaurant/steak house last 6 months: Friendly's	4,705	4.4%	116
Family restaurant/steak house last 6 months: Golden Corral	6,081	5.7%	74
Family restaurant/steak house last 6 months: Intl Hse of Pancakes	14,156	13.2%	118
Family restaurant/steak house last 6 months: Lone Star Steakhouse	4,360	4.1%	133
Family restaurant/steak house last 6 months: Old Country Buffet	3,039	2.8%	90
Family restaurant/steak house last 6 months: Olive Garden	24,631	22.9%	135
Family restaurant/steak house last 6 months: Outback Steakhouse	16,589	15.4%	129
Family restaurant/steak house last 6 months: Perkins	3,921	3.6%	98
Family restaurant/steak house last 6 months: Red Lobster	16,708	15.5%	107
Family restaurant/steak house last 6 months: Red Robin	8,736	8.1%	164
Family restaurant/steak house last 6 months: Ruby Tuesday	11,880	11.1%	124
Family restaurant/steak house last 6 months: Ryan's	2,114	2.0%	44
Family restaurant/steak house last 6 months: Sizzler	2,544	2.4%	75
Family restaurant/steak house last 6 months: T.G.I. Friday's	16,649	15.5%	146
Went to fast food/drive-in restaurant in last 6 months	98,880	92.0%	103
Went to fast food/drive-in restaurant <5 times/month	32,199	30.0%	98
Went to fast food/drive-in restaurant 5-12 times/month	36,704	34.1%	109
Went to fast food/drive-in restaurant 13+ times/month	29,984	27.9%	101
Fast food/drive-in last 6 months: breakfast	32,843	30.6%	110
Fast food/drive-in last 6 months: lunch	70,288	65.4%	111
Fast food/drive-in last 6 months: snack	20,815	19.4%	108
Fast food/drive-in last 6 months: dinner	54,858	51.0%	105

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Product/Consumer Behavior	Expected		MPI
	Number of Adults	Percent	
Fast food/drive-in last 6 months: weekday	78,514	73.0%	109
Fast food/drive-in last 6 months: weekend	54,934	51.1%	105
Fast food/drive-in last 6 months: A & W	5,502	5.1%	101
Fast food/drive-in last 6 months: Arby's	24,260	22.6%	108
Fast food/drive-in last 6 months: Boston Market	8,553	8.0%	149
Fast food/drive-in last 6 months: Burger King	39,851	37.1%	100
Fast food/drive-in last 6 months: Captain D's	3,145	2.9%	54
Fast food/drive-in last 6 months: Carl's Jr.	7,408	6.9%	117
Fast food/drive-in last 6 months: Checkers	2,701	2.5%	74
Fast food/drive-in last 6 months: Chick-fil-A	16,943	15.8%	125
Fast food/drive-in last 6 mo: Chipotle Mex. Grill	10,484	9.8%	180
Fast food/drive-in last 6 months: Chuck E. Cheese's	5,033	4.7%	101
Fast food/drive-in last 6 months: Church's Fr. Chicken	2,851	2.7%	59
Fast food/drive-in last 6 months: Dairy Queen	17,236	16.0%	96
Fast food/drive-in last 6 months: Del Taco	4,098	3.8%	118
Fast food/drive-in last 6 months: Domino's Pizza	14,007	13.0%	92
Fast food/drive-in last 6 months: Dunkin' Donuts	16,464	15.3%	133
Fast food/drive-in last 6 months: Fuddruckers	4,541	4.2%	146
Fast food/drive-in last 6 months: Hardee's	5,098	4.7%	61
Fast food/drive-in last 6 months: Jack in the Box	11,547	10.7%	99
Fast food/drive-in last 6 months: KFC	29,399	27.3%	94
Fast food/drive-in last 6 months: Little Caesars	5,881	5.5%	80
Fast food/drive-in last 6 months: Long John Silver's	5,610	5.2%	72
Fast food/drive-in last 6 months: McDonald's	61,834	57.5%	101
Fast food/drive-in last 6 months: Panera Bread	17,231	16.0%	171
Fast food/drive-in last 6 months: Papa John's	11,225	10.4%	116
Fast food/drive-in last 6 months: Pizza Hut	23,253	21.6%	92
Fast food/drive-in last 6 months: Popeyes	7,102	6.6%	91
Fast food/drive-in last 6 months: Quiznos	14,596	13.6%	142
Fast food/drive-in last 6 months: Sonic Drive-In	10,806	10.1%	87
Fast food/drive-in last 6 months: Starbucks	24,619	22.9%	157
Fast food/drive-in last 6 months: Steak n Shake	6,955	6.5%	118
Fast food/drive-in last 6 months: Subway	37,899	35.3%	112
Fast food/drive-in last 6 months: Taco Bell	35,966	33.5%	104
Fast food/drive-in last 6 months: Wendy's	38,311	35.6%	110
Fast food/drive-in last 6 months: Whataburger	4,412	4.1%	90
Fast food/drive-in last 6 months: White Castle	4,452	4.1%	95
Fast food/drive-in last 6 months: eat in	43,354	40.3%	105
Fast food/drive-in last 6 months: home delivery	12,208	11.4%	102
Fast food/drive-in last 6 months: take-out/drive-thru	61,028	56.8%	109
Fast food/drive-in last 6 months: take-out/walk-in	30,289	28.2%	115

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