



# Restaurant Market Potential

No 1  
 200 N 8th St, Rogers, AR, 72756, N 8th  
 Drive Time: 10 minutes

Prepared by Craig Hull 200 N 8th  
 Latitude: 36.334950311  
 Longitude: -94.12576056

Demographic Summary		2013	2018
Population		62,219	67,994
Population 18+		44,538	48,584
Households		22,449	24,472
Median Household Income		\$43,152	\$51,246

  

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Went to family restaurant/steak house in last 6 months	32,986	74.3%	103
Family restaurant/steak house last month: <2 times	11,356	25.6%	100
Family restaurant/steak house last month: 2-4 times	12,043	27.1%	101
Family restaurant/steak house last month: 5+ times	9,587	21.6%	111
Family restaurant/steak house last 6 months: breakfast	6,436	14.5%	111
Family restaurant/steak house last 6 months: lunch	11,389	25.7%	103
Family restaurant/steak house last 6 months: snack	1,182	2.7%	95
Family restaurant/steak house last 6 months: dinner	24,811	55.9%	106
Family restaurant/steak house last 6 months: weekday	17,564	39.6%	103
Family restaurant/steak house last 6 months: weekend	21,180	47.7%	108
Family restaurant/steak house last 6 months: Applebee's	11,796	26.6%	106
Family restaurant/steak house last 6 months: Bennigan's	1,073	2.4%	109
Family restaurant/steak house last 6 months: Bob Evans Farm	1,782	4.0%	89
Family restaurant/steak house last 6 months: Cheesecake Factory	2,822	6.4%	95
Family restaurant/steak house last 6 months: Chili's Grill & Bar	5,951	13.4%	115
Family restaurant/steak house last 6 months: Cracker Barrel	5,002	11.3%	103
Family restaurant/steak house last 6 months: Denny's	4,964	11.2%	123
Family restaurant/steak house last 6 months: Friendly's	1,239	2.8%	71
Family restaurant/steak house last 6 months: Golden Corral	3,688	8.3%	116
Family restaurant/steak house last 6 months: Intl Hse of Pancakes	5,718	12.9%	110
Family restaurant/steak house last 6 months: Lone Star Steakhouse	1,143	2.6%	96
Family restaurant/steak house last 6 months: Old Country Buffet	1,126	2.5%	90
Family restaurant/steak house last 6 months: Olive Garden	8,904	20.1%	113
Family restaurant/steak house last 6 months: Outback Steakhouse	5,174	11.7%	102
Family restaurant/steak house last 6 months: Perkins	1,441	3.2%	90
Family restaurant/steak house last 6 months: Red Lobster	6,565	14.8%	110
Family restaurant/steak house last 6 months: Red Robin	3,010	6.8%	120
Family restaurant/steak house last 6 months: Ruby Tuesday	3,816	8.6%	103
Family restaurant/steak house last 6 months: Ryan's	1,464	3.3%	89
Family restaurant/steak house last 6 months: Sizzler	1,796	4.0%	132
Family restaurant/steak house last 6 months: T.G.I. Friday's	4,439	10.0%	97
Went to fast food/drive-in restaurant in last 6 months	40,219	90.6%	102
Went to fast food/drive-in restaurant <6 times/month	14,888	33.5%	96
Went to fast food/drive-in restaurant 6-13 times/month	13,482	30.4%	105
Went to fast food/drive-in restaurant 14+ times/month	11,853	26.7%	107
Fast food/drive-in last 6 months: breakfast	12,956	29.2%	107
Fast food/drive-in last 6 months: lunch	27,649	62.3%	106
Fast food/drive-in last 6 months: snack	7,397	16.7%	96
Fast food/drive-in last 6 months: dinner	22,753	51.3%	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 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	30,517	68.7%	104
Fast food/drive-in last 6 months: weekend	22,444	50.6%	105
Fast food/drive-in last 6 months: A & W	2,269	5.1%	113
Fast food/drive-in last 6 months: Arby's	10,174	22.9%	112
Fast food/drive-in last 6 months: Boston Market	1,898	4.3%	89
Fast food/drive-in last 6 months: Burger King	16,439	37.0%	103
Fast food/drive-in last 6 months: Captain D's	1,916	4.3%	85
Fast food/drive-in last 6 months: Carl's Jr.	4,264	9.6%	151
Fast food/drive-in last 6 months: Checkers	1,345	3.0%	95
Fast food/drive-in last 6 months: Chick-fil-A	7,036	15.8%	123
Fast food/drive-in last 6 months: Chipotle Mex. Grill	2,976	6.7%	109
Fast food/drive-in last 6 months: Chuck E. Cheese's	2,096	4.7%	105
Fast food/drive-in last 6 months: Church's Fr. Chicken	2,165	4.9%	114
Fast food/drive-in last 6 months: Dairy Queen	7,738	17.4%	110
Fast food/drive-in last 6 months: Del Taco	1,996	4.5%	132
Fast food/drive-in last 6 months: Domino's Pizza	6,432	14.5%	108
Fast food/drive-in last 6 months: Dunkin' Donuts	3,513	7.9%	69
Fast food/drive-in last 6 months: Fuddruckers	1,470	3.3%	117
Fast food/drive-in last 6 months: Hardee's	2,795	6.3%	94
Fast food/drive-in last 6 months: Jack in the Box	6,254	14.1%	134
Fast food/drive-in last 6 months: KFC	12,833	28.9%	106
Fast food/drive-in last 6 months: Little Caesars	3,814	8.6%	118
Fast food/drive-in last 6 months: Long John Silver's	2,895	6.5%	104
Fast food/drive-in last 6 months: McDonald's	25,932	58.4%	105
Fast food/drive-in last 6 months: Panera Bread	3,861	8.7%	89
Fast food/drive-in last 6 months: Papa John's	4,607	10.4%	119
Fast food/drive-in last 6 months: Pizza Hut	11,298	25.4%	116
Fast food/drive-in last 6 months: Popeyes	3,661	8.2%	113
Fast food/drive-in last 6 months: Quiznos	4,434	10.0%	110
Fast food/drive-in last 6 months: Sonic Drive-In	6,208	14.0%	119
Fast food/drive-in last 6 months: Starbucks	7,145	16.1%	107
Fast food/drive-in last 6 months: Steak n Shake	2,310	5.2%	104
Fast food/drive-in last 6 months: Subway	14,975	33.7%	107
Fast food/drive-in last 6 months: Taco Bell	16,108	36.3%	113
Fast food/drive-in last 6 months: Wendy's	14,855	33.5%	108
Fast food/drive-in last 6 months: Whataburger	2,638	5.9%	122
Fast food/drive-in last 6 months: White Castle	1,291	2.9%	73
Fast food/drive-in last 6 months: eat in	16,427	37.0%	98
Fast food/drive-in last 6 months: home delivery	5,642	12.7%	122
Fast food/drive-in last 6 months: take-out/drive-thru	25,599	57.7%	111
Fast food/drive-in last 6 months: take-out/walk-in	11,179	25.2%	102

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 Longitude: -94.12576056

<b>Demographic Summary</b>		<b>2013</b>	<b>2018</b>
Population		122,657	137,227
Population 18+		86,832	97,126
Households		44,446	49,541
Median Household Income		\$51,504	\$57,948
<b>Product/Consumer Behavior</b>		<b>Expected Number of</b>	
	<b>Adults</b>	<b>Percent</b>	<b>MPI</b>
Went to family restaurant/steak house in last 6 months	66,093	76.1%	106
Family restaurant/steak house last month: <2 times	22,514	25.9%	101
Family restaurant/steak house last month: 2-4 times	24,108	27.7%	103
Family restaurant/steak house last month: 5+ times	19,472	22.4%	116
Family restaurant/steak house last 6 months: breakfast	12,636	14.5%	111
Family restaurant/steak house last 6 months: lunch	22,965	26.4%	107
Family restaurant/steak house last 6 months: snack	2,288	2.6%	94
Family restaurant/steak house last 6 months: dinner	50,586	58.2%	110
Family restaurant/steak house last 6 months: weekday	35,977	41.4%	108
Family restaurant/steak house last 6 months: weekend	42,847	49.3%	111
Family restaurant/steak house last 6 months: Applebee's	24,023	27.6%	110
Family restaurant/steak house last 6 months: Bennigan's	2,252	2.6%	117
Family restaurant/steak house last 6 months: Bob Evans Farm	3,845	4.4%	98
Family restaurant/steak house last 6 months: Cheesecake Factory	6,066	7.0%	105
Family restaurant/steak house last 6 months: Chili's Grill & Bar	12,529	14.4%	124
Family restaurant/steak house last 6 months: Cracker Barrel	10,654	12.3%	112
Family restaurant/steak house last 6 months: Denny's	8,859	10.2%	112
Family restaurant/steak house last 6 months: Friendly's	2,115	2.4%	62
Family restaurant/steak house last 6 months: Golden Corral	7,148	8.2%	114
Family restaurant/steak house last 6 months: Intl Hse of Pancakes	11,842	13.6%	117
Family restaurant/steak house last 6 months: Lone Star Steakhouse	2,430	2.8%	104
Family restaurant/steak house last 6 months: Old Country Buffet	2,105	2.4%	86
Family restaurant/steak house last 6 months: Olive Garden	18,132	20.9%	118
Family restaurant/steak house last 6 months: Outback Steakhouse	10,967	12.6%	111
Family restaurant/steak house last 6 months: Perkins	2,890	3.3%	92
Family restaurant/steak house last 6 months: Red Lobster	13,226	15.2%	113
Family restaurant/steak house last 6 months: Red Robin	6,368	7.3%	130
Family restaurant/steak house last 6 months: Ruby Tuesday	8,307	9.6%	115
Family restaurant/steak house last 6 months: Ryan's	2,958	3.4%	91
Family restaurant/steak house last 6 months: Sizzler	2,909	3.3%	109
Family restaurant/steak house last 6 months: T.G.I. Friday's	9,497	10.9%	106
Went to fast food/drive-in restaurant in last 6 months	79,184	91.1%	103
Went to fast food/drive-in restaurant <6 times/month	28,425	32.7%	94
Went to fast food/drive-in restaurant 6-13 times/month	26,883	30.9%	107
Went to fast food/drive-in restaurant 14+ times/month	23,879	27.5%	111
Fast food/drive-in last 6 months: breakfast	25,725	29.6%	108
Fast food/drive-in last 6 months: lunch	55,076	63.4%	108
Fast food/drive-in last 6 months: snack	14,688	16.9%	97
Fast food/drive-in last 6 months: dinner	45,946	52.9%	110

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Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Fast food/drive-in last 6 months: weekday	61,016	70.2%	106
Fast food/drive-in last 6 months: weekend	44,719	51.5%	107
Fast food/drive-in last 6 months: A & W	4,326	5.0%	110
Fast food/drive-in last 6 months: Arby's	20,683	23.8%	117
Fast food/drive-in last 6 months: Boston Market	3,983	4.6%	96
Fast food/drive-in last 6 months: Burger King	32,042	36.9%	102
Fast food/drive-in last 6 months: Captain D's	4,011	4.6%	91
Fast food/drive-in last 6 months: Carl's Jr.	6,831	7.9%	124
Fast food/drive-in last 6 months: Checkers	2,714	3.1%	98
Fast food/drive-in last 6 months: Chick-fil-A	15,584	17.9%	139
Fast food/drive-in last 6 months: Chipotle Mex. Grill	6,360	7.3%	119
Fast food/drive-in last 6 months: Chuck E. Cheese's	4,272	4.9%	110
Fast food/drive-in last 6 months: Church's Fr. Chicken	3,931	4.5%	106
Fast food/drive-in last 6 months: Dairy Queen	15,424	17.8%	112
Fast food/drive-in last 6 months: Del Taco	3,492	4.0%	118
Fast food/drive-in last 6 months: Domino's Pizza	12,651	14.6%	108
Fast food/drive-in last 6 months: Dunkin' Donuts	7,335	8.4%	73
Fast food/drive-in last 6 months: Fuddruckers	3,212	3.7%	131
Fast food/drive-in last 6 months: Hardee's	5,549	6.4%	95
Fast food/drive-in last 6 months: Jack in the Box	11,132	12.8%	122
Fast food/drive-in last 6 months: KFC	25,058	28.8%	105
Fast food/drive-in last 6 months: Little Caesars	7,715	8.9%	122
Fast food/drive-in last 6 months: Long John Silver's	5,621	6.5%	103
Fast food/drive-in last 6 months: McDonald's	50,931	58.6%	105
Fast food/drive-in last 6 months: Panera Bread	8,582	9.9%	101
Fast food/drive-in last 6 months: Papa John's	9,601	11.0%	127
Fast food/drive-in last 6 months: Pizza Hut	21,676	24.9%	114
Fast food/drive-in last 6 months: Popeyes	7,010	8.1%	110
Fast food/drive-in last 6 months: Quiznos	9,464	10.9%	120
Fast food/drive-in last 6 months: Sonic Drive-In	12,652	14.6%	124
Fast food/drive-in last 6 months: Starbucks	14,939	17.2%	114
Fast food/drive-in last 6 months: Steak n Shake	5,139	5.9%	118
Fast food/drive-in last 6 months: Subway	30,193	34.7%	110
Fast food/drive-in last 6 months: Taco Bell	32,125	37.0%	115
Fast food/drive-in last 6 months: Wendy's	30,033	34.6%	112
Fast food/drive-in last 6 months: Whataburger	5,430	6.2%	128
Fast food/drive-in last 6 months: White Castle	2,701	3.1%	78
Fast food/drive-in last 6 months: eat in	32,590	37.5%	100
Fast food/drive-in last 6 months: home delivery	11,112	12.8%	123
Fast food/drive-in last 6 months: take-out/drive-thru	51,350	59.1%	113
Fast food/drive-in last 6 months: take-out/walk-in	21,390	24.6%	100

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<b>Demographic Summary</b>		<b>2013</b>	<b>2018</b>
Population		191,672	212,790
Population 18+		135,296	150,161
Households		68,378	75,646
Median Household Income		\$51,410	\$57,268
<b>Product/Consumer Behavior</b>		<b>Expected Number of</b>	
	<b>Adults</b>	<b>Percent</b>	<b>MPI</b>
Went to family restaurant/steak house in last 6 months	101,820	75.3%	105
Family restaurant/steak house last month: <2 times	34,795	25.7%	100
Family restaurant/steak house last month: 2-4 times	37,429	27.7%	103
Family restaurant/steak house last month: 5+ times	29,595	21.9%	113
Family restaurant/steak house last 6 months: breakfast	19,384	14.3%	109
Family restaurant/steak house last 6 months: lunch	35,341	26.1%	105
Family restaurant/steak house last 6 months: snack	3,513	2.6%	93
Family restaurant/steak house last 6 months: dinner	77,482	57.3%	109
Family restaurant/steak house last 6 months: weekday	55,106	40.8%	106
Family restaurant/steak house last 6 months: weekend	65,741	48.6%	110
Family restaurant/steak house last 6 months: Applebee's	37,037	27.4%	109
Family restaurant/steak house last 6 months: Bennigan's	3,436	2.5%	114
Family restaurant/steak house last 6 months: Bob Evans Farm	6,105	4.5%	100
Family restaurant/steak house last 6 months: Cheesecake Factory	9,007	6.7%	100
Family restaurant/steak house last 6 months: Chili's Grill & Bar	18,781	13.9%	119
Family restaurant/steak house last 6 months: Cracker Barrel	16,301	12.1%	110
Family restaurant/steak house last 6 months: Denny's	13,667	10.1%	112
Family restaurant/steak house last 6 months: Friendly's	3,589	2.7%	68
Family restaurant/steak house last 6 months: Golden Corral	11,240	8.3%	116
Family restaurant/steak house last 6 months: Intl Hse of Pancakes	17,786	13.2%	113
Family restaurant/steak house last 6 months: Lone Star Steakhouse	3,816	2.8%	105
Family restaurant/steak house last 6 months: Old Country Buffet	3,281	2.4%	86
Family restaurant/steak house last 6 months: Olive Garden	27,572	20.4%	115
Family restaurant/steak house last 6 months: Outback Steakhouse	16,566	12.3%	107
Family restaurant/steak house last 6 months: Perkins	4,486	3.3%	92
Family restaurant/steak house last 6 months: Red Lobster	20,384	15.1%	112
Family restaurant/steak house last 6 months: Red Robin	9,427	7.0%	124
Family restaurant/steak house last 6 months: Ruby Tuesday	12,546	9.3%	112
Family restaurant/steak house last 6 months: Ryan's	4,572	3.4%	91
Family restaurant/steak house last 6 months: Sizzler	4,690	3.5%	113
Family restaurant/steak house last 6 months: T.G.I. Friday's	14,294	10.6%	103
Went to fast food/drive-in restaurant in last 6 months	122,783	90.8%	103
Went to fast food/drive-in restaurant <6 times/month	44,525	32.9%	94
Went to fast food/drive-in restaurant 6-13 times/month	41,473	30.7%	106
Went to fast food/drive-in restaurant 14+ times/month	36,790	27.2%	109
Fast food/drive-in last 6 months: breakfast	39,659	29.3%	107
Fast food/drive-in last 6 months: lunch	84,900	62.8%	107
Fast food/drive-in last 6 months: snack	22,491	16.6%	95
Fast food/drive-in last 6 months: dinner	70,748	52.3%	108

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	Adults	Percent	MPI
Fast food/drive-in last 6 months: weekday	94,210	69.7%	105
Fast food/drive-in last 6 months: weekend	68,919	51.0%	106
Fast food/drive-in last 6 months: A & W	6,850	5.1%	112
Fast food/drive-in last 6 months: Arby's	31,809	23.5%	115
Fast food/drive-in last 6 months: Boston Market	5,950	4.4%	92
Fast food/drive-in last 6 months: Burger King	49,938	36.9%	103
Fast food/drive-in last 6 months: Captain D's	6,195	4.6%	90
Fast food/drive-in last 6 months: Carl's Jr.	10,784	8.0%	125
Fast food/drive-in last 6 months: Checkers	4,273	3.2%	99
Fast food/drive-in last 6 months: Chick-fil-A	23,401	17.3%	134
Fast food/drive-in last 6 months: Chipotle Mex. Grill	9,366	6.9%	113
Fast food/drive-in last 6 months: Chuck E. Cheese's	6,570	4.9%	108
Fast food/drive-in last 6 months: Church's Fr. Chicken	6,318	4.7%	109
Fast food/drive-in last 6 months: Dairy Queen	23,929	17.7%	112
Fast food/drive-in last 6 months: Del Taco	5,388	4.0%	117
Fast food/drive-in last 6 months: Domino's Pizza	19,748	14.6%	109
Fast food/drive-in last 6 months: Dunkin' Donuts	11,445	8.5%	74
Fast food/drive-in last 6 months: Fuddruckers	4,750	3.5%	124
Fast food/drive-in last 6 months: Hardee's	8,617	6.4%	95
Fast food/drive-in last 6 months: Jack in the Box	17,530	13.0%	123
Fast food/drive-in last 6 months: KFC	38,860	28.7%	105
Fast food/drive-in last 6 months: Little Caesars	11,900	8.8%	121
Fast food/drive-in last 6 months: Long John Silver's	8,809	6.5%	104
Fast food/drive-in last 6 months: McDonald's	78,972	58.4%	105
Fast food/drive-in last 6 months: Panera Bread	12,964	9.6%	98
Fast food/drive-in last 6 months: Papa John's	14,605	10.8%	124
Fast food/drive-in last 6 months: Pizza Hut	33,631	24.9%	113
Fast food/drive-in last 6 months: Popeyes	10,855	8.0%	110
Fast food/drive-in last 6 months: Quiznos	14,222	10.5%	116
Fast food/drive-in last 6 months: Sonic Drive-In	19,140	14.2%	120
Fast food/drive-in last 6 months: Starbucks	22,559	16.7%	111
Fast food/drive-in last 6 months: Steak n Shake	7,810	5.8%	115
Fast food/drive-in last 6 months: Subway	46,477	34.4%	109
Fast food/drive-in last 6 months: Taco Bell	49,271	36.4%	114
Fast food/drive-in last 6 months: Wendy's	46,150	34.1%	110
Fast food/drive-in last 6 months: Whataburger	8,314	6.2%	126
Fast food/drive-in last 6 months: White Castle	4,355	3.2%	81
Fast food/drive-in last 6 months: eat in	50,698	37.5%	100
Fast food/drive-in last 6 months: home delivery	17,028	12.6%	121
Fast food/drive-in last 6 months: take-out/drive-thru	78,863	58.3%	112
Fast food/drive-in last 6 months: take-out/walk-in	33,237	24.6%	100

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