



Restaurant Market Potential

550 Redwood Hwy, Grants Pass, Oregon, 97527
 Ring: 1 mile radius

Prepared by Esri
 Latitude: 42.42398
 Longitude: -123.33779

Demographic Summary	2018	2023
Population	9,665	10,166
Population 18+	7,543	8,003
Households	3,987	4,188
Median Household Income	\$39,244	\$44,711

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Went to family restaurant/steak house in last 6 mo	5,475	72.6%	96
Went to family restaurant/steak house 4+ times/mo	2,015	26.7%	99
Spent at family restaurant/30 days: <\$31	780	10.3%	118
Spent at family restaurant/30 days: \$31-50	836	11.1%	111
Spent at family restaurant/30 days: \$51-100	998	13.2%	86
Spent at family restaurant/30 days: \$101-200	548	7.3%	78
Spent at family restaurant/30 days: \$201-300	134	1.8%	71
Family restaurant/steak house last 6 months: breakfast	927	12.3%	92
Family restaurant/steak house last 6 months: lunch	1,356	18.0%	92
Family restaurant/steak house last 6 months: dinner	3,280	43.5%	93
Family restaurant/steak house last 6 months: snack	128	1.7%	86
Family restaurant/steak house last 6 months: weekday	2,327	30.8%	100
Family restaurant/steak house last 6 months: weekend	2,852	37.8%	89
Fam rest/steak hse/6 months: Applebee`s	1,833	24.3%	108
Fam rest/steak hse/6 months: Bob Evans Farms	382	5.1%	139
Fam rest/steak hse/6 months: Buffalo Wild Wings	689	9.1%	87
Fam rest/steak hse/6 months: California Pizza Kitchen	121	1.6%	57
Fam rest/steak hse/6 months: Carrabba`s Italian Grill	201	2.7%	88
Fam rest/steak hse/6 months: The Cheesecake Factory	365	4.8%	67
Fam rest/steak hse/6 months: Chili`s Grill & Bar	586	7.8%	75
Fam rest/steak hse/6 months: CiCi`s Pizza	290	3.8%	108
Fam rest/steak hse/6 months: Cracker Barrel	936	12.4%	113
Fam rest/steak hse/6 months: Denny`s	615	8.2%	95
Fam rest/steak hse/6 months: Golden Corral	703	9.3%	125
Fam rest/steak hse/6 months: IHOP	752	10.0%	97
Fam rest/steak hse/6 months: Logan`s Roadhouse	262	3.5%	110
Fam rest/steak hse/6 months: LongHorn Steakhouse	404	5.4%	102
Fam rest/steak hse/6 months: Olive Garden	1,271	16.9%	101
Fam rest/steak hse/6 months: Outback Steakhouse	609	8.1%	91
Fam rest/steak hse/6 months: Red Lobster	980	13.0%	124
Fam rest/steak hse/6 months: Red Robin	412	5.5%	78
Fam rest/steak hse/6 months: Ruby Tuesday	466	6.2%	115
Fam rest/steak hse/6 months: Texas Roadhouse	719	9.5%	96
Fam rest/steak hse/6 months: T.G.I. Friday`s	349	4.6%	82
Fam rest/steak hse/6 months: Waffle House	457	6.1%	105
Went to fast food/drive-in restaurant in last 6 mo	6,882	91.2%	101
Went to fast food/drive-in restaurant 9+ times/mo	2,928	38.8%	98
Spent at fast food restaurant/30 days: <\$11	427	5.7%	110
Spent at fast food restaurant/30 days: \$11-\$20	807	10.7%	101
Spent at fast food restaurant/30 days: \$21-\$40	1,279	17.0%	104
Spent at fast food restaurant/30 days: \$41-\$50	707	9.4%	105
Spent at fast food restaurant/30 days: \$51-\$100	1,205	16.0%	96
Spent at fast food restaurant/30 days: \$101-\$200	511	6.8%	85
Spent at fast food restaurant/30 days: \$201+	167	2.2%	79

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 2018 and 2023.



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Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Fast food/drive-in last 6 months: eat in	2,764	36.6%	100
Fast food/drive-in last 6 months: home delivery	563	7.5%	89
Fast food/drive-in last 6 months: take-out/drive-thru	3,524	46.7%	99
Fast food/drive-in last 6 months: take-out/walk-in	1,520	20.2%	96
Fast food/drive-in last 6 months: breakfast	2,630	34.9%	101
Fast food/drive-in last 6 months: lunch	3,702	49.1%	97
Fast food/drive-in last 6 months: dinner	3,513	46.6%	101
Fast food/drive-in last 6 months: snack	825	10.9%	88
Fast food/drive-in last 6 months: weekday	4,533	60.1%	101
Fast food/drive-in last 6 months: weekend	3,421	45.4%	95
Fast food/drive-in last 6 months: A & W	223	3.0%	114
Fast food/drive-in last 6 months: Arby`s	1,463	19.4%	116
Fast food/drive-in last 6 months: Baskin-Robbins	174	2.3%	66
Fast food/drive-in last 6 months: Boston Market	211	2.8%	85
Fast food/drive-in last 6 months: Burger King	2,495	33.1%	111
Fast food/drive-in last 6 months: Captain D`s	377	5.0%	119
Fast food/drive-in last 6 months: Carl`s Jr.	303	4.0%	70
Fast food/drive-in last 6 months: Checkers	254	3.4%	100
Fast food/drive-in last 6 months: Chick-fil-A	1,488	19.7%	90
Fast food/drive-in last 6 months: Chipotle Mex. Grill	625	8.3%	63
Fast food/drive-in last 6 months: Chuck E. Cheese`s	147	1.9%	63
Fast food/drive-in last 6 months: Church`s Fr. Chicken	237	3.1%	88
Fast food/drive-in last 6 months: Cold Stone Creamery	217	2.9%	89
Fast food/drive-in last 6 months: Dairy Queen	1,384	18.3%	120
Fast food/drive-in last 6 months: Del Taco	182	2.4%	68
Fast food/drive-in last 6 months: Domino`s Pizza	865	11.5%	93
Fast food/drive-in last 6 months: Dunkin` Donuts	804	10.7%	77
Went to Five Guys in last 6 months	616	8.2%	84
Fast food/drive-in last 6 months: Hardee`s	626	8.3%	132
Fast food/drive-in last 6 months: Jack in the Box	414	5.5%	69
Went to Jimmy John`s in last 6 months	378	5.0%	86
Fast food/drive-in last 6 months: KFC	1,783	23.6%	117
Fast food/drive-in last 6 months: Krispy Kreme	335	4.4%	77
Fast food/drive-in last 6 months: Little Caesars	1,154	15.3%	114
Fast food/drive-in last 6 months: Long John Silver`s	377	5.0%	137
Fast food/drive-in last 6 months: McDonald`s	4,021	53.3%	102
Went to Panda Express in last 6 months	497	6.6%	69
Fast food/drive-in last 6 months: Panera Bread	701	9.3%	73
Fast food/drive-in last 6 months: Papa John`s	623	8.3%	93
Fast food/drive-in last 6 months: Papa Murphy`s	404	5.4%	106
Fast food/drive-in last 6 months: Pizza Hut	1,288	17.1%	100
Fast food/drive-in last 6 months: Popeyes Chicken	699	9.3%	99
Fast food/drive-in last 6 months: Sonic Drive-In	917	12.2%	104
Fast food/drive-in last 6 months: Starbucks	899	11.9%	66
Fast food/drive-in last 6 months: Steak `n Shake	548	7.3%	132
Fast food/drive-in last 6 months: Subway	2,010	26.6%	97
Fast food/drive-in last 6 months: Taco Bell	2,347	31.1%	108
Fast food/drive-in last 6 months: Wendy`s	1,993	26.4%	105
Fast food/drive-in last 6 months: Whataburger	247	3.3%	69
Fast food/drive-in last 6 months: White Castle	254	3.4%	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 2018 and 2023.



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Went to fine dining restaurant last month	566	7.5%	70
Went to fine dining restaurant 3+ times last month	174	2.3%	71
Spent at fine dining restaurant/30 days: <\$51	145	1.9%	118
Spent at fine dining restaurant/30 days: \$51-\$100	208	2.8%	83
Spent at fine dining restaurant/30 days: \$101-\$200	121	1.6%	61

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December 07, 2018



Restaurant Market Potential

550 Redwood Hwy, Grants Pass, Oregon, 97527
 Ring: 3 mile radius

Prepared by Esri
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Demographic Summary	2018	2023
Population	45,116	47,269
Population 18+	35,784	37,708
Households	18,714	19,584
Median Household Income	\$44,303	\$50,763

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Went to family restaurant/steak house in last 6 mo	25,793	72.1%	96
Went to family restaurant/steak house 4+ times/mo	9,262	25.9%	96
Spent at family restaurant/30 days: <\$31	3,612	10.1%	115
Spent at family restaurant/30 days: \$31-50	3,935	11.0%	110
Spent at family restaurant/30 days: \$51-100	4,808	13.4%	87
Spent at family restaurant/30 days: \$101-200	2,690	7.5%	81
Spent at family restaurant/30 days: \$201-300	654	1.8%	73
Family restaurant/steak house last 6 months: breakfast	4,362	12.2%	91
Family restaurant/steak house last 6 months: lunch	6,447	18.0%	92
Family restaurant/steak house last 6 months: dinner	15,357	42.9%	92
Family restaurant/steak house last 6 months: snack	549	1.5%	78
Family restaurant/steak house last 6 months: weekday	10,916	30.5%	99
Family restaurant/steak house last 6 months: weekend	13,494	37.7%	89
Fam rest/steak hse/6 months: Applebee`s	8,623	24.1%	107
Fam rest/steak hse/6 months: Bob Evans Farms	1,821	5.1%	140
Fam rest/steak hse/6 months: Buffalo Wild Wings	2,959	8.3%	79
Fam rest/steak hse/6 months: California Pizza Kitchen	511	1.4%	51
Fam rest/steak hse/6 months: Carrabba`s Italian Grill	962	2.7%	89
Fam rest/steak hse/6 months: The Cheesecake Factory	1,638	4.6%	63
Fam rest/steak hse/6 months: Chili`s Grill & Bar	3,053	8.5%	82
Fam rest/steak hse/6 months: CiCi`s Pizza	1,287	3.6%	101
Fam rest/steak hse/6 months: Cracker Barrel	4,479	12.5%	114
Fam rest/steak hse/6 months: Denny`s	2,896	8.1%	94
Fam rest/steak hse/6 months: Golden Corral	3,176	8.9%	119
Fam rest/steak hse/6 months: IHOP	3,283	9.2%	89
Fam rest/steak hse/6 months: Logan`s Roadhouse	1,248	3.5%	110
Fam rest/steak hse/6 months: LongHorn Steakhouse	1,977	5.5%	106
Fam rest/steak hse/6 months: Olive Garden	5,891	16.5%	98
Fam rest/steak hse/6 months: Outback Steakhouse	2,876	8.0%	90
Fam rest/steak hse/6 months: Red Lobster	4,357	12.2%	116
Fam rest/steak hse/6 months: Red Robin	2,086	5.8%	83
Fam rest/steak hse/6 months: Ruby Tuesday	2,057	5.7%	107
Fam rest/steak hse/6 months: Texas Roadhouse	3,439	9.6%	97
Fam rest/steak hse/6 months: T.G.I. Friday`s	1,655	4.6%	82
Fam rest/steak hse/6 months: Waffle House	2,092	5.8%	101
Went to fast food/drive-in restaurant in last 6 mo	32,590	91.1%	101
Went to fast food/drive-in restaurant 9+ times/mo	13,637	38.1%	96
Spent at fast food restaurant/30 days: <\$11	2,015	5.6%	109
Spent at fast food restaurant/30 days: \$11-\$20	4,043	11.3%	107
Spent at fast food restaurant/30 days: \$21-\$40	6,309	17.6%	108
Spent at fast food restaurant/30 days: \$41-\$50	3,222	9.0%	101
Spent at fast food restaurant/30 days: \$51-\$100	5,595	15.6%	94
Spent at fast food restaurant/30 days: \$101-\$200	2,425	6.8%	85
Spent at fast food restaurant/30 days: \$201+	773	2.2%	77

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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Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Fast food/drive-in last 6 months: eat in	12,945	36.2%	98
Fast food/drive-in last 6 months: home delivery	2,483	6.9%	83
Fast food/drive-in last 6 months: take-out/drive-thru	16,902	47.2%	100
Fast food/drive-in last 6 months: take-out/walk-in	7,116	19.9%	94
Fast food/drive-in last 6 months: breakfast	12,336	34.5%	99
Fast food/drive-in last 6 months: lunch	17,615	49.2%	97
Fast food/drive-in last 6 months: dinner	16,434	45.9%	100
Fast food/drive-in last 6 months: snack	3,914	10.9%	88
Fast food/drive-in last 6 months: weekday	21,567	60.3%	101
Fast food/drive-in last 6 months: weekend	16,006	44.7%	93
Fast food/drive-in last 6 months: A & W	1,137	3.2%	122
Fast food/drive-in last 6 months: Arby`s	6,867	19.2%	115
Fast food/drive-in last 6 months: Baskin-Robbins	790	2.2%	63
Fast food/drive-in last 6 months: Boston Market	933	2.6%	79
Fast food/drive-in last 6 months: Burger King	11,691	32.7%	110
Fast food/drive-in last 6 months: Captain D`s	1,816	5.1%	121
Fast food/drive-in last 6 months: Carl`s Jr.	1,342	3.8%	65
Fast food/drive-in last 6 months: Checkers	1,169	3.3%	97
Fast food/drive-in last 6 months: Chick-fil-A	6,886	19.2%	88
Fast food/drive-in last 6 months: Chipotle Mex. Grill	2,899	8.1%	61
Fast food/drive-in last 6 months: Chuck E. Cheese`s	707	2.0%	64
Fast food/drive-in last 6 months: Church`s Fr. Chicken	1,041	2.9%	82
Fast food/drive-in last 6 months: Cold Stone Creamery	991	2.8%	86
Fast food/drive-in last 6 months: Dairy Queen	6,500	18.2%	118
Fast food/drive-in last 6 months: Del Taco	869	2.4%	69
Fast food/drive-in last 6 months: Domino`s Pizza	3,999	11.2%	91
Fast food/drive-in last 6 months: Dunkin` Donuts	4,006	11.2%	81
Went to Five Guys in last 6 months	2,889	8.1%	83
Fast food/drive-in last 6 months: Hardee`s	2,950	8.2%	131
Fast food/drive-in last 6 months: Jack in the Box	2,024	5.7%	71
Went to Jimmy John`s in last 6 months	1,708	4.8%	82
Fast food/drive-in last 6 months: KFC	8,268	23.1%	114
Fast food/drive-in last 6 months: Krispy Kreme	1,612	4.5%	78
Fast food/drive-in last 6 months: Little Caesars	5,239	14.6%	109
Fast food/drive-in last 6 months: Long John Silver`s	1,784	5.0%	137
Fast food/drive-in last 6 months: McDonald`s	19,303	53.9%	103
Went to Panda Express in last 6 months	2,285	6.4%	67
Fast food/drive-in last 6 months: Panera Bread	3,352	9.4%	73
Fast food/drive-in last 6 months: Papa John`s	2,672	7.5%	84
Fast food/drive-in last 6 months: Papa Murphy`s	1,913	5.3%	106
Fast food/drive-in last 6 months: Pizza Hut	6,208	17.3%	102
Fast food/drive-in last 6 months: Popeyes Chicken	3,070	8.6%	92
Fast food/drive-in last 6 months: Sonic Drive-In	4,300	12.0%	102
Fast food/drive-in last 6 months: Starbucks	4,320	12.1%	67
Fast food/drive-in last 6 months: Steak `n Shake	2,458	6.9%	125
Fast food/drive-in last 6 months: Subway	9,605	26.8%	98
Fast food/drive-in last 6 months: Taco Bell	10,750	30.0%	104
Fast food/drive-in last 6 months: Wendy`s	9,246	25.8%	103
Fast food/drive-in last 6 months: Whataburger	1,215	3.4%	71
Fast food/drive-in last 6 months: White Castle	1,179	3.3%	104

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Ring: 3 mile radius

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Went to fine dining restaurant last month	2,715	7.6%	70
Went to fine dining restaurant 3+ times last month	857	2.4%	74
Spent at fine dining restaurant/30 days: <\$51	653	1.8%	112
Spent at fine dining restaurant/30 days: \$51-\$100	937	2.6%	79
Spent at fine dining restaurant/30 days: \$101-\$200	656	1.8%	70

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Restaurant Market Potential

550 Redwood Hwy, Grants Pass, Oregon, 97527
 Ring: 5 mile radius

Prepared by Esri
 Latitude: 42.42398
 Longitude: -123.33779

Demographic Summary	2018	2023
Population	54,906	57,460
Population 18+	44,012	46,334
Households	22,761	23,790
Median Household Income	\$46,346	\$52,599

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Went to family restaurant/steak house in last 6 mo	31,630	71.9%	95
Went to family restaurant/steak house 4+ times/mo	11,483	26.1%	97
Spent at family restaurant/30 days: <\$31	4,486	10.2%	117
Spent at family restaurant/30 days: \$31-50	4,906	11.1%	112
Spent at family restaurant/30 days: \$51-100	5,759	13.1%	85
Spent at family restaurant/30 days: \$101-200	3,323	7.6%	81
Spent at family restaurant/30 days: \$201-300	827	1.9%	75
Family restaurant/steak house last 6 months: breakfast	5,489	12.5%	93
Family restaurant/steak house last 6 months: lunch	7,852	17.8%	91
Family restaurant/steak house last 6 months: dinner	18,561	42.2%	90
Family restaurant/steak house last 6 months: snack	657	1.5%	76
Family restaurant/steak house last 6 months: weekday	13,391	30.4%	99
Family restaurant/steak house last 6 months: weekend	16,352	37.2%	87
Fam rest/steak hse/6 months: Applebee`s	10,473	23.8%	106
Fam rest/steak hse/6 months: Bob Evans Farms	2,422	5.5%	151
Fam rest/steak hse/6 months: Buffalo Wild Wings	3,327	7.6%	72
Fam rest/steak hse/6 months: California Pizza Kitchen	595	1.4%	48
Fam rest/steak hse/6 months: Carrabba`s Italian Grill	1,216	2.8%	92
Fam rest/steak hse/6 months: The Cheesecake Factory	2,016	4.6%	63
Fam rest/steak hse/6 months: Chili`s Grill & Bar	3,944	9.0%	87
Fam rest/steak hse/6 months: CiCi`s Pizza	1,557	3.5%	100
Fam rest/steak hse/6 months: Cracker Barrel	5,636	12.8%	116
Fam rest/steak hse/6 months: Denny`s	3,644	8.3%	96
Fam rest/steak hse/6 months: Golden Corral	3,920	8.9%	120
Fam rest/steak hse/6 months: IHOP	3,923	8.9%	87
Fam rest/steak hse/6 months: Logan`s Roadhouse	1,455	3.3%	105
Fam rest/steak hse/6 months: LongHorn Steakhouse	2,391	5.4%	104
Fam rest/steak hse/6 months: Olive Garden	7,163	16.3%	97
Fam rest/steak hse/6 months: Outback Steakhouse	3,468	7.9%	88
Fam rest/steak hse/6 months: Red Lobster	5,452	12.4%	118
Fam rest/steak hse/6 months: Red Robin	2,565	5.8%	83
Fam rest/steak hse/6 months: Ruby Tuesday	2,515	5.7%	106
Fam rest/steak hse/6 months: Texas Roadhouse	4,039	9.2%	92
Fam rest/steak hse/6 months: T.G.I. Friday`s	2,057	4.7%	83
Fam rest/steak hse/6 months: Waffle House	2,517	5.7%	99
Went to fast food/drive-in restaurant in last 6 mo	39,885	90.6%	100
Went to fast food/drive-in restaurant 9+ times/mo	16,274	37.0%	93
Spent at fast food restaurant/30 days: <\$11	2,524	5.7%	111
Spent at fast food restaurant/30 days: \$11-\$20	5,140	11.7%	110
Spent at fast food restaurant/30 days: \$21-\$40	7,992	18.2%	111
Spent at fast food restaurant/30 days: \$41-\$50	3,775	8.6%	96
Spent at fast food restaurant/30 days: \$51-\$100	6,722	15.3%	92
Spent at fast food restaurant/30 days: \$101-\$200	2,982	6.8%	85
Spent at fast food restaurant/30 days: \$201+	937	2.1%	76

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 Ring: 5 mile radius

Prepared by Esri
 Latitude: 42.42398
 Longitude: -123.33779

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Fast food/drive-in last 6 months: eat in	15,790	35.9%	98
Fast food/drive-in last 6 months: home delivery	2,831	6.4%	77
Fast food/drive-in last 6 months: take-out/drive-thru	20,688	47.0%	100
Fast food/drive-in last 6 months: take-out/walk-in	8,509	19.3%	92
Fast food/drive-in last 6 months: breakfast	14,910	33.9%	98
Fast food/drive-in last 6 months: lunch	21,613	49.1%	97
Fast food/drive-in last 6 months: dinner	19,631	44.6%	97
Fast food/drive-in last 6 months: snack	4,643	10.5%	85
Fast food/drive-in last 6 months: weekday	26,514	60.2%	101
Fast food/drive-in last 6 months: weekend	19,140	43.5%	91
Fast food/drive-in last 6 months: A & W	1,408	3.2%	123
Fast food/drive-in last 6 months: Arby`s	8,229	18.7%	112
Fast food/drive-in last 6 months: Baskin-Robbins	981	2.2%	64
Fast food/drive-in last 6 months: Boston Market	1,108	2.5%	76
Fast food/drive-in last 6 months: Burger King	14,191	32.2%	109
Fast food/drive-in last 6 months: Captain D`s	2,287	5.2%	124
Fast food/drive-in last 6 months: Carl`s Jr.	1,634	3.7%	65
Fast food/drive-in last 6 months: Checkers	1,429	3.2%	97
Fast food/drive-in last 6 months: Chick-fil-A	8,114	18.4%	84
Fast food/drive-in last 6 months: Chipotle Mex. Grill	3,460	7.9%	60
Fast food/drive-in last 6 months: Chuck E. Cheese`s	868	2.0%	64
Fast food/drive-in last 6 months: Church`s Fr. Chicken	1,200	2.7%	76
Fast food/drive-in last 6 months: Cold Stone Creamery	1,208	2.7%	85
Fast food/drive-in last 6 months: Dairy Queen	7,879	17.9%	117
Fast food/drive-in last 6 months: Del Taco	1,057	2.4%	68
Fast food/drive-in last 6 months: Domino`s Pizza	4,746	10.8%	88
Fast food/drive-in last 6 months: Dunkin` Donuts	4,786	10.9%	79
Went to Five Guys in last 6 months	3,429	7.8%	80
Fast food/drive-in last 6 months: Hardee`s	3,647	8.3%	132
Fast food/drive-in last 6 months: Jack in the Box	2,572	5.8%	73
Went to Jimmy John`s in last 6 months	1,971	4.5%	77
Fast food/drive-in last 6 months: KFC	9,996	22.7%	112
Fast food/drive-in last 6 months: Krispy Kreme	1,970	4.5%	78
Fast food/drive-in last 6 months: Little Caesars	6,123	13.9%	103
Fast food/drive-in last 6 months: Long John Silver`s	2,092	4.8%	130
Fast food/drive-in last 6 months: McDonald`s	23,632	53.7%	102
Went to Panda Express in last 6 months	2,783	6.3%	67
Fast food/drive-in last 6 months: Panera Bread	4,041	9.2%	72
Fast food/drive-in last 6 months: Papa John`s	3,096	7.0%	80
Fast food/drive-in last 6 months: Papa Murphy`s	2,436	5.5%	109
Fast food/drive-in last 6 months: Pizza Hut	7,627	17.3%	102
Fast food/drive-in last 6 months: Popeyes Chicken	3,597	8.2%	87
Fast food/drive-in last 6 months: Sonic Drive-In	5,279	12.0%	102
Fast food/drive-in last 6 months: Starbucks	5,155	11.7%	65
Fast food/drive-in last 6 months: Steak `n Shake	2,898	6.6%	120
Fast food/drive-in last 6 months: Subway	11,890	27.0%	99
Fast food/drive-in last 6 months: Taco Bell	12,863	29.2%	102
Fast food/drive-in last 6 months: Wendy`s	11,121	25.3%	100
Fast food/drive-in last 6 months: Whataburger	1,572	3.6%	75
Fast food/drive-in last 6 months: White Castle	1,491	3.4%	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 GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2018 and 2023.



Restaurant Market Potential

550 Redwood Hwy, Grants Pass, Oregon, 97527
Ring: 5 mile radius

Prepared by Esri
Latitude: 42.42398
Longitude: -123.33779

Went to fine dining restaurant last month	3,324	7.6%	70
Went to fine dining restaurant 3+ times last month	1,084	2.5%	76
Spent at fine dining restaurant/30 days: <\$51	804	1.8%	112
Spent at fine dining restaurant/30 days: \$51-\$100	1,175	2.7%	81
Spent at fine dining restaurant/30 days: \$101-\$200	876	2.0%	76

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 2018 and 2023.

December 07, 2018