



# Restaurant Market Potential

Chandler Texas  
 Chandler, Texas, United States  
 Drive Time: 5 minute radius

Prepared by Esri  
 Latitude: 32.30793  
 Longitude: -95.47996

Demographic Summary		2016	2021	
Population		2,476	2,694	
Population 18+		1,911	2,082	
Households		972	1,055	
Median Household Income		\$61,875	\$73,552	
Product/Consumer Behavior		Expected Number of Adults	Percent	MPI
Went to family restaurant/steak house in last 6 mo		1,512	79.1%	106
Went to family restaurant/steak house 4+ times/mo		601	31.4%	114
Spent at family rest/steak hse last 6 months: <\$31		128	6.7%	94
Spent at family rest/steak hse last 6 months: \$31-50		185	9.7%	118
Spent at family rest/steak hse last 6 months: \$51-100		300	15.7%	104
Spent at family rest/steak hse last 6 months: \$101-200		256	13.4%	112
Spent at family rest/steak hse last 6 months: \$201-300		126	6.6%	121
Spent at family rest/steak hse last 6 months: \$301+		163	8.5%	116
Family restaurant/steak house last 6 months: breakfast		277	14.5%	116
Family restaurant/steak house last 6 months: lunch		389	20.4%	108
Family restaurant/steak house last 6 months: dinner		1,036	54.2%	117
Family restaurant/steak house last 6 months: snack		31	1.6%	85
Family restaurant/steak house last 6 months: weekday		709	37.1%	122
Family restaurant/steak house last 6 months: weekend		898	47.0%	114
Fam rest/steak hse/6 months: Applebee`s		509	26.6%	113
Fam rest/steak hse/6 months: Bob Evans Farms		81	4.2%	116
Fam rest/steak hse/6 months: Buffalo Wild Wings		159	8.3%	97
Fam rest/steak hse/6 months: California Pizza Kitchen		33	1.7%	51
Fam rest/steak hse/6 months: Carrabba`s Italian Grill		80	4.2%	135
Fam rest/steak hse/6 months: The Cheesecake Factory		92	4.8%	74
Fam rest/steak hse/6 months: Chili`s Grill & Bar		248	13.0%	107
Fam rest/steak hse/6 months: CiCi`s Pizza		69	3.6%	93
Fam rest/steak hse/6 months: Cracker Barrel		260	13.6%	135
Fam rest/steak hse/6 months: Denny`s		145	7.6%	82
Fam rest/steak hse/6 months: Golden Corral		157	8.2%	102
Fam rest/steak hse/6 months: IHOP		197	10.3%	92
Fam rest/steak hse/6 months: Logan`s Roadhouse		79	4.1%	121
Fam rest/steak hse/6 months: LongHorn Steakhouse		143	7.5%	157
Fam rest/steak hse/6 months: Old Country Buffet		39	2.0%	118
Fam rest/steak hse/6 months: Olive Garden		422	22.1%	127
Fam rest/steak hse/6 months: Outback Steakhouse		212	11.1%	117
Fam rest/steak hse/6 months: Red Lobster		285	14.9%	124
Fam rest/steak hse/6 months: Red Robin		153	8.0%	131
Fam rest/steak hse/6 months: Ruby Tuesday		167	8.7%	144
Fam rest/steak hse/6 months: Texas Roadhouse		217	11.4%	150
Fam rest/steak hse/6 months: T.G.I. Friday`s		142	7.4%	99
Fam rest/steak hse/6 months: Waffle House		99	5.2%	98
Went to fast food/drive-in restaurant in last 6 mo		1,747	91.4%	102
Went to fast food/drive-in restaurant 9+ times/mo		791	41.4%	105
Spent at fast food/drive-in last 6 months: <\$11		85	4.4%	104
Spent at fast food/drive-in last 6 months: \$11-\$20		142	7.4%	100
Spent at fast food/drive-in last 6 months: \$21-\$40		238	12.5%	106
Spent at fast food/drive-in last 6 months: \$41-\$50		146	7.6%	101
Spent at fast food/drive-in last 6 months: \$51-\$100		339	17.7%	106
Spent at fast food/drive-in last 6 months: \$101-\$200		259	13.6%	113
Spent at fast food/drive-in last 6 months: \$201+		251	13.1%	108

**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 2016 and 2021.



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Prepared by Esri  
 Latitude: 32.30793  
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Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Fast food/drive-in last 6 months: eat in	775	40.6%	112
Fast food/drive-in last 6 months: home delivery	115	6.0%	78
Fast food/drive-in last 6 months: take-out/drive-thru	944	49.4%	107
Fast food/drive-in last 6 months: take-out/walk-in	363	19.0%	98
Fast food/drive-in last 6 months: breakfast	699	36.6%	113
Fast food/drive-in last 6 months: lunch	1,043	54.6%	109
Fast food/drive-in last 6 months: dinner	935	48.9%	110
Fast food/drive-in last 6 months: snack	241	12.6%	104
Fast food/drive-in last 6 months: weekday	1,251	65.5%	112
Fast food/drive-in last 6 months: weekend	911	47.7%	104
Fast food/drive-in last 6 months: A & W	58	3.0%	109
Fast food/drive-in last 6 months: Arby`s	401	21.0%	132
Fast food/drive-in last 6 months: Baskin-Robbins	44	2.3%	70
Fast food/drive-in last 6 months: Boston Market	52	2.7%	80
Fast food/drive-in last 6 months: Burger King	618	32.3%	106
Fast food/drive-in last 6 months: Captain D`s	82	4.3%	126
Fast food/drive-in last 6 months: Carl`s Jr.	59	3.1%	55
Fast food/drive-in last 6 months: Checkers	33	1.7%	60
Fast food/drive-in last 6 months: Chick-fil-A	405	21.2%	119
Fast food/drive-in last 6 months: Chipotle Mex. Grill	153	8.0%	77
Fast food/drive-in last 6 months: Chuck E. Cheese`s	40	2.1%	62
Fast food/drive-in last 6 months: Church`s Fr. Chicken	32	1.7%	51
Fast food/drive-in last 6 months: Cold Stone Creamery	46	2.4%	79
Fast food/drive-in last 6 months: Dairy Queen	349	18.3%	129
Fast food/drive-in last 6 months: Del Taco	35	1.8%	51
Fast food/drive-in last 6 months: Domino`s Pizza	174	9.1%	77
Fast food/drive-in last 6 months: Dunkin` Donuts	219	11.5%	97
Fast food/drive-in last 6 months: Hardee`s	159	8.3%	144
Fast food/drive-in last 6 months: Jack in the Box	104	5.4%	66
Fast food/drive-in last 6 months: KFC	409	21.4%	101
Fast food/drive-in last 6 months: Krispy Kreme	87	4.6%	98
Fast food/drive-in last 6 months: Little Caesars	198	10.4%	92
Fast food/drive-in last 6 months: Long John Silver`s	124	6.5%	127
Fast food/drive-in last 6 months: McDonald`s	1,095	57.3%	104
Went to Panda Express in last 6 months	110	5.8%	75
Fast food/drive-in last 6 months: Panera Bread	238	12.5%	110
Fast food/drive-in last 6 months: Papa John`s	173	9.1%	101
Fast food/drive-in last 6 months: Papa Murphy`s	117	6.1%	145
Fast food/drive-in last 6 months: Pizza Hut	368	19.3%	96
Fast food/drive-in last 6 months: Popeyes Chicken	93	4.9%	63
Fast food/drive-in last 6 months: Quiznos	45	2.4%	73
Fast food/drive-in last 6 months: Sonic Drive-In	226	11.8%	114
Fast food/drive-in last 6 months: Starbucks	239	12.5%	85
Fast food/drive-in last 6 months: Steak `n Shake	126	6.6%	130
Fast food/drive-in last 6 months: Subway	694	36.3%	112
Fast food/drive-in last 6 months: Taco Bell	622	32.5%	105
Fast food/drive-in last 6 months: Wendy`s	552	28.9%	104
Fast food/drive-in last 6 months: Whataburger	74	3.9%	92
Fast food/drive-in last 6 months: White Castle	65	3.4%	118

**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 2016 and 2021.



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Went to fine dining restaurant last month	227	11.9%	106
Went to fine dining restaurant 3+ times last month	56	2.9%	94
Spent at fine dining rest in last 6 months: <\$51	42	2.2%	108
Spent at fine dining rest in last 6 months: \$51-\$100	62	3.2%	88
Spent at fine dining rest in last 6 months: \$101-\$200	86	4.5%	121
Spent at fine dining rest in last 6 months: \$201+	56	2.9%	74

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# Restaurant Market Potential

Chandler Texas  
 Chandler, Texas, United States  
 Drive Time: 10 minute radius

Prepared by Esri  
 Latitude: 32.30793  
 Longitude: -95.47996

Demographic Summary	2016	2021
Population	13,200	14,077
Population 18+	10,324	11,027
Households	5,130	5,446
Median Household Income	\$53,222	\$58,899

  

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Went to family restaurant/steak house in last 6 mo	7,918	76.7%	103
Went to family restaurant/steak house 4+ times/mo	3,013	29.2%	106
Spent at family rest/steak hse last 6 months: <\$31	826	8.0%	113
Spent at family rest/steak hse last 6 months: \$31-50	948	9.2%	112
Spent at family rest/steak hse last 6 months: \$51-100	1,660	16.1%	107
Spent at family rest/steak hse last 6 months: \$101-200	1,325	12.8%	108
Spent at family rest/steak hse last 6 months: \$201-300	552	5.3%	99
Spent at family rest/steak hse last 6 months: \$301+	746	7.2%	98
Family restaurant/steak house last 6 months: breakfast	1,383	13.4%	107
Family restaurant/steak house last 6 months: lunch	2,052	19.9%	105
Family restaurant/steak house last 6 months: dinner	5,218	50.5%	109
Family restaurant/steak house last 6 months: snack	161	1.6%	82
Family restaurant/steak house last 6 months: weekday	3,520	34.1%	112
Family restaurant/steak house last 6 months: weekend	4,567	44.2%	107
Fam rest/steak hse/6 months: Applebee`s	2,676	25.9%	110
Fam rest/steak hse/6 months: Bob Evans Farms	485	4.7%	128
Fam rest/steak hse/6 months: Buffalo Wild Wings	768	7.4%	87
Fam rest/steak hse/6 months: California Pizza Kitchen	138	1.3%	40
Fam rest/steak hse/6 months: Carrabba`s Italian Grill	337	3.3%	105
Fam rest/steak hse/6 months: The Cheesecake Factory	382	3.7%	57
Fam rest/steak hse/6 months: Chili`s Grill & Bar	1,241	12.0%	99
Fam rest/steak hse/6 months: CiCi`s Pizza	401	3.9%	100
Fam rest/steak hse/6 months: Cracker Barrel	1,466	14.2%	141
Fam rest/steak hse/6 months: Denny`s	784	7.6%	82
Fam rest/steak hse/6 months: Golden Corral	1,041	10.1%	125
Fam rest/steak hse/6 months: IHOP	1,053	10.2%	91
Fam rest/steak hse/6 months: Logan`s Roadhouse	428	4.1%	121
Fam rest/steak hse/6 months: LongHorn Steakhouse	597	5.8%	121
Fam rest/steak hse/6 months: Old Country Buffet	190	1.8%	107
Fam rest/steak hse/6 months: Olive Garden	1,947	18.9%	109
Fam rest/steak hse/6 months: Outback Steakhouse	1,030	10.0%	105
Fam rest/steak hse/6 months: Red Lobster	1,381	13.4%	111
Fam rest/steak hse/6 months: Red Robin	575	5.6%	91
Fam rest/steak hse/6 months: Ruby Tuesday	764	7.4%	122
Fam rest/steak hse/6 months: Texas Roadhouse	947	9.2%	121
Fam rest/steak hse/6 months: T.G.I. Friday`s	639	6.2%	82
Fam rest/steak hse/6 months: Waffle House	639	6.2%	117
Went to fast food/drive-in restaurant in last 6 mo	9,472	91.7%	102
Went to fast food/drive-in restaurant 9+ times/mo	4,233	41.0%	104
Spent at fast food/drive-in last 6 months: <\$11	485	4.7%	110
Spent at fast food/drive-in last 6 months: \$11-\$20	824	8.0%	108
Spent at fast food/drive-in last 6 months: \$21-\$40	1,229	11.9%	101
Spent at fast food/drive-in last 6 months: \$41-\$50	824	8.0%	106
Spent at fast food/drive-in last 6 months: \$51-\$100	1,828	17.7%	106
Spent at fast food/drive-in last 6 months: \$101-\$200	1,305	12.6%	105
Spent at fast food/drive-in last 6 months: \$201+	1,360	13.2%	109

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Chandler Texas  
 Chandler, Texas, United States  
 Drive Time: 10 minute radius

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 Latitude: 32.30793  
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Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Fast food/drive-in last 6 months: eat in	4,147	40.2%	110
Fast food/drive-in last 6 months: home delivery	722	7.0%	91
Fast food/drive-in last 6 months: take-out/drive-thru	5,192	50.3%	109
Fast food/drive-in last 6 months: take-out/walk-in	1,893	18.3%	94
Fast food/drive-in last 6 months: breakfast	3,683	35.7%	110
Fast food/drive-in last 6 months: lunch	5,625	54.5%	109
Fast food/drive-in last 6 months: dinner	4,939	47.8%	108
Fast food/drive-in last 6 months: snack	1,170	11.3%	94
Fast food/drive-in last 6 months: weekday	6,680	64.7%	111
Fast food/drive-in last 6 months: weekend	4,929	47.7%	105
Fast food/drive-in last 6 months: A & W	336	3.3%	117
Fast food/drive-in last 6 months: Arby`s	2,277	22.1%	139
Fast food/drive-in last 6 months: Baskin-Robbins	202	2.0%	59
Fast food/drive-in last 6 months: Boston Market	223	2.2%	63
Fast food/drive-in last 6 months: Burger King	3,448	33.4%	110
Fast food/drive-in last 6 months: Captain D`s	553	5.4%	157
Fast food/drive-in last 6 months: Carl`s Jr.	293	2.8%	51
Fast food/drive-in last 6 months: Checkers	276	2.7%	93
Fast food/drive-in last 6 months: Chick-fil-A	1,962	19.0%	106
Fast food/drive-in last 6 months: Chipotle Mex. Grill	640	6.2%	60
Fast food/drive-in last 6 months: Chuck E. Cheese`s	259	2.5%	75
Fast food/drive-in last 6 months: Church`s Fr. Chicken	222	2.2%	66
Fast food/drive-in last 6 months: Cold Stone Creamery	212	2.1%	68
Fast food/drive-in last 6 months: Dairy Queen	1,752	17.0%	120
Fast food/drive-in last 6 months: Del Taco	210	2.0%	56
Fast food/drive-in last 6 months: Domino`s Pizza	1,079	10.5%	88
Fast food/drive-in last 6 months: Dunkin` Donuts	976	9.5%	80
Fast food/drive-in last 6 months: Hardee`s	1,025	9.9%	172
Fast food/drive-in last 6 months: Jack in the Box	537	5.2%	63
Fast food/drive-in last 6 months: KFC	2,523	24.4%	115
Fast food/drive-in last 6 months: Krispy Kreme	513	5.0%	108
Fast food/drive-in last 6 months: Little Caesars	1,198	11.6%	102
Fast food/drive-in last 6 months: Long John Silver`s	736	7.1%	140
Fast food/drive-in last 6 months: McDonald`s	5,967	57.8%	105
Went to Panda Express in last 6 months	488	4.7%	62
Fast food/drive-in last 6 months: Panera Bread	1,006	9.7%	86
Fast food/drive-in last 6 months: Papa John`s	942	9.1%	102
Fast food/drive-in last 6 months: Papa Murphy`s	550	5.3%	126
Fast food/drive-in last 6 months: Pizza Hut	2,385	23.1%	115
Fast food/drive-in last 6 months: Popeyes Chicken	606	5.9%	75
Fast food/drive-in last 6 months: Quiznos	247	2.4%	75
Fast food/drive-in last 6 months: Sonic Drive-In	1,414	13.7%	133
Fast food/drive-in last 6 months: Starbucks	1,038	10.1%	68
Fast food/drive-in last 6 months: Steak `n Shake	617	6.0%	118
Fast food/drive-in last 6 months: Subway	3,599	34.9%	108
Fast food/drive-in last 6 months: Taco Bell	3,401	32.9%	107
Fast food/drive-in last 6 months: Wendy`s	3,050	29.5%	106
Fast food/drive-in last 6 months: Whataburger	416	4.0%	96
Fast food/drive-in last 6 months: White Castle	247	2.4%	83

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Chandler, Texas, United States  
Drive Time: 10 minute radius

Prepared by Esri  
Latitude: 32.30793  
Longitude: -95.47996

Went to fine dining restaurant last month	1,025	9.9%	88
Went to fine dining restaurant 3+ times last month	238	2.3%	74
Spent at fine dining rest in last 6 months: <\$51	181	1.8%	86
Spent at fine dining rest in last 6 months: \$51-\$100	368	3.6%	96
Spent at fine dining rest in last 6 months: \$101-\$200	383	3.7%	100
Spent at fine dining rest in last 6 months: \$201+	273	2.6%	67

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September 20, 2016



# Restaurant Market Potential

Chandler Texas  
 Chandler, Texas, United States  
 Drive Time: 15 minute radius

Prepared by Esri  
 Latitude: 32.30793  
 Longitude: -95.47996

Demographic Summary	2016	2021
Population	53,010	55,408
Population 18+	39,896	41,848
Households	20,071	20,920
Median Household Income	\$45,472	\$49,791

  

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Went to family restaurant/steak house in last 6 mo	29,576	74.1%	99
Went to family restaurant/steak house 4+ times/mo	10,764	27.0%	98
Spent at family rest/steak hse last 6 months: <\$31	3,031	7.6%	107
Spent at family rest/steak hse last 6 months: \$31-50	3,353	8.4%	102
Spent at family rest/steak hse last 6 months: \$51-100	6,078	15.2%	101
Spent at family rest/steak hse last 6 months: \$101-200	4,758	11.9%	100
Spent at family rest/steak hse last 6 months: \$201-300	2,053	5.1%	95
Spent at family rest/steak hse last 6 months: \$301+	2,598	6.5%	89
Family restaurant/steak house last 6 months: breakfast	4,905	12.3%	98
Family restaurant/steak house last 6 months: lunch	7,370	18.5%	98
Family restaurant/steak house last 6 months: dinner	18,252	45.7%	98
Family restaurant/steak house last 6 months: snack	634	1.6%	83
Family restaurant/steak house last 6 months: weekday	12,219	30.6%	101
Family restaurant/steak house last 6 months: weekend	16,242	40.7%	99
Fam rest/steak hse/6 months: Applebee`s	9,488	23.8%	101
Fam rest/steak hse/6 months: Bob Evans Farms	1,683	4.2%	115
Fam rest/steak hse/6 months: Buffalo Wild Wings	3,075	7.7%	90
Fam rest/steak hse/6 months: California Pizza Kitchen	784	2.0%	59
Fam rest/steak hse/6 months: Carrabba`s Italian Grill	1,285	3.2%	104
Fam rest/steak hse/6 months: The Cheesecake Factory	1,752	4.4%	67
Fam rest/steak hse/6 months: Chili`s Grill & Bar	4,678	11.7%	97
Fam rest/steak hse/6 months: CiCi`s Pizza	1,842	4.6%	118
Fam rest/steak hse/6 months: Cracker Barrel	4,789	12.0%	119
Fam rest/steak hse/6 months: Denny`s	3,381	8.5%	92
Fam rest/steak hse/6 months: Golden Corral	4,243	10.6%	132
Fam rest/steak hse/6 months: IHOP	4,116	10.3%	92
Fam rest/steak hse/6 months: Logan`s Roadhouse	1,665	4.2%	122
Fam rest/steak hse/6 months: LongHorn Steakhouse	2,063	5.2%	108
Fam rest/steak hse/6 months: Old Country Buffet	655	1.6%	95
Fam rest/steak hse/6 months: Olive Garden	7,026	17.6%	102
Fam rest/steak hse/6 months: Outback Steakhouse	3,614	9.1%	96
Fam rest/steak hse/6 months: Red Lobster	4,994	12.5%	104
Fam rest/steak hse/6 months: Red Robin	2,126	5.3%	87
Fam rest/steak hse/6 months: Ruby Tuesday	2,606	6.5%	107
Fam rest/steak hse/6 months: Texas Roadhouse	3,359	8.4%	111
Fam rest/steak hse/6 months: T.G.I. Friday`s	2,447	6.1%	81
Fam rest/steak hse/6 months: Waffle House	2,460	6.2%	117
Went to fast food/drive-in restaurant in last 6 mo	36,029	90.3%	100
Went to fast food/drive-in restaurant 9+ times/mo	16,291	40.8%	103
Spent at fast food/drive-in last 6 months: <\$11	1,914	4.8%	112
Spent at fast food/drive-in last 6 months: \$11-\$20	3,239	8.1%	110
Spent at fast food/drive-in last 6 months: \$21-\$40	4,783	12.0%	102
Spent at fast food/drive-in last 6 months: \$41-\$50	2,984	7.5%	99
Spent at fast food/drive-in last 6 months: \$51-\$100	6,614	16.6%	99
Spent at fast food/drive-in last 6 months: \$101-\$200	4,899	12.3%	102
Spent at fast food/drive-in last 6 months: \$201+	4,712	11.8%	97

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# Restaurant Market Potential

Chandler Texas  
 Chandler, Texas, United States  
 Drive Time: 15 minute radius

Prepared by Esri  
 Latitude: 32.30793  
 Longitude: -95.47996

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Fast food/drive-in last 6 months: eat in	14,910	37.4%	103
Fast food/drive-in last 6 months: home delivery	2,891	7.2%	95
Fast food/drive-in last 6 months: take-out/drive-thru	18,977	47.6%	103
Fast food/drive-in last 6 months: take-out/walk-in	7,361	18.5%	95
Fast food/drive-in last 6 months: breakfast	13,203	33.1%	102
Fast food/drive-in last 6 months: lunch	20,017	50.2%	100
Fast food/drive-in last 6 months: dinner	18,000	45.1%	102
Fast food/drive-in last 6 months: snack	4,447	11.1%	92
Fast food/drive-in last 6 months: weekday	23,630	59.2%	102
Fast food/drive-in last 6 months: weekend	18,362	46.0%	101
Fast food/drive-in last 6 months: A & W	1,191	3.0%	107
Fast food/drive-in last 6 months: Arby`s	7,246	18.2%	114
Fast food/drive-in last 6 months: Baskin-Robbins	882	2.2%	67
Fast food/drive-in last 6 months: Boston Market	1,042	2.6%	77
Fast food/drive-in last 6 months: Burger King	12,611	31.6%	104
Fast food/drive-in last 6 months: Captain D`s	1,860	4.7%	137
Fast food/drive-in last 6 months: Carl`s Jr.	1,639	4.1%	74
Fast food/drive-in last 6 months: Checkers	1,179	3.0%	103
Fast food/drive-in last 6 months: Chick-fil-A	7,026	17.6%	99
Fast food/drive-in last 6 months: Chipotle Mex. Grill	2,679	6.7%	65
Fast food/drive-in last 6 months: Chuck E. Cheese`s	1,347	3.4%	101
Fast food/drive-in last 6 months: Church`s Fr. Chicken	1,477	3.7%	113
Fast food/drive-in last 6 months: Cold Stone Creamery	907	2.3%	75
Fast food/drive-in last 6 months: Dairy Queen	6,415	16.1%	114
Fast food/drive-in last 6 months: Del Taco	1,275	3.2%	89
Fast food/drive-in last 6 months: Domino`s Pizza	4,548	11.4%	96
Fast food/drive-in last 6 months: Dunkin` Donuts	3,878	9.7%	82
Fast food/drive-in last 6 months: Hardee`s	3,272	8.2%	142
Fast food/drive-in last 6 months: Jack in the Box	2,964	7.4%	90
Fast food/drive-in last 6 months: KFC	9,258	23.2%	109
Fast food/drive-in last 6 months: Krispy Kreme	1,925	4.8%	104
Fast food/drive-in last 6 months: Little Caesars	5,099	12.8%	113
Fast food/drive-in last 6 months: Long John Silver`s	2,681	6.7%	132
Fast food/drive-in last 6 months: McDonald`s	22,614	56.7%	103
Went to Panda Express in last 6 months	2,405	6.0%	79
Fast food/drive-in last 6 months: Panera Bread	3,353	8.4%	74
Fast food/drive-in last 6 months: Papa John`s	3,333	8.4%	94
Fast food/drive-in last 6 months: Papa Murphy`s	1,795	4.5%	106
Fast food/drive-in last 6 months: Pizza Hut	9,101	22.8%	114
Fast food/drive-in last 6 months: Popeyes Chicken	2,869	7.2%	92
Fast food/drive-in last 6 months: Quiznos	1,094	2.7%	86
Fast food/drive-in last 6 months: Sonic Drive-In	5,020	12.6%	122
Fast food/drive-in last 6 months: Starbucks	4,258	10.7%	73
Fast food/drive-in last 6 months: Steak `n Shake	2,442	6.1%	121
Fast food/drive-in last 6 months: Subway	12,894	32.3%	100
Fast food/drive-in last 6 months: Taco Bell	13,202	33.1%	107
Fast food/drive-in last 6 months: Wendy`s	11,372	28.5%	103
Fast food/drive-in last 6 months: Whataburger	1,847	4.6%	110
Fast food/drive-in last 6 months: White Castle	1,144	2.9%	99

**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 2016 and 2021.



## Restaurant Market Potential

Chandler Texas  
Chandler, Texas, United States  
Drive Time: 15 minute radius

Prepared by Esri  
Latitude: 32.30793  
Longitude: -95.47996

Went to fine dining restaurant last month	3,500	8.8%	78
Went to fine dining restaurant 3+ times last month	963	2.4%	77
Spent at fine dining rest in last 6 months: <\$51	859	2.2%	106
Spent at fine dining rest in last 6 months: \$51-\$100	1,316	3.3%	89
Spent at fine dining rest in last 6 months: \$101-\$200	1,312	3.3%	89
Spent at fine dining rest in last 6 months: \$201+	1,075	2.7%	68

**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 2016 and 2021.