



Restaurant Market Potential

New Centre drive times
 4719 New Centre Drive, Wilmington, North Carolina, 28405
 Drive Time: 10 minute radius

Latitude: 34.24725
 Longitude: -77.88101

Demographic Summary	2015	2020
Population	92,902	99,313
Population 18+	76,205	81,367
Households	40,462	43,461
Median Household Income	\$40,404	\$46,790

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Went to family restaurant/steak house in last 6 mo	58,430	76.7%	101
Went to family restaurant/steak house 4+ times/mo	22,688	29.8%	104
Spent at family rest/steak hse last 6 months: <\$31	5,588	7.3%	102
Spent at family rest/steak hse last 6 months: \$31-50	7,263	9.5%	112
Spent at family rest/steak hse last 6 months: \$51-100	13,344	17.5%	117
Spent at family rest/steak hse last 6 months: \$101-200	9,104	11.9%	98
Spent at family rest/steak hse last 6 months: \$201-300	4,678	6.1%	104
Spent at family rest/steak hse last 6 months: \$301+	4,584	6.0%	81
Family restaurant/steak house last 6 months: breakfast	9,269	12.2%	97
Family restaurant/steak house last 6 months: lunch	14,912	19.6%	101
Family restaurant/steak house last 6 months: dinner	38,195	50.1%	105
Family restaurant/steak house last 6 months: snack	1,878	2.5%	140
Family restaurant/steak house last 6 months: weekday	25,562	33.5%	106
Family restaurant/steak house last 6 months: weekend	32,111	42.1%	100
Fam rest/steak hse/6 months: Applebee` s	20,478	26.9%	108
Fam rest/steak hse/6 months: Bob Evans Farms	2,803	3.7%	99
Fam rest/steak hse/6 months: Buffalo Wild Wings	7,239	9.5%	124
Fam rest/steak hse/6 months: California Pizza Kitchen	2,095	2.7%	85
Fam rest/steak hse/6 months: Carrabba`s Italian Grill	2,041	2.7%	87
Fam rest/steak hse/6 months: The Cheesecake Factory	4,869	6.4%	94
Fam rest/steak hse/6 months: Chili`s Grill & Bar	9,961	13.1%	107
Fam rest/steak hse/6 months: CiCi`s Pizza	3,413	4.5%	101
Fam rest/steak hse/6 months: Cracker Barrel	6,928	9.1%	94
Fam rest/steak hse/6 months: Denny`s	5,974	7.8%	83
Fam rest/steak hse/6 months: Golden Corral	6,273	8.2%	96
Fam rest/steak hse/6 months: IHOP	9,289	12.2%	104
Fam rest/steak hse/6 months: Logan`s Roadhouse	2,894	3.8%	106
Fam rest/steak hse/6 months: LongHorn Steakhouse	3,122	4.1%	95
Fam rest/steak hse/6 months: Old Country Buffet	1,742	2.3%	109
Fam rest/steak hse/6 months: Olive Garden	13,730	18.0%	103
Fam rest/steak hse/6 months: Outback Steakhouse	7,514	9.9%	99
Fam rest/steak hse/6 months: Red Lobster	9,506	12.5%	99
Fam rest/steak hse/6 months: Red Robin	4,269	5.6%	94
Fam rest/steak hse/6 months: Ruby Tuesday	5,148	6.8%	98
Fam rest/steak hse/6 months: Texas Roadhouse	6,210	8.1%	110
Fam rest/steak hse/6 months: T.G.I. Friday`s	5,848	7.7%	96
Fam rest/steak hse/6 months: Waffle House	4,363	5.7%	105
Went to fast food/drive-in restaurant in last 6 mo	68,900	90.4%	100
Went to fast food/drive-in restaurant 9+ times/mo	32,538	42.7%	105
Spent at fast food/drive-in last 6 months: <\$11	3,472	4.6%	104
Spent at fast food/drive-in last 6 months: \$11-\$20	6,402	8.4%	109
Spent at fast food/drive-in last 6 months: \$21-\$40	10,111	13.3%	110
Spent at fast food/drive-in last 6 months: \$41-\$50	5,250	6.9%	91
Spent at fast food/drive-in last 6 months: \$51-\$100	12,364	16.2%	98
Spent at fast food/drive-in last 6 months: \$101-\$200	9,646	12.7%	106
Spent at fast food/drive-in last 6 months: \$201+	9,779	12.8%	105

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 2015 and 2020.



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New Centre drive times
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Latitude: 34.24725
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Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Fast food/drive-in last 6 months: eat in	26,736	35.1%	96
Fast food/drive-in last 6 months: home delivery	6,497	8.5%	109
Fast food/drive-in last 6 months: take-out/drive-thru	38,089	50.0%	107
Fast food/drive-in last 6 months: take-out/walk-in	15,308	20.1%	103
Fast food/drive-in last 6 months: breakfast	25,236	33.1%	100
Fast food/drive-in last 6 months: lunch	39,488	51.8%	103
Fast food/drive-in last 6 months: dinner	35,502	46.6%	105
Fast food/drive-in last 6 months: snack	10,453	13.7%	109
Fast food/drive-in last 6 months: weekday	46,100	60.5%	102
Fast food/drive-in last 6 months: weekend	35,462	46.5%	102
Fast food/drive-in last 6 months: A & W	2,158	2.8%	87
Fast food/drive-in last 6 months: Arby`s	13,354	17.5%	104
Fast food/drive-in last 6 months: Baskin-Robbins	2,332	3.1%	88
Fast food/drive-in last 6 months: Boston Market	2,871	3.8%	110
Fast food/drive-in last 6 months: Burger King	25,671	33.7%	107
Fast food/drive-in last 6 months: Captain D`s	3,261	4.3%	125
Fast food/drive-in last 6 months: Carl`s Jr.	3,786	5.0%	85
Fast food/drive-in last 6 months: Checkers	2,453	3.2%	110
Fast food/drive-in last 6 months: Chick-fil-A	14,666	19.2%	117
Fast food/drive-in last 6 months: Chipotle Mex. Grill	7,426	9.7%	104
Fast food/drive-in last 6 months: Chuck E. Cheese`s	2,753	3.6%	101
Fast food/drive-in last 6 months: Church`s Fr. Chicken	3,070	4.0%	112
Fast food/drive-in last 6 months: Cold Stone Creamery	2,625	3.4%	102
Fast food/drive-in last 6 months: Dairy Queen	10,565	13.9%	100
Fast food/drive-in last 6 months: Del Taco	2,244	2.9%	84
Fast food/drive-in last 6 months: Domino`s Pizza	9,689	12.7%	108
Fast food/drive-in last 6 months: Dunkin` Donuts	7,850	10.3%	91
Fast food/drive-in last 6 months: Hardee`s	4,157	5.5%	91
Fast food/drive-in last 6 months: Jack in the Box	6,089	8.0%	93
Fast food/drive-in last 6 months: KFC	17,243	22.6%	98
Fast food/drive-in last 6 months: Krispy Kreme	3,595	4.7%	112
Fast food/drive-in last 6 months: Little Caesars	9,129	12.0%	109
Fast food/drive-in last 6 months: Long John Silver`s	4,484	5.9%	105
Fast food/drive-in last 6 months: McDonald`s	43,213	56.7%	102
Fast food/drive-in last 6 months: Panera Bread	8,900	11.7%	111
Fast food/drive-in last 6 months: Papa John`s	8,524	11.2%	119
Fast food/drive-in last 6 months: Papa Murphy`s	3,111	4.1%	98
Fast food/drive-in last 6 months: Pizza Hut	14,251	18.7%	93
Fast food/drive-in last 6 months: Popeyes Chicken	5,748	7.5%	98
Fast food/drive-in last 6 months: Quiznos	3,335	4.4%	106
Fast food/drive-in last 6 months: Sonic Drive-In	7,872	10.3%	100
Fast food/drive-in last 6 months: Starbucks	12,729	16.7%	114
Fast food/drive-in last 6 months: Steak `n Shake	4,172	5.5%	114
Fast food/drive-in last 6 months: Subway	26,448	34.7%	104
Fast food/drive-in last 6 months: Taco Bell	26,018	34.1%	108
Fast food/drive-in last 6 months: Wendy`s	22,577	29.6%	103
Fast food/drive-in last 6 months: Whataburger	2,562	3.4%	89
Fast food/drive-in last 6 months: White Castle	2,780	3.6%	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 2015 and 2020.



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Latitude: 34.24725
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Went to fine dining restaurant last month	8,593	11.3%	97
Went to fine dining restaurant 3+ times last month	2,239	2.9%	90
Spent at fine dining rest in last 6 months: <\$51	1,433	1.9%	94
Spent at fine dining rest in last 6 months: \$51-\$100	2,895	3.8%	102
Spent at fine dining rest in last 6 months: \$101-\$200	2,833	3.7%	102
Spent at fine dining rest in last 6 months: \$201+	2,492	3.3%	78

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Restaurant Market Potential

New Centre drive times
 4719 New Centre Drive, Wilmington, North Carolina, 28405
 Drive Time: 15 minute radius

Latitude: 34.24725
 Longitude: -77.88101

Demographic Summary	2015	2020
Population	171,793	183,424
Population 18+	138,862	148,569
Households	73,376	78,598
Median Household Income	\$47,650	\$53,732

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Went to family restaurant/steak house in last 6 mo	107,566	77.5%	102
Went to family restaurant/steak house 4+ times/mo	41,911	30.2%	105
Spent at family rest/steak hse last 6 months: <\$31	10,180	7.3%	102
Spent at family rest/steak hse last 6 months: \$31-50	12,919	9.3%	109
Spent at family rest/steak hse last 6 months: \$51-100	23,017	16.6%	110
Spent at family rest/steak hse last 6 months: \$101-200	17,237	12.4%	102
Spent at family rest/steak hse last 6 months: \$201-300	8,858	6.4%	108
Spent at family rest/steak hse last 6 months: \$301+	9,859	7.1%	96
Family restaurant/steak house last 6 months: breakfast	17,677	12.7%	102
Family restaurant/steak house last 6 months: lunch	27,483	19.8%	102
Family restaurant/steak house last 6 months: dinner	70,656	50.9%	106
Family restaurant/steak house last 6 months: snack	2,940	2.1%	121
Family restaurant/steak house last 6 months: weekday	47,846	34.5%	108
Family restaurant/steak house last 6 months: weekend	59,978	43.2%	102
Fam rest/steak hse/6 months: Applebee`s	36,894	26.6%	107
Fam rest/steak hse/6 months: Bob Evans Farms	5,423	3.9%	105
Fam rest/steak hse/6 months: Buffalo Wild Wings	12,533	9.0%	118
Fam rest/steak hse/6 months: California Pizza Kitchen	4,175	3.0%	92
Fam rest/steak hse/6 months: Carrabba`s Italian Grill	4,403	3.2%	103
Fam rest/steak hse/6 months: The Cheesecake Factory	9,239	6.7%	97
Fam rest/steak hse/6 months: Chili`s Grill & Bar	18,186	13.1%	107
Fam rest/steak hse/6 months: CiCi`s Pizza	6,080	4.4%	99
Fam rest/steak hse/6 months: Cracker Barrel	14,125	10.2%	105
Fam rest/steak hse/6 months: Denny`s	11,175	8.0%	85
Fam rest/steak hse/6 months: Golden Corral	11,540	8.3%	97
Fam rest/steak hse/6 months: IHOP	16,816	12.1%	104
Fam rest/steak hse/6 months: Logan`s Roadhouse	5,474	3.9%	111
Fam rest/steak hse/6 months: LongHorn Steakhouse	6,338	4.6%	106
Fam rest/steak hse/6 months: Old Country Buffet	2,870	2.1%	98
Fam rest/steak hse/6 months: Olive Garden	26,046	18.8%	107
Fam rest/steak hse/6 months: Outback Steakhouse	14,465	10.4%	105
Fam rest/steak hse/6 months: Red Lobster	17,928	12.9%	102
Fam rest/steak hse/6 months: Red Robin	8,407	6.1%	101
Fam rest/steak hse/6 months: Ruby Tuesday	10,088	7.3%	105
Fam rest/steak hse/6 months: Texas Roadhouse	11,556	8.3%	112
Fam rest/steak hse/6 months: T.G.I. Friday`s	10,668	7.7%	96
Fam rest/steak hse/6 months: Waffle House	7,816	5.6%	103
Went to fast food/drive-in restaurant in last 6 mo	125,938	90.7%	101
Went to fast food/drive-in restaurant 9+ times/mo	58,388	42.0%	104
Spent at fast food/drive-in last 6 months: <\$11	6,399	4.6%	106
Spent at fast food/drive-in last 6 months: \$11-\$20	11,193	8.1%	105
Spent at fast food/drive-in last 6 months: \$21-\$40	17,673	12.7%	105
Spent at fast food/drive-in last 6 months: \$41-\$50	10,285	7.4%	98
Spent at fast food/drive-in last 6 months: \$51-\$100	22,612	16.3%	98
Spent at fast food/drive-in last 6 months: \$101-\$200	17,648	12.7%	106
Spent at fast food/drive-in last 6 months: \$201+	17,979	12.9%	106

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New Centre drive times
 4719 New Centre Drive, Wilmington, North Carolina, 28405
 Drive Time: 15 minute radius

Latitude: 34.24725
 Longitude: -77.88101

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Fast food/drive-in last 6 months: eat in	50,344	36.3%	100
Fast food/drive-in last 6 months: home delivery	11,661	8.4%	107
Fast food/drive-in last 6 months: take-out/drive-thru	68,832	49.6%	106
Fast food/drive-in last 6 months: take-out/walk-in	28,059	20.2%	103
Fast food/drive-in last 6 months: breakfast	46,479	33.5%	101
Fast food/drive-in last 6 months: lunch	72,542	52.2%	104
Fast food/drive-in last 6 months: dinner	64,764	46.6%	105
Fast food/drive-in last 6 months: snack	18,563	13.4%	107
Fast food/drive-in last 6 months: weekday	85,117	61.3%	103
Fast food/drive-in last 6 months: weekend	64,994	46.8%	102
Fast food/drive-in last 6 months: A & W	4,212	3.0%	93
Fast food/drive-in last 6 months: Arby`s	24,781	17.8%	106
Fast food/drive-in last 6 months: Baskin-Robbins	4,406	3.2%	91
Fast food/drive-in last 6 months: Boston Market	4,975	3.6%	104
Fast food/drive-in last 6 months: Burger King	45,613	32.8%	104
Fast food/drive-in last 6 months: Captain D`s	5,345	3.8%	112
Fast food/drive-in last 6 months: Carl`s Jr.	7,066	5.1%	87
Fast food/drive-in last 6 months: Checkers	4,106	3.0%	101
Fast food/drive-in last 6 months: Chick-fil-A	26,507	19.1%	116
Fast food/drive-in last 6 months: Chipotle Mex. Grill	13,570	9.8%	104
Fast food/drive-in last 6 months: Chuck E. Cheese`s	4,672	3.4%	94
Fast food/drive-in last 6 months: Church`s Fr. Chicken	5,129	3.7%	103
Fast food/drive-in last 6 months: Cold Stone Creamery	4,804	3.5%	102
Fast food/drive-in last 6 months: Dairy Queen	19,951	14.4%	103
Fast food/drive-in last 6 months: Del Taco	4,104	3.0%	84
Fast food/drive-in last 6 months: Domino`s Pizza	16,937	12.2%	103
Fast food/drive-in last 6 months: Dunkin` Donuts	14,817	10.7%	94
Fast food/drive-in last 6 months: Hardee`s	7,864	5.7%	94
Fast food/drive-in last 6 months: Jack in the Box	10,964	7.9%	92
Fast food/drive-in last 6 months: KFC	31,283	22.5%	97
Fast food/drive-in last 6 months: Krispy Kreme	6,496	4.7%	111
Fast food/drive-in last 6 months: Little Caesars	15,749	11.3%	103
Fast food/drive-in last 6 months: Long John Silver`s	7,606	5.5%	98
Fast food/drive-in last 6 months: McDonald`s	77,897	56.1%	101
Fast food/drive-in last 6 months: Panera Bread	16,669	12.0%	114
Fast food/drive-in last 6 months: Papa John`s	14,531	10.5%	111
Fast food/drive-in last 6 months: Papa Murphy`s	6,502	4.7%	112
Fast food/drive-in last 6 months: Pizza Hut	26,375	19.0%	94
Fast food/drive-in last 6 months: Popeyes Chicken	10,280	7.4%	96
Fast food/drive-in last 6 months: Quiznos	6,081	4.4%	106
Fast food/drive-in last 6 months: Sonic Drive-In	15,078	10.9%	105
Fast food/drive-in last 6 months: Starbucks	22,819	16.4%	112
Fast food/drive-in last 6 months: Steak `n Shake	7,457	5.4%	111
Fast food/drive-in last 6 months: Subway	48,254	34.7%	104
Fast food/drive-in last 6 months: Taco Bell	46,088	33.2%	105
Fast food/drive-in last 6 months: Wendy`s	41,195	29.7%	104
Fast food/drive-in last 6 months: Whataburger	5,088	3.7%	97
Fast food/drive-in last 6 months: White Castle	4,849	3.5%	104

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Drive Time: 15 minute radius

Latitude: 34.24725
Longitude: -77.88101

Went to fine dining restaurant last month	17,106	12.3%	106
Went to fine dining restaurant 3+ times last month	4,615	3.3%	102
Spent at fine dining rest in last 6 months: <\$51	2,761	2.0%	100
Spent at fine dining rest in last 6 months: \$51-\$100	5,490	4.0%	106
Spent at fine dining rest in last 6 months: \$101-\$200	5,664	4.1%	112
Spent at fine dining rest in last 6 months: \$201+	5,571	4.0%	96

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Restaurant Market Potential

New Centre drive times
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 Drive Time: 25 minute radius

Latitude: 34.24725
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Demographic Summary		2015	2020	
Population		240,201	259,061	
Population 18+		192,463	207,722	
Households		101,272	109,538	
Median Household Income		\$50,688	\$56,083	
Product/Consumer Behavior		Expected Number of Adults	Percent	MPI
Went to family restaurant/steak house in last 6 mo		149,395	77.6%	103
Went to family restaurant/steak house 4+ times/mo		58,260	30.3%	105
Spent at family rest/steak hse last 6 months: <\$31		14,365	7.5%	104
Spent at family rest/steak hse last 6 months: \$31-50		17,820	9.3%	109
Spent at family rest/steak hse last 6 months: \$51-100		31,229	16.2%	108
Spent at family rest/steak hse last 6 months: \$101-200		24,242	12.6%	104
Spent at family rest/steak hse last 6 months: \$201-300		12,052	6.3%	106
Spent at family rest/steak hse last 6 months: \$301+		13,866	7.2%	97
Family restaurant/steak house last 6 months: breakfast		24,509	12.7%	102
Family restaurant/steak house last 6 months: lunch		38,485	20.0%	103
Family restaurant/steak house last 6 months: dinner		97,895	50.9%	106
Family restaurant/steak house last 6 months: snack		3,734	1.9%	111
Family restaurant/steak house last 6 months: weekday		67,042	34.8%	110
Family restaurant/steak house last 6 months: weekend		83,549	43.4%	103
Fam rest/steak hse/6 months: Applebee`s		50,934	26.5%	106
Fam rest/steak hse/6 months: Bob Evans Farms		7,119	3.7%	99
Fam rest/steak hse/6 months: Buffalo Wild Wings		16,509	8.6%	112
Fam rest/steak hse/6 months: California Pizza Kitchen		5,475	2.8%	87
Fam rest/steak hse/6 months: Carrabba`s Italian Grill		6,186	3.2%	105
Fam rest/steak hse/6 months: The Cheesecake Factory		12,233	6.4%	93
Fam rest/steak hse/6 months: Chili`s Grill & Bar		24,735	12.9%	105
Fam rest/steak hse/6 months: CiCi`s Pizza		8,599	4.5%	101
Fam rest/steak hse/6 months: Cracker Barrel		20,320	10.6%	109
Fam rest/steak hse/6 months: Denny`s		15,880	8.3%	87
Fam rest/steak hse/6 months: Golden Corral		16,846	8.8%	102
Fam rest/steak hse/6 months: IHOP		22,887	11.9%	102
Fam rest/steak hse/6 months: Logan`s Roadhouse		8,096	4.2%	118
Fam rest/steak hse/6 months: LongHorn Steakhouse		8,720	4.5%	105
Fam rest/steak hse/6 months: Old Country Buffet		3,994	2.1%	99
Fam rest/steak hse/6 months: Olive Garden		36,258	18.8%	108
Fam rest/steak hse/6 months: Outback Steakhouse		20,354	10.6%	106
Fam rest/steak hse/6 months: Red Lobster		24,866	12.9%	102
Fam rest/steak hse/6 months: Red Robin		11,551	6.0%	100
Fam rest/steak hse/6 months: Ruby Tuesday		14,041	7.3%	106
Fam rest/steak hse/6 months: Texas Roadhouse		15,845	8.2%	111
Fam rest/steak hse/6 months: T.G.I. Friday`s		14,228	7.4%	92
Fam rest/steak hse/6 months: Waffle House		11,089	5.8%	106
Went to fast food/drive-in restaurant in last 6 mo		175,141	91.0%	101
Went to fast food/drive-in restaurant 9+ times/mo		80,301	41.7%	103
Spent at fast food/drive-in last 6 months: <\$11		8,662	4.5%	103
Spent at fast food/drive-in last 6 months: \$11-\$20		15,489	8.0%	105
Spent at fast food/drive-in last 6 months: \$21-\$40		24,545	12.8%	106
Spent at fast food/drive-in last 6 months: \$41-\$50		14,465	7.5%	100
Spent at fast food/drive-in last 6 months: \$51-\$100		31,851	16.5%	100
Spent at fast food/drive-in last 6 months: \$101-\$200		24,294	12.6%	105
Spent at fast food/drive-in last 6 months: \$201+		25,083	13.0%	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 2015 and 2020.



Restaurant Market Potential

New Centre drive times
 4719 New Centre Drive, Wilmington, North Carolina, 28405
 Drive Time: 25 minute radius

Latitude: 34.24725
 Longitude: -77.88101

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Fast food/drive-in last 6 months: eat in	71,062	36.9%	101
Fast food/drive-in last 6 months: home delivery	15,807	8.2%	105
Fast food/drive-in last 6 months: take-out/drive-thru	96,350	50.1%	107
Fast food/drive-in last 6 months: take-out/walk-in	38,078	19.8%	101
Fast food/drive-in last 6 months: breakfast	64,964	33.8%	102
Fast food/drive-in last 6 months: lunch	101,790	52.9%	105
Fast food/drive-in last 6 months: dinner	89,877	46.7%	105
Fast food/drive-in last 6 months: snack	25,551	13.3%	106
Fast food/drive-in last 6 months: weekday	119,364	62.0%	105
Fast food/drive-in last 6 months: weekend	90,451	47.0%	103
Fast food/drive-in last 6 months: A & W	6,576	3.4%	105
Fast food/drive-in last 6 months: Arby`s	34,808	18.1%	107
Fast food/drive-in last 6 months: Baskin-Robbins	5,899	3.1%	88
Fast food/drive-in last 6 months: Boston Market	6,165	3.2%	93
Fast food/drive-in last 6 months: Burger King	63,251	32.9%	104
Fast food/drive-in last 6 months: Captain D`s	7,589	3.9%	115
Fast food/drive-in last 6 months: Carl`s Jr.	9,903	5.1%	88
Fast food/drive-in last 6 months: Checkers	5,642	2.9%	100
Fast food/drive-in last 6 months: Chick-fil-A	36,515	19.0%	115
Fast food/drive-in last 6 months: Chipotle Mex. Grill	17,636	9.2%	98
Fast food/drive-in last 6 months: Chuck E. Cheese`s	6,344	3.3%	92
Fast food/drive-in last 6 months: Church`s Fr. Chicken	6,955	3.6%	100
Fast food/drive-in last 6 months: Cold Stone Creamery	6,486	3.4%	100
Fast food/drive-in last 6 months: Dairy Queen	28,838	15.0%	108
Fast food/drive-in last 6 months: Del Taco	5,481	2.8%	81
Fast food/drive-in last 6 months: Domino`s Pizza	23,081	12.0%	102
Fast food/drive-in last 6 months: Dunkin` Donuts	19,622	10.2%	90
Fast food/drive-in last 6 months: Hardee`s	11,360	5.9%	98
Fast food/drive-in last 6 months: Jack in the Box	15,268	7.9%	92
Fast food/drive-in last 6 months: KFC	43,736	22.7%	98
Fast food/drive-in last 6 months: Krispy Kreme	8,969	4.7%	111
Fast food/drive-in last 6 months: Little Caesars	21,928	11.4%	104
Fast food/drive-in last 6 months: Long John Silver`s	10,444	5.4%	97
Fast food/drive-in last 6 months: McDonald`s	108,214	56.2%	101
Fast food/drive-in last 6 months: Panera Bread	21,874	11.4%	108
Fast food/drive-in last 6 months: Papa John`s	19,597	10.2%	108
Fast food/drive-in last 6 months: Papa Murphy`s	9,822	5.1%	122
Fast food/drive-in last 6 months: Pizza Hut	38,098	19.8%	98
Fast food/drive-in last 6 months: Popeyes Chicken	14,140	7.3%	95
Fast food/drive-in last 6 months: Quiznos	8,191	4.3%	103
Fast food/drive-in last 6 months: Sonic Drive-In	21,587	11.2%	109
Fast food/drive-in last 6 months: Starbucks	30,310	15.7%	108
Fast food/drive-in last 6 months: Steak `n Shake	10,173	5.3%	110
Fast food/drive-in last 6 months: Subway	66,395	34.5%	103
Fast food/drive-in last 6 months: Taco Bell	63,896	33.2%	105
Fast food/drive-in last 6 months: Wendy`s	57,222	29.7%	104
Fast food/drive-in last 6 months: Whataburger	7,442	3.9%	102
Fast food/drive-in last 6 months: White Castle	6,374	3.3%	99

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Restaurant Market Potential

New Centre drive times
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Went to fine dining restaurant last month	23,353	12.1%	104
Went to fine dining restaurant 3+ times last month	6,097	3.2%	97
Spent at fine dining rest in last 6 months: <\$51	3,741	1.9%	98
Spent at fine dining rest in last 6 months: \$51-\$100	7,546	3.9%	105
Spent at fine dining rest in last 6 months: \$101-\$200	7,742	4.0%	111
Spent at fine dining rest in last 6 months: \$201+	7,408	3.8%	92

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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