



Restaurant Market Potential

5909 S Padre Island Dr, Corpus Christi, Texas, 78412
 Drive Time: 5 minute radius

Prepared by Esri
 Latitude: 27.70440
 Longitude: -97.36438

Demographic Summary	2018	2023
Population	37,477	39,770
Population 18+	29,081	31,049
Households	15,437	16,409
Median Household Income	\$45,049	\$51,111

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Went to family restaurant/steak house in last 6 mo	21,772	74.9%	99
Went to family restaurant/steak house 4+ times/mo	8,052	27.7%	103
Spent at family restaurant/30 days: <\$31	2,579	8.9%	101
Spent at family restaurant/30 days: \$31-50	2,974	10.2%	103
Spent at family restaurant/30 days: \$51-100	4,166	14.3%	93
Spent at family restaurant/30 days: \$101-200	2,352	8.1%	87
Spent at family restaurant/30 days: \$201-300	716	2.5%	99
Family restaurant/steak house last 6 months: breakfast	4,001	13.8%	103
Family restaurant/steak house last 6 months: lunch	5,677	19.5%	100
Family restaurant/steak house last 6 months: dinner	13,197	45.4%	97
Family restaurant/steak house last 6 months: snack	656	2.3%	115
Family restaurant/steak house last 6 months: weekday	8,683	29.9%	97
Family restaurant/steak house last 6 months: weekend	12,405	42.7%	100
Fam rest/steak hse/6 months: Applebee`s	7,055	24.3%	108
Fam rest/steak hse/6 months: Bob Evans Farms	1,069	3.7%	101
Fam rest/steak hse/6 months: Buffalo Wild Wings	3,191	11.0%	105
Fam rest/steak hse/6 months: California Pizza Kitchen	576	2.0%	70
Fam rest/steak hse/6 months: Carrabba`s Italian Grill	872	3.0%	99
Fam rest/steak hse/6 months: The Cheesecake Factory	1,889	6.5%	90
Fam rest/steak hse/6 months: Chili`s Grill & Bar	2,845	9.8%	94
Fam rest/steak hse/6 months: CiCi`s Pizza	1,352	4.6%	131
Fam rest/steak hse/6 months: Cracker Barrel	2,802	9.6%	87
Fam rest/steak hse/6 months: Denny`s	2,830	9.7%	113
Fam rest/steak hse/6 months: Golden Corral	2,549	8.8%	118
Fam rest/steak hse/6 months: IHOP	3,284	11.3%	110
Fam rest/steak hse/6 months: Logan`s Roadhouse	803	2.8%	87
Fam rest/steak hse/6 months: LongHorn Steakhouse	1,418	4.9%	93
Fam rest/steak hse/6 months: Olive Garden	4,965	17.1%	102
Fam rest/steak hse/6 months: Outback Steakhouse	2,428	8.3%	94
Fam rest/steak hse/6 months: Red Lobster	3,297	11.3%	108
Fam rest/steak hse/6 months: Red Robin	1,845	6.3%	90
Fam rest/steak hse/6 months: Ruby Tuesday	1,549	5.3%	99
Fam rest/steak hse/6 months: Texas Roadhouse	2,840	9.8%	98
Fam rest/steak hse/6 months: T.G.I. Friday`s	1,502	5.2%	92
Fam rest/steak hse/6 months: Waffle House	1,842	6.3%	109
Went to fast food/drive-in restaurant in last 6 mo	26,237	90.2%	100
Went to fast food/drive-in restaurant 9+ times/mo	11,804	40.6%	102
Spent at fast food restaurant/30 days: <\$11	1,329	4.6%	88
Spent at fast food restaurant/30 days: \$11-\$20	2,960	10.2%	96
Spent at fast food restaurant/30 days: \$21-\$40	4,859	16.7%	102
Spent at fast food restaurant/30 days: \$41-\$50	2,690	9.3%	103
Spent at fast food restaurant/30 days: \$51-\$100	4,771	16.4%	99
Spent at fast food restaurant/30 days: \$101-\$200	2,326	8.0%	100
Spent at fast food restaurant/30 days: \$201+	825	2.8%	102

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	10,305	35.4%	96
Fast food/drive-in last 6 months: home delivery	2,775	9.5%	114
Fast food/drive-in last 6 months: take-out/drive-thru	14,369	49.4%	105
Fast food/drive-in last 6 months: take-out/walk-in	6,231	21.4%	102
Fast food/drive-in last 6 months: breakfast	10,029	34.5%	100
Fast food/drive-in last 6 months: lunch	15,280	52.5%	103
Fast food/drive-in last 6 months: dinner	13,329	45.8%	100
Fast food/drive-in last 6 months: snack	3,734	12.8%	103
Fast food/drive-in last 6 months: weekday	17,462	60.0%	101
Fast food/drive-in last 6 months: weekend	14,021	48.2%	101
Fast food/drive-in last 6 months: A & W	791	2.7%	105
Fast food/drive-in last 6 months: Arby`s	5,102	17.5%	105
Fast food/drive-in last 6 months: Baskin-Robbins	909	3.1%	89
Fast food/drive-in last 6 months: Boston Market	963	3.3%	100
Fast food/drive-in last 6 months: Burger King	9,357	32.2%	108
Fast food/drive-in last 6 months: Captain D`s	943	3.2%	77
Fast food/drive-in last 6 months: Carl`s Jr.	1,956	6.7%	117
Fast food/drive-in last 6 months: Checkers	1,130	3.9%	116
Fast food/drive-in last 6 months: Chick-fil-A	7,018	24.1%	110
Fast food/drive-in last 6 months: Chipotle Mex. Grill	3,699	12.7%	96
Fast food/drive-in last 6 months: Chuck E. Cheese`s	1,022	3.5%	114
Fast food/drive-in last 6 months: Church`s Fr. Chicken	1,430	4.9%	138
Fast food/drive-in last 6 months: Cold Stone Creamery	1,070	3.7%	114
Fast food/drive-in last 6 months: Dairy Queen	4,322	14.9%	97
Fast food/drive-in last 6 months: Del Taco	1,141	3.9%	111
Fast food/drive-in last 6 months: Domino`s Pizza	4,148	14.3%	116
Fast food/drive-in last 6 months: Dunkin` Donuts	3,282	11.3%	82
Went to Five Guys in last 6 months	2,677	9.2%	95
Fast food/drive-in last 6 months: Hardee`s	1,502	5.2%	82
Fast food/drive-in last 6 months: Jack in the Box	3,026	10.4%	131
Went to Jimmy John`s in last 6 months	1,843	6.3%	109
Fast food/drive-in last 6 months: KFC	6,065	20.9%	103
Fast food/drive-in last 6 months: Krispy Kreme	1,971	6.8%	118
Fast food/drive-in last 6 months: Little Caesars	4,774	16.4%	122
Fast food/drive-in last 6 months: Long John Silver`s	1,229	4.2%	116
Fast food/drive-in last 6 months: McDonald`s	15,016	51.6%	98
Went to Panda Express in last 6 months	3,099	10.7%	112
Fast food/drive-in last 6 months: Panera Bread	3,215	11.1%	86
Fast food/drive-in last 6 months: Papa John`s	2,889	9.9%	112
Fast food/drive-in last 6 months: Papa Murphy`s	1,673	5.8%	114
Fast food/drive-in last 6 months: Pizza Hut	5,515	19.0%	112
Fast food/drive-in last 6 months: Popeyes Chicken	3,251	11.2%	120
Fast food/drive-in last 6 months: Sonic Drive-In	3,587	12.3%	105
Fast food/drive-in last 6 months: Starbucks	5,117	17.6%	97
Fast food/drive-in last 6 months: Steak `n Shake	1,803	6.2%	113
Fast food/drive-in last 6 months: Subway	8,144	28.0%	102
Fast food/drive-in last 6 months: Taco Bell	9,506	32.7%	114
Fast food/drive-in last 6 months: Wendy`s	7,625	26.2%	104
Fast food/drive-in last 6 months: Whataburger	1,778	6.1%	128
Fast food/drive-in last 6 months: White Castle	1,063	3.7%	115

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	2,560	8.8%	82
Went to fine dining restaurant 3+ times last month	747	2.6%	80
Spent at fine dining restaurant/30 days: <\$51	461	1.6%	97
Spent at fine dining restaurant/30 days: \$51-\$100	852	2.9%	89
Spent at fine dining restaurant/30 days: \$101-\$200	562	1.9%	73

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February 05, 2019



Restaurant Market Potential

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Demographic Summary	2018	2023
Population	193,028	203,476
Population 18+	147,102	155,553
Households	72,396	76,330
Median Household Income	\$49,309	\$53,932

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Went to family restaurant/steak house in last 6 mo	110,194	74.9%	99
Went to family restaurant/steak house 4+ times/mo	40,788	27.7%	103
Spent at family restaurant/30 days: <\$31	12,143	8.3%	94
Spent at family restaurant/30 days: \$31-50	14,181	9.6%	97
Spent at family restaurant/30 days: \$51-100	23,336	15.9%	103
Spent at family restaurant/30 days: \$101-200	12,693	8.6%	93
Spent at family restaurant/30 days: \$201-300	3,766	2.6%	103
Family restaurant/steak house last 6 months: breakfast	19,992	13.6%	102
Family restaurant/steak house last 6 months: lunch	31,664	21.5%	110
Family restaurant/steak house last 6 months: dinner	66,777	45.4%	97
Family restaurant/steak house last 6 months: snack	3,901	2.7%	135
Family restaurant/steak house last 6 months: weekday	43,224	29.4%	95
Family restaurant/steak house last 6 months: weekend	63,546	43.2%	102
Fam rest/steak hse/6 months: Applebee`s	32,188	21.9%	97
Fam rest/steak hse/6 months: Bob Evans Farms	4,384	3.0%	82
Fam rest/steak hse/6 months: Buffalo Wild Wings	15,811	10.7%	102
Fam rest/steak hse/6 months: California Pizza Kitchen	3,733	2.5%	90
Fam rest/steak hse/6 months: Carrabba`s Italian Grill	5,023	3.4%	113
Fam rest/steak hse/6 months: The Cheesecake Factory	9,803	6.7%	92
Fam rest/steak hse/6 months: Chili`s Grill & Bar	16,111	11.0%	106
Fam rest/steak hse/6 months: CiCi`s Pizza	6,880	4.7%	132
Fam rest/steak hse/6 months: Cracker Barrel	14,542	9.9%	90
Fam rest/steak hse/6 months: Denny`s	17,656	12.0%	140
Fam rest/steak hse/6 months: Golden Corral	12,009	8.2%	110
Fam rest/steak hse/6 months: IHOP	14,772	10.0%	98
Fam rest/steak hse/6 months: Logan`s Roadhouse	3,970	2.7%	85
Fam rest/steak hse/6 months: LongHorn Steakhouse	7,395	5.0%	96
Fam rest/steak hse/6 months: Olive Garden	24,782	16.8%	100
Fam rest/steak hse/6 months: Outback Steakhouse	12,503	8.5%	95
Fam rest/steak hse/6 months: Red Lobster	15,090	10.3%	98
Fam rest/steak hse/6 months: Red Robin	10,720	7.3%	104
Fam rest/steak hse/6 months: Ruby Tuesday	6,906	4.7%	87
Fam rest/steak hse/6 months: Texas Roadhouse	14,668	10.0%	100
Fam rest/steak hse/6 months: T.G.I. Friday`s	7,808	5.3%	94
Fam rest/steak hse/6 months: Waffle House	8,855	6.0%	104
Went to fast food/drive-in restaurant in last 6 mo	133,444	90.7%	101
Went to fast food/drive-in restaurant 9+ times/mo	58,880	40.0%	101
Spent at fast food restaurant/30 days: <\$11	7,116	4.8%	94
Spent at fast food restaurant/30 days: \$11-\$20	14,674	10.0%	94
Spent at fast food restaurant/30 days: \$21-\$40	23,648	16.1%	98
Spent at fast food restaurant/30 days: \$41-\$50	13,623	9.3%	103
Spent at fast food restaurant/30 days: \$51-\$100	25,415	17.3%	104
Spent at fast food restaurant/30 days: \$101-\$200	11,818	8.0%	101
Spent at fast food restaurant/30 days: \$201+	4,637	3.2%	113

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Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Fast food/drive-in last 6 months: eat in	54,289	36.9%	100
Fast food/drive-in last 6 months: home delivery	14,435	9.8%	117
Fast food/drive-in last 6 months: take-out/drive-thru	68,581	46.6%	99
Fast food/drive-in last 6 months: take-out/walk-in	29,112	19.8%	94
Fast food/drive-in last 6 months: breakfast	48,958	33.3%	96
Fast food/drive-in last 6 months: lunch	74,639	50.7%	100
Fast food/drive-in last 6 months: dinner	67,268	45.7%	99
Fast food/drive-in last 6 months: snack	18,269	12.4%	99
Fast food/drive-in last 6 months: weekday	84,356	57.3%	96
Fast food/drive-in last 6 months: weekend	71,961	48.9%	102
Fast food/drive-in last 6 months: A & W	3,593	2.4%	94
Fast food/drive-in last 6 months: Arby`s	23,195	15.8%	95
Fast food/drive-in last 6 months: Baskin-Robbins	5,164	3.5%	100
Fast food/drive-in last 6 months: Boston Market	5,317	3.6%	109
Fast food/drive-in last 6 months: Burger King	47,610	32.4%	109
Fast food/drive-in last 6 months: Captain D`s	4,673	3.2%	76
Fast food/drive-in last 6 months: Carl`s Jr.	11,252	7.6%	134
Fast food/drive-in last 6 months: Checkers	5,094	3.5%	103
Fast food/drive-in last 6 months: Chick-fil-A	32,689	22.2%	101
Fast food/drive-in last 6 months: Chipotle Mex. Grill	18,772	12.8%	97
Fast food/drive-in last 6 months: Chuck E. Cheese`s	5,146	3.5%	113
Fast food/drive-in last 6 months: Church`s Fr. Chicken	7,712	5.2%	147
Fast food/drive-in last 6 months: Cold Stone Creamery	5,330	3.6%	112
Fast food/drive-in last 6 months: Dairy Queen	21,111	14.4%	94
Fast food/drive-in last 6 months: Del Taco	6,060	4.1%	117
Fast food/drive-in last 6 months: Domino`s Pizza	20,394	13.9%	113
Fast food/drive-in last 6 months: Dunkin` Donuts	16,820	11.4%	83
Went to Five Guys in last 6 months	13,507	9.2%	94
Fast food/drive-in last 6 months: Hardee`s	7,156	4.9%	77
Fast food/drive-in last 6 months: Jack in the Box	16,468	11.2%	141
Went to Jimmy John`s in last 6 months	9,805	6.7%	114
Fast food/drive-in last 6 months: KFC	29,771	20.2%	100
Fast food/drive-in last 6 months: Krispy Kreme	9,527	6.5%	113
Fast food/drive-in last 6 months: Little Caesars	25,196	17.1%	127
Fast food/drive-in last 6 months: Long John Silver`s	5,536	3.8%	103
Fast food/drive-in last 6 months: McDonald`s	77,273	52.5%	100
Went to Panda Express in last 6 months	17,323	11.8%	124
Fast food/drive-in last 6 months: Panera Bread	15,757	10.7%	84
Fast food/drive-in last 6 months: Papa John`s	15,247	10.4%	117
Fast food/drive-in last 6 months: Papa Murphy`s	8,788	6.0%	118
Fast food/drive-in last 6 months: Pizza Hut	27,562	18.7%	110
Fast food/drive-in last 6 months: Popeyes Chicken	14,170	9.6%	103
Fast food/drive-in last 6 months: Sonic Drive-In	16,961	11.5%	98
Fast food/drive-in last 6 months: Starbucks	24,836	16.9%	93
Fast food/drive-in last 6 months: Steak `n Shake	8,447	5.7%	104
Fast food/drive-in last 6 months: Subway	39,982	27.2%	99
Fast food/drive-in last 6 months: Taco Bell	45,294	30.8%	107
Fast food/drive-in last 6 months: Wendy`s	35,989	24.5%	97
Fast food/drive-in last 6 months: Whataburger	9,828	6.7%	140
Fast food/drive-in last 6 months: White Castle	4,226	2.9%	91

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Went to fine dining restaurant last month	13,052	8.9%	82
Went to fine dining restaurant 3+ times last month	3,755	2.6%	79
Spent at fine dining restaurant/30 days: <\$51	2,084	1.4%	87
Spent at fine dining restaurant/30 days: \$51-\$100	4,538	3.1%	93
Spent at fine dining restaurant/30 days: \$101-\$200	3,468	2.4%	89

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Restaurant Market Potential

5909 S Padre Island Dr, Corpus Christi, Texas, 78412
 Drive Time: 15 minute radius

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 Latitude: 27.70440
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Demographic Summary	2018	2023
Population	294,491	310,377
Population 18+	224,679	237,735
Households	108,716	114,657
Median Household Income	\$49,504	\$54,063

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Went to family restaurant/steak house in last 6 mo	167,422	74.5%	99
Went to family restaurant/steak house 4+ times/mo	61,725	27.5%	102
Spent at family restaurant/30 days: <\$31	18,316	8.2%	93
Spent at family restaurant/30 days: \$31-50	21,485	9.6%	96
Spent at family restaurant/30 days: \$51-100	36,139	16.1%	104
Spent at family restaurant/30 days: \$101-200	19,341	8.6%	93
Spent at family restaurant/30 days: \$201-300	5,821	2.6%	104
Family restaurant/steak house last 6 months: breakfast	30,135	13.4%	100
Family restaurant/steak house last 6 months: lunch	48,772	21.7%	111
Family restaurant/steak house last 6 months: dinner	100,814	44.9%	96
Family restaurant/steak house last 6 months: snack	6,114	2.7%	138
Family restaurant/steak house last 6 months: weekday	65,284	29.1%	94
Family restaurant/steak house last 6 months: weekend	95,923	42.7%	100
Fam rest/steak hse/6 months: Applebee`s	48,184	21.4%	95
Fam rest/steak hse/6 months: Bob Evans Farms	6,758	3.0%	83
Fam rest/steak hse/6 months: Buffalo Wild Wings	23,483	10.5%	100
Fam rest/steak hse/6 months: California Pizza Kitchen	5,856	2.6%	93
Fam rest/steak hse/6 months: Carrabba`s Italian Grill	7,898	3.5%	116
Fam rest/steak hse/6 months: The Cheesecake Factory	15,032	6.7%	93
Fam rest/steak hse/6 months: Chili`s Grill & Bar	24,603	11.0%	106
Fam rest/steak hse/6 months: CiCi`s Pizza	10,282	4.6%	129
Fam rest/steak hse/6 months: Cracker Barrel	22,592	10.1%	91
Fam rest/steak hse/6 months: Denny`s	27,770	12.4%	144
Fam rest/steak hse/6 months: Golden Corral	18,304	8.1%	109
Fam rest/steak hse/6 months: IHOP	22,098	9.8%	96
Fam rest/steak hse/6 months: Logan`s Roadhouse	6,132	2.7%	86
Fam rest/steak hse/6 months: LongHorn Steakhouse	11,547	5.1%	98
Fam rest/steak hse/6 months: Olive Garden	37,361	16.6%	99
Fam rest/steak hse/6 months: Outback Steakhouse	19,371	8.6%	97
Fam rest/steak hse/6 months: Red Lobster	22,876	10.2%	97
Fam rest/steak hse/6 months: Red Robin	16,632	7.4%	105
Fam rest/steak hse/6 months: Ruby Tuesday	10,665	4.7%	88
Fam rest/steak hse/6 months: Texas Roadhouse	22,315	9.9%	100
Fam rest/steak hse/6 months: T.G.I. Friday`s	12,228	5.4%	97
Fam rest/steak hse/6 months: Waffle House	13,738	6.1%	106
Went to fast food/drive-in restaurant in last 6 mo	203,671	90.6%	100
Went to fast food/drive-in restaurant 9+ times/mo	89,588	39.9%	101
Spent at fast food restaurant/30 days: <\$11	11,213	5.0%	97
Spent at fast food restaurant/30 days: \$11-\$20	22,510	10.0%	95
Spent at fast food restaurant/30 days: \$21-\$40	35,656	15.9%	97
Spent at fast food restaurant/30 days: \$41-\$50	20,607	9.2%	102
Spent at fast food restaurant/30 days: \$51-\$100	39,039	17.4%	104
Spent at fast food restaurant/30 days: \$101-\$200	17,800	7.9%	99
Spent at fast food restaurant/30 days: \$201+	7,108	3.2%	113

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 Drive Time: 15 minute radius

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 Latitude: 27.70440
 Longitude: -97.36438

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Fast food/drive-in last 6 months: eat in	82,902	36.9%	100
Fast food/drive-in last 6 months: home delivery	21,857	9.7%	116
Fast food/drive-in last 6 months: take-out/drive-thru	103,177	45.9%	97
Fast food/drive-in last 6 months: take-out/walk-in	43,855	19.5%	93
Fast food/drive-in last 6 months: breakfast	74,452	33.1%	96
Fast food/drive-in last 6 months: lunch	112,838	50.2%	99
Fast food/drive-in last 6 months: dinner	102,062	45.4%	99
Fast food/drive-in last 6 months: snack	27,616	12.3%	98
Fast food/drive-in last 6 months: weekday	126,948	56.5%	95
Fast food/drive-in last 6 months: weekend	109,471	48.7%	102
Fast food/drive-in last 6 months: A & W	5,454	2.4%	94
Fast food/drive-in last 6 months: Arby`s	34,844	15.5%	93
Fast food/drive-in last 6 months: Baskin-Robbins	7,907	3.5%	100
Fast food/drive-in last 6 months: Boston Market	8,531	3.8%	115
Fast food/drive-in last 6 months: Burger King	73,838	32.9%	111
Fast food/drive-in last 6 months: Captain D`s	7,496	3.3%	79
Fast food/drive-in last 6 months: Carl`s Jr.	17,110	7.6%	133
Fast food/drive-in last 6 months: Checkers	7,920	3.5%	105
Fast food/drive-in last 6 months: Chick-fil-A	47,995	21.4%	97
Fast food/drive-in last 6 months: Chipotle Mex. Grill	28,284	12.6%	95
Fast food/drive-in last 6 months: Chuck E. Cheese`s	7,783	3.5%	112
Fast food/drive-in last 6 months: Church`s Fr. Chicken	11,976	5.3%	149
Fast food/drive-in last 6 months: Cold Stone Creamery	7,949	3.5%	110
Fast food/drive-in last 6 months: Dairy Queen	32,086	14.3%	93
Fast food/drive-in last 6 months: Del Taco	9,176	4.1%	116
Fast food/drive-in last 6 months: Domino`s Pizza	30,595	13.6%	111
Fast food/drive-in last 6 months: Dunkin` Donuts	26,450	11.8%	85
Went to Five Guys in last 6 months	20,337	9.1%	93
Fast food/drive-in last 6 months: Hardee`s	11,372	5.1%	81
Fast food/drive-in last 6 months: Jack in the Box	24,196	10.8%	135
Went to Jimmy John`s in last 6 months	14,739	6.6%	113
Fast food/drive-in last 6 months: KFC	46,080	20.5%	102
Fast food/drive-in last 6 months: Krispy Kreme	14,239	6.3%	110
Fast food/drive-in last 6 months: Little Caesars	38,428	17.1%	127
Fast food/drive-in last 6 months: Long John Silver`s	8,467	3.8%	103
Fast food/drive-in last 6 months: McDonald`s	118,832	52.9%	101
Went to Panda Express in last 6 months	25,835	11.5%	121
Fast food/drive-in last 6 months: Panera Bread	23,605	10.5%	82
Fast food/drive-in last 6 months: Papa John`s	23,174	10.3%	117
Fast food/drive-in last 6 months: Papa Murphy`s	13,309	5.9%	117
Fast food/drive-in last 6 months: Pizza Hut	42,050	18.7%	110
Fast food/drive-in last 6 months: Popeyes Chicken	21,230	9.4%	101
Fast food/drive-in last 6 months: Sonic Drive-In	25,274	11.2%	96
Fast food/drive-in last 6 months: Starbucks	36,733	16.3%	90
Fast food/drive-in last 6 months: Steak `n Shake	13,001	5.8%	105
Fast food/drive-in last 6 months: Subway	60,002	26.7%	98
Fast food/drive-in last 6 months: Taco Bell	68,211	30.4%	106
Fast food/drive-in last 6 months: Wendy`s	54,495	24.3%	96
Fast food/drive-in last 6 months: Whataburger	14,179	6.3%	133
Fast food/drive-in last 6 months: White Castle	6,380	2.8%	90

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

5909 S Padre Island Dr, Corpus Christi, Texas, 78412
Drive Time: 15 minute radius

Prepared by Esri
Latitude: 27.70440
Longitude: -97.36438

Went to fine dining restaurant last month	19,774	8.8%	82
Went to fine dining restaurant 3+ times last month	5,840	2.6%	81
Spent at fine dining restaurant/30 days: <\$51	3,151	1.4%	86
Spent at fine dining restaurant/30 days: \$51-\$100	6,976	3.1%	94
Spent at fine dining restaurant/30 days: \$101-\$200	5,455	2.4%	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.

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.

February 05, 2019