



# Restaurant Market Potential

501 Main St, Zanesville, Ohio, 43701  
 Drive Time: 30 minute radius

Prepared by Esri  
 Latitude: 39.94011  
 Longitude: -82.00623

Demographic Summary	2018	2023
Population	136,707	137,854
Population 18+	107,736	109,003
Households	54,567	55,132
Median Household Income	\$46,361	\$53,138

  

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Went to family restaurant/steak house in last 6 mo	80,561	74.8%	99
Went to family restaurant/steak house 4+ times/mo	28,225	26.2%	97
Spent at family restaurant/30 days: <\$31	10,505	9.8%	112
Spent at family restaurant/30 days: \$31-50	11,459	10.6%	107
Spent at family restaurant/30 days: \$51-100	16,704	15.5%	100
Spent at family restaurant/30 days: \$101-200	8,811	8.2%	88
Spent at family restaurant/30 days: \$201-300	2,166	2.0%	81
Family restaurant/steak house last 6 months: breakfast	12,982	12.0%	90
Family restaurant/steak house last 6 months: lunch	19,895	18.5%	94
Family restaurant/steak house last 6 months: dinner	50,815	47.2%	101
Family restaurant/steak house last 6 months: snack	1,680	1.6%	79
Family restaurant/steak house last 6 months: weekday	32,979	30.6%	99
Family restaurant/steak house last 6 months: weekend	45,145	41.9%	99
Fam rest/steak hse/6 months: Applebee`s	27,309	25.3%	112
Fam rest/steak hse/6 months: Bob Evans Farms	6,003	5.6%	153
Fam rest/steak hse/6 months: Buffalo Wild Wings	10,546	9.8%	93
Fam rest/steak hse/6 months: California Pizza Kitchen	1,163	1.1%	38
Fam rest/steak hse/6 months: Carrabba`s Italian Grill	2,502	2.3%	77
Fam rest/steak hse/6 months: The Cheesecake Factory	4,291	4.0%	55
Fam rest/steak hse/6 months: Chili`s Grill & Bar	9,219	8.6%	83
Fam rest/steak hse/6 months: CiCi`s Pizza	3,711	3.4%	97
Fam rest/steak hse/6 months: Cracker Barrel	15,429	14.3%	130
Fam rest/steak hse/6 months: Denny`s	8,388	7.8%	91
Fam rest/steak hse/6 months: Golden Corral	10,634	9.9%	133
Fam rest/steak hse/6 months: IHOP	8,673	8.1%	78
Fam rest/steak hse/6 months: Logan`s Roadhouse	4,462	4.1%	131
Fam rest/steak hse/6 months: LongHorn Steakhouse	5,988	5.6%	106
Fam rest/steak hse/6 months: Olive Garden	17,272	16.0%	96
Fam rest/steak hse/6 months: Outback Steakhouse	9,316	8.6%	97
Fam rest/steak hse/6 months: Red Lobster	11,823	11.0%	104
Fam rest/steak hse/6 months: Red Robin	6,604	6.1%	87
Fam rest/steak hse/6 months: Ruby Tuesday	6,041	5.6%	104
Fam rest/steak hse/6 months: Texas Roadhouse	12,987	12.1%	121
Fam rest/steak hse/6 months: T.G.I. Friday`s	4,551	4.2%	75
Fam rest/steak hse/6 months: Waffle House	7,349	6.8%	118
Went to fast food/drive-in restaurant in last 6 mo	98,316	91.3%	101
Went to fast food/drive-in restaurant 9+ times/mo	43,188	40.1%	101
Spent at fast food restaurant/30 days: <\$11	5,999	5.6%	108
Spent at fast food restaurant/30 days: \$11-\$20	11,746	10.9%	103
Spent at fast food restaurant/30 days: \$21-\$40	19,085	17.7%	108
Spent at fast food restaurant/30 days: \$41-\$50	10,090	9.4%	105
Spent at fast food restaurant/30 days: \$51-\$100	18,079	16.8%	101
Spent at fast food restaurant/30 days: \$101-\$200	7,741	7.2%	90
Spent at fast food restaurant/30 days: \$201+	2,672	2.5%	89

**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

501 Main St, Zanesville, Ohio, 43701  
 Drive Time: 30 minute radius

Prepared by Esri  
 Latitude: 39.94011  
 Longitude: -82.00623

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Fast food/drive-in last 6 months: eat in	40,362	37.5%	102
Fast food/drive-in last 6 months: home delivery	7,758	7.2%	86
Fast food/drive-in last 6 months: take-out/drive-thru	54,453	50.5%	107
Fast food/drive-in last 6 months: take-out/walk-in	20,784	19.3%	92
Fast food/drive-in last 6 months: breakfast	38,257	35.5%	102
Fast food/drive-in last 6 months: lunch	55,985	52.0%	102
Fast food/drive-in last 6 months: dinner	51,416	47.7%	104
Fast food/drive-in last 6 months: snack	11,884	11.0%	88
Fast food/drive-in last 6 months: weekday	66,940	62.1%	104
Fast food/drive-in last 6 months: weekend	50,597	47.0%	98
Fast food/drive-in last 6 months: A & W	4,063	3.8%	145
Fast food/drive-in last 6 months: Arby`s	25,075	23.3%	140
Fast food/drive-in last 6 months: Baskin-Robbins	2,109	2.0%	56
Fast food/drive-in last 6 months: Boston Market	2,037	1.9%	57
Fast food/drive-in last 6 months: Burger King	37,514	34.8%	117
Fast food/drive-in last 6 months: Captain D`s	5,979	5.5%	132
Fast food/drive-in last 6 months: Carl`s Jr.	3,057	2.8%	50
Fast food/drive-in last 6 months: Checkers	3,649	3.4%	101
Fast food/drive-in last 6 months: Chick-fil-A	19,162	17.8%	81
Fast food/drive-in last 6 months: Chipotle Mex. Grill	7,923	7.4%	56
Fast food/drive-in last 6 months: Chuck E. Cheese`s	2,624	2.4%	79
Fast food/drive-in last 6 months: Church`s Fr. Chicken	3,404	3.2%	89
Fast food/drive-in last 6 months: Cold Stone Creamery	2,664	2.5%	77
Fast food/drive-in last 6 months: Dairy Queen	20,174	18.7%	122
Fast food/drive-in last 6 months: Del Taco	1,778	1.7%	47
Fast food/drive-in last 6 months: Domino`s Pizza	11,352	10.5%	86
Fast food/drive-in last 6 months: Dunkin` Donuts	10,427	9.7%	70
Went to Five Guys in last 6 months	8,225	7.6%	79
Fast food/drive-in last 6 months: Hardee`s	11,115	10.3%	164
Fast food/drive-in last 6 months: Jack in the Box	4,186	3.9%	49
Went to Jimmy John`s in last 6 months	5,266	4.9%	84
Fast food/drive-in last 6 months: KFC	25,765	23.9%	118
Fast food/drive-in last 6 months: Krispy Kreme	5,097	4.7%	82
Fast food/drive-in last 6 months: Little Caesars	15,937	14.8%	110
Fast food/drive-in last 6 months: Long John Silver`s	6,100	5.7%	155
Fast food/drive-in last 6 months: McDonald`s	61,766	57.3%	109
Went to Panda Express in last 6 months	5,935	5.5%	58
Fast food/drive-in last 6 months: Panera Bread	10,719	9.9%	78
Fast food/drive-in last 6 months: Papa John`s	8,422	7.8%	88
Fast food/drive-in last 6 months: Papa Murphy`s	5,577	5.2%	102
Fast food/drive-in last 6 months: Pizza Hut	21,840	20.3%	119
Fast food/drive-in last 6 months: Popeyes Chicken	8,188	7.6%	81
Fast food/drive-in last 6 months: Sonic Drive-In	15,071	14.0%	119
Fast food/drive-in last 6 months: Starbucks	12,006	11.1%	61
Fast food/drive-in last 6 months: Steak `n Shake	7,879	7.3%	133
Fast food/drive-in last 6 months: Subway	31,079	28.8%	106
Fast food/drive-in last 6 months: Taco Bell	34,570	32.1%	112
Fast food/drive-in last 6 months: Wendy`s	29,310	27.2%	108
Fast food/drive-in last 6 months: Whataburger	3,711	3.4%	72
Fast food/drive-in last 6 months: White Castle	3,490	3.2%	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.



## Restaurant Market Potential

501 Main St, Zanesville, Ohio, 43701  
Drive Time: 30 minute radius

Prepared by Esri  
Latitude: 39.94011  
Longitude: -82.00623

Went to fine dining restaurant last month	7,915	7.3%	68
Went to fine dining restaurant 3+ times last month	2,155	2.0%	62
Spent at fine dining restaurant/30 days: <\$51	1,614	1.5%	92
Spent at fine dining restaurant/30 days: \$51-\$100	2,855	2.6%	80
Spent at fine dining restaurant/30 days: \$101-\$200	2,007	1.9%	71

**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.

July 09, 2018