



Harrison Metro

Study Area: Custom Shapes

Demographic Summary	2008	2013
Population	16,118	16,798
Population 18+	12,596	13,200
Households	7,035	7,387
Median Household Income	\$37,889	\$45,159

Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Went to family restaurant/steak house in last 6 months	8,841	70.2%	97
Family restaurant/steak house last month: <2 times	3,143	25.0%	93
Family restaurant/steak house last month: 2-4times	3,446	27.4%	103
Family restaurant/steak house last month: 5+ times	2,253	17.9%	94
Family restaurant/steak house last 6 months: breakfast	1,441	11.4%	89
Family restaurant/steak house last 6 months: lunch	3,226	25.6%	102
Family restaurant/steak house last 6 months: snack	307	2.4%	82
Family restaurant/steak house last 6 months: dinner	6,269	49.8%	95
Family restaurant/steak house last 6 months: weekday	4,652	36.9%	95
Family restaurant/steak house last 6 months: weekend	5,035	40.0%	92
Family restaurant/steak house last 6 months: Applebee`s	3,268	25.9%	99
Family restaurant/steak house last 6 months: Bennigan`s	380	3.0%	89
Family restaurant/steak house last 6 months: Big Boy	279	2.2%	95
Family restaurant/steak house last 6 months: Bob Evans Farm	714	5.7%	123
Family restaurant/steak house last 6 months: Cheesecake Factory	498	4.0%	66
Family restaurant/steak house last 6 months: Chili`s Grill & Bar	922	7.3%	67
Family restaurant/steak house last 6 months: Cracker Barrel	1,485	11.8%	103
Family restaurant/steak house last 6 months: Denny`s	1,071	8.5%	84
Family restaurant/steak house last 6 months: Friendly`s	452	3.6%	101
Family restaurant/steak house last 6 months: Golden Corral	980	7.8%	102
Family restaurant/steak house last 6 months: Intl Hse of Pancakes	985	7.8%	73
Family restaurant/steak house last 6 months: Lone Star Steakhouse	442	3.5%	96
Family restaurant/steak house last 6 months: Old Country Buffet	569	4.5%	108
Family restaurant/steak house last 6 months: Olive Garden	2,124	16.9%	102
Family restaurant/steak house last 6 months: Outback Steakhouse	1,255	10.0%	85
Family restaurant/steak house last 6 months: Perkins	620	4.9%	116
Family restaurant/steak house last 6 months: Red Lobster	1,779	14.1%	98
Family restaurant/steak house last 6 months: Red Robin	336	2.7%	64
Family restaurant/steak house last 6 months: Ruby Tuesday	881	7.0%	82
Family restaurant/steak house last 6 months: Ryan`s	747	5.9%	126
Family restaurant/steak house last 6 months: Sizzler	335	2.7%	82
Family restaurant/steak house last 6 months: T.G.I. Friday`s	987	7.8%	72
Went to fast food/drive-in restaurant in last 6 months	11,275	89.5%	100
Went to fast food/drive-in restaurant <5 times/month	4,296	34.1%	105
Went to fast food/drive-in restaurant 5-12 times/month	3,725	29.6%	97
Went to fast food/drive-in restaurant 13+ times/month	3,254	25.8%	99
Fast food/drive-in last 6 months: breakfast	3,301	26.2%	100
Fast food/drive-in last 6 months: lunch	7,313	58.1%	99
Fast food/drive-in last 6 months: snack	1,777	14.1%	85
Fast food/drive-in last 6 months: dinner	6,018	47.8%	100

**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. average. 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 Mediamark Research Inc. in a nationally representative survey of U.S. households. ESRI forecasts for 2008 and 2013.



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Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Fast food/drive-in last 6 months: weekday	8,464	67.2%	102
Fast food/drive-in last 6 months: weekend	5,850	46.4%	97
Fast food/drive-in last 6 months: A & W	755	6.0%	112
Fast food/drive-in last 6 months: Arby's	3,054	24.2%	121
Fast food/drive-in last 6 months: Boston Market	515	4.1%	72
Fast food/drive-in last 6 months: Burger King	4,734	37.6%	101
Fast food/drive-in last 6 months: Captain D's	574	4.6%	89
Fast food/drive-in last 6 months: Carl's Jr.	362	2.9%	52
Fast food/drive-in last 6 months: Checkers	322	2.6%	77
Fast food/drive-in last 6 months: Chick-fil-A	998	7.9%	68
Fast food/drive-in last 6 months: Chuck E. Cheese's	491	3.9%	89
Fast food/drive-in last 6 months: Church's Fr. Chicken	568	4.5%	96
Fast food/drive-in last 6 months: Dairy Queen	2,516	20.0%	119
Fast food/drive-in last 6 months: Del Taco	267	2.1%	65
Fast food/drive-in last 6 months: Domino's Pizza	1,676	13.3%	93
Fast food/drive-in last 6 months: Dunkin' Donuts	1,010	8.0%	70
Fast food/drive-in last 6 months: Fuddruckers	341	2.7%	83
Fast food/drive-in last 6 months: Hardee's	1,055	8.4%	118
Fast food/drive-in last 6 months: Jack in the Box	738	5.9%	59
Fast food/drive-in last 6 months: KFC	3,740	29.7%	104
Fast food/drive-in last 6 months: Little Caesars	720	5.7%	99
Fast food/drive-in last 6 months: Long John Silver's	1,193	9.5%	129
Fast food/drive-in last 6 months: McDonald's	7,250	57.6%	104
Fast food/drive-in last 6 months: Panera Bread	879	7.0%	82
Fast food/drive-in last 6 months: Papa John's	1,129	9.0%	88
Fast food/drive-in last 6 months: Pizza Hut	3,438	27.3%	116
Fast food/drive-in last 6 months: Popeyes	701	5.6%	78
Fast food/drive-in last 6 months: Quiznos	994	7.9%	76
Fast food/drive-in last 6 months: Sonic Drive-In	1,379	10.9%	97
Fast food/drive-in last 6 months: Starbucks	1,044	8.3%	64
Fast food/drive-in last 6 months: Steak n Shake	669	5.3%	102
Fast food/drive-in last 6 months: Subway	3,769	29.9%	99
Fast food/drive-in last 6 months: Taco Bell	4,166	33.1%	99
Fast food/drive-in last 6 months: Wendy's	4,166	33.1%	101
Fast food/drive-in last 6 months: Whataburger	386	3.1%	65
Fast food/drive-in last 6 months: White Castle	474	3.8%	82
Fast food/drive-in last 6 months: eat in	4,478	35.5%	95
Fast food/drive-in last 6 months: home delivery	1,407	11.2%	103
Fast food/drive-in last 6 months: take-out/drive-thru	6,492	51.5%	99
Fast food/drive-in last 6 months: take-out/walk-in	2,963	23.5%	97

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