



Restaurant Market Potential

Fredericksburg Region
 Caroline County, VA (51033) et al.
 Geography: County

Prepared by Esri

Demographic Summary	2015	2020
Population	350,873	382,292
Population 18+	263,553	290,362
Households	119,988	131,201
Median Household Income	\$84,791	\$91,978

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Went to family restaurant/steak house in last 6 mo	215,418	81.7%	108
Went to family restaurant/steak house 4+ times/mo	86,480	32.8%	114
Spent at family rest/steak hse last 6 months: <\$31	17,517	6.6%	92
Spent at family rest/steak hse last 6 months: \$31-50	22,824	8.7%	102
Spent at family rest/steak hse last 6 months: \$51-100	42,074	16.0%	106
Spent at family rest/steak hse last 6 months: \$101-200	38,376	14.6%	120
Spent at family rest/steak hse last 6 months: \$201-300	18,925	7.2%	121
Spent at family rest/steak hse last 6 months: \$301+	26,078	9.9%	134
Family restaurant/steak house last 6 months: breakfast	36,643	13.9%	111
Family restaurant/steak house last 6 months: lunch	54,786	20.8%	107
Family restaurant/steak house last 6 months: dinner	147,790	56.1%	117
Family restaurant/steak house last 6 months: snack	4,236	1.6%	92
Family restaurant/steak house last 6 months: weekday	97,799	37.1%	117
Family restaurant/steak house last 6 months: weekend	126,649	48.1%	114
Fam rest/steak hse/6 months: Applebee`s	71,717	27.2%	109
Fam rest/steak hse/6 months: Bob Evans Farms	10,008	3.8%	102
Fam rest/steak hse/6 months: Buffalo Wild Wings	25,616	9.7%	127
Fam rest/steak hse/6 months: California Pizza Kitchen	9,718	3.7%	113
Fam rest/steak hse/6 months: Carrabba`s Italian Grill	11,244	4.3%	139
Fam rest/steak hse/6 months: The Cheesecake Factory	21,331	8.1%	119
Fam rest/steak hse/6 months: Chili`s Grill & Bar	41,234	15.6%	128
Fam rest/steak hse/6 months: CiCi`s Pizza	11,834	4.5%	101
Fam rest/steak hse/6 months: Cracker Barrel	30,681	11.6%	120
Fam rest/steak hse/6 months: Denny`s	24,135	9.2%	97
Fam rest/steak hse/6 months: Golden Corral	22,369	8.5%	99
Fam rest/steak hse/6 months: IHOP	34,897	13.2%	113
Fam rest/steak hse/6 months: Logan`s Roadhouse	10,629	4.0%	113
Fam rest/steak hse/6 months: LongHorn Steakhouse	15,039	5.7%	133
Fam rest/steak hse/6 months: Old Country Buffet	4,885	1.9%	88
Fam rest/steak hse/6 months: Olive Garden	56,698	21.5%	123
Fam rest/steak hse/6 months: Outback Steakhouse	32,506	12.3%	124
Fam rest/steak hse/6 months: Red Lobster	36,645	13.9%	110
Fam rest/steak hse/6 months: Red Robin	21,086	8.0%	134
Fam rest/steak hse/6 months: Ruby Tuesday	20,145	7.6%	111
Fam rest/steak hse/6 months: Texas Roadhouse	24,537	9.3%	126
Fam rest/steak hse/6 months: T.G.I. Friday`s	24,190	9.2%	114
Fam rest/steak hse/6 months: Waffle House	14,794	5.6%	103
Went to fast food/drive-in restaurant in last 6 mo	243,165	92.3%	102
Went to fast food/drive-in restaurant 9+ times/mo	114,081	43.3%	107
Spent at fast food/drive-in last 6 months: <\$11	10,582	4.0%	92
Spent at fast food/drive-in last 6 months: \$11-\$20	18,744	7.1%	92
Spent at fast food/drive-in last 6 months: \$21-\$40	30,426	11.5%	96
Spent at fast food/drive-in last 6 months: \$41-\$50	20,451	7.8%	103
Spent at fast food/drive-in last 6 months: \$51-\$100	47,082	17.9%	108
Spent at fast food/drive-in last 6 months: \$101-\$200	36,159	13.7%	114
Spent at fast food/drive-in last 6 months: \$201+	38,257	14.5%	119

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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Fast food/drive-in last 6 months: eat in	105,177	39.9%	110
Fast food/drive-in last 6 months: home delivery	21,378	8.1%	103
Fast food/drive-in last 6 months: take-out/drive-thru	138,168	52.4%	112
Fast food/drive-in last 6 months: take-out/walk-in	56,406	21.4%	109
Fast food/drive-in last 6 months: breakfast	93,895	35.6%	108
Fast food/drive-in last 6 months: lunch	148,045	56.2%	111
Fast food/drive-in last 6 months: dinner	130,197	49.4%	111
Fast food/drive-in last 6 months: snack	36,670	13.9%	111
Fast food/drive-in last 6 months: weekday	172,719	65.5%	111
Fast food/drive-in last 6 months: weekend	130,434	49.5%	108
Fast food/drive-in last 6 months: A & W	8,379	3.2%	97
Fast food/drive-in last 6 months: Arby`s	49,453	18.8%	111
Fast food/drive-in last 6 months: Baskin-Robbins	10,188	3.9%	111
Fast food/drive-in last 6 months: Boston Market	9,424	3.6%	104
Fast food/drive-in last 6 months: Burger King	83,449	31.7%	100
Fast food/drive-in last 6 months: Captain D`s	7,867	3.0%	87
Fast food/drive-in last 6 months: Carl`s Jr.	16,770	6.4%	109
Fast food/drive-in last 6 months: Checkers	6,816	2.6%	88
Fast food/drive-in last 6 months: Chick-fil-A	58,646	22.3%	135
Fast food/drive-in last 6 months: Chipotle Mex. Grill	31,950	12.1%	130
Fast food/drive-in last 6 months: Chuck E. Cheese`s	8,336	3.2%	88
Fast food/drive-in last 6 months: Church`s Fr. Chicken	7,486	2.8%	79
Fast food/drive-in last 6 months: Cold Stone Creamery	10,909	4.1%	123
Fast food/drive-in last 6 months: Dairy Queen	40,607	15.4%	111
Fast food/drive-in last 6 months: Del Taco	9,789	3.7%	106
Fast food/drive-in last 6 months: Domino`s Pizza	32,476	12.3%	104
Fast food/drive-in last 6 months: Dunkin` Donuts	31,508	12.0%	106
Fast food/drive-in last 6 months: Hardee`s	13,465	5.1%	85
Fast food/drive-in last 6 months: Jack in the Box	24,616	9.3%	109
Fast food/drive-in last 6 months: KFC	59,482	22.6%	97
Fast food/drive-in last 6 months: Krispy Kreme	12,743	4.8%	115
Fast food/drive-in last 6 months: Little Caesars	30,414	11.5%	105
Fast food/drive-in last 6 months: Long John Silver`s	12,591	4.8%	85
Fast food/drive-in last 6 months: McDonald`s	150,522	57.1%	103
Fast food/drive-in last 6 months: Panera Bread	36,606	13.9%	132
Fast food/drive-in last 6 months: Papa John`s	29,583	11.2%	119
Fast food/drive-in last 6 months: Papa Murphy`s	15,299	5.8%	139
Fast food/drive-in last 6 months: Pizza Hut	53,289	20.2%	100
Fast food/drive-in last 6 months: Popeyes Chicken	18,776	7.1%	92
Fast food/drive-in last 6 months: Quiznos	12,637	4.8%	116
Fast food/drive-in last 6 months: Sonic Drive-In	32,299	12.3%	119
Fast food/drive-in last 6 months: Starbucks	47,788	18.1%	124
Fast food/drive-in last 6 months: Steak `n Shake	15,080	5.7%	119
Fast food/drive-in last 6 months: Subway	97,805	37.1%	111
Fast food/drive-in last 6 months: Taco Bell	89,633	34.0%	107
Fast food/drive-in last 6 months: Wendy`s	82,454	31.3%	109
Fast food/drive-in last 6 months: Whataburger	11,973	4.5%	120
Fast food/drive-in last 6 months: White Castle	8,797	3.3%	100

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Went to fine dining restaurant last month	35,385	13.4%	115
Went to fine dining restaurant 3+ times last month	9,208	3.5%	107
Spent at fine dining rest in last 6 months: <\$51	5,142	2.0%	98
Spent at fine dining rest in last 6 months: \$51-\$100	11,077	4.2%	113
Spent at fine dining rest in last 6 months: \$101-\$200	11,234	4.3%	117
Spent at fine dining rest in last 6 months: \$201+	12,391	4.7%	112

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