



Restaurant Market Potential

Village of Webster
 54 E Main St, Webster, New York, 14580
 Drive Time: 10 minutes

Latitude: 43.21252
 Longitude: -77.42836

Demographic Summary	2013	2018
Population	82,091	84,040
Population 18+	63,674	65,646
Households	32,945	33,894
Median Household Income	\$69,704	\$81,886

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Went to family restaurant/steak house in last 6 mo	51,710	81.2%	107
Went to family restaurant/steak house 4+ times/mo	21,445	33.7%	114
Spent at family rest/steak hse last 6 mo: <\$31	4,498	7.1%	94
Spent at family rest/steak hse last 6 mo: \$31-50	5,913	9.3%	105
Spent at family rest/steak hse last 6 mo: \$51-100	9,638	15.1%	103
Spent at family rest/steak hse last 6 mo: \$101-200	9,076	14.3%	118
Spent at family rest/steak hse last 6 mo: \$201-300	4,736	7.4%	121
Spent at family rest/steak hse last 6 mo: \$301+	6,092	9.6%	128
Family restaurant/steak house last 6 mo: breakfast	9,493	14.9%	116
Family restaurant/steak house last 6 mo: lunch	13,800	21.7%	109
Family restaurant/steak house last 6 mo: dinner	35,273	55.4%	115
Family restaurant/steak house last 6 mo: snack	951	1.5%	85
Family restaurant/steak house last 6 mo: weekday	24,476	38.4%	118
Family restaurant/steak house last 6 mo: weekend	30,353	47.7%	111
Fam rest/steak hse/6 mo: Applebee`s	18,547	29.1%	115
Fam rest/steak hse/6 mo: Buffalo Wild Wings	5,238	8.2%	126
Fam rest/steak hse/6 mo: California Pizza Kitchen	2,228	3.5%	100
Fam rest/steak hse/6 mo: Carrabba`s Italian Grill	2,851	4.5%	139
Fam rest/steak hse/6 mo: The Cheesecake Factory	5,006	7.9%	113
Fam rest/steak hse/6 mo: Chili`s Grill & Bar	8,771	13.8%	119
Fam rest/steak hse/6 mo: CiCi`s Pizza	2,876	4.5%	87
Fam rest/steak hse/6 mo: Cracker Barrel	7,320	11.5%	121
Fam rest/steak hse/6 mo: Denny`s	5,848	9.2%	93
Fam rest/steak hse/6 mo: Golden Corral	4,358	6.8%	87
Fam rest/steak hse/6 mo: IHOP	7,867	12.4%	107
Fam rest/steak hse/6 mo: LongHorn Steakhouse	2,955	4.6%	125
Fam rest/steak hse/6 mo: Old Country Buffet	1,602	2.5%	104
Fam rest/steak hse/6 mo: Olive Garden	14,137	22.2%	129
Fam rest/steak hse/6 mo: Outback Steakhouse	7,869	12.4%	122
Fam rest/steak hse/6 mo: Red Lobster	9,051	14.2%	114
Fam rest/steak hse/6 mo: Red Robin	5,033	7.9%	129
Fam rest/steak hse/6 mo: Ruby Tuesday	6,059	9.5%	130
Fam rest/steak hse/6 mo: Texas Roadhouse	6,036	9.5%	131
Fam rest/steak hse/6 mo: T.G.I. Friday`s	6,349	10.0%	122
Fam rest/steak hse/6 mo: Waffle House	2,934	4.6%	84
Went to fast food/drive-in restaurant in last 6 mo	58,314	91.6%	102
Went to fast food/drive-in restaurant 9+ times/mo	26,991	42.4%	105
Spent at fast food/drive-in last 6 mo: <\$11	2,905	4.6%	97
Spent at fast food/drive-in last 6 mo: \$11-\$20	5,241	8.2%	102
Spent at fast food/drive-in last 6 mo: \$21-\$40	7,497	11.8%	101
Spent at fast food/drive-in last 6 mo: \$41-\$50	5,422	8.5%	109
Spent at fast food/drive-in last 6 mo: \$51-\$100	11,679	18.3%	109
Spent at fast food/drive-in last 6 mo: \$101-\$200	7,998	12.6%	106
Spent at fast food/drive-in last 6 mo: \$201+	8,322	13.1%	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 2013 and 2018.



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Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Fast food/drive-in last 6 mo: eat in	24,505	38.5%	106
Fast food/drive-in last 6 mo: home delivery	4,993	7.8%	101
Fast food/drive-in last 6 mo: take-out/drive-thru	33,354	52.4%	111
Fast food/drive-in last 6 mo: take-out/walk-in	13,446	21.1%	108
Fast food/drive-in last 6 mo: breakfast	22,241	34.9%	106
Fast food/drive-in last 6 mo: lunch	35,268	55.4%	110
Fast food/drive-in last 6 mo: dinner	30,941	48.6%	110
Fast food/drive-in last 6 mo: snack	9,348	14.7%	115
Fast food/drive-in last 6 mo: weekday	41,637	65.4%	110
Fast food/drive-in last 6 mo: weekend	31,221	49.0%	106
Fast food/drive-in last 6 mo: A & W	2,211	3.5%	98
Fast food/drive-in last 6 mo: Arby`s	13,220	20.8%	118
Fast food/drive-in last 6 mo: Baskin-Robbins	2,574	4.0%	109
Fast food/drive-in last 6 mo: Boston Market	2,428	3.8%	106
Fast food/drive-in last 6 mo: Burger King	21,091	33.1%	101
Fast food/drive-in last 6 mo: Carl`s Jr.	3,252	5.1%	85
Fast food/drive-in last 6 mo: Checkers	1,525	2.4%	77
Fast food/drive-in last 6 mo: Chick-fil-A	12,236	19.2%	128
Fast food/drive-in last 6 mo: Chipotle Mex. Grill	6,449	10.1%	122
Fast food/drive-in last 6 mo: Chuck E. Cheese`s	1,961	3.1%	82
Fast food/drive-in last 6 mo: Church`s Fr. Chicken	1,611	2.5%	65
Fast food/drive-in last 6 mo: Cold Stone Creamery	2,772	4.4%	117
Fast food/drive-in last 6 mo: Dairy Queen	9,662	15.2%	103
Fast food/drive-in last 6 mo: Domino`s Pizza	7,290	11.4%	94
Fast food/drive-in last 6 mo: Dunkin` Donuts	8,398	13.2%	117
Fast food/drive-in last 6 mo: Jack in the Box	4,957	7.8%	83
Fast food/drive-in last 6 mo: KFC	14,670	23.0%	94
Fast food/drive-in last 6 mo: Krispy Kreme	2,553	4.0%	100
Fast food/drive-in last 6 mo: Little Caesars	6,455	10.1%	97
Fast food/drive-in last 6 mo: Long John Silver`s	2,712	4.3%	77
Fast food/drive-in last 6 mo: McDonald`s	37,251	58.5%	103
Fast food/drive-in last 6 mo: Panera Bread	9,277	14.6%	142
Fast food/drive-in last 6 mo: Papa John`s	6,855	10.8%	117
Fast food/drive-in last 6 mo: Papa Murphy`s	3,615	5.7%	132
Fast food/drive-in last 6 mo: Pizza Hut	12,149	19.1%	96
Fast food/drive-in last 6 mo: Popeyes Chicken	3,944	6.2%	83
Fast food/drive-in last 6 mo: Quiznos	3,872	6.1%	118
Fast food/drive-in last 6 mo: Sonic Drive-In	7,912	12.4%	108
Fast food/drive-in last 6 mo: Starbucks	10,416	16.4%	114
Fast food/drive-in last 6 mo: Steak `n Shake	3,439	5.4%	113
Fast food/drive-in last 6 mo: Subway	22,299	35.0%	109
Fast food/drive-in last 6 mo: Taco Bell	20,847	32.7%	103
Fast food/drive-in last 6 mo: Wendy`s	19,210	30.2%	108
Fast food/drive-in last 6 mo: White Castle	2,296	3.6%	97

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