



Restaurant Market Potential

8649 Penrose Ln, Lenexa, Kansas, 66219
 Drive Time: 5 minute radius

Prepared by Esri
 Latitude: 38.97320
 Longitude: -94.78167

Demographic Summary	2016	2021
Population	16,279	17,365
Population 18+	12,568	13,547
Households	6,704	7,160
Median Household Income	\$81,323	\$91,233

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Went to family restaurant/steak house in last 6 mo	10,111	80.5%	108
Went to family restaurant/steak house 4+ times/mo	3,982	31.7%	115
Spent at family rest/steak hse last 6 months: <\$31	743	5.9%	83
Spent at family rest/steak hse last 6 months: \$31-50	957	7.6%	92
Spent at family rest/steak hse last 6 months: \$51-100	2,053	16.3%	108
Spent at family rest/steak hse last 6 months: \$101-200	1,625	12.9%	108
Spent at family rest/steak hse last 6 months: \$201-300	888	7.1%	130
Spent at family rest/steak hse last 6 months: \$301+	1,210	9.6%	131
Family restaurant/steak house last 6 months: breakfast	1,757	14.0%	111
Family restaurant/steak house last 6 months: lunch	2,628	20.9%	111
Family restaurant/steak house last 6 months: dinner	6,853	54.5%	117
Family restaurant/steak house last 6 months: snack	248	2.0%	104
Family restaurant/steak house last 6 months: weekday	4,659	37.1%	122
Family restaurant/steak house last 6 months: weekend	5,823	46.3%	112
Fam rest/steak hse/6 months: Applebee`s	3,004	23.9%	101
Fam rest/steak hse/6 months: Bob Evans Farms	418	3.3%	91
Fam rest/steak hse/6 months: Buffalo Wild Wings	1,501	11.9%	140
Fam rest/steak hse/6 months: California Pizza Kitchen	545	4.3%	129
Fam rest/steak hse/6 months: Carrabba`s Italian Grill	667	5.3%	171
Fam rest/steak hse/6 months: The Cheesecake Factory	1,008	8.0%	123
Fam rest/steak hse/6 months: Chili`s Grill & Bar	2,014	16.0%	132
Fam rest/steak hse/6 months: CiCi`s Pizza	562	4.5%	115
Fam rest/steak hse/6 months: Cracker Barrel	1,402	11.2%	111
Fam rest/steak hse/6 months: Denny`s	1,121	8.9%	97
Fam rest/steak hse/6 months: Golden Corral	831	6.6%	82
Fam rest/steak hse/6 months: IHOP	1,638	13.0%	116
Fam rest/steak hse/6 months: Logan`s Roadhouse	430	3.4%	100
Fam rest/steak hse/6 months: LongHorn Steakhouse	659	5.2%	110
Fam rest/steak hse/6 months: Old Country Buffet	198	1.6%	91
Fam rest/steak hse/6 months: Olive Garden	2,572	20.5%	118
Fam rest/steak hse/6 months: Outback Steakhouse	1,473	11.7%	124
Fam rest/steak hse/6 months: Red Lobster	1,486	11.8%	98
Fam rest/steak hse/6 months: Red Robin	1,054	8.4%	137
Fam rest/steak hse/6 months: Ruby Tuesday	877	7.0%	115
Fam rest/steak hse/6 months: Texas Roadhouse	1,318	10.5%	138
Fam rest/steak hse/6 months: T.G.I. Friday`s	1,002	8.0%	106
Fam rest/steak hse/6 months: Waffle House	665	5.3%	100
Went to fast food/drive-in restaurant in last 6 mo	11,538	91.8%	102
Went to fast food/drive-in restaurant 9+ times/mo	5,329	42.4%	107
Spent at fast food/drive-in last 6 months: <\$11	459	3.7%	85
Spent at fast food/drive-in last 6 months: \$11-\$20	901	7.2%	97
Spent at fast food/drive-in last 6 months: \$21-\$40	1,498	11.9%	101
Spent at fast food/drive-in last 6 months: \$41-\$50	846	6.7%	89
Spent at fast food/drive-in last 6 months: \$51-\$100	2,021	16.1%	96
Spent at fast food/drive-in last 6 months: \$101-\$200	1,706	13.6%	113
Spent at fast food/drive-in last 6 months: \$201+	1,848	14.7%	121

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 2016 and 2021.



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Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Fast food/drive-in last 6 months: eat in	4,898	39.0%	107
Fast food/drive-in last 6 months: home delivery	1,116	8.9%	116
Fast food/drive-in last 6 months: take-out/drive-thru	6,459	51.4%	111
Fast food/drive-in last 6 months: take-out/walk-in	2,857	22.7%	117
Fast food/drive-in last 6 months: breakfast	4,377	34.8%	107
Fast food/drive-in last 6 months: lunch	6,956	55.3%	111
Fast food/drive-in last 6 months: dinner	6,185	49.2%	111
Fast food/drive-in last 6 months: snack	1,830	14.6%	121
Fast food/drive-in last 6 months: weekday	7,894	62.8%	108
Fast food/drive-in last 6 months: weekend	6,201	49.3%	108
Fast food/drive-in last 6 months: A & W	282	2.2%	81
Fast food/drive-in last 6 months: Arby`s	2,080	16.5%	104
Fast food/drive-in last 6 months: Baskin-Robbins	508	4.0%	122
Fast food/drive-in last 6 months: Boston Market	447	3.6%	104
Fast food/drive-in last 6 months: Burger King	3,568	28.4%	93
Fast food/drive-in last 6 months: Captain D`s	259	2.1%	60
Fast food/drive-in last 6 months: Carl`s Jr.	760	6.0%	109
Fast food/drive-in last 6 months: Checkers	251	2.0%	70
Fast food/drive-in last 6 months: Chick-fil-A	3,061	24.4%	136
Fast food/drive-in last 6 months: Chipotle Mex. Grill	2,062	16.4%	158
Fast food/drive-in last 6 months: Chuck E. Cheese`s	415	3.3%	98
Fast food/drive-in last 6 months: Church`s Fr. Chicken	358	2.8%	87
Fast food/drive-in last 6 months: Cold Stone Creamery	477	3.8%	125
Fast food/drive-in last 6 months: Dairy Queen	1,862	14.8%	105
Fast food/drive-in last 6 months: Del Taco	506	4.0%	112
Fast food/drive-in last 6 months: Domino`s Pizza	1,598	12.7%	107
Fast food/drive-in last 6 months: Dunkin` Donuts	1,569	12.5%	105
Fast food/drive-in last 6 months: Hardee`s	516	4.1%	71
Fast food/drive-in last 6 months: Jack in the Box	1,314	10.5%	126
Fast food/drive-in last 6 months: KFC	2,337	18.6%	88
Fast food/drive-in last 6 months: Krispy Kreme	656	5.2%	113
Fast food/drive-in last 6 months: Little Caesars	1,398	11.1%	98
Fast food/drive-in last 6 months: Long John Silver`s	535	4.3%	84
Fast food/drive-in last 6 months: McDonald`s	6,973	55.5%	101
Went to Panda Express in last 6 months	1,198	9.5%	124
Fast food/drive-in last 6 months: Panera Bread	2,146	17.1%	150
Fast food/drive-in last 6 months: Papa John`s	1,435	11.4%	128
Fast food/drive-in last 6 months: Papa Murphy`s	680	5.4%	128
Fast food/drive-in last 6 months: Pizza Hut	2,238	17.8%	89
Fast food/drive-in last 6 months: Popeyes Chicken	874	7.0%	89
Fast food/drive-in last 6 months: Quiznos	490	3.9%	122
Fast food/drive-in last 6 months: Sonic Drive-In	1,416	11.3%	109
Fast food/drive-in last 6 months: Starbucks	2,578	20.5%	139
Fast food/drive-in last 6 months: Steak `n Shake	783	6.2%	123
Fast food/drive-in last 6 months: Subway	4,595	36.6%	113
Fast food/drive-in last 6 months: Taco Bell	4,065	32.3%	105
Fast food/drive-in last 6 months: Wendy`s	3,704	29.5%	106
Fast food/drive-in last 6 months: Whataburger	919	7.3%	174
Fast food/drive-in last 6 months: White Castle	407	3.2%	112

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Went to fine dining restaurant last month	1,735	13.8%	123
Went to fine dining restaurant 3+ times last month	466	3.7%	118
Spent at fine dining rest in last 6 months: <\$51	212	1.7%	83
Spent at fine dining rest in last 6 months: \$51-\$100	540	4.3%	116
Spent at fine dining rest in last 6 months: \$101-\$200	585	4.7%	126
Spent at fine dining rest in last 6 months: \$201+	676	5.4%	136

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February 20, 2017



Restaurant Market Potential

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Demographic Summary	2016	2021
Population	106,782	113,367
Population 18+	82,165	87,802
Households	43,740	46,313
Median Household Income	\$75,857	\$84,458

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Went to family restaurant/steak house in last 6 mo	66,082	80.4%	108
Went to family restaurant/steak house 4+ times/mo	25,610	31.2%	113
Spent at family rest/steak hse last 6 months: <\$31	5,297	6.4%	91
Spent at family rest/steak hse last 6 months: \$31-50	6,689	8.1%	99
Spent at family rest/steak hse last 6 months: \$51-100	13,259	16.1%	107
Spent at family rest/steak hse last 6 months: \$101-200	10,837	13.2%	111
Spent at family rest/steak hse last 6 months: \$201-300	5,589	6.8%	125
Spent at family rest/steak hse last 6 months: \$301+	7,831	9.5%	130
Family restaurant/steak house last 6 months: breakfast	11,526	14.0%	112
Family restaurant/steak house last 6 months: lunch	16,893	20.6%	109
Family restaurant/steak house last 6 months: dinner	44,226	53.8%	116
Family restaurant/steak house last 6 months: snack	1,546	1.9%	99
Family restaurant/steak house last 6 months: weekday	29,821	36.3%	119
Family restaurant/steak house last 6 months: weekend	37,572	45.7%	111
Fam rest/steak hse/6 months: Applebee`s	19,912	24.2%	102
Fam rest/steak hse/6 months: Bob Evans Farms	3,106	3.8%	103
Fam rest/steak hse/6 months: Buffalo Wild Wings	9,368	11.4%	134
Fam rest/steak hse/6 months: California Pizza Kitchen	3,473	4.2%	126
Fam rest/steak hse/6 months: Carrabba`s Italian Grill	3,904	4.8%	153
Fam rest/steak hse/6 months: The Cheesecake Factory	6,574	8.0%	123
Fam rest/steak hse/6 months: Chili`s Grill & Bar	12,327	15.0%	124
Fam rest/steak hse/6 months: CiCi`s Pizza	3,392	4.1%	106
Fam rest/steak hse/6 months: Cracker Barrel	9,057	11.0%	110
Fam rest/steak hse/6 months: Denny`s	7,196	8.8%	95
Fam rest/steak hse/6 months: Golden Corral	5,588	6.8%	84
Fam rest/steak hse/6 months: IHOP	10,325	12.6%	112
Fam rest/steak hse/6 months: Logan`s Roadhouse	2,762	3.4%	98
Fam rest/steak hse/6 months: LongHorn Steakhouse	4,558	5.5%	116
Fam rest/steak hse/6 months: Old Country Buffet	1,226	1.5%	86
Fam rest/steak hse/6 months: Olive Garden	16,713	20.3%	117
Fam rest/steak hse/6 months: Outback Steakhouse	9,397	11.4%	121
Fam rest/steak hse/6 months: Red Lobster	10,071	12.3%	102
Fam rest/steak hse/6 months: Red Robin	6,635	8.1%	132
Fam rest/steak hse/6 months: Ruby Tuesday	5,537	6.7%	111
Fam rest/steak hse/6 months: Texas Roadhouse	7,802	9.5%	125
Fam rest/steak hse/6 months: T.G.I. Friday`s	6,637	8.1%	107
Fam rest/steak hse/6 months: Waffle House	4,161	5.1%	96
Went to fast food/drive-in restaurant in last 6 mo	75,443	91.8%	102
Went to fast food/drive-in restaurant 9+ times/mo	34,402	41.9%	106
Spent at fast food/drive-in last 6 months: <\$11	3,185	3.9%	90
Spent at fast food/drive-in last 6 months: \$11-\$20	5,948	7.2%	98
Spent at fast food/drive-in last 6 months: \$21-\$40	9,758	11.9%	101
Spent at fast food/drive-in last 6 months: \$41-\$50	5,966	7.3%	96
Spent at fast food/drive-in last 6 months: \$51-\$100	13,495	16.4%	98
Spent at fast food/drive-in last 6 months: \$101-\$200	11,053	13.5%	112
Spent at fast food/drive-in last 6 months: \$201+	11,706	14.2%	118

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Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Fast food/drive-in last 6 months: eat in	31,653	38.5%	106
Fast food/drive-in last 6 months: home delivery	7,011	8.5%	111
Fast food/drive-in last 6 months: take-out/drive-thru	41,959	51.1%	110
Fast food/drive-in last 6 months: take-out/walk-in	17,901	21.8%	112
Fast food/drive-in last 6 months: breakfast	28,575	34.8%	107
Fast food/drive-in last 6 months: lunch	45,042	54.8%	110
Fast food/drive-in last 6 months: dinner	39,980	48.7%	110
Fast food/drive-in last 6 months: snack	11,619	14.1%	117
Fast food/drive-in last 6 months: weekday	51,951	63.2%	109
Fast food/drive-in last 6 months: weekend	39,894	48.6%	106
Fast food/drive-in last 6 months: A & W	2,018	2.5%	88
Fast food/drive-in last 6 months: Arby`s	13,871	16.9%	106
Fast food/drive-in last 6 months: Baskin-Robbins	2,973	3.6%	109
Fast food/drive-in last 6 months: Boston Market	2,952	3.6%	105
Fast food/drive-in last 6 months: Burger King	23,974	29.2%	96
Fast food/drive-in last 6 months: Captain D`s	1,738	2.1%	62
Fast food/drive-in last 6 months: Carl`s Jr.	4,468	5.4%	98
Fast food/drive-in last 6 months: Checkers	1,717	2.1%	73
Fast food/drive-in last 6 months: Chick-fil-A	19,121	23.3%	130
Fast food/drive-in last 6 months: Chipotle Mex. Grill	12,568	15.3%	147
Fast food/drive-in last 6 months: Chuck E. Cheese`s	2,578	3.1%	94
Fast food/drive-in last 6 months: Church`s Fr. Chicken	2,199	2.7%	82
Fast food/drive-in last 6 months: Cold Stone Creamery	3,071	3.7%	123
Fast food/drive-in last 6 months: Dairy Queen	12,342	15.0%	106
Fast food/drive-in last 6 months: Del Taco	2,872	3.5%	97
Fast food/drive-in last 6 months: Domino`s Pizza	10,341	12.6%	106
Fast food/drive-in last 6 months: Dunkin` Donuts	10,424	12.7%	107
Fast food/drive-in last 6 months: Hardee`s	3,533	4.3%	75
Fast food/drive-in last 6 months: Jack in the Box	7,527	9.2%	111
Fast food/drive-in last 6 months: KFC	15,986	19.5%	92
Fast food/drive-in last 6 months: Krispy Kreme	4,137	5.0%	109
Fast food/drive-in last 6 months: Little Caesars	8,910	10.8%	96
Fast food/drive-in last 6 months: Long John Silver`s	3,411	4.2%	81
Fast food/drive-in last 6 months: McDonald`s	45,378	55.2%	100
Went to Panda Express in last 6 months	7,112	8.7%	113
Fast food/drive-in last 6 months: Panera Bread	13,888	16.9%	149
Fast food/drive-in last 6 months: Papa John`s	8,787	10.7%	120
Fast food/drive-in last 6 months: Papa Murphy`s	4,376	5.3%	126
Fast food/drive-in last 6 months: Pizza Hut	14,590	17.8%	89
Fast food/drive-in last 6 months: Popeyes Chicken	5,626	6.8%	88
Fast food/drive-in last 6 months: Quiznos	3,081	3.7%	117
Fast food/drive-in last 6 months: Sonic Drive-In	9,045	11.0%	107
Fast food/drive-in last 6 months: Starbucks	16,074	19.6%	133
Fast food/drive-in last 6 months: Steak `n Shake	4,942	6.0%	119
Fast food/drive-in last 6 months: Subway	29,328	35.7%	110
Fast food/drive-in last 6 months: Taco Bell	26,106	31.8%	103
Fast food/drive-in last 6 months: Wendy`s	24,354	29.6%	107
Fast food/drive-in last 6 months: Whataburger	4,853	5.9%	141
Fast food/drive-in last 6 months: White Castle	2,422	2.9%	102

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Went to fine dining restaurant last month	11,976	14.6%	130
Went to fine dining restaurant 3+ times last month	3,187	3.9%	124
Spent at fine dining rest in last 6 months: <\$51	1,740	2.1%	104
Spent at fine dining rest in last 6 months: \$51-\$100	3,737	4.5%	123
Spent at fine dining rest in last 6 months: \$101-\$200	3,864	4.7%	127
Spent at fine dining rest in last 6 months: \$201+	4,378	5.3%	135

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