



Restaurant Market Potential

White Mountain

Prepared by Esri

Demographic Summary		2023	2028	
Population		14,367	14,241	
Population 18+		9,190	9,034	
Households		3,499	3,487	
Median Household Income		\$44,698	\$49,962	
Product/Consumer Behavior		Expected Number of Adults	Percent	MPI
Went to Family Restaurant/Steak House/6 Mo		5,974	65.0%	98
Went to Family Restaurant/Steak House 4+ Times/30 Days		1,806	19.7%	96
Spent \$1-30 at Family Restaurant/Steak House/30 Days		593	6.5%	97
Spent \$31-50 at Family Restaurant/Steak House/30 Days		836	9.1%	106
Spent \$51-100 at Family Restaurant/Steak House/30 Days		1,533	16.7%	112
Spent \$101-200 at Family Restaurant/Steak House/30 Days		823	9.0%	92
Spent \$201+ at Family Restaurant/Steak House/30 Days		368	4.0%	81
Spent \$1-100 at Fine Dining Restaurants/30 Days		201	2.2%	73
Spent \$101-200 at Fine Dining Restaurants/30 Days		133	1.4%	62
Spent \$201+ at Fine Dining Restaurants/30 Days		105	1.1%	57
Went for Breakfast at Family Restaurant/Steak House/6 Mo		778	8.5%	83
Went for Lunch at Family Restaurant/Steak House/6 Mo		1,552	16.9%	103
Went for Dinner at Family Restaurant/Steak House/6 Mo		3,711	40.4%	93
Went for Snacks at Family Restaurant/Steak House/6 Mo		139	1.5%	107
Went on Workday to Family Restaurant/Steak House/6 Mo		2,566	27.9%	94
Went on Weekend to Family Restaurant/Steak House/6 Mo		3,226	35.1%	96
Went to Applebee's/6 Mo		1,279	13.9%	105
Went to Bob Evans/6 Mo		130	1.4%	63
Went to Buffalo Wild Wings/6 Mo		822	8.9%	110
Went to California Pizza Kitchen/6 Mo		73	0.8%	57
Went to Carrabba's/6 Mo		157	1.7%	88
Went to The Cheesecake Factory/6 Mo		620	6.7%	109
Went to Chili's Grill & Bar/6 Mo		1,012	11.0%	122
Went to Cracker Barrel/6 Mo		1,029	11.2%	114
Went to Denny's/6 Mo		661	7.2%	127
Went to Golden Corral/6 Mo		499	5.4%	185
Went to IHOP/6 Mo		832	9.1%	127
Went to Logan's Roadhouse/6 Mo		256	2.8%	161
Went to Longhorn Steakhouse/6 Mo		621	6.8%	122
Went to Olive Garden/6 Mo		1,333	14.5%	107
Went to Outback Steakhouse/6 Mo		595	6.5%	92
Went to Red Lobster/6 Mo		579	6.3%	102
Went to Red Robin/6 Mo		394	4.3%	85
Went to Ruby Tuesday/6 Mo		232	2.5%	152
Went to Texas Roadhouse/6 Mo		1,077	11.7%	110
Went to T.G.I. Friday's/6 Mo		227	2.5%	113
Went to Waffle House/6 Mo		603	6.6%	150
Went to Fast Food/Drive-In Restaurant/6 Mo		8,416	91.6%	101
Went to Fast Food/Drive-In Rest 9+ Times/30 Days		3,947	42.9%	110
Spent \$1-10 at Fast Food Restaurant/30 Days		301	3.3%	80
Spent \$11-20 at Fast Food Restaurant/30 Days		700	7.6%	90
Spent \$21-40 at Fast Food Restaurant/30 Days		1,320	14.4%	86
Spent \$41-50 at Fast Food Restaurant/30 Days		868	9.4%	102
Spent \$51-100 at Fast Food Restaurant/30 Days		2,011	21.9%	107
Spent \$101-200 at Fast Food Restaurant/30 Days		1,279	13.9%	113
Spent \$201+ at Fast Food Restaurant/30 Days		624	6.8%	130
Ordered Eat-In Fast Food/6 Mo		2,026	22.0%	108

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 MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2023 and 2028.

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Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Ordered Home Delivery Fast Food/6 Mo	1,402	15.3%	114
Take-Out/Drive-Thru/Curbside Fast Food/6 Mo	5,306	57.7%	99
Ordered Take-Out/Walk-In Fast Food/6 Mo	1,705	18.6%	83
Bought Breakfast at Fast Food Restaurant/6 Mo	3,345	36.4%	104
Bought Lunch at Fast Food Restaurant/6 Mo	4,682	50.9%	95
Bought Dinner at Fast Food Restaurant/6 Mo	4,873	53.0%	98
Bought Snack at Fast Food Restaurant/6 Mo	1,122	12.2%	91
Bought from Fast Food Restaurant on Weekday/6 Mo	5,667	61.7%	94
Bought from Fast Food Restaurant on Weekend/6 Mo	5,057	55.0%	105
Bought A&W/6 Mo	197	2.1%	104
Bought Arby`s/6 Mo	1,598	17.4%	97
Bought Baskin-Robbins/6 Mo	260	2.8%	91
Bought Boston Market/6 Mo	110	1.2%	62
Bought Burger King/6 Mo	2,940	32.0%	115
Bought Captain D`s/6 Mo	385	4.2%	150
Bought Carl`s Jr./6 Mo	602	6.6%	139
Bought Checkers/6 Mo	380	4.1%	167
Bought Chick-Fil-A/6 Mo	3,375	36.7%	112
Bought Chipotle Mexican Grill/6 Mo	1,316	14.3%	89
Bought Chuck E. Cheese`s/6 Mo	181	2.0%	189
Bought Church`s Fried Chicken/6 Mo	703	7.6%	236
Bought Cold Stone Creamery/6 Mo	233	2.5%	90
Bought Dairy Queen/6 Mo	1,435	15.6%	103
Bought Del Taco/6 Mo	277	3.0%	92
Bought Domino`s Pizza/6 Mo	1,762	19.2%	119
Bought Dunkin` Donuts/6 Mo	982	10.7%	72
Bought Five Guys/6 Mo	767	8.3%	86
Bought Hardee`s/6 Mo	599	6.5%	127
Bought Jack in the Box/6 Mo	844	9.2%	136
Bought Jersey Mike`s/6 Mo	470	5.1%	71
Bought Jimmy John`s/6 Mo	399	4.3%	74
Bought KFC/6 Mo	1,880	20.5%	118
Bought Krispy Kreme Doughnuts/6 Mo	767	8.3%	121
Bought Little Caesars/6 Mo	1,612	17.5%	150
Bought Long John Silver`s/6 Mo	250	2.7%	115
Bought McDonald`s/6 Mo	4,578	49.8%	99
Bought Panda Express/6 Mo	1,293	14.1%	116
Bought Panera Bread/6 Mo	780	8.5%	66
Bought Papa John`s/6 Mo	851	9.3%	114
Bought Papa Murphy`s/6 Mo	366	4.0%	111
Bought Pizza Hut/6 Mo	1,654	18.0%	146
Bought Popeyes Chicken/6 Mo	1,302	14.2%	102
Bought Sonic Drive-In/6 Mo	1,385	15.1%	128
Bought Starbucks/6 Mo	1,641	17.9%	87
Bought Steak `N Shake/6 Mo	263	2.9%	98
Bought Subway/6 Mo	2,148	23.4%	108
Bought Taco Bell/6 Mo	2,795	30.4%	112
Bought Wendy`s/6 Mo	2,311	25.1%	96
Bought Whataburger/6 Mo	1,148	12.5%	211
Bought White Castle/6 Mo	163	1.8%	71
Bought Wing-Stop/6 Mo	573	6.2%	185

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Went to Fine Dining Restaurant/6 Mo	737	8.0%	66
Went to Fine Dining Restaurant/30 Days	511	5.6%	61
Went to Fine Dining Restaurant 2+ Times/30 Days	218	2.4%	57
Used DoorDash Site/App for Take-Out/Del/30 Days	938	10.2%	88
Used Grubhub Site/App for Take-Out/Del/30 Days	438	4.8%	87
Used Postmates Site/App for Take-Out/Del/30 Days	137	1.5%	88
Used Restrnt Site/App for Take-Out/Del/30 Days	1,779	19.4%	87
Used Uber Eats Site/App for Take-Out/Del/30 Days	604	6.6%	102
Used Yelp Site/App for Take-Out/Del/30 Days	115	1.3%	75

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