

Restaurant Market Potential

Osceola City, AR
 Osceola City, AR (0552580)
 Geography: Place

Prepared by Esri

Demographic Summary		2024	2029
Population		6,911	6,720
Population 18+		5,230	5,174
Households		2,762	2,738
Median Household Income		\$47,047	\$55,710
		Expected Number of	
Product/Consumer Behavior	Adults	Percent	MPI
Went to Family Restaurant/Steak House/6 Mo	3,625	69.3%	97
Went to Family Restaurant/Steak House 4+ Times/30 Days	1,206	23.1%	99
Spent \$1-30 at Family Restaurant/Steak House/30 Days	404	7.7%	130
Spent \$31-50 at Family Restaurant/Steak House/30 Days	528	10.1%	113
Spent \$51-100 at Family Restaurant/Steak House/30 Days	775	14.8%	93
Spent \$101-200 at Family Restaurant/Steak House/30 Days	506	9.7%	82
Spent \$201+ at Family Restaurant/Steak House/30 Days	217	4.1%	62
Spent \$1-100 at Fine Dining Restaurants/30 Days	153	2.9%	84
Spent \$101-200 at Fine Dining Restaurants/30 Days	84	1.6%	56
Spent \$201+ at Fine Dining Restaurants/30 Days	77	1.5%	53
Went for Breakfast at Family Restaurant/Steak House/6 Mo	614	11.7%	96
Went for Lunch at Family Restaurant/Steak House/6 Mo	901	17.2%	92
Went for Dinner at Family Restaurant/Steak House/6 Mo	2,210	42.3%	90
Went for Snacks at Family Restaurant/Steak House/6 Mo	106	2.0%	122
Went on Workday to Family Restaurant/Steak House/6 Mo	1,555	29.7%	91
Went on Weekend to Family Restaurant/Steak House/6 Mo	1,940	37.1%	93
Went to Applebee`s/6 Mo	1,054	20.2%	132
Went to Bob Evans/6 Mo	230	4.4%	180
Went to Buffalo Wild Wings/6 Mo	511	9.8%	109
Went to California Pizza Kitchen/6 Mo	58	1.1%	63
Went to Carrabba`s/6 Mo	125	2.4%	111
Went to The Cheesecake Factory/6 Mo	241	4.6%	65
Went to Chili`s Grill & Bar/6 Mo	460	8.8%	91
Went to Cracker Barrel/6 Mo	712	13.6%	124
Went to Denny`s/6 Mo	321	6.1%	91
Went to Golden Corral/6 Mo	425	8.1%	193
Went to IHOP/6 Mo	354	6.8%	87
Went to Logan`s Roadhouse/6 Mo	160	3.1%	160
Went to Longhorn Steakhouse/6 Mo	361	6.9%	110
Went to Olive Garden/6 Mo	792	15.1%	96
Went to Outback Steakhouse/6 Mo	383	7.3%	91
Went to Red Lobster/6 Mo	587	11.2%	152
Went to Red Robin/6 Mo	215	4.1%	76
Went to Ruby Tuesday/6 Mo	149	2.8%	162
Went to Texas Roadhouse/6 Mo	736	14.1%	109
Went to T.G.I. Friday`s/6 Mo	131	2.5%	101
Went to Waffle House/6 Mo	461	8.8%	167
Went to Fast Food/Drive-In Restaurant/6 Mo	4,797	91.7%	101
Went to Fast Food/Drive-In Rest 9+ Times/30 Days	2,310	44.2%	111
Spent \$1-10 at Fast Food Restaurant/30 Days	186	3.6%	100
Spent \$11-20 at Fast Food Restaurant/30 Days	392	7.5%	92
Spent \$21-40 at Fast Food Restaurant/30 Days	917	17.5%	109
Spent \$41-50 at Fast Food Restaurant/30 Days	514	9.8%	107
Spent \$51-100 at Fast Food Restaurant/30 Days	1,083	20.7%	101
Spent \$101-200 at Fast Food Restaurant/30 Days	731	14.0%	108
Spent \$201+ at Fast Food Restaurant/30 Days	272	5.2%	88
Ordered Eat-In Fast Food/6 Mo	1,385	26.5%	92

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 2024 and 2029.

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Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Ordered Home Delivery Fast Food/6 Mo	716	13.7%	106
Take-Out/Drive-Thru/Curbside Fast Food/6 Mo	2,874	55.0%	104
Ordered Take-Out/Walk-In Fast Food/6 Mo	1,024	19.6%	86
Bought Breakfast at Fast Food Restaurant/6 Mo	2,020	38.6%	108
Bought Lunch at Fast Food Restaurant/6 Mo	2,703	51.7%	96
Bought Dinner at Fast Food Restaurant/6 Mo	2,919	55.8%	103
Bought Snack at Fast Food Restaurant/6 Mo	586	11.2%	80
Bought from Fast Food Restaurant on Weekday/6 Mo	3,429	65.6%	99
Bought from Fast Food Restaurant on Weekend/6 Mo	2,844	54.4%	103
Bought A&W/6 Mo	118	2.3%	104
Bought Arby's/6 Mo	1,267	24.2%	133
Bought Baskin-Robbins/6 Mo	123	2.4%	70
Bought Boston Market/6 Mo	69	1.3%	74
Bought Burger King/6 Mo	1,867	35.7%	132
Bought Captain D's/6 Mo	286	5.5%	191
Bought Carl's Jr./6 Mo	124	2.4%	50
Bought Checkers/6 Mo	235	4.5%	189
Bought Chick-Fil-A/6 Mo	1,593	30.5%	91
Bought Chipotle Mexican Grill/6 Mo	587	11.2%	65
Bought Chuck E. Cheese's/6 Mo	92	1.8%	118
Bought Church's Fried Chicken/6 Mo	312	6.0%	198
Bought Cold Stone Creamery/6 Mo	142	2.7%	88
Bought Dairy Queen/6 Mo	985	18.8%	120
Bought Del Taco/6 Mo	109	2.1%	58
Bought Domino's Pizza/6 Mo	909	17.4%	104
Bought Dunkin' Donuts/6 Mo	576	11.0%	74
Bought Five Guys/6 Mo	463	8.9%	90
Bought Hardee's/6 Mo	498	9.5%	191
Bought Jack in the Box/6 Mo	180	3.4%	51
Bought Jersey Mike's/6 Mo	337	6.4%	76
Bought Jimmy John's/6 Mo	310	5.9%	96
Bought KFC/6 Mo	1,197	22.9%	132
Bought Krispy Kreme Doughnuts/6 Mo	345	6.6%	99
Bought Little Caesars/6 Mo	830	15.9%	130
Bought Long John Silver's/6 Mo	257	4.9%	189
Bought McDonald's/6 Mo	2,918	55.8%	113
Bought Panda Express/6 Mo	539	10.3%	78
Bought Panera Bread/6 Mo	479	9.2%	68
Bought Papa John's/6 Mo	522	10.0%	120
Bought Papa Murphy's/6 Mo	106	2.0%	60
Bought Pizza Hut/6 Mo	959	18.3%	148
Bought Popeyes Chicken/6 Mo	751	14.4%	104
Bought Sonic Drive-In/6 Mo	782	15.0%	133
Bought Starbucks/6 Mo	754	14.4%	68
Bought Steak 'N Shake/6 Mo	266	5.1%	177
Bought Subway/6 Mo	1,455	27.8%	123
Bought Taco Bell/6 Mo	1,821	34.8%	126
Bought Wendy's/6 Mo	1,729	33.1%	123
Bought Whataburger/6 Mo	287	5.5%	92
Bought White Castle/6 Mo	180	3.4%	144
Bought Wing-Stop/6 Mo	205	3.9%	107

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Went to Fine Dining Restaurant/6 Mo	554	10.6%	69
Went to Fine Dining Restaurant/30 Days	422	8.1%	69
Went to Fine Dining Restaurant 2+ Times/30 Days	195	3.7%	68
Used DoorDash Site/App for Take-Out/Del/30 Days	724	13.8%	110
Used Grubhub Site/App for Take-Out/Del/30 Days	200	3.8%	83
Used Postmates Site/App for Take-Out/Del/30 Days	47	0.9%	80
Used Restrnt Site/App for Take-Out/Del/30 Days	1,066	20.4%	94
Used Uber Eats Site/App for Take-Out/Del/30 Days	230	4.4%	61
Used Yelp Site/App for Take-Out/Del/30 Days	37	0.7%	54

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