



Restaurant Market Potential

118 Portsmouth Ave, Stratham, New Hampshire, 03885 3
 118 Portsmouth Ave, Stratham, New Hampshire, 03885
 Ring: 1 mile radius

Prepared by Esri
 Latitude: 43.01950
 Longitude: -70.91510

Demographic Summary		2023	2028
Population		1,398	1,400
Population 18+		1,098	1,120
Households		514	517
Median Household Income		\$137,053	\$160,972

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Went to Family Restaurant/Steak House/6 Mo	750	68.3%	103
Went to Family Restaurant/Steak House 4+ Times/30 Days	231	21.0%	102
Spent \$1-30 at Family Restaurant/Steak House/30 Days	69	6.3%	94
Spent \$31-50 at Family Restaurant/Steak House/30 Days	93	8.5%	99
Spent \$51-100 at Family Restaurant/Steak House/30 Days	161	14.7%	99
Spent \$101-200 at Family Restaurant/Steak House/30 Days	120	10.9%	112
Spent \$201+ at Family Restaurant/Steak House/30 Days	68	6.2%	126
Spent \$1-100 at Fine Dining Restaurants/30 Days	33	3.0%	100
Spent \$101-200 at Fine Dining Restaurants/30 Days	35	3.2%	137
Spent \$201+ at Fine Dining Restaurants/30 Days	34	3.1%	155
Went for Breakfast at Family Restaurant/Steak House/6 Mo	112	10.2%	100
Went for Lunch at Family Restaurant/Steak House/6 Mo	175	15.9%	98
Went for Dinner at Family Restaurant/Steak House/6 Mo	527	48.0%	110
Went for Snacks at Family Restaurant/Steak House/6 Mo	11	1.0%	71
Went on Workday to Family Restaurant/Steak House/6 Mo	360	32.8%	110
Went on Weekend to Family Restaurant/Steak House/6 Mo	417	38.0%	104
Went to Applebee's/6 Mo	136	12.4%	93
Went to Bob Evans/6 Mo	23	2.1%	93
Went to Buffalo Wild Wings/6 Mo	84	7.7%	94
Went to California Pizza Kitchen/6 Mo	23	2.1%	150
Went to Carrabba's/6 Mo	23	2.1%	107
Went to The Cheesecake Factory/6 Mo	80	7.3%	118
Went to Chili's Grill & Bar/6 Mo	94	8.6%	95
Went to Cracker Barrel/6 Mo	93	8.5%	86
Went to Denny's/6 Mo	37	3.4%	59
Went to Golden Corral/6 Mo	12	1.1%	37
Went to IHOP/6 Mo	67	6.1%	85
Went to Logan's Roadhouse/6 Mo	16	1.5%	84
Went to Longhorn Steakhouse/6 Mo	63	5.7%	104
Went to Olive Garden/6 Mo	144	13.1%	96
Went to Outback Steakhouse/6 Mo	87	7.9%	113
Went to Red Lobster/6 Mo	54	4.9%	79
Went to Red Robin/6 Mo	65	5.9%	117
Went to Ruby Tuesday/6 Mo	14	1.3%	77
Went to Texas Roadhouse/6 Mo	106	9.7%	90
Went to T.G.I. Friday's/6 Mo	23	2.1%	96
Went to Waffle House/6 Mo	38	3.5%	79
Went to Fast Food/Drive-In Restaurant/6 Mo	989	90.1%	99
Went to Fast Food/Drive-In Rest 9+ Times/30 Days	381	34.7%	89
Spent \$1-10 at Fast Food Restaurant/30 Days	48	4.4%	106
Spent \$11-20 at Fast Food Restaurant/30 Days	105	9.6%	113
Spent \$21-40 at Fast Food Restaurant/30 Days	185	16.8%	101
Spent \$41-50 at Fast Food Restaurant/30 Days	98	8.9%	96
Spent \$51-100 at Fast Food Restaurant/30 Days	213	19.4%	95
Spent \$101-200 at Fast Food Restaurant/30 Days	129	11.7%	95
Spent \$201+ at Fast Food Restaurant/30 Days	43	3.9%	75
Ordered Eat-In Fast Food/6 Mo	204	18.6%	91

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	129	11.7%	88
Take-Out/Drive-Thru/Curbside Fast Food/6 Mo	646	58.8%	101
Ordered Take-Out/Walk-In Fast Food/6 Mo	259	23.6%	106
Bought Breakfast at Fast Food Restaurant/6 Mo	359	32.7%	94
Bought Lunch at Fast Food Restaurant/6 Mo	573	52.2%	97
Bought Dinner at Fast Food Restaurant/6 Mo	582	53.0%	98
Bought Snack at Fast Food Restaurant/6 Mo	164	14.9%	112
Bought from Fast Food Restaurant on Weekday/6 Mo	713	64.9%	99
Bought from Fast Food Restaurant on Weekend/6 Mo	543	49.5%	94
Bought A&W/6 Mo	13	1.2%	57
Bought Arby`s/6 Mo	171	15.6%	87
Bought Baskin-Robbins/6 Mo	40	3.6%	117
Bought Boston Market/6 Mo	25	2.3%	117
Bought Burger King/6 Mo	247	22.5%	81
Bought Captain D`s/6 Mo	17	1.5%	55
Bought Carl`s Jr./6 Mo	35	3.2%	68
Bought Checkers/6 Mo	15	1.4%	55
Bought Chick-Fil-A/6 Mo	378	34.4%	105
Bought Chipotle Mexican Grill/6 Mo	197	17.9%	112
Bought Chuck E. Cheese`s/6 Mo	5	0.5%	44
Bought Church`s Fried Chicken/6 Mo	12	1.1%	34
Bought Cold Stone Creamery/6 Mo	41	3.7%	133
Bought Dairy Queen/6 Mo	134	12.2%	80
Bought Del Taco/6 Mo	29	2.6%	80
Bought Domino`s Pizza/6 Mo	133	12.1%	75
Bought Dunkin` Donuts/6 Mo	228	20.8%	140
Bought Five Guys/6 Mo	115	10.5%	108
Bought Hardee`s/6 Mo	32	2.9%	57
Bought Jack in the Box/6 Mo	52	4.7%	70
Bought Jersey Mike`s/6 Mo	104	9.5%	131
Bought Jimmy John`s/6 Mo	57	5.2%	88
Bought KFC/6 Mo	144	13.1%	76
Bought Krispy Kreme Doughnuts/6 Mo	64	5.8%	85
Bought Little Caesars/6 Mo	85	7.7%	66
Bought Long John Silver`s/6 Mo	10	0.9%	39
Bought McDonald`s/6 Mo	519	47.3%	94
Bought Panda Express/6 Mo	127	11.6%	95
Bought Panera Bread/6 Mo	189	17.2%	134
Bought Papa John`s/6 Mo	70	6.4%	79
Bought Papa Murphy`s/6 Mo	39	3.6%	99
Bought Pizza Hut/6 Mo	83	7.6%	61
Bought Popeyes Chicken/6 Mo	120	10.9%	79
Bought Sonic Drive-In/6 Mo	95	8.7%	73
Bought Starbucks/6 Mo	253	23.0%	112
Bought Steak `N Shake/6 Mo	28	2.6%	87
Bought Subway/6 Mo	200	18.2%	84
Bought Taco Bell/6 Mo	261	23.8%	87
Bought Wendy`s/6 Mo	273	24.9%	95
Bought Whataburger/6 Mo	46	4.2%	71
Bought White Castle/6 Mo	23	2.1%	84
Bought Wing-Stop/6 Mo	27	2.5%	73

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Went to Fine Dining Restaurant/6 Mo	159	14.5%	119
Went to Fine Dining Restaurant/30 Days	124	11.3%	125
Went to Fine Dining Restaurant 2+ Times/30 Days	56	5.1%	123
Used DoorDash Site/App for Take-Out/Del/30 Days	112	10.2%	88
Used Grubhub Site/App for Take-Out/Del/30 Days	61	5.6%	102
Used Postmates Site/App for Take-Out/Del/30 Days	12	1.1%	64
Used Restrnt Site/App for Take-Out/Del/30 Days	269	24.5%	111
Used Uber Eats Site/App for Take-Out/Del/30 Days	60	5.5%	85
Used Yelp Site/App for Take-Out/Del/30 Days	16	1.5%	88

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Demographic Summary		2023	2028
Population		13,199	13,271
Population 18+		10,517	10,781
Households		5,115	5,174
Median Household Income		\$123,717	\$140,441

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Went to Family Restaurant/Steak House/6 Mo	7,131	67.8%	103
Went to Family Restaurant/Steak House 4+ Times/30 Days	2,192	20.8%	101
Spent \$1-30 at Family Restaurant/Steak House/30 Days	657	6.2%	94
Spent \$31-50 at Family Restaurant/Steak House/30 Days	903	8.6%	100
Spent \$51-100 at Family Restaurant/Steak House/30 Days	1,546	14.7%	99
Spent \$101-200 at Family Restaurant/Steak House/30 Days	1,101	10.5%	107
Spent \$201+ at Family Restaurant/Steak House/30 Days	645	6.1%	124
Spent \$1-100 at Fine Dining Restaurants/30 Days	354	3.4%	112
Spent \$101-200 at Fine Dining Restaurants/30 Days	338	3.2%	138
Spent \$201+ at Fine Dining Restaurants/30 Days	307	2.9%	146
Went for Breakfast at Family Restaurant/Steak House/6 Mo	1,031	9.8%	96
Went for Lunch at Family Restaurant/Steak House/6 Mo	1,666	15.8%	97
Went for Dinner at Family Restaurant/Steak House/6 Mo	4,967	47.2%	108
Went for Snacks at Family Restaurant/Steak House/6 Mo	113	1.1%	76
Went on Workday to Family Restaurant/Steak House/6 Mo	3,373	32.1%	108
Went on Weekend to Family Restaurant/Steak House/6 Mo	3,931	37.4%	102
Went to Applebee's/6 Mo	1,213	11.5%	87
Went to Bob Evans/6 Mo	222	2.1%	94
Went to Buffalo Wild Wings/6 Mo	775	7.4%	91
Went to California Pizza Kitchen/6 Mo	206	2.0%	140
Went to Carrabba's/6 Mo	222	2.1%	108
Went to The Cheesecake Factory/6 Mo	760	7.2%	117
Went to Chili's Grill & Bar/6 Mo	911	8.7%	96
Went to Cracker Barrel/6 Mo	882	8.4%	86
Went to Denny's/6 Mo	379	3.6%	64
Went to Golden Corral/6 Mo	125	1.2%	40
Went to IHOP/6 Mo	653	6.2%	87
Went to Logan's Roadhouse/6 Mo	146	1.4%	80
Went to Longhorn Steakhouse/6 Mo	576	5.5%	99
Went to Olive Garden/6 Mo	1,348	12.8%	94
Went to Outback Steakhouse/6 Mo	813	7.7%	110
Went to Red Lobster/6 Mo	494	4.7%	76
Went to Red Robin/6 Mo	636	6.0%	120
Went to Ruby Tuesday/6 Mo	127	1.2%	73
Went to Texas Roadhouse/6 Mo	998	9.5%	89
Went to T.G.I. Friday's/6 Mo	211	2.0%	92
Went to Waffle House/6 Mo	366	3.5%	79
Went to Fast Food/Drive-In Restaurant/6 Mo	9,529	90.6%	100
Went to Fast Food/Drive-In Rest 9+ Times/30 Days	3,682	35.0%	90
Spent \$1-10 at Fast Food Restaurant/30 Days	447	4.3%	103
Spent \$11-20 at Fast Food Restaurant/30 Days	969	9.2%	109
Spent \$21-40 at Fast Food Restaurant/30 Days	1,787	17.0%	102
Spent \$41-50 at Fast Food Restaurant/30 Days	945	9.0%	97
Spent \$51-100 at Fast Food Restaurant/30 Days	2,147	20.4%	100
Spent \$101-200 at Fast Food Restaurant/30 Days	1,175	11.2%	90
Spent \$201+ at Fast Food Restaurant/30 Days	456	4.3%	83
Ordered Eat-In Fast Food/6 Mo	1,953	18.6%	91

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Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Ordered Home Delivery Fast Food/6 Mo	1,288	12.2%	91
Take-Out/Drive-Thru/Curbside Fast Food/6 Mo	6,164	58.6%	100
Ordered Take-Out/Walk-In Fast Food/6 Mo	2,552	24.3%	109
Bought Breakfast at Fast Food Restaurant/6 Mo	3,499	33.3%	95
Bought Lunch at Fast Food Restaurant/6 Mo	5,551	52.8%	98
Bought Dinner at Fast Food Restaurant/6 Mo	5,674	54.0%	100
Bought Snack at Fast Food Restaurant/6 Mo	1,549	14.7%	110
Bought from Fast Food Restaurant on Weekday/6 Mo	6,895	65.6%	100
Bought from Fast Food Restaurant on Weekend/6 Mo	5,284	50.2%	96
Bought A&W/6 Mo	138	1.3%	64
Bought Arby`s/6 Mo	1,664	15.8%	89
Bought Baskin-Robbins/6 Mo	357	3.4%	109
Bought Boston Market/6 Mo	249	2.4%	122
Bought Burger King/6 Mo	2,377	22.6%	81
Bought Captain D`s/6 Mo	165	1.6%	56
Bought Carl`s Jr./6 Mo	353	3.4%	71
Bought Checkers/6 Mo	171	1.6%	66
Bought Chick-Fil-A/6 Mo	3,645	34.7%	106
Bought Chipotle Mexican Grill/6 Mo	1,940	18.4%	115
Bought Chuck E. Cheese`s/6 Mo	58	0.6%	53
Bought Church`s Fried Chicken/6 Mo	143	1.4%	42
Bought Cold Stone Creamery/6 Mo	367	3.5%	124
Bought Dairy Queen/6 Mo	1,342	12.8%	84
Bought Del Taco/6 Mo	283	2.7%	82
Bought Domino`s Pizza/6 Mo	1,361	12.9%	80
Bought Dunkin` Donuts/6 Mo	2,024	19.2%	130
Bought Five Guys/6 Mo	1,156	11.0%	113
Bought Hardee`s/6 Mo	324	3.1%	60
Bought Jack in the Box/6 Mo	505	4.8%	71
Bought Jersey Mike`s/6 Mo	958	9.1%	126
Bought Jimmy John`s/6 Mo	641	6.1%	104
Bought KFC/6 Mo	1,379	13.1%	76
Bought Krispy Kreme Doughnuts/6 Mo	654	6.2%	90
Bought Little Caesars/6 Mo	859	8.2%	70
Bought Long John Silver`s/6 Mo	129	1.2%	52
Bought McDonald`s/6 Mo	4,935	46.9%	93
Bought Panda Express/6 Mo	1,259	12.0%	99
Bought Panera Bread/6 Mo	1,797	17.1%	133
Bought Papa John`s/6 Mo	734	7.0%	86
Bought Papa Murphy`s/6 Mo	374	3.6%	99
Bought Pizza Hut/6 Mo	856	8.1%	66
Bought Popeyes Chicken/6 Mo	1,237	11.8%	85
Bought Sonic Drive-In/6 Mo	953	9.1%	77
Bought Starbucks/6 Mo	2,489	23.7%	115
Bought Steak `N Shake/6 Mo	268	2.5%	87
Bought Subway/6 Mo	1,915	18.2%	84
Bought Taco Bell/6 Mo	2,502	23.8%	87
Bought Wendy`s/6 Mo	2,576	24.5%	93
Bought Whataburger/6 Mo	469	4.5%	75
Bought White Castle/6 Mo	219	2.1%	84
Bought Wing-Stop/6 Mo	277	2.6%	78

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Went to Fine Dining Restaurant/6 Mo	1,574	15.0%	123
Went to Fine Dining Restaurant/30 Days	1,226	11.7%	129
Went to Fine Dining Restaurant 2+ Times/30 Days	557	5.3%	128
Used DoorDash Site/App for Take-Out/Del/30 Days	1,175	11.2%	97
Used Grubhub Site/App for Take-Out/Del/30 Days	614	5.8%	107
Used Postmates Site/App for Take-Out/Del/30 Days	123	1.2%	69
Used Restrnt Site/App for Take-Out/Del/30 Days	2,609	24.8%	112
Used Uber Eats Site/App for Take-Out/Del/30 Days	626	6.0%	92
Used Yelp Site/App for Take-Out/Del/30 Days	173	1.6%	99

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Demographic Summary		2023	2028
Population		40,748	40,830
Population 18+		32,772	33,309
Households		17,212	17,363
Median Household Income		\$104,682	\$117,260

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Went to Family Restaurant/Steak House/6 Mo	21,685	66.2%	100
Went to Family Restaurant/Steak House 4+ Times/30 Days	6,724	20.5%	100
Spent \$1-30 at Family Restaurant/Steak House/30 Days	2,060	6.3%	94
Spent \$31-50 at Family Restaurant/Steak House/30 Days	2,799	8.5%	100
Spent \$51-100 at Family Restaurant/Steak House/30 Days	4,656	14.2%	96
Spent \$101-200 at Family Restaurant/Steak House/30 Days	3,315	10.1%	103
Spent \$201+ at Family Restaurant/Steak House/30 Days	1,804	5.5%	112
Spent \$1-100 at Fine Dining Restaurants/30 Days	1,096	3.3%	111
Spent \$101-200 at Fine Dining Restaurants/30 Days	947	2.9%	124
Spent \$201+ at Fine Dining Restaurants/30 Days	882	2.7%	134
Went for Breakfast at Family Restaurant/Steak House/6 Mo	3,272	10.0%	98
Went for Lunch at Family Restaurant/Steak House/6 Mo	5,240	16.0%	98
Went for Dinner at Family Restaurant/Steak House/6 Mo	14,537	44.4%	102
Went for Snacks at Family Restaurant/Steak House/6 Mo	361	1.1%	78
Went on Workday to Family Restaurant/Steak House/6 Mo	10,106	30.8%	104
Went on Weekend to Family Restaurant/Steak House/6 Mo	11,837	36.1%	99
Went to Applebee's/6 Mo	3,929	12.0%	90
Went to Bob Evans/6 Mo	622	1.9%	84
Went to Buffalo Wild Wings/6 Mo	2,406	7.3%	91
Went to California Pizza Kitchen/6 Mo	524	1.6%	114
Went to Carrabba's/6 Mo	671	2.0%	105
Went to The Cheesecake Factory/6 Mo	2,199	6.7%	109
Went to Chili's Grill & Bar/6 Mo	2,919	8.9%	99
Went to Cracker Barrel/6 Mo	2,768	8.4%	86
Went to Denny's/6 Mo	1,528	4.7%	82
Went to Golden Corral/6 Mo	547	1.7%	57
Went to IHOP/6 Mo	2,070	6.3%	88
Went to Logan's Roadhouse/6 Mo	430	1.3%	76
Went to Longhorn Steakhouse/6 Mo	1,774	5.4%	98
Went to Olive Garden/6 Mo	4,296	13.1%	96
Went to Outback Steakhouse/6 Mo	2,409	7.4%	105
Went to Red Lobster/6 Mo	1,701	5.2%	84
Went to Red Robin/6 Mo	1,862	5.7%	112
Went to Ruby Tuesday/6 Mo	443	1.4%	82
Went to Texas Roadhouse/6 Mo	3,189	9.7%	91
Went to T.G.I. Friday's/6 Mo	743	2.3%	104
Went to Waffle House/6 Mo	1,171	3.6%	81
Went to Fast Food/Drive-In Restaurant/6 Mo	29,587	90.3%	99
Went to Fast Food/Drive-In Rest 9+ Times/30 Days	11,722	35.8%	92
Spent \$1-10 at Fast Food Restaurant/30 Days	1,413	4.3%	105
Spent \$11-20 at Fast Food Restaurant/30 Days	2,902	8.9%	105
Spent \$21-40 at Fast Food Restaurant/30 Days	5,560	17.0%	102
Spent \$41-50 at Fast Food Restaurant/30 Days	2,911	8.9%	96
Spent \$51-100 at Fast Food Restaurant/30 Days	6,557	20.0%	98
Spent \$101-200 at Fast Food Restaurant/30 Days	3,675	11.2%	91
Spent \$201+ at Fast Food Restaurant/30 Days	1,568	4.8%	92
Ordered Eat-In Fast Food/6 Mo	6,162	18.8%	92

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Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Ordered Home Delivery Fast Food/6 Mo	4,248	13.0%	97
Take-Out/Drive-Thru/Curbside Fast Food/6 Mo	18,705	57.1%	98
Ordered Take-Out/Walk-In Fast Food/6 Mo	7,819	23.9%	107
Bought Breakfast at Fast Food Restaurant/6 Mo	10,849	33.1%	95
Bought Lunch at Fast Food Restaurant/6 Mo	17,150	52.3%	98
Bought Dinner at Fast Food Restaurant/6 Mo	17,443	53.2%	98
Bought Snack at Fast Food Restaurant/6 Mo	4,461	13.6%	102
Bought from Fast Food Restaurant on Weekday/6 Mo	21,281	64.9%	99
Bought from Fast Food Restaurant on Weekend/6 Mo	16,302	49.7%	95
Bought A&W/6 Mo	499	1.5%	74
Bought Arby`s/6 Mo	5,100	15.6%	87
Bought Baskin-Robbins/6 Mo	1,068	3.3%	104
Bought Boston Market/6 Mo	744	2.3%	117
Bought Burger King/6 Mo	7,982	24.4%	87
Bought Captain D`s/6 Mo	562	1.7%	61
Bought Carl`s Jr./6 Mo	1,347	4.1%	88
Bought Checkers/6 Mo	654	2.0%	81
Bought Chick-Fil-A/6 Mo	10,849	33.1%	101
Bought Chipotle Mexican Grill/6 Mo	5,688	17.4%	108
Bought Chuck E. Cheese`s/6 Mo	211	0.6%	62
Bought Church`s Fried Chicken/6 Mo	622	1.9%	59
Bought Cold Stone Creamery/6 Mo	1,024	3.1%	111
Bought Dairy Queen/6 Mo	4,370	13.3%	88
Bought Del Taco/6 Mo	978	3.0%	91
Bought Domino`s Pizza/6 Mo	4,636	14.1%	88
Bought Dunkin` Donuts/6 Mo	5,748	17.5%	118
Bought Five Guys/6 Mo	3,485	10.6%	109
Bought Hardee`s/6 Mo	1,156	3.5%	69
Bought Jack in the Box/6 Mo	1,888	5.8%	85
Bought Jersey Mike`s/6 Mo	2,780	8.5%	118
Bought Jimmy John`s/6 Mo	1,939	5.9%	101
Bought KFC/6 Mo	4,586	14.0%	81
Bought Krispy Kreme Doughnuts/6 Mo	2,062	6.3%	91
Bought Little Caesars/6 Mo	2,905	8.9%	76
Bought Long John Silver`s/6 Mo	515	1.6%	67
Bought McDonald`s/6 Mo	15,583	47.5%	94
Bought Panda Express/6 Mo	3,904	11.9%	98
Bought Panera Bread/6 Mo	5,116	15.6%	122
Bought Papa John`s/6 Mo	2,260	6.9%	85
Bought Papa Murphy`s/6 Mo	1,180	3.6%	100
Bought Pizza Hut/6 Mo	2,962	9.0%	73
Bought Popeyes Chicken/6 Mo	4,177	12.7%	92
Bought Sonic Drive-In/6 Mo	3,093	9.4%	80
Bought Starbucks/6 Mo	7,357	22.4%	109
Bought Steak `N Shake/6 Mo	825	2.5%	86
Bought Subway/6 Mo	6,151	18.8%	87
Bought Taco Bell/6 Mo	8,215	25.1%	92
Bought Wendy`s/6 Mo	8,199	25.0%	95
Bought Whataburger/6 Mo	1,464	4.5%	75
Bought White Castle/6 Mo	764	2.3%	94
Bought Wing-Stop/6 Mo	916	2.8%	83

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.



Restaurant Market Potential

118 Portsmouth Ave, Stratham, New Hampshire, 03885 3
118 Portsmouth Ave, Stratham, New Hampshire, 03885
Ring: 5 mile radius

Prepared by Esri
Latitude: 43.01950
Longitude: -70.91510

Went to Fine Dining Restaurant/6 Mo	4,674	14.3%	118
Went to Fine Dining Restaurant/30 Days	3,622	11.1%	122
Went to Fine Dining Restaurant 2+ Times/30 Days	1,695	5.2%	125
Used DoorDash Site/App for Take-Out/Del/30 Days	3,778	11.5%	100
Used Grubhub Site/App for Take-Out/Del/30 Days	1,894	5.8%	106
Used Postmates Site/App for Take-Out/Del/30 Days	471	1.4%	84
Used Restrnt Site/App for Take-Out/Del/30 Days	7,866	24.0%	108
Used Uber Eats Site/App for Take-Out/Del/30 Days	2,049	6.3%	97
Used Yelp Site/App for Take-Out/Del/30 Days	541	1.7%	100

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.