

Restaurant Market Potential


Perkasie borough, PA
Perkasie borough, PA (4201759384)
Geography: County Subdivision



Demographic Summary	2025	2030
Population	9,239	9,279
Population 18+	7,439	7,527
Households	3,715	3,765
Median Household Income	\$102,579	\$113,966

Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Went to Family Restaurant/Steak House Last 6 Mo	5,528	74.3%	102
Went to Family Restaurant/Steak House 4+ Times Last 30 Days	1,710	23.0%	94
Spent \$1-\$30 at Family Restaurant/Steak House Last 30 Days	420	5.7%	106
Spent \$31-\$50 at Family Restaurant/Steak House Last 30 Days	603	8.1%	97
Spent \$51-\$100 at Family Restaurant/Steak House Last 30 Days	1,265	17.0%	103
Spent \$101-\$200 at Family Restaurant/Steak House Last 30 Days	1,022	13.7%	109
Spent \$201+ at Family Restaurant/Steak House Last 30 Days	559	7.5%	99
Spent \$1-\$100 at Fine Dining Restaurants Last 30 Days	283	3.8%	107
Spent \$101-\$200 at Fine Dining Restaurants Last 30 Days	323	4.3%	136
Spent \$201+ at Fine Dining Restaurants Last 30 Days	290	3.9%	122
Went for Breakfast at Family Restaurant/Steak House Last 6 Mo	970	13.0%	102
Went for Lunch at Family Restaurant/Steak House Last 6 Mo	1,417	19.1%	99
Went for Dinner at Family Restaurant/Steak House Last 6 Mo	3,690	49.6%	105
Went for Snacks at Family Restaurant/Steak House Last 6 Mo	107	1.4%	82
Went on Workday to Family Restaurant/Steak House Last 6 Mo	2,608	35.1%	107
Went on Weekend to Family Restaurant/Steak House Last 6 Mo	3,068	41.2%	99
Went to Applebee's Last 6 Mo	1,052	14.1%	91
Went to Bob Evans Last 6 Mo	177	2.4%	89
Went to Buffalo Wild Wings Last 6 Mo	640	8.6%	95
Went to California Pizza Kitchen Last 6 Mo	91	1.2%	69
Went to Carrabba's Last 6 Mo	189	2.5%	115
Went to The Cheesecake Factory Last 6 Mo	510	6.9%	93
Went to Chili's Grill & Bar Last 6 Mo	651	8.8%	88
Went to Cracker Barrel Last 6 Mo	846	11.4%	99

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults or households 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 2025 and 2030.

Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Went to Denny’s Last 6 Mo	398	5.3%	80
Went to Golden Corral Last 6 Mo	227	3.0%	62
Went to IHOP Last 6 Mo	481	6.5%	84
Went to Logan’s Roadhouse Last 6 Mo	82	1.1%	53
Went to Longhorn Steakhouse Last 6 Mo	565	7.6%	109
Went to Olive Garden Last 6 Mo	1,239	16.7%	102
Went to Outback Steakhouse Last 6 Mo	603	8.1%	101
Went to Red Lobster Last 6 Mo	498	6.7%	88
Went to Red Robin Last 6 Mo	513	6.9%	131
Went to Ruby Tuesday Last 6 Mo	102	1.4%	79
Went to Texas Roadhouse Last 6 Mo	1,083	14.6%	101
Went to T.G.I. Friday’s Last 6 Mo	219	2.9%	121
Went to Waffle House Last 6 Mo	341	4.6%	80
Went to Fast Food or Drive-In Restaurant Last 6 Mo	6,735	90.5%	99
Went to Fast Food or Drive-In Rest 9+ Times Last 30 Days	2,750	37.0%	93
Spent \$1-\$10 at Fast Food Restaurant Last 30 Days	276	3.7%	128
Spent \$11-\$20 at Fast Food Restaurant Last 30 Days	679	9.1%	117
Spent \$21-\$40 at Fast Food Restaurant Last 30 Days	1,071	14.4%	93
Spent \$41-\$50 at Fast Food Restaurant Last 30 Days	711	9.6%	107
Spent \$51-\$100 at Fast Food Restaurant Last 30 Days	1,503	20.2%	94
Spent \$101-\$200 at Fast Food Restaurant Last 30 Days	943	12.7%	95
Spent \$201+ at Fast Food Restaurant Last 30 Days	428	5.8%	87
Ordered Eat-In Fast Food Last 6 Mo	2,423	32.6%	98
Ordered Home Delivery Fast Food Last 6 Mo	789	10.6%	86
Take-Out/Drive-Thru/Curbside Fast Food Last 6 Mo	3,685	49.5%	102
Ordered Take-Out/Walk-In Fast Food Last 6 Mo	1,824	24.5%	107
Bought Breakfast at Fast Food Restaurant Last 6 Mo	2,734	36.8%	103
Bought Lunch at Fast Food Restaurant Last 6 Mo	3,921	52.7%	99
Bought Dinner at Fast Food Restaurant Last 6 Mo	4,016	54.0%	101
Bought Snack at Fast Food Restaurant Last 6 Mo	1,037	13.9%	100
Bought from Fast Food Restaurant on Weekday Last 6 Mo	4,946	66.5%	102
Bought from Fast Food Restaurant on Weekend Last 6 Mo	3,813	51.3%	98


Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults or households 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.

Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Bought A&W Last 6 Mo	146	2.0%	90
Bought Arby's Last 6 Mo	1,321	17.8%	99
Bought Baskin-Robbins Last 6 Mo	229	3.1%	91
Bought Boston Market Last 6 Mo	91	1.2%	88
Bought Burger King Last 6 Mo	1,816	24.4%	92
Bought Captain D's Last 6 Mo	116	1.6%	56
Bought Carl's Jr. Last 6 Mo	233	3.1%	71
Bought Checkers Last 6 Mo	127	1.7%	71
Bought Chick-Fil-A Last 6 Mo	2,569	34.5%	102
Bought Chipotle Mexican Grill Last 6 Mo	1,377	18.5%	107
Bought Chuck E. Cheese's Last 6 Mo	93	1.3%	72
Bought Church's Fried Chicken Last 6 Mo	115	1.6%	52
Bought Cold Stone Creamery Last 6 Mo	257	3.5%	120
Bought Dairy Queen Last 6 Mo	1,197	16.1%	102
Bought Del Taco Last 6 Mo	191	2.6%	71
Bought Domino's Pizza Last 6 Mo	1,163	15.6%	92
Bought Dunkin' Donuts Last 6 Mo	1,320	17.7%	125
Bought Five Guys Last 6 Mo	886	11.9%	119
Bought Hardee's Last 6 Mo	231	3.1%	66
Bought Jack in the Box Last 6 Mo	382	5.1%	75
Bought Jersey Mike's Last 6 Mo	874	11.8%	124
Bought Jimmy John's Last 6 Mo	585	7.9%	132
Bought KFC Last 6 Mo	1,052	14.1%	82
Bought Krispy Kreme Doughnuts Last 6 Mo	421	5.7%	92
Bought Little Caesars Last 6 Mo	755	10.2%	79
Bought Long John Silver's Last 6 Mo	123	1.6%	67
Bought McDonald's Last 6 Mo	3,477	46.7%	94
Bought Panda Express Last 6 Mo	824	11.1%	83
Bought Panera Bread Last 6 Mo	1,204	16.2%	122
Bought Papa John's Last 6 Mo	555	7.5%	94
Bought Papa Murphy's Last 6 Mo	381	5.1%	159
Bought Pizza Hut Last 6 Mo	699	9.4%	76
Bought Popeyes Chicken Last 6 Mo	808	10.9%	86
Bought Sonic Drive-In Last 6 Mo	657	8.8%	81

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults or households 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.

Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Bought Starbucks Last 6 Mo	1,674	22.5%	105
Bought Steak `N Shake Last 6 Mo	153	2.1%	72
Bought Subway Last 6 Mo	1,532	20.6%	91
Bought Taco Bell Last 6 Mo	1,962	26.4%	94
Bought Wendy`s Last 6 Mo	2,004	26.9%	101
Bought Whataburger Last 6 Mo	351	4.7%	76
Bought White Castle Last 6 Mo	148	2.0%	80
Bought Wing-Stop Last 6 Mo	223	3.0%	78
Went to Fine Dining Restaurant Last 6 Mo	1,442	19.4%	117
Went to Fine Dining Restaurant Last 30 Days	1,083	14.6%	117
Went to Fine Dining Restaurant 2+ Times Last 30 Days	524	7.0%	116
Used DoorDash Website/App for Take-Out/Delivery Last 30 Days	909	12.2%	96
Used Grubhub Website/App for Take-Out/Delivery Last 30 Days	280	3.8%	88
Used Postmates Website/App for Take-Out/Delivery Last 30 Days	47	0.6%	73
Used Restaurant Website/App for Take-Out/Delivery Last 30 Days	1,714	23.0%	110
Used Uber Eats Website/App for Take-Out/Delivery Last 30 Days	450	6.0%	82
Used Yelp Website or App for Take-Out/Delivery Last 30 Days	72	1.0%	95

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults or households 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 2025 and 2030.

Business Summary Report (NAICS)

Perkasie borough, PA
Perkasie borough, PA (4201759384)
Geography: County Subdivision



Data for all businesses in area	Perkasie boro...
Total Businesses	290
Total Employees	2,758
Total Population	9,239
Employee/Population Ratio (per 100)	29.9

by NAICS Codes	Businesses	Employees	Businesses	Employees	Businesses		Employees	
					Number	%	Number	%
Agriculture, Forestry, Fishing & Hunting (11)					1	0.3%	2	0.1%
Mining (21)					0	0.0%	0	0.0%
Utilities (22)					1	0.3%	8	0.3%
Construction (23)					21	7.2%	82	3.0%
Building Construction					10	3.5%	35	1.3%
Heavy/Civil Eng Construction					1	0.3%	3	0.1%
Specialty Trade Contractor					10	3.5%	44	1.6%
Manufacturing (31-33)					25	8.6%	238	8.6%
Wholesale Trade (42)					9	3.1%	70	2.5%
Durable Goods					6	2.1%	42	1.5%
Nondurable Goods					3	1.0%	28	1.0%
Trade Broker					0	0.0%	0	0.0%



Source: This infographic contains data provided by Esri-Data Axle (2025), Esri (2025). Data note: Not all NAICS subcategories for a 2 digit major category are being shown.

Business Summary Report (NAICS)

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by NAICS Codes	Businesses	Employees	Perkasie boro...			
			Businesses	Employees		
	Number	%	Number	%		
Retail Trade (44-45)	43	14.8%	497	18.0%		
Motor Vehicle & Parts Dealers	6	2.1%	23	0.8%		
Furniture & Home Furnishing Stores	2	0.7%	23	0.8%		
Electronics & Appliance Stores	1	0.3%	4	0.1%		
Building & Garden Equipment	3	1.0%	29	1.1%		
Food & Beverage Stores	7	2.4%	341	12.4%		
Health & Personal Care Stores	4	1.4%	30	1.1%		
Gasoline Stations	1	0.3%	2	0.1%		
Clothing, Shoe and Jewellery Stores	4	1.4%	8	0.3%		
Sporting Goods, Hobby & Music Stores	13	4.5%	28	1.0%		
General Merchandise Stores	2	0.7%	9	0.3%		
Transportation & Warehousing (48-49)	2	0.7%	39	1.4%		
Truck Transportation	0	0.0%	0	0.0%		
Information (51)	7	2.4%	37	1.3%		
Finance & Insurance (52)	16	5.5%	77	2.8%		
Central Bank/Credit & Related Activities	9	3.1%	53	1.9%		
Securities & Commodity Contracts	3	1.0%	8	0.3%		
Funds, Trusts & Other Financial	4	1.4%	16	0.6%		
Real Estate, Rental & Leasing (53)	16	5.5%	296	10.7%		
Professional, Scientific & Tech Services (54)	30	10.3%	261	9.5%		
Legal Services	8	2.8%	117	4.2%		



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by NAICS Codes	Businesses	Employees	Perkasie boro...			
			Businesses	Employees	Businesses	Employees
			Number	%	Number	%
Management of Companies (55)			2	0.7%	92	3.3%
Administrative, Support & Waste Mgmt (56)			7	2.4%	14	0.5%
Educational Services (61)			7	2.4%	402	14.6%
Health Care & Social Assistance (62)			26	9.0%	153	5.5%
Ambulatory Health Care			15	5.2%	73	2.6%
Hospital			1	0.3%	9	0.3%
Nursing/Residential Care			0	0.0%	0	0.0%
Social Assistance			10	3.5%	71	2.6%
Arts, Entertainment & Recreation (71)			9	3.1%	53	1.9%
Accommodation & Food Services (72)			20	6.9%	185	6.7%
Accommodation			0	0.0%	0	0.0%
Food & Drinking Places			20	6.9%	185	6.7%
Other Services Except Public Admin (81)			38	13.1%	163	5.9%
Repair & Maintenance			12	4.1%	44	1.6%
Auto Repair & Maintenance			6	2.1%	27	1.0%
Personal & Laundry Service			15	5.2%	53	1.9%
Civic and Other Orgs			11	3.8%	66	2.4%
Public Administration (92)			5	1.7%	89	3.2%
Unclassified Establishments (99)			5	1.7%	0	0.0%
Total (11-99)			290	100.0%	2,758	100.0%



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Business Summary Report (SIC)

Perkasie borough, PA
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Geography: County Subdivision



Data for all businesses in area		Perkasie boro...
Total Businesses		290
Total Employees		2,758
Total Population		9,239
Employee/Population Ratio (per 100)		29.9

by SIC Codes	Businesses	Employees	Businesses	Employees	Businesses		Employees	
					Number	%	Number	%
Agriculture & Mining (01-14)					6	2.1%	12	0.4%
Construction (15-17)					18	6.2%	62	2.3%
Manufacturing (20-39)					21	7.2%	223	8.1%
Transportation (40-47)					3	1.0%	41	1.5%
Communication (48)					4	1.4%	25	0.9%
Utility (49)					1	0.3%	8	0.3%
Wholesale Trade (50-51)					9	3.1%	70	2.5%
Retail Trade Summary (52-59)					67	23.1%	697	25.3%
Home Improvement					3	1.0%	29	1.1%
General Merchandise Stores					1	0.3%	8	0.3%
Food Stores					9	3.1%	358	13.0%
Auto Dealers & Gas Stations					7	2.4%	25	0.9%
Apparel & Accessory Stores					4	1.4%	8	0.3%
Furniture & Home Furnishings					5	1.7%	33	1.2%
Eating & Drinking Places					19	6.5%	173	6.3%
Miscellaneous Retail					19	6.5%	63	2.3%

Business Summary Report (SIC)

Perkasie borough, PA
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by SIC Codes	Businesses	Employees	Perkasie boro...			
			Businesses		Employees	
			Number	%	Number	%
Finance, Insurance, Real Estate (60-67)			36	12.4%	473	17.1%
Banks, Savings & Lending			9	3.1%	53	1.9%
Securities Brokers			3	1.0%	8	0.3%
Insurance Carriers & Agents			4	1.4%	16	0.6%
Real Estate, Investment Offices			20	6.9%	396	14.4%
Services Summary (70-89)			115	39.7%	1,058	38.4%
Hotels & Lodging			0	0.0%	0	0.0%
Automotive Services			6	2.1%	27	1.0%
Movies & Amusements			10	3.5%	55	2.0%
Health Services			15	5.2%	79	2.9%
Legal Services			6	2.1%	110	4.0%
Education Inst. & Libraries			7	2.4%	406	14.7%
Other Services			71	24.5%	381	13.8%
Government (91-97)			5	1.7%	89	3.2%
Unclassified Establishments (99)			5	1.7%	0	0.0%
Totals (01-99)			290	100.0%	2,758	100.0%

Retail Demand by Industry

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NAICS Code	Industry Summary	Spending Potential Index	Average Spent	Total
44-45, 722	Retail Trade, Food Services & Drinking Places	110	\$33,416.48	\$124,142,215
44-45	Retail Trade	109	\$28,266.45	\$105,009,860
722	Food Services & Drinking Places	110	\$5,150.03	\$19,132,355

NAICS Code	Industry Subsector & Group	Index	Average Spending	Total
441	Motor Vehicle & Parts Dealers	111	\$3,589.15	\$13,333,675
4411	Automobile Dealers	112	\$3,104.05	\$11,531,545
4412	Other Motor Vehicle Dealers	105	\$230.97	\$858,036
4413	Auto Parts, Accessories & Tire Stores	107	\$254.13	\$944,094
442	Furniture and Home Furnishings Stores	113	\$1,124.54	\$4,177,669
4421	Furniture Stores	112	\$719.91	\$2,674,449
4422	Home Furnishings Stores	116	\$404.64	\$1,503,220
443, 4431	Electronics and Appliance Stores	112	\$319.43	\$1,186,694
444	Bldg Material & Garden Equipment & Supplies Dealers	113	\$1,569.67	\$5,831,318
4441	Building Material and Supplies Dealers	113	\$1,416.64	\$5,262,809
4442	Lawn and Garden Equipment and Supplies Stores	113	\$153.03	\$568,509
445	Food and Beverage Stores	109	\$6,192.04	\$23,003,441
4451	Grocery Stores	109	\$5,793.95	\$21,524,517
4452	Specialty Food Stores	109	\$194.60	\$722,937
4453	Beer, Wine, and Liquor Stores	112	\$203.50	\$755,987
446, 4461	Health and Personal Care Stores	110	\$909.26	\$3,377,889
447, 4471	Gasoline Stations	105	\$4,001.07	\$14,863,963
448	Clothing and Clothing Accessories Stores	110	\$1,398.27	\$5,194,578
4481	Clothing Stores	111	\$1,106.30	\$4,109,895
4482	Shoe Stores	109	\$268.68	\$998,154
4483	Jewelry, Luggage, and Leather Goods Stores	114	\$23.29	\$86,529
451	Sporting Goods, Hobby, Musical Inst., and Book Stores	111	\$515.77	\$1,916,083
4511	Sporting Goods, Hobby, and Musical Inst Stores	111	\$408.22	\$1,516,553
4512	Book Stores and News Dealers	113	\$107.55	\$399,530
452	General Merchandise Stores	109	\$4,831.18	\$17,947,829
4522	Department Stores	110	\$437.48	\$1,625,234
4523	Merch. Stores, incl. Warehouse Clubs, Supercenters	109	\$4,393.70	\$16,322,595

NAICS Code	Industry Summary	Spending Potential Index	Average Spent	Total
453	Miscellaneous Store Retailers	111	\$694.11	\$2,578,606
4531	Florists	113	\$32.79	\$121,804
4532	Office Supplies, Stationery, and Gift Stores	112	\$111.89	\$415,687
4533	Used Merchandise Stores	114	\$100.04	\$371,656
4539	Other Miscellaneous Store Retailers	109	\$449.38	\$1,669,459
454	Nonstore Retailers	112	\$3,121.97	\$11,598,115
4541	Electronic Shopping and Mail-Order Houses	111	\$2,639.74	\$9,806,640
4542	Vending Machine Operators	107	\$49.52	\$183,975
4543	Direct Selling Establishments	121	\$432.71	\$1,607,500
722	Food Services & Drinking Places	110	\$5,150.03	\$19,132,355
7223	Special Food Services	111	\$18.82	\$69,908
7224	Drinking Places (Alcoholic Beverages)	115	\$139.51	\$518,292
7225	Restaurants and Other Eating Places	110	\$4,991.70	\$18,544,155

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100.