

THE BEST PLACES TO OPEN A RESTAURANT

Where to scout in 2010 and beyond

The top 150 cities are listed here. For the other 213, go to Monkeydish.com!

BY MATT WOLFF

WITH A NEW DECADE UPON US, it's time to crown a new winner in our annual analysis of U.S. markets as defined by the Restaurant Growth Index, the exclusive report compiled by Nielsen Claritas. Fort Walton Beach, Florida, after closely tailing Myrtle Beach, South Carolina, for the past several years, has finally broken through and claimed the top spot.

Notable this year are the dramatic drops in the overall index scores by market. Indeed, Fort Walton Beach leads the pack with a 577 index, but that's off from the 735 and 632 figures posted by Myrtle Beach over the past two years. What's more, the average index score among markets making the top 10 in 2010 is down 40 points from last year, which may be a reflection of continued economic turmoil. Nationally, restaurant sales are down over five billion dollars from last year's data, which translates to both diminished sales per capita and per restaurant outlet.

As is common, the RGI favors markets with a significant number of out of town visitors, such as coastal areas and college towns. This year's top 10 includes several such markets and also Springfield, Illinois, which may seem like an odd addition at first glance. However, when you consider that Springfield is the Illinois state capital—with a large number of lobbyists, legislators and government employees regularly traveling through and needing a place to eat—its inclusion makes more sense.

Looking at some other interesting moves in the list, we see Barnstable Town, Massachusetts, on Cape Cod, making an impressive jump into the top 10 at the #8 position, and Napa, California, climbing 20 spots back to #12 after having fallen all the way to #32 last year. Napa, in particular, seems to be bucking the national trend as annual restaurant sales per capita in the market increased nearly five hundred dollars and sales per location increased over \$200,000 since last year. Among the top 50 largest markets in the country, there are no real surprises

with Las Vegas, Orlando, Columbus (Ohio State University and state capital), New Orleans and Boston (many colleges and the state capital) posting the highest RGI scores.

The RGI is calculated using restaurant sales figures based on the US Census of Retail Trade and per capita income figures both compiled by the US Census Bureau. Nielsen Claritas updates these data on an annual basis. The sales figures do not distinguish between residents of the market and visitors, thus sales generated by visitors increase the sales per capita and sales as a percentage of per capita income of the market residents. The RGI is designed to rank markets by identifying restaurant spending and gaps in spending per capita compared to a national average. Consideration should be given to market size as well as market rank when deciding which areas provide the most opportunity for your concept.

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Los Angeles, CA
#118

Scranton
#63

Denver, CO
#87

Little Rock
#142

Abilene, TX
#78

Ithaca, NY
#45

The formula

The Restaurant Growth Index ranks U.S. metropolitan areas based on a formula to identify restaurant spending and gaps in spending per capita compared to a national average. The RGI score is calculated on an area's total restaurant sales and sales as a percent of income, at a per capita level, compared to the nation as a whole. The exact formula is:

$$\left[\frac{\text{Restaurant sales per capita in market}}{\text{Restaurant sales per capita in the U.S.}} \right] \times \left[\frac{\text{Restaurant sales per capita as \% of per capita income in market}}{\text{Restaurant sales per capita as \% of per capita income in U.S.}} \right] \times 100$$

The national average is 100. Higher scores indicate better opportunities; scores below 100 indicate poorer opportunities than average. Markets are scored as a whole. Markets that score below 100 may still have strong pockets of opportunity within the market.



Metro area	RGI	RGI Rank	Population	Income per capita	Restaurant sales	Sales per capita	Sales as % of income	Total restaurants	Sales per restaurant
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Alabama

Dothan	115	120	141,810	\$21,299	\$208,999,027	\$1,474	6.92%	333	\$627,625
STATE TOTAL	73	46	4,676,967	\$22,491	\$5,644,052,977	\$1,207	5.37%	8,943	\$631,114

Arkansas

Hot Springs	124	90	98,215	\$20,635	\$147,527,987	\$1,502	7.28%	258	\$571,814
Little Rock ▶	104	142	679,321	\$24,290	\$1,014,912,010	\$1,494	6.15%	1,446	\$701,876
STATE TOTAL	71	47	2,873,859	\$20,649	\$3,263,533,011	\$1,136	5.50%	5,572	\$585,702

Florida

Bradenton-Sarasota-Venice	113	126	712,628	\$31,570	\$1,263,738,968	\$1,773	5.62%	1,524	\$829,225
Cape Coral-Fort Myers	122	93	634,497	\$30,904	\$1,156,404,009	\$1,823	5.90%	1,460	\$792,058
Deltona-Daytona Beach	147	47	514,379	\$23,909	\$906,319,972	\$1,762	7.37%	1,157	\$783,336
Fort Walton Beach	577	1	191,231	\$28,729	\$731,862,015	\$3,827	13.32%	547	\$1,337,956
Jacksonville	146	48	1,362,131	\$27,326	\$2,559,562,940	\$1,879	6.88%	3,148	\$813,076
Miami-Fort Lauderdale	136	62	5,526,833	\$26,927	\$9,929,527,855	\$1,797	6.67%	12,088	\$821,437
Naples-Marco Island	183	23	336,571	\$36,387	\$816,320,998	\$2,425	6.67%	861	\$948,108
Ocala	125	86	337,962	\$21,875	\$525,603,005	\$1,555	7.11%	605	\$868,765
Orlando-Kissimmee	265	13	2,130,402	\$25,682	\$5,222,854,028	\$2,452	9.55%	4,881	\$1,070,038
Palm Bay-Melbourne	116	116	554,862	\$27,231	\$928,955,027	\$1,674	6.15%	1,185	\$783,928
Panama City-Lynn Haven	273	11	168,470	\$26,315	\$424,986,002	\$2,523	9.59%	553	\$768,510
Pensacola-Ferry Pass-Brent	125	84	459,770	\$23,436	\$740,731,027	\$1,611	6.87%	854	\$867,367
Tallahassee	134	65	366,075	\$25,610	\$637,352,022	\$1,741	6.80%	717	\$888,915
Tampa-St. Petersburg	117	115	2,785,041	\$26,835	\$4,633,585,948	\$1,664	6.20%	5,820	\$796,149
STATE TOTAL	137	5	18,879,636	\$26,539	\$33,867,780,832	\$1,794	6.76%	40,723	\$831,662

Georgia

Athens-Clarke County	126	80	192,321	\$22,600	\$305,434,009	\$1,588	7.03%	425	\$718,668
Atlanta-Sandy Springs	119	108	5,494,339	\$27,898	\$9,395,287,986	\$1,710	6.13%	11,152	\$842,476
Brunswick	262	14	104,049	\$24,795	\$249,248,011	\$2,395	9.66%	311	\$801,441
Columbus (includes AL)	152	42	286,238	\$21,968	\$491,970,004	\$1,719	7.82%	655	\$751,099
Rome	196	19	96,560	\$21,025	\$184,237,998	\$1,908	9.07%	190	\$969,674
Savannah ▶	163	33	338,377	\$25,685	\$650,243,999	\$1,922	7.48%	949	\$685,189
Valdosta	209	18	132,801	\$19,777	\$254,125,989	\$1,914	9.68%	301	\$844,272
Warner Robins	118	110	135,009	\$23,985	\$213,196,005	\$1,579	6.58%	273	\$780,938
STATE TOTAL	107	15	9,838,832	\$24,828	\$15,075,134,979	\$1,532	6.17%	19,969	\$754,927

Metro area	RGI	RGI Rank	Population	Income per capita	Restaurant sales	Sales per capita	Sales as % of income	Total restaurants	Sales per restaurant
Kentucky									
Bowling Green	146	50	118,792	\$22,268	\$201,275,999	\$1,694	7.61%	232	\$867,569
Elizabethtown	121	98	112,627	\$22,694	\$175,375,010	\$1,557	6.86%	199	\$881,281
Lexington-Fayette ▶	135	64	455,977	\$26,837	\$815,228,013	\$1,788	6.66%	1,052	\$774,932
Owensboro	242	16	112,809	\$22,091	\$245,446,005	\$2,176	9.85%	205	\$1,197,298
STATE TOTAL	85	34	4,287,538	\$22,413	\$5,562,356,076	\$1,297	5.79%	7,894	\$704,631



Louisiana

Lafayette	243	15	261,898	\$23,685	\$591,034,993	\$2,257	9.53%	667	\$886,109
Monroe	103	144	173,453	\$20,049	\$234,821,005	\$1,354	6.75%	343	\$684,609
New Orleans-Metairie-Kenner	158	36	1,149,315	\$25,079	\$2,152,919,871	\$1,873	7.47%	3,227	\$667,158
STATE TOTAL	96	22	4,455,166	\$21,809	\$6,074,177,862	\$1,363	6.25%	9,716	\$625,173

Mississippi

Hattiesburg	185	22	140,925	\$20,012	\$254,931,996	\$1,809	9.04%	296	\$861,257
Jackson	157	37	538,645	\$22,652	\$956,339,004	\$1,775	7.84%	1,057	\$904,767
STATE TOTAL	75	43	2,935,554	\$19,319	\$3,312,328,002	\$1,128	5.84%	5,186	\$638,706

Missouri

Columbia	148	46	166,073	\$24,350	\$296,566,975	\$1,786	7.33%	371	\$799,372
Springfield	121	99	432,113	\$22,470	\$668,845,985	\$1,548	6.89%	920	\$727,007
St. Louis (includes IL) ▶	126	79	2,824,606	\$27,169	\$4,922,160,920	\$1,743	6.41%	6,075	\$810,232
STATE TOTAL	110	12	5,938,126	\$24,125	\$9,095,314,970	\$1,532	6.35%	12,523	\$726,289



North Carolina

Asheville	136	60	413,703	\$24,343	\$708,771,010	\$1,713	7.04%	979	\$723,974
Burlington	176	26	148,159	\$21,311	\$270,038,008	\$1,823	8.55%	328	\$823,287
Charlotte-Gastonia (includes SC)	124	89	1,720,586	\$27,914	\$3,005,991,043	\$1,747	6.26%	3,654	\$822,658
Durham-Chapel Hill	113	125	491,400	\$27,004	\$807,302,982	\$1,643	6.08%	998	\$808,921
Greenville	103	148	176,885	\$21,310	\$246,294,993	\$1,392	6.53%	336	\$733,021
Jacksonville	131	70	165,649	\$18,953	\$245,310,996	\$1,481	7.81%	283	\$866,823
Wilmington	125	88	353,530	\$26,281	\$601,892,987	\$1,703	6.48%	982	\$612,926
STATE TOTAL	94	25	9,302,373	\$23,941	\$13,099,819,022	\$1,408	5.88%	18,993	\$689,718

Oklahoma

Lawton	110	133	114,572	\$20,684	\$162,509,986	\$1,418	6.86%	227	\$715,903
STATE TOTAL	77	42	3,662,232	\$22,191	\$4,508,693,856	\$1,231	5.55%	7,781	\$579,449

South Carolina

Charleston	182	24	648,686	\$25,566	\$1,315,765,971	\$2,028	7.93%	1,650	\$797,434
Myrtle Beach ▶	469	2	263,366	\$24,632	\$841,529,007	\$3,195	12.97%	1,249	\$673,762
STATE TOTAL	103	17	4,504,166	\$23,184	\$6,544,904,054	\$1,453	6.27%	10,516	\$622,376



Tennessee

Chattanooga (includes GA)	133	67	522,555	\$23,817	\$873,170,032	\$1,671	7.02%	1,224	\$713,374
Jackson	274	10	113,748	\$21,680	\$260,841,985	\$2,293	10.58%	263	\$991,795
Knoxville	150	44	696,499	\$25,613	\$1,282,506,013	\$1,841	7.19%	1,469	\$873,047
Memphis (includes MS & AR)	108	136	1,295,548	\$23,692	\$1,947,432,058	\$1,503	6.34%	2,533	\$768,824
Nashville-Davidson	103	145	1,568,642	\$26,850	\$2,454,904,032	\$1,565	5.83%	3,319	\$739,652
STATE TOTAL	103	18	6,266,180	\$23,271	\$9,116,356,062	\$1,455	6.25%	12,774	\$713,665

Texas

Abilene	127	78	160,811	\$20,217	\$241,990,990	\$1,505	7.44%	321	\$753,866
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Metro area	RGI	RGI Rank	Population	Income per capita	Restaurant sales	Sales per capita	Sales as % of income	Total restaurants	Sales per restaurant
Amarillo	125	85	246,274	\$21,218	\$377,524,001	\$1,533	7.22%	577	\$654,288
Austin-Round Rock	126	81	1,659,847	\$27,887	\$2,924,690,972	\$1,762	6.32%	3,477	\$841,154
College Station-Bryan	131	69	208,337	\$21,108	\$325,839,014	\$1,564	7.41%	452	\$720,883
Corpus Christi	181	25	417,481	\$20,542	\$756,019,022	\$1,811	8.82%	1,050	\$720,018
Dallas-Fort Worth-Arlington	129	71	6,348,826	\$27,351	\$11,219,408,096	\$1,767	6.46%	13,534	\$828,979
Laredo	121	95	243,602	\$13,217	\$289,592,009	\$1,189	8.99%	457	\$633,681
San Antonio	143	51	2,049,383	\$22,297	\$3,442,288,027	\$1,680	7.53%	4,614	\$746,053
Texarkana (includes AR)	171	30	136,219	\$21,297	\$244,572,000	\$1,795	8.43%	260	\$940,662
Waco	137	59	230,193	\$20,469	\$362,840,989	\$1,576	7.70%	495	\$733,012
Wichita Falls	121	96	148,801	\$20,740	\$221,510,986	\$1,489	7.18%	261	\$848,701
STATE TOTAL	100	20	24,588,107	\$23,625	\$35,598,976,114	\$1,448	6.13%	50,986	\$698,211

Virginia

Charlottesville	164	32	196,878	\$31,513	\$421,070,006	\$2,139	6.79%	495	\$850,646
Harrisonburg	115	121	120,256	\$21,235	\$176,881,004	\$1,471	6.93%	220	\$804,005
Roanoke	117	111	300,922	\$27,121	\$505,061,011	\$1,678	6.19%	641	\$787,927
Virginia Beach (includes NC)	114	123	1,670,706	\$26,907	\$2,755,609,986	\$1,649	6.13%	3,684	\$747,994
Winchester (includes WV)	117	114	124,751	\$26,952	\$208,054,002	\$1,668	6.19%	273	\$762,103
STATE TOTAL	99	21	7,831,927	\$31,707	\$13,045,130,078	\$1,666	5.25%	15,818	\$824,702

West Virginia

Parkersburg-Marietta-Vienna	151	43	159,847	\$21,920	\$273,507,017	\$1,711	7.81%	368	\$743,226
Wheeling (includes OH)	127	76	143,918	\$21,080	\$221,344,003	\$1,538	7.30%	370	\$598,227
STATE TOTAL	74	45	1,814,618	\$21,608	\$2,155,367,994	\$1,188	5.50%	4,042	\$533,243

Restaurant Growth Index

WEST



Anchorage, AK #20

Metro area	RGI	RGI Rank	Population	Income per capita	Restaurant sales	Sales per capita	Sales as % of income	Total restaurants	Sales per restaurant
Alaska									
Anchorage	195	20	372,948	\$30,819	\$859,743,994	\$2,305	7.48%	998	\$861,467
Fairbanks	110	131	96,965	\$28,979	\$163,091,998	\$1,682	5.80%	270	\$604,044
STATE TOTAL	136	6	694,441	\$29,137	\$1,298,152,979	\$1,869	6.42%	1,867	\$695,315

Arizona

Flagstaff	329	5	132,739	\$23,051	\$343,835,001	\$2,590	11.24%	346	\$993,743
Lake Havasu City-Kingman	121	94	205,600	\$20,687	\$306,280,015	\$1,490	7.20%	399	\$767,619
STATE TOTAL	94	26	6,608,338	\$24,897	\$9,489,737,201	\$1,436	5.77%	11,655	\$814,220

Metro area	RGI	RGI Rank	Population	Income per capita	Restaurant sales	Sales per capita	Sales as % of income	Total restaurants	Sales per restaurant
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California

Los Angeles-Long Beach ▼	116	118	13,223,432	\$27,037	\$22,051,069,101	\$1,668	6.17%	31,152	\$707,854
Napa	269	12	135,506	\$32,669	\$377,454,005	\$2,786	8.53%	308	\$1,225,500
Salinas	103	143	417,125	\$24,269	\$621,634,020	\$1,490	6.14%	960	\$647,535
San Diego-Carlsbad	152	41	3,064,619	\$30,204	\$6,184,104,125	\$2,018	6.68%	7,085	\$872,845
San Francisco-Oakland	128	73	4,302,272	\$38,536	\$8,984,279,041	\$2,088	5.42%	12,150	\$739,447
San Luis Obispo-Paso Robles	119	105	265,739	\$30,178	\$473,433,007	\$1,782	5.90%	814	\$581,613
Santa Barbara	157	38	415,384	\$29,168	\$834,722,985	\$2,010	6.89%	1,050	\$794,974
STATE TOTAL	102	19	37,559,728	\$28,057	\$59,725,881,556	\$1,590	5.67%	84,749	\$704,738

Colorado

Boulder	154	39	281,790	\$34,192	\$607,768,996	\$2,157	6.31%	738	\$823,535
Colorado Springs	103	146	624,991	\$26,526	\$972,047,006	\$1,555	5.86%	1,252	\$776,395
Denver-Aurora-Broomfield	125	87	2,528,842	\$30,552	\$4,643,130,023	\$1,836	6.01%	5,441	\$853,360
Fort Collins-Loveland	138	58	291,754	\$27,444	\$533,146,977	\$1,827	6.66%	687	\$776,051
STATE TOTAL	120	10	4,981,270	\$28,539	\$8,681,237,007	\$1,743	6.11%	11,501	\$754,825

Hawaii

Honolulu	308	6	909,953	\$28,631	\$2,538,985,025	\$2,790	9.75%	2,523	\$1,006,336
STATE TOTAL	314	2	1,296,624	\$28,566	\$3,652,404,012	\$2,817	9.86%	3,769	\$969,064

Idaho

Coeur d'Alene	104	141	140,202	\$22,741	\$202,794,990	\$1,446	6.36%	334	\$607,171
STATE TOTAL	67	48	1,548,245	\$22,328	\$1,779,758,999	\$1,150	5.15%	3,258	\$546,273

Montana

Billings ▶	143	52	152,086	\$25,732	\$274,324,994	\$1,804	7.01%	390	\$703,397
Great Falls	141	53	81,940	\$22,982	\$138,865,995	\$1,695	7.37%	211	\$658,133
Missoula	170	31	107,791	\$22,616	\$198,847,989	\$1,845	8.16%	283	\$702,643
STATE TOTAL	108	14	972,030	\$23,271	\$1,447,015,993	\$1,489	6.40%	2,746	\$526,954

Nevada

Carson City	117	112	55,114	\$26,082	\$90,551,999	\$1,643	6.30%	151	\$599,682
Las Vegas-Paradise	296	7	1,904,393	\$26,976	\$5,062,403,998	\$2,658	9.85%	4,843	\$1,045,303
Reno-Sparks	138	57	420,955	\$28,548	\$786,318,039	\$1,868	6.54%	985	\$798,292
STATE TOTAL	229	3	2,654,851	\$27,027	\$6,206,193,023	\$2,338	8.65%	6,518	\$952,162

New Mexico

Albuquerque	132	68	859,428	\$24,303	\$1,449,187,967	\$1,686	6.94%	1,607	\$901,797
Santa Fe ▶	160	34	145,507	\$29,268	\$296,528,005	\$2,038	6.96%	382	\$776,251
STATE TOTAL	106	16	2,006,077	\$21,916	\$2,880,064,006	\$1,436	6.55%	3,899	\$738,667

Oregon

Bend	126	82	165,562	\$29,445	\$299,296,009	\$1,808	6.14%	444	\$674,090
Eugene-Springfield	116	119	348,614	\$23,731	\$543,030,034	\$1,558	6.56%	863	\$629,235
Medford	128	74	204,919	\$24,364	\$340,070,994	\$1,660	6.81%	528	\$644,074
Portland-Vancouver (includes WA)	119	107	2,218,761	\$28,043	\$3,805,493,022	\$1,715	6.12%	5,385	\$706,684
STATE TOTAL	121	9	3,821,316	\$25,402	\$6,294,384,058	\$1,647	6.48%	9,752	\$645,445

Wyoming

Casper	160	35	73,205	\$24,408	\$136,082,995	\$1,859	7.62%	175	\$777,617
Cheyenne ▶	133	66	87,175	\$26,718	\$154,370,010	\$1,771	6.63%	171	\$902,749
STATE TOTAL	93	29	532,145	\$26,918	\$793,334,024	\$1,491	5.54%	1,420	\$558,686



Providence, RI #102

Metro area	RGI	RGI Rank	Population	Income per capita	Restaurant sales	Sales per capita	Sales as % of income	Total restaurants	Sales per restaurant
Connecticut									
Hartford-West Hartford	103	147	1,194,996	\$32,670	\$2,061,364,061	\$1,725	5.28%	2,750	\$749,587
STATE TOTAL	80	38	3,514,291	\$34,940	\$5,520,023,098	\$1,571	4.50%	8,633	\$639,410
District of Columbia									
Washington (includes VA-MD-WV)	123	91	5,389,073	\$40,290	\$11,291,519,063	\$2,095	5.20%	11,500	\$981,871
STATE TOTAL	552	1	591,721	\$38,709	\$2,573,100,052	\$4,349	11.23%	2,258	\$1,139,548
Maine									
Portland	119	106	515,756	\$28,906	\$898,368,000	\$1,742	6.03%	1,464	\$613,639
STATE TOTAL	85	33	1,322,295	\$25,216	\$1,822,777,999	\$1,378	5.47%	3,226	\$565,027
Maryland									
Baltimore-Towson	121	97	2,684,167	\$32,240	\$4,981,726,097	\$1,856	5.76%	5,708	\$872,762
STATE TOTAL	94	27	5,662,381	\$33,563	\$9,434,372,054	\$1,666	4.96%	11,449	\$824,035
Massachusetts									
Barnstable Town	278	8	220,592	\$33,532	\$633,118,985	\$2,870	8.56%	879	\$720,272
Boston-Cambridge-Quincy	153	40	4,495,827	\$35,269	\$9,832,504,166	\$2,187	6.20%	11,109	\$885,094
Pittsfield	129	72	128,851	\$27,767	\$228,948,989	\$1,777	6.40%	424	\$539,974
Worcester	110	132	784,843	\$29,945	\$1,340,012,024	\$1,707	5.70%	1,767	\$758,354
STATE TOTAL	145	4	6,459,022	\$32,738	\$13,251,912,095	\$2,052	6.27%	16,138	\$821,162
New Jersey									
Atlantic City-Hammonton	330	4	273,172	\$26,767	\$762,938,003	\$2,793	10.43%	853	\$894,417
Ocean City	411	3	94,877	\$30,759	\$317,269,002	\$3,344	10.87%	587	\$540,492
STATE TOTAL	86	31	8,716,677	\$33,387	\$13,900,352,884	\$1,595	4.78%	22,373	\$621,300



Metro area	RGI	RGI Rank	Population	Income per capita	Restaurant sales	Sales per capita	Sales as % of income	Total restaurants	Sales per restaurant
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New York

Buffalo-Niagara Falls	106	139	1,118,864	\$24,688	\$1,703,128,943	\$1,522	6.17%	2,713	\$627,766
Ithaca	149	45	101,702	\$24,167	\$181,493,994	\$1,785	7.38%	239	\$759,389
STATE TOTAL	93	28	19,327,336	\$28,927	\$29,871,735,064	\$1,546	5.34%	51,959	\$574,910

Pennsylvania

Altoona	113	124	125,002	\$21,612	\$183,778,999	\$1,470	6.80%	293	\$627,232
Erie	109	135	278,431	\$21,368	\$398,668,990	\$1,432	6.70%	631	\$631,805
Pittsburgh	116	117	2,340,283	\$26,144	\$3,838,506,135	\$1,640	6.27%	5,747	\$667,915
Scranton-Wilkes-Barre	135	63	548,769	\$23,181	\$913,437,073	\$1,665	7.18%	1,792	\$509,731
State College	172	29	146,142	\$22,313	\$268,913,011	\$1,840	8.25%	277	\$970,805
STATE TOTAL	84	35	12,466,774	\$26,123	\$17,342,895,054	\$1,391	5.33%	29,295	\$592,009

Rhode Island

Providence (includes MA)	119	102	1,596,507	\$27,630	\$2,726,406,009	\$1,708	6.18%	4,178	\$652,562
STATE TOTAL	127	8	1,053,539	\$27,874	\$1,864,828,001	\$1,770	6.35%	2,939	\$634,511

Vermont

Burlington-South Burlington	121	100	208,681	\$28,196	\$361,783,004	\$1,734	6.15%	492	\$735,331
STATE TOTAL	78	41	622,552	\$26,518	\$841,470,039	\$1,352	5.10%	1,500	\$560,980

Restaurant Growth Index

MIDWEST



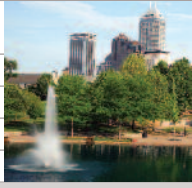
Madison, WI #128

Metro area	RGI	RGI Rank	Population	Income per capita	Restaurant sales	Sales per capita	Sales as % of income	Total restaurants	Sales per restaurant
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Illinois

Chicago (includes IN-WI)	119	103	9,602,177	\$28,691	\$16,699,733,508	\$1,739	6.06%	21,968	\$760,185
Davenport-Moline (includes IA)	111	130	377,277	\$24,337	\$583,736,016	\$1,547	6.36%	959	\$608,692
Springfield	274	9	207,464	\$26,904	\$529,985,985	\$2,555	9.50%	563	\$941,361
STATE TOTAL	110	13	12,937,547	\$27,234	\$21,015,945,389	\$1,624	5.96%	29,741	\$706,632

Metro area	RGI	RGI Rank	Population	Income per capita	Restaurant sales	Sales per capita	Sales as % of income	Total restaurants	Sales per restaurant
Indiana									
Bloomington	127	77	185,496	\$21,429	\$287,495,997	\$1,550	7.23%	376	\$764,617
Indianapolis-Carmel	136	61	1,729,120	\$27,835	\$3,162,803,956	\$1,829	6.57%	3,622	\$873,220
Muncie	118	109	114,474	\$21,552	\$171,668,990	\$1,500	6.96%	228	\$752,934
Terre Haute	115	122	169,192	\$20,250	\$242,304,004	\$1,432	7.07%	384	\$631,000
STATE TOTAL	94	24	6,402,310	\$24,096	\$9,056,238,924	\$1,415	5.87%	13,177	\$687,276



Iowa

Dubuque	110	134	93,212	\$24,012	\$142,256,012	\$1,526	6.36%	247	\$575,935
Sioux City (includes NE-SD)	107	138	143,191	\$22,169	\$206,976,994	\$1,445	6.52%	338	\$612,358
STATE TOTAL	65	49	3,005,471	\$24,426	\$3,558,258,134	\$1,184	4.85%	7,042	\$505,291

Kansas

Lawrence	125	83	115,693	\$23,910	\$188,402,998	\$1,628	6.81%	263	\$716,361
STATE TOTAL	62	50	2,796,713	\$24,717	\$3,246,355,001	\$1,161	4.70%	5,949	\$545,698

Michigan

Bay City	172	28	106,824	\$22,581	\$198,049,000	\$1,854	8.21%	248	\$798,585
Kalamazoo-Portage	120	101	324,443	\$23,384	\$511,479,993	\$1,576	6.74%	696	\$734,885
Lansing-East Lansing	103	149	456,633	\$24,479	\$681,103,011	\$1,492	6.09%	938	\$726,123
Saginaw-Saginaw Township North	119	104	199,747	\$21,557	\$300,950,984	\$1,507	6.99%	404	\$744,928
STATE TOTAL	83	36	10,061,459	\$24,655	\$13,573,310,381	\$1,349	5.47%	20,839	\$651,342

Minnesota

Minneapolis (includes WI)	112	129	3,258,197	\$31,665	\$5,757,068,047	\$1,767	5.58%	6,043	\$952,684
St. Cloud, MN	127	75	187,683	\$24,290	\$310,529,995	\$1,655	6.81%	389	\$798,278
STATE TOTAL	92	30	5,252,398	\$28,491	\$8,011,656,952	\$1,525	5.35%	10,210	\$784,687



North Dakota

Grand Forks (includes MN)	140	54	97,775	\$21,913	\$160,756,002	\$1,644	7.50%	207	\$776,599
STATE TOTAL	74	44	641,138	\$23,577	\$798,931,017	\$1,246	5.29%	1,790	\$446,330

Ohio

Canton-Massillon	112	127	406,723	\$23,370	\$620,061,046	\$1,525	6.52%	869	\$713,534
Cincinnati-Middletown (includes KY-IN)	117	113	2,155,524	\$27,440	\$3,631,938,047	\$1,685	6.14%	4,395	\$826,380
Cleveland-Elyria-Mentor	104	140	2,082,449	\$26,441	\$3,249,262,081	\$1,560	5.90%	4,982	\$652,200
Columbus	187	21	1,780,823	\$27,457	\$3,790,380,055	\$2,128	7.75%	4,094	\$925,838
Dayton	146	49	832,094	\$25,128	\$1,498,010,950	\$1,800	7.16%	1,775	\$843,950
Lima	212	17	104,719	\$21,900	\$212,105,988	\$2,025	9.25%	234	\$906,436
Sandusky	173	27	76,877	\$25,623	\$152,366,011	\$1,982	7.74%	234	\$651,137
Toledo	122	92	648,286	\$24,580	\$1,057,646,968	\$1,631	6.64%	1,618	\$653,676
STATE TOTAL	111	11	11,473,716	\$24,848	\$17,931,438,057	\$1,563	6.29%	24,989	\$717,573



South Dakota

Rapid City	139	55	121,772	\$23,307	\$206,385,005	\$1,695	7.27%	284	\$726,708
Sioux Falls	139	56	235,564	\$24,910	\$412,512,016	\$1,751	7.03%	477	\$864,805
STATE TOTAL	85	32	806,373	\$22,249	\$1,045,641,052	\$1,297	5.83%	1,819	\$574,844

Wisconsin

Appleton	108	137	220,931	\$27,005	\$354,287,984	\$1,604	5.94%	589	\$601,508
Madison	112	128	558,735	\$30,274	\$966,667,983	\$1,730	5.71%	1,521	\$635,548
Milwaukee-Waukesha-W. Allis	103	150	1,538,623	\$27,682	\$2,440,275,036	\$1,586	5.73%	3,751	\$650,567
STATE TOTAL	79	40	5,645,489	\$25,751	\$7,583,537,921	\$1,343	5.22%	15,712	\$482,659



Metro area	RGI	RGI Rank	Metro area	RGI	RGI Rank	Metro area	RGI	RGI Rank
FORT WALTON BEACH, FL	577	1	JACKSON, MS	157	37	COLUMBUS, GA-AL	152	42
MYRTLE BEACH, SC	469	2	SANTA BARBARA, CA	157	38	PARKERSBURG-MARIETTA-VIENNA, WV	151	43
OCEAN CITY, NJ	411	3	BOULDER, CO	154	39	KNOXVILLE, TN	150	44
ATLANTIC CITY-HAMMONTON, NJ	330	4	BOSTON-CAMBRIDGE-QUINCY, MA-NH	153	40	ITHACA, NY	149	45
FLAGSTAFF, AZ	329	5	SAN DIEGO-CARLSBAD, CA	152	41	COLUMBIA, MO	148	46
HONOLULU, HI	308	6						
LAS VEGAS-PARADISE, NV	296	7						
BARNSTABLE TOWN, MA	278	8						
SPRINGFIELD, IL	274	9						
JACKSON, TN	274	10						
PANAMA CITY-LYNN HAVEN, FL	273	11						
NAPA, CA	269	12						
ORLANDO-KISSIMEE, FL	265	13						
BRUNSWICK, GA	262	14						
LAFAYETTE, LA	243	15						
OWENSBORO, KY	242	16						
LIMA, OH	212	17						
VALDOSTA, GA	209	18						
ROME, GA	196	19						
ANCHORAGE, AK	195	20						
COLUMBUS, OH	187	21						
HATTIESBURG, MS	185	22						
NAPLES-MARCO ISLAND, FL	183	23						
CHARLESTON, SC	182	24						
CORPUS CHRISTI, TX	181	25						
BURLINGTON, NC	176	26						
SANDUSKY, OH	173	27						
BAY CITY, MI	172	28						
STATE COLLEGE, PA	172	29						
TEXARKANA, TX-TEXARKANA, AR	171	30						
MISSOULA, MT	170	31						
CHARLOTTESVILLE, VA	164	32						
SAVANNAH, GA	163	33						
SANTA FE, NM	160	34						
CASPER, WY	160	35						
NEW ORLEANS-METAIRIE-KENNER, LA	158	36						

Your customers expect the freshest... but 60% of the garlic used in foodservice is Chinese.

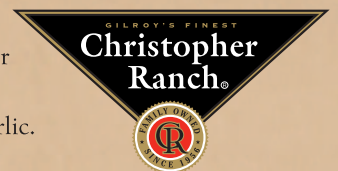


ALL garlic IS NOT CREATED equal®

Consumers have demanded Chinese garlic be removed from all major supermarkets. Their reasons are mainly food safety.

Your reasons should be the fresher, longer-lasting flavor of Christopher Ranch Heirloom garlic.

Specify California-grown Christopher Ranch Heirloom garlic. Visit: www.ChristopherRanch.com



Metro area	RGI	RGI Rank	Metro area	RGI	RGI Rank	Metro area	RGI	RGI Rank
DELTONA-DAYTONA BEACH, FL	147	47	LAWRENCE, KS	125	83	EUGENE-SPRINGFIELD, OR	116	119
JACKSONVILLE, FL	146	48	PENSACOLA-FERRY PASS-BRENT, FL	125	84	DOTHAN, AL	115	120
DAYTON, OH	146	49	AMARILLO, TX	125	85	HARRISONBURG, VA	115	121
BOWLING GREEN, KY	146	50	OCALA, FL	125	86	TERRE HAUTE, IN	115	122
SAN ANTONIO, TX	143	51	DENVER-AURORA-BROOMFIELD, CO	125	87	VIRGINIA BEACH, VA-NC	114	123
BILLINGS, MT	143	52	WILMINGTON, NC	125	88	ALTOONA, PA	113	124
GREAT FALLS, MT	141	53	CHARLOTTE-GASTONIA, NC-SC	124	89	DURHAM-CHAPEL HILL, NC	113	125
GRAND FORKS, ND-MN	140	54	HOT SPRINGS, AR	124	90	BRADENTON-SARASOTA-VENICE, FL	113	126
RAPID CITY, SD	139	55	WASHINGTON, DC-VA-MD-WV	123	91	CANTON-MASSILLON, OH	112	127
SIOUX FALLS, SD	139	56	TOLEDO, OH	122	92	MADISON, WI	112	128
RENO-SPARKS, NV	138	57	CAPE CORAL-FORT MYERS, FL	122	93	MINNEAPOLIS, MN-WI	112	129
FORT COLLINS-LOVELAND, CO	138	58	LAKE HAVASU CITY-KINGMAN, AZ	121	94	DAVENPORT-MOLINE, IA-IL	111	130
WACO, TX	137	59	LAREDO, TX	121	95	FAIRBANKS, AK	110	131
ASHEVILLE, NC	136	60	WICHITA FALLS, TX	121	96	WORCESTER, MA	110	132
INDIANAPOLIS-CARMEL, IN	136	61	BALTIMORE-TOWSON, MD	121	97	LAWTON, OK	110	133
MIAMI-FORT LAUDERDALE, FL	136	62	ELIZABETHTOWN, KY	121	98	DUBUQUE, IA	110	134
SCRANTON—WILKES-BARRE, PA	135	63	SPRINGFIELD, MO	121	99	ERIE, PA	109	135
LEXINGTON-FAYETTE, KY	135	64	BURLINGTON-SOUTH BURLINGTON, VT	121	100	MEMPHIS, TN-MS-AR	108	136
TALLAHASSEE, FL	134	65	KALAMAZOO-PORTAGE, MI	120	101	APPLETON, WI	108	137
CHEYENNE, WY	133	66	PROVIDENCE, RI-MA	119	102	SIOUX CITY, IA-NE-SD	107	138
CHATTANOOGA, TN-GA	133	67	CHICAGO, IL-IN-WI	119	103	BUFFALO-NIAGARA FALLS, NY	106	139
ALBUQUERQUE, NM	132	68	SAGINAW-SAGINAW TOWNSHIP NORTH, MI	119	104	CLEVELAND-ELYRIA-MENTOR, OH	104	140
COLLEGE STATION-BRYAN, TX	131	69	SAN LUIS OBISPO-PASO ROBLES, CA	119	105	COEUR D'ALENE, ID	104	141
JACKSONVILLE, NC	131	70	PORTLAND, ME	119	106	LITTLE ROCK, AR	104	142
DALLAS-FORT WORTH-ARLINGTON, TX	129	71	PORTLAND-VANCOUVER, OR-WA	119	107	SALINAS, CA	103	143
PITTSFIELD, MA	129	72	ATLANTA-SANDY SPRINGS, GA	119	108	MONROE, LA	103	144
SAN FRANCISCO-OAKLAND, CA	128	73	MUNCIE, IN	118	109	NASHVILLE-DAVIDSON, TN	103	145
MEDFORD, OR	128	74	WARNER ROBINS, GA	118	110	COLORADO SPRINGS, CO	103	146
ST. CLOUD, MN	127	75	ROANOKE, VA	117	111	HARTFORD-WEST HARTFORD, CT	103	147
WHEELING, WV-OH	127	76	CARSON CITY, NV	117	112	GREENVILLE, NC	103	148
BLOOMINGTON, IN	127	77	CINCINNATI-MIDDLETOWN, OH-KY-IN	117	113	LANSING-EAST LANSING, MI	103	149
ABILENE, TX	127	78	WINCHESTER, VA-WV	117	114	MILWAUKEE-WAUKESHA-W. ALLIS, WI	103	150
ST. LOUIS, MO-IL	126	79	TAMPA-ST. PETERSBURG, FL	117	115			
ATHENS-CLARKE COUNTY, GA	126	80	PALM BAY-MELBOURNE, FL	116	116			
AUSTIN-ROUND ROCK, TX	126	81	PITTSBURGH, PA	116	117			
BEND, OR	126	82	LOS ANGELES-LONG BEACH, CA	116	118			

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