



# Restaurant Market Potential

Shoppes at Forest Green  
10023 Forest Green Blvd, Louisville, Kentucky, 40223  
Ring: 1 mile radius

Prepared by Charlotte Hollkamp  
Latitude: 38.26339  
Longitude: -85.57101

Demographic Summary		2019	2024
Population		9,526	9,928
Population 18+		7,399	7,745
Households		3,760	3,916
Median Household Income		\$94,715	\$106,702
Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Went to family restaurant/steak house in last 6 mo	5,813	78.6%	105
Went to family restaurant/steak house 4+ times/mo	2,139	28.9%	109
Spent at family restaurant/30 days: <\$1-30	694	9.4%	116
Spent at family restaurant/30 days: \$31-50	718	9.7%	101
Spent at family restaurant/30 days: \$51-100	1,129	15.3%	103
Spent at family restaurant/30 days: \$101-200	803	10.9%	116
Family restaurant/steak house last 6 months: breakfast	1,138	15.4%	116
Family restaurant/steak house last 6 months: lunch	1,543	20.9%	108
Family restaurant/steak house last 6 months: dinner	3,862	52.2%	113
Family restaurant/steak house last 6 months: snack	124	1.7%	85
Family restaurant/steak house last 6 months: weekday	2,715	36.7%	120
Family restaurant/steak house last 6 months: weekend	3,283	44.4%	107
Fam rest/steak hse/6 months: Applebee` s	1,557	21.0%	96
Fam rest/steak hse/6 months: Bob Evans Farms	228	3.1%	99
Fam rest/steak hse/6 months: Buffalo Wild Wings	806	10.9%	104
Fam rest/steak hse/6 months: California Pizza Kitchen	293	4.0%	144
Fam rest/steak hse/6 months: Carrabba` s Italian Grill	227	3.1%	106
Fam rest/steak hse/6 months: The Cheesecake Factory	656	8.9%	121
Fam rest/steak hse/6 months: Chili` s Grill & Bar	853	11.5%	106
Fam rest/steak hse/6 months: CiCi` s	118	1.6%	56
Fam rest/steak hse/6 months: Cracker Barrel	785	10.6%	97
Fam rest/steak hse/6 months: Denny` s	564	7.6%	91
Fam rest/steak hse/6 months: Golden Corral	357	4.8%	69
Fam rest/steak hse/6 months: IHOP	776	10.5%	104
Fam rest/steak hse/6 months: Logan` s Roadhouse	178	2.4%	76
Fam rest/steak hse/6 months: LongHorn Steakhouse	379	5.1%	99
Fam rest/steak hse/6 months: Olive Garden	1,316	17.8%	107
Fam rest/steak hse/6 months: Outback Steakhouse	775	10.5%	127
Fam rest/steak hse/6 months: Red Lobster	628	8.5%	87
Fam rest/steak hse/6 months: Red Robin	577	7.8%	112
Fam rest/steak hse/6 months: Ruby Tuesday	354	4.8%	104
Fam rest/steak hse/6 months: Texas Roadhouse	727	9.8%	99
Fam rest/steak hse/6 months: T.G.I. Friday` s	428	5.8%	106
Fam rest/steak hse/6 months: Waffle House	346	4.7%	81
Went to fast food/drive-in restaurant in last 6 months	6,742	91.1%	100
Went to fast food/drive-in restaurant 9+ times/month	2,818	38.1%	97
Spent at fast food restaurant/30 days: <\$1-10	390	5.3%	117
Spent at fast food restaurant/30 days: \$11-\$20	790	10.7%	99
Spent at fast food restaurant/30 days: \$21-\$40	1,272	17.2%	106
Spent at fast food restaurant/30 days: \$41-\$50	662	8.9%	102
Spent at fast food restaurant/30 days: \$51-\$100	1,212	16.4%	99
Spent at fast food restaurant/30 days: \$101-\$200	612	8.3%	101
Spent at fast food restaurant/30 days: \$201+	254	3.4%	112

**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 GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2019 and 2024.

December 31, 2019



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10023 Forest Green Blvd, Louisville, Kentucky, 40223  
Ring: 1 mile radius

Prepared by Charlotte Hollkamp  
Latitude: 38.26339  
Longitude: -85.57101

Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Fast food/drive-in last 6 months: eat in	2,797	37.8%	102
Fast food/drive-in last 6 months: home delivery	593	8.0%	93
Fast food/drive-in last 6 months: take-out/drive-thru	3,517	47.5%	101
Fast food/drive-in last 6 months: take-out/walk-in	1,776	24.0%	115
Fast food/drive-in last 6 months: breakfast	2,644	35.7%	101
Fast food/drive-in last 6 months: lunch	3,875	52.4%	104
Fast food/drive-in last 6 months: dinner	3,582	48.4%	104
Fast food/drive-in last 6 months: snack	889	12.0%	102
Fast food/drive-in last 6 months: weekday	4,675	63.2%	107
Fast food/drive-in last 6 months: weekend	3,525	47.6%	101
Fast food/drive-in last 6 months: A & W	155	2.1%	73
Fast food/drive-in last 6 months: Arby's	1,309	17.7%	100
Fast food/drive-in last 6 months: Baskin-Robbins	227	3.1%	93
Fast food/drive-in last 6 months: Boston Market	253	3.4%	111
Fast food/drive-in last 6 months: Burger King	1,923	26.0%	87
Fast food/drive-in last 6 months: Captain D's	193	2.6%	70
Fast food/drive-in last 6 months: Carl's Jr.	368	5.0%	83
Fast food/drive-in last 6 months: Checkers	134	1.8%	55
Fast food/drive-in last 6 months: Chick-fil-A	2,002	27.1%	113
Fast food/drive-in last 6 months: Chipotle Mex. Grill	1,158	15.7%	126
Fast food/drive-in last 6 months: Chuck E. Cheese's	174	2.4%	80
Fast food/drive-in last 6 months: Church's Fr. Chicken	157	2.1%	60
Fast food/drive-in last 6 months: Cold Stone Creamery	218	2.9%	100
Fast food/drive-in last 6 months: Dairy Queen	1,205	16.3%	101
Fast food/drive-in last 6 months: Del Taco	270	3.6%	94
Fast food/drive-in last 6 months: Domino's Pizza	855	11.6%	91
Fast food/drive-in last 6 months: Dunkin' Donuts	1,058	14.3%	105
Went to Five Guys in last 6 months	867	11.7%	125
Fast food/drive-in last 6 months: Hardee's	381	5.1%	77
Fast food/drive-in last 6 months: Jack in the Box	488	6.6%	88
Went to Jimmy John's in last 6 months	523	7.1%	117
Fast food/drive-in last 6 months: KFC	1,242	16.8%	82
Fast food/drive-in last 6 months: Krispy Kreme	466	6.3%	106
Fast food/drive-in last 6 months: Little Caesars	786	10.6%	79
Fast food/drive-in last 6 months: Long John Silver's	173	2.3%	66
Fast food/drive-in last 6 months: McDonald's	3,761	50.8%	96
Went to Panda Express in last 6 months	702	9.5%	98
Fast food/drive-in last 6 months: Panera Bread	1,285	17.4%	137
Fast food/drive-in last 6 months: Papa John's	658	8.9%	100
Fast food/drive-in last 6 months: Papa Murphy's	484	6.5%	138
Fast food/drive-in last 6 months: Pizza Hut	906	12.2%	71
Fast food/drive-in last 6 months: Popeyes Chicken	570	7.7%	85
Fast food/drive-in last 6 months: Sonic Drive-In	785	10.6%	88
Fast food/drive-in last 6 months: Starbucks	1,703	23.0%	123
Fast food/drive-in last 6 months: Steak 'n Shake	394	5.3%	96
Fast food/drive-in last 6 months: Subway	1,991	26.9%	104
Fast food/drive-in last 6 months: Taco Bell	2,103	28.4%	99
Fast food/drive-in last 6 months: Wendy's	1,905	25.7%	101
Fast food/drive-in last 6 months: Whataburger	278	3.8%	72
Fast food/drive-in last 6 months: White Castle	228	3.1%	100
Went to fine dining restaurant last month	1,134	15.3%	146
Went to fine dining restaurant 3+ times last month	325	4.4%	140

**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 GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2019 and 2024.

December 31, 2019



# Restaurant Market Potential

Shoppes at Forest Green  
10023 Forest Green Blvd, Louisville, Kentucky, 40223  
Ring: 3 mile radius

Prepared by Charlotte Hollkamp  
Latitude: 38.26339  
Longitude: -85.57101

Demographic Summary		2019	2024
Population		73,725	76,292
Population 18+		59,135	61,584
Households		32,554	33,664
Median Household Income		\$78,327	\$90,268
		Expected Number of	
Product/Consumer Behavior	Adults	Percent	MPI
Went to family restaurant/steak house in last 6 mo	46,065	77.9%	104
Went to family restaurant/steak house 4+ times/mo	16,572	28.0%	106
Spent at family restaurant/30 days: <\$1-30	5,325	9.0%	112
Spent at family restaurant/30 days: \$31-50	6,118	10.3%	108
Spent at family restaurant/30 days: \$51-100	8,951	15.1%	102
Spent at family restaurant/30 days: \$101-200	6,146	10.4%	111
Family restaurant/steak house last 6 months: breakfast	8,778	14.8%	112
Family restaurant/steak house last 6 months: lunch	12,004	20.3%	105
Family restaurant/steak house last 6 months: dinner	29,932	50.6%	109
Family restaurant/steak house last 6 months: snack	1,198	2.0%	103
Family restaurant/steak house last 6 months: weekday	20,429	34.5%	113
Family restaurant/steak house last 6 months: weekend	26,261	44.4%	107
Fam rest/steak hse/6 months: Applebee`s	12,450	21.1%	96
Fam rest/steak hse/6 months: Bob Evans Farms	1,749	3.0%	95
Fam rest/steak hse/6 months: Buffalo Wild Wings	6,566	11.1%	106
Fam rest/steak hse/6 months: California Pizza Kitchen	1,962	3.3%	121
Fam rest/steak hse/6 months: Carrabba`s Italian Grill	2,039	3.4%	120
Fam rest/steak hse/6 months: The Cheesecake Factory	5,122	8.7%	118
Fam rest/steak hse/6 months: Chili`s Grill & Bar	6,527	11.0%	102
Fam rest/steak hse/6 months: CiCi`s	1,295	2.2%	77
Fam rest/steak hse/6 months: Cracker Barrel	6,461	10.9%	100
Fam rest/steak hse/6 months: Denny`s	4,337	7.3%	87
Fam rest/steak hse/6 months: Golden Corral	3,029	5.1%	74
Fam rest/steak hse/6 months: IHOP	6,195	10.5%	104
Fam rest/steak hse/6 months: Logan`s Roadhouse	1,458	2.5%	78
Fam rest/steak hse/6 months: LongHorn Steakhouse	3,281	5.5%	107
Fam rest/steak hse/6 months: Olive Garden	10,711	18.1%	109
Fam rest/steak hse/6 months: Outback Steakhouse	5,774	9.8%	118
Fam rest/steak hse/6 months: Red Lobster	5,192	8.8%	90
Fam rest/steak hse/6 months: Red Robin	4,592	7.8%	112
Fam rest/steak hse/6 months: Ruby Tuesday	2,957	5.0%	108
Fam rest/steak hse/6 months: Texas Roadhouse	6,277	10.6%	107
Fam rest/steak hse/6 months: T.G.I. Friday`s	3,359	5.7%	104
Fam rest/steak hse/6 months: Waffle House	3,075	5.2%	90
Went to fast food/drive-in restaurant in last 6 months	54,024	91.4%	101
Went to fast food/drive-in restaurant 9+ times/month	22,307	37.7%	96
Spent at fast food restaurant/30 days: <\$1-10	3,123	5.3%	117
Spent at fast food restaurant/30 days: \$11-\$20	6,438	10.9%	101
Spent at fast food restaurant/30 days: \$21-\$40	9,959	16.8%	104
Spent at fast food restaurant/30 days: \$41-\$50	5,651	9.6%	109
Spent at fast food restaurant/30 days: \$51-\$100	9,423	15.9%	96
Spent at fast food restaurant/30 days: \$101-\$200	4,782	8.1%	99
Spent at fast food restaurant/30 days: \$201+	1,917	3.2%	106

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December 31, 2019



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Shoppes at Forest Green  
10023 Forest Green Blvd, Louisville, Kentucky, 40223  
Ring: 3 mile radius

Prepared by Charlotte Hollkamp  
Latitude: 38.26339  
Longitude: -85.57101

Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Fast food/drive-in last 6 months: eat in	22,251	37.6%	101
Fast food/drive-in last 6 months: home delivery	4,871	8.2%	95
Fast food/drive-in last 6 months: take-out/drive-thru	28,256	47.8%	102
Fast food/drive-in last 6 months: take-out/walk-in	13,750	23.3%	112
Fast food/drive-in last 6 months: breakfast	21,320	36.1%	101
Fast food/drive-in last 6 months: lunch	30,933	52.3%	104
Fast food/drive-in last 6 months: dinner	28,536	48.3%	104
Fast food/drive-in last 6 months: snack	7,235	12.2%	104
Fast food/drive-in last 6 months: weekday	37,036	62.6%	106
Fast food/drive-in last 6 months: weekend	28,436	48.1%	102
Fast food/drive-in last 6 months: A & W	1,441	2.4%	85
Fast food/drive-in last 6 months: Arby's	10,148	17.2%	97
Fast food/drive-in last 6 months: Baskin-Robbins	1,871	3.2%	95
Fast food/drive-in last 6 months: Boston Market	1,945	3.3%	106
Fast food/drive-in last 6 months: Burger King	15,686	26.5%	89
Fast food/drive-in last 6 months: Captain D's	1,672	2.8%	76
Fast food/drive-in last 6 months: Carl's Jr.	2,810	4.8%	80
Fast food/drive-in last 6 months: Checkers	1,301	2.2%	66
Fast food/drive-in last 6 months: Chick-fil-A	16,220	27.4%	114
Fast food/drive-in last 6 months: Chipotle Mex. Grill	9,166	15.5%	124
Fast food/drive-in last 6 months: Chuck E. Cheese's	1,426	2.4%	82
Fast food/drive-in last 6 months: Church's Fr. Chicken	1,480	2.5%	71
Fast food/drive-in last 6 months: Cold Stone Creamery	1,731	2.9%	100
Fast food/drive-in last 6 months: Dairy Queen	9,308	15.7%	97
Fast food/drive-in last 6 months: Del Taco	1,943	3.3%	85
Fast food/drive-in last 6 months: Domino's Pizza	6,942	11.7%	93
Fast food/drive-in last 6 months: Dunkin' Donuts	8,953	15.1%	111
Went to Five Guys in last 6 months	6,584	11.1%	119
Fast food/drive-in last 6 months: Hardee's	3,057	5.2%	78
Fast food/drive-in last 6 months: Jack in the Box	3,560	6.0%	80
Went to Jimmy John's in last 6 months	4,259	7.2%	120
Fast food/drive-in last 6 months: KFC	10,201	17.3%	84
Fast food/drive-in last 6 months: Krispy Kreme	3,770	6.4%	107
Fast food/drive-in last 6 months: Little Caesars	6,551	11.1%	83
Fast food/drive-in last 6 months: Long John Silver's	1,518	2.6%	72
Fast food/drive-in last 6 months: McDonald's	30,032	50.8%	96
Went to Panda Express in last 6 months	5,451	9.2%	95
Fast food/drive-in last 6 months: Panera Bread	10,136	17.1%	135
Fast food/drive-in last 6 months: Papa John's	5,183	8.8%	99
Fast food/drive-in last 6 months: Papa Murphy's	3,449	5.8%	123
Fast food/drive-in last 6 months: Pizza Hut	8,180	13.8%	80
Fast food/drive-in last 6 months: Popeyes Chicken	4,584	7.8%	85
Fast food/drive-in last 6 months: Sonic Drive-In	6,512	11.0%	92
Fast food/drive-in last 6 months: Starbucks	13,549	22.9%	123
Fast food/drive-in last 6 months: Steak 'n Shake	3,278	5.5%	100
Fast food/drive-in last 6 months: Subway	15,587	26.4%	102
Fast food/drive-in last 6 months: Taco Bell	16,417	27.8%	96
Fast food/drive-in last 6 months: Wendy's	15,325	25.9%	102
Fast food/drive-in last 6 months: Whataburger	2,409	4.1%	78
Fast food/drive-in last 6 months: White Castle	1,848	3.1%	102
Went to fine dining restaurant last month	8,635	14.6%	139
Went to fine dining restaurant 3+ times last month	2,496	4.2%	135

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December 31, 2019



## Restaurant Market Potential

Shoppes at Forest Green  
10023 Forest Green Blvd, Louisville, Kentucky, 40223  
Ring: 5 mile radius

Prepared by Charlotte Hollkamp  
Latitude: 38.26339  
Longitude: -85.57101

Demographic Summary		2019	2024
Population		189,101	196,232
Population 18+		149,908	156,548
Households		81,527	84,571
Median Household Income		\$81,837	\$94,808
		Expected Number of	
Product/Consumer Behavior	Adults	Percent	MPI
Went to family restaurant/steak house in last 6 mo	117,585	78.4%	105
Went to family restaurant/steak house 4+ times/mo	42,531	28.4%	107
Spent at family restaurant/30 days: <\$1-30	13,139	8.8%	109
Spent at family restaurant/30 days: \$31-50	15,274	10.2%	106
Spent at family restaurant/30 days: \$51-100	23,338	15.6%	105
Spent at family restaurant/30 days: \$101-200	15,888	10.6%	113
Family restaurant/steak house last 6 months: breakfast	22,038	14.7%	110
Family restaurant/steak house last 6 months: lunch	30,864	20.6%	106
Family restaurant/steak house last 6 months: dinner	76,339	50.9%	110
Family restaurant/steak house last 6 months: snack	2,976	2.0%	101
Family restaurant/steak house last 6 months: weekday	51,383	34.3%	112
Family restaurant/steak house last 6 months: weekend	67,396	45.0%	108
Fam rest/steak hse/6 months: Applebee` s	31,335	20.9%	95
Fam rest/steak hse/6 months: Bob Evans Farms	4,591	3.1%	99
Fam rest/steak hse/6 months: Buffalo Wild Wings	16,911	11.3%	108
Fam rest/steak hse/6 months: California Pizza Kitchen	5,079	3.4%	123
Fam rest/steak hse/6 months: Carrabba` s Italian Grill	5,294	3.5%	123
Fam rest/steak hse/6 months: The Cheesecake Factory	13,506	9.0%	123
Fam rest/steak hse/6 months: Chili` s Grill & Bar	17,138	11.4%	106
Fam rest/steak hse/6 months: CiCi` s	3,390	2.3%	79
Fam rest/steak hse/6 months: Cracker Barrel	16,702	11.1%	102
Fam rest/steak hse/6 months: Denny` s	11,084	7.4%	88
Fam rest/steak hse/6 months: Golden Corral	8,017	5.3%	77
Fam rest/steak hse/6 months: IHOP	15,925	10.6%	106
Fam rest/steak hse/6 months: Logan` s Roadhouse	3,870	2.6%	81
Fam rest/steak hse/6 months: LongHorn Steakhouse	8,435	5.6%	109
Fam rest/steak hse/6 months: Olive Garden	27,396	18.3%	110
Fam rest/steak hse/6 months: Outback Steakhouse	14,425	9.6%	117
Fam rest/steak hse/6 months: Red Lobster	13,538	9.0%	93
Fam rest/steak hse/6 months: Red Robin	11,878	7.9%	114
Fam rest/steak hse/6 months: Ruby Tuesday	7,264	4.8%	105
Fam rest/steak hse/6 months: Texas Roadhouse	15,973	10.7%	108
Fam rest/steak hse/6 months: T.G.I. Friday` s	8,548	5.7%	105
Fam rest/steak hse/6 months: Waffle House	7,816	5.2%	90
Went to fast food/drive-in restaurant in last 6 months	137,478	91.7%	101
Went to fast food/drive-in restaurant 9+ times/month	57,675	38.5%	98
Spent at fast food restaurant/30 days: <\$1-10	7,705	5.1%	114
Spent at fast food restaurant/30 days: \$11-\$20	16,250	10.8%	100
Spent at fast food restaurant/30 days: \$21-\$40	25,182	16.8%	103
Spent at fast food restaurant/30 days: \$41-\$50	14,309	9.5%	109
Spent at fast food restaurant/30 days: \$51-\$100	24,444	16.3%	99
Spent at fast food restaurant/30 days: \$101-\$200	12,717	8.5%	104
Spent at fast food restaurant/30 days: \$201+	4,978	3.3%	108

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Shoppes at Forest Green  
10023 Forest Green Blvd, Louisville, Kentucky, 40223  
Ring: 5 mile radius

Prepared by Charlotte Hollkamp  
Latitude: 38.26339  
Longitude: -85.57101

Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Fast food/drive-in last 6 months: eat in	57,044	38.1%	102
Fast food/drive-in last 6 months: home delivery	12,523	8.4%	97
Fast food/drive-in last 6 months: take-out/drive-thru	72,772	48.5%	103
Fast food/drive-in last 6 months: take-out/walk-in	34,781	23.2%	111
Fast food/drive-in last 6 months: breakfast	54,214	36.2%	102
Fast food/drive-in last 6 months: lunch	78,808	52.6%	104
Fast food/drive-in last 6 months: dinner	72,937	48.7%	105
Fast food/drive-in last 6 months: snack	18,720	12.5%	106
Fast food/drive-in last 6 months: weekday	94,278	62.9%	106
Fast food/drive-in last 6 months: weekend	73,039	48.7%	103
Fast food/drive-in last 6 months: A & W	3,731	2.5%	87
Fast food/drive-in last 6 months: Arby's	26,288	17.5%	99
Fast food/drive-in last 6 months: Baskin-Robbins	4,976	3.3%	100
Fast food/drive-in last 6 months: Boston Market	4,937	3.3%	107
Fast food/drive-in last 6 months: Burger King	40,301	26.9%	90
Fast food/drive-in last 6 months: Captain D's	4,186	2.8%	75
Fast food/drive-in last 6 months: Carl's Jr.	7,283	4.9%	81
Fast food/drive-in last 6 months: Checkers	3,435	2.3%	69
Fast food/drive-in last 6 months: Chick-fil-A	42,082	28.1%	117
Fast food/drive-in last 6 months: Chipotle Mex. Grill	23,523	15.7%	126
Fast food/drive-in last 6 months: Chuck E. Cheese's	3,572	2.4%	81
Fast food/drive-in last 6 months: Church's Fr. Chicken	3,626	2.4%	68
Fast food/drive-in last 6 months: Cold Stone Creamery	4,597	3.1%	104
Fast food/drive-in last 6 months: Dairy Queen	23,752	15.8%	98
Fast food/drive-in last 6 months: Del Taco	5,085	3.4%	88
Fast food/drive-in last 6 months: Domino's Pizza	17,888	11.9%	94
Fast food/drive-in last 6 months: Dunkin' Donuts	23,032	15.4%	113
Went to Five Guys in last 6 months	16,706	11.1%	119
Fast food/drive-in last 6 months: Hardee's	7,749	5.2%	78
Fast food/drive-in last 6 months: Jack in the Box	9,416	6.3%	84
Went to Jimmy John's in last 6 months	10,994	7.3%	122
Fast food/drive-in last 6 months: KFC	26,362	17.6%	86
Fast food/drive-in last 6 months: Krispy Kreme	9,202	6.1%	103
Fast food/drive-in last 6 months: Little Caesars	17,004	11.3%	85
Fast food/drive-in last 6 months: Long John Silver's	3,933	2.6%	74
Fast food/drive-in last 6 months: McDonald's	76,589	51.1%	97
Went to Panda Express in last 6 months	14,397	9.6%	99
Fast food/drive-in last 6 months: Panera Bread	25,673	17.1%	135
Fast food/drive-in last 6 months: Papa John's	13,651	9.1%	103
Fast food/drive-in last 6 months: Papa Murphy's	8,393	5.6%	118
Fast food/drive-in last 6 months: Pizza Hut	21,867	14.6%	84
Fast food/drive-in last 6 months: Popeyes Chicken	11,792	7.9%	86
Fast food/drive-in last 6 months: Sonic Drive-In	16,865	11.3%	94
Fast food/drive-in last 6 months: Starbucks	34,153	22.8%	122
Fast food/drive-in last 6 months: Steak 'n Shake	8,386	5.6%	101
Fast food/drive-in last 6 months: Subway	39,120	26.1%	101
Fast food/drive-in last 6 months: Taco Bell	41,647	27.8%	96
Fast food/drive-in last 6 months: Wendy's	38,961	26.0%	102
Fast food/drive-in last 6 months: Whataburger	6,765	4.5%	86
Fast food/drive-in last 6 months: White Castle	4,507	3.0%	98
Went to fine dining restaurant last month	21,856	14.6%	139
Went to fine dining restaurant 3+ times last month	6,422	4.3%	137

**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 GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2019 and 2024.

December 31, 2019