



## Restaurant Market Potential

4208 Bishop Lane, Louisville, KY, 40218  
Oriental Garden  
Ring: 1 mile radius

Prepared by Charlotte Hollkamp  
Latitude: 38.20047  
Longitude: -85.68667

Demographic Summary		2019	2024
Population		9,597	9,668
Population 18+		7,706	7,789
Households		4,502	4,526
Median Household Income		\$45,816	\$52,315
Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Went to family restaurant/steak house in last 6 mo	5,724	74.3%	99
Went to family restaurant/steak house 4+ times/mo	1,903	24.7%	93
Spent at family restaurant/30 days: <\$1-30	706	9.2%	114
Spent at family restaurant/30 days: \$31-50	759	9.8%	102
Spent at family restaurant/30 days: \$51-100	1,138	14.8%	100
Spent at family restaurant/30 days: \$101-200	575	7.5%	79
Family restaurant/steak house last 6 months: breakfast	1,001	13.0%	98
Family restaurant/steak house last 6 months: lunch	1,435	18.6%	96
Family restaurant/steak house last 6 months: dinner	3,491	45.3%	98
Family restaurant/steak house last 6 months: snack	161	2.1%	107
Family restaurant/steak house last 6 months: weekday	2,383	30.9%	101
Family restaurant/steak house last 6 months: weekend	3,092	40.1%	97
Fam rest/steak hse/6 months: Applebee` s	1,697	22.0%	101
Fam rest/steak hse/6 months: Bob Evans Farms	268	3.5%	112
Fam rest/steak hse/6 months: Buffalo Wild Wings	677	8.8%	84
Fam rest/steak hse/6 months: California Pizza Kitchen	204	2.6%	96
Fam rest/steak hse/6 months: Carrabba` s Italian Grill	245	3.2%	110
Fam rest/steak hse/6 months: The Cheesecake Factory	493	6.4%	87
Fam rest/steak hse/6 months: Chili` s Grill & Bar	692	9.0%	83
Fam rest/steak hse/6 months: CiCi` s	207	2.7%	94
Fam rest/steak hse/6 months: Cracker Barrel	878	11.4%	104
Fam rest/steak hse/6 months: Denny` s	603	7.8%	93
Fam rest/steak hse/6 months: Golden Corral	574	7.4%	107
Fam rest/steak hse/6 months: IHOP	708	9.2%	92
Fam rest/steak hse/6 months: Logan` s Roadhouse	254	3.3%	104
Fam rest/steak hse/6 months: LongHorn Steakhouse	368	4.8%	92
Fam rest/steak hse/6 months: Olive Garden	1,242	16.1%	97
Fam rest/steak hse/6 months: Outback Steakhouse	646	8.4%	102
Fam rest/steak hse/6 months: Red Lobster	705	9.1%	94
Fam rest/steak hse/6 months: Red Robin	443	5.7%	83
Fam rest/steak hse/6 months: Ruby Tuesday	438	5.7%	123
Fam rest/steak hse/6 months: Texas Roadhouse	772	10.0%	101
Fam rest/steak hse/6 months: T.G.I. Friday` s	436	5.7%	104
Fam rest/steak hse/6 months: Waffle House	414	5.4%	93
Went to fast food/drive-in restaurant in last 6 months	7,084	91.9%	101
Went to fast food/drive-in restaurant 9+ times/month	2,859	37.1%	95
Spent at fast food restaurant/30 days: <\$1-10	395	5.1%	113
Spent at fast food restaurant/30 days: \$11-\$20	917	11.9%	110
Spent at fast food restaurant/30 days: \$21-\$40	1,357	17.6%	108
Spent at fast food restaurant/30 days: \$41-\$50	632	8.2%	94
Spent at fast food restaurant/30 days: \$51-\$100	1,147	14.9%	90
Spent at fast food restaurant/30 days: \$101-\$200	529	6.9%	84
Spent at fast food restaurant/30 days: \$201+	195	2.5%	82

**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.

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Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Fast food/drive-in last 6 months: eat in	2,704	35.1%	94
Fast food/drive-in last 6 months: home delivery	605	7.9%	91
Fast food/drive-in last 6 months: take-out/drive-thru	3,667	47.6%	101
Fast food/drive-in last 6 months: take-out/walk-in	1,611	20.9%	100
Fast food/drive-in last 6 months: breakfast	2,750	35.7%	100
Fast food/drive-in last 6 months: lunch	3,928	51.0%	101
Fast food/drive-in last 6 months: dinner	3,436	44.6%	96
Fast food/drive-in last 6 months: snack	848	11.0%	93
Fast food/drive-in last 6 months: weekday	4,646	60.3%	102
Fast food/drive-in last 6 months: weekend	3,453	44.8%	95
Fast food/drive-in last 6 months: A & W	233	3.0%	106
Fast food/drive-in last 6 months: Arby's	1,388	18.0%	102
Fast food/drive-in last 6 months: Baskin-Robbins	246	3.2%	96
Fast food/drive-in last 6 months: Boston Market	285	3.7%	120
Fast food/drive-in last 6 months: Burger King	2,354	30.5%	103
Fast food/drive-in last 6 months: Captain D's	324	4.2%	113
Fast food/drive-in last 6 months: Carl's Jr.	387	5.0%	84
Fast food/drive-in last 6 months: Checkers	245	3.2%	96
Fast food/drive-in last 6 months: Chick-fil-A	1,678	21.8%	91
Fast food/drive-in last 6 months: Chipotle Mex. Grill	907	11.8%	94
Fast food/drive-in last 6 months: Chuck E. Cheese's	202	2.6%	89
Fast food/drive-in last 6 months: Church's Fr. Chicken	268	3.5%	98
Fast food/drive-in last 6 months: Cold Stone Creamery	213	2.8%	94
Fast food/drive-in last 6 months: Dairy Queen	1,287	16.7%	103
Fast food/drive-in last 6 months: Del Taco	240	3.1%	80
Fast food/drive-in last 6 months: Domino's Pizza	923	12.0%	95
Fast food/drive-in last 6 months: Dunkin' Donuts	1,035	13.4%	99
Went to Five Guys in last 6 months	670	8.7%	93
Fast food/drive-in last 6 months: Hardee's	546	7.1%	107
Fast food/drive-in last 6 months: Jack in the Box	443	5.7%	77
Went to Jimmy John's in last 6 months	460	6.0%	99
Fast food/drive-in last 6 months: KFC	1,543	20.0%	97
Fast food/drive-in last 6 months: Krispy Kreme	395	5.1%	86
Fast food/drive-in last 6 months: Little Caesars	999	13.0%	97
Fast food/drive-in last 6 months: Long John Silver's	274	3.6%	100
Fast food/drive-in last 6 months: McDonald's	4,026	52.2%	99
Went to Panda Express in last 6 months	580	7.5%	78
Fast food/drive-in last 6 months: Panera Bread	963	12.5%	98
Fast food/drive-in last 6 months: Papa John's	628	8.1%	92
Fast food/drive-in last 6 months: Papa Murphy's	366	4.7%	100
Fast food/drive-in last 6 months: Pizza Hut	1,219	15.8%	91
Fast food/drive-in last 6 months: Popeyes Chicken	650	8.4%	93
Fast food/drive-in last 6 months: Sonic Drive-In	970	12.6%	105
Fast food/drive-in last 6 months: Starbucks	1,376	17.9%	96
Fast food/drive-in last 6 months: Steak 'n Shake	486	6.3%	114
Fast food/drive-in last 6 months: Subway	1,958	25.4%	99
Fast food/drive-in last 6 months: Taco Bell	2,290	29.7%	103
Fast food/drive-in last 6 months: Wendy's	1,969	25.6%	100
Fast food/drive-in last 6 months: Whataburger	294	3.8%	73
Fast food/drive-in last 6 months: White Castle	231	3.0%	98
Went to fine dining restaurant last month	793	10.3%	98
Went to fine dining restaurant 3+ times last month	227	2.9%	94

**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.

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## Restaurant Market Potential

4208 Bishop Lane, Louisville, KY, 40218  
Oriental Garden  
Ring: 3 mile radius

Prepared by Charlotte Hollkamp  
Latitude: 38.20047  
Longitude: -85.68667

Demographic Summary		2019	2024
Population		93,687	94,616
Population 18+		74,753	75,591
Households		40,762	41,120
Median Household Income		\$52,057	\$59,456
Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Went to family restaurant/steak house in last 6 mo	55,862	74.7%	100
Went to family restaurant/steak house 4+ times/mo	19,686	26.3%	99
Spent at family restaurant/30 days: <\$1-30	6,378	8.5%	106
Spent at family restaurant/30 days: \$31-50	7,696	10.3%	107
Spent at family restaurant/30 days: \$51-100	10,630	14.2%	96
Spent at family restaurant/30 days: \$101-200	6,108	8.2%	87
Family restaurant/steak house last 6 months: breakfast	10,770	14.4%	108
Family restaurant/steak house last 6 months: lunch	14,349	19.2%	99
Family restaurant/steak house last 6 months: dinner	34,931	46.7%	101
Family restaurant/steak house last 6 months: snack	1,417	1.9%	97
Family restaurant/steak house last 6 months: weekday	23,584	31.5%	103
Family restaurant/steak house last 6 months: weekend	31,093	41.6%	100
Fam rest/steak hse/6 months: Applebee` s	16,578	22.2%	101
Fam rest/steak hse/6 months: Bob Evans Farms	2,808	3.8%	121
Fam rest/steak hse/6 months: Buffalo Wild Wings	7,894	10.6%	101
Fam rest/steak hse/6 months: California Pizza Kitchen	1,727	2.3%	84
Fam rest/steak hse/6 months: Carrabba` s Italian Grill	2,463	3.3%	114
Fam rest/steak hse/6 months: The Cheesecake Factory	4,960	6.6%	91
Fam rest/steak hse/6 months: Chili` s Grill & Bar	7,641	10.2%	94
Fam rest/steak hse/6 months: CiCi` s	2,217	3.0%	104
Fam rest/steak hse/6 months: Cracker Barrel	8,315	11.1%	102
Fam rest/steak hse/6 months: Denny` s	5,769	7.7%	92
Fam rest/steak hse/6 months: Golden Corral	5,359	7.2%	103
Fam rest/steak hse/6 months: IHOP	7,589	10.2%	101
Fam rest/steak hse/6 months: Logan` s Roadhouse	2,397	3.2%	101
Fam rest/steak hse/6 months: LongHorn Steakhouse	4,017	5.4%	104
Fam rest/steak hse/6 months: Olive Garden	12,369	16.5%	99
Fam rest/steak hse/6 months: Outback Steakhouse	6,153	8.2%	100
Fam rest/steak hse/6 months: Red Lobster	7,463	10.0%	103
Fam rest/steak hse/6 months: Red Robin	4,534	6.1%	87
Fam rest/steak hse/6 months: Ruby Tuesday	3,624	4.8%	105
Fam rest/steak hse/6 months: Texas Roadhouse	7,510	10.0%	102
Fam rest/steak hse/6 months: T.G.I. Friday` s	4,417	5.9%	108
Fam rest/steak hse/6 months: Waffle House	4,680	6.3%	108
Went to fast food/drive-in restaurant in last 6 months	68,278	91.3%	101
Went to fast food/drive-in restaurant 9+ times/month	28,663	38.3%	98
Spent at fast food restaurant/30 days: <\$1-10	3,845	5.1%	114
Spent at fast food restaurant/30 days: \$11-\$20	8,237	11.0%	102
Spent at fast food restaurant/30 days: \$21-\$40	12,876	17.2%	106
Spent at fast food restaurant/30 days: \$41-\$50	6,883	9.2%	105
Spent at fast food restaurant/30 days: \$51-\$100	11,692	15.6%	95
Spent at fast food restaurant/30 days: \$101-\$200	5,547	7.4%	91
Spent at fast food restaurant/30 days: \$201+	1,878	2.5%	82

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4208 Bishop Lane, Louisville, KY, 40218  
Oriental Garden  
Ring: 3 mile radius

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Longitude: -85.68667

Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Fast food/drive-in last 6 months: eat in	26,689	35.7%	96
Fast food/drive-in last 6 months: home delivery	6,322	8.5%	98
Fast food/drive-in last 6 months: take-out/drive-thru	36,791	49.2%	105
Fast food/drive-in last 6 months: take-out/walk-in	16,214	21.7%	104
Fast food/drive-in last 6 months: breakfast	27,221	36.4%	102
Fast food/drive-in last 6 months: lunch	38,653	51.7%	103
Fast food/drive-in last 6 months: dinner	35,742	47.8%	103
Fast food/drive-in last 6 months: snack	8,551	11.4%	97
Fast food/drive-in last 6 months: weekday	45,477	60.8%	103
Fast food/drive-in last 6 months: weekend	35,113	47.0%	99
Fast food/drive-in last 6 months: A & W	2,235	3.0%	104
Fast food/drive-in last 6 months: Arby's	15,309	20.5%	116
Fast food/drive-in last 6 months: Baskin-Robbins	2,192	2.9%	88
Fast food/drive-in last 6 months: Boston Market	2,173	2.9%	94
Fast food/drive-in last 6 months: Burger King	23,423	31.3%	105
Fast food/drive-in last 6 months: Captain D's	3,154	4.2%	114
Fast food/drive-in last 6 months: Carl's Jr.	3,159	4.2%	71
Fast food/drive-in last 6 months: Checkers	2,929	3.9%	118
Fast food/drive-in last 6 months: Chick-fil-A	17,465	23.4%	97
Fast food/drive-in last 6 months: Chipotle Mex. Grill	9,300	12.4%	100
Fast food/drive-in last 6 months: Chuck E. Cheese's	2,111	2.8%	96
Fast food/drive-in last 6 months: Church's Fr. Chicken	3,185	4.3%	120
Fast food/drive-in last 6 months: Cold Stone Creamery	1,962	2.6%	89
Fast food/drive-in last 6 months: Dairy Queen	12,631	16.9%	104
Fast food/drive-in last 6 months: Del Taco	2,068	2.8%	71
Fast food/drive-in last 6 months: Domino's Pizza	9,610	12.9%	102
Fast food/drive-in last 6 months: Dunkin' Donuts	9,926	13.3%	97
Went to Five Guys in last 6 months	6,738	9.0%	96
Fast food/drive-in last 6 months: Hardee's	5,274	7.1%	106
Fast food/drive-in last 6 months: Jack in the Box	4,302	5.8%	77
Went to Jimmy John's in last 6 months	5,302	7.1%	118
Fast food/drive-in last 6 months: KFC	15,576	20.8%	101
Fast food/drive-in last 6 months: Krispy Kreme	4,210	5.6%	95
Fast food/drive-in last 6 months: Little Caesars	10,431	14.0%	104
Fast food/drive-in last 6 months: Long John Silver's	2,973	4.0%	112
Fast food/drive-in last 6 months: McDonald's	39,521	52.9%	100
Went to Panda Express in last 6 months	6,074	8.1%	84
Fast food/drive-in last 6 months: Panera Bread	9,886	13.2%	104
Fast food/drive-in last 6 months: Papa John's	6,795	9.1%	103
Fast food/drive-in last 6 months: Papa Murphy's	4,200	5.6%	118
Fast food/drive-in last 6 months: Pizza Hut	12,650	16.9%	98
Fast food/drive-in last 6 months: Popeyes Chicken	7,076	9.5%	104
Fast food/drive-in last 6 months: Sonic Drive-In	9,347	12.5%	104
Fast food/drive-in last 6 months: Starbucks	13,312	17.8%	95
Fast food/drive-in last 6 months: Steak 'n Shake	5,040	6.7%	121
Fast food/drive-in last 6 months: Subway	19,087	25.5%	99
Fast food/drive-in last 6 months: Taco Bell	22,788	30.5%	106
Fast food/drive-in last 6 months: Wendy's	20,192	27.0%	106
Fast food/drive-in last 6 months: Whataburger	2,739	3.7%	70
Fast food/drive-in last 6 months: White Castle	2,817	3.8%	123
Went to fine dining restaurant last month	7,862	10.5%	100
Went to fine dining restaurant 3+ times last month	2,434	3.3%	104

**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.

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## Restaurant Market Potential

4208 Bishop Lane, Louisville, KY, 40218  
Oriental Garden  
Ring: 5 mile radius

Prepared by Charlotte Hollkamp  
Latitude: 38.20047  
Longitude: -85.68667

Demographic Summary		2019	2024
Population		260,724	266,936
Population 18+		210,777	216,056
Households		116,614	119,439
Median Household Income		\$50,538	\$57,615
		Expected Number of	
Product/Consumer Behavior	Adults	Percent	MPI
Went to family restaurant/steak house in last 6 mo	157,035	74.5%	99
Went to family restaurant/steak house 4+ times/mo	55,423	26.3%	99
Spent at family restaurant/30 days: <\$1-30	19,015	9.0%	112
Spent at family restaurant/30 days: \$31-50	21,781	10.3%	107
Spent at family restaurant/30 days: \$51-100	29,390	13.9%	94
Spent at family restaurant/30 days: \$101-200	17,720	8.4%	89
Family restaurant/steak house last 6 months: breakfast	29,400	13.9%	105
Family restaurant/steak house last 6 months: lunch	40,976	19.4%	101
Family restaurant/steak house last 6 months: dinner	98,098	46.5%	101
Family restaurant/steak house last 6 months: snack	4,254	2.0%	103
Family restaurant/steak house last 6 months: weekday	65,762	31.2%	102
Family restaurant/steak house last 6 months: weekend	88,251	41.9%	101
Fam rest/steak hse/6 months: Applebee`s	46,525	22.1%	101
Fam rest/steak hse/6 months: Bob Evans Farms	7,654	3.6%	117
Fam rest/steak hse/6 months: Buffalo Wild Wings	23,357	11.1%	106
Fam rest/steak hse/6 months: California Pizza Kitchen	4,859	2.3%	84
Fam rest/steak hse/6 months: Carrabba`s Italian Grill	7,128	3.4%	117
Fam rest/steak hse/6 months: The Cheesecake Factory	14,159	6.7%	92
Fam rest/steak hse/6 months: Chili`s Grill & Bar	21,249	10.1%	93
Fam rest/steak hse/6 months: CiCi`s	6,433	3.1%	107
Fam rest/steak hse/6 months: Cracker Barrel	23,075	10.9%	100
Fam rest/steak hse/6 months: Denny`s	16,395	7.8%	92
Fam rest/steak hse/6 months: Golden Corral	14,817	7.0%	101
Fam rest/steak hse/6 months: IHOP	21,061	10.0%	100
Fam rest/steak hse/6 months: Logan`s Roadhouse	6,485	3.1%	97
Fam rest/steak hse/6 months: LongHorn Steakhouse	11,783	5.6%	108
Fam rest/steak hse/6 months: Olive Garden	34,416	16.3%	98
Fam rest/steak hse/6 months: Outback Steakhouse	17,123	8.1%	99
Fam rest/steak hse/6 months: Red Lobster	21,461	10.2%	105
Fam rest/steak hse/6 months: Red Robin	13,929	6.6%	95
Fam rest/steak hse/6 months: Ruby Tuesday	9,803	4.7%	101
Fam rest/steak hse/6 months: Texas Roadhouse	21,837	10.4%	105
Fam rest/steak hse/6 months: T.G.I. Friday`s	11,979	5.7%	104
Fam rest/steak hse/6 months: Waffle House	12,618	6.0%	103
Went to fast food/drive-in restaurant in last 6 months	192,447	91.3%	101
Went to fast food/drive-in restaurant 9+ times/month	80,844	38.4%	98
Spent at fast food restaurant/30 days: <\$1-10	10,917	5.2%	115
Spent at fast food restaurant/30 days: \$11-\$20	23,486	11.1%	103
Spent at fast food restaurant/30 days: \$21-\$40	36,094	17.1%	105
Spent at fast food restaurant/30 days: \$41-\$50	19,101	9.1%	104
Spent at fast food restaurant/30 days: \$51-\$100	33,666	16.0%	97
Spent at fast food restaurant/30 days: \$101-\$200	15,607	7.4%	90
Spent at fast food restaurant/30 days: \$201+	5,409	2.6%	84

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Latitude: 38.20047  
Longitude: -85.68667

Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Fast food/drive-in last 6 months: eat in	76,890	36.5%	98
Fast food/drive-in last 6 months: home delivery	18,678	8.9%	103
Fast food/drive-in last 6 months: take-out/drive-thru	102,691	48.7%	104
Fast food/drive-in last 6 months: take-out/walk-in	44,877	21.3%	102
Fast food/drive-in last 6 months: breakfast	75,399	35.8%	101
Fast food/drive-in last 6 months: lunch	108,118	51.3%	102
Fast food/drive-in last 6 months: dinner	101,463	48.1%	104
Fast food/drive-in last 6 months: snack	24,580	11.7%	99
Fast food/drive-in last 6 months: weekday	126,819	60.2%	101
Fast food/drive-in last 6 months: weekend	100,393	47.6%	101
Fast food/drive-in last 6 months: A & W	6,893	3.3%	114
Fast food/drive-in last 6 months: Arby's	42,160	20.0%	113
Fast food/drive-in last 6 months: Baskin-Robbins	6,045	2.9%	87
Fast food/drive-in last 6 months: Boston Market	6,229	3.0%	96
Fast food/drive-in last 6 months: Burger King	65,420	31.0%	104
Fast food/drive-in last 6 months: Captain D's	8,128	3.9%	104
Fast food/drive-in last 6 months: Carl's Jr.	9,230	4.4%	73
Fast food/drive-in last 6 months: Checkers	7,562	3.6%	108
Fast food/drive-in last 6 months: Chick-fil-A	50,532	24.0%	100
Fast food/drive-in last 6 months: Chipotle Mex. Grill	26,164	12.4%	100
Fast food/drive-in last 6 months: Chuck E. Cheese's	5,837	2.8%	94
Fast food/drive-in last 6 months: Church's Fr. Chicken	8,123	3.9%	109
Fast food/drive-in last 6 months: Cold Stone Creamery	5,881	2.8%	95
Fast food/drive-in last 6 months: Dairy Queen	36,099	17.1%	106
Fast food/drive-in last 6 months: Del Taco	6,082	2.9%	74
Fast food/drive-in last 6 months: Domino's Pizza	27,571	13.1%	103
Fast food/drive-in last 6 months: Dunkin' Donuts	27,507	13.1%	96
Went to Five Guys in last 6 months	19,363	9.2%	98
Fast food/drive-in last 6 months: Hardee's	15,348	7.3%	110
Fast food/drive-in last 6 months: Jack in the Box	11,685	5.5%	74
Went to Jimmy John's in last 6 months	15,002	7.1%	118
Fast food/drive-in last 6 months: KFC	44,638	21.2%	103
Fast food/drive-in last 6 months: Krispy Kreme	12,250	5.8%	98
Fast food/drive-in last 6 months: Little Caesars	29,326	13.9%	104
Fast food/drive-in last 6 months: Long John Silver's	8,218	3.9%	110
Fast food/drive-in last 6 months: McDonald's	112,294	53.3%	101
Went to Panda Express in last 6 months	17,889	8.5%	88
Fast food/drive-in last 6 months: Panera Bread	27,090	12.9%	101
Fast food/drive-in last 6 months: Papa John's	20,140	9.6%	108
Fast food/drive-in last 6 months: Papa Murphy's	11,867	5.6%	118
Fast food/drive-in last 6 months: Pizza Hut	35,507	16.8%	97
Fast food/drive-in last 6 months: Popeyes Chicken	18,909	9.0%	99
Fast food/drive-in last 6 months: Sonic Drive-In	25,878	12.3%	102
Fast food/drive-in last 6 months: Starbucks	36,526	17.3%	93
Fast food/drive-in last 6 months: Steak 'n Shake	13,933	6.6%	119
Fast food/drive-in last 6 months: Subway	53,970	25.6%	99
Fast food/drive-in last 6 months: Taco Bell	64,814	30.8%	107
Fast food/drive-in last 6 months: Wendy's	56,623	26.9%	105
Fast food/drive-in last 6 months: Whataburger	8,383	4.0%	76
Fast food/drive-in last 6 months: White Castle	7,477	3.5%	115
Went to fine dining restaurant last month	21,816	10.4%	98
Went to fine dining restaurant 3+ times last month	6,632	3.1%	101

**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