

Epic Plaza 12910 Factory Ln, Louisville, Kentucky, 40245 Ring: 1 mile radius Prepared by Charlotte Hollkamp Latitude: 38.28821

Longitude: -85.51154

Demographic Summary		2019	2024
Population		4,267	4,503
Population 18+		3,111	3,284
Households		1,857	1,984
Median Household Income		\$109,381	\$121,727
	Expected Number of		
Product/Consumer Behavior	Adults	Percent	MPI
Went to family restaurant/steak house in last 6 mo	2,577	82.8%	110
Went to family restaurant/steak house 4+ times/mo	1,015	32.6%	123
Spent at family restaurant/30 days: <\$1-30	240	7.7%	96
Spent at family restaurant/30 days: \$31-50	297	9.5%	99
Spent at family restaurant/30 days: \$51-100	523	16.8%	113
Spent at family restaurant/30 days: \$101-200	388	12.5%	133
Family restaurant/steak house last 6 months: breakfast	455	14.6%	110
Family restaurant/steak house last 6 months: lunch	707	22.7%	117
Family restaurant/steak house last 6 months: dinner	1,671	53.7%	116
Family restaurant/steak house last 6 months: snack	68	2.2%	111
Family restaurant/steak house last 6 months: weekday	1,021	32.8%	107
Family restaurant/steak house last 6 months: weekend	1,522	48.9%	118
Fam rest/steak hse/6 months: Applebee`s	624	20.1%	92
Fam rest/steak hse/6 months: Bob Evans Farms	78	2.5%	81
Fam rest/steak hse/6 months: Buffalo Wild Wings	449	14.4%	138
Fam rest/steak hse/6 months: California Pizza Kitchen	112	3.6%	131
Fam rest/steak hse/6 months: Carrabba`s Italian Grill	135	4.3%	151
Fam rest/steak hse/6 months: The Cheesecake Factory	350	11.3%	154
Fam rest/steak hse/6 months: Chili`s Grill & Bar	497	16.0%	148
Fam rest/steak hse/6 months: CiCi`s	95	3.1%	107
Fam rest/steak hse/6 months: Cracker Barrel	354	11.4%	104
Fam rest/steak hse/6 months: Denny`s	305	9.8%	116
Fam rest/steak hse/6 months: Golden Corral	190	6.1%	88
Fam rest/steak hse/6 months: IHOP	402	12.9%	129
Fam rest/steak hse/6 months: Logan`s Roadhouse	79	2.5%	80
Fam rest/steak hse/6 months: LongHorn Steakhouse	197	6.3%	122
Fam rest/steak hse/6 months: Olive Garden	650	20.9%	125
Fam rest/steak hse/6 months: Outback Steakhouse	312	10.0%	122
Fam rest/steak hse/6 months: Red Lobster	343	11.0%	114
Fam rest/steak hse/6 months: Red Robin	271	8.7%	125
Fam rest/steak hse/6 months: Ruby Tuesday	151	4.9%	105
Fam rest/steak hse/6 months: Texas Roadhouse	400	12.9%	130
Fam rest/steak hse/6 months: T.G.I. Friday`s	197	6.3%	116
Fam rest/steak hse/6 months: Waffle House	167	5.4%	93
Went to fast food/drive-in restaurant in last 6 months	2,911	93.6%	103
Went to fast food/drive-in restaurant 9+ times/month	1,349	43.4%	110
Spent at fast food restaurant/30 days: <\$1-10	117	3.8%	83
Spent at fast food restaurant/30 days: \$11-\$20	297	9.5%	88
Spent at fast food restaurant/30 days: \$21-\$40	489	15.7%	97
Spent at fast food restaurant/30 days: \$41-\$50	271	8.7%	100
Spent at fast food restaurant/30 days: \$51-\$100	562	18.1%	109
Spent at fast food restaurant/30 days: \$101-\$200	374	12.0%	147
Spent at fast food restaurant/30 days: \$201+	150	4.8%	157

**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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Epic Plaza 12910 Factory Ln, Louisville, Kentucky, 40245

Ring: 1 mile radius

Product\(Consumer Behavior   1,237   39,8%   107     Fast rood/drive-in last 6 months: eat in   1,237   39,8%   107     Fast rood/drive-in last 6 months: the root fellowry   323   10,4%   120     Fast rood/drive-in last 6 months: the root fellowry   323   10,4%   120     Fast rood/drive-in last 6 months: take-out\/valk-in   783   25,2%   121     Fast rood/drive-in last 6 months: lunch   1,166   55,3%   110     Fast rood/drive-in last 6 months: lunch   1,716   55,3%   110     Fast rood/drive-in last 6 months: lunch   1,716   55,3%   110     Fast rood/drive-in last 6 months: lunch   1,716   55,3%   110     Fast rood/drive-in last 6 months: lunch   1,716   55,3%   110     Fast rood/drive-in last 6 months: weekady   2,051   65,9%   111     Fast rood/drive-in last 6 months: weekady   2,051   65,9%   111     Fast rood/drive-in last 6 months: weekady   2,051   65,9%   111     Fast rood/drive-in last 6 months: weekady   79   2,5%   89     Fast rood/drive-in last 6 months: Arby   5   508   15,3%   93     Fast rood/drive-in last 6 months: Arby   5   508   15,3%   93     Fast rood/drive-in last 6 months: Soston Market   97   3,1%   101     Fast rood/drive-in last 6 months: Soston Market   97   3,1%   101     Fast rood/drive-in last 6 months: Captain D's   58   1,9%   50     Fast rood/drive-in last 6 months: Captain D's   58   1,9%   50     Fast rood/drive-in last 6 months: Captain D's   58   1,9%   50     Fast rood/drive-in last 6 months: Captain D's   58   1,9%   50     Fast rood/drive-in last 6 months: Checkers   66   2,1%   64     Fast rood/drive-in last 6 months: Checker   1,21   3,0.6%   165     Fast rood/drive-in last 6 months: Checker   1,21   3,0.6%   165     Fast rood/drive-in last 6 months: Checker   1,21   3,0.6%   165     Fast rood/drive-in last 6 months: Checker   1,21   3,0.6%   165     Fast rood/drive-in last 6 months: Checker   1,21   3,0.6%   165     Fast rood/drive-in last 6 months: Checker   1,21   3,0.6%   165     Fast rood/drive-in last 6 months: Checker   1,21   3,0.6%   165     Fast rood/drive-in		Expected Number of		
Fast food/drive-in last 6 months: both of white state in the state out/drive-in last 6 months: take out/drive-in last 6 months: breakfast	Product/Consumer Behavior	•	Percent	MPI
Fast food/drive-in last 6 months: take-out/favil-vin Fast food/drive-in last 6 months: take-out/favil-vin Fast food/drive-in last 6 months: take-out/favil-vin Fast food/drive-in last 6 months: take-out/walk-in Fast food/drive-in last 6 months: broke-fast 1,166 Fast food/drive-in last 6 months: lunch Fast food/drive-in last 6 months: lunch Fast food/drive-in last 6 months: lunch Fast food/drive-in last 6 months: seekday 2,051 Fast food/drive-in last 6 months: weekday 2,051 Fast food/drive-in last 6 months: weekday 2,051 Fast food/drive-in last 6 months: weekedy 3,071 Fast food/drive-in last 6 months: weekedy 4,091 Fast food/drive-in last 6 months: weekedy 5,091 Fast food/drive-in last 6 months: Weekend 1,701 Fast food/drive-in last 6 months: Baskin-Fobbins 1,002 Fast food/drive-in last 6 months: Boston Market 7,003 Fast food/drive-in last 6 months: Boston Market 7,004 Fast food/drive-in last 6 months: Boston Market 7,004 Fast food/drive-in last 6 months: Captain D's Fast food/drive-in last 6 months: Checkers 66 2,1% Fast food/drive-in last 6 months: Checkers 86 Fast food/drive-in last 6 months: Checkers 87 Fast food/drive-in last 6 months: Checkers 88 Fast food/drive-in last 6 months: Checkers 89 Fast food/drive-in last 6 months: Checkers 80 Fast food/drive-in last 6 months: Checkers 81 Fast food/drive-in last 6 months: Checkers 81 Fast food/drive-in last 6 months: Checkers 83 Fast food/drive-in last 6 months: Checkers 84 Fast food/drive-in last 6 months: Checkers 84 Fast food/drive-in last 6 months: Dainy Queen Fas				
Fast food/drive-in last 6 months: take-out/drive-thru   1,666   53,6%   124     Fast food/drive-in last 6 months: breakfast   1,166   37,5%   105     Fast food/drive-in last 6 months: breakfast   1,166   37,5%   105     Fast food/drive-in last 6 months: dinner   1,657   53,3%   115     Fast food/drive-in last 6 months: dinner   1,657   53,3%   115     Fast food/drive-in last 6 months: dinner   1,657   53,3%   115     Fast food/drive-in last 6 months: weekday   2,051   65,5%   116     Fast food/drive-in last 6 months: weekeday   2,051   65,5%   116     Fast food/drive-in last 6 months: weekeday   79   2,5%   89     Fast food/drive-in last 6 months: 48 W   79   2,5%   89     Fast food/drive-in last 6 months: 48 W   79   2,5%   89     Fast food/drive-in last 6 months: 48 W   79   2,5%   89     Fast food/drive-in last 6 months: 84,6%   80     Fast food/drive-in last 6 months: 64,6%   80     Fast food/drive-in last 6 months: Church 64,6%   80     Fast food/drive-in last 6 months: Branch 64,6%   80     Fast food/drive-in last 6 months: Branch 64,6%   80     Fast food/drive-i	·			
Fast food/drive-in last 6 months: teles-out/walk-in   783   25,2%   121     Fast food/drive-in last 6 months: lunch   1,716   55,2%   110     Fast food/drive-in last 6 months: lunch   1,716   55,2%   110     Fast food/drive-in last 6 months: dinner   1,657   53,3%   115     Fast food/drive-in last 6 months: snack   442   14,2%   120     Fast food/drive-in last 6 months: weekend   1,701   54,7%   116     Fast food/drive-in last 6 months: weekend   1,701   54,7%   116     Fast food/drive-in last 6 months: A & W   79   2,5%   58     Fast food/drive-in last 6 months: A & W   79   2,5%   83     Fast food/drive-in last 6 months: A & W   79   2,5%   83     Fast food/drive-in last 6 months: A & W   79   2,5%   83     Fast food/drive-in last 6 months: Baskin-Robbins   126   4,1%   122     Fast food/drive-in last 6 months: Baskin-Robbins   126   4,1%   122     Fast food/drive-in last 6 months: Baskin-Robbins   126   4,1%   122     Fast food/drive-in last 6 months: Baskin-Robbins   128   1,2%   1,2%   1,2%     Fast food/drive-in last 6 months: Baskin-Robbins   1,2%   1,2%   1,2%   1,2%   1,2%     Fast food/drive-in last 6 months: Capital D's   1,2%	•			
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Fast food/drive-in last 6 months: Boston Market   97   3,1%   88     Fast food/drive-in last 6 months: Captain D'S   58   1,9%   50     Fast food/drive-in last 6 months: Captain D'S   58   1,9%   50     Fast food/drive-in last 6 months: Captain D'S   238   7,7%   128     Fast food/drive-in last 6 months: Checkers   66   2,1%   64     Fast food/drive-in last 6 months: Checkers   66   2,1%   64     Fast food/drive-in last 6 months: Chickerid-IA   1,231   39,6%   165     Fast food/drive-in last 6 months: Chickerid-IA   1,231   39,6%   150     Fast food/drive-in last 6 months: Chicker Chicken   94   3,0%   81     Fast food/drive-in last 6 months: Chuck E. Cheese's   101   3,2%   111     Fast food/drive-in last 6 months: Chuck E. Cheese's   101   3,2%   118     Fast food/drive-in last 6 months: Chuck E. Cheese's   101   3,2%   118     Fast food/drive-in last 6 months: Dairy Queen   504   16,2%   100     Fast food/drive-in last 6 months: Del Taco   133   4,3%   110     Fast food/drive-in last 6 months: Del Taco   133   4,3%   110     Fast food/drive-in last 6 months: Del Taco   133   4,3%   110     Fast food/drive-in last 6 months: Dumino's Pizza   468   15,0%   119     Fast food/drive-in last 6 months: Dumino's Pizza   468   15,0%   119     Fast food/drive-in last 6 months: Dumino's Pizza   488   15,0%   119     Fast food/drive-in last 6 months: Dumino's Pizza   488   15,0%   138     Fast food/drive-in last 6 months: Dumino's Pizza   488   15,0%   138     Fast food/drive-in last 6 months: Hardee's   131   4,2%   63     Fast food/drive-in last 6 months: Hardee's   131   4,2%   63     Fast food/drive-in last 6 months: Hardee's   131   4,2%   63     Fast food/drive-in last 6 months: Hardee's   131   4,2%   135     Fast food/drive-in last 6 months: Hardee's   131   4,2%   136     Fast food/drive-in last 6 months: Hardee's   131   4,2%   136     Fast food/drive-in last 6 months: Long John Silver's   67   2,2%   61     Fast food/drive-in last 6 months: Papa Murphy's   131   6,8%   144     Fast food/drive-in last 6 month				
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Fast food/drive-in last 6 months: Captain D's         58         1.9%         50           Fast food/drive-in last 6 months: Carl's Ir.         238         7.7%         128           Fast food/drive-in last 6 months: Checkers         66         2.1%         64           Fast food/drive-in last 6 months: Chick-fil-A         1,231         39,6%         155           Fast food/drive-in last 6 months: Chick E. Cheses's         101         3.2%         111           Fast food/drive-in last 6 months: Church's Fr. Chicken         94         3.0%         85           Fast food/drive-in last 6 months: Cold Stone Creamery         135         4.3%         148           Fast food/drive-in last 6 months: Del Taco         133         4.3%         110           Fast food/drive-in last 6 months: Del Taco         133         4.3%         110           Fast food/drive-in last 6 months: Del Taco         133         4.3%         110           Fast food/drive-in last 6 months: Del Taco         131         4.3%         119           Fast food/drive-in last 6 months: Del Taco         133         4.3%         110           Fast food/drive-in last 6 months: Del Taco         131         4.2%         63           Fast food/drive-in last 6 months: Chack in the Box         30         9.6%         129	·			
Fast food/drive-in last 6 months: Carl's Jr.         238         7.7%         128           Fast food/drive-in last 6 months: Checkers         66         2.1%         64           Fast food/drive-in last 6 months: Chick-fil-A         1,231         39.6%         155           Fast food/drive-in last 6 months: Chick E. Cheese's         101         3.2%         111           Fast food/drive-in last 6 months: Church's Fr. Chicken         94         3.0%         85           Fast food/drive-in last 6 months: Cold Stone Creamery         135         4.3%         148           Fast food/drive-in last 6 months: Dairy Queen         504         16.2%         100           Fast food/drive-in last 6 months: Domino's Pizza         468         15.0%         119           Fast food/drive-in last 6 months: Domino's Pizza         468         15.0%         119           Fast food/drive-in last 6 months: Domino's Pizza         448         13.4%         99           Went to Five Guys in last 6 months         200         13.3         4.3%         110           Fast food/drive-in last 6 months: Dunkin' Donuts         418         13.4%         99           Went to Five Guys in last 6 months: Donuts         300         9.6%         128           Went to Five Guys in last 6 months: Comment Guys in last 6 months: Park 6				
Fast food/drive-in last 6 months: Chick-fil-A         1,231         39.6%         165           Fast food/drive-in last 6 months: Chick-fil-A         1,231         39.6%         165           Fast food/drive-in last 6 months: Chick E. Cheese's         101         3.2%         111           Fast food/drive-in last 6 months: Churck E. Cheese's         101         3.2%         111           Fast food/drive-in last 6 months: Church's Fr. Chicken         94         3.0%         85           Fast food/drive-in last 6 months: Cold Stone Creamery         135         4.3%         148           Fast food/drive-in last 6 months: Dair Queen         504         16.2%         100           Fast food/drive-in last 6 months: Dair Queen         133         4.3%         110           Fast food/drive-in last 6 months: Dair Green         133         4.3%         110           Fast food/drive-in last 6 months: Dair Green         468         15.0%         119           Went to Five Guys in last 6 months         111         4.2%         63           Fast food/drive-in last 6 months: Hardee's         131         4.2%         63           Fast food/drive-in last 6 months: KFC         50         17.7%         86           Fast food/drive-in last 6 months: Krispy Kreme         251         8.1%         135				
Fast food/drive-in last 6 months: Chick-fil-A         1,231         39.6%         155           Fast food/drive-in last 6 months: Chipotle Mex. Grill         580         18.6%         150           Fast food/drive-in last 6 months: Chuck E. Cheese's         101         3.2%         111           Fast food/drive-in last 6 months: Chuck F. Cheese's         101         3.2%         111           Fast food/drive-in last 6 months: Cold Stone Creamery         135         4.3%         148           Fast food/drive-in last 6 months: Dairy Queen         504         16.2%         100           Fast food/drive-in last 6 months: Darino's Pizza         488         15.0%         119           Fast food/drive-in last 6 months: Dunkin' Donuts         418         13.4%         99           Went to Five Guys In last 6 months: Dunkin' Donuts         418         13.4%         99           Went to Simp John's in last 6 months: Hardee's         131         4.2%         63           Fast food/drive-in last 6 months: Hardee's         300         9.6%         129           Went to Simmy John's in last 6 months: Mexic in the Box         300         9.6%         129           Went to Jimmy John's in last 6 months: KFC         550         17.7%         86           Fast food/drive-in last 6 months: KFC         550				
Fast food/drive-in last 6 months: Chipotle Mex. Grill Fast food/drive-in last 6 months: Chuck E. Cheese's 101 3.2% 111 Fast food/drive-in last 6 months: Church's Fr. Chicken 94 3.0% 85 Fast food/drive-in last 6 months: Church's Fr. Chicken 94 3.0% 85 Fast food/drive-in last 6 months: Cold Stone Creamery 135 4.3% 148 Fast food/drive-in last 6 months: Del Taco 133 4.3% 110 Fast food/drive-in last 6 months: Del Taco 133 4.3% 110 Fast food/drive-in last 6 months: Del Taco 133 4.3% 110 Fast food/drive-in last 6 months: Del Taco 133 4.3% 110 Fast food/drive-in last 6 months: Del Taco 133 4.3% 110 Fast food/drive-in last 6 months: Del Taco 133 4.3% 110 Fast food/drive-in last 6 months: Del Taco 134 18 13.4% 99 Went to Five Guys in last 6 months 135 403 13.0% 138 Fast food/drive-in last 6 months: Hardee's 131 4.2% 63 Fast food/drive-in last 6 months: Jack in the Box 300 9.6% 129 Went to Jimmy John's in last 6 months: Arabee's 131 4.2% 63 Fast food/drive-in last 6 months: KFC 150 17.7% 86 Fast food/drive-in last 6 months: KFC 150 17.7% 86 Fast food/drive-in last 6 months: Krispy Kreme 251 8.1% 135 Fast food/drive-in last 6 months: Long John Silver's 167 2.2% 61 Fast food/drive-in last 6 months: Long John Silver's 168 Fast food/drive-in last 6 months: Long John Silver's 169 Went to Panda Express in last 6 months 170 Fast food/drive-in last 6 months: Panera Bread 170 Fast food/drive-in last 6 months: Panera Bread 170 Fast food/drive-in last 6 months: Panera Bread 171 Fast food/drive-in last 6 months: Panera Bread 172 Fast food/drive-in last 6 months: Panera Bread 173 Fast food/drive-in last 6 months: Panera Bread 174 Fast food/drive-in last 6 months: Panera Bread 175 Fast food/drive-in last 6 months: Panera Bread 176 Fast food/drive-in last 6 months: Panera Bread 177 Fast food/drive-in last 6 months: Panera Bread 178 Fast food/drive-in last 6 months: Panera Bread 179 Fast food/drive-in last 6 months: Stanbucks 181 Fast food/drive-in last 6 months: Stanbucks 181 Fast food/drive-in last 6 months: Stanbucks 182 Fast food/dri	·			
Fast food/drive-in last 6 months: Chuck E. Cheese's Fast food/drive-in last 6 months: Church's Fr. Chicken Fast food/drive-in last 6 months: Church's Fr. Chicken Fast food/drive-in last 6 months: Cold Stone Creamery Fast food/drive-in last 6 months: Dollino Fast food/drive-in last 6 months: Dairy Queen Fast food/drive-in last 6 months: Dell'acco Fast food/drive-in last 6 months: Domino's Pizza Fast food/drive-in last 6 months: Hardee's Fast food/drive-in last 6 months: KFC Fast food/drive-in last 6 months: Little Caesars Fast food/drive-in last 6 months: Little Caesars Fast food/drive-in last 6 months: Little Caesars Fast food/drive-in last 6 months: McDonald's Fast food/drive-in last 6 months: McDonald's Fast food/drive-in last 6 months: Papa Murphy Fast food/drive-in last 6 months: Starbucks Fast food/drive-in last 6 months: W				
Fast food/drive-in last 6 months: Church's Fr. Chicken         94         3.0%         85           Fast food/drive-in last 6 months: Cold Stone Creamery         135         4.3%         148           Fast food/drive-in last 6 months: Del Taco         504         16.2%         100           Fast food/drive-in last 6 months: Del Taco         133         4.3%         110           Fast food/drive-in last 6 months: Denlino's Pizza         468         15.0%         119           Fast food/drive-in last 6 months: Domlino's Pizza         418         13.4%         99           Went to Five Guys in last 6 months: Denlino's Pizza         403         13.0%         138           Fast food/drive-in last 6 months: Hardee's         131         4.2%         63           Fast food/drive-in last 6 months: Hardee's         300         9.6%         129           Went to Jimmy John's in last 6 months: KFC         550         17.7%         86           Fast food/drive-in last 6 months: KFC         550         17.7%         86           Fast food/drive-in last 6 months: Little Caesars         442         14.2%         106           Fast food/drive-in last 6 months: Long John Silver's         67         2.2%         61           Fast food/drive-in last 6 months: Papa John's         382         12.3%         1				
Fast food/drive-in last 6 months: Dairy Queen         504         16.2%         100           Fast food/drive-in last 6 months: Dairy Queen         504         16.2%         100           Fast food/drive-in last 6 months: Dairy Queen         133         4.3%         110           Fast food/drive-in last 6 months: Domlino 's Pizza         468         15.0%         119           Fast food/drive-in last 6 months: Dunkin' Donuts         418         13.4%         99           Went to Five Guys in last 6 months: Dunkin' Donuts         403         13.0%         138           Fast food/drive-in last 6 months: Hardee's         131         4.2%         63           Fast food/drive-in last 6 months: Hardee's         300         9.6%         129           Went to Jimmy John's in last 6 months: Back in the Box         300         9.6%         129           Went to Jimmy John's in last 6 months: KFC         550         17.7%         86           Fast food/drive-in last 6 months: KFC         550         17.7%         86           Fast food/drive-in last 6 months: Little Caesars         442         14.2%         106           Fast food/drive-in last 6 months: Poptonald's         1,614         51.9%         98           Went to Panda Express in last 6 months: Panera Bread         576         18.5%         <	•			
Fast food/drive-in last 6 months: Dairy Queen         504         16.2%         100           Fast food/drive-in last 6 months: Del Taco         133         4.3%         110           Fast food/drive-in last 6 months: Donnths: Dunkin' Donuts         468         15.0%         119           Fast food/drive-in last 6 months: Dunkin' Donuts         418         13.4%         99           Went to Five Guys in last 6 months: Hardee's         131         4.2%         63           Fast food/drive-in last 6 months: Jack in the Box         300         9.6%         129           Went to Jimmy John's in last 6 months: KFC         550         17.7%         86           Fast food/drive-in last 6 months: KFC         550         17.7%         86           Fast food/drive-in last 6 months: KFC         550         17.7%         86           Fast food/drive-in last 6 months: Little Caesars         442         14.2%         106           Fast food/drive-in last 6 months: McDonald's         1,614         51.9%         98           Went to Panda Express in last 6 months: McDonald's         1,614         51.9%         98           Went to Panda Express in last 6 months: Papa Bread         576         18.5%         146           Fast food/drive-in last 6 months: Papa Murphy's         213         6.8%         14				
Fast food/drive-in last 6 months: Del Taco Fast food/drive-in last 6 months: Domino's Pizza Fast food/drive-in last 6 months: Dunkin' Donuts Fast food/drive-in last 6 months: Dunkin' Donuts Fast food/drive-in last 6 months: Fast food/drive-in last 6 months: Fast food/drive-in last 6 months: Hardee's Fast food/drive-in last 6 months: Hardee's Fast food/drive-in last 6 months: Jack in the Box Fast food/drive-in last 6 months: Jack in the Box Fast food/drive-in last 6 months: KFC Fast food/drive-in last 6 months: KFC Fast food/drive-in last 6 months: KFC Fast food/drive-in last 6 months: Krispy Kreme Fast food/drive-in last 6 months: Long John Silver's Fast food/drive-in last 6 months: Long John Silver's Fast food/drive-in last 6 months: McDonald's Fast food/drive-in last 6 months: McDonald's Fast food/drive-in last 6 months: Papa Bread Fast food/drive-in last 6 months: Papa John's Fast food/drive-in last 6 months: Papa Murphy's Fast food/drive-in last 6 months: Papa John's Fast food/drive-in last 6 months: Papa Hurphy's Fast food/drive-in last 6 months: Papa Hurphy's Fast food/drive-in last 6 months: Spapa Hurphy's Fast food/drive-in last 6 months: Papa Hurphy's Fast food/drive-in last 6 months: Sonic Drive-In Fast food/drive-in last 6 months: Sonic Drive-In Fast food/drive-in last 6 months: Starbucks Fast food/drive-in last 6 months: White Castle Fast f				
Fast food/drive-in last 6 months: Domino`s Pizza         468         15.0%         119           Fast food/drive-in last 6 months: Dunkin` Donuts         418         13.4%         99           Went to Five Guys in last 6 months         403         13.0%         138           Fast food/drive-in last 6 months: Hardee`s         131         4.2%         63           Fast food/drive-in last 6 months: Jack in the Box         300         9.6%         129           Went to Jimmy John`s in last 6 months: MFC         550         17.7%         86           Fast food/drive-in last 6 months: KFC         550         17.7%         86           Fast food/drive-in last 6 months: Krispy Kreme         251         8.1%         135           Fast food/drive-in last 6 months: Long John Silver`s         67         2.2%         61           Fast food/drive-in last 6 months: Long John Silver`s         67         2.2%         61           Fast food/drive-in last 6 months: McDonald`s         1,614         51.9%         98           Went to Panda Express in last 6 months: Panera Bread         576         18.5%         146           Fast food/drive-in last 6 months: Panera Bread         576         18.5%         146           Fast food/drive-in last 6 months: Panera Bread         576         18.5%         144	, , ,			
Fast food/drive-in last 6 months: Dunkin` Donuts         418         13.4%         99           Went to Five Guys in last 6 months: Months         403         13.0%         138           Fast food/drive-in last 6 months: Hardee`s         131         4.2%         63           Fast food/drive-in last 6 months: Jack in the Box         300         9.6%         129           Went to Jimmy John`s in last 6 months         278         8.9%         148           Fast food/drive-in last 6 months: KFC         550         17.7%         86           Fast food/drive-in last 6 months: Krispy Kreme         251         8.1%         135           Fast food/drive-in last 6 months: Little Caesars         442         14.2%         106           Fast food/drive-in last 6 months: Day John Silver`s         67         2.2%         61           Fast food/drive-in last 6 months: Donald`s         1,614         51.9%         98           Went to Panda Express in last 6 months: Panera Bread         576         18.5%         146           Fast food/drive-in last 6 months: Papa John`s         382         12.3%         139           Fast food/drive-in last 6 months: Papa Murphy`s         213         6.8%         144           Fast food/drive-in last 6 months: Pape sey Chicken         339         10.9%         120				
Went to Five Guys in last 6 months         403         13.0%         138           Fast food/drive-in last 6 months: Hardee's         131         4.2%         63           Fast food/drive-in last 6 months: Jack in the Box         300         9.6%         129           Went to Jimmy John's in last 6 months         278         8.9%         148           Fast food/drive-in last 6 months: KFC         550         17.7%         86           Fast food/drive-in last 6 months: Kirispy Kreme         251         8.1%         135           Fast food/drive-in last 6 months: Little Caesars         442         14.2%         106           Fast food/drive-in last 6 months: Long John Silver's         67         2.2%         61           Fast food/drive-in last 6 months: McDonald's         1,614         51.9%         98           Went to Panda Express in last 6 months: Panera Bread         576         18.5%         146           Fast food/drive-in last 6 months: Papa John's         382         12.3%         139           Fast food/drive-in last 6 months: Papa Murphy's         213         6.8%         144           Fast food/drive-in last 6 months: Propeyes Chicken         339         10.9%         120           Fast food/drive-in last 6 months: Starbucks         814         26.2%         140 <td>· · · · · · · · · · · · · · · · · · ·</td> <td></td> <td></td> <td></td>	· · · · · · · · · · · · · · · · · · ·			
Fast food/drive-in last 6 months: Hardee's       131       4.2%       63         Fast food/drive-in last 6 months: Jack in the Box       300       9.6%       129         Went to Jimmy John's in last 6 months       278       8.9%       148         Fast food/drive-in last 6 months: KFC       550       17.7%       86         Fast food/drive-in last 6 months: Krispy Kreme       251       8.1%       135         Fast food/drive-in last 6 months: Long John Silver's       67       2.2%       61         Fast food/drive-in last 6 months: Dong John Silver's       67       2.2%       61         Fast food/drive-in last 6 months: McDonald's       1,614       51.9%       98         Went to Panda Express in last 6 months       437       14.0%       145         Fast food/drive-in last 6 months: Papa Bread       576       18.5%       146         Fast food/drive-in last 6 months: Papa John's       382       12.3%       139         Fast food/drive-in last 6 months: Papa Murphy's       213       6.8%       144         Fast food/drive-in last 6 months: Popeyes Chicken       339       10.9%       120         Fast food/drive-in last 6 months: Sonic Drive-In       466       15.0%       125         Fast food/drive-in last 6 months: Steak 'n Shake       1814       <	·			
Fast food/drive-in last 6 months: Jack in the Box       300       9.6%       129         Went to Jimmy John's in last 6 months       278       8.9%       148         Fast food/drive-in last 6 months: KFC       550       17.7%       86         Fast food/drive-in last 6 months: Krispy Kreme       251       8.1%       135         Fast food/drive-in last 6 months: Little Caesars       442       14.2%       106         Fast food/drive-in last 6 months: Long John Silver's       67       2.2%       61         Fast food/drive-in last 6 months: McDonald's       1,614       51.9%       98         Went to Panda Express in last 6 months       437       14.0%       145         Fast food/drive-in last 6 months: Panera Bread       576       18.5%       146         Fast food/drive-in last 6 months: Papa John's       382       12.3%       139         Fast food/drive-in last 6 months: Papa Murphy's       213       6.8%       144         Fast food/drive-in last 6 months: Popeyes Chicken       339       10.9%       120         Fast food/drive-in last 6 months: Popeyes Chicken       339       10.9%       120         Fast food/drive-in last 6 months: Starbucks       814       26.2%       140         Fast food/drive-in last 6 months: Steak `n Shake       188	·			
Went to Jimmy John's in last 6 months:       278       8.9%       148         Fast food/drive-in last 6 months:       KFC       550       17.7%       86         Fast food/drive-in last 6 months:       Krispy Kreme       251       8.1%       135         Fast food/drive-in last 6 months:       Little Caesars       442       14.2%       106         Fast food/drive-in last 6 months:       Long John Silver's       67       2.2%       61         Fast food/drive-in last 6 months:       McDonald's       1,614       51.9%       98         Went to Panda Express in last 6 months:       McDonald's       437       14.0%       145         Fast food/drive-in last 6 months:       Panera Bread       576       18.5%       146         Fast food/drive-in last 6 months:       Papa John's       382       12.3%       139         Fast food/drive-in last 6 months:       Papa Murphy's       213       6.8%       144         Fast food/drive-in last 6 months:       Popeyes Chicken       339       10.9%       120         Fast food/drive-in last 6 months:       Starbucks       814       26.2%       140         Fast food/drive-in last 6 months:       Starbucks       814       26.2%       140         Fast food/drive-in last 6 month	·			
Fast food/drive-in last 6 months: KFC         550         17.7%         86           Fast food/drive-in last 6 months: Krispy Kreme         251         8.1%         135           Fast food/drive-in last 6 months: Little Caesars         442         14.2%         106           Fast food/drive-in last 6 months: Long John Silver's         67         2.2%         61           Fast food/drive-in last 6 months: McDonald's         1,614         51.9%         98           Went to Panda Express in last 6 months: McDonald's         437         14.0%         145           Fast food/drive-in last 6 months: Panera Bread         576         18.5%         146           Fast food/drive-in last 6 months: Papa John's         382         12.3%         139           Fast food/drive-in last 6 months: Papa Murphy's         213         6.8%         144           Fast food/drive-in last 6 months: Popeyes Chicken         339         10.9%         120           Fast food/drive-in last 6 months: Sonic Drive-In         466         15.0%         125           Fast food/drive-in last 6 months: Strabucks         814         26.2%         140           Fast food/drive-in last 6 months: Steak 'n Shake         188         6.0%         109           Fast food/drive-in last 6 months: Watebdy's         838         26.9%				
Fast food/drive-in last 6 months: Krispy Kreme         251         8.1%         135           Fast food/drive-in last 6 months: Little Caesars         442         14.2%         106           Fast food/drive-in last 6 months: Long John Silver's         67         2.2%         61           Fast food/drive-in last 6 months: McDonald's         1,614         51.9%         98           Went to Panda Express in last 6 months         437         14.0%         145           Fast food/drive-in last 6 months: Papar Bread         576         18.5%         146           Fast food/drive-in last 6 months: Papa John's         382         12.3%         139           Fast food/drive-in last 6 months: Papa Murphy's         213         6.8%         144           Fast food/drive-in last 6 months: Popeyes Chicken         339         10.9%         120           Fast food/drive-in last 6 months: Sonic Drive-In         466         15.0%         125           Fast food/drive-in last 6 months: Starbucks         814         26.2%         140           Fast food/drive-in last 6 months: Steak `n Shake         188         6.0%         109           Fast food/drive-in last 6 months: Taco Bell         995         32.0%         111           Fast food/drive-in last 6 months: Whataburger         303         9.7%				
Fast food/drive-in last 6 months: Little Caesars       442       14.2%       106         Fast food/drive-in last 6 months: Long John Silver's       67       2.2%       61         Fast food/drive-in last 6 months: McDonald's       1,614       51.9%       98         Went to Panda Express in last 6 months       437       14.0%       145         Fast food/drive-in last 6 months: Panera Bread       576       18.5%       146         Fast food/drive-in last 6 months: Papa John's       382       12.3%       139         Fast food/drive-in last 6 months: Papa Murphy's       213       6.8%       144         Fast food/drive-in last 6 months: Papa Murphy's       213       6.8%       144         Fast food/drive-in last 6 months: Popeyes Chicken       339       10.9%       120         Fast food/drive-in last 6 months: Sonic Drive-In       466       15.0%       125         Fast food/drive-in last 6 months: Steak `n Shake       814       26.2%       140         Fast food/drive-in last 6 months: Subway       869       27.9%       108         Fast food/drive-in last 6 months: Taco Bell       995       32.0%       111         Fast food/drive-in last 6 months: Whataburger       303       9.7%       186         Fast food/drive-in last 6 months: Whataburger       303				
Fast food/drive-in last 6 months: Long John Silver`s       67       2.2%       61         Fast food/drive-in last 6 months: McDonald`s       1,614       51.9%       98         Went to Panda Express in last 6 months       437       14.0%       145         Fast food/drive-in last 6 months: Panera Bread       576       18.5%       146         Fast food/drive-in last 6 months: Papa John`s       382       12.3%       139         Fast food/drive-in last 6 months: Papa Murphy`s       213       6.8%       144         Fast food/drive-in last 6 months: Pizza Hut       594       19.1%       110         Fast food/drive-in last 6 months: Popeyes Chicken       339       10.9%       120         Fast food/drive-in last 6 months: Sonic Drive-In       466       15.0%       125         Fast food/drive-in last 6 months: Starbucks       814       26.2%       140         Fast food/drive-in last 6 months: Steak `n Shake       188       6.0%       109         Fast food/drive-in last 6 months: Subway       869       27.9%       108         Fast food/drive-in last 6 months: Wendy`s       838       26.9%       106         Fast food/drive-in last 6 months: Wendy`s       838       26.9%       106         Fast food/drive-in last 6 months: White Castle       79 <t< td=""><td></td><td></td><td></td><td></td></t<>				
Fast food/drive-in last 6 months: McDonald`s       1,614       51.9%       98         Went to Panda Express in last 6 months       437       14.0%       145         Fast food/drive-in last 6 months: Panera Bread       576       18.5%       146         Fast food/drive-in last 6 months: Papa John`s       382       12.3%       139         Fast food/drive-in last 6 months: Papa Murphy`s       213       6.8%       144         Fast food/drive-in last 6 months: Pizza Hut       594       19.1%       110         Fast food/drive-in last 6 months: Popeyes Chicken       339       10.9%       120         Fast food/drive-in last 6 months: Sonic Drive-In       466       15.0%       125         Fast food/drive-in last 6 months: Strabucks       814       26.2%       140         Fast food/drive-in last 6 months: Steak `n Shake       188       6.0%       109         Fast food/drive-in last 6 months: Subway       869       27.9%       108         Fast food/drive-in last 6 months: Wendy `s       838       26.9%       106         Fast food/drive-in last 6 months: Whataburger       303       9.7%       186         Fast food/drive-in last 6 months: Whataburger       303       9.7%       186         Fast food/drive-in last 6 months: Whataburger       303 <td< td=""><td>Fast food/drive-in last 6 months: Long John Silver`s</td><td>67</td><td></td><td>61</td></td<>	Fast food/drive-in last 6 months: Long John Silver`s	67		61
Went to Panda Express in last 6 months       437       14.0%       145         Fast food/drive-in last 6 months: Panera Bread       576       18.5%       146         Fast food/drive-in last 6 months: Papa John's       382       12.3%       139         Fast food/drive-in last 6 months: Papa Murphy's       213       6.8%       144         Fast food/drive-in last 6 months: Pizza Hut       594       19.1%       110         Fast food/drive-in last 6 months: Popeyes Chicken       339       10.9%       120         Fast food/drive-in last 6 months: Sonic Drive-In       466       15.0%       125         Fast food/drive-in last 6 months: Starbucks       814       26.2%       140         Fast food/drive-in last 6 months: Starbucks       188       6.0%       109         Fast food/drive-in last 6 months: Stabway       869       27.9%       108         Fast food/drive-in last 6 months: Wendy's       838       26.9%       111         Fast food/drive-in last 6 months: Wendy's       838       26.9%       106         Fast food/drive-in last 6 months: Whataburger       303       9.7%       186         Fast food/drive-in last 6 months: Whataburger       303       9.7%       186         Fast food/drive-in last 6 months: White Castle       79       2.5% <td></td> <td></td> <td></td> <td></td>				
Fast food/drive-in last 6 months: Panera Bread       576       18.5%       146         Fast food/drive-in last 6 months: Papa John's       382       12.3%       139         Fast food/drive-in last 6 months: Papa Murphy's       213       6.8%       144         Fast food/drive-in last 6 months: Pizza Hut       594       19.1%       110         Fast food/drive-in last 6 months: Popeyes Chicken       339       10.9%       120         Fast food/drive-in last 6 months: Sonic Drive-In       466       15.0%       125         Fast food/drive-in last 6 months: Starbucks       814       26.2%       140         Fast food/drive-in last 6 months: Steak `n Shake       188       6.0%       109         Fast food/drive-in last 6 months: Subway       869       27.9%       108         Fast food/drive-in last 6 months: Taco Bell       995       32.0%       111         Fast food/drive-in last 6 months: Wendy`s       838       26.9%       106         Fast food/drive-in last 6 months: Whataburger       303       9.7%       186         Fast food/drive-in last 6 months: White Castle       79       2.5%       83         Went to fine dining restaurant last month       446       14.3%       136			14.0%	145
Fast food/drive-in last 6 months: Papa John`s       382       12.3%       139         Fast food/drive-in last 6 months: Papa Murphy`s       213       6.8%       144         Fast food/drive-in last 6 months: Pizza Hut       594       19.1%       110         Fast food/drive-in last 6 months: Popeyes Chicken       339       10.9%       120         Fast food/drive-in last 6 months: Sonic Drive-In       466       15.0%       125         Fast food/drive-in last 6 months: Starbucks       814       26.2%       140         Fast food/drive-in last 6 months: Steak `n Shake       188       6.0%       109         Fast food/drive-in last 6 months: Subway       869       27.9%       108         Fast food/drive-in last 6 months: Taco Bell       995       32.0%       111         Fast food/drive-in last 6 months: Wendy`s       838       26.9%       106         Fast food/drive-in last 6 months: Whataburger       303       9.7%       186         Fast food/drive-in last 6 months: White Castle       79       2.5%       83         Went to fine dining restaurant last month       446       14.3%       136	·	576	18.5%	146
Fast food/drive-in last 6 months: Pizza Hut       594       19.1%       110         Fast food/drive-in last 6 months: Popeyes Chicken       339       10.9%       120         Fast food/drive-in last 6 months: Sonic Drive-In       466       15.0%       125         Fast food/drive-in last 6 months: Starbucks       814       26.2%       140         Fast food/drive-in last 6 months: Steak `n Shake       188       6.0%       109         Fast food/drive-in last 6 months: Subway       869       27.9%       108         Fast food/drive-in last 6 months: Taco Bell       995       32.0%       111         Fast food/drive-in last 6 months: Wendy`s       838       26.9%       106         Fast food/drive-in last 6 months: Whataburger       303       9.7%       186         Fast food/drive-in last 6 months: White Castle       79       2.5%       83         Went to fine dining restaurant last month       446       14.3%       136	Fast food/drive-in last 6 months: Papa John`s			139
Fast food/drive-in last 6 months: Pizza Hut       594       19.1%       110         Fast food/drive-in last 6 months: Popeyes Chicken       339       10.9%       120         Fast food/drive-in last 6 months: Sonic Drive-In       466       15.0%       125         Fast food/drive-in last 6 months: Starbucks       814       26.2%       140         Fast food/drive-in last 6 months: Steak `n Shake       188       6.0%       109         Fast food/drive-in last 6 months: Subway       869       27.9%       108         Fast food/drive-in last 6 months: Taco Bell       995       32.0%       111         Fast food/drive-in last 6 months: Wendy`s       838       26.9%       106         Fast food/drive-in last 6 months: Whataburger       303       9.7%       186         Fast food/drive-in last 6 months: White Castle       79       2.5%       83         Went to fine dining restaurant last month       446       14.3%       136	Fast food/drive-in last 6 months: Papa Murphy`s	213	6.8%	144
Fast food/drive-in last 6 months: Popeyes Chicken       339       10.9%       120         Fast food/drive-in last 6 months: Sonic Drive-In       466       15.0%       125         Fast food/drive-in last 6 months: Starbucks       814       26.2%       140         Fast food/drive-in last 6 months: Steak `n Shake       188       6.0%       109         Fast food/drive-in last 6 months: Subway       869       27.9%       108         Fast food/drive-in last 6 months: Taco Bell       995       32.0%       111         Fast food/drive-in last 6 months: Wendy`s       838       26.9%       106         Fast food/drive-in last 6 months: Whataburger       303       9.7%       186         Fast food/drive-in last 6 months: White Castle       79       2.5%       83         Went to fine dining restaurant last month       446       14.3%       136				
Fast food/drive-in last 6 months: Sonic Drive-In       466       15.0%       125         Fast food/drive-in last 6 months: Starbucks       814       26.2%       140         Fast food/drive-in last 6 months: Steak `n Shake       188       6.0%       109         Fast food/drive-in last 6 months: Subway       869       27.9%       108         Fast food/drive-in last 6 months: Taco Bell       995       32.0%       111         Fast food/drive-in last 6 months: Wendy`s       838       26.9%       106         Fast food/drive-in last 6 months: Whataburger       303       9.7%       186         Fast food/drive-in last 6 months: White Castle       79       2.5%       83         Went to fine dining restaurant last month       446       14.3%       136	Fast food/drive-in last 6 months: Popeyes Chicken	339	10.9%	120
Fast food/drive-in last 6 months: Steak `n Shake       188       6.0%       109         Fast food/drive-in last 6 months: Subway       869       27.9%       108         Fast food/drive-in last 6 months: Taco Bell       995       32.0%       111         Fast food/drive-in last 6 months: Wendy`s       838       26.9%       106         Fast food/drive-in last 6 months: Whataburger       303       9.7%       186         Fast food/drive-in last 6 months: White Castle       79       2.5%       83         Went to fine dining restaurant last month       446       14.3%       136				
Fast food/drive-in last 6 months: Subway Fast food/drive-in last 6 months: Taco Bell Fast food/drive-in last 6 months: Wendy`s Fast food/drive-in last 6 months: Wendy`s Fast food/drive-in last 6 months: Whataburger Fast food/drive-in last 6 months: Whataburger Fast food/drive-in last 6 months: White Castle Fast food/drive-in last 6 months: Whataburger Fast food/drive-in last 6 months: White Castle Fast food/drive-in last 6 months: White Castle Fast food/drive-in last 6 months: White Castle	Fast food/drive-in last 6 months: Starbucks	814	26.2%	140
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Fast food/drive-in last 6 months: Wendy`s 838 26.9% 106 Fast food/drive-in last 6 months: Whataburger 303 9.7% 186 Fast food/drive-in last 6 months: White Castle 79 2.5% 83 Went to fine dining restaurant last month 446 14.3% 136	Fast food/drive-in last 6 months: Subway	869	27.9%	108
Fast food/drive-in last 6 months: Wendy`s83826.9%106Fast food/drive-in last 6 months: Whataburger3039.7%186Fast food/drive-in last 6 months: White Castle792.5%83Went to fine dining restaurant last month44614.3%136	·			
Fast food/drive-in last 6 months: Whataburger3039.7%186Fast food/drive-in last 6 months: White Castle792.5%83Went to fine dining restaurant last month44614.3%136	·			
Fast food/drive-in last 6 months: White Castle 79 2.5% 83 Went to fine dining restaurant last month 446 14.3% 136			9.7%	186
Went to fine dining restaurant last month 446 14.3% 136				
	Went to fine dining restaurant last month	446		136
	Went to fine dining restaurant 3+ times last month	96	3.1%	

**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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Prepared by Charlotte Hollkamp

Latitude: 38.28821

Longitude: -85.51154



Epic Plaza 12910 Factory Ln, Louisville, Kentucky, 40245 Ring: 3 mile radius Prepared by Charlotte Hollkamp Latitude: 38.28821

Longitude: -85.51154

Demographic Summary		2019	2024
Population		46,130	48,276
Population 18+		34,525	36,523
Households	17,743		18,632
Median Household Income		\$97,046	\$107,576
	Expected Number of		
Product/Consumer Behavior	Adults	Percent	MPI
Went to family restaurant/steak house in last 6 mo	27,838	80.6%	108
Went to family restaurant/steak house 4+ times/mo	10,249	29.7%	112
Spent at family restaurant/30 days: <\$1-30	2,864	8.3%	103
Spent at family restaurant/30 days: \$31-50	3,375	9.8%	102
Spent at family restaurant/30 days: \$51-100	5,788	16.8%	113
Spent at family restaurant/30 days: \$101-200	4,064	11.8%	125
Family restaurant/steak house last 6 months: breakfast	5,016	14.5%	109
Family restaurant/steak house last 6 months: lunch	7,302	21.1%	109
Family restaurant/steak house last 6 months: dinner	18,025	52.2%	113
Family restaurant/steak house last 6 months: snack	674	2.0%	100
Family restaurant/steak house last 6 months: weekday	11,870	34.4%	113
Family restaurant/steak house last 6 months: weekend	16,063	46.5%	112
Fam rest/steak hse/6 months: Applebee`s	7,061	20.5%	93
Fam rest/steak hse/6 months: Bob Evans Farms	880	2.5%	82
Fam rest/steak hse/6 months: Buffalo Wild Wings	4,217	12.2%	117
Fam rest/steak hse/6 months: California Pizza Kitchen	1,336	3.9%	141
Fam rest/steak hse/6 months: Carrabba`s Italian Grill	1,326	3.8%	133
Fam rest/steak hse/6 months: The Cheesecake Factory	3,567	10.3%	141
Fam rest/steak hse/6 months: Chili`s Grill & Bar	4,603	13.3%	123
Fam rest/steak hse/6 months: CiCi`s	847	2.5%	86
Fam rest/steak hse/6 months: Cracker Barrel	3,871	11.2%	102
Fam rest/steak hse/6 months: Denny`s	2,902	8.4%	100
Fam rest/steak hse/6 months: Golden Corral	1,999	5.8%	83
Fam rest/steak hse/6 months: IHOP	4,012	11.6%	116
Fam rest/steak hse/6 months: Logan`s Roadhouse	850	2.5%	78
Fam rest/steak hse/6 months: LongHorn Steakhouse	2,001	5.8%	112
Fam rest/steak hse/6 months: Olive Garden	6,574	19.0%	114
Fam rest/steak hse/6 months: Outback Steakhouse Fam rest/steak hse/6 months: Red Lobster	3,326	9.6% 9.7%	117 100
Fam rest/steak hse/6 months: Red Robin	3,339	8.7%	126
	3,016	4.4%	94
Fam rest/steak hse/6 months: Ruby Tuesday Fam rest/steak hse/6 months: Texas Roadhouse	1,505	11.0%	
Fam rest/steak hse/6 months: T.G.I. Friday`s	3,790 2,020	5.9%	111 107
Fam rest/steak hse/6 months: Waffle House	1,779	5.2%	89
Went to fast food/drive-in restaurant in last 6 months	31,858	92.3%	102
Went to fast food/drive-in restaurant 9+ times/month	13,967	40.5%	102
Spent at fast food restaurant/30 days: <\$1-10	1,583	4.6%	101
Spent at fast food restaurant/30 days: \$11-\$20	3,552	10.3%	95
Spent at fast food restaurant/30 days: \$11-\$20	5,522		99
Spent at fast food restaurant/30 days: \$21-\$40  Spent at fast food restaurant/30 days: \$41-\$50	3,369	16.0% 9.8%	112
Spent at fast food restaurant/30 days: \$41-\$50  Spent at fast food restaurant/30 days: \$51-\$100	6,073	17.6%	106
Spent at fast food restaurant/30 days: \$101-\$200	3,425	9.9%	121
Spent at fast food restaurant/30 days: \$201+	1,405	4.1%	133
openic actual room restauranty so days. \$2017	1,703	7.1 /0	133

**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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Epic Plaza 12910 Factory Ln, Louisville, Kentucky, 40245 Ring: 3 mile radius Prepared by Charlotte Hollkamp Latitude: 38.28821 Longitude: -85.51154

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Dura durat / Communica Dalacci	Expected Number of	Danie	1457
Product/Consumer Behavior	Adults	Percent	MPI
Fast food/drive-in last 6 months: eat in	13,445	38.9%	105
Fast food/drive-in last 6 months: home delivery	2,990	8.7%	100
Fast food/drive-in last 6 months: take-out/drive-thru	17,363	50.3%	107
Fast food/drive-in last 6 months: take-out/walk-in	8,331	24.1%	116
Fast food/drive-in last 6 months: breakfast	12,850	37.2%	105
Fast food/drive-in last 6 months: lunch	18,486	53.5%	106
Fast food/drive-in last 6 months: dinner	17,128	49.6%	107
Fast food/drive-in last 6 months: snack	4,550	13.2%	112
Fast food/drive-in last 6 months: weekday	22,142	64.1%	108
Fast food/drive-in last 6 months: weekend	17,571	50.9%	108
Fast food/drive-in last 6 months: A & W	866	2.5%	88
Fast food/drive-in last 6 months: Arby`s	5,900	17.1%	97
Fast food/drive-in last 6 months: Baskin-Robbins	1,344	3.9%	117
Fast food/drive-in last 6 months: Boston Market	1,227	3.6%	115
Fast food/drive-in last 6 months: Burger King	9,128	26.4%	89
Fast food/drive-in last 6 months: Captain D`s	791	2.3%	62
Fast food/drive-in last 6 months: Carl`s Jr.	2,021	5.9%	98
Fast food/drive-in last 6 months: Checkers	824	2.4%	72
Fast food/drive-in last 6 months: Chick-fil-A	11,085	32.1%	134
Fast food/drive-in last 6 months: Chipotle Mex. Grill	5,816	16.8%	135
Fast food/drive-in last 6 months: Chuck E. Cheese`s	930	2.7%	92
Fast food/drive-in last 6 months: Church`s Fr. Chicken	845	2.4%	69
Fast food/drive-in last 6 months: Cold Stone Creamery	1,211	3.5%	119
Fast food/drive-in last 6 months: Dairy Queen	5,549	16.1%	99
Fast food/drive-in last 6 months: Del Taco	1,474	4.3%	110
Fast food/drive-in last 6 months: Domino`s Pizza	4,356	12.6%	100
Fast food/drive-in last 6 months: Dunkin` Donuts	5,501	15.9%	117
Went to Five Guys in last 6 months	4,108	11.9%	127
Fast food/drive-in last 6 months: Hardee`s	1,600	4.6%	70
Fast food/drive-in last 6 months: Jack in the Box	2,606	7.5%	101
Went to Jimmy John's in last 6 months	2,713	7.9%	131
Fast food/drive-in last 6 months: KFC	6,147	17.8%	87
Fast food/drive-in last 6 months: Krispy Kreme	2,230	6.5%	108
Fast food/drive-in last 6 months: Little Caesars			90
Fast food/drive-in last 6 months: Long John Silver`s	4,153 795	12.0%	
,		2.3%	65
Fast food/drive-in last 6 months: McDonald`s	17,748	51.4%	97
Went to Panda Express in last 6 months	4,011	11.6%	120
Fast food/drive-in last 6 months: Panera Bread	6,126	17.7%	140
Fast food/drive-in last 6 months: Papa John`s	3,484	10.1%	114
Fast food/drive-in last 6 months: Papa Murphy`s	1,885	5.5%	115
Fast food/drive-in last 6 months: Pizza Hut	5,495	15.9%	92
Fast food/drive-in last 6 months: Popeyes Chicken	3,019	8.7%	96
Fast food/drive-in last 6 months: Sonic Drive-In	4,235	12.3%	102
Fast food/drive-in last 6 months: Starbucks	8,424	24.4%	131
Fast food/drive-in last 6 months: Steak `n Shake	1,759	5.1%	92
Fast food/drive-in last 6 months: Subway	9,027	26.1%	101
Fast food/drive-in last 6 months: Taco Bell	9,639	27.9%	97
Fast food/drive-in last 6 months: Wendy`s	9,120	26.4%	104
Fast food/drive-in last 6 months: Whataburger	2,231	6.5%	123
Fast food/drive-in last 6 months: White Castle	968	2.8%	91
Went to fine dining restaurant last month	5,309	15.4%	146
Went to fine dining restaurant 3+ times last month	1,485	4.3%	138

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Epic Plaza 12910 Factory Ln, Louisville, Kentucky, 40245 Ring: 5 mile radius Prepared by Charlotte Hollkamp

Latitude: 38.28821 Longitude: -85.51154

Demographic Summary		2019	2024
Population		122,354	129,557
Population 18+		93,631	100,036
Households		48,433	51,318
Median Household Income		\$95,819	\$107,133
	Expected Number of		
Product/Consumer Behavior	Adults	Percent	MPI
Went to family restaurant/steak house in last 6 mo	74,785	79.9%	107
Went to family restaurant/steak house 4+ times/mo	27,324	29.2%	110
Spent at family restaurant/30 days: <\$1-30	7,999	8.5%	106
Spent at family restaurant/30 days: \$31-50	9,430	10.1%	105
Spent at family restaurant/30 days: \$51-100	15,397	16.4%	111
Spent at family restaurant/30 days: \$101-200	10,942	11.7%	124
Family restaurant/steak house last 6 months: breakfast	13,842	14.8%	111
Family restaurant/steak house last 6 months: lunch	19,629	21.0%	108
Family restaurant/steak house last 6 months: dinner	49,020	52.4%	113
Family restaurant/steak house last 6 months: snack	1,731	1.8%	94
Family restaurant/steak house last 6 months: weekday	32,883	35.1%	115
Family restaurant/steak house last 6 months: weekend	42,995	45.9%	110
Fam rest/steak hse/6 months: Applebee`s	19,553	20.9%	95
Fam rest/steak hse/6 months: Bob Evans Farms	2,719	2.9%	94
Fam rest/steak hse/6 months: Buffalo Wild Wings	10,923	11.7%	111
Fam rest/steak hse/6 months: California Pizza Kitchen	3,456	3.7%	134
Fam rest/steak hse/6 months: Carrabba`s Italian Grill	3,359	3.6%	125
Fam rest/steak hse/6 months: The Cheesecake Factory	8,996	9.6%	131
Fam rest/steak hse/6 months: Chili`s Grill & Bar	11,587	12.4%	114
Fam rest/steak hse/6 months: CiCi`s	1,964	2.1%	74
Fam rest/steak hse/6 months: Cracker Barrel	10,526	11.2%	103
Fam rest/steak hse/6 months: Denny`s	7,257	7.8%	92
Fam rest/steak hse/6 months: Golden Corral	4,983	5.3%	76
Fam rest/steak hse/6 months: IHOP	10,438	11.1%	111
Fam rest/steak hse/6 months: Logan`s Roadhouse	2,343	2.5%	79
Fam rest/steak hse/6 months: LongHorn Steakhouse	5,475	5.8%	113
Fam rest/steak hse/6 months: Olive Garden	17,771	19.0%	114
Fam rest/steak hse/6 months: Outback Steakhouse	9,455	10.1%	123
Fam rest/steak hse/6 months: Red Lobster	8,692	9.3%	96
Fam rest/steak hse/6 months: Red Robin	8,056	8.6%	124
Fam rest/steak hse/6 months: Ruby Tuesday	4,318	4.6%	100
Fam rest/steak hse/6 months: Texas Roadhouse	10,216	10.9%	110
Fam rest/steak hse/6 months: T.G.I. Friday`s	5,547	5.9%	109
Fam rest/steak hse/6 months: Waffle House	4,671	5.0%	86
Went to fast food/drive-in restaurant in last 6 months	86,258	92.1%	101
Went to fast food/drive-in restaurant 9+ times/month	36,793	39.3%	100
Spent at fast food restaurant/30 days: <\$1-10	4,647	5.0%	110
Spent at fast food restaurant/30 days: \$11-\$20	10,106	10.8%	100
Spent at fast food restaurant/30 days: \$21-\$40	15,539	16.6%	102
Spent at fast food restaurant/30 days: \$41-\$50	8,922	9.5%	109
Spent at fast food restaurant/30 days: \$51-\$100	15,961	17.0%	103
Spent at fast food restaurant/30 days: \$101-\$200	8,631	9.2%	113
Spent at fast food restaurant/30 days: \$201+	3,494	3.7%	122

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Epic Plaza 12910 Factory Ln, Louisville, Kentucky, 40245 Ring: 5 mile radius

Latitude: 38.28821 Longitude: -85.51154

Prepared by Charlotte Hollkamp

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Product/Consumer Behavior	Adults	Percent	MPI
Fast food/drive-in last 6 months: eat in	36,473	39.0%	105
Fast food/drive-in last 6 months: home delivery	7,783	8.3%	96
Fast food/drive-in last 6 months: take-out/drive-thru	46,040	49.2%	105
Fast food/drive-in last 6 months: take-out/walk-in	22,158	23.7%	114
Fast food/drive-in last 6 months: breakfast	34,564	36.9%	104
Fast food/drive-in last 6 months: lunch	49,929	53.3%	106
Fast food/drive-in last 6 months: dinner	46,259	49.4%	106
Fast food/drive-in last 6 months: snack	11,839	12.6%	107
Fast food/drive-in last 6 months: weekday	59,884	64.0%	108
Fast food/drive-in last 6 months: weekend	46,579	49.7%	105
Fast food/drive-in last 6 months: A & W	2,304	2.5%	86
Fast food/drive-in last 6 months: Arby`s	16,376	17.5%	99
Fast food/drive-in last 6 months: Baskin-Robbins	3,344	3.6%	108
Fast food/drive-in last 6 months: Boston Market	3,125	3.3%	108
Fast food/drive-in last 6 months: Burger King	24,482	26.1%	88
Fast food/drive-in last 6 months: Captain D`s	2,329	2.5%	67
Fast food/drive-in last 6 months: Carl`s Jr.	4,838	5.2%	87
Fast food/drive-in last 6 months: Checkers	1,960	2.1%	63
Fast food/drive-in last 6 months: Chick-fil-A	28,037	29.9%	125
Fast food/drive-in last 6 months: Chipotle Mex. Grill	15,418	16.5%	132
Fast food/drive-in last 6 months: Chuck E. Cheese`s	2,321	2.5%	85
Fast food/drive-in last 6 months: Church`s Fr. Chicken	2,077	2.2%	63
Fast food/drive-in last 6 months: Cold Stone Creamery	3,044	3.3%	111
Fast food/drive-in last 6 months: Dairy Queen	15,301	16.3%	101
Fast food/drive-in last 6 months: Del Taco	3,579	3.8%	99
Fast food/drive-in last 6 months: Demino`s Pizza	11,306	12.1%	95
·		15.8%	
Fast food/drive-in last 6 months: Dunkin` Donuts	14,795		116
Went to Five Guys in last 6 months	11,113	11.9%	126
Fast food/drive-in last 6 months: Hardee`s	4,522	4.8%	73
Fast food/drive-in last 6 months: Jack in the Box	6,172	6.6%	88
Went to Jimmy John's in last 6 months	7,222	7.7%	128
Fast food/drive-in last 6 months: KFC	16,261	17.4%	85
Fast food/drive-in last 6 months: Krispy Kreme	5,878	6.3%	105
Fast food/drive-in last 6 months: Little Caesars	10,457	11.2%	83
Fast food/drive-in last 6 months: Long John Silver`s	2,192	2.3%	66
Fast food/drive-in last 6 months: McDonald`s	48,075	51.3%	97
Went to Panda Express in last 6 months	9,860	10.5%	109
Fast food/drive-in last 6 months: Panera Bread	17,038	18.2%	143
Fast food/drive-in last 6 months: Papa John`s	8,819	9.4%	106
Fast food/drive-in last 6 months: Papa Murphy`s	5,529	5.9%	124
Fast food/drive-in last 6 months: Pizza Hut	13,715	14.6%	85
Fast food/drive-in last 6 months: Popeyes Chicken	7,468	8.0%	88
Fast food/drive-in last 6 months: Sonic Drive-In	10,598	11.3%	94
Fast food/drive-in last 6 months: Starbucks	22,273	23.8%	127
Fast food/drive-in last 6 months: Steak `n Shake	4,992	5.3%	96
Fast food/drive-in last 6 months: Subway	24,858	26.5%	103
Fast food/drive-in last 6 months: Taco Bell	25,884	27.6%	96
Fast food/drive-in last 6 months: Wendy`s	24,622	26.3%	103
Fast food/drive-in last 6 months: Whataburger	4,861	5.2%	99
Fast food/drive-in last 6 months: White Castle	2,671	2.9%	93
Went to fine dining restaurant last month	14,482	15.5%	147
Went to fine dining restaurant 3+ times last month	4,098	4.4%	140
went to fine uning restaurant of times last month	4,030	7.470	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.

©2019 Esri Page 6 of 6