



# Restaurant Market Potential

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	
Product/Consumer Behavior	Expected Number of		MPI	
	Adults	Percent		
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.

December 31, 2019



## Restaurant Market Potential

Epic Plaza  
12910 Factory Ln, Louisville, Kentucky, 40245  
Ring: 1 mile radius

Prepared by Charlotte Hollkamp  
Latitude: 38.28821  
Longitude: -85.51154

Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Fast food/drive-in last 6 months: eat in	1,237	39.8%	107
Fast food/drive-in last 6 months: home delivery	323	10.4%	120
Fast food/drive-in last 6 months: take-out/drive-thru	1,666	53.6%	114
Fast food/drive-in last 6 months: take-out/walk-in	783	25.2%	121
Fast food/drive-in last 6 months: breakfast	1,166	37.5%	105
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: weekday	2,051	65.9%	111
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%	89
Fast food/drive-in last 6 months: Arby's	508	16.3%	93
Fast food/drive-in last 6 months: Baskin-Robbins	126	4.1%	122
Fast food/drive-in last 6 months: Boston Market	97	3.1%	101
Fast food/drive-in last 6 months: Burger King	811	26.1%	88
Fast food/drive-in last 6 months: Captain D's	58	1.9%	50
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%	165
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: 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: Del Taco	133	4.3%	110
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	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: 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
Went to fine dining restaurant 3+ times last month	96	3.1%	99

**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

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
Product/Consumer Behavior	Expected Number of		
	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	3,326	9.6%	117
Fam rest/steak hse/6 months: Red Lobster	3,339	9.7%	100
Fam rest/steak hse/6 months: Red Robin	3,016	8.7%	126
Fam rest/steak hse/6 months: Ruby Tuesday	1,505	4.4%	94
Fam rest/steak hse/6 months: Texas Roadhouse	3,790	11.0%	111
Fam rest/steak hse/6 months: T.G.I. Friday` s	2,020	5.9%	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%	103
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: \$21-\$40	5,522	16.0%	99
Spent at fast food restaurant/30 days: \$41-\$50	3,369	9.8%	112
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

**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

Epic Plaza  
12910 Factory Ln, Louisville, Kentucky, 40245  
Ring: 3 mile radius

Prepared by Charlotte Hollkamp  
Latitude: 38.28821  
Longitude: -85.51154

Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
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	4,153	12.0%	90
Fast food/drive-in last 6 months: Long John Silver's	795	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

**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

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
Product/Consumer Behavior	Expected Number of		
	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

**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

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

Prepared by Charlotte Hollkamp  
Latitude: 38.28821  
Longitude: -85.51154

Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
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: Domino's Pizza	11,306	12.1%	95
Fast food/drive-in last 6 months: Dunkin' Donuts	14,795	15.8%	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

**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