



# Restaurant Market Potential

Anchorage Plaza  
12907 Factory Ln, Louisville, Kentucky, 40245  
Ring: 1 mile radius

Prepared by Charlotte Hollkamp  
Latitude: 38.28861  
Longitude: -85.51168

Demographic Summary		2018	2023	
Population		4,694	5,038	
Population 18+		3,386	3,642	
Households		1,984	2,138	
Median Household Income		\$102,049	\$106,993	
Product/Consumer Behavior	Expected Number of			
	Adults	Percent	MPI	
Went to family restaurant/steak house in last 6 mo		2,793	82.5%	109
Went to family restaurant/steak house 4+ times/mo		1,104	32.6%	121
Spent at family restaurant/30 days: <\$31		248	7.3%	84
Spent at family restaurant/30 days: \$31-50		333	9.8%	99
Spent at family restaurant/30 days: \$51-100		588	17.4%	112
Spent at family restaurant/30 days: \$101-200		422	12.5%	134
Spent at family restaurant/30 days: \$201-300		145	4.3%	172
Family restaurant/steak house last 6 months: breakfast		483	14.3%	107
Family restaurant/steak house last 6 months: lunch		746	22.0%	113
Family restaurant/steak house last 6 months: dinner		1,876	55.4%	118
Family restaurant/steak house last 6 months: snack		87	2.6%	131
Family restaurant/steak house last 6 months: weekday		1,171	34.6%	112
Family restaurant/steak house last 6 months: weekend		1,655	48.9%	115
Fam rest/steak hse/6 months: Applebee`s		679	20.1%	89
Fam rest/steak hse/6 months: Bob Evans Farms		90	2.7%	73
Fam rest/steak hse/6 months: Buffalo Wild Wings		456	13.5%	128
Fam rest/steak hse/6 months: California Pizza Kitchen		132	3.9%	139
Fam rest/steak hse/6 months: Carrabba`s Italian Grill		134	4.0%	131
Fam rest/steak hse/6 months: The Cheesecake Factory		330	9.7%	135
Fam rest/steak hse/6 months: Chili`s Grill & Bar		510	15.1%	145
Fam rest/steak hse/6 months: CiCi`s Pizza		122	3.6%	101
Fam rest/steak hse/6 months: Cracker Barrel		301	8.9%	81
Fam rest/steak hse/6 months: Denny`s		293	8.7%	101
Fam rest/steak hse/6 months: Golden Corral		173	5.1%	69
Fam rest/steak hse/6 months: IHOP		435	12.8%	125
Fam rest/steak hse/6 months: Logan`s Roadhouse		85	2.5%	80
Fam rest/steak hse/6 months: LongHorn Steakhouse		182	5.4%	103
Fam rest/steak hse/6 months: Olive Garden		660	19.5%	116
Fam rest/steak hse/6 months: Outback Steakhouse		344	10.2%	114
Fam rest/steak hse/6 months: Red Lobster		397	11.7%	112
Fam rest/steak hse/6 months: Red Robin		334	9.9%	140
Fam rest/steak hse/6 months: Ruby Tuesday		188	5.6%	103
Fam rest/steak hse/6 months: Texas Roadhouse		434	12.8%	129
Fam rest/steak hse/6 months: T.G.I. Friday`s		190	5.6%	100
Fam rest/steak hse/6 months: Waffle House		165	4.9%	84
Went to fast food/drive-in restaurant in last 6 mo		3,138	92.7%	103
Went to fast food/drive-in restaurant 9+ times/mo		1,509	44.6%	112
Spent at fast food restaurant/30 days: <\$11		147	4.3%	84
Spent at fast food restaurant/30 days: \$11-\$20		346	10.2%	97
Spent at fast food restaurant/30 days: \$21-\$40		550	16.2%	99
Spent at fast food restaurant/30 days: \$41-\$50		284	8.4%	94
Spent at fast food restaurant/30 days: \$51-\$100		650	19.2%	115
Spent at fast food restaurant/30 days: \$101-\$200		403	11.9%	149
Spent at fast food restaurant/30 days: \$201+		128	3.8%	135

**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 2018 and 2023.

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Latitude: 38.28861  
Longitude: -85.51168

Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Fast food/drive-in last 6 months: eat in	1,342	39.6%	108
Fast food/drive-in last 6 months: home delivery	331	9.8%	116
Fast food/drive-in last 6 months: take-out/drive-thru	1,813	53.5%	113
Fast food/drive-in last 6 months: take-out/walk-in	825	24.4%	116
Fast food/drive-in last 6 months: breakfast	1,196	35.3%	102
Fast food/drive-in last 6 months: lunch	1,890	55.8%	110
Fast food/drive-in last 6 months: dinner	1,803	53.2%	116
Fast food/drive-in last 6 months: snack	449	13.3%	106
Fast food/drive-in last 6 months: weekday	2,208	65.2%	109
Fast food/drive-in last 6 months: weekend	1,860	54.9%	115
Fast food/drive-in last 6 months: A & W	73	2.2%	83
Fast food/drive-in last 6 months: Arby's	566	16.7%	100
Fast food/drive-in last 6 months: Baskin-Robbins	176	5.2%	148
Fast food/drive-in last 6 months: Boston Market	92	2.7%	82
Fast food/drive-in last 6 months: Burger King	872	25.8%	87
Fast food/drive-in last 6 months: Captain D's	74	2.2%	52
Fast food/drive-in last 6 months: Carl's Jr.	251	7.4%	129
Fast food/drive-in last 6 months: Checkers	66	1.9%	58
Fast food/drive-in last 6 months: Chick-fil-A	1,246	36.8%	168
Fast food/drive-in last 6 months: Chipotle Mex. Grill	661	19.5%	148
Fast food/drive-in last 6 months: Chuck E. Cheese's	137	4.0%	131
Fast food/drive-in last 6 months: Church's Fr. Chicken	96	2.8%	79
Fast food/drive-in last 6 months: Cold Stone Creamery	159	4.7%	146
Fast food/drive-in last 6 months: Dairy Queen	508	15.0%	98
Fast food/drive-in last 6 months: Del Taco	154	4.5%	129
Fast food/drive-in last 6 months: Domino's Pizza	524	15.5%	126
Fast food/drive-in last 6 months: Dunkin' Donuts	434	12.8%	93
Went to Five Guys in last 6 months	420	12.4%	128
Fast food/drive-in last 6 months: Hardee's	142	4.2%	67
Fast food/drive-in last 6 months: Jack in the Box	379	11.2%	140
Went to Jimmy John's in last 6 months	290	8.6%	147
Fast food/drive-in last 6 months: KFC	566	16.7%	83
Fast food/drive-in last 6 months: Krispy Kreme	251	7.4%	129
Fast food/drive-in last 6 months: Little Caesars	476	14.1%	104
Fast food/drive-in last 6 months: Long John Silver's	81	2.4%	66
Fast food/drive-in last 6 months: McDonald's	1,709	50.5%	96
Went to Panda Express in last 6 months	495	14.6%	154
Fast food/drive-in last 6 months: Panera Bread	620	18.3%	143
Fast food/drive-in last 6 months: Papa John's	441	13.0%	147
Fast food/drive-in last 6 months: Papa Murphy's	249	7.4%	145
Fast food/drive-in last 6 months: Pizza Hut	579	17.1%	101
Fast food/drive-in last 6 months: Popeyes Chicken	356	10.5%	112
Fast food/drive-in last 6 months: Sonic Drive-In	411	12.1%	104
Fast food/drive-in last 6 months: Starbucks	885	26.1%	144
Fast food/drive-in last 6 months: Steak 'n Shake	183	5.4%	98
Fast food/drive-in last 6 months: Subway	1,009	29.8%	109
Fast food/drive-in last 6 months: Taco Bell	1,061	31.3%	109
Fast food/drive-in last 6 months: Wendy's	855	25.3%	100
Fast food/drive-in last 6 months: Whataburger	290	8.6%	180
Fast food/drive-in last 6 months: White Castle	90	2.7%	84

**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 2018 and 2023.

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Went to fine dining restaurant last month	531	15.7%	146
Went to fine dining restaurant 3+ times last month	145	4.3%	133
Spent at fine dining restaurant/30 days: <\$51	61	1.8%	111
Spent at fine dining restaurant/30 days: \$51-\$100	174	5.1%	155
Spent at fine dining restaurant/30 days: \$101-\$200	126	3.7%	141

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# Restaurant Market Potential

Anchorage Plaza  
12907 Factory Ln, Louisville, Kentucky, 40245  
Ring: 3 mile radius

Prepared by Charlotte Hollkamp  
Latitude: 38.28861  
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Demographic Summary		2018	2023	
Population		45,494	47,929	
Population 18+		33,891	36,084	
Households		17,388	18,360	
Median Household Income		\$88,522	\$96,254	
Product/Consumer Behavior	Expected Number of			
	Adults	Percent	MPI	
Went to family restaurant/steak house in last 6 mo		27,306	80.6%	107
Went to family restaurant/steak house 4+ times/mo		10,217	30.1%	112
Spent at family restaurant/30 days: <\$31		2,793	8.2%	94
Spent at family restaurant/30 days: \$31-50		3,452	10.2%	102
Spent at family restaurant/30 days: \$51-100		5,695	16.8%	109
Spent at family restaurant/30 days: \$101-200		4,203	12.4%	133
Spent at family restaurant/30 days: \$201-300		1,169	3.4%	138
Family restaurant/steak house last 6 months: breakfast		4,880	14.4%	108
Family restaurant/steak house last 6 months: lunch		7,153	21.1%	108
Family restaurant/steak house last 6 months: dinner		18,061	53.3%	114
Family restaurant/steak house last 6 months: snack		647	1.9%	97
Family restaurant/steak house last 6 months: weekday		12,024	35.5%	115
Family restaurant/steak house last 6 months: weekend		15,802	46.6%	110
Fam rest/steak hse/6 months: Applebee`s		7,133	21.0%	93
Fam rest/steak hse/6 months: Bob Evans Farms		977	2.9%	79
Fam rest/steak hse/6 months: Buffalo Wild Wings		4,124	12.2%	116
Fam rest/steak hse/6 months: California Pizza Kitchen		1,389	4.1%	146
Fam rest/steak hse/6 months: Carrabba`s Italian Grill		1,409	4.2%	138
Fam rest/steak hse/6 months: The Cheesecake Factory		3,199	9.4%	131
Fam rest/steak hse/6 months: Chili`s Grill & Bar		4,230	12.5%	120
Fam rest/steak hse/6 months: CiCi`s Pizza		1,096	3.2%	91
Fam rest/steak hse/6 months: Cracker Barrel		3,636	10.7%	97
Fam rest/steak hse/6 months: Denny`s		2,620	7.7%	90
Fam rest/steak hse/6 months: Golden Corral		1,904	5.6%	75
Fam rest/steak hse/6 months: IHOP		4,064	12.0%	117
Fam rest/steak hse/6 months: Logan`s Roadhouse		808	2.4%	76
Fam rest/steak hse/6 months: LongHorn Steakhouse		1,904	5.6%	107
Fam rest/steak hse/6 months: Olive Garden		6,350	18.7%	112
Fam rest/steak hse/6 months: Outback Steakhouse		3,586	10.6%	119
Fam rest/steak hse/6 months: Red Lobster		3,517	10.4%	99
Fam rest/steak hse/6 months: Red Robin		3,051	9.0%	128
Fam rest/steak hse/6 months: Ruby Tuesday		1,892	5.6%	104
Fam rest/steak hse/6 months: Texas Roadhouse		3,648	10.8%	108
Fam rest/steak hse/6 months: T.G.I. Friday`s		2,125	6.3%	111
Fam rest/steak hse/6 months: Waffle House		1,642	4.8%	84
Went to fast food/drive-in restaurant in last 6 mo		31,048	91.6%	102
Went to fast food/drive-in restaurant 9+ times/mo		13,898	41.0%	103
Spent at fast food restaurant/30 days: <\$11		1,634	4.8%	93
Spent at fast food restaurant/30 days: \$11-\$20		3,427	10.1%	96
Spent at fast food restaurant/30 days: \$21-\$40		5,586	16.5%	101
Spent at fast food restaurant/30 days: \$41-\$50		3,347	9.9%	110
Spent at fast food restaurant/30 days: \$51-\$100		6,039	17.8%	107
Spent at fast food restaurant/30 days: \$101-\$200		3,234	9.5%	120
Spent at fast food restaurant/30 days: \$201+		1,090	3.2%	115

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Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Fast food/drive-in last 6 months: eat in	12,912	38.1%	104
Fast food/drive-in last 6 months: home delivery	2,743	8.1%	96
Fast food/drive-in last 6 months: take-out/drive-thru	16,844	49.7%	105
Fast food/drive-in last 6 months: take-out/walk-in	7,966	23.5%	112
Fast food/drive-in last 6 months: breakfast	11,939	35.2%	102
Fast food/drive-in last 6 months: lunch	18,285	54.0%	106
Fast food/drive-in last 6 months: dinner	16,630	49.1%	107
Fast food/drive-in last 6 months: snack	4,493	13.3%	106
Fast food/drive-in last 6 months: weekday	21,532	63.5%	106
Fast food/drive-in last 6 months: weekend	17,425	51.4%	107
Fast food/drive-in last 6 months: A & W	735	2.2%	84
Fast food/drive-in last 6 months: Arby's	5,710	16.8%	101
Fast food/drive-in last 6 months: Baskin-Robbins	1,580	4.7%	133
Fast food/drive-in last 6 months: Boston Market	1,176	3.5%	105
Fast food/drive-in last 6 months: Burger King	8,828	26.0%	88
Fast food/drive-in last 6 months: Captain D's	857	2.5%	60
Fast food/drive-in last 6 months: Carl's Jr.	1,908	5.6%	98
Fast food/drive-in last 6 months: Checkers	704	2.1%	62
Fast food/drive-in last 6 months: Chick-fil-A	10,107	29.8%	136
Fast food/drive-in last 6 months: Chipotle Mex. Grill	6,251	18.4%	140
Fast food/drive-in last 6 months: Chuck E. Cheese's	977	2.9%	93
Fast food/drive-in last 6 months: Church's Fr. Chicken	827	2.4%	68
Fast food/drive-in last 6 months: Cold Stone Creamery	1,236	3.6%	113
Fast food/drive-in last 6 months: Dairy Queen	5,116	15.1%	98
Fast food/drive-in last 6 months: Del Taco	1,411	4.2%	118
Fast food/drive-in last 6 months: Domino's Pizza	4,285	12.6%	103
Fast food/drive-in last 6 months: Dunkin' Donuts	5,154	15.2%	110
Went to Five Guys in last 6 months	4,289	12.7%	130
Fast food/drive-in last 6 months: Hardee's	1,346	4.0%	63
Fast food/drive-in last 6 months: Jack in the Box	2,822	8.3%	105
Went to Jimmy John's in last 6 months	2,724	8.0%	138
Fast food/drive-in last 6 months: KFC	5,689	16.8%	83
Fast food/drive-in last 6 months: Krispy Kreme	2,007	5.9%	103
Fast food/drive-in last 6 months: Little Caesars	4,147	12.2%	91
Fast food/drive-in last 6 months: Long John Silver's	838	2.5%	68
Fast food/drive-in last 6 months: McDonald's	16,962	50.0%	95
Went to Panda Express in last 6 months	4,022	11.9%	125
Fast food/drive-in last 6 months: Panera Bread	6,049	17.8%	139
Fast food/drive-in last 6 months: Papa John's	3,469	10.2%	116
Fast food/drive-in last 6 months: Papa Murphy's	2,105	6.2%	123
Fast food/drive-in last 6 months: Pizza Hut	5,108	15.1%	89
Fast food/drive-in last 6 months: Popeyes Chicken	3,003	8.9%	95
Fast food/drive-in last 6 months: Sonic Drive-In	3,832	11.3%	96
Fast food/drive-in last 6 months: Starbucks	8,142	24.0%	132
Fast food/drive-in last 6 months: Steak 'n Shake	1,759	5.2%	94
Fast food/drive-in last 6 months: Subway	9,580	28.3%	103
Fast food/drive-in last 6 months: Taco Bell	9,408	27.8%	97
Fast food/drive-in last 6 months: Wendy's	8,787	25.9%	103
Fast food/drive-in last 6 months: Whataburger	1,992	5.9%	123
Fast food/drive-in last 6 months: White Castle	865	2.6%	81

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Went to fine dining restaurant last month	5,384	15.9%	148
Went to fine dining restaurant 3+ times last month	1,556	4.6%	142
Spent at fine dining restaurant/30 days: <\$51	539	1.6%	98
Spent at fine dining restaurant/30 days: \$51-\$100	1,666	4.9%	149
Spent at fine dining restaurant/30 days: \$101-\$200	1,405	4.1%	157

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# Restaurant Market Potential

Anchorage Plaza  
12907 Factory Ln, Louisville, Kentucky, 40245  
Ring: 5 mile radius

Prepared by Charlotte Hollkamp  
Latitude: 38.28861  
Longitude: -85.51168

Demographic Summary		2018	2023
Population		120,918	127,894
Population 18+		92,319	98,478
Households		47,703	50,390
Median Household Income		\$87,458	\$95,475
		Expected Number of	
Product/Consumer Behavior	Adults	Percent	MPI
Went to family restaurant/steak house in last 6 mo	73,927	80.1%	106
Went to family restaurant/steak house 4+ times/mo	27,713	30.0%	112
Spent at family restaurant/30 days: <\$31	7,902	8.6%	98
Spent at family restaurant/30 days: \$31-50	9,414	10.2%	102
Spent at family restaurant/30 days: \$51-100	15,196	16.5%	106
Spent at family restaurant/30 days: \$101-200	10,980	11.9%	128
Spent at family restaurant/30 days: \$201-300	2,995	3.2%	130
Family restaurant/steak house last 6 months: breakfast	13,550	14.7%	110
Family restaurant/steak house last 6 months: lunch	19,575	21.2%	108
Family restaurant/steak house last 6 months: dinner	48,850	52.9%	113
Family restaurant/steak house last 6 months: snack	1,677	1.8%	92
Family restaurant/steak house last 6 months: weekday	33,009	35.8%	116
Family restaurant/steak house last 6 months: weekend	42,634	46.2%	109
Fam rest/steak hse/6 months: Applebee`s	19,993	21.7%	96
Fam rest/steak hse/6 months: Bob Evans Farms	3,144	3.4%	94
Fam rest/steak hse/6 months: Buffalo Wild Wings	10,760	11.7%	111
Fam rest/steak hse/6 months: California Pizza Kitchen	3,933	4.3%	151
Fam rest/steak hse/6 months: Carrabba`s Italian Grill	3,698	4.0%	133
Fam rest/steak hse/6 months: The Cheesecake Factory	8,636	9.4%	129
Fam rest/steak hse/6 months: Chili`s Grill & Bar	10,898	11.8%	114
Fam rest/steak hse/6 months: CiCi`s Pizza	2,455	2.7%	75
Fam rest/steak hse/6 months: Cracker Barrel	10,592	11.5%	104
Fam rest/steak hse/6 months: Denny`s	6,951	7.5%	88
Fam rest/steak hse/6 months: Golden Corral	4,940	5.4%	72
Fam rest/steak hse/6 months: IHOP	10,417	11.3%	110
Fam rest/steak hse/6 months: Logan`s Roadhouse	2,312	2.5%	79
Fam rest/steak hse/6 months: LongHorn Steakhouse	5,280	5.7%	109
Fam rest/steak hse/6 months: Olive Garden	17,543	19.0%	113
Fam rest/steak hse/6 months: Outback Steakhouse	10,212	11.1%	124
Fam rest/steak hse/6 months: Red Lobster	9,598	10.4%	99
Fam rest/steak hse/6 months: Red Robin	8,160	8.8%	126
Fam rest/steak hse/6 months: Ruby Tuesday	5,392	5.8%	109
Fam rest/steak hse/6 months: Texas Roadhouse	9,822	10.6%	107
Fam rest/steak hse/6 months: T.G.I. Friday`s	5,734	6.2%	110
Fam rest/steak hse/6 months: Waffle House	4,318	4.7%	81
Went to fast food/drive-in restaurant in last 6 mo	84,473	91.5%	101
Went to fast food/drive-in restaurant 9+ times/mo	36,979	40.1%	101
Spent at fast food restaurant/30 days: <\$11	4,889	5.3%	102
Spent at fast food restaurant/30 days: \$11-\$20	9,691	10.5%	99
Spent at fast food restaurant/30 days: \$21-\$40	15,250	16.5%	101
Spent at fast food restaurant/30 days: \$41-\$50	8,823	9.6%	107
Spent at fast food restaurant/30 days: \$51-\$100	16,050	17.4%	104
Spent at fast food restaurant/30 days: \$101-\$200	8,360	9.1%	114
Spent at fast food restaurant/30 days: \$201+	2,737	3.0%	106

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Latitude: 38.28861  
Longitude: -85.51168

Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Fast food/drive-in last 6 months: eat in	35,258	38.2%	104
Fast food/drive-in last 6 months: home delivery	7,263	7.9%	94
Fast food/drive-in last 6 months: take-out/drive-thru	45,188	48.9%	104
Fast food/drive-in last 6 months: take-out/walk-in	21,089	22.8%	108
Fast food/drive-in last 6 months: breakfast	32,953	35.7%	103
Fast food/drive-in last 6 months: lunch	49,085	53.2%	105
Fast food/drive-in last 6 months: dinner	44,818	48.5%	105
Fast food/drive-in last 6 months: snack	12,162	13.2%	106
Fast food/drive-in last 6 months: weekday	58,440	63.3%	106
Fast food/drive-in last 6 months: weekend	46,016	49.8%	104
Fast food/drive-in last 6 months: A & W	1,999	2.2%	83
Fast food/drive-in last 6 months: Arby's	15,777	17.1%	103
Fast food/drive-in last 6 months: Baskin-Robbins	3,627	3.9%	112
Fast food/drive-in last 6 months: Boston Market	3,359	3.6%	110
Fast food/drive-in last 6 months: Burger King	24,134	26.1%	88
Fast food/drive-in last 6 months: Captain D's	2,240	2.4%	58
Fast food/drive-in last 6 months: Carl's Jr.	4,769	5.2%	90
Fast food/drive-in last 6 months: Checkers	1,874	2.0%	60
Fast food/drive-in last 6 months: Chick-fil-A	25,644	27.8%	127
Fast food/drive-in last 6 months: Chipotle Mex. Grill	16,248	17.6%	133
Fast food/drive-in last 6 months: Chuck E. Cheese's	2,424	2.6%	85
Fast food/drive-in last 6 months: Church's Fr. Chicken	2,053	2.2%	62
Fast food/drive-in last 6 months: Cold Stone Creamery	3,186	3.5%	107
Fast food/drive-in last 6 months: Dairy Queen	14,406	15.6%	102
Fast food/drive-in last 6 months: Del Taco	3,344	3.6%	103
Fast food/drive-in last 6 months: Domino's Pizza	10,857	11.8%	96
Fast food/drive-in last 6 months: Dunkin' Donuts	14,467	15.7%	114
Went to Five Guys in last 6 months	11,816	12.8%	132
Fast food/drive-in last 6 months: Hardee's	4,021	4.4%	69
Fast food/drive-in last 6 months: Jack in the Box	6,533	7.1%	89
Went to Jimmy John's in last 6 months	7,231	7.8%	134
Fast food/drive-in last 6 months: KFC	15,507	16.8%	83
Fast food/drive-in last 6 months: Krispy Kreme	5,398	5.8%	102
Fast food/drive-in last 6 months: Little Caesars	10,473	11.3%	84
Fast food/drive-in last 6 months: Long John Silver's	2,405	2.6%	72
Fast food/drive-in last 6 months: McDonald's	46,903	50.8%	97
Went to Panda Express in last 6 months	9,774	10.6%	112
Fast food/drive-in last 6 months: Panera Bread	16,890	18.3%	143
Fast food/drive-in last 6 months: Papa John's	8,827	9.6%	108
Fast food/drive-in last 6 months: Papa Murphy's	5,672	6.1%	122
Fast food/drive-in last 6 months: Pizza Hut	13,052	14.1%	83
Fast food/drive-in last 6 months: Popeyes Chicken	7,605	8.2%	88
Fast food/drive-in last 6 months: Sonic Drive-In	9,906	10.7%	91
Fast food/drive-in last 6 months: Starbucks	21,279	23.0%	127
Fast food/drive-in last 6 months: Steak 'n Shake	4,851	5.3%	95
Fast food/drive-in last 6 months: Subway	25,917	28.1%	103
Fast food/drive-in last 6 months: Taco Bell	24,874	26.9%	94
Fast food/drive-in last 6 months: Wendy's	23,734	25.7%	102
Fast food/drive-in last 6 months: Whataburger	4,358	4.7%	99
Fast food/drive-in last 6 months: White Castle	2,392	2.6%	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 2018 and 2023.

September 17, 2018





## Restaurant Market Potential

Anchorage Plaza  
12907 Factory Ln, Louisville, Kentucky, 40245  
Ring: 5 mile radius

Prepared by Charlotte Hollkamp  
Latitude: 38.28861  
Longitude: -85.51168

Went to fine dining restaurant last month	14,387	15.6%	145
Went to fine dining restaurant 3+ times last month	4,121	4.5%	138
Spent at fine dining restaurant/30 days: <\$51	1,497	1.6%	100
Spent at fine dining restaurant/30 days: \$51-\$100	4,412	4.8%	145
Spent at fine dining restaurant/30 days: \$101-\$200	3,707	4.0%	152

**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 2018 and 2023.

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