



Restaurant Market Potential

Anchorage Plaza
12903 Factory Ln, Louisville, Kentucky, 40245
Ring: 1 mile radius

Prepared by Charlotte Hollkamp
Latitude: 38.28833
Longitude: -85.51225

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			
	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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Prepared by Charlotte Hollkamp
Latitude: 38.28833
Longitude: -85.51225

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.

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Restaurant Market Potential

Anchorage Plaza
12903 Factory Ln, Louisville, Kentucky, 40245
Ring: 3 mile radius

Prepared by Charlotte Hollkamp
Latitude: 38.28833
Longitude: -85.51225

Demographic Summary		2019	2024
Population		45,839	47,952
Population 18+		34,317	36,283
Households		17,617	18,493
Median Household Income		\$96,598	\$107,308
Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Went to family restaurant/steak house in last 6 mo	27,668	80.6%	108
Went to family restaurant/steak house 4+ times/mo	10,189	29.7%	112
Spent at family restaurant/30 days: <\$1-30	2,845	8.3%	103
Spent at family restaurant/30 days: \$31-50	3,360	9.8%	102
Spent at family restaurant/30 days: \$51-100	5,748	16.7%	113
Spent at family restaurant/30 days: \$101-200	4,032	11.7%	125
Family restaurant/steak house last 6 months: breakfast	4,986	14.5%	109
Family restaurant/steak house last 6 months: lunch	7,258	21.1%	109
Family restaurant/steak house last 6 months: dinner	17,905	52.2%	113
Family restaurant/steak house last 6 months: snack	670	2.0%	100
Family restaurant/steak house last 6 months: weekday	11,781	34.3%	112
Family restaurant/steak house last 6 months: weekend	15,961	46.5%	112
Fam rest/steak hse/6 months: Applebee` s	7,030	20.5%	94
Fam rest/steak hse/6 months: Bob Evans Farms	871	2.5%	82
Fam rest/steak hse/6 months: Buffalo Wild Wings	4,190	12.2%	117
Fam rest/steak hse/6 months: California Pizza Kitchen	1,325	3.9%	140
Fam rest/steak hse/6 months: Carrabba` s Italian Grill	1,318	3.8%	133
Fam rest/steak hse/6 months: The Cheesecake Factory	3,541	10.3%	141
Fam rest/steak hse/6 months: Chili` s Grill & Bar	4,575	13.3%	123
Fam rest/steak hse/6 months: CiCi` s	845	2.5%	86
Fam rest/steak hse/6 months: Cracker Barrel	3,847	11.2%	102
Fam rest/steak hse/6 months: Denny` s	2,890	8.4%	100
Fam rest/steak hse/6 months: Golden Corral	1,994	5.8%	83
Fam rest/steak hse/6 months: IHOP	3,987	11.6%	116
Fam rest/steak hse/6 months: Logan` s Roadhouse	843	2.5%	77
Fam rest/steak hse/6 months: LongHorn Steakhouse	1,990	5.8%	112
Fam rest/steak hse/6 months: Olive Garden	6,535	19.0%	114
Fam rest/steak hse/6 months: Outback Steakhouse	3,298	9.6%	117
Fam rest/steak hse/6 months: Red Lobster	3,328	9.7%	100
Fam rest/steak hse/6 months: Red Robin	2,989	8.7%	125
Fam rest/steak hse/6 months: Ruby Tuesday	1,497	4.4%	95
Fam rest/steak hse/6 months: Texas Roadhouse	3,776	11.0%	111
Fam rest/steak hse/6 months: T.G.I. Friday` s	2,012	5.9%	108
Fam rest/steak hse/6 months: Waffle House	1,768	5.2%	89
Went to fast food/drive-in restaurant in last 6 months	31,665	92.3%	102
Went to fast food/drive-in restaurant 9+ times/month	13,886	40.5%	103
Spent at fast food restaurant/30 days: <\$1-10	1,572	4.6%	101
Spent at fast food restaurant/30 days: \$11-\$20	3,529	10.3%	95
Spent at fast food restaurant/30 days: \$21-\$40	5,484	16.0%	98
Spent at fast food restaurant/30 days: \$41-\$50	3,349	9.8%	112
Spent at fast food restaurant/30 days: \$51-\$100	6,034	17.6%	106
Spent at fast food restaurant/30 days: \$101-\$200	3,409	9.9%	121
Spent at fast food restaurant/30 days: \$201+	1,393	4.1%	132

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Ring: 3 mile radius

Prepared by Charlotte Hollkamp
Latitude: 38.28833
Longitude: -85.51225

Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Fast food/drive-in last 6 months: eat in	13,355	38.9%	105
Fast food/drive-in last 6 months: home delivery	2,975	8.7%	100
Fast food/drive-in last 6 months: take-out/drive-thru	17,257	50.3%	107
Fast food/drive-in last 6 months: take-out/walk-in	8,297	24.2%	116
Fast food/drive-in last 6 months: breakfast	12,767	37.2%	105
Fast food/drive-in last 6 months: lunch	18,361	53.5%	106
Fast food/drive-in last 6 months: dinner	17,025	49.6%	107
Fast food/drive-in last 6 months: snack	4,518	13.2%	111
Fast food/drive-in last 6 months: weekday	22,000	64.1%	108
Fast food/drive-in last 6 months: weekend	17,475	50.9%	108
Fast food/drive-in last 6 months: A & W	860	2.5%	88
Fast food/drive-in last 6 months: Arby's	5,857	17.1%	97
Fast food/drive-in last 6 months: Baskin-Robbins	1,335	3.9%	117
Fast food/drive-in last 6 months: Boston Market	1,216	3.5%	115
Fast food/drive-in last 6 months: Burger King	9,083	26.5%	89
Fast food/drive-in last 6 months: Captain D's	783	2.3%	62
Fast food/drive-in last 6 months: Carl's Jr.	2,010	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	11,026	32.1%	134
Fast food/drive-in last 6 months: Chipotle Mex. Grill	5,776	16.8%	135
Fast food/drive-in last 6 months: Chuck E. Cheese's	926	2.7%	92
Fast food/drive-in last 6 months: Church's Fr. Chicken	846	2.5%	70
Fast food/drive-in last 6 months: Cold Stone Creamery	1,203	3.5%	119
Fast food/drive-in last 6 months: Dairy Queen	5,510	16.1%	99
Fast food/drive-in last 6 months: Del Taco	1,467	4.3%	110
Fast food/drive-in last 6 months: Domino's Pizza	4,340	12.6%	100
Fast food/drive-in last 6 months: Dunkin' Donuts	5,462	15.9%	117
Went to Five Guys in last 6 months	4,081	11.9%	127
Fast food/drive-in last 6 months: Hardee's	1,593	4.6%	70
Fast food/drive-in last 6 months: Jack in the Box	2,594	7.6%	101
Went to Jimmy John's in last 6 months	2,694	7.9%	130
Fast food/drive-in last 6 months: KFC	6,115	17.8%	87
Fast food/drive-in last 6 months: Krispy Kreme	2,223	6.5%	109
Fast food/drive-in last 6 months: Little Caesars	4,143	12.1%	90
Fast food/drive-in last 6 months: Long John Silver's	791	2.3%	65
Fast food/drive-in last 6 months: McDonald's	17,640	51.4%	97
Went to Panda Express in last 6 months	3,996	11.6%	120
Fast food/drive-in last 6 months: Panera Bread	6,075	17.7%	139
Fast food/drive-in last 6 months: Papa John's	3,464	10.1%	114
Fast food/drive-in last 6 months: Papa Murphy's	1,873	5.5%	115
Fast food/drive-in last 6 months: Pizza Hut	5,481	16.0%	92
Fast food/drive-in last 6 months: Popeyes Chicken	3,010	8.8%	96
Fast food/drive-in last 6 months: Sonic Drive-In	4,217	12.3%	102
Fast food/drive-in last 6 months: Starbucks	8,370	24.4%	131
Fast food/drive-in last 6 months: Steak 'n Shake	1,750	5.1%	92
Fast food/drive-in last 6 months: Subway	8,978	26.2%	102
Fast food/drive-in last 6 months: Taco Bell	9,598	28.0%	97
Fast food/drive-in last 6 months: Wendy's	9,068	26.4%	104
Fast food/drive-in last 6 months: Whataburger	2,222	6.5%	124
Fast food/drive-in last 6 months: White Castle	966	2.8%	92
Went to fine dining restaurant last month	5,261	15.3%	146
Went to fine dining restaurant 3+ times last month	1,469	4.3%	137

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Restaurant Market Potential

Anchorage Plaza
12903 Factory Ln, Louisville, Kentucky, 40245
Ring: 5 mile radius

Prepared by Charlotte Hollkamp
Latitude: 38.28833
Longitude: -85.51225

Demographic Summary		2019	2024	
Population		122,833	130,039	
Population 18+		94,019	100,430	
Households		48,681	51,568	
Median Household Income		\$95,830	\$107,125	
Product/Consumer Behavior	Expected Number of			
	Adults	Percent	MPI	
Went to family restaurant/steak house in last 6 mo		75,083	79.9%	106
Went to family restaurant/steak house 4+ times/mo		27,431	29.2%	110
Spent at family restaurant/30 days: <\$1-30		8,036	8.5%	106
Spent at family restaurant/30 days: \$31-50		9,463	10.1%	105
Spent at family restaurant/30 days: \$51-100		15,459	16.4%	111
Spent at family restaurant/30 days: \$101-200		10,980	11.7%	124
Family restaurant/steak house last 6 months: breakfast		13,895	14.8%	111
Family restaurant/steak house last 6 months: lunch		19,706	21.0%	108
Family restaurant/steak house last 6 months: dinner		49,212	52.3%	113
Family restaurant/steak house last 6 months: snack		1,740	1.9%	94
Family restaurant/steak house last 6 months: weekday		33,008	35.1%	115
Family restaurant/steak house last 6 months: weekend		43,165	45.9%	110
Fam rest/steak hse/6 months: Applebee`s		19,628	20.9%	95
Fam rest/steak hse/6 months: Bob Evans Farms		2,731	2.9%	94
Fam rest/steak hse/6 months: Buffalo Wild Wings		10,957	11.7%	111
Fam rest/steak hse/6 months: California Pizza Kitchen		3,474	3.7%	134
Fam rest/steak hse/6 months: Carrabba`s Italian Grill		3,376	3.6%	125
Fam rest/steak hse/6 months: The Cheesecake Factory		9,035	9.6%	131
Fam rest/steak hse/6 months: Chili`s Grill & Bar		11,623	12.4%	114
Fam rest/steak hse/6 months: CiCi`s		1,972	2.1%	74
Fam rest/steak hse/6 months: Cracker Barrel		10,563	11.2%	103
Fam rest/steak hse/6 months: Denny`s		7,284	7.7%	92
Fam rest/steak hse/6 months: Golden Corral		4,998	5.3%	76
Fam rest/steak hse/6 months: IHOP		10,477	11.1%	111
Fam rest/steak hse/6 months: Logan`s Roadhouse		2,352	2.5%	79
Fam rest/steak hse/6 months: LongHorn Steakhouse		5,494	5.8%	113
Fam rest/steak hse/6 months: Olive Garden		17,840	19.0%	114
Fam rest/steak hse/6 months: Outback Steakhouse		9,496	10.1%	123
Fam rest/steak hse/6 months: Red Lobster		8,723	9.3%	96
Fam rest/steak hse/6 months: Red Robin		8,084	8.6%	124
Fam rest/steak hse/6 months: Ruby Tuesday		4,342	4.6%	100
Fam rest/steak hse/6 months: Texas Roadhouse		10,252	10.9%	110
Fam rest/steak hse/6 months: T.G.I. Friday`s		5,575	5.9%	109
Fam rest/steak hse/6 months: Waffle House		4,687	5.0%	86
Went to fast food/drive-in restaurant in last 6 months		86,614	92.1%	101
Went to fast food/drive-in restaurant 9+ times/month		36,935	39.3%	100
Spent at fast food restaurant/30 days: <\$1-10		4,663	5.0%	110
Spent at fast food restaurant/30 days: \$11-\$20		10,157	10.8%	100
Spent at fast food restaurant/30 days: \$21-\$40		15,608	16.6%	102
Spent at fast food restaurant/30 days: \$41-\$50		8,955	9.5%	109
Spent at fast food restaurant/30 days: \$51-\$100		16,014	17.0%	103
Spent at fast food restaurant/30 days: \$101-\$200		8,659	9.2%	113
Spent at fast food restaurant/30 days: \$201+		3,505	3.7%	121

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Prepared by Charlotte Hollkamp
Latitude: 38.28833
Longitude: -85.51225

Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Fast food/drive-in last 6 months: eat in	36,622	39.0%	105
Fast food/drive-in last 6 months: home delivery	7,814	8.3%	96
Fast food/drive-in last 6 months: take-out/drive-thru	46,216	49.2%	105
Fast food/drive-in last 6 months: take-out/walk-in	22,246	23.7%	114
Fast food/drive-in last 6 months: breakfast	34,700	36.9%	104
Fast food/drive-in last 6 months: lunch	50,131	53.3%	106
Fast food/drive-in last 6 months: dinner	46,429	49.4%	106
Fast food/drive-in last 6 months: snack	11,887	12.6%	107
Fast food/drive-in last 6 months: weekday	60,123	63.9%	108
Fast food/drive-in last 6 months: weekend	46,755	49.7%	105
Fast food/drive-in last 6 months: A & W	2,312	2.5%	86
Fast food/drive-in last 6 months: Arby's	16,429	17.5%	99
Fast food/drive-in last 6 months: Baskin-Robbins	3,359	3.6%	108
Fast food/drive-in last 6 months: Boston Market	3,142	3.3%	108
Fast food/drive-in last 6 months: Burger King	24,575	26.1%	88
Fast food/drive-in last 6 months: Captain D's	2,338	2.5%	67
Fast food/drive-in last 6 months: Carl's Jr.	4,860	5.2%	87
Fast food/drive-in last 6 months: Checkers	1,969	2.1%	63
Fast food/drive-in last 6 months: Chick-fil-A	28,136	29.9%	125
Fast food/drive-in last 6 months: Chipotle Mex. Grill	15,483	16.5%	132
Fast food/drive-in last 6 months: Chuck E. Cheese's	2,329	2.5%	85
Fast food/drive-in last 6 months: Church's Fr. Chicken	2,084	2.2%	63
Fast food/drive-in last 6 months: Cold Stone Creamery	3,056	3.3%	111
Fast food/drive-in last 6 months: Dairy Queen	15,351	16.3%	101
Fast food/drive-in last 6 months: Del Taco	3,593	3.8%	99
Fast food/drive-in last 6 months: Domino's Pizza	11,343	12.1%	95
Fast food/drive-in last 6 months: Dunkin' Donuts	14,869	15.8%	116
Went to Five Guys in last 6 months	11,156	11.9%	126
Fast food/drive-in last 6 months: Hardee's	4,535	4.8%	73
Fast food/drive-in last 6 months: Jack in the Box	6,192	6.6%	88
Went to Jimmy John's in last 6 months	7,244	7.7%	128
Fast food/drive-in last 6 months: KFC	16,322	17.4%	84
Fast food/drive-in last 6 months: Krispy Kreme	5,902	6.3%	105
Fast food/drive-in last 6 months: Little Caesars	10,488	11.2%	83
Fast food/drive-in last 6 months: Long John Silver's	2,202	2.3%	66
Fast food/drive-in last 6 months: McDonald's	48,262	51.3%	97
Went to Panda Express in last 6 months	9,887	10.5%	109
Fast food/drive-in last 6 months: Panera Bread	17,113	18.2%	143
Fast food/drive-in last 6 months: Papa John's	8,850	9.4%	106
Fast food/drive-in last 6 months: Papa Murphy's	5,548	5.9%	124
Fast food/drive-in last 6 months: Pizza Hut	13,752	14.6%	85
Fast food/drive-in last 6 months: Popeyes Chicken	7,493	8.0%	88
Fast food/drive-in last 6 months: Sonic Drive-In	10,635	11.3%	94
Fast food/drive-in last 6 months: Starbucks	22,367	23.8%	127
Fast food/drive-in last 6 months: Steak 'n Shake	5,013	5.3%	96
Fast food/drive-in last 6 months: Subway	24,948	26.5%	103
Fast food/drive-in last 6 months: Taco Bell	25,978	27.6%	96
Fast food/drive-in last 6 months: Wendy's	24,711	26.3%	103
Fast food/drive-in last 6 months: Whataburger	4,875	5.2%	99
Fast food/drive-in last 6 months: White Castle	2,684	2.9%	93
Went to fine dining restaurant last month	14,543	15.5%	147
Went to fine dining restaurant 3+ times last month	4,116	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