



Restaurant Market Potential

1253 S Preston St, Louisville, Kentucky, 40203
Ring: 1 mile radius

Prepared by Charlotte Hollkamp

Latitude: 38.23219
Longitude: -85.74940

Demographic Summary		2019	2024
Population		23,993	24,628
Population 18+		19,783	20,253
Households		12,135	12,487
Median Household Income		\$28,729	\$32,834
		Expected Number of	
Product/Consumer Behavior	Adults	Percent	MPI
Went to family restaurant/steak house in last 6 months	13,806	69.8%	93
Went to family restaurant/steak house 4+ times/month	4,627	23.4%	88
Spent at family restaurant/30 days: <\$1-30	2,038	10.3%	128
Spent at family restaurant/30 days: \$31-50	2,018	10.2%	106
Spent at family restaurant/30 days: \$51-100	2,297	11.6%	78
Spent at family restaurant/30 days: \$101-200	1,129	5.7%	61
Family restaurant/steak house last 6 months: breakfast	2,448	12.4%	93
Family restaurant/steak house last 6 months: lunch	3,744	18.9%	98
Family restaurant/steak house last 6 months: dinner	8,073	40.8%	88
Family restaurant/steak house last 6 months: snack	503	2.5%	130
Family restaurant/steak house last 6 months: weekday	5,670	28.7%	94
Family restaurant/steak house last 6 months: weekend	7,196	36.4%	88
Fam rest/steak hse/6 months: Applebee` s	4,408	22.3%	102
Fam rest/steak hse/6 months: Bob Evans Farms	741	3.7%	121
Fam rest/steak hse/6 months: Buffalo Wild Wings	2,359	11.9%	114
Fam rest/steak hse/6 months: California Pizza Kitchen	441	2.2%	81
Fam rest/steak hse/6 months: Carrabba` s Italian Grill	633	3.2%	111
Fam rest/steak hse/6 months: The Cheesecake Factory	1,157	5.8%	80
Fam rest/steak hse/6 months: Chili` s Grill & Bar	1,869	9.4%	87
Fam rest/steak hse/6 months: CiCi` s	775	3.9%	137
Fam rest/steak hse/6 months: Cracker Barrel	1,751	8.9%	81
Fam rest/steak hse/6 months: Denny` s	1,733	8.8%	104
Fam rest/steak hse/6 months: Golden Corral	1,763	8.9%	128
Fam rest/steak hse/6 months: IHOP	2,031	10.3%	102
Fam rest/steak hse/6 months: Logan` s Roadhouse	600	3.0%	96
Fam rest/steak hse/6 months: LongHorn Steakhouse	1,033	5.2%	101
Fam rest/steak hse/6 months: Olive Garden	2,695	13.6%	82
Fam rest/steak hse/6 months: Outback Steakhouse	1,273	6.4%	78
Fam rest/steak hse/6 months: Red Lobster	2,341	11.8%	122
Fam rest/steak hse/6 months: Red Robin	1,153	5.8%	84
Fam rest/steak hse/6 months: Ruby Tuesday	839	4.2%	92
Fam rest/steak hse/6 months: Texas Roadhouse	1,889	9.5%	97
Fam rest/steak hse/6 months: T.G.I. Friday` s	1,278	6.5%	118
Fam rest/steak hse/6 months: Waffle House	1,134	5.7%	99
Went to fast food/drive-in restaurant in last 6 months	17,802	90.0%	99
Went to fast food/drive-in restaurant 9+ times/month	7,166	36.2%	92
Spent at fast food restaurant/30 days: <\$1-10	1,024	5.2%	114
Spent at fast food restaurant/30 days: \$11-\$20	2,273	11.5%	106
Spent at fast food restaurant/30 days: \$21-\$40	3,330	16.8%	104
Spent at fast food restaurant/30 days: \$41-\$50	1,592	8.0%	92
Spent at fast food restaurant/30 days: \$51-\$100	2,983	15.1%	91
Spent at fast food restaurant/30 days: \$101-\$200	1,251	6.3%	77
Spent at fast food restaurant/30 days: \$201+	369	1.9%	61

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.

April 15, 2020



Restaurant Market Potential

1253 S Preston St, Louisville, Kentucky, 40203
Ring: 1 mile radius

Prepared by Charlotte Hollkamp

Latitude: 38.23219
Longitude: -85.74940

Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Fast food/drive-in last 6 months: eat in	7,006	35.4%	95
Fast food/drive-in last 6 months: home delivery	2,084	10.5%	122
Fast food/drive-in last 6 months: take-out/drive-thru	9,235	46.7%	100
Fast food/drive-in last 6 months: take-out/walk-in	4,167	21.1%	101
Fast food/drive-in last 6 months: breakfast	6,476	32.7%	92
Fast food/drive-in last 6 months: lunch	9,666	48.9%	97
Fast food/drive-in last 6 months: dinner	9,242	46.7%	101
Fast food/drive-in last 6 months: snack	2,281	11.5%	98
Fast food/drive-in last 6 months: weekday	10,925	55.2%	93
Fast food/drive-in last 6 months: weekend	9,115	46.1%	97
Fast food/drive-in last 6 months: A & W	915	4.6%	162
Fast food/drive-in last 6 months: Arby's	3,835	19.4%	110
Fast food/drive-in last 6 months: Baskin-Robbins	645	3.3%	98
Fast food/drive-in last 6 months: Boston Market	750	3.8%	123
Fast food/drive-in last 6 months: Burger King	6,565	33.2%	112
Fast food/drive-in last 6 months: Captain D's	773	3.9%	105
Fast food/drive-in last 6 months: Carl's Jr.	994	5.0%	84
Fast food/drive-in last 6 months: Checkers	952	4.8%	145
Fast food/drive-in last 6 months: Chick-fil-A	3,936	19.9%	83
Fast food/drive-in last 6 months: Chipotle Mex. Grill	2,167	11.0%	88
Fast food/drive-in last 6 months: Chuck E. Cheese's	631	3.2%	109
Fast food/drive-in last 6 months: Church's Fr. Chicken	1,004	5.1%	143
Fast food/drive-in last 6 months: Cold Stone Creamery	645	3.3%	111
Fast food/drive-in last 6 months: Dairy Queen	3,830	19.4%	120
Fast food/drive-in last 6 months: Del Taco	656	3.3%	86
Fast food/drive-in last 6 months: Domino's Pizza	2,860	14.5%	114
Fast food/drive-in last 6 months: Dunkin' Donuts	2,231	11.3%	83
Went to Five Guys in last 6 months	1,644	8.3%	88
Fast food/drive-in last 6 months: Hardee's	1,570	7.9%	119
Fast food/drive-in last 6 months: Jack in the Box	1,151	5.8%	78
Went to Jimmy John's in last 6 months	1,378	7.0%	116
Fast food/drive-in last 6 months: KFC	4,724	23.9%	116
Fast food/drive-in last 6 months: Krispy Kreme	1,217	6.2%	103
Fast food/drive-in last 6 months: Little Caesars	3,093	15.6%	117
Fast food/drive-in last 6 months: Long John Silver's	931	4.7%	133
Fast food/drive-in last 6 months: McDonald's	10,686	54.0%	102
Went to Panda Express in last 6 months	1,849	9.3%	97
Fast food/drive-in last 6 months: Panera Bread	1,622	8.2%	65
Fast food/drive-in last 6 months: Papa John's	2,177	11.0%	124
Fast food/drive-in last 6 months: Papa Murphy's	1,246	6.3%	132
Fast food/drive-in last 6 months: Pizza Hut	3,472	17.6%	101
Fast food/drive-in last 6 months: Popeyes Chicken	2,201	11.1%	122
Fast food/drive-in last 6 months: Sonic Drive-In	2,583	13.1%	109
Fast food/drive-in last 6 months: Starbucks	2,692	13.6%	73
Fast food/drive-in last 6 months: Steak 'n Shake	1,390	7.0%	127
Fast food/drive-in last 6 months: Subway	4,799	24.3%	94
Fast food/drive-in last 6 months: Taco Bell	6,439	32.5%	113
Fast food/drive-in last 6 months: Wendy's	4,899	24.8%	97
Fast food/drive-in last 6 months: Whataburger	946	4.8%	91
Fast food/drive-in last 6 months: White Castle	897	4.5%	148
Went to fine dining restaurant last month	1,497	7.6%	72
Went to fine dining restaurant 3+ times last month	416	2.1%	67

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.

April 15, 2020



Restaurant Market Potential

1253 S Preston St, Louisville, Kentucky, 40203
Ring: 3 mile radius

Prepared by Charlotte Hollkamp

Latitude: 38.23219
Longitude: -85.74940

Demographic Summary		2019	2024
Population		122,263	125,019
Population 18+		98,988	101,486
Households		53,863	55,379
Median Household Income		\$36,350	\$41,482
		Expected Number of	
Product/Consumer Behavior	Adults	Percent	MPI
Went to family restaurant/steak house in last 6 months	68,800	69.5%	93
Went to family restaurant/steak house 4+ times/month	24,980	25.2%	95
Spent at family restaurant/30 days: <\$1-30	8,448	8.5%	106
Spent at family restaurant/30 days: \$31-50	9,225	9.3%	97
Spent at family restaurant/30 days: \$51-100	11,723	11.8%	80
Spent at family restaurant/30 days: \$101-200	7,077	7.1%	76
Family restaurant/steak house last 6 months: breakfast	12,166	12.3%	92
Family restaurant/steak house last 6 months: lunch	17,881	18.1%	93
Family restaurant/steak house last 6 months: dinner	40,348	40.8%	88
Family restaurant/steak house last 6 months: snack	2,235	2.3%	115
Family restaurant/steak house last 6 months: weekday	27,637	27.9%	91
Family restaurant/steak house last 6 months: weekend	36,740	37.1%	89
Fam rest/steak hse/6 months: Applebee` s	21,492	21.7%	99
Fam rest/steak hse/6 months: Bob Evans Farms	3,345	3.4%	109
Fam rest/steak hse/6 months: Buffalo Wild Wings	10,875	11.0%	105
Fam rest/steak hse/6 months: California Pizza Kitchen	2,212	2.2%	81
Fam rest/steak hse/6 months: Carrabba` s Italian Grill	3,490	3.5%	122
Fam rest/steak hse/6 months: The Cheesecake Factory	6,118	6.2%	84
Fam rest/steak hse/6 months: Chili` s Grill & Bar	9,339	9.4%	87
Fam rest/steak hse/6 months: CiCi` s	3,915	4.0%	139
Fam rest/steak hse/6 months: Cracker Barrel	9,313	9.4%	86
Fam rest/steak hse/6 months: Denny` s	7,931	8.0%	95
Fam rest/steak hse/6 months: Golden Corral	8,371	8.5%	121
Fam rest/steak hse/6 months: IHOP	9,852	10.0%	99
Fam rest/steak hse/6 months: Logan` s Roadhouse	3,065	3.1%	98
Fam rest/steak hse/6 months: LongHorn Steakhouse	5,303	5.4%	103
Fam rest/steak hse/6 months: Olive Garden	13,403	13.5%	81
Fam rest/steak hse/6 months: Outback Steakhouse	6,948	7.0%	85
Fam rest/steak hse/6 months: Red Lobster	11,553	11.7%	120
Fam rest/steak hse/6 months: Red Robin	5,376	5.4%	78
Fam rest/steak hse/6 months: Ruby Tuesday	4,548	4.6%	100
Fam rest/steak hse/6 months: Texas Roadhouse	8,912	9.0%	91
Fam rest/steak hse/6 months: T.G.I. Friday` s	6,610	6.7%	122
Fam rest/steak hse/6 months: Waffle House	6,834	6.9%	119
Went to fast food/drive-in restaurant in last 6 months	88,888	89.8%	99
Went to fast food/drive-in restaurant 9+ times/month	37,726	38.1%	97
Spent at fast food restaurant/30 days: <\$1-10	4,666	4.7%	104
Spent at fast food restaurant/30 days: \$11-\$20	11,018	11.1%	103
Spent at fast food restaurant/30 days: \$21-\$40	16,358	16.5%	102
Spent at fast food restaurant/30 days: \$41-\$50	8,337	8.4%	96
Spent at fast food restaurant/30 days: \$51-\$100	14,904	15.1%	91
Spent at fast food restaurant/30 days: \$101-\$200	6,245	6.3%	77
Spent at fast food restaurant/30 days: \$201+	2,363	2.4%	78

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.

April 15, 2020



Restaurant Market Potential

1253 S Preston St, Louisville, Kentucky, 40203
Ring: 3 mile radius

Prepared by Charlotte Hollkamp

Latitude: 38.23219
Longitude: -85.74940

Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Fast food/drive-in last 6 months: eat in	33,038	33.4%	90
Fast food/drive-in last 6 months: home delivery	9,233	9.3%	108
Fast food/drive-in last 6 months: take-out/drive-thru	45,262	45.7%	97
Fast food/drive-in last 6 months: take-out/walk-in	20,741	21.0%	101
Fast food/drive-in last 6 months: breakfast	33,518	33.9%	95
Fast food/drive-in last 6 months: lunch	47,934	48.4%	96
Fast food/drive-in last 6 months: dinner	44,695	45.2%	97
Fast food/drive-in last 6 months: snack	11,051	11.2%	95
Fast food/drive-in last 6 months: weekday	54,285	54.8%	93
Fast food/drive-in last 6 months: weekend	45,154	45.6%	96
Fast food/drive-in last 6 months: A & W	3,593	3.6%	127
Fast food/drive-in last 6 months: Arby's	17,595	17.8%	101
Fast food/drive-in last 6 months: Baskin-Robbins	3,012	3.0%	92
Fast food/drive-in last 6 months: Boston Market	3,497	3.5%	114
Fast food/drive-in last 6 months: Burger King	32,975	33.3%	112
Fast food/drive-in last 6 months: Captain D's	4,871	4.9%	133
Fast food/drive-in last 6 months: Carl's Jr.	4,111	4.2%	70
Fast food/drive-in last 6 months: Checkers	5,989	6.1%	183
Fast food/drive-in last 6 months: Chick-fil-A	21,868	22.1%	92
Fast food/drive-in last 6 months: Chipotle Mex. Grill	10,322	10.4%	84
Fast food/drive-in last 6 months: Chuck E. Cheese's	3,394	3.4%	117
Fast food/drive-in last 6 months: Church's Fr. Chicken	6,436	6.5%	184
Fast food/drive-in last 6 months: Cold Stone Creamery	2,672	2.7%	92
Fast food/drive-in last 6 months: Dairy Queen	15,766	15.9%	98
Fast food/drive-in last 6 months: Del Taco	2,875	2.9%	75
Fast food/drive-in last 6 months: Domino's Pizza	13,122	13.3%	105
Fast food/drive-in last 6 months: Dunkin' Donuts	11,858	12.0%	88
Went to Five Guys in last 6 months	7,884	8.0%	85
Fast food/drive-in last 6 months: Hardee's	7,635	7.7%	116
Fast food/drive-in last 6 months: Jack in the Box	4,875	4.9%	66
Went to Jimmy John's in last 6 months	6,187	6.3%	104
Fast food/drive-in last 6 months: KFC	24,132	24.4%	119
Fast food/drive-in last 6 months: Krispy Kreme	6,276	6.3%	106
Fast food/drive-in last 6 months: Little Caesars	14,760	14.9%	111
Fast food/drive-in last 6 months: Long John Silver's	4,581	4.6%	131
Fast food/drive-in last 6 months: McDonald's	51,958	52.5%	100
Went to Panda Express in last 6 months	7,749	7.8%	81
Fast food/drive-in last 6 months: Panera Bread	9,696	9.8%	77
Fast food/drive-in last 6 months: Papa John's	9,300	9.4%	106
Fast food/drive-in last 6 months: Papa Murphy's	5,261	5.3%	112
Fast food/drive-in last 6 months: Pizza Hut	17,128	17.3%	100
Fast food/drive-in last 6 months: Popeyes Chicken	11,565	11.7%	128
Fast food/drive-in last 6 months: Sonic Drive-In	12,674	12.8%	107
Fast food/drive-in last 6 months: Starbucks	13,551	13.7%	73
Fast food/drive-in last 6 months: Steak 'n Shake	6,786	6.9%	124
Fast food/drive-in last 6 months: Subway	23,558	23.8%	92
Fast food/drive-in last 6 months: Taco Bell	30,915	31.2%	108
Fast food/drive-in last 6 months: Wendy's	26,239	26.5%	104
Fast food/drive-in last 6 months: Whataburger	4,205	4.2%	81
Fast food/drive-in last 6 months: White Castle	4,514	4.6%	148
Went to fine dining restaurant last month	8,207	8.3%	79
Went to fine dining restaurant 3+ times last month	2,643	2.7%	85

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.

April 15, 2020



Restaurant Market Potential

1253 S Preston St, Louisville, Kentucky, 40203
Ring: 5 mile radius

Prepared by Charlotte Hollkamp

Latitude: 38.23219
Longitude: -85.74940

Demographic Summary		2019	2024
Population		270,530	274,622
Population 18+		214,790	218,530
Households		117,349	119,423
Median Household Income		\$39,919	\$45,584
		Expected Number of	
Product/Consumer Behavior	Adults	Percent	MPI
Went to family restaurant/steak house in last 6 months	150,927	70.3%	94
Went to family restaurant/steak house 4+ times/month	54,565	25.4%	96
Spent at family restaurant/30 days: <\$1-30	17,371	8.1%	100
Spent at family restaurant/30 days: \$31-50	19,996	9.3%	97
Spent at family restaurant/30 days: \$51-100	26,511	12.3%	83
Spent at family restaurant/30 days: \$101-200	16,021	7.5%	79
Family restaurant/steak house last 6 months: breakfast	26,711	12.4%	93
Family restaurant/steak house last 6 months: lunch	37,735	17.6%	91
Family restaurant/steak house last 6 months: dinner	88,491	41.2%	89
Family restaurant/steak house last 6 months: snack	4,391	2.0%	104
Family restaurant/steak house last 6 months: weekday	60,439	28.1%	92
Family restaurant/steak house last 6 months: weekend	79,641	37.1%	89
Fam rest/steak hse/6 months: Applebee` s	47,281	22.0%	101
Fam rest/steak hse/6 months: Bob Evans Farms	7,569	3.5%	114
Fam rest/steak hse/6 months: Buffalo Wild Wings	22,447	10.5%	100
Fam rest/steak hse/6 months: California Pizza Kitchen	4,675	2.2%	79
Fam rest/steak hse/6 months: Carrabba` s Italian Grill	6,561	3.1%	106
Fam rest/steak hse/6 months: The Cheesecake Factory	12,486	5.8%	79
Fam rest/steak hse/6 months: Chili` s Grill & Bar	19,313	9.0%	83
Fam rest/steak hse/6 months: CiCi` s	7,909	3.7%	129
Fam rest/steak hse/6 months: Cracker Barrel	21,483	10.0%	91
Fam rest/steak hse/6 months: Denny` s	17,558	8.2%	97
Fam rest/steak hse/6 months: Golden Corral	18,512	8.6%	124
Fam rest/steak hse/6 months: IHOP	20,407	9.5%	95
Fam rest/steak hse/6 months: Logan` s Roadhouse	6,962	3.2%	102
Fam rest/steak hse/6 months: LongHorn Steakhouse	11,040	5.1%	99
Fam rest/steak hse/6 months: Olive Garden	29,900	13.9%	83
Fam rest/steak hse/6 months: Outback Steakhouse	14,883	6.9%	84
Fam rest/steak hse/6 months: Red Lobster	23,762	11.1%	114
Fam rest/steak hse/6 months: Red Robin	11,408	5.3%	76
Fam rest/steak hse/6 months: Ruby Tuesday	10,071	4.7%	102
Fam rest/steak hse/6 months: Texas Roadhouse	19,198	8.9%	90
Fam rest/steak hse/6 months: T.G.I. Friday` s	13,600	6.3%	116
Fam rest/steak hse/6 months: Waffle House	14,709	6.8%	118
Went to fast food/drive-in restaurant in last 6 months	193,320	90.0%	99
Went to fast food/drive-in restaurant 9+ times/month	83,977	39.1%	100
Spent at fast food restaurant/30 days: <\$1-10	9,796	4.6%	101
Spent at fast food restaurant/30 days: \$11-\$20	23,553	11.0%	101
Spent at fast food restaurant/30 days: \$21-\$40	35,982	16.8%	103
Spent at fast food restaurant/30 days: \$41-\$50	17,742	8.3%	95
Spent at fast food restaurant/30 days: \$51-\$100	32,792	15.3%	92
Spent at fast food restaurant/30 days: \$101-\$200	13,803	6.4%	79
Spent at fast food restaurant/30 days: \$201+	5,295	2.5%	80

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.

April 15, 2020



Restaurant Market Potential

1253 S Preston St, Louisville, Kentucky, 40203
Ring: 5 mile radius

Prepared by Charlotte Hollkamp

Latitude: 38.23219
Longitude: -85.74940

Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Fast food/drive-in last 6 months: eat in	70,852	33.0%	89
Fast food/drive-in last 6 months: home delivery	19,107	8.9%	103
Fast food/drive-in last 6 months: take-out/drive-thru	99,041	46.1%	98
Fast food/drive-in last 6 months: take-out/walk-in	44,366	20.7%	99
Fast food/drive-in last 6 months: breakfast	74,280	34.6%	97
Fast food/drive-in last 6 months: lunch	103,257	48.1%	95
Fast food/drive-in last 6 months: dinner	96,311	44.8%	97
Fast food/drive-in last 6 months: snack	24,045	11.2%	95
Fast food/drive-in last 6 months: weekday	119,197	55.5%	94
Fast food/drive-in last 6 months: weekend	96,815	45.1%	95
Fast food/drive-in last 6 months: A & W	7,478	3.5%	122
Fast food/drive-in last 6 months: Arby's	39,728	18.5%	105
Fast food/drive-in last 6 months: Baskin-Robbins	6,433	3.0%	90
Fast food/drive-in last 6 months: Boston Market	7,237	3.4%	109
Fast food/drive-in last 6 months: Burger King	72,501	33.8%	114
Fast food/drive-in last 6 months: Captain D's	11,168	5.2%	140
Fast food/drive-in last 6 months: Carl's Jr.	9,159	4.3%	71
Fast food/drive-in last 6 months: Checkers	13,288	6.2%	187
Fast food/drive-in last 6 months: Chick-fil-A	45,997	21.4%	89
Fast food/drive-in last 6 months: Chipotle Mex. Grill	21,055	9.8%	79
Fast food/drive-in last 6 months: Chuck E. Cheese's	7,223	3.4%	115
Fast food/drive-in last 6 months: Church's Fr. Chicken	14,233	6.6%	187
Fast food/drive-in last 6 months: Cold Stone Creamery	5,357	2.5%	85
Fast food/drive-in last 6 months: Dairy Queen	33,317	15.5%	96
Fast food/drive-in last 6 months: Del Taco	6,309	2.9%	76
Fast food/drive-in last 6 months: Domino's Pizza	27,472	12.8%	101
Fast food/drive-in last 6 months: Dunkin' Donuts	24,747	11.5%	85
Went to Five Guys in last 6 months	16,984	7.9%	84
Fast food/drive-in last 6 months: Hardee's	17,312	8.1%	121
Fast food/drive-in last 6 months: Jack in the Box	10,906	5.1%	68
Went to Jimmy John's in last 6 months	12,403	5.8%	96
Fast food/drive-in last 6 months: KFC	52,193	24.3%	118
Fast food/drive-in last 6 months: Krispy Kreme	13,071	6.1%	102
Fast food/drive-in last 6 months: Little Caesars	32,099	14.9%	111
Fast food/drive-in last 6 months: Long John Silver's	10,154	4.7%	133
Fast food/drive-in last 6 months: McDonald's	113,327	52.8%	100
Went to Panda Express in last 6 months	15,593	7.3%	75
Fast food/drive-in last 6 months: Panera Bread	20,831	9.7%	76
Fast food/drive-in last 6 months: Papa John's	18,563	8.6%	98
Fast food/drive-in last 6 months: Papa Murphy's	10,652	5.0%	104
Fast food/drive-in last 6 months: Pizza Hut	37,396	17.4%	101
Fast food/drive-in last 6 months: Popeyes Chicken	24,906	11.6%	127
Fast food/drive-in last 6 months: Sonic Drive-In	26,578	12.4%	103
Fast food/drive-in last 6 months: Starbucks	28,430	13.2%	71
Fast food/drive-in last 6 months: Steak 'n Shake	14,368	6.7%	121
Fast food/drive-in last 6 months: Subway	51,644	24.0%	93
Fast food/drive-in last 6 months: Taco Bell	66,257	30.8%	107
Fast food/drive-in last 6 months: Wendy's	57,735	26.9%	105
Fast food/drive-in last 6 months: Whataburger	8,915	4.2%	79
Fast food/drive-in last 6 months: White Castle	9,950	4.6%	151
Went to fine dining restaurant last month	17,422	8.1%	77
Went to fine dining restaurant 3+ times last month	5,836	2.7%	87

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.

April 15, 2020