



# Restaurant Market Potential

2614 Chamberlain Ln, Louisville, Kentucky, 40245  
Ring: 1 mile radius

Prepared by Charlotte Hollkamp

Latitude: 38.28911  
Longitude: -85.51468

Demographic Summary		2020	2025	
Population		3,556	3,805	
Population 18+		2,520	2,717	
Households		1,458	1,597	
Median Household Income		\$114,936	\$125,067	
Product/Consumer Behavior		Expected Number of Adults	Percent	MPI
Went to family restaurant/steak house in last 6 months		1,997	79.2%	108
Went to family restaurant/steak house 4+ times/month		765	30.4%	116
Spent at family restaurant last 30 days: <\$1-30		150	6.0%	76
Spent at family restaurant last 30 days: \$31-50		210	8.3%	90
Spent at family restaurant last 30 days: \$51-100		418	16.6%	112
Spent at family restaurant last 30 days: \$101-200		347	13.8%	147
Went to family restaurant last 6 months: for breakfast		367	14.6%	113
Went to family restaurant last 6 months: for lunch		541	21.5%	116
Went to family restaurant last 6 months: for dinner		1,310	52.0%	115
Went to family restaurant last 6 months: for snack		57	2.3%	115
Went to family restaurant last 6 months: on weekday		791	31.4%	105
Went to family restaurant last 6 months: on weekend		1,220	48.4%	120
Went to family restaurant last 6 months: Applebee`s		405	16.1%	81
Went to family restaurant last 6 months: Bob Evans		62	2.5%	82
Went to family restaurant last 6 months: Buffalo Wild Wings		310	12.3%	128
Went to family restaurant last 6 months: California Pizza Kitchen		81	3.2%	120
Went to family restaurant last 6 months: The Cheesecake Factory		317	12.6%	178
Went to family restaurant last 6 months: Chili`s Grill & Bar		405	16.1%	153
Went to family restaurant last 6 months: CiCis		57	2.3%	104
Went to family restaurant last 6 months: Cracker Barrel		310	12.3%	109
Went to family restaurant last 6 months: Denny`s		246	9.8%	110
Went to family restaurant last 6 months: Golden Corral		156	6.2%	88
Went to family restaurant last 6 months: IHOP		326	12.9%	132
Went to family restaurant last 6 months: Logan`s Roadhouse		67	2.7%	86
Went to family restaurant last 6 months: LongHorn Steakhouse		156	6.2%	116
Went to family restaurant last 6 months: Olive Garden		513	20.4%	131
Went to family restaurant last 6 months: Outback Steakhouse		253	10.0%	126
Went to family restaurant last 6 months: Red Lobster		256	10.2%	107
Went to family restaurant last 6 months: Red Robin		256	10.2%	150
Went to family restaurant last 6 months: Ruby Tuesday		92	3.7%	90
Went to family restaurant last 6 months: Texas Roadhouse		296	11.7%	113
Went to family restaurant last 6 months: T.G.I. Friday`s		143	5.7%	114
Went to family restaurant last 6 months: Waffle House		154	6.1%	96
Went to family restaurant last 6 months: fast food/drive-in		2,315	91.9%	102
Went to fast food/drive-in restaurant 9+ times/month		1,093	43.4%	111
Spent at fast food restaurant last 30 days: <\$1-10		79	3.1%	77
Spent at fast food restaurant last 30 days: \$11-\$20		205	8.1%	81
Spent at fast food restaurant last 30 days: \$21-\$40		343	13.6%	85
Spent at fast food restaurant last 30 days: \$41-\$50		235	9.3%	111
Spent at fast food restaurant last 30 days: \$51-\$100		446	17.7%	104
Spent at fast food restaurant last 30 days: \$101-\$200		287	11.4%	128
Spent at fast food restaurant last 30 days: \$201+		149	5.9%	178

**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 2020 and 2025.

July 20, 2020



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Ring: 1 mile radius

Prepared by Charlotte Hollkamp

Latitude: 38.28911

Longitude: -85.51468

Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Went to fast food restaurant in the last 6 months: eat in	977	38.8%	108
Went to fast food restaurant in the last 6 months: home delivery	248	9.8%	116
Went to fast food restaurant in the last 6 months: take-out/drive-thru	1,330	52.8%	115
Went to fast food restaurant in the last 6 months: take-out/walk-in	588	23.3%	112
Went to fast food restaurant in the last 6 months: breakfast	973	38.6%	111
Went to fast food restaurant in the last 6 months: lunch	1,399	55.5%	113
Went to fast food restaurant in the last 6 months: dinner	1,303	51.7%	113
Went to fast food restaurant in the last 6 months: snack	363	14.4%	117
Went to fast food restaurant in the last 6 months: weekday	1,637	65.0%	112
Went to fast food restaurant in the last 6 months: weekend	1,313	52.1%	112
Went to fast food restaurant in the last 6 months: A & W	51	2.0%	72
Went to fast food restaurant in the last 6 months: Arby's	375	14.9%	85
Went to fast food restaurant in the last 6 months: Baskin-Robbins	126	5.0%	146
Went to fast food restaurant in the last 6 months: Boston Market	87	3.5%	110
Went to fast food restaurant in the last 6 months: Burger King	596	23.7%	83
Went to fast food restaurant in the last 6 months: Captain D's	49	1.9%	59
Went to fast food restaurant in the last 6 months: Carl's Jr.	175	6.9%	119
Went to fast food restaurant in the last 6 months: Checkers	65	2.6%	75
Went to fast food restaurant in the last 6 months: Chick-fil-A	1,077	42.7%	166
Went to fast food restaurant in the last 6 months: Chipotle Mex. Grill	494	19.6%	156
Went to fast food restaurant in the last 6 months: Chuck E. Cheese's	68	2.7%	102
Went to fast food restaurant in the last 6 months: Church's Fr. Chicken	63	2.5%	70
Went to fast food restaurant in the last 6 months: Cold Stone Creamery	101	4.0%	136
Went to fast food restaurant in the last 6 months: Dairy Queen	403	16.0%	102
Went to fast food restaurant in the last 6 months: Del Taco	132	5.2%	133
Went to fast food restaurant in the last 6 months: Domino's Pizza	343	13.6%	104
Went to fast food restaurant in the last 6 months: Dunkin' Donuts	343	13.6%	101
Went to fast food restaurant in the last 6 months: Five Guys	293	11.6%	126
Went to fast food restaurant in the last 6 months: Hardee's	90	3.6%	58
Went to fast food restaurant in the last 6 months: Jack in the Box	259	10.3%	135
Went to fast food restaurant in the last 6 months: Jimmy John's	209	8.3%	145
Went to fast food restaurant in the last 6 months: KFC	443	17.6%	87
Went to fast food restaurant in the last 6 months: Krispy Kreme	191	7.6%	135
Went to fast food restaurant in the last 6 months: Little Caesars	306	12.1%	99
Went to fast food restaurant in the last 6 months: Long John Silver's	64	2.5%	74
Went to fast food restaurant in the last 6 months: McDonald's	1,263	50.1%	98
Went to fast food restaurant in the last 6 months: Panda Express	340	13.5%	140
Went to fast food restaurant in the last 6 months: Panera Bread	463	18.4%	145
Went to fast food restaurant in the last 6 months: Papa John's	256	10.2%	123
Went to fast food restaurant in the last 6 months: Papa Murphy's	158	6.3%	147
Went to fast food restaurant in the last 6 months: Pizza Hut	444	17.6%	112
Went to fast food restaurant in the last 6 months: Popeyes Chicken	301	11.9%	128
Went to fast food restaurant in the last 6 months: Sonic Drive-In	391	15.5%	128
Went to fast food restaurant in the last 6 months: Starbucks	674	26.7%	147
Went to fast food restaurant in the last 6 months: Steak 'n Shake	116	4.6%	85
Went to fast food restaurant in the last 6 months: Subway	635	25.2%	103
Went to fast food restaurant in the last 6 months: Taco Bell	751	29.8%	103
Went to fast food restaurant in the last 6 months: Wendy's	617	24.5%	96
Went to fast food restaurant in the last 6 months: Whataburger	300	11.9%	210
Went to fast food restaurant in the last 6 months: White Castle	59	2.3%	76
Went to fine dining restaurant last month	341	13.5%	131
Went to fine dining restaurant 3+ times last month	87	3.5%	119

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**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 2020 and 2025.

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## Restaurant Market Potential

2614 Chamberlain Ln, Louisville, Kentucky, 40245  
Ring: 3 mile radius

Prepared by Charlotte Hollkamp

Latitude: 38.28911  
Longitude: -85.51468

Demographic Summary		2020	2025
Population		47,637	50,876
Population 18+		35,785	38,711
Households		18,421	19,829
Median Household Income		\$95,444	\$103,452
		Expected Number of	
Product/Consumer Behavior	Adults	Percent	MPI
Went to family restaurant/steak house in last 6 months	27,991	78.2%	106
Went to family restaurant/steak house 4+ times/month	10,305	28.8%	110
Spent at family restaurant last 30 days: <\$1-30	2,598	7.3%	92
Spent at family restaurant last 30 days: \$31-50	3,278	9.2%	99
Spent at family restaurant last 30 days: \$51-100	5,926	16.6%	112
Spent at family restaurant last 30 days: \$101-200	4,145	11.6%	124
Went to family restaurant last 6 months: for breakfast	5,313	14.8%	115
Went to family restaurant last 6 months: for lunch	7,351	20.5%	111
Went to family restaurant last 6 months: for dinner	18,081	50.5%	112
Went to family restaurant last 6 months: for snack	770	2.2%	109
Went to family restaurant last 6 months: on weekday	11,743	32.8%	110
Went to family restaurant last 6 months: on weekend	16,395	45.8%	114
Went to family restaurant last 6 months: Applebee`s	6,434	18.0%	90
Went to family restaurant last 6 months: Bob Evans	891	2.5%	83
Went to family restaurant last 6 months: Buffalo Wild Wings	4,006	11.2%	116
Went to family restaurant last 6 months: California Pizza Kitchen	1,238	3.5%	129
Went to family restaurant last 6 months: The Cheesecake Factory	3,638	10.2%	144
Went to family restaurant last 6 months: Chili`s Grill & Bar	4,669	13.0%	124
Went to family restaurant last 6 months: CiCis	784	2.2%	101
Went to family restaurant last 6 months: Cracker Barrel	4,289	12.0%	107
Went to family restaurant last 6 months: Denny`s	3,177	8.9%	100
Went to family restaurant last 6 months: Golden Corral	2,125	5.9%	85
Went to family restaurant last 6 months: IHOP	4,132	11.5%	118
Went to family restaurant last 6 months: Logan`s Roadhouse	864	2.4%	78
Went to family restaurant last 6 months: LongHorn Steakhouse	2,138	6.0%	112
Went to family restaurant last 6 months: Olive Garden	6,370	17.8%	115
Went to family restaurant last 6 months: Outback Steakhouse	3,454	9.7%	121
Went to family restaurant last 6 months: Red Lobster	3,580	10.0%	105
Went to family restaurant last 6 months: Red Robin	3,370	9.4%	139
Went to family restaurant last 6 months: Ruby Tuesday	1,376	3.8%	95
Went to family restaurant last 6 months: Texas Roadhouse	3,879	10.8%	105
Went to family restaurant last 6 months: T.G.I. Friday`s	1,848	5.2%	104
Went to family restaurant last 6 months: Waffle House	2,160	6.0%	95
Went to family restaurant last 6 months: fast food/drive-in	32,849	91.8%	102
Went to fast food/drive-in restaurant 9+ times/month	14,151	39.5%	101
Spent at fast food restaurant last 30 days: <\$1-10	1,396	3.9%	96
Spent at fast food restaurant last 30 days: \$11-\$20	3,465	9.7%	96
Spent at fast food restaurant last 30 days: \$21-\$40	5,592	15.6%	98
Spent at fast food restaurant last 30 days: \$41-\$50	3,227	9.0%	107
Spent at fast food restaurant last 30 days: \$51-\$100	6,416	17.9%	105
Spent at fast food restaurant last 30 days: \$101-\$200	3,579	10.0%	112
Spent at fast food restaurant last 30 days: \$201+	1,633	4.6%	138

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July 20, 2020



## Restaurant Market Potential

2614 Chamberlain Ln, Louisville, Kentucky, 40245

Ring: 3 mile radius

Prepared by Charlotte Hollkamp

Latitude: 38.28911

Longitude: -85.51468

Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Went to fast food restaurant in the last 6 months: eat in	13,536	37.8%	106
Went to fast food restaurant in the last 6 months: home delivery	3,030	8.5%	100
Went to fast food restaurant in the last 6 months: take-out/drive-thru	17,597	49.2%	107
Went to fast food restaurant in the last 6 months: take-out/walk-in	8,373	23.4%	113
Went to fast food restaurant in the last 6 months: breakfast	13,120	36.7%	106
Went to fast food restaurant in the last 6 months: lunch	18,722	52.3%	106
Went to fast food restaurant in the last 6 months: dinner	17,602	49.2%	107
Went to fast food restaurant in the last 6 months: snack	4,892	13.7%	111
Went to fast food restaurant in the last 6 months: weekday	22,328	62.4%	107
Went to fast food restaurant in the last 6 months: weekend	17,596	49.2%	106
Went to fast food restaurant in the last 6 months: A & W	774	2.2%	77
Went to fast food restaurant in the last 6 months: Arby's	6,030	16.9%	97
Went to fast food restaurant in the last 6 months: Baskin-Robbins	1,535	4.3%	125
Went to fast food restaurant in the last 6 months: Boston Market	1,264	3.5%	112
Went to fast food restaurant in the last 6 months: Burger King	9,164	25.6%	89
Went to fast food restaurant in the last 6 months: Captain D's	855	2.4%	72
Went to fast food restaurant in the last 6 months: Carl's Jr.	1,874	5.2%	90
Went to fast food restaurant in the last 6 months: Checkers	954	2.7%	78
Went to fast food restaurant in the last 6 months: Chick-fil-A	12,343	34.5%	134
Went to fast food restaurant in the last 6 months: Chipotle Mex. Grill	5,994	16.8%	133
Went to fast food restaurant in the last 6 months: Chuck E. Cheese's	951	2.7%	101
Went to fast food restaurant in the last 6 months: Church's Fr. Chicken	866	2.4%	68
Went to fast food restaurant in the last 6 months: Cold Stone Creamery	1,271	3.6%	121
Went to fast food restaurant in the last 6 months: Dairy Queen	5,588	15.6%	99
Went to fast food restaurant in the last 6 months: Del Taco	1,530	4.3%	108
Went to fast food restaurant in the last 6 months: Domino's Pizza	4,703	13.1%	100
Went to fast food restaurant in the last 6 months: Dunkin' Donuts	5,565	15.6%	115
Went to fast food restaurant in the last 6 months: Five Guys	4,138	11.6%	126
Went to fast food restaurant in the last 6 months: Hardee's	1,612	4.5%	73
Went to fast food restaurant in the last 6 months: Jack in the Box	2,773	7.7%	102
Went to fast food restaurant in the last 6 months: Jimmy John's	2,536	7.1%	124
Went to fast food restaurant in the last 6 months: KFC	6,295	17.6%	87
Went to fast food restaurant in the last 6 months: Krispy Kreme	2,460	6.9%	123
Went to fast food restaurant in the last 6 months: Little Caesars	3,910	10.9%	89
Went to fast food restaurant in the last 6 months: Long John Silver's	892	2.5%	72
Went to fast food restaurant in the last 6 months: McDonald's	17,838	49.8%	97
Went to fast food restaurant in the last 6 months: Panda Express	4,185	11.7%	121
Went to fast food restaurant in the last 6 months: Panera Bread	6,392	17.9%	141
Went to fast food restaurant in the last 6 months: Papa John's	3,343	9.3%	113
Went to fast food restaurant in the last 6 months: Papa Murphy's	1,743	4.9%	114
Went to fast food restaurant in the last 6 months: Pizza Hut	5,211	14.6%	93
Went to fast food restaurant in the last 6 months: Popeyes Chicken	3,478	9.7%	104
Went to fast food restaurant in the last 6 months: Sonic Drive-In	4,475	12.5%	103
Went to fast food restaurant in the last 6 months: Starbucks	8,793	24.6%	135
Went to fast food restaurant in the last 6 months: Steak 'n Shake	1,728	4.8%	89
Went to fast food restaurant in the last 6 months: Subway	8,727	24.4%	100
Went to fast food restaurant in the last 6 months: Taco Bell	10,168	28.4%	99
Went to fast food restaurant in the last 6 months: Wendy's	9,117	25.5%	100
Went to fast food restaurant in the last 6 months: Whataburger	2,589	7.2%	128
Went to fast food restaurant in the last 6 months: White Castle	947	2.6%	86
Went to fine dining restaurant last month	5,106	14.3%	138
Went to fine dining restaurant 3+ times last month	1,414	4.0%	137

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## Restaurant Market Potential

2614 Chamberlain Ln, Louisville, Kentucky, 40245  
Ring: 5 mile radius

Prepared by Charlotte Hollkamp

Latitude: 38.28911  
Longitude: -85.51468

Demographic Summary		2020	2025
Population		126,116	135,193
Population 18+		96,748	104,708
Households		50,040	53,686
Median Household Income		\$95,169	\$103,637
		Expected Number of	
Product/Consumer Behavior	Adults	Percent	MPI
Went to family restaurant/steak house in last 6 months	75,855	78.4%	107
Went to family restaurant/steak house 4+ times/month	27,602	28.5%	109
Spent at family restaurant last 30 days: <\$1-30	7,486	7.7%	98
Spent at family restaurant last 30 days: \$31-50	9,367	9.7%	105
Spent at family restaurant last 30 days: \$51-100	15,797	16.3%	110
Spent at family restaurant last 30 days: \$101-200	11,017	11.4%	122
Went to family restaurant last 6 months: for breakfast	14,371	14.9%	115
Went to family restaurant last 6 months: for lunch	19,595	20.3%	109
Went to family restaurant last 6 months: for dinner	49,914	51.6%	114
Went to family restaurant last 6 months: for snack	1,985	2.1%	104
Went to family restaurant last 6 months: on weekday	32,597	33.7%	113
Went to family restaurant last 6 months: on weekend	44,105	45.6%	113
Went to family restaurant last 6 months: Applebee`s	18,080	18.7%	94
Went to family restaurant last 6 months: Bob Evans	2,663	2.8%	91
Went to family restaurant last 6 months: Buffalo Wild Wings	10,383	10.7%	112
Went to family restaurant last 6 months: California Pizza Kitchen	3,206	3.3%	124
Went to family restaurant last 6 months: The Cheesecake Factory	8,896	9.2%	130
Went to family restaurant last 6 months: Chili`s Grill & Bar	11,973	12.4%	117
Went to family restaurant last 6 months: CiCis	1,758	1.8%	83
Went to family restaurant last 6 months: Cracker Barrel	11,368	11.8%	104
Went to family restaurant last 6 months: Denny`s	7,938	8.2%	93
Went to family restaurant last 6 months: Golden Corral	5,303	5.5%	78
Went to family restaurant last 6 months: IHOP	10,619	11.0%	112
Went to family restaurant last 6 months: Logan`s Roadhouse	2,377	2.5%	79
Went to family restaurant last 6 months: LongHorn Steakhouse	5,815	6.0%	113
Went to family restaurant last 6 months: Olive Garden	16,800	17.4%	112
Went to family restaurant last 6 months: Outback Steakhouse	9,415	9.7%	122
Went to family restaurant last 6 months: Red Lobster	9,395	9.7%	102
Went to family restaurant last 6 months: Red Robin	8,989	9.3%	137
Went to family restaurant last 6 months: Ruby Tuesday	3,910	4.0%	100
Went to family restaurant last 6 months: Texas Roadhouse	10,617	11.0%	106
Went to family restaurant last 6 months: T.G.I. Friday`s	5,082	5.3%	105
Went to family restaurant last 6 months: Waffle House	5,504	5.7%	90
Went to family restaurant last 6 months: fast food/drive-in	88,734	91.7%	101
Went to fast food/drive-in restaurant 9+ times/month	37,638	38.9%	100
Spent at fast food restaurant last 30 days: <\$1-10	4,035	4.2%	103
Spent at fast food restaurant last 30 days: \$11-\$20	9,876	10.2%	101
Spent at fast food restaurant last 30 days: \$21-\$40	15,325	15.8%	99
Spent at fast food restaurant last 30 days: \$41-\$50	8,717	9.0%	107
Spent at fast food restaurant last 30 days: \$51-\$100	17,168	17.7%	104
Spent at fast food restaurant last 30 days: \$101-\$200	9,202	9.5%	107
Spent at fast food restaurant last 30 days: \$201+	4,120	4.3%	129

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July 20, 2020





## Restaurant Market Potential

2614 Chamberlain Ln, Louisville, Kentucky, 40245

Ring: 5 mile radius

Prepared by Charlotte Hollkamp

Latitude: 38.28911

Longitude: -85.51468

Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Went to fast food restaurant in the last 6 months: eat in	37,090	38.3%	107
Went to fast food restaurant in the last 6 months: home delivery	8,108	8.4%	99
Went to fast food restaurant in the last 6 months: take-out/drive-thru	47,201	48.8%	106
Went to fast food restaurant in the last 6 months: take-out/walk-in	22,697	23.5%	113
Went to fast food restaurant in the last 6 months: breakfast	35,467	36.7%	106
Went to fast food restaurant in the last 6 months: lunch	51,484	53.2%	108
Went to fast food restaurant in the last 6 months: dinner	47,506	49.1%	107
Went to fast food restaurant in the last 6 months: snack	13,039	13.5%	109
Went to fast food restaurant in the last 6 months: weekday	61,264	63.3%	109
Went to fast food restaurant in the last 6 months: weekend	47,517	49.1%	106
Went to fast food restaurant in the last 6 months: A & W	2,214	2.3%	82
Went to fast food restaurant in the last 6 months: Arby's	16,893	17.5%	100
Went to fast food restaurant in the last 6 months: Baskin-Robbins	3,780	3.9%	114
Went to fast food restaurant in the last 6 months: Boston Market	3,259	3.4%	107
Went to fast food restaurant in the last 6 months: Burger King	24,175	25.0%	87
Went to fast food restaurant in the last 6 months: Captain D's	2,347	2.4%	73
Went to fast food restaurant in the last 6 months: Carl's Jr.	4,857	5.0%	86
Went to fast food restaurant in the last 6 months: Checkers	2,200	2.3%	66
Went to fast food restaurant in the last 6 months: Chick-fil-A	31,568	32.6%	127
Went to fast food restaurant in the last 6 months: Chipotle Mex. Grill	15,917	16.5%	131
Went to fast food restaurant in the last 6 months: Chuck E. Cheese's	2,397	2.5%	94
Went to fast food restaurant in the last 6 months: Church's Fr. Chicken	2,053	2.1%	60
Went to fast food restaurant in the last 6 months: Cold Stone Creamery	3,126	3.2%	110
Went to fast food restaurant in the last 6 months: Dairy Queen	15,282	15.8%	101
Went to fast food restaurant in the last 6 months: Del Taco	3,831	4.0%	100
Went to fast food restaurant in the last 6 months: Domino's Pizza	12,318	12.7%	97
Went to fast food restaurant in the last 6 months: Dunkin' Donuts	15,143	15.7%	116
Went to fast food restaurant in the last 6 months: Five Guys	11,014	11.4%	124
Went to fast food restaurant in the last 6 months: Hardee's	4,471	4.6%	75
Went to fast food restaurant in the last 6 months: Jack in the Box	6,396	6.6%	87
Went to fast food restaurant in the last 6 months: Jimmy John's	6,838	7.1%	123
Went to fast food restaurant in the last 6 months: KFC	16,566	17.1%	85
Went to fast food restaurant in the last 6 months: Krispy Kreme	6,093	6.3%	112
Went to fast food restaurant in the last 6 months: Little Caesars	9,975	10.3%	84
Went to fast food restaurant in the last 6 months: Long John Silver's	2,249	2.3%	67
Went to fast food restaurant in the last 6 months: McDonald's	48,522	50.2%	98
Went to fast food restaurant in the last 6 months: Panda Express	10,350	10.7%	111
Went to fast food restaurant in the last 6 months: Panera Bread	17,468	18.1%	143
Went to fast food restaurant in the last 6 months: Papa John's	8,670	9.0%	108
Went to fast food restaurant in the last 6 months: Papa Murphy's	5,087	5.3%	123
Went to fast food restaurant in the last 6 months: Pizza Hut	12,806	13.2%	84
Went to fast food restaurant in the last 6 months: Popeyes Chicken	8,116	8.4%	90
Went to fast food restaurant in the last 6 months: Sonic Drive-In	11,035	11.4%	94
Went to fast food restaurant in the last 6 months: Starbucks	23,320	24.1%	132
Went to fast food restaurant in the last 6 months: Steak 'n Shake	4,979	5.1%	95
Went to fast food restaurant in the last 6 months: Subway	23,684	24.5%	100
Went to fast food restaurant in the last 6 months: Taco Bell	26,935	27.8%	97
Went to fast food restaurant in the last 6 months: Wendy's	24,911	25.7%	101
Went to fast food restaurant in the last 6 months: Whataburger	5,858	6.1%	107
Went to fast food restaurant in the last 6 months: White Castle	2,507	2.6%	84
Went to fine dining restaurant last month	14,242	14.7%	143
Went to fine dining restaurant 3+ times last month	3,933	4.1%	141

**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 2020 and 2025.

July 20, 2020