



## Restaurant Market Potential

63S Alpharetta Hwy, Alpharetta, Georgia, 30009  
Ring band: 0 - 1 mile radius

Prepared by Stephanie Krank, PPG

Latitude: 34.07395  
Longitude: -84.29483

Demographic Summary		2023	2028
Population		8,863	9,133
Population 18+		6,986	7,287
Households		3,907	4,053
Median Household Income		\$130,153	\$153,254
Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Went to Family Restaurant/Steak House/6 Mo	4,491	64.3%	97
Went to Family Restaurant/Steak House 4+ Times/30 Days	1,331	19.1%	93
Spent \$1-30 at Family Restaurant/Steak House/30 Days	404	5.8%	87
Spent \$31-50 at Family Restaurant/Steak House/30 Days	587	8.4%	98
Spent \$51-100 at Family Restaurant/Steak House/30 Days	973	13.9%	94
Spent \$101-200 at Family Restaurant/Steak House/30 Days	700	10.0%	102
Spent \$201+ at Family Restaurant/Steak House/30 Days	395	5.7%	115
Spent \$1-100 at Fine Dining Restaurants/30 Days	268	3.8%	128
Spent \$101-200 at Fine Dining Restaurants/30 Days	230	3.3%	142
Spent \$201+ at Fine Dining Restaurants/30 Days	201	2.9%	144
Went for Breakfast at Family Restaurant/Steak House/6 Mo	653	9.3%	92
Went for Lunch at Family Restaurant/Steak House/6 Mo	1,161	16.6%	102
Went for Dinner at Family Restaurant/Steak House/6 Mo	3,174	45.4%	104
Went for Snacks at Family Restaurant/Steak House/6 Mo	117	1.7%	119
Went on Workday to Family Restaurant/Steak House/6 Mo	2,008	28.7%	97
Went on Weekend to Family Restaurant/Steak House/6 Mo	2,673	38.3%	104
Went to Applebee`s/6 Mo	642	9.2%	69
Went to Bob Evans/6 Mo	132	1.9%	84
Went to Buffalo Wild Wings/6 Mo	528	7.6%	93
Went to California Pizza Kitchen/6 Mo	138	2.0%	141
Went to Carrabba`s/6 Mo	135	1.9%	99
Went to The Cheesecake Factory/6 Mo	623	8.9%	144
Went to Chili`s Grill & Bar/6 Mo	578	8.3%	92
Went to Cracker Barrel/6 Mo	538	7.7%	79
Went to Denny`s/6 Mo	286	4.1%	72
Went to Golden Corral/6 Mo	129	1.8%	63
Went to IHOP/6 Mo	509	7.3%	102
Went to Logan`s Roadhouse/6 Mo	61	0.9%	50
Went to Longhorn Steakhouse/6 Mo	306	4.4%	79
Went to Olive Garden/6 Mo	784	11.2%	83
Went to Outback Steakhouse/6 Mo	481	6.9%	98
Went to Red Lobster/6 Mo	339	4.9%	78
Went to Red Robin/6 Mo	439	6.3%	124
Went to Ruby Tuesday/6 Mo	73	1.0%	63
Went to Texas Roadhouse/6 Mo	695	9.9%	93
Went to T.G.I. Friday`s/6 Mo	138	2.0%	90
Went to Waffle House/6 Mo	251	3.6%	82
Went to Fast Food/Drive-In Restaurant/6 Mo	6,416	91.8%	101
Went to Fast Food/Drive-In Rest 9+ Times/30 Days	2,572	36.8%	95
Spent \$1-10 at Fast Food Restaurant/30 Days	290	4.2%	101
Spent \$11-20 at Fast Food Restaurant/30 Days	540	7.7%	92
Spent \$21-40 at Fast Food Restaurant/30 Days	1,190	17.0%	103
Spent \$41-50 at Fast Food Restaurant/30 Days	582	8.3%	90
Spent \$51-100 at Fast Food Restaurant/30 Days	1,555	22.3%	109
Spent \$101-200 at Fast Food Restaurant/30 Days	809	11.6%	94
Spent \$201+ at Fast Food Restaurant/30 Days	393	5.6%	108
Ordered Eat-In Fast Food/6 Mo	1,295	18.5%	91

**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 MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2023 and 2028.

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Longitude: -84.29483

Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Ordered Home Delivery Fast Food/6 Mo	1,013	14.5%	108
Take-Out/Drive-Thru/Curbside Fast Food/6 Mo	4,062	58.1%	100
Ordered Take-Out/Walk-In Fast Food/6 Mo	1,875	26.8%	120
Bought Breakfast at Fast Food Restaurant/6 Mo	2,319	33.2%	95
Bought Lunch at Fast Food Restaurant/6 Mo	3,769	54.0%	101
Bought Dinner at Fast Food Restaurant/6 Mo	3,962	56.7%	105
Bought Snack at Fast Food Restaurant/6 Mo	1,061	15.2%	114
Bought from Fast Food Restaurant on Weekday/6 Mo	4,556	65.2%	99
Bought from Fast Food Restaurant on Weekend/6 Mo	3,828	54.8%	104
Bought A&W/6 Mo	118	1.7%	82
Bought Arby`s/6 Mo	956	13.7%	77
Bought Baskin-Robbins/6 Mo	260	3.7%	119
Bought Boston Market/6 Mo	209	3.0%	154
Bought Burger King/6 Mo	1,506	21.6%	77
Bought Captain D`s/6 Mo	89	1.3%	45
Bought Carl`s Jr./6 Mo	301	4.3%	92
Bought Checkers/6 Mo	139	2.0%	80
Bought Chick-Fil-A/6 Mo	2,658	38.0%	116
Bought Chipotle Mexican Grill/6 Mo	1,459	20.9%	130
Bought Chuck E. Cheese`s/6 Mo	55	0.8%	76
Bought Church`s Fried Chicken/6 Mo	148	2.1%	65
Bought Cold Stone Creamery/6 Mo	222	3.2%	113
Bought Dairy Queen/6 Mo	837	12.0%	79
Bought Del Taco/6 Mo	235	3.4%	102
Bought Domino`s Pizza/6 Mo	1,123	16.1%	100
Bought Dunkin` Donuts/6 Mo	1,126	16.1%	109
Bought Five Guys/6 Mo	867	12.4%	127
Bought Hardee`s/6 Mo	187	2.7%	52
Bought Jack in the Box/6 Mo	452	6.5%	96
Bought Jersey Mike`s/6 Mo	615	8.8%	122
Bought Jimmy John`s/6 Mo	471	6.7%	115
Bought KFC/6 Mo	944	13.5%	78
Bought Krispy Kreme Doughnuts/6 Mo	508	7.3%	106
Bought Little Caesars/6 Mo	588	8.4%	72
Bought Long John Silver`s/6 Mo	100	1.4%	61
Bought McDonald`s/6 Mo	3,325	47.6%	94
Bought Panda Express/6 Mo	977	14.0%	115
Bought Panera Bread/6 Mo	1,111	15.9%	124
Bought Papa John`s/6 Mo	596	8.5%	105
Bought Papa Murphy`s/6 Mo	205	2.9%	82
Bought Pizza Hut/6 Mo	689	9.9%	80
Bought Popeyes Chicken/6 Mo	1,116	16.0%	115
Bought Sonic Drive-In/6 Mo	657	9.4%	80
Bought Starbucks/6 Mo	1,872	26.8%	131
Bought Steak `N Shake/6 Mo	171	2.4%	83
Bought Subway/6 Mo	1,252	17.9%	83
Bought Taco Bell/6 Mo	1,770	25.3%	93
Bought Wendy`s/6 Mo	1,553	22.2%	85
Bought Whataburger/6 Mo	409	5.9%	99
Bought White Castle/6 Mo	112	1.6%	65
Bought Wing-Stop/6 Mo	301	4.3%	128

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Went to Fine Dining Restaurant/6 Mo	1,113	15.9%	131
Went to Fine Dining Restaurant/30 Days	851	12.2%	135
Went to Fine Dining Restaurant 2+ Times/30 Days	438	6.3%	152
Used DoorDash Site/App for Take-Out/Del/30 Days	1,107	15.8%	137
Used Grubhub Site/App for Take-Out/Del/30 Days	581	8.3%	152
Used Postmates Site/App for Take-Out/Del/30 Days	151	2.2%	127
Used Restrnt Site/App for Take-Out/Del/30 Days	1,757	25.2%	114
Used Uber Eats Site/App for Take-Out/Del/30 Days	679	9.7%	151
Used Yelp Site/App for Take-Out/Del/30 Days	210	3.0%	181

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## Restaurant Market Potential

63S Alpharetta Hwy, Alpharetta, Georgia, 30009  
Ring band: 1 - 3 mile radius

Prepared by Stephanie Krank, PPG

Latitude: 34.07395  
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Demographic Summary		2023	2028
Population		56,125	56,082
Population 18+		42,605	43,528
Households		22,185	22,307
Median Household Income		\$117,301	\$142,253
Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Went to Family Restaurant/Steak House/6 Mo	28,519	66.9%	101
Went to Family Restaurant/Steak House 4+ Times/30 Days	8,774	20.6%	100
Spent \$1-30 at Family Restaurant/Steak House/30 Days	2,457	5.8%	86
Spent \$31-50 at Family Restaurant/Steak House/30 Days	3,681	8.6%	101
Spent \$51-100 at Family Restaurant/Steak House/30 Days	6,385	15.0%	101
Spent \$101-200 at Family Restaurant/Steak House/30 Days	4,564	10.7%	110
Spent \$201+ at Family Restaurant/Steak House/30 Days	2,508	5.9%	119
Spent \$1-100 at Fine Dining Restaurants/30 Days	1,524	3.6%	119
Spent \$101-200 at Fine Dining Restaurants/30 Days	1,234	2.9%	125
Spent \$201+ at Fine Dining Restaurants/30 Days	1,109	2.6%	130
Went for Breakfast at Family Restaurant/Steak House/6 Mo	4,158	9.8%	96
Went for Lunch at Family Restaurant/Steak House/6 Mo	7,110	16.7%	102
Went for Dinner at Family Restaurant/Steak House/6 Mo	20,061	47.1%	108
Went for Snacks at Family Restaurant/Steak House/6 Mo	656	1.5%	109
Went on Workday to Family Restaurant/Steak House/6 Mo	12,875	30.2%	102
Went on Weekend to Family Restaurant/Steak House/6 Mo	16,593	38.9%	106
Went to Applebee`s/6 Mo	4,180	9.8%	74
Went to Bob Evans/6 Mo	814	1.9%	85
Went to Buffalo Wild Wings/6 Mo	3,324	7.8%	96
Went to California Pizza Kitchen/6 Mo	837	2.0%	140
Went to Carrabba`s/6 Mo	903	2.1%	109
Went to The Cheesecake Factory/6 Mo	3,594	8.4%	136
Went to Chili`s Grill & Bar/6 Mo	3,981	9.3%	103
Went to Cracker Barrel/6 Mo	3,681	8.6%	88
Went to Denny`s/6 Mo	1,935	4.5%	80
Went to Golden Corral/6 Mo	797	1.9%	64
Went to IHOP/6 Mo	3,148	7.4%	103
Went to Logan`s Roadhouse/6 Mo	487	1.1%	66
Went to Longhorn Steakhouse/6 Mo	2,124	5.0%	90
Went to Olive Garden/6 Mo	5,475	12.9%	95
Went to Outback Steakhouse/6 Mo	3,215	7.5%	107
Went to Red Lobster/6 Mo	2,216	5.2%	84
Went to Red Robin/6 Mo	2,825	6.6%	131
Went to Ruby Tuesday/6 Mo	503	1.2%	71
Went to Texas Roadhouse/6 Mo	4,529	10.6%	100
Went to T.G.I. Friday`s/6 Mo	839	2.0%	90
Went to Waffle House/6 Mo	1,675	3.9%	90
Went to Fast Food/Drive-In Restaurant/6 Mo	39,271	92.2%	102
Went to Fast Food/Drive-In Rest 9+ Times/30 Days	16,319	38.3%	98
Spent \$1-10 at Fast Food Restaurant/30 Days	1,597	3.7%	91
Spent \$11-20 at Fast Food Restaurant/30 Days	3,389	8.0%	94
Spent \$21-40 at Fast Food Restaurant/30 Days	7,171	16.8%	101
Spent \$41-50 at Fast Food Restaurant/30 Days	3,517	8.3%	89
Spent \$51-100 at Fast Food Restaurant/30 Days	9,532	22.4%	109
Spent \$101-200 at Fast Food Restaurant/30 Days	5,279	12.4%	100
Spent \$201+ at Fast Food Restaurant/30 Days	2,483	5.8%	112
Ordered Eat-In Fast Food/6 Mo	8,047	18.9%	92

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Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Ordered Home Delivery Fast Food/6 Mo	6,021	14.1%	105
Take-Out/Drive-Thru/Curbside Fast Food/6 Mo	25,451	59.7%	102
Ordered Take-Out/Walk-In Fast Food/6 Mo	11,040	25.9%	116
Bought Breakfast at Fast Food Restaurant/6 Mo	14,517	34.1%	98
Bought Lunch at Fast Food Restaurant/6 Mo	23,272	54.6%	102
Bought Dinner at Fast Food Restaurant/6 Mo	24,415	57.3%	106
Bought Snack at Fast Food Restaurant/6 Mo	6,294	14.8%	111
Bought from Fast Food Restaurant on Weekday/6 Mo	28,340	66.5%	101
Bought from Fast Food Restaurant on Weekend/6 Mo	23,489	55.1%	105
Bought A&W/6 Mo	743	1.7%	84
Bought Arby's/6 Mo	6,607	15.5%	87
Bought Baskin-Robbins/6 Mo	1,572	3.7%	118
Bought Boston Market/6 Mo	1,175	2.8%	142
Bought Burger King/6 Mo	9,542	22.4%	80
Bought Captain D's/6 Mo	692	1.6%	58
Bought Carl's Jr./6 Mo	1,753	4.1%	88
Bought Checkers/6 Mo	856	2.0%	81
Bought Chick-Fil-A/6 Mo	16,504	38.7%	118
Bought Chipotle Mexican Grill/6 Mo	8,636	20.3%	126
Bought Chuck E. Cheese's/6 Mo	344	0.8%	77
Bought Church's Fried Chicken/6 Mo	963	2.3%	70
Bought Cold Stone Creamery/6 Mo	1,441	3.4%	120
Bought Dairy Queen/6 Mo	5,531	13.0%	86
Bought Del Taco/6 Mo	1,444	3.4%	103
Bought Domino's Pizza/6 Mo	6,586	15.5%	96
Bought Dunkin' Donuts/6 Mo	6,790	15.9%	107
Bought Five Guys/6 Mo	5,174	12.1%	125
Bought Hardee's/6 Mo	1,305	3.1%	60
Bought Jack in the Box/6 Mo	2,850	6.7%	99
Bought Jersey Mike's/6 Mo	3,995	9.4%	130
Bought Jimmy John's/6 Mo	3,071	7.2%	123
Bought KFC/6 Mo	6,028	14.1%	82
Bought Krispy Kreme Doughnuts/6 Mo	3,207	7.5%	109
Bought Little Caesars/6 Mo	3,962	9.3%	79
Bought Long John Silver's/6 Mo	712	1.7%	71
Bought McDonald's/6 Mo	20,337	47.7%	95
Bought Panda Express/6 Mo	6,059	14.2%	117
Bought Panera Bread/6 Mo	6,867	16.1%	125
Bought Papa John's/6 Mo	3,786	8.9%	110
Bought Papa Murphy's/6 Mo	1,530	3.6%	100
Bought Pizza Hut/6 Mo	4,344	10.2%	83
Bought Popeyes Chicken/6 Mo	6,430	15.1%	108
Bought Sonic Drive-In/6 Mo	4,489	10.5%	89
Bought Starbucks/6 Mo	10,917	25.6%	125
Bought Steak 'N Shake/6 Mo	1,105	2.6%	88
Bought Subway/6 Mo	7,949	18.7%	86
Bought Taco Bell/6 Mo	10,920	25.6%	94
Bought Wendy's/6 Mo	9,905	23.2%	89
Bought Whataburger/6 Mo	2,757	6.5%	109
Bought White Castle/6 Mo	699	1.6%	66
Bought Wing-Stop/6 Mo	1,756	4.1%	122

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Latitude: 34.07395  
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Went to Fine Dining Restaurant/6 Mo	6,218	14.6%	120
Went to Fine Dining Restaurant/30 Days	4,729	11.1%	123
Went to Fine Dining Restaurant 2+ Times/30 Days	2,251	5.3%	128
Used DoorDash Site/App for Take-Out/Del/30 Days	6,125	14.4%	124
Used Grubhub Site/App for Take-Out/Del/30 Days	3,004	7.1%	129
Used Postmates Site/App for Take-Out/Del/30 Days	706	1.7%	97
Used Restrnt Site/App for Take-Out/Del/30 Days	10,905	25.6%	116
Used Uber Eats Site/App for Take-Out/Del/30 Days	3,418	8.0%	124
Used Yelp Site/App for Take-Out/Del/30 Days	1,101	2.6%	156

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## Restaurant Market Potential

63S Alpharetta Hwy, Alpharetta, Georgia, 30009  
Ring band: 3 - 5 mile radius

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Latitude: 34.07395  
Longitude: -84.29483

Demographic Summary		2023	2028	
Population		124,397	123,285	
Population 18+		92,681	93,493	
Households		45,296	45,080	
Median Household Income		\$123,684	\$142,901	
Product/Consumer Behavior	Expected Number of			
	Adults	Percent	MPI	
Went to Family Restaurant/Steak House/6 Mo		63,194	68.2%	103
Went to Family Restaurant/Steak House 4+ Times/30 Days		19,976	21.6%	105
Spent \$1-30 at Family Restaurant/Steak House/30 Days		5,588	6.0%	90
Spent \$31-50 at Family Restaurant/Steak House/30 Days		7,908	8.5%	100
Spent \$51-100 at Family Restaurant/Steak House/30 Days		14,331	15.5%	104
Spent \$101-200 at Family Restaurant/Steak House/30 Days		9,919	10.7%	109
Spent \$201+ at Family Restaurant/Steak House/30 Days		5,610	6.1%	123
Spent \$1-100 at Fine Dining Restaurants/30 Days		3,296	3.6%	118
Spent \$101-200 at Fine Dining Restaurants/30 Days		2,632	2.8%	122
Spent \$201+ at Fine Dining Restaurants/30 Days		2,353	2.5%	127
Went for Breakfast at Family Restaurant/Steak House/6 Mo		9,311	10.0%	98
Went for Lunch at Family Restaurant/Steak House/6 Mo		15,304	16.5%	101
Went for Dinner at Family Restaurant/Steak House/6 Mo		43,885	47.4%	109
Went for Snacks at Family Restaurant/Steak House/6 Mo		1,406	1.5%	108
Went on Workday to Family Restaurant/Steak House/6 Mo		28,639	30.9%	104
Went on Weekend to Family Restaurant/Steak House/6 Mo		35,920	38.8%	106
Went to Applebee`s/6 Mo		9,825	10.6%	80
Went to Bob Evans/6 Mo		1,749	1.9%	84
Went to Buffalo Wild Wings/6 Mo		7,505	8.1%	100
Went to California Pizza Kitchen/6 Mo		1,856	2.0%	143
Went to Carrabba`s/6 Mo		2,072	2.2%	115
Went to The Cheesecake Factory/6 Mo		7,344	7.9%	128
Went to Chili`s Grill & Bar/6 Mo		9,203	9.9%	110
Went to Cracker Barrel/6 Mo		8,109	8.7%	89
Went to Denny`s/6 Mo		4,547	4.9%	86
Went to Golden Corral/6 Mo		1,822	2.0%	67
Went to IHOP/6 Mo		6,888	7.4%	104
Went to Logan`s Roadhouse/6 Mo		1,293	1.4%	81
Went to Longhorn Steakhouse/6 Mo		4,800	5.2%	94
Went to Olive Garden/6 Mo		12,430	13.4%	99
Went to Outback Steakhouse/6 Mo		6,985	7.5%	107
Went to Red Lobster/6 Mo		5,001	5.4%	87
Went to Red Robin/6 Mo		5,920	6.4%	126
Went to Ruby Tuesday/6 Mo		1,063	1.1%	69
Went to Texas Roadhouse/6 Mo		9,760	10.5%	99
Went to T.G.I. Friday`s/6 Mo		1,690	1.8%	83
Went to Waffle House/6 Mo		3,645	3.9%	90
Went to Fast Food/Drive-In Restaurant/6 Mo		85,303	92.0%	101
Went to Fast Food/Drive-In Rest 9+ Times/30 Days		35,898	38.7%	100
Spent \$1-10 at Fast Food Restaurant/30 Days		3,432	3.7%	90
Spent \$11-20 at Fast Food Restaurant/30 Days		7,793	8.4%	100
Spent \$21-40 at Fast Food Restaurant/30 Days		15,273	16.5%	99
Spent \$41-50 at Fast Food Restaurant/30 Days		7,998	8.6%	93
Spent \$51-100 at Fast Food Restaurant/30 Days		20,225	21.8%	106
Spent \$101-200 at Fast Food Restaurant/30 Days		11,998	12.9%	105
Spent \$201+ at Fast Food Restaurant/30 Days		5,059	5.5%	105
Ordered Eat-In Fast Food/6 Mo		18,504	20.0%	98

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Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Ordered Home Delivery Fast Food/6 Mo	13,095	14.1%	105
Take-Out/Drive-Thru/Curbside Fast Food/6 Mo	55,851	60.3%	103
Ordered Take-Out/Walk-In Fast Food/6 Mo	23,085	24.9%	112
Bought Breakfast at Fast Food Restaurant/6 Mo	32,126	34.7%	99
Bought Lunch at Fast Food Restaurant/6 Mo	50,940	55.0%	102
Bought Dinner at Fast Food Restaurant/6 Mo	52,622	56.8%	105
Bought Snack at Fast Food Restaurant/6 Mo	13,591	14.7%	110
Bought from Fast Food Restaurant on Weekday/6 Mo	62,074	67.0%	102
Bought from Fast Food Restaurant on Weekend/6 Mo	51,076	55.1%	105
Bought A&W/6 Mo	1,652	1.8%	86
Bought Arby`s/6 Mo	14,871	16.0%	90
Bought Baskin-Robbins/6 Mo	3,181	3.4%	110
Bought Boston Market/6 Mo	2,255	2.4%	125
Bought Burger King/6 Mo	21,874	23.6%	85
Bought Captain D`s/6 Mo	1,622	1.8%	62
Bought Carl`s Jr./6 Mo	3,962	4.3%	91
Bought Checkers/6 Mo	1,830	2.0%	80
Bought Chick-Fil-A/6 Mo	35,331	38.1%	116
Bought Chipotle Mexican Grill/6 Mo	18,729	20.2%	126
Bought Chuck E. Cheese`s/6 Mo	795	0.9%	82
Bought Church`s Fried Chicken/6 Mo	2,427	2.6%	81
Bought Cold Stone Creamery/6 Mo	3,182	3.4%	122
Bought Dairy Queen/6 Mo	12,789	13.8%	91
Bought Del Taco/6 Mo	3,173	3.4%	104
Bought Domino`s Pizza/6 Mo	14,147	15.3%	95
Bought Dunkin` Donuts/6 Mo	14,863	16.0%	108
Bought Five Guys/6 Mo	10,468	11.3%	116
Bought Hardee`s/6 Mo	2,765	3.0%	58
Bought Jack in the Box/6 Mo	6,468	7.0%	103
Bought Jersey Mike`s/6 Mo	8,401	9.1%	126
Bought Jimmy John`s/6 Mo	6,732	7.3%	124
Bought KFC/6 Mo	13,332	14.4%	83
Bought Krispy Kreme Doughnuts/6 Mo	6,897	7.4%	108
Bought Little Caesars/6 Mo	9,327	10.1%	86
Bought Long John Silver`s/6 Mo	1,551	1.7%	71
Bought McDonald`s/6 Mo	44,639	48.2%	95
Bought Panda Express/6 Mo	13,491	14.6%	120
Bought Panera Bread/6 Mo	14,875	16.0%	125
Bought Papa John`s/6 Mo	8,169	8.8%	109
Bought Papa Murphy`s/6 Mo	3,546	3.8%	107
Bought Pizza Hut/6 Mo	9,698	10.5%	85
Bought Popeyes Chicken/6 Mo	13,083	14.1%	101
Bought Sonic Drive-In/6 Mo	10,551	11.4%	96
Bought Starbucks/6 Mo	23,136	25.0%	122
Bought Steak `N Shake/6 Mo	2,448	2.6%	90
Bought Subway/6 Mo	17,786	19.2%	89
Bought Taco Bell/6 Mo	23,593	25.5%	94
Bought Wendy`s/6 Mo	22,298	24.1%	92
Bought Whataburger/6 Mo	6,699	7.2%	122
Bought White Castle/6 Mo	1,619	1.7%	70
Bought Wing-Stop/6 Mo	3,563	3.8%	114

**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 MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2023 and 2028.

August 16, 2023





## Restaurant Market Potential

63S Alpharetta Hwy, Alpharetta, Georgia, 30009  
Ring band: 3 - 5 mile radius

Prepared by Stephanie Krank, PPG

Latitude: 34.07395  
Longitude: -84.29483

Went to Fine Dining Restaurant/6 Mo	13,458	14.5%	120
Went to Fine Dining Restaurant/30 Days	10,160	11.0%	121
Went to Fine Dining Restaurant 2+ Times/30 Days	4,646	5.0%	121
Used DoorDash Site/App for Take-Out/Del/30 Days	12,441	13.4%	116
Used Grubhub Site/App for Take-Out/Del/30 Days	5,884	6.3%	116
Used Postmates Site/App for Take-Out/Del/30 Days	1,399	1.5%	89
Used Restrnt Site/App for Take-Out/Del/30 Days	23,386	25.2%	114
Used Uber Eats Site/App for Take-Out/Del/30 Days	6,892	7.4%	115
Used Yelp Site/App for Take-Out/Del/30 Days	2,029	2.2%	132

**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.

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