



Restaurant Market Potential

Shoppes at Forest Green
10023 Forest Green Blvd, Louisville, Kentucky, 40223
Ring: 1 mile radius

Prepared by Charlotte Hollkamp
Latitude: 38.26339
Longitude: -85.57101

Demographic Summary		2017	2022	
Population		9,311	9,721	
Population 18+		7,211	7,577	
Households		3,675	3,840	
Median Household Income		\$79,998	\$86,024	
Product/Consumer Behavior	Expected Number of			
	Adults	Percent	MPI	
Went to family restaurant/steak house in last 6 mo		5,712	79.2%	106
Went to family restaurant/steak house 4+ times/mo		2,190	30.4%	111
Spent at family rest/steak hse last 6 months: <\$31		483	6.7%	88
Spent at family rest/steak hse last 6 months: \$31-50		612	8.5%	98
Spent at family rest/steak hse last 6 months: \$51-100		1,139	15.8%	107
Spent at family rest/steak hse last 6 months: \$101-200		906	12.6%	112
Spent at family rest/steak hse last 6 months: \$201-300		425	5.9%	125
Spent at family rest/steak hse last 6 months: \$301+		519	7.2%	118
Family restaurant/steak house last 6 months: breakfast		953	13.2%	104
Family restaurant/steak house last 6 months: lunch		1,427	19.8%	104
Family restaurant/steak house last 6 months: dinner		3,722	51.6%	112
Family restaurant/steak house last 6 months: snack		131	1.8%	95
Family restaurant/steak house last 6 months: weekday		2,497	34.6%	112
Family restaurant/steak house last 6 months: weekend		3,268	45.3%	109
Fam rest/steak hse/6 months: Applebee`s		1,738	24.1%	106
Fam rest/steak hse/6 months: Bob Evans Farms		241	3.3%	90
Fam rest/steak hse/6 months: Buffalo Wild Wings		722	10.0%	105
Fam rest/steak hse/6 months: California Pizza Kitchen		267	3.7%	116
Fam rest/steak hse/6 months: Carrabba`s Italian Grill		317	4.4%	133
Fam rest/steak hse/6 months: The Cheesecake Factory		620	8.6%	137
Fam rest/steak hse/6 months: Chili`s Grill & Bar		865	12.0%	108
Fam rest/steak hse/6 months: CiCi`s Pizza		179	2.5%	63
Fam rest/steak hse/6 months: Cracker Barrel		776	10.8%	103
Fam rest/steak hse/6 months: Denny`s		517	7.2%	81
Fam rest/steak hse/6 months: Golden Corral		421	5.8%	78
Fam rest/steak hse/6 months: IHOP		751	10.4%	99
Fam rest/steak hse/6 months: Logan`s Roadhouse		237	3.3%	88
Fam rest/steak hse/6 months: LongHorn Steakhouse		339	4.7%	96
Fam rest/steak hse/6 months: Olive Garden		1,484	20.6%	121
Fam rest/steak hse/6 months: Outback Steakhouse		868	12.0%	132
Fam rest/steak hse/6 months: Red Lobster		771	10.7%	93
Fam rest/steak hse/6 months: Red Robin		574	8.0%	123
Fam rest/steak hse/6 months: Ruby Tuesday		505	7.0%	121
Fam rest/steak hse/6 months: Texas Roadhouse		765	10.6%	132
Fam rest/steak hse/6 months: T.G.I. Friday`s		593	8.2%	118
Fam rest/steak hse/6 months: Waffle House		349	4.8%	89
Went to fast food/drive-in restaurant in last 6 mo		6,588	91.4%	101
Went to fast food/drive-in restaurant 9+ times/mo		2,788	38.7%	98
Spent at fast food/drive-in last 6 months: <\$11		375	5.2%	115
Spent at fast food/drive-in last 6 months: \$11-\$20		627	8.7%	104
Spent at fast food/drive-in last 6 months: \$21-\$40		973	13.5%	108
Spent at fast food/drive-in last 6 months: \$41-\$50		580	8.0%	103
Spent at fast food/drive-in last 6 months: \$51-\$100		1,162	16.1%	97
Spent at fast food/drive-in last 6 months: \$101-\$200		763	10.6%	96
Spent at fast food/drive-in last 6 months: \$201+		773	10.7%	108

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 2017 and 2022.

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Prepared by Charlotte Hollkamp
Latitude: 38.26339
Longitude: -85.57101

Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Fast food/drive-in last 6 months: eat in	2,663	36.9%	101
Fast food/drive-in last 6 months: home delivery	502	7.0%	90
Fast food/drive-in last 6 months: take-out/drive-thru	3,483	48.3%	105
Fast food/drive-in last 6 months: take-out/walk-in	1,575	21.8%	108
Fast food/drive-in last 6 months: breakfast	2,514	34.9%	106
Fast food/drive-in last 6 months: lunch	3,767	52.2%	106
Fast food/drive-in last 6 months: dinner	3,356	46.5%	103
Fast food/drive-in last 6 months: snack	876	12.1%	101
Fast food/drive-in last 6 months: weekday	4,499	62.4%	107
Fast food/drive-in last 6 months: weekend	3,436	47.6%	103
Fast food/drive-in last 6 months: A & W	179	2.5%	92
Fast food/drive-in last 6 months: Arby's	1,191	16.5%	102
Fast food/drive-in last 6 months: Baskin-Robbins	262	3.6%	108
Fast food/drive-in last 6 months: Boston Market	302	4.2%	120
Fast food/drive-in last 6 months: Burger King	2,069	28.7%	97
Fast food/drive-in last 6 months: Captain D's	203	2.8%	80
Fast food/drive-in last 6 months: Carl's Jr.	344	4.8%	84
Fast food/drive-in last 6 months: Checkers	166	2.3%	73
Fast food/drive-in last 6 months: Chick-fil-A	1,581	21.9%	116
Fast food/drive-in last 6 months: Chipotle Mex. Grill	1,122	15.6%	131
Fast food/drive-in last 6 months: Chuck E. Cheese's	181	2.5%	78
Fast food/drive-in last 6 months: Church's Fr. Chicken	166	2.3%	64
Fast food/drive-in last 6 months: Cold Stone Creamery	243	3.4%	119
Fast food/drive-in last 6 months: Dairy Queen	1,047	14.5%	97
Fast food/drive-in last 6 months: Del Taco	232	3.2%	91
Fast food/drive-in last 6 months: Domino's Pizza	772	10.7%	88
Fast food/drive-in last 6 months: Dunkin' Donuts	1,157	16.0%	128
Fast food/drive-in last 6 months: Hardee's	378	5.2%	93
Fast food/drive-in last 6 months: Jack in the Box	581	8.1%	96
Fast food/drive-in last 6 months: KFC	1,290	17.9%	85
Fast food/drive-in last 6 months: Krispy Kreme	426	5.9%	119
Fast food/drive-in last 6 months: Little Caesars	743	10.3%	87
Fast food/drive-in last 6 months: Long John Silver's	259	3.6%	81
Fast food/drive-in last 6 months: McDonald's	3,670	50.9%	95
Went to Panda Express in last 6 months	592	8.2%	102
Fast food/drive-in last 6 months: Panera Bread	1,216	16.9%	146
Fast food/drive-in last 6 months: Papa John's	595	8.3%	96
Fast food/drive-in last 6 months: Papa Murphy's	351	4.9%	101
Fast food/drive-in last 6 months: Pizza Hut	1,129	15.7%	81
Fast food/drive-in last 6 months: Popeyes Chicken	479	6.6%	84
Fast food/drive-in last 6 months: Quiznos	229	3.2%	130
Fast food/drive-in last 6 months: Sonic Drive-In	720	10.0%	89
Fast food/drive-in last 6 months: Starbucks	1,377	19.1%	120
Fast food/drive-in last 6 months: Steak 'n Shake	426	5.9%	111
Fast food/drive-in last 6 months: Subway	2,399	33.3%	107
Fast food/drive-in last 6 months: Taco Bell	2,100	29.1%	96
Fast food/drive-in last 6 months: Wendy's	1,921	26.6%	99
Fast food/drive-in last 6 months: Whataburger	243	3.4%	77
Fast food/drive-in last 6 months: White Castle	185	2.6%	81

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 2017 and 2022.

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Shoppes at Forest Green
10023 Forest Green Blvd, Louisville, Kentucky, 40223
Ring: 1 mile radius

Prepared by Charlotte Hollkamp
Latitude: 38.26339
Longitude: -85.57101

Went to fine dining restaurant last month	1,049	14.5%	136
Went to fine dining restaurant 3+ times last month	289	4.0%	129
Spent at fine dining rest in last 6 months: <\$51	111	1.5%	81
Spent at fine dining rest in last 6 months: \$51-\$100	322	4.5%	132
Spent at fine dining rest in last 6 months: \$101-\$200	346	4.8%	148
Spent at fine dining rest in last 6 months: \$201+	347	4.8%	144

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January 23, 2018



Restaurant Market Potential

Shoppes at Forest Green
10023 Forest Green Blvd, Louisville, Kentucky, 40223
Ring: 3 mile radius

Prepared by Charlotte Hollkamp
Latitude: 38.26339
Longitude: -85.57101

Demographic Summary		2017	2022	
Population		71,886	73,565	
Population 18+		57,448	59,140	
Households		31,710	32,445	
Median Household Income		\$67,922	\$76,615	
Product/Consumer Behavior	Expected Number of			
	Adults	Percent	MPI	
Went to family restaurant/steak house in last 6 mo		45,096	78.5%	105
Went to family restaurant/steak house 4+ times/mo		16,991	29.6%	108
Spent at family rest/steak hse last 6 months: <\$31		4,377	7.6%	100
Spent at family rest/steak hse last 6 months: \$31-50		5,081	8.8%	102
Spent at family rest/steak hse last 6 months: \$51-100		8,871	15.4%	104
Spent at family rest/steak hse last 6 months: \$101-200		6,698	11.7%	104
Spent at family rest/steak hse last 6 months: \$201-300		2,982	5.2%	110
Spent at family rest/steak hse last 6 months: \$301+		3,843	6.7%	110
Family restaurant/steak house last 6 months: breakfast		7,893	13.7%	108
Family restaurant/steak house last 6 months: lunch		11,260	19.6%	103
Family restaurant/steak house last 6 months: dinner		29,090	50.6%	109
Family restaurant/steak house last 6 months: snack		1,150	2.0%	105
Family restaurant/steak house last 6 months: weekday		19,972	34.8%	113
Family restaurant/steak house last 6 months: weekend		25,350	44.1%	107
Fam rest/steak hse/6 months: Applebee`s		13,250	23.1%	101
Fam rest/steak hse/6 months: Bob Evans Farms		1,941	3.4%	91
Fam rest/steak hse/6 months: Buffalo Wild Wings		6,146	10.7%	112
Fam rest/steak hse/6 months: California Pizza Kitchen		2,148	3.7%	117
Fam rest/steak hse/6 months: Carrabba`s Italian Grill		2,640	4.6%	139
Fam rest/steak hse/6 months: The Cheesecake Factory		4,399	7.7%	122
Fam rest/steak hse/6 months: Chili`s Grill & Bar		6,605	11.5%	104
Fam rest/steak hse/6 months: CiCi`s Pizza		1,718	3.0%	76
Fam rest/steak hse/6 months: Cracker Barrel		6,041	10.5%	101
Fam rest/steak hse/6 months: Denny`s		4,778	8.3%	94
Fam rest/steak hse/6 months: Golden Corral		3,416	5.9%	79
Fam rest/steak hse/6 months: IHOP		6,180	10.8%	102
Fam rest/steak hse/6 months: Logan`s Roadhouse		1,798	3.1%	84
Fam rest/steak hse/6 months: LongHorn Steakhouse		2,950	5.1%	105
Fam rest/steak hse/6 months: Olive Garden		11,104	19.3%	114
Fam rest/steak hse/6 months: Outback Steakhouse		6,335	11.0%	121
Fam rest/steak hse/6 months: Red Lobster		6,183	10.8%	94
Fam rest/steak hse/6 months: Red Robin		4,134	7.2%	111
Fam rest/steak hse/6 months: Ruby Tuesday		3,506	6.1%	105
Fam rest/steak hse/6 months: Texas Roadhouse		5,188	9.0%	112
Fam rest/steak hse/6 months: T.G.I. Friday`s		4,402	7.7%	110
Fam rest/steak hse/6 months: Waffle House		2,616	4.6%	83
Went to fast food/drive-in restaurant in last 6 mo		52,285	91.0%	101
Went to fast food/drive-in restaurant 9+ times/mo		22,123	38.5%	98
Spent at fast food/drive-in last 6 months: <\$11		2,736	4.8%	105
Spent at fast food/drive-in last 6 months: \$11-\$20		5,126	8.9%	107
Spent at fast food/drive-in last 6 months: \$21-\$40		7,405	12.9%	103
Spent at fast food/drive-in last 6 months: \$41-\$50		4,903	8.5%	110
Spent at fast food/drive-in last 6 months: \$51-\$100		9,625	16.8%	101
Spent at fast food/drive-in last 6 months: \$101-\$200		6,078	10.6%	96
Spent at fast food/drive-in last 6 months: \$201+		5,538	9.6%	97

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10023 Forest Green Blvd, Louisville, Kentucky, 40223
Ring: 3 mile radius

Prepared by Charlotte Hollkamp
Latitude: 38.26339
Longitude: -85.57101

Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Fast food/drive-in last 6 months: eat in	20,558	35.8%	98
Fast food/drive-in last 6 months: home delivery	4,230	7.4%	96
Fast food/drive-in last 6 months: take-out/drive-thru	27,782	48.4%	105
Fast food/drive-in last 6 months: take-out/walk-in	12,775	22.2%	110
Fast food/drive-in last 6 months: breakfast	19,413	33.8%	103
Fast food/drive-in last 6 months: lunch	29,691	51.7%	104
Fast food/drive-in last 6 months: dinner	26,942	46.9%	104
Fast food/drive-in last 6 months: snack	7,462	13.0%	108
Fast food/drive-in last 6 months: weekday	35,773	62.3%	107
Fast food/drive-in last 6 months: weekend	26,977	47.0%	102
Fast food/drive-in last 6 months: A & W	1,362	2.4%	88
Fast food/drive-in last 6 months: Arby's	9,607	16.7%	103
Fast food/drive-in last 6 months: Baskin-Robbins	1,841	3.2%	95
Fast food/drive-in last 6 months: Boston Market	2,071	3.6%	103
Fast food/drive-in last 6 months: Burger King	16,490	28.7%	97
Fast food/drive-in last 6 months: Captain D's	1,490	2.6%	74
Fast food/drive-in last 6 months: Carl's Jr.	2,811	4.9%	87
Fast food/drive-in last 6 months: Checkers	1,469	2.6%	81
Fast food/drive-in last 6 months: Chick-fil-A	12,800	22.3%	117
Fast food/drive-in last 6 months: Chipotle Mex. Grill	8,574	14.9%	125
Fast food/drive-in last 6 months: Chuck E. Cheese's	1,527	2.7%	82
Fast food/drive-in last 6 months: Church's Fr. Chicken	1,467	2.6%	71
Fast food/drive-in last 6 months: Cold Stone Creamery	1,902	3.3%	117
Fast food/drive-in last 6 months: Dairy Queen	8,244	14.4%	96
Fast food/drive-in last 6 months: Del Taco	1,686	2.9%	83
Fast food/drive-in last 6 months: Domino's Pizza	6,500	11.3%	93
Fast food/drive-in last 6 months: Dunkin' Donuts	8,140	14.2%	113
Fast food/drive-in last 6 months: Hardee's	2,659	4.6%	82
Fast food/drive-in last 6 months: Jack in the Box	4,750	8.3%	99
Fast food/drive-in last 6 months: KFC	10,797	18.8%	89
Fast food/drive-in last 6 months: Krispy Kreme	3,104	5.4%	108
Fast food/drive-in last 6 months: Little Caesars	6,026	10.5%	88
Fast food/drive-in last 6 months: Long John Silver's	2,206	3.8%	87
Fast food/drive-in last 6 months: McDonald's	29,579	51.5%	96
Went to Panda Express in last 6 months	4,569	8.0%	98
Fast food/drive-in last 6 months: Panera Bread	9,658	16.8%	145
Fast food/drive-in last 6 months: Papa John's	5,124	8.9%	104
Fast food/drive-in last 6 months: Papa Murphy's	2,957	5.1%	107
Fast food/drive-in last 6 months: Pizza Hut	9,109	15.9%	82
Fast food/drive-in last 6 months: Popeyes Chicken	4,001	7.0%	88
Fast food/drive-in last 6 months: Quiznos	1,659	2.9%	119
Fast food/drive-in last 6 months: Sonic Drive-In	5,893	10.3%	92
Fast food/drive-in last 6 months: Starbucks	11,094	19.3%	121
Fast food/drive-in last 6 months: Steak 'n Shake	3,063	5.3%	100
Fast food/drive-in last 6 months: Subway	18,370	32.0%	103
Fast food/drive-in last 6 months: Taco Bell	16,956	29.5%	97
Fast food/drive-in last 6 months: Wendy's	15,362	26.7%	99
Fast food/drive-in last 6 months: Whataburger	2,263	3.9%	90
Fast food/drive-in last 6 months: White Castle	1,646	2.9%	90

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Ring: 3 mile radius

Prepared by Charlotte Hollkamp
Latitude: 38.26339
Longitude: -85.57101

Went to fine dining restaurant last month	8,502	14.8%	138
Went to fine dining restaurant 3+ times last month	2,586	4.5%	145
Spent at fine dining rest in last 6 months: <\$51	1,170	2.0%	108
Spent at fine dining rest in last 6 months: \$51-\$100	2,575	4.5%	132
Spent at fine dining rest in last 6 months: \$101-\$200	2,559	4.5%	137
Spent at fine dining rest in last 6 months: \$201+	2,707	4.7%	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.

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January 23, 2018



Restaurant Market Potential

Shoppes at Forest Green
10023 Forest Green Blvd, Louisville, Kentucky, 40223
Ring: 5 mile radius

Prepared by Charlotte Hollkamp
Latitude: 38.26339
Longitude: -85.57101

Demographic Summary		2017	2022	
Population		183,983	189,697	
Population 18+		145,221	150,546	
Households		79,284	81,630	
Median Household Income		\$70,982	\$79,136	
Product/Consumer Behavior	Expected Number of			
	Adults	Percent	MPI	
Went to family restaurant/steak house in last 6 mo		114,301	78.7%	105
Went to family restaurant/steak house 4+ times/mo		42,787	29.5%	107
Spent at family rest/steak hse last 6 months: <\$31		10,851	7.5%	98
Spent at family rest/steak hse last 6 months: \$31-50		12,684	8.7%	101
Spent at family rest/steak hse last 6 months: \$51-100		22,244	15.3%	103
Spent at family rest/steak hse last 6 months: \$101-200		17,565	12.1%	108
Spent at family rest/steak hse last 6 months: \$201-300		7,731	5.3%	113
Spent at family rest/steak hse last 6 months: \$301+		10,377	7.1%	117
Family restaurant/steak house last 6 months: breakfast		20,228	13.9%	110
Family restaurant/steak house last 6 months: lunch		28,842	19.9%	104
Family restaurant/steak house last 6 months: dinner		74,215	51.1%	110
Family restaurant/steak house last 6 months: snack		2,835	2.0%	102
Family restaurant/steak house last 6 months: weekday		50,246	34.6%	112
Family restaurant/steak house last 6 months: weekend		64,625	44.5%	107
Fam rest/steak hse/6 months: Applebee`s		33,129	22.8%	100
Fam rest/steak hse/6 months: Bob Evans Farms		5,091	3.5%	95
Fam rest/steak hse/6 months: Buffalo Wild Wings		15,742	10.8%	113
Fam rest/steak hse/6 months: California Pizza Kitchen		5,839	4.0%	126
Fam rest/steak hse/6 months: Carrabba`s Italian Grill		6,574	4.5%	137
Fam rest/steak hse/6 months: The Cheesecake Factory		11,570	8.0%	127
Fam rest/steak hse/6 months: Chili`s Grill & Bar		17,497	12.0%	109
Fam rest/steak hse/6 months: CiCi`s Pizza		4,626	3.2%	81
Fam rest/steak hse/6 months: Cracker Barrel		15,358	10.6%	102
Fam rest/steak hse/6 months: Denny`s		12,274	8.5%	95
Fam rest/steak hse/6 months: Golden Corral		8,654	6.0%	79
Fam rest/steak hse/6 months: IHOP		16,195	11.2%	106
Fam rest/steak hse/6 months: Logan`s Roadhouse		4,543	3.1%	84
Fam rest/steak hse/6 months: LongHorn Steakhouse		7,301	5.0%	103
Fam rest/steak hse/6 months: Olive Garden		28,021	19.3%	114
Fam rest/steak hse/6 months: Outback Steakhouse		16,014	11.0%	121
Fam rest/steak hse/6 months: Red Lobster		16,121	11.1%	97
Fam rest/steak hse/6 months: Red Robin		11,018	7.6%	117
Fam rest/steak hse/6 months: Ruby Tuesday		8,749	6.0%	104
Fam rest/steak hse/6 months: Texas Roadhouse		12,707	8.8%	109
Fam rest/steak hse/6 months: T.G.I. Friday`s		10,747	7.4%	106
Fam rest/steak hse/6 months: Waffle House		6,680	4.6%	84
Went to fast food/drive-in restaurant in last 6 mo		132,346	91.1%	101
Went to fast food/drive-in restaurant 9+ times/mo		56,745	39.1%	99
Spent at fast food/drive-in last 6 months: <\$11		6,560	4.5%	100
Spent at fast food/drive-in last 6 months: \$11-\$20		12,417	8.6%	102
Spent at fast food/drive-in last 6 months: \$21-\$40		18,242	12.6%	100
Spent at fast food/drive-in last 6 months: \$41-\$50		12,313	8.5%	109
Spent at fast food/drive-in last 6 months: \$51-\$100		24,783	17.1%	102
Spent at fast food/drive-in last 6 months: \$101-\$200		16,125	11.1%	101
Spent at fast food/drive-in last 6 months: \$201+		14,810	10.2%	103

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 2017 and 2022.

January 23, 2018



Restaurant Market Potential

Shoppes at Forest Green
10023 Forest Green Blvd, Louisville, Kentucky, 40223
Ring: 5 mile radius

Prepared by Charlotte Hollkamp
Latitude: 38.26339
Longitude: -85.57101

Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Fast food/drive-in last 6 months: eat in	52,533	36.2%	99
Fast food/drive-in last 6 months: home delivery	10,828	7.5%	97
Fast food/drive-in last 6 months: take-out/drive-thru	70,710	48.7%	106
Fast food/drive-in last 6 months: take-out/walk-in	32,082	22.1%	110
Fast food/drive-in last 6 months: breakfast	49,178	33.9%	103
Fast food/drive-in last 6 months: lunch	75,448	52.0%	105
Fast food/drive-in last 6 months: dinner	68,626	47.3%	105
Fast food/drive-in last 6 months: snack	19,015	13.1%	109
Fast food/drive-in last 6 months: weekday	90,039	62.0%	106
Fast food/drive-in last 6 months: weekend	68,620	47.3%	103
Fast food/drive-in last 6 months: A & W	3,406	2.3%	87
Fast food/drive-in last 6 months: Arby's	23,923	16.5%	101
Fast food/drive-in last 6 months: Baskin-Robbins	5,030	3.5%	103
Fast food/drive-in last 6 months: Boston Market	5,452	3.8%	108
Fast food/drive-in last 6 months: Burger King	41,076	28.3%	96
Fast food/drive-in last 6 months: Captain D's	3,574	2.5%	70
Fast food/drive-in last 6 months: Carl's Jr.	7,305	5.0%	89
Fast food/drive-in last 6 months: Checkers	3,604	2.5%	79
Fast food/drive-in last 6 months: Chick-fil-A	33,126	22.8%	120
Fast food/drive-in last 6 months: Chipotle Mex. Grill	22,342	15.4%	129
Fast food/drive-in last 6 months: Chuck E. Cheese's	3,972	2.7%	85
Fast food/drive-in last 6 months: Church's Fr. Chicken	3,726	2.6%	72
Fast food/drive-in last 6 months: Cold Stone Creamery	4,977	3.4%	121
Fast food/drive-in last 6 months: Dairy Queen	21,070	14.5%	97
Fast food/drive-in last 6 months: Del Taco	4,466	3.1%	87
Fast food/drive-in last 6 months: Domino's Pizza	16,652	11.5%	95
Fast food/drive-in last 6 months: Dunkin' Donuts	20,388	14.0%	112
Fast food/drive-in last 6 months: Hardee's	6,331	4.4%	78
Fast food/drive-in last 6 months: Jack in the Box	12,274	8.5%	101
Fast food/drive-in last 6 months: KFC	27,548	19.0%	90
Fast food/drive-in last 6 months: Krispy Kreme	7,855	5.4%	109
Fast food/drive-in last 6 months: Little Caesars	15,479	10.7%	90
Fast food/drive-in last 6 months: Long John Silver's	5,483	3.8%	85
Fast food/drive-in last 6 months: McDonald's	75,151	51.7%	96
Went to Panda Express in last 6 months	12,448	8.6%	106
Fast food/drive-in last 6 months: Panera Bread	24,311	16.7%	145
Fast food/drive-in last 6 months: Papa John's	13,043	9.0%	104
Fast food/drive-in last 6 months: Papa Murphy's	7,598	5.2%	109
Fast food/drive-in last 6 months: Pizza Hut	23,456	16.2%	84
Fast food/drive-in last 6 months: Popeyes Chicken	10,250	7.1%	89
Fast food/drive-in last 6 months: Quiznos	4,079	2.8%	115
Fast food/drive-in last 6 months: Sonic Drive-In	15,412	10.6%	95
Fast food/drive-in last 6 months: Starbucks	29,187	20.1%	126
Fast food/drive-in last 6 months: Steak 'n Shake	7,700	5.3%	100
Fast food/drive-in last 6 months: Subway	46,541	32.0%	103
Fast food/drive-in last 6 months: Taco Bell	42,934	29.6%	98
Fast food/drive-in last 6 months: Wendy's	39,070	26.9%	99
Fast food/drive-in last 6 months: Whataburger	6,148	4.2%	96
Fast food/drive-in last 6 months: White Castle	4,153	2.9%	90

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January 23, 2018



Restaurant Market Potential

Shoppes at Forest Green
10023 Forest Green Blvd, Louisville, Kentucky, 40223
Ring: 5 mile radius

Prepared by Charlotte Hollkamp
Latitude: 38.26339
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Went to fine dining restaurant last month	21,816	15.0%	140
Went to fine dining restaurant 3+ times last month	6,495	4.5%	144
Spent at fine dining rest in last 6 months: <\$51	3,022	2.1%	110
Spent at fine dining rest in last 6 months: \$51-\$100	6,462	4.4%	131
Spent at fine dining rest in last 6 months: \$101-\$200	6,520	4.5%	138
Spent at fine dining rest in last 6 months: \$201+	7,128	4.9%	146

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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January 23, 2018