



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		2018	2023
Population		9,603	10,094
Population 18+		7,452	7,879
Households		3,782	3,969
Median Household Income		\$85,675	\$91,938
		Expected Number of	
Product/Consumer Behavior	Adults	Percent	MPI
Went to family restaurant/steak house in last 6 mo	5,869	78.8%	104
Went to family restaurant/steak house 4+ times/mo	2,191	29.4%	109
Spent at family restaurant/30 days: <\$31	699	9.4%	107
Spent at family restaurant/30 days: \$31-50	759	10.2%	102
Spent at family restaurant/30 days: \$51-100	1,125	15.1%	98
Spent at family restaurant/30 days: \$101-200	810	10.9%	117
Spent at family restaurant/30 days: \$201-300	209	2.8%	113
Family restaurant/steak house last 6 months: breakfast	1,094	14.7%	110
Family restaurant/steak house last 6 months: lunch	1,549	20.8%	106
Family restaurant/steak house last 6 months: dinner	3,851	51.7%	110
Family restaurant/steak house last 6 months: snack	117	1.6%	80
Family restaurant/steak house last 6 months: weekday	2,646	35.5%	115
Family restaurant/steak house last 6 months: weekend	3,313	44.5%	105
Fam rest/steak hse/6 months: Applebee`s	1,653	22.2%	98
Fam rest/steak hse/6 months: Bob Evans Farms	247	3.3%	91
Fam rest/steak hse/6 months: Buffalo Wild Wings	739	9.9%	95
Fam rest/steak hse/6 months: California Pizza Kitchen	376	5.0%	179
Fam rest/steak hse/6 months: Carrabba`s Italian Grill	286	3.8%	127
Fam rest/steak hse/6 months: The Cheesecake Factory	728	9.8%	135
Fam rest/steak hse/6 months: Chili`s Grill & Bar	777	10.4%	101
Fam rest/steak hse/6 months: CiCi`s Pizza	128	1.7%	48
Fam rest/steak hse/6 months: Cracker Barrel	877	11.8%	107
Fam rest/steak hse/6 months: Denny`s	548	7.4%	86
Fam rest/steak hse/6 months: Golden Corral	391	5.2%	70
Fam rest/steak hse/6 months: IHOP	797	10.7%	104
Fam rest/steak hse/6 months: Logan`s Roadhouse	216	2.9%	92
Fam rest/steak hse/6 months: LongHorn Steakhouse	370	5.0%	95
Fam rest/steak hse/6 months: Olive Garden	1,391	18.7%	111
Fam rest/steak hse/6 months: Outback Steakhouse	913	12.3%	137
Fam rest/steak hse/6 months: Red Lobster	737	9.9%	94
Fam rest/steak hse/6 months: Red Robin	593	8.0%	113
Fam rest/steak hse/6 months: Ruby Tuesday	465	6.2%	116
Fam rest/steak hse/6 months: Texas Roadhouse	740	9.9%	100
Fam rest/steak hse/6 months: T.G.I. Friday`s	462	6.2%	110
Fam rest/steak hse/6 months: Waffle House	342	4.6%	79
Went to fast food/drive-in restaurant in last 6 mo	6,738	90.4%	100
Went to fast food/drive-in restaurant 9+ times/mo	2,911	39.1%	99
Spent at fast food restaurant/30 days: <\$11	454	6.1%	118
Spent at fast food restaurant/30 days: \$11-\$20	839	11.3%	106
Spent at fast food restaurant/30 days: \$21-\$40	1,240	16.6%	102
Spent at fast food restaurant/30 days: \$41-\$50	599	8.0%	90
Spent at fast food restaurant/30 days: \$51-\$100	1,229	16.5%	99
Spent at fast food restaurant/30 days: \$101-\$200	613	8.2%	103
Spent at fast food restaurant/30 days: \$201+	198	2.7%	95

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 2018 and 2023.

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10023 Forest Green Blvd, Louisville, Kentucky, 40223
Ring: 1 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	2,736	36.7%	100
Fast food/drive-in last 6 months: home delivery	520	7.0%	83
Fast food/drive-in last 6 months: take-out/drive-thru	3,524	47.3%	100
Fast food/drive-in last 6 months: take-out/walk-in	1,625	21.8%	104
Fast food/drive-in last 6 months: breakfast	2,679	36.0%	104
Fast food/drive-in last 6 months: lunch	3,830	51.4%	101
Fast food/drive-in last 6 months: dinner	3,404	45.7%	99
Fast food/drive-in last 6 months: snack	959	12.9%	103
Fast food/drive-in last 6 months: weekday	4,641	62.3%	104
Fast food/drive-in last 6 months: weekend	3,449	46.3%	97
Fast food/drive-in last 6 months: A & W	140	1.9%	72
Fast food/drive-in last 6 months: Arby's	1,266	17.0%	102
Fast food/drive-in last 6 months: Baskin-Robbins	230	3.1%	88
Fast food/drive-in last 6 months: Boston Market	283	3.8%	115
Fast food/drive-in last 6 months: Burger King	1,931	25.9%	87
Fast food/drive-in last 6 months: Captain D's	177	2.4%	56
Fast food/drive-in last 6 months: Carl's Jr.	398	5.3%	93
Fast food/drive-in last 6 months: Checkers	155	2.1%	62
Fast food/drive-in last 6 months: Chick-fil-A	1,855	24.9%	113
Fast food/drive-in last 6 months: Chipotle Mex. Grill	1,163	15.6%	118
Fast food/drive-in last 6 months: Chuck E. Cheese's	190	2.5%	83
Fast food/drive-in last 6 months: Church's Fr. Chicken	183	2.5%	69
Fast food/drive-in last 6 months: Cold Stone Creamery	253	3.4%	105
Fast food/drive-in last 6 months: Dairy Queen	1,160	15.6%	101
Fast food/drive-in last 6 months: Del Taco	247	3.3%	94
Fast food/drive-in last 6 months: Domino's Pizza	755	10.1%	83
Fast food/drive-in last 6 months: Dunkin' Donuts	1,186	15.9%	115
Went to Five Guys in last 6 months	985	13.2%	136
Fast food/drive-in last 6 months: Hardee's	359	4.8%	77
Fast food/drive-in last 6 months: Jack in the Box	507	6.8%	85
Went to Jimmy John's in last 6 months	486	6.5%	112
Fast food/drive-in last 6 months: KFC	1,246	16.7%	83
Fast food/drive-in last 6 months: Krispy Kreme	462	6.2%	108
Fast food/drive-in last 6 months: Little Caesars	844	11.3%	84
Fast food/drive-in last 6 months: Long John Silver's	198	2.7%	73
Fast food/drive-in last 6 months: McDonald's	3,790	50.9%	97
Went to Panda Express in last 6 months	691	9.3%	98
Fast food/drive-in last 6 months: Panera Bread	1,384	18.6%	145
Fast food/drive-in last 6 months: Papa John's	626	8.4%	95
Fast food/drive-in last 6 months: Papa Murphy's	446	6.0%	118
Fast food/drive-in last 6 months: Pizza Hut	932	12.5%	74
Fast food/drive-in last 6 months: Popeyes Chicken	649	8.7%	93
Fast food/drive-in last 6 months: Sonic Drive-In	779	10.5%	89
Fast food/drive-in last 6 months: Starbucks	1,623	21.8%	120
Fast food/drive-in last 6 months: Steak 'n Shake	393	5.3%	96
Fast food/drive-in last 6 months: Subway	2,080	27.9%	102
Fast food/drive-in last 6 months: Taco Bell	1,985	26.6%	93
Fast food/drive-in last 6 months: Wendy's	1,951	26.2%	104
Fast food/drive-in last 6 months: Whataburger	279	3.7%	79
Fast food/drive-in last 6 months: White Castle	192	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 2018 and 2023.

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Went to fine dining restaurant last month	1,122	15.1%	140
Went to fine dining restaurant 3+ times last month	336	4.5%	140
Spent at fine dining restaurant/30 days: <\$51	119	1.6%	98
Spent at fine dining restaurant/30 days: \$51-\$100	333	4.5%	135
Spent at fine dining restaurant/30 days: \$101-\$200	264	3.5%	134

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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		2018	2023
Population		73,160	75,759
Population 18+		58,571	61,015
Households		32,204	33,323
Median Household Income		\$72,820	\$81,003
Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Went to family restaurant/steak house in last 6 mo	45,715	78.1%	103
Went to family restaurant/steak house 4+ times/mo	17,024	29.1%	108
Spent at family restaurant/30 days: <\$31	5,343	9.1%	104
Spent at family restaurant/30 days: \$31-50	5,937	10.1%	102
Spent at family restaurant/30 days: \$51-100	8,982	15.3%	99
Spent at family restaurant/30 days: \$101-200	6,037	10.3%	111
Spent at family restaurant/30 days: \$201-300	1,723	2.9%	118
Family restaurant/steak house last 6 months: breakfast	8,398	14.3%	107
Family restaurant/steak house last 6 months: lunch	12,379	21.1%	108
Family restaurant/steak house last 6 months: dinner	29,636	50.6%	108
Family restaurant/steak house last 6 months: snack	1,096	1.9%	95
Family restaurant/steak house last 6 months: weekday	20,540	35.1%	114
Family restaurant/steak house last 6 months: weekend	26,051	44.5%	105
Fam rest/steak hse/6 months: Applebee`s	12,850	21.9%	97
Fam rest/steak hse/6 months: Bob Evans Farms	2,032	3.5%	95
Fam rest/steak hse/6 months: Buffalo Wild Wings	6,227	10.6%	101
Fam rest/steak hse/6 months: California Pizza Kitchen	2,354	4.0%	143
Fam rest/steak hse/6 months: Carrabba`s Italian Grill	2,170	3.7%	123
Fam rest/steak hse/6 months: The Cheesecake Factory	5,119	8.7%	121
Fam rest/steak hse/6 months: Chili`s Grill & Bar	6,128	10.5%	101
Fam rest/steak hse/6 months: CiCi`s Pizza	1,525	2.6%	73
Fam rest/steak hse/6 months: Cracker Barrel	6,771	11.6%	105
Fam rest/steak hse/6 months: Denny`s	4,511	7.7%	90
Fam rest/steak hse/6 months: Golden Corral	3,183	5.4%	73
Fam rest/steak hse/6 months: IHOP	6,161	10.5%	102
Fam rest/steak hse/6 months: Logan`s Roadhouse	1,468	2.5%	79
Fam rest/steak hse/6 months: LongHorn Steakhouse	3,148	5.4%	103
Fam rest/steak hse/6 months: Olive Garden	10,703	18.3%	109
Fam rest/steak hse/6 months: Outback Steakhouse	6,276	10.7%	120
Fam rest/steak hse/6 months: Red Lobster	6,028	10.3%	98
Fam rest/steak hse/6 months: Red Robin	4,768	8.1%	116
Fam rest/steak hse/6 months: Ruby Tuesday	3,376	5.8%	107
Fam rest/steak hse/6 months: Texas Roadhouse	5,935	10.1%	102
Fam rest/steak hse/6 months: T.G.I. Friday`s	3,023	5.2%	92
Fam rest/steak hse/6 months: Waffle House	2,823	4.8%	83
Went to fast food/drive-in restaurant in last 6 mo	52,923	90.4%	100
Went to fast food/drive-in restaurant 9+ times/mo	22,348	38.2%	96
Spent at fast food restaurant/30 days: <\$11	3,289	5.6%	109
Spent at fast food restaurant/30 days: \$11-\$20	6,303	10.8%	102
Spent at fast food restaurant/30 days: \$21-\$40	9,808	16.7%	102
Spent at fast food restaurant/30 days: \$41-\$50	5,343	9.1%	102
Spent at fast food restaurant/30 days: \$51-\$100	9,353	16.0%	96
Spent at fast food restaurant/30 days: \$101-\$200	4,762	8.1%	102
Spent at fast food restaurant/30 days: \$201+	1,492	2.5%	91

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Latitude: 38.26339
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Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Fast food/drive-in last 6 months: eat in	21,660	37.0%	101
Fast food/drive-in last 6 months: home delivery	4,701	8.0%	96
Fast food/drive-in last 6 months: take-out/drive-thru	27,593	47.1%	100
Fast food/drive-in last 6 months: take-out/walk-in	13,083	22.3%	106
Fast food/drive-in last 6 months: breakfast	20,326	34.7%	100
Fast food/drive-in last 6 months: lunch	30,621	52.3%	103
Fast food/drive-in last 6 months: dinner	27,502	47.0%	102
Fast food/drive-in last 6 months: snack	7,626	13.0%	104
Fast food/drive-in last 6 months: weekday	36,293	62.0%	104
Fast food/drive-in last 6 months: weekend	27,789	47.4%	99
Fast food/drive-in last 6 months: A & W	1,274	2.2%	84
Fast food/drive-in last 6 months: Arby's	9,498	16.2%	97
Fast food/drive-in last 6 months: Baskin-Robbins	1,983	3.4%	97
Fast food/drive-in last 6 months: Boston Market	2,186	3.7%	113
Fast food/drive-in last 6 months: Burger King	15,403	26.3%	89
Fast food/drive-in last 6 months: Captain D's	1,488	2.5%	60
Fast food/drive-in last 6 months: Carl's Jr.	2,969	5.1%	89
Fast food/drive-in last 6 months: Checkers	1,351	2.3%	69
Fast food/drive-in last 6 months: Chick-fil-A	14,948	25.5%	116
Fast food/drive-in last 6 months: Chipotle Mex. Grill	9,246	15.8%	120
Fast food/drive-in last 6 months: Chuck E. Cheese's	1,541	2.6%	85
Fast food/drive-in last 6 months: Church's Fr. Chicken	1,474	2.5%	71
Fast food/drive-in last 6 months: Cold Stone Creamery	1,978	3.4%	105
Fast food/drive-in last 6 months: Dairy Queen	9,051	15.5%	101
Fast food/drive-in last 6 months: Del Taco	1,884	3.2%	91
Fast food/drive-in last 6 months: Domino's Pizza	6,737	11.5%	94
Fast food/drive-in last 6 months: Dunkin' Donuts	8,595	14.7%	106
Went to Five Guys in last 6 months	7,109	12.1%	125
Fast food/drive-in last 6 months: Hardee's	2,685	4.6%	73
Fast food/drive-in last 6 months: Jack in the Box	3,852	6.6%	83
Went to Jimmy John's in last 6 months	4,208	7.2%	123
Fast food/drive-in last 6 months: KFC	9,743	16.6%	82
Fast food/drive-in last 6 months: Krispy Kreme	3,647	6.2%	108
Fast food/drive-in last 6 months: Little Caesars	6,160	10.5%	78
Fast food/drive-in last 6 months: Long John Silver's	1,607	2.7%	75
Fast food/drive-in last 6 months: McDonald's	28,922	49.4%	94
Went to Panda Express in last 6 months	5,525	9.4%	99
Fast food/drive-in last 6 months: Panera Bread	9,871	16.9%	132
Fast food/drive-in last 6 months: Papa John's	5,412	9.2%	104
Fast food/drive-in last 6 months: Papa Murphy's	3,595	6.1%	121
Fast food/drive-in last 6 months: Pizza Hut	8,001	13.7%	80
Fast food/drive-in last 6 months: Popeyes Chicken	4,672	8.0%	85
Fast food/drive-in last 6 months: Sonic Drive-In	6,050	10.3%	88
Fast food/drive-in last 6 months: Starbucks	12,650	21.6%	119
Fast food/drive-in last 6 months: Steak 'n Shake	2,939	5.0%	91
Fast food/drive-in last 6 months: Subway	16,195	27.7%	101
Fast food/drive-in last 6 months: Taco Bell	15,585	26.6%	93
Fast food/drive-in last 6 months: Wendy's	14,776	25.2%	100
Fast food/drive-in last 6 months: Whataburger	2,387	4.1%	86
Fast food/drive-in last 6 months: White Castle	1,657	2.8%	89

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Latitude: 38.26339
Longitude: -85.57101

Went to fine dining restaurant last month	8,473	14.5%	134
Went to fine dining restaurant 3+ times last month	2,456	4.2%	130
Spent at fine dining restaurant/30 days: <\$51	962	1.6%	101
Spent at fine dining restaurant/30 days: \$51-\$100	2,661	4.5%	137
Spent at fine dining restaurant/30 days: \$101-\$200	2,143	3.7%	139

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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		2018	2023
Population		188,613	195,754
Population 18+		149,176	155,737
Households		81,115	84,033
Median Household Income		\$75,828	\$83,533
		Expected Number of	
Product/Consumer Behavior	Adults	Percent	MPI
Went to family restaurant/steak house in last 6 mo	117,229	78.6%	104
Went to family restaurant/steak house 4+ times/mo	43,403	29.1%	108
Spent at family restaurant/30 days: <\$31	13,347	8.9%	102
Spent at family restaurant/30 days: \$31-50	15,312	10.3%	103
Spent at family restaurant/30 days: \$51-100	23,344	15.6%	101
Spent at family restaurant/30 days: \$101-200	16,039	10.8%	116
Spent at family restaurant/30 days: \$201-300	4,474	3.0%	120
Family restaurant/steak house last 6 months: breakfast	21,421	14.4%	107
Family restaurant/steak house last 6 months: lunch	31,608	21.2%	108
Family restaurant/steak house last 6 months: dinner	76,209	51.1%	109
Family restaurant/steak house last 6 months: snack	2,814	1.9%	96
Family restaurant/steak house last 6 months: weekday	52,317	35.1%	114
Family restaurant/steak house last 6 months: weekend	67,107	45.0%	106
Fam rest/steak hse/6 months: Applebee`s	32,683	21.9%	97
Fam rest/steak hse/6 months: Bob Evans Farms	5,221	3.5%	96
Fam rest/steak hse/6 months: Buffalo Wild Wings	16,616	11.1%	106
Fam rest/steak hse/6 months: California Pizza Kitchen	5,818	3.9%	139
Fam rest/steak hse/6 months: Carrabba`s Italian Grill	5,629	3.8%	125
Fam rest/steak hse/6 months: The Cheesecake Factory	13,128	8.8%	122
Fam rest/steak hse/6 months: Chili`s Grill & Bar	16,338	11.0%	106
Fam rest/steak hse/6 months: CiCi`s Pizza	4,173	2.8%	79
Fam rest/steak hse/6 months: Cracker Barrel	16,997	11.4%	103
Fam rest/steak hse/6 months: Denny`s	11,334	7.6%	89
Fam rest/steak hse/6 months: Golden Corral	8,340	5.6%	75
Fam rest/steak hse/6 months: IHOP	15,921	10.7%	104
Fam rest/steak hse/6 months: Logan`s Roadhouse	3,683	2.5%	78
Fam rest/steak hse/6 months: LongHorn Steakhouse	8,170	5.5%	105
Fam rest/steak hse/6 months: Olive Garden	27,232	18.3%	109
Fam rest/steak hse/6 months: Outback Steakhouse	15,712	10.5%	118
Fam rest/steak hse/6 months: Red Lobster	15,490	10.4%	99
Fam rest/steak hse/6 months: Red Robin	12,350	8.3%	118
Fam rest/steak hse/6 months: Ruby Tuesday	8,413	5.6%	105
Fam rest/steak hse/6 months: Texas Roadhouse	15,445	10.4%	104
Fam rest/steak hse/6 months: T.G.I. Friday`s	8,120	5.4%	97
Fam rest/steak hse/6 months: Waffle House	7,096	4.8%	82
Went to fast food/drive-in restaurant in last 6 mo	135,488	90.8%	101
Went to fast food/drive-in restaurant 9+ times/mo	57,982	38.9%	98
Spent at fast food restaurant/30 days: <\$11	8,045	5.4%	104
Spent at fast food restaurant/30 days: \$11-\$20	15,830	10.6%	100
Spent at fast food restaurant/30 days: \$21-\$40	25,059	16.8%	103
Spent at fast food restaurant/30 days: \$41-\$50	14,051	9.4%	105
Spent at fast food restaurant/30 days: \$51-\$100	24,652	16.5%	99
Spent at fast food restaurant/30 days: \$101-\$200	12,438	8.3%	105
Spent at fast food restaurant/30 days: \$201+	4,075	2.7%	98

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Latitude: 38.26339
Longitude: -85.57101

Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Fast food/drive-in last 6 months: eat in	55,920	37.5%	102
Fast food/drive-in last 6 months: home delivery	12,197	8.2%	97
Fast food/drive-in last 6 months: take-out/drive-thru	71,251	47.8%	101
Fast food/drive-in last 6 months: take-out/walk-in	33,750	22.6%	107
Fast food/drive-in last 6 months: breakfast	52,068	34.9%	101
Fast food/drive-in last 6 months: lunch	78,537	52.6%	104
Fast food/drive-in last 6 months: dinner	71,040	47.6%	103
Fast food/drive-in last 6 months: snack	19,644	13.2%	105
Fast food/drive-in last 6 months: weekday	92,994	62.3%	104
Fast food/drive-in last 6 months: weekend	72,678	48.7%	102
Fast food/drive-in last 6 months: A & W	3,344	2.2%	86
Fast food/drive-in last 6 months: Arby's	24,701	16.6%	99
Fast food/drive-in last 6 months: Baskin-Robbins	5,505	3.7%	105
Fast food/drive-in last 6 months: Boston Market	5,433	3.6%	110
Fast food/drive-in last 6 months: Burger King	39,832	26.7%	90
Fast food/drive-in last 6 months: Captain D's	3,845	2.6%	61
Fast food/drive-in last 6 months: Carl's Jr.	7,446	5.0%	87
Fast food/drive-in last 6 months: Checkers	3,419	2.3%	68
Fast food/drive-in last 6 months: Chick-fil-A	38,756	26.0%	118
Fast food/drive-in last 6 months: Chipotle Mex. Grill	24,548	16.5%	125
Fast food/drive-in last 6 months: Chuck E. Cheese's	3,871	2.6%	84
Fast food/drive-in last 6 months: Church's Fr. Chicken	3,654	2.4%	69
Fast food/drive-in last 6 months: Cold Stone Creamery	5,071	3.4%	105
Fast food/drive-in last 6 months: Dairy Queen	22,939	15.4%	100
Fast food/drive-in last 6 months: Del Taco	4,988	3.3%	95
Fast food/drive-in last 6 months: Domino's Pizza	17,519	11.7%	96
Fast food/drive-in last 6 months: Dunkin' Donuts	22,230	14.9%	108
Went to Five Guys in last 6 months	18,110	12.1%	125
Fast food/drive-in last 6 months: Hardee's	6,717	4.5%	72
Fast food/drive-in last 6 months: Jack in the Box	10,174	6.8%	86
Went to Jimmy John's in last 6 months	11,129	7.5%	128
Fast food/drive-in last 6 months: KFC	25,244	16.9%	84
Fast food/drive-in last 6 months: Krispy Kreme	8,916	6.0%	104
Fast food/drive-in last 6 months: Little Caesars	16,558	11.1%	82
Fast food/drive-in last 6 months: Long John Silver's	4,148	2.8%	76
Fast food/drive-in last 6 months: McDonald's	74,268	49.8%	95
Went to Panda Express in last 6 months	14,826	9.9%	105
Fast food/drive-in last 6 months: Panera Bread	25,277	16.9%	132
Fast food/drive-in last 6 months: Papa John's	14,030	9.4%	106
Fast food/drive-in last 6 months: Papa Murphy's	9,010	6.0%	119
Fast food/drive-in last 6 months: Pizza Hut	20,920	14.0%	82
Fast food/drive-in last 6 months: Popeyes Chicken	11,967	8.0%	86
Fast food/drive-in last 6 months: Sonic Drive-In	15,527	10.4%	89
Fast food/drive-in last 6 months: Starbucks	32,414	21.7%	120
Fast food/drive-in last 6 months: Steak 'n Shake	7,691	5.2%	94
Fast food/drive-in last 6 months: Subway	41,188	27.6%	101
Fast food/drive-in last 6 months: Taco Bell	40,070	26.9%	93
Fast food/drive-in last 6 months: Wendy's	37,554	25.2%	100
Fast food/drive-in last 6 months: Whataburger	6,520	4.4%	92
Fast food/drive-in last 6 months: White Castle	4,253	2.9%	90

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 2018 and 2023.

July 11, 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

Went to fine dining restaurant last month	22,033	14.8%	137
Went to fine dining restaurant 3+ times last month	6,351	4.3%	132
Spent at fine dining restaurant/30 days: <\$51	2,476	1.7%	102
Spent at fine dining restaurant/30 days: \$51-\$100	6,819	4.6%	138
Spent at fine dining restaurant/30 days: \$101-\$200	5,620	3.8%	143

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 2018 and 2023.

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