



Restaurant Market Potential

166 E Main St, Hendersonville, Tennessee, 37075
 Ring: 1 mile radius

Prepared by Esri
 Latitude: 36.30692
 Longitude: -86.60786

Demographic Summary	2019	2024
Population	4,961	5,247
Population 18+	3,965	4,230
Households	1,999	2,114
Median Household Income	\$58,742	\$63,073

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Went to family restaurant/steak house in last 6 mo	3,108	78.4%	105
Went to family restaurant/steak house 4+ times/mo	1,109	28.0%	105
Spent at family restaurant/30 days: <\$1-30	354	8.9%	111
Spent at family restaurant/30 days: \$31-50	404	10.2%	106
Spent at family restaurant/30 days: \$51-100	639	16.1%	109
Spent at family restaurant/30 days: \$101-200	418	10.5%	112
Family restaurant/steak house last 6 months: breakfast	565	14.2%	107
Family restaurant/steak house last 6 months: lunch	833	21.0%	109
Family restaurant/steak house last 6 months: dinner	1,997	50.4%	109
Family restaurant/steak house last 6 months: snack	59	1.5%	76
Family restaurant/steak house last 6 months: weekday	1,370	34.6%	113
Family restaurant/steak house last 6 months: weekend	1,729	43.6%	105
Fam rest/steak hse/6 months: Applebee`s	977	24.6%	113
Fam rest/steak hse/6 months: Bob Evans Farms	150	3.8%	122
Fam rest/steak hse/6 months: Buffalo Wild Wings	391	9.9%	94
Fam rest/steak hse/6 months: California Pizza Kitchen	104	2.6%	95
Fam rest/steak hse/6 months: Carrabba`s Italian Grill	117	3.0%	102
Fam rest/steak hse/6 months: The Cheesecake Factory	285	7.2%	98
Fam rest/steak hse/6 months: Chili`s Grill & Bar	463	11.7%	108
Fam rest/steak hse/6 months: CiCi`s	87	2.2%	77
Fam rest/steak hse/6 months: Cracker Barrel	503	12.7%	116
Fam rest/steak hse/6 months: Denny`s	287	7.2%	86
Fam rest/steak hse/6 months: Golden Corral	239	6.0%	87
Fam rest/steak hse/6 months: IHOP	389	9.8%	98
Fam rest/steak hse/6 months: Logan`s Roadhouse	119	3.0%	95
Fam rest/steak hse/6 months: LongHorn Steakhouse	241	6.1%	117
Fam rest/steak hse/6 months: Olive Garden	745	18.8%	113
Fam rest/steak hse/6 months: Outback Steakhouse	392	9.9%	120
Fam rest/steak hse/6 months: Red Lobster	402	10.1%	104
Fam rest/steak hse/6 months: Red Robin	315	7.9%	114
Fam rest/steak hse/6 months: Ruby Tuesday	203	5.1%	111
Fam rest/steak hse/6 months: Texas Roadhouse	446	11.2%	114
Fam rest/steak hse/6 months: T.G.I. Friday`s	214	5.4%	99
Fam rest/steak hse/6 months: Waffle House	209	5.3%	91
Went to fast food/drive-in restaurant in last 6 months	3,635	91.7%	101
Went to fast food/drive-in restaurant 9+ times/month	1,501	37.9%	96
Spent at fast food restaurant/30 days: <\$1-10	224	5.6%	125
Spent at fast food restaurant/30 days: \$11-\$20	443	11.2%	103
Spent at fast food restaurant/30 days: \$21-\$40	690	17.4%	107
Spent at fast food restaurant/30 days: \$41-\$50	367	9.3%	106
Spent at fast food restaurant/30 days: \$51-\$100	638	16.1%	97
Spent at fast food restaurant/30 days: \$101-\$200	325	8.2%	100
Spent at fast food restaurant/30 days: \$201+	101	2.5%	83

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.



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Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Fast food/drive-in last 6 months: eat in	1,502	37.9%	102
Fast food/drive-in last 6 months: home delivery	300	7.6%	88
Fast food/drive-in last 6 months: take-out/drive-thru	1,918	48.4%	103
Fast food/drive-in last 6 months: take-out/walk-in	868	21.9%	105
Fast food/drive-in last 6 months: breakfast	1,429	36.0%	101
Fast food/drive-in last 6 months: lunch	2,069	52.2%	104
Fast food/drive-in last 6 months: dinner	1,942	49.0%	106
Fast food/drive-in last 6 months: snack	475	12.0%	101
Fast food/drive-in last 6 months: weekday	2,501	63.1%	106
Fast food/drive-in last 6 months: weekend	1,897	47.8%	101
Fast food/drive-in last 6 months: A & W	105	2.6%	92
Fast food/drive-in last 6 months: Arby`s	767	19.3%	110
Fast food/drive-in last 6 months: Baskin-Robbins	100	2.5%	76
Fast food/drive-in last 6 months: Boston Market	118	3.0%	96
Fast food/drive-in last 6 months: Burger King	1,215	30.6%	103
Fast food/drive-in last 6 months: Captain D`s	132	3.3%	90
Fast food/drive-in last 6 months: Carl`s Jr.	150	3.8%	63
Fast food/drive-in last 6 months: Checkers	91	2.3%	69
Fast food/drive-in last 6 months: Chick-fil-A	1,016	25.6%	107
Fast food/drive-in last 6 months: Chipotle Mex. Grill	487	12.3%	99
Fast food/drive-in last 6 months: Chuck E. Cheese`s	79	2.0%	68
Fast food/drive-in last 6 months: Church`s Fr. Chicken	100	2.5%	71
Fast food/drive-in last 6 months: Cold Stone Creamery	111	2.8%	95
Fast food/drive-in last 6 months: Dairy Queen	683	17.2%	106
Fast food/drive-in last 6 months: Del Taco	108	2.7%	70
Fast food/drive-in last 6 months: Domino`s Pizza	482	12.2%	96
Fast food/drive-in last 6 months: Dunkin` Donuts	551	13.9%	102
Went to Five Guys in last 6 months	413	10.4%	111
Fast food/drive-in last 6 months: Hardee`s	274	6.9%	104
Fast food/drive-in last 6 months: Jack in the Box	230	5.8%	77
Went to Jimmy John`s in last 6 months	253	6.4%	106
Fast food/drive-in last 6 months: KFC	801	20.2%	98
Fast food/drive-in last 6 months: Krispy Kreme	221	5.6%	94
Fast food/drive-in last 6 months: Little Caesars	496	12.5%	93
Fast food/drive-in last 6 months: Long John Silver`s	128	3.2%	91
Fast food/drive-in last 6 months: McDonald`s	2,130	53.7%	102
Went to Panda Express in last 6 months	370	9.3%	96
Fast food/drive-in last 6 months: Panera Bread	612	15.4%	121
Fast food/drive-in last 6 months: Papa John`s	331	8.3%	94
Fast food/drive-in last 6 months: Papa Murphy`s	205	5.2%	109
Fast food/drive-in last 6 months: Pizza Hut	633	16.0%	92
Fast food/drive-in last 6 months: Popeyes Chicken	310	7.8%	86
Fast food/drive-in last 6 months: Sonic Drive-In	446	11.2%	94
Fast food/drive-in last 6 months: Starbucks	730	18.4%	99
Fast food/drive-in last 6 months: Steak `n Shake	247	6.2%	112
Fast food/drive-in last 6 months: Subway	1,077	27.2%	105
Fast food/drive-in last 6 months: Taco Bell	1,186	29.9%	104
Fast food/drive-in last 6 months: Wendy`s	1,106	27.9%	109
Fast food/drive-in last 6 months: Whataburger	147	3.7%	71
Fast food/drive-in last 6 months: White Castle	110	2.8%	90
Went to fine dining restaurant last month	460	11.6%	110
Went to fine dining restaurant 3+ times last month	134	3.4%	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 2019 and 2024.



Restaurant Market Potential

166 E Main St, Hendersonville, Tennessee, 37075
 Ring: 3 mile radius

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 Latitude: 36.30692
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Demographic Summary	2019	2024
Population	48,540	51,530
Population 18+	38,017	40,792
Households	19,555	20,729
Median Household Income	\$64,451	\$70,620

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Went to family restaurant/steak house in last 6 mo	30,120	79.2%	106
Went to family restaurant/steak house 4+ times/mo	11,050	29.1%	109
Spent at family restaurant/30 days: <\$1-30	3,250	8.5%	106
Spent at family restaurant/30 days: \$31-50	4,162	10.9%	114
Spent at family restaurant/30 days: \$51-100	6,314	16.6%	112
Spent at family restaurant/30 days: \$101-200	4,038	10.6%	113
Family restaurant/steak house last 6 months: breakfast	5,564	14.6%	110
Family restaurant/steak house last 6 months: lunch	7,743	20.4%	105
Family restaurant/steak house last 6 months: dinner	19,501	51.3%	111
Family restaurant/steak house last 6 months: snack	639	1.7%	86
Family restaurant/steak house last 6 months: weekday	13,034	34.3%	112
Family restaurant/steak house last 6 months: weekend	17,275	45.4%	109
Fam rest/steak hse/6 months: Applebee`s	8,887	23.4%	107
Fam rest/steak hse/6 months: Bob Evans Farms	1,147	3.0%	97
Fam rest/steak hse/6 months: Buffalo Wild Wings	4,391	11.6%	110
Fam rest/steak hse/6 months: California Pizza Kitchen	1,061	2.8%	101
Fam rest/steak hse/6 months: Carrabba`s Italian Grill	1,266	3.3%	116
Fam rest/steak hse/6 months: The Cheesecake Factory	2,980	7.8%	107
Fam rest/steak hse/6 months: Chili`s Grill & Bar	4,676	12.3%	114
Fam rest/steak hse/6 months: CiCi`s	965	2.5%	89
Fam rest/steak hse/6 months: Cracker Barrel	4,438	11.7%	107
Fam rest/steak hse/6 months: Denny`s	3,182	8.4%	99
Fam rest/steak hse/6 months: Golden Corral	2,482	6.5%	94
Fam rest/steak hse/6 months: IHOP	4,205	11.1%	110
Fam rest/steak hse/6 months: Logan`s Roadhouse	1,072	2.8%	89
Fam rest/steak hse/6 months: LongHorn Steakhouse	2,361	6.2%	120
Fam rest/steak hse/6 months: Olive Garden	7,458	19.6%	118
Fam rest/steak hse/6 months: Outback Steakhouse	3,761	9.9%	120
Fam rest/steak hse/6 months: Red Lobster	3,930	10.3%	107
Fam rest/steak hse/6 months: Red Robin	3,266	8.6%	123
Fam rest/steak hse/6 months: Ruby Tuesday	2,000	5.3%	114
Fam rest/steak hse/6 months: Texas Roadhouse	4,533	11.9%	121
Fam rest/steak hse/6 months: T.G.I. Friday`s	2,148	5.7%	104
Fam rest/steak hse/6 months: Waffle House	2,290	6.0%	104
Went to fast food/drive-in restaurant in last 6 months	35,006	92.1%	101
Went to fast food/drive-in restaurant 9+ times/month	15,203	40.0%	102
Spent at fast food restaurant/30 days: <\$1-10	1,869	4.9%	109
Spent at fast food restaurant/30 days: \$11-\$20	3,969	10.4%	97
Spent at fast food restaurant/30 days: \$21-\$40	6,513	17.1%	106
Spent at fast food restaurant/30 days: \$41-\$50	3,568	9.4%	107
Spent at fast food restaurant/30 days: \$51-\$100	6,552	17.2%	104
Spent at fast food restaurant/30 days: \$101-\$200	3,342	8.8%	107
Spent at fast food restaurant/30 days: \$201+	1,206	3.2%	103

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Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Fast food/drive-in last 6 months: eat in	14,641	38.5%	104
Fast food/drive-in last 6 months: home delivery	3,142	8.3%	96
Fast food/drive-in last 6 months: take-out/drive-thru	19,015	50.0%	107
Fast food/drive-in last 6 months: take-out/walk-in	8,685	22.8%	110
Fast food/drive-in last 6 months: breakfast	14,210	37.4%	105
Fast food/drive-in last 6 months: lunch	20,082	52.8%	105
Fast food/drive-in last 6 months: dinner	18,989	49.9%	108
Fast food/drive-in last 6 months: snack	4,598	12.1%	102
Fast food/drive-in last 6 months: weekday	24,292	63.9%	108
Fast food/drive-in last 6 months: weekend	18,762	49.4%	104
Fast food/drive-in last 6 months: A & W	1,141	3.0%	105
Fast food/drive-in last 6 months: Arby's	7,311	19.2%	109
Fast food/drive-in last 6 months: Baskin-Robbins	1,141	3.0%	91
Fast food/drive-in last 6 months: Boston Market	1,071	2.8%	91
Fast food/drive-in last 6 months: Burger King	11,164	29.4%	99
Fast food/drive-in last 6 months: Captain D's	1,264	3.3%	90
Fast food/drive-in last 6 months: Carl's Jr.	1,974	5.2%	87
Fast food/drive-in last 6 months: Checkers	910	2.4%	72
Fast food/drive-in last 6 months: Chick-fil-A	10,964	28.8%	120
Fast food/drive-in last 6 months: Chipotle Mex. Grill	5,063	13.3%	107
Fast food/drive-in last 6 months: Chuck E. Cheese's	888	2.3%	80
Fast food/drive-in last 6 months: Church's Fr. Chicken	1,104	2.9%	82
Fast food/drive-in last 6 months: Cold Stone Creamery	1,185	3.1%	106
Fast food/drive-in last 6 months: Dairy Queen	6,628	17.4%	108
Fast food/drive-in last 6 months: Del Taco	1,455	3.8%	99
Fast food/drive-in last 6 months: Domino's Pizza	5,070	13.3%	105
Fast food/drive-in last 6 months: Dunkin' Donuts	5,140	13.5%	99
Went to Five Guys in last 6 months	4,295	11.3%	120
Fast food/drive-in last 6 months: Hardee's	2,336	6.1%	92
Fast food/drive-in last 6 months: Jack in the Box	2,702	7.1%	95
Went to Jimmy John's in last 6 months	2,686	7.1%	117
Fast food/drive-in last 6 months: KFC	7,363	19.4%	94
Fast food/drive-in last 6 months: Krispy Kreme	2,496	6.6%	110
Fast food/drive-in last 6 months: Little Caesars	5,010	13.2%	98
Fast food/drive-in last 6 months: Long John Silver's	1,127	3.0%	84
Fast food/drive-in last 6 months: McDonald's	19,838	52.2%	99
Went to Panda Express in last 6 months	4,145	10.9%	113
Fast food/drive-in last 6 months: Panera Bread	5,925	15.6%	123
Fast food/drive-in last 6 months: Papa John's	3,628	9.5%	108
Fast food/drive-in last 6 months: Papa Murphy's	2,521	6.6%	139
Fast food/drive-in last 6 months: Pizza Hut	6,441	16.9%	98
Fast food/drive-in last 6 months: Popeyes Chicken	3,400	8.9%	98
Fast food/drive-in last 6 months: Sonic Drive-In	4,796	12.6%	105
Fast food/drive-in last 6 months: Starbucks	8,035	21.1%	113
Fast food/drive-in last 6 months: Steak 'n Shake	2,192	5.8%	104
Fast food/drive-in last 6 months: Subway	10,569	27.8%	108
Fast food/drive-in last 6 months: Taco Bell	11,604	30.5%	106
Fast food/drive-in last 6 months: Wendy's	10,743	28.3%	111
Fast food/drive-in last 6 months: Whataburger	1,858	4.9%	93
Fast food/drive-in last 6 months: White Castle	1,124	3.0%	96
Went to fine dining restaurant last month	4,672	12.3%	117
Went to fine dining restaurant 3+ times last month	1,211	3.2%	102

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166 E Main St, Hendersonville, Tennessee, 37075
 Ring: 5 mile radius

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 Longitude: -86.60786

Demographic Summary	2019	2024
Population	91,085	97,485
Population 18+	71,003	76,711
Households	36,142	38,555
Median Household Income	\$70,104	\$77,339

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Went to family restaurant/steak house in last 6 mo	56,417	79.5%	106
Went to family restaurant/steak house 4+ times/mo	21,015	29.6%	111
Spent at family restaurant/30 days: <\$1-30	5,901	8.3%	103
Spent at family restaurant/30 days: \$31-50	7,623	10.7%	112
Spent at family restaurant/30 days: \$51-100	11,896	16.8%	113
Spent at family restaurant/30 days: \$101-200	7,947	11.2%	119
Family restaurant/steak house last 6 months: breakfast	10,404	14.7%	110
Family restaurant/steak house last 6 months: lunch	14,497	20.4%	106
Family restaurant/steak house last 6 months: dinner	37,008	52.1%	113
Family restaurant/steak house last 6 months: snack	1,170	1.6%	84
Family restaurant/steak house last 6 months: weekday	24,588	34.6%	113
Family restaurant/steak house last 6 months: weekend	32,628	46.0%	111
Fam rest/steak hse/6 months: Applebee`s	16,190	22.8%	104
Fam rest/steak hse/6 months: Bob Evans Farms	2,353	3.3%	107
Fam rest/steak hse/6 months: Buffalo Wild Wings	8,253	11.6%	111
Fam rest/steak hse/6 months: California Pizza Kitchen	2,038	2.9%	104
Fam rest/steak hse/6 months: Carrabba`s Italian Grill	2,410	3.4%	118
Fam rest/steak hse/6 months: The Cheesecake Factory	5,768	8.1%	111
Fam rest/steak hse/6 months: Chili`s Grill & Bar	8,819	12.4%	115
Fam rest/steak hse/6 months: CiCi`s	1,730	2.4%	85
Fam rest/steak hse/6 months: Cracker Barrel	8,453	11.9%	109
Fam rest/steak hse/6 months: Denny`s	5,754	8.1%	96
Fam rest/steak hse/6 months: Golden Corral	4,594	6.5%	93
Fam rest/steak hse/6 months: IHOP	7,876	11.1%	111
Fam rest/steak hse/6 months: Logan`s Roadhouse	2,132	3.0%	95
Fam rest/steak hse/6 months: LongHorn Steakhouse	4,469	6.3%	122
Fam rest/steak hse/6 months: Olive Garden	13,899	19.6%	117
Fam rest/steak hse/6 months: Outback Steakhouse	7,184	10.1%	123
Fam rest/steak hse/6 months: Red Lobster	7,228	10.2%	105
Fam rest/steak hse/6 months: Red Robin	6,264	8.8%	127
Fam rest/steak hse/6 months: Ruby Tuesday	3,679	5.2%	112
Fam rest/steak hse/6 months: Texas Roadhouse	8,529	12.0%	122
Fam rest/steak hse/6 months: T.G.I. Friday`s	4,056	5.7%	105
Fam rest/steak hse/6 months: Waffle House	4,238	6.0%	103
Went to fast food/drive-in restaurant in last 6 months	65,584	92.4%	102
Went to fast food/drive-in restaurant 9+ times/month	29,025	40.9%	104
Spent at fast food restaurant/30 days: <\$1-10	3,394	4.8%	106
Spent at fast food restaurant/30 days: \$11-\$20	7,546	10.6%	98
Spent at fast food restaurant/30 days: \$21-\$40	12,247	17.2%	106
Spent at fast food restaurant/30 days: \$41-\$50	6,545	9.2%	105
Spent at fast food restaurant/30 days: \$51-\$100	12,516	17.6%	107
Spent at fast food restaurant/30 days: \$101-\$200	6,343	8.9%	109
Spent at fast food restaurant/30 days: \$201+	2,400	3.4%	110

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Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Fast food/drive-in last 6 months: eat in	27,720	39.0%	105
Fast food/drive-in last 6 months: home delivery	5,966	8.4%	97
Fast food/drive-in last 6 months: take-out/drive-thru	35,970	50.7%	108
Fast food/drive-in last 6 months: take-out/walk-in	16,269	22.9%	110
Fast food/drive-in last 6 months: breakfast	26,782	37.7%	106
Fast food/drive-in last 6 months: lunch	38,074	53.6%	107
Fast food/drive-in last 6 months: dinner	35,817	50.4%	109
Fast food/drive-in last 6 months: snack	8,664	12.2%	103
Fast food/drive-in last 6 months: weekday	45,683	64.3%	109
Fast food/drive-in last 6 months: weekend	35,292	49.7%	105
Fast food/drive-in last 6 months: A & W	2,101	3.0%	103
Fast food/drive-in last 6 months: Arby`s	13,915	19.6%	111
Fast food/drive-in last 6 months: Baskin-Robbins	2,204	3.1%	94
Fast food/drive-in last 6 months: Boston Market	1,959	2.8%	89
Fast food/drive-in last 6 months: Burger King	20,515	28.9%	97
Fast food/drive-in last 6 months: Captain D`s	2,366	3.3%	90
Fast food/drive-in last 6 months: Carl`s Jr.	3,599	5.1%	85
Fast food/drive-in last 6 months: Checkers	1,616	2.3%	69
Fast food/drive-in last 6 months: Chick-fil-A	20,608	29.0%	121
Fast food/drive-in last 6 months: Chipotle Mex. Grill	9,877	13.9%	112
Fast food/drive-in last 6 months: Chuck E. Cheese`s	1,699	2.4%	82
Fast food/drive-in last 6 months: Church`s Fr. Chicken	1,822	2.6%	72
Fast food/drive-in last 6 months: Cold Stone Creamery	2,232	3.1%	107
Fast food/drive-in last 6 months: Dairy Queen	12,545	17.7%	109
Fast food/drive-in last 6 months: Del Taco	2,684	3.8%	98
Fast food/drive-in last 6 months: Domino`s Pizza	9,192	12.9%	102
Fast food/drive-in last 6 months: Dunkin` Donuts	10,000	14.1%	103
Went to Five Guys in last 6 months	8,146	11.5%	122
Fast food/drive-in last 6 months: Hardee`s	4,435	6.2%	94
Fast food/drive-in last 6 months: Jack in the Box	4,807	6.8%	90
Went to Jimmy John`s in last 6 months	5,321	7.5%	124
Fast food/drive-in last 6 months: KFC	13,628	19.2%	93
Fast food/drive-in last 6 months: Krispy Kreme	4,579	6.4%	108
Fast food/drive-in last 6 months: Little Caesars	9,169	12.9%	96
Fast food/drive-in last 6 months: Long John Silver`s	2,113	3.0%	84
Fast food/drive-in last 6 months: McDonald`s	37,286	52.5%	100
Went to Panda Express in last 6 months	7,491	10.6%	109
Fast food/drive-in last 6 months: Panera Bread	11,577	16.3%	128
Fast food/drive-in last 6 months: Papa John`s	6,903	9.7%	110
Fast food/drive-in last 6 months: Papa Murphy`s	4,708	6.6%	139
Fast food/drive-in last 6 months: Pizza Hut	11,725	16.5%	95
Fast food/drive-in last 6 months: Popeyes Chicken	6,171	8.7%	96
Fast food/drive-in last 6 months: Sonic Drive-In	8,937	12.6%	105
Fast food/drive-in last 6 months: Starbucks	15,198	21.4%	115
Fast food/drive-in last 6 months: Steak `n Shake	4,213	5.9%	107
Fast food/drive-in last 6 months: Subway	19,666	27.7%	107
Fast food/drive-in last 6 months: Taco Bell	21,494	30.3%	105
Fast food/drive-in last 6 months: Wendy`s	19,917	28.1%	110
Fast food/drive-in last 6 months: Whataburger	3,584	5.0%	96
Fast food/drive-in last 6 months: White Castle	2,151	3.0%	99
Went to fine dining restaurant last month	9,125	12.9%	122
Went to fine dining restaurant 3+ times last month	2,363	3.3%	106

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.