



# Restaurant Market Potential

Anchorage Plaza- Phase Three  
 12910 Factory Ln, Louisville, Kentucky, 40245  
 Ring: 1 mile radius

Prepared by Charlotte Hollkamp  
 Latitude: 38.28821  
 Longitude: -85.51154

Demographic Summary		2018	2023
Population		4,280	4,600
Population 18+		3,116	3,353
Households		1,858	2,005
Median Household Income		\$100,529	\$105,676

  

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Went to family restaurant/steak house in last 6 mo	2,562	82.2%	109
Went to family restaurant/steak house 4+ times/mo	1,008	32.3%	120
Spent at family restaurant/30 days: <\$31	229	7.3%	84
Spent at family restaurant/30 days: \$31-50	306	9.8%	99
Spent at family restaurant/30 days: \$51-100	537	17.2%	111
Spent at family restaurant/30 days: \$101-200	385	12.4%	133
Spent at family restaurant/30 days: \$201-300	132	4.2%	170
Family restaurant/steak house last 6 months: breakfast	441	14.2%	106
Family restaurant/steak house last 6 months: lunch	684	22.0%	112
Family restaurant/steak house last 6 months: dinner	1,717	55.1%	118
Family restaurant/steak house last 6 months: snack	79	2.5%	129
Family restaurant/steak house last 6 months: weekday	1,077	34.6%	112
Family restaurant/steak house last 6 months: weekend	1,515	48.6%	114
Fam rest/steak hse/6 months: Applebee`s	632	20.3%	90
Fam rest/steak hse/6 months: Bob Evans Farms	82	2.6%	72
Fam rest/steak hse/6 months: Buffalo Wild Wings	415	13.3%	127
Fam rest/steak hse/6 months: California Pizza Kitchen	119	3.8%	136
Fam rest/steak hse/6 months: Carrabba`s Italian Grill	120	3.9%	128
Fam rest/steak hse/6 months: The Cheesecake Factory	302	9.7%	134
Fam rest/steak hse/6 months: Chili`s Grill & Bar	457	14.7%	142
Fam rest/steak hse/6 months: CiCi`s Pizza	112	3.6%	101
Fam rest/steak hse/6 months: Cracker Barrel	274	8.8%	80
Fam rest/steak hse/6 months: Denny`s	265	8.5%	99
Fam rest/steak hse/6 months: Golden Corral	160	5.1%	69
Fam rest/steak hse/6 months: IHOP	400	12.8%	125
Fam rest/steak hse/6 months: Logan`s Roadhouse	77	2.5%	78
Fam rest/steak hse/6 months: LongHorn Steakhouse	166	5.3%	102
Fam rest/steak hse/6 months: Olive Garden	608	19.5%	116
Fam rest/steak hse/6 months: Outback Steakhouse	317	10.2%	114
Fam rest/steak hse/6 months: Red Lobster	364	11.7%	111
Fam rest/steak hse/6 months: Red Robin	302	9.7%	138
Fam rest/steak hse/6 months: Ruby Tuesday	174	5.6%	104
Fam rest/steak hse/6 months: Texas Roadhouse	394	12.6%	127
Fam rest/steak hse/6 months: T.G.I. Friday`s	176	5.6%	100
Fam rest/steak hse/6 months: Waffle House	154	4.9%	85
Went to fast food/drive-in restaurant in last 6 mo	2,882	92.5%	102
Went to fast food/drive-in restaurant 9+ times/mo	1,379	44.3%	112
Spent at fast food restaurant/30 days: <\$11	137	4.4%	85
Spent at fast food restaurant/30 days: \$11-\$20	317	10.2%	96
Spent at fast food restaurant/30 days: \$21-\$40	509	16.3%	100
Spent at fast food restaurant/30 days: \$41-\$50	263	8.4%	94
Spent at fast food restaurant/30 days: \$51-\$100	590	18.9%	114
Spent at fast food restaurant/30 days: \$101-\$200	368	11.8%	148
Spent at fast food restaurant/30 days: \$201+	117	3.8%	134

**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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 12910 Factory Ln, Louisville, Kentucky, 40245  
 Ring: 1 mile radius

Prepared by Charlotte Hollkamp  
 Latitude: 38.28821  
 Longitude: -85.51154

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Fast food/drive-in last 6 months: eat in	1,222	39.2%	107
Fast food/drive-in last 6 months: home delivery	300	9.6%	115
Fast food/drive-in last 6 months: take-out/drive-thru	1,661	53.3%	113
Fast food/drive-in last 6 months: take-out/walk-in	755	24.2%	115
Fast food/drive-in last 6 months: breakfast	1,095	35.1%	101
Fast food/drive-in last 6 months: lunch	1,733	55.6%	109
Fast food/drive-in last 6 months: dinner	1,643	52.7%	115
Fast food/drive-in last 6 months: snack	411	13.2%	106
Fast food/drive-in last 6 months: weekday	2,025	65.0%	109
Fast food/drive-in last 6 months: weekend	1,697	54.5%	114
Fast food/drive-in last 6 months: A & W	68	2.2%	84
Fast food/drive-in last 6 months: Arby`s	522	16.8%	101
Fast food/drive-in last 6 months: Baskin-Robbins	160	5.1%	147
Fast food/drive-in last 6 months: Boston Market	85	2.7%	82
Fast food/drive-in last 6 months: Burger King	809	26.0%	87
Fast food/drive-in last 6 months: Captain D`s	69	2.2%	53
Fast food/drive-in last 6 months: Carl`s Jr.	227	7.3%	127
Fast food/drive-in last 6 months: Checkers	62	2.0%	59
Fast food/drive-in last 6 months: Chick-fil-A	1,131	36.3%	165
Fast food/drive-in last 6 months: Chipotle Mex. Grill	599	19.2%	146
Fast food/drive-in last 6 months: Chuck E. Cheese`s	125	4.0%	130
Fast food/drive-in last 6 months: Church`s Fr. Chicken	90	2.9%	81
Fast food/drive-in last 6 months: Cold Stone Creamery	145	4.7%	144
Fast food/drive-in last 6 months: Dairy Queen	464	14.9%	97
Fast food/drive-in last 6 months: Del Taco	140	4.5%	127
Fast food/drive-in last 6 months: Domino`s Pizza	479	15.4%	125
Fast food/drive-in last 6 months: Dunkin` Donuts	402	12.9%	94
Went to Five Guys in last 6 months	385	12.4%	127
Fast food/drive-in last 6 months: Hardee`s	130	4.2%	66
Fast food/drive-in last 6 months: Jack in the Box	344	11.0%	139
Went to Jimmy John`s in last 6 months	261	8.4%	144
Fast food/drive-in last 6 months: KFC	524	16.8%	83
Fast food/drive-in last 6 months: Krispy Kreme	226	7.3%	126
Fast food/drive-in last 6 months: Little Caesars	436	14.0%	104
Fast food/drive-in last 6 months: Long John Silver`s	76	2.4%	67
Fast food/drive-in last 6 months: McDonald`s	1,569	50.4%	96
Went to Panda Express in last 6 months	447	14.3%	151
Fast food/drive-in last 6 months: Panera Bread	561	18.0%	141
Fast food/drive-in last 6 months: Papa John`s	403	12.9%	146
Fast food/drive-in last 6 months: Papa Murphy`s	225	7.2%	143
Fast food/drive-in last 6 months: Pizza Hut	534	17.1%	101
Fast food/drive-in last 6 months: Popeyes Chicken	327	10.5%	112
Fast food/drive-in last 6 months: Sonic Drive-In	377	12.1%	103
Fast food/drive-in last 6 months: Starbucks	804	25.8%	142
Fast food/drive-in last 6 months: Steak `n Shake	168	5.4%	98
Fast food/drive-in last 6 months: Subway	923	29.6%	108
Fast food/drive-in last 6 months: Taco Bell	976	31.3%	109
Fast food/drive-in last 6 months: Wendy`s	790	25.4%	101
Fast food/drive-in last 6 months: Whataburger	259	8.3%	175
Fast food/drive-in last 6 months: White Castle	84	2.7%	85

**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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Prepared by Charlotte Hollkamp

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Went to fine dining restaurant last month	489	15.7%	146
Went to fine dining restaurant 3+ times last month	135	4.3%	134
Spent at fine dining restaurant/30 days: <\$51	56	1.8%	110
Spent at fine dining restaurant/30 days: \$51-\$100	158	5.1%	153
Spent at fine dining restaurant/30 days: \$101-\$200	118	3.8%	144

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July 16, 2018



# Restaurant Market Potential

Anchorage Plaza- Phase Three  
 12910 Factory Ln, Louisville, Kentucky, 40245  
 Ring: 3 mile radius

Prepared by Charlotte Hollkamp  
 Latitude: 38.28821  
 Longitude: -85.51154

Demographic Summary	2018	2023
Population	45,553	48,000
Population 18+	33,931	36,133
Households	17,438	18,416
Median Household Income	\$88,482	\$96,236

  

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Went to family restaurant/steak house in last 6 mo	27,339	80.6%	107
Went to family restaurant/steak house 4+ times/mo	10,226	30.1%	112
Spent at family restaurant/30 days: <\$31	2,798	8.2%	94
Spent at family restaurant/30 days: \$31-50	3,459	10.2%	102
Spent at family restaurant/30 days: \$51-100	5,704	16.8%	109
Spent at family restaurant/30 days: \$101-200	4,208	12.4%	133
Spent at family restaurant/30 days: \$201-300	1,168	3.4%	138
Family restaurant/steak house last 6 months: breakfast	4,886	14.4%	108
Family restaurant/steak house last 6 months: lunch	7,162	21.1%	108
Family restaurant/steak house last 6 months: dinner	18,083	53.3%	114
Family restaurant/steak house last 6 months: snack	647	1.9%	97
Family restaurant/steak house last 6 months: weekday	12,043	35.5%	115
Family restaurant/steak house last 6 months: weekend	15,815	46.6%	110
Fam rest/steak hse/6 months: Applebee`s	7,143	21.1%	93
Fam rest/steak hse/6 months: Bob Evans Farms	982	2.9%	79
Fam rest/steak hse/6 months: Buffalo Wild Wings	4,132	12.2%	116
Fam rest/steak hse/6 months: California Pizza Kitchen	1,391	4.1%	146
Fam rest/steak hse/6 months: Carrabba`s Italian Grill	1,412	4.2%	138
Fam rest/steak hse/6 months: The Cheesecake Factory	3,200	9.4%	131
Fam rest/steak hse/6 months: Chili`s Grill & Bar	4,235	12.5%	120
Fam rest/steak hse/6 months: CiCi`s Pizza	1,094	3.2%	91
Fam rest/steak hse/6 months: Cracker Barrel	3,648	10.8%	98
Fam rest/steak hse/6 months: Denny`s	2,625	7.7%	90
Fam rest/steak hse/6 months: Golden Corral	1,905	5.6%	75
Fam rest/steak hse/6 months: IHOP	4,064	12.0%	116
Fam rest/steak hse/6 months: Logan`s Roadhouse	809	2.4%	76
Fam rest/steak hse/6 months: LongHorn Steakhouse	1,909	5.6%	107
Fam rest/steak hse/6 months: Olive Garden	6,356	18.7%	112
Fam rest/steak hse/6 months: Outback Steakhouse	3,591	10.6%	119
Fam rest/steak hse/6 months: Red Lobster	3,520	10.4%	99
Fam rest/steak hse/6 months: Red Robin	3,056	9.0%	128
Fam rest/steak hse/6 months: Ruby Tuesday	1,895	5.6%	104
Fam rest/steak hse/6 months: Texas Roadhouse	3,654	10.8%	108
Fam rest/steak hse/6 months: T.G.I. Friday`s	2,124	6.3%	111
Fam rest/steak hse/6 months: Waffle House	1,643	4.8%	84
Went to fast food/drive-in restaurant in last 6 mo	31,086	91.6%	102
Went to fast food/drive-in restaurant 9+ times/mo	13,907	41.0%	103
Spent at fast food restaurant/30 days: <\$11	1,638	4.8%	93
Spent at fast food restaurant/30 days: \$11-\$20	3,433	10.1%	96
Spent at fast food restaurant/30 days: \$21-\$40	5,590	16.5%	101
Spent at fast food restaurant/30 days: \$41-\$50	3,355	9.9%	110
Spent at fast food restaurant/30 days: \$51-\$100	6,047	17.8%	107
Spent at fast food restaurant/30 days: \$101-\$200	3,234	9.5%	120
Spent at fast food restaurant/30 days: \$201+	1,089	3.2%	115

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Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Fast food/drive-in last 6 months: eat in	12,934	38.1%	104
Fast food/drive-in last 6 months: home delivery	2,746	8.1%	96
Fast food/drive-in last 6 months: take-out/drive-thru	16,857	49.7%	105
Fast food/drive-in last 6 months: take-out/walk-in	7,977	23.5%	112
Fast food/drive-in last 6 months: breakfast	11,949	35.2%	102
Fast food/drive-in last 6 months: lunch	18,306	54.0%	106
Fast food/drive-in last 6 months: dinner	16,653	49.1%	107
Fast food/drive-in last 6 months: snack	4,500	13.3%	106
Fast food/drive-in last 6 months: weekday	21,556	63.5%	106
Fast food/drive-in last 6 months: weekend	17,447	51.4%	107
Fast food/drive-in last 6 months: A & W	737	2.2%	84
Fast food/drive-in last 6 months: Arby`s	5,718	16.9%	101
Fast food/drive-in last 6 months: Baskin-Robbins	1,582	4.7%	133
Fast food/drive-in last 6 months: Boston Market	1,177	3.5%	105
Fast food/drive-in last 6 months: Burger King	8,831	26.0%	88
Fast food/drive-in last 6 months: Captain D`s	857	2.5%	60
Fast food/drive-in last 6 months: Carl`s Jr.	1,907	5.6%	98
Fast food/drive-in last 6 months: Checkers	703	2.1%	62
Fast food/drive-in last 6 months: Chick-fil-A	10,110	29.8%	136
Fast food/drive-in last 6 months: Chipotle Mex. Grill	6,265	18.5%	140
Fast food/drive-in last 6 months: Chuck E. Cheese`s	976	2.9%	93
Fast food/drive-in last 6 months: Church`s Fr. Chicken	824	2.4%	68
Fast food/drive-in last 6 months: Cold Stone Creamery	1,236	3.6%	113
Fast food/drive-in last 6 months: Dairy Queen	5,127	15.1%	99
Fast food/drive-in last 6 months: Del Taco	1,411	4.2%	118
Fast food/drive-in last 6 months: Domino`s Pizza	4,287	12.6%	103
Fast food/drive-in last 6 months: Dunkin` Donuts	5,161	15.2%	110
Went to Five Guys in last 6 months	4,295	12.7%	130
Fast food/drive-in last 6 months: Hardee`s	1,349	4.0%	63
Fast food/drive-in last 6 months: Jack in the Box	2,818	8.3%	104
Went to Jimmy John`s in last 6 months	2,733	8.1%	138
Fast food/drive-in last 6 months: KFC	5,691	16.8%	83
Fast food/drive-in last 6 months: Krispy Kreme	2,009	5.9%	103
Fast food/drive-in last 6 months: Little Caesars	4,146	12.2%	91
Fast food/drive-in last 6 months: Long John Silver`s	839	2.5%	68
Fast food/drive-in last 6 months: McDonald`s	16,982	50.0%	95
Went to Panda Express in last 6 months	4,023	11.9%	125
Fast food/drive-in last 6 months: Panera Bread	6,059	17.9%	139
Fast food/drive-in last 6 months: Papa John`s	3,471	10.2%	116
Fast food/drive-in last 6 months: Papa Murphy`s	2,110	6.2%	123
Fast food/drive-in last 6 months: Pizza Hut	5,107	15.1%	88
Fast food/drive-in last 6 months: Popeyes Chicken	3,000	8.8%	95
Fast food/drive-in last 6 months: Sonic Drive-In	3,835	11.3%	96
Fast food/drive-in last 6 months: Starbucks	8,151	24.0%	132
Fast food/drive-in last 6 months: Steak `n Shake	1,760	5.2%	94
Fast food/drive-in last 6 months: Subway	9,592	28.3%	103
Fast food/drive-in last 6 months: Taco Bell	9,407	27.7%	96
Fast food/drive-in last 6 months: Wendy`s	8,795	25.9%	103
Fast food/drive-in last 6 months: Whataburger	1,990	5.9%	123
Fast food/drive-in last 6 months: White Castle	865	2.5%	80

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Ring: 3 mile radius

Prepared by Charlotte Hollkamp  
Latitude: 38.28821  
Longitude: -85.51154

Went to fine dining restaurant last month	5,390	15.9%	148
Went to fine dining restaurant 3+ times last month	1,557	4.6%	142
Spent at fine dining restaurant/30 days: <\$51	539	1.6%	98
Spent at fine dining restaurant/30 days: \$51-\$100	1,670	4.9%	149
Spent at fine dining restaurant/30 days: \$101-\$200	1,407	4.1%	157

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# Restaurant Market Potential

Anchorage Plaza- Phase Three  
 12910 Factory Ln, Louisville, Kentucky, 40245  
 Ring: 5 mile radius

Prepared by Charlotte Hollkamp  
 Latitude: 38.28821  
 Longitude: -85.51154

Demographic Summary	2018	2023
Population	121,103	128,090
Population 18+	92,474	98,642
Households	47,790	50,483
Median Household Income	\$87,476	\$95,495

  

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Went to family restaurant/steak house in last 6 mo	74,045	80.1%	106
Went to family restaurant/steak house 4+ times/mo	27,755	30.0%	112
Spent at family restaurant/30 days: <\$31	7,918	8.6%	98
Spent at family restaurant/30 days: \$31-50	9,426	10.2%	102
Spent at family restaurant/30 days: \$51-100	15,219	16.5%	106
Spent at family restaurant/30 days: \$101-200	10,992	11.9%	128
Spent at family restaurant/30 days: \$201-300	2,999	3.2%	130
Family restaurant/steak house last 6 months: breakfast	13,571	14.7%	110
Family restaurant/steak house last 6 months: lunch	19,609	21.2%	108
Family restaurant/steak house last 6 months: dinner	48,924	52.9%	113
Family restaurant/steak house last 6 months: snack	1,681	1.8%	92
Family restaurant/steak house last 6 months: weekday	33,064	35.8%	116
Family restaurant/steak house last 6 months: weekend	42,698	46.2%	109
Fam rest/steak hse/6 months: Applebee`s	20,022	21.7%	96
Fam rest/steak hse/6 months: Bob Evans Farms	3,147	3.4%	93
Fam rest/steak hse/6 months: Buffalo Wild Wings	10,771	11.6%	111
Fam rest/steak hse/6 months: California Pizza Kitchen	3,941	4.3%	151
Fam rest/steak hse/6 months: Carrabba`s Italian Grill	3,703	4.0%	133
Fam rest/steak hse/6 months: The Cheesecake Factory	8,653	9.4%	130
Fam rest/steak hse/6 months: Chili`s Grill & Bar	10,910	11.8%	114
Fam rest/steak hse/6 months: CiCi`s Pizza	2,456	2.7%	75
Fam rest/steak hse/6 months: Cracker Barrel	10,609	11.5%	104
Fam rest/steak hse/6 months: Denny`s	6,961	7.5%	88
Fam rest/steak hse/6 months: Golden Corral	4,944	5.3%	72
Fam rest/steak hse/6 months: IHOP	10,432	11.3%	110
Fam rest/steak hse/6 months: Logan`s Roadhouse	2,315	2.5%	79
Fam rest/steak hse/6 months: LongHorn Steakhouse	5,284	5.7%	109
Fam rest/steak hse/6 months: Olive Garden	17,566	19.0%	113
Fam rest/steak hse/6 months: Outback Steakhouse	10,230	11.1%	124
Fam rest/steak hse/6 months: Red Lobster	9,610	10.4%	99
Fam rest/steak hse/6 months: Red Robin	8,171	8.8%	126
Fam rest/steak hse/6 months: Ruby Tuesday	5,400	5.8%	109
Fam rest/steak hse/6 months: Texas Roadhouse	9,833	10.6%	107
Fam rest/steak hse/6 months: T.G.I. Friday`s	5,741	6.2%	110
Fam rest/steak hse/6 months: Waffle House	4,320	4.7%	81
Went to fast food/drive-in restaurant in last 6 mo	84,607	91.5%	101
Went to fast food/drive-in restaurant 9+ times/mo	37,027	40.0%	101
Spent at fast food restaurant/30 days: <\$11	4,900	5.3%	103
Spent at fast food restaurant/30 days: \$11-\$20	9,711	10.5%	99
Spent at fast food restaurant/30 days: \$21-\$40	15,277	16.5%	101
Spent at fast food restaurant/30 days: \$41-\$50	8,834	9.6%	107
Spent at fast food restaurant/30 days: \$51-\$100	16,068	17.4%	104
Spent at fast food restaurant/30 days: \$101-\$200	8,368	9.0%	114
Spent at fast food restaurant/30 days: \$201+	2,739	3.0%	106

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 Ring: 5 mile radius

Prepared by Charlotte Hollkamp  
 Latitude: 38.28821  
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Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Fast food/drive-in last 6 months: eat in	35,309	38.2%	104
Fast food/drive-in last 6 months: home delivery	7,269	7.9%	94
Fast food/drive-in last 6 months: take-out/drive-thru	45,246	48.9%	104
Fast food/drive-in last 6 months: take-out/walk-in	21,122	22.8%	108
Fast food/drive-in last 6 months: breakfast	33,005	35.7%	103
Fast food/drive-in last 6 months: lunch	49,156	53.2%	105
Fast food/drive-in last 6 months: dinner	44,877	48.5%	105
Fast food/drive-in last 6 months: snack	12,180	13.2%	106
Fast food/drive-in last 6 months: weekday	58,526	63.3%	106
Fast food/drive-in last 6 months: weekend	46,076	49.8%	104
Fast food/drive-in last 6 months: A & W	2,000	2.2%	83
Fast food/drive-in last 6 months: Arby`s	15,793	17.1%	103
Fast food/drive-in last 6 months: Baskin-Robbins	3,632	3.9%	112
Fast food/drive-in last 6 months: Boston Market	3,368	3.6%	110
Fast food/drive-in last 6 months: Burger King	24,167	26.1%	88
Fast food/drive-in last 6 months: Captain D`s	2,243	2.4%	58
Fast food/drive-in last 6 months: Carl`s Jr.	4,777	5.2%	90
Fast food/drive-in last 6 months: Checkers	1,877	2.0%	60
Fast food/drive-in last 6 months: Chick-fil-A	25,668	27.8%	126
Fast food/drive-in last 6 months: Chipotle Mex. Grill	16,273	17.6%	133
Fast food/drive-in last 6 months: Chuck E. Cheese`s	2,427	2.6%	85
Fast food/drive-in last 6 months: Church`s Fr. Chicken	2,055	2.2%	62
Fast food/drive-in last 6 months: Cold Stone Creamery	3,189	3.4%	107
Fast food/drive-in last 6 months: Dairy Queen	14,423	15.6%	102
Fast food/drive-in last 6 months: Del Taco	3,349	3.6%	102
Fast food/drive-in last 6 months: Domino`s Pizza	10,867	11.8%	96
Fast food/drive-in last 6 months: Dunkin` Donuts	14,498	15.7%	114
Went to Five Guys in last 6 months	11,834	12.8%	132
Fast food/drive-in last 6 months: Hardee`s	4,025	4.4%	69
Fast food/drive-in last 6 months: Jack in the Box	6,540	7.1%	89
Went to Jimmy John`s in last 6 months	7,238	7.8%	134
Fast food/drive-in last 6 months: KFC	15,528	16.8%	83
Fast food/drive-in last 6 months: Krispy Kreme	5,407	5.8%	102
Fast food/drive-in last 6 months: Little Caesars	10,480	11.3%	84
Fast food/drive-in last 6 months: Long John Silver`s	2,407	2.6%	71
Fast food/drive-in last 6 months: McDonald`s	46,972	50.8%	97
Went to Panda Express in last 6 months	9,784	10.6%	112
Fast food/drive-in last 6 months: Panera Bread	16,922	18.3%	143
Fast food/drive-in last 6 months: Papa John`s	8,834	9.6%	108
Fast food/drive-in last 6 months: Papa Murphy`s	5,680	6.1%	121
Fast food/drive-in last 6 months: Pizza Hut	13,062	14.1%	83
Fast food/drive-in last 6 months: Popeyes Chicken	7,614	8.2%	88
Fast food/drive-in last 6 months: Sonic Drive-In	9,913	10.7%	91
Fast food/drive-in last 6 months: Starbucks	21,313	23.0%	127
Fast food/drive-in last 6 months: Steak `n Shake	4,853	5.2%	95
Fast food/drive-in last 6 months: Subway	25,953	28.1%	103
Fast food/drive-in last 6 months: Taco Bell	24,902	26.9%	94
Fast food/drive-in last 6 months: Wendy`s	23,766	25.7%	102
Fast food/drive-in last 6 months: Whataburger	4,363	4.7%	99
Fast food/drive-in last 6 months: White Castle	2,395	2.6%	82

**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.



## Restaurant Market Potential

Anchorage Plaza- Phase Three  
12910 Factory Ln, Louisville, Kentucky, 40245  
Ring: 5 mile radius

Prepared by Charlotte Hollkamp  
Latitude: 38.28821  
Longitude: -85.51154

Went to fine dining restaurant last month	14,417	15.6%	145
Went to fine dining restaurant 3+ times last month	4,130	4.5%	138
Spent at fine dining restaurant/30 days: <\$51	1,501	1.6%	100
Spent at fine dining restaurant/30 days: \$51-\$100	4,419	4.8%	144
Spent at fine dining restaurant/30 days: \$101-\$200	3,715	4.0%	152

**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 16, 2018