



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		2017	2022	
Population		3,946	4,124	
Population 18+		2,874	3,017	
Households		1,673	1,740	
Median Household Income		\$103,100	\$110,746	
Product/Consumer Behavior	Expected Number of			
	Adults	Percent	MPI	
Went to family restaurant/steak house in last 6 mo		2,330	81.1%	108
Went to family restaurant/steak house 4+ times/mo		854	29.7%	108
Spent at family rest/steak hse last 6 months: <\$31		182	6.3%	83
Spent at family rest/steak hse last 6 months: \$31-50		216	7.5%	87
Spent at family rest/steak hse last 6 months: \$51-100		456	15.9%	107
Spent at family rest/steak hse last 6 months: \$101-200		339	11.8%	106
Spent at family rest/steak hse last 6 months: \$201-300		200	7.0%	147
Spent at family rest/steak hse last 6 months: \$301+		280	9.7%	160
Family restaurant/steak house last 6 months: breakfast		425	14.8%	116
Family restaurant/steak house last 6 months: lunch		619	21.5%	113
Family restaurant/steak house last 6 months: dinner		1,567	54.5%	118
Family restaurant/steak house last 6 months: snack		67	2.3%	122
Family restaurant/steak house last 6 months: weekday		1,010	35.1%	114
Family restaurant/steak house last 6 months: weekend		1,433	49.9%	120
Fam rest/steak hse/6 months: Applebee`s		612	21.3%	94
Fam rest/steak hse/6 months: Bob Evans Farms		51	1.8%	48
Fam rest/steak hse/6 months: Buffalo Wild Wings		379	13.2%	138
Fam rest/steak hse/6 months: California Pizza Kitchen		118	4.1%	129
Fam rest/steak hse/6 months: Carrabba`s Italian Grill		160	5.6%	168
Fam rest/steak hse/6 months: The Cheesecake Factory		285	9.9%	158
Fam rest/steak hse/6 months: Chili`s Grill & Bar		484	16.8%	152
Fam rest/steak hse/6 months: CiCi`s Pizza		131	4.6%	116
Fam rest/steak hse/6 months: Cracker Barrel		345	12.0%	115
Fam rest/steak hse/6 months: Denny`s		271	9.4%	106
Fam rest/steak hse/6 months: Golden Corral		172	6.0%	80
Fam rest/steak hse/6 months: IHOP		424	14.8%	141
Fam rest/steak hse/6 months: Logan`s Roadhouse		80	2.8%	75
Fam rest/steak hse/6 months: LongHorn Steakhouse		118	4.1%	84
Fam rest/steak hse/6 months: Olive Garden		605	21.1%	124
Fam rest/steak hse/6 months: Outback Steakhouse		330	11.5%	126
Fam rest/steak hse/6 months: Red Lobster		358	12.5%	108
Fam rest/steak hse/6 months: Red Robin		330	11.5%	177
Fam rest/steak hse/6 months: Ruby Tuesday		148	5.1%	89
Fam rest/steak hse/6 months: Texas Roadhouse		292	10.2%	126
Fam rest/steak hse/6 months: T.G.I. Friday`s		214	7.4%	107
Fam rest/steak hse/6 months: Waffle House		160	5.6%	102
Went to fast food/drive-in restaurant in last 6 mo		2,692	93.7%	104
Went to fast food/drive-in restaurant 9+ times/mo		1,234	42.9%	109
Spent at fast food/drive-in last 6 months: <\$11		126	4.4%	97
Spent at fast food/drive-in last 6 months: \$11-\$20		198	6.9%	83
Spent at fast food/drive-in last 6 months: \$21-\$40		302	10.5%	84
Spent at fast food/drive-in last 6 months: \$41-\$50		233	8.1%	104
Spent at fast food/drive-in last 6 months: \$51-\$100		484	16.8%	101
Spent at fast food/drive-in last 6 months: \$101-\$200		406	14.1%	128
Spent at fast food/drive-in last 6 months: \$201+		428	14.9%	151

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

Anchorage Plaza- Phase Three
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		MPI
	Adults	Percent	
Fast food/drive-in last 6 months: eat in	1,109	38.6%	106
Fast food/drive-in last 6 months: home delivery	260	9.0%	117
Fast food/drive-in last 6 months: take-out/drive-thru	1,537	53.5%	116
Fast food/drive-in last 6 months: take-out/walk-in	744	25.9%	128
Fast food/drive-in last 6 months: breakfast	1,101	38.3%	117
Fast food/drive-in last 6 months: lunch	1,603	55.8%	113
Fast food/drive-in last 6 months: dinner	1,539	53.5%	119
Fast food/drive-in last 6 months: snack	428	14.9%	123
Fast food/drive-in last 6 months: weekday	1,898	66.0%	113
Fast food/drive-in last 6 months: weekend	1,493	51.9%	113
Fast food/drive-in last 6 months: A & W	41	1.4%	53
Fast food/drive-in last 6 months: Arby's	410	14.3%	88
Fast food/drive-in last 6 months: Baskin-Robbins	132	4.6%	136
Fast food/drive-in last 6 months: Boston Market	88	3.1%	88
Fast food/drive-in last 6 months: Burger King	787	27.4%	93
Fast food/drive-in last 6 months: Captain D's	67	2.3%	67
Fast food/drive-in last 6 months: Carl's Jr.	212	7.4%	130
Fast food/drive-in last 6 months: Checkers	69	2.4%	76
Fast food/drive-in last 6 months: Chick-fil-A	944	32.8%	173
Fast food/drive-in last 6 months: Chipotle Mex. Grill	585	20.4%	171
Fast food/drive-in last 6 months: Chuck E. Cheese's	107	3.7%	115
Fast food/drive-in last 6 months: Church's Fr. Chicken	91	3.2%	89
Fast food/drive-in last 6 months: Cold Stone Creamery	113	3.9%	139
Fast food/drive-in last 6 months: Dairy Queen	415	14.4%	97
Fast food/drive-in last 6 months: Del Taco	138	4.8%	135
Fast food/drive-in last 6 months: Domino's Pizza	388	13.5%	112
Fast food/drive-in last 6 months: Dunkin' Donuts	341	11.9%	94
Fast food/drive-in last 6 months: Hardee's	99	3.4%	61
Fast food/drive-in last 6 months: Jack in the Box	401	14.0%	167
Fast food/drive-in last 6 months: KFC	507	17.6%	84
Fast food/drive-in last 6 months: Krispy Kreme	195	6.8%	136
Fast food/drive-in last 6 months: Little Caesars	376	13.1%	110
Fast food/drive-in last 6 months: Long John Silver's	84	2.9%	66
Fast food/drive-in last 6 months: McDonald's	1,574	54.8%	102
Went to Panda Express in last 6 months	424	14.8%	182
Fast food/drive-in last 6 months: Panera Bread	463	16.1%	139
Fast food/drive-in last 6 months: Papa John's	347	12.1%	140
Fast food/drive-in last 6 months: Papa Murphy's	165	5.7%	119
Fast food/drive-in last 6 months: Pizza Hut	537	18.7%	97
Fast food/drive-in last 6 months: Popeyes Chicken	253	8.8%	111
Fast food/drive-in last 6 months: Quiznos	80	2.8%	114
Fast food/drive-in last 6 months: Sonic Drive-In	400	13.9%	124
Fast food/drive-in last 6 months: Starbucks	788	27.4%	172
Fast food/drive-in last 6 months: Steak 'n Shake	121	4.2%	79
Fast food/drive-in last 6 months: Subway	1,007	35.0%	113
Fast food/drive-in last 6 months: Taco Bell	997	34.7%	114
Fast food/drive-in last 6 months: Wendy's	774	26.9%	100
Fast food/drive-in last 6 months: Whataburger	225	7.8%	178
Fast food/drive-in last 6 months: White Castle	60	2.1%	66

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

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

Prepared by Charlotte Hollkamp
Latitude: 38.28821
Longitude: -85.51154

Went to fine dining restaurant last month	409	14.2%	133
Went to fine dining restaurant 3+ times last month	107	3.7%	120
Spent at fine dining rest in last 6 months: <\$51	43	1.5%	79
Spent at fine dining rest in last 6 months: \$51-\$100	120	4.2%	123
Spent at fine dining rest in last 6 months: \$101-\$200	151	5.3%	162
Spent at fine dining rest in last 6 months: \$201+	136	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.

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

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		2017	2022	
Population		44,658	46,512	
Population 18+		33,176	34,972	
Households		17,016	17,682	
Median Household Income		\$84,387	\$91,737	
Product/Consumer Behavior	Expected Number of			
	Adults	Percent	MPI	
Went to family restaurant/steak house in last 6 mo		26,609	80.2%	107
Went to family restaurant/steak house 4+ times/mo		10,102	30.4%	111
Spent at family rest/steak hse last 6 months: <\$31		2,236	6.7%	88
Spent at family rest/steak hse last 6 months: \$31-50		2,773	8.4%	97
Spent at family rest/steak hse last 6 months: \$51-100		5,175	15.6%	105
Spent at family rest/steak hse last 6 months: \$101-200		4,334	13.1%	117
Spent at family rest/steak hse last 6 months: \$201-300		1,968	5.9%	125
Spent at family rest/steak hse last 6 months: \$301+		2,797	8.4%	138
Family restaurant/steak house last 6 months: breakfast		4,709	14.2%	112
Family restaurant/steak house last 6 months: lunch		6,937	20.9%	110
Family restaurant/steak house last 6 months: dinner		17,529	52.8%	114
Family restaurant/steak house last 6 months: snack		597	1.8%	94
Family restaurant/steak house last 6 months: weekday		11,681	35.2%	114
Family restaurant/steak house last 6 months: weekend		15,485	46.7%	113
Fam rest/steak hse/6 months: Applebee`s		7,126	21.5%	94
Fam rest/steak hse/6 months: Bob Evans Farms		932	2.8%	76
Fam rest/steak hse/6 months: Buffalo Wild Wings		3,778	11.4%	119
Fam rest/steak hse/6 months: California Pizza Kitchen		1,555	4.7%	147
Fam rest/steak hse/6 months: Carrabba`s Italian Grill		1,502	4.5%	137
Fam rest/steak hse/6 months: The Cheesecake Factory		3,176	9.6%	153
Fam rest/steak hse/6 months: Chili`s Grill & Bar		4,791	14.4%	131
Fam rest/steak hse/6 months: CiCi`s Pizza		1,182	3.6%	91
Fam rest/steak hse/6 months: Cracker Barrel		3,715	11.2%	108
Fam rest/steak hse/6 months: Denny`s		2,879	8.7%	98
Fam rest/steak hse/6 months: Golden Corral		1,885	5.7%	76
Fam rest/steak hse/6 months: IHOP		4,137	12.5%	119
Fam rest/steak hse/6 months: Logan`s Roadhouse		976	2.9%	79
Fam rest/steak hse/6 months: LongHorn Steakhouse		1,481	4.5%	91
Fam rest/steak hse/6 months: Olive Garden		6,596	19.9%	117
Fam rest/steak hse/6 months: Outback Steakhouse		3,894	11.7%	128
Fam rest/steak hse/6 months: Red Lobster		3,825	11.5%	100
Fam rest/steak hse/6 months: Red Robin		3,071	9.3%	143
Fam rest/steak hse/6 months: Ruby Tuesday		1,980	6.0%	103
Fam rest/steak hse/6 months: Texas Roadhouse		3,103	9.4%	116
Fam rest/steak hse/6 months: T.G.I. Friday`s		2,448	7.4%	106
Fam rest/steak hse/6 months: Waffle House		1,610	4.9%	89
Went to fast food/drive-in restaurant in last 6 mo		30,488	91.9%	102
Went to fast food/drive-in restaurant 9+ times/mo		13,649	41.1%	105
Spent at fast food/drive-in last 6 months: <\$11		1,365	4.1%	91
Spent at fast food/drive-in last 6 months: \$11-\$20		2,468	7.4%	89
Spent at fast food/drive-in last 6 months: \$21-\$40		3,862	11.6%	93
Spent at fast food/drive-in last 6 months: \$41-\$50		2,735	8.2%	106
Spent at fast food/drive-in last 6 months: \$51-\$100		5,932	17.9%	107
Spent at fast food/drive-in last 6 months: \$101-\$200		4,094	12.3%	112
Spent at fast food/drive-in last 6 months: \$201+		4,083	12.3%	124

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

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

Prepared by Charlotte Hollkamp
Latitude: 38.28821
Longitude: -85.51154

Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Fast food/drive-in last 6 months: eat in	12,478	37.6%	103
Fast food/drive-in last 6 months: home delivery	2,647	8.0%	104
Fast food/drive-in last 6 months: take-out/drive-thru	16,707	50.4%	109
Fast food/drive-in last 6 months: take-out/walk-in	7,694	23.2%	115
Fast food/drive-in last 6 months: breakfast	11,586	34.9%	107
Fast food/drive-in last 6 months: lunch	17,892	53.9%	109
Fast food/drive-in last 6 months: dinner	16,336	49.2%	109
Fast food/drive-in last 6 months: snack	4,499	13.6%	112
Fast food/drive-in last 6 months: weekday	20,883	62.9%	108
Fast food/drive-in last 6 months: weekend	16,258	49.0%	106
Fast food/drive-in last 6 months: A & W	600	1.8%	67
Fast food/drive-in last 6 months: Arby's	4,983	15.0%	92
Fast food/drive-in last 6 months: Baskin-Robbins	1,424	4.3%	127
Fast food/drive-in last 6 months: Boston Market	1,267	3.8%	110
Fast food/drive-in last 6 months: Burger King	9,086	27.4%	93
Fast food/drive-in last 6 months: Captain D's	810	2.4%	70
Fast food/drive-in last 6 months: Carl's Jr.	1,976	6.0%	105
Fast food/drive-in last 6 months: Checkers	710	2.1%	68
Fast food/drive-in last 6 months: Chick-fil-A	9,034	27.2%	144
Fast food/drive-in last 6 months: Chipotle Mex. Grill	5,841	17.6%	148
Fast food/drive-in last 6 months: Chuck E. Cheese's	980	3.0%	92
Fast food/drive-in last 6 months: Church's Fr. Chicken	968	2.9%	82
Fast food/drive-in last 6 months: Cold Stone Creamery	1,305	3.9%	139
Fast food/drive-in last 6 months: Dairy Queen	4,777	14.4%	96
Fast food/drive-in last 6 months: Del Taco	1,276	3.8%	108
Fast food/drive-in last 6 months: Domino's Pizza	4,098	12.4%	102
Fast food/drive-in last 6 months: Dunkin' Donuts	4,643	14.0%	111
Fast food/drive-in last 6 months: Hardee's	1,117	3.4%	60
Fast food/drive-in last 6 months: Jack in the Box	3,496	10.5%	126
Fast food/drive-in last 6 months: KFC	6,040	18.2%	86
Fast food/drive-in last 6 months: Krispy Kreme	1,936	5.8%	117
Fast food/drive-in last 6 months: Little Caesars	3,677	11.1%	93
Fast food/drive-in last 6 months: Long John Silver's	1,017	3.1%	69
Fast food/drive-in last 6 months: McDonald's	17,321	52.2%	97
Went to Panda Express in last 6 months	3,710	11.2%	138
Fast food/drive-in last 6 months: Panera Bread	5,638	17.0%	147
Fast food/drive-in last 6 months: Papa John's	3,218	9.7%	113
Fast food/drive-in last 6 months: Papa Murphy's	1,730	5.2%	108
Fast food/drive-in last 6 months: Pizza Hut	5,539	16.7%	86
Fast food/drive-in last 6 months: Popeyes Chicken	2,626	7.9%	100
Fast food/drive-in last 6 months: Quiznos	993	3.0%	123
Fast food/drive-in last 6 months: Sonic Drive-In	3,954	11.9%	107
Fast food/drive-in last 6 months: Starbucks	7,649	23.1%	144
Fast food/drive-in last 6 months: Steak 'n Shake	1,625	4.9%	92
Fast food/drive-in last 6 months: Subway	10,958	33.0%	107
Fast food/drive-in last 6 months: Taco Bell	10,134	30.5%	101
Fast food/drive-in last 6 months: Wendy's	8,908	26.9%	99
Fast food/drive-in last 6 months: Whataburger	1,947	5.9%	133
Fast food/drive-in last 6 months: White Castle	811	2.4%	77

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

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

Prepared by Charlotte Hollkamp
Latitude: 38.28821
Longitude: -85.51154

Went to fine dining restaurant last month	5,186	15.6%	146
Went to fine dining restaurant 3+ times last month	1,522	4.6%	148
Spent at fine dining rest in last 6 months: <\$51	626	1.9%	100
Spent at fine dining rest in last 6 months: \$51-\$100	1,437	4.3%	128
Spent at fine dining rest in last 6 months: \$101-\$200	1,601	4.8%	148
Spent at fine dining rest in last 6 months: \$201+	1,882	5.7%	169

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

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		2017	2022
Population		117,205	122,602
Population 18+		89,217	94,151
Households		46,231	48,242
Median Household Income		\$82,507	\$89,735
		Expected Number of	
Product/Consumer Behavior	Adults	Percent	MPI
Went to family restaurant/steak house in last 6 mo	71,299	79.9%	107
Went to family restaurant/steak house 4+ times/mo	26,945	30.2%	110
Spent at family rest/steak hse last 6 months: <\$31	6,250	7.0%	92
Spent at family rest/steak hse last 6 months: \$31-50	7,727	8.7%	100
Spent at family rest/steak hse last 6 months: \$51-100	13,916	15.6%	105
Spent at family rest/steak hse last 6 months: \$101-200	11,430	12.8%	115
Spent at family rest/steak hse last 6 months: \$201-300	5,166	5.8%	122
Spent at family rest/steak hse last 6 months: \$301+	7,096	8.0%	130
Family restaurant/steak house last 6 months: breakfast	12,646	14.2%	112
Family restaurant/steak house last 6 months: lunch	18,413	20.6%	108
Family restaurant/steak house last 6 months: dinner	46,962	52.6%	114
Family restaurant/steak house last 6 months: snack	1,589	1.8%	93
Family restaurant/steak house last 6 months: weekday	31,464	35.3%	114
Family restaurant/steak house last 6 months: weekend	41,432	46.4%	112
Fam rest/steak hse/6 months: Applebee`s	20,053	22.5%	99
Fam rest/steak hse/6 months: Bob Evans Farms	3,066	3.4%	93
Fam rest/steak hse/6 months: Buffalo Wild Wings	9,860	11.1%	115
Fam rest/steak hse/6 months: California Pizza Kitchen	3,832	4.3%	135
Fam rest/steak hse/6 months: Carrabba`s Italian Grill	4,030	4.5%	137
Fam rest/steak hse/6 months: The Cheesecake Factory	8,078	9.1%	144
Fam rest/steak hse/6 months: Chili`s Grill & Bar	11,786	13.2%	119
Fam rest/steak hse/6 months: CiCi`s Pizza	2,808	3.1%	80
Fam rest/steak hse/6 months: Cracker Barrel	9,991	11.2%	108
Fam rest/steak hse/6 months: Denny`s	7,470	8.4%	95
Fam rest/steak hse/6 months: Golden Corral	5,152	5.8%	77
Fam rest/steak hse/6 months: IHOP	10,357	11.6%	111
Fam rest/steak hse/6 months: Logan`s Roadhouse	2,725	3.1%	82
Fam rest/steak hse/6 months: LongHorn Steakhouse	4,514	5.1%	103
Fam rest/steak hse/6 months: Olive Garden	17,863	20.0%	118
Fam rest/steak hse/6 months: Outback Steakhouse	10,605	11.9%	130
Fam rest/steak hse/6 months: Red Lobster	10,178	11.4%	99
Fam rest/steak hse/6 months: Red Robin	7,589	8.5%	131
Fam rest/steak hse/6 months: Ruby Tuesday	5,750	6.4%	111
Fam rest/steak hse/6 months: Texas Roadhouse	8,279	9.3%	115
Fam rest/steak hse/6 months: T.G.I. Friday`s	6,795	7.6%	109
Fam rest/steak hse/6 months: Waffle House	4,250	4.8%	87
Went to fast food/drive-in restaurant in last 6 mo	81,798	91.7%	102
Went to fast food/drive-in restaurant 9+ times/mo	35,820	40.1%	102
Spent at fast food/drive-in last 6 months: <\$11	3,937	4.4%	97
Spent at fast food/drive-in last 6 months: \$11-\$20	7,153	8.0%	96
Spent at fast food/drive-in last 6 months: \$21-\$40	11,049	12.4%	99
Spent at fast food/drive-in last 6 months: \$41-\$50	7,544	8.5%	109
Spent at fast food/drive-in last 6 months: \$51-\$100	15,510	17.4%	104
Spent at fast food/drive-in last 6 months: \$101-\$200	10,326	11.6%	105
Spent at fast food/drive-in last 6 months: \$201+	10,228	11.5%	116

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

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

Prepared by Charlotte Hollkamp
Latitude: 38.28821
Longitude: -85.51154

Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Fast food/drive-in last 6 months: eat in	33,441	37.5%	103
Fast food/drive-in last 6 months: home delivery	6,805	7.6%	99
Fast food/drive-in last 6 months: take-out/drive-thru	44,433	49.8%	108
Fast food/drive-in last 6 months: take-out/walk-in	20,095	22.5%	112
Fast food/drive-in last 6 months: breakfast	30,966	34.7%	106
Fast food/drive-in last 6 months: lunch	47,579	53.3%	108
Fast food/drive-in last 6 months: dinner	43,248	48.5%	108
Fast food/drive-in last 6 months: snack	11,749	13.2%	109
Fast food/drive-in last 6 months: weekday	56,410	63.2%	108
Fast food/drive-in last 6 months: weekend	43,038	48.2%	105
Fast food/drive-in last 6 months: A & W	1,930	2.2%	80
Fast food/drive-in last 6 months: Arby's	14,094	15.8%	97
Fast food/drive-in last 6 months: Baskin-Robbins	3,325	3.7%	111
Fast food/drive-in last 6 months: Boston Market	3,403	3.8%	109
Fast food/drive-in last 6 months: Burger King	25,062	28.1%	95
Fast food/drive-in last 6 months: Captain D's	2,145	2.4%	69
Fast food/drive-in last 6 months: Carl's Jr.	4,623	5.2%	92
Fast food/drive-in last 6 months: Checkers	1,971	2.2%	70
Fast food/drive-in last 6 months: Chick-fil-A	22,434	25.1%	133
Fast food/drive-in last 6 months: Chipotle Mex. Grill	14,669	16.4%	138
Fast food/drive-in last 6 months: Chuck E. Cheese's	2,442	2.7%	85
Fast food/drive-in last 6 months: Church's Fr. Chicken	2,235	2.5%	70
Fast food/drive-in last 6 months: Cold Stone Creamery	3,266	3.7%	129
Fast food/drive-in last 6 months: Dairy Queen	13,079	14.7%	98
Fast food/drive-in last 6 months: Del Taco	2,966	3.3%	94
Fast food/drive-in last 6 months: Domino's Pizza	10,385	11.6%	96
Fast food/drive-in last 6 months: Dunkin' Donuts	13,164	14.8%	117
Fast food/drive-in last 6 months: Hardee's	3,551	4.0%	71
Fast food/drive-in last 6 months: Jack in the Box	7,915	8.9%	106
Fast food/drive-in last 6 months: KFC	16,492	18.5%	88
Fast food/drive-in last 6 months: Krispy Kreme	4,926	5.5%	111
Fast food/drive-in last 6 months: Little Caesars	9,503	10.7%	90
Fast food/drive-in last 6 months: Long John Silver's	2,950	3.3%	75
Fast food/drive-in last 6 months: McDonald's	46,523	52.1%	97
Went to Panda Express in last 6 months	8,406	9.4%	117
Fast food/drive-in last 6 months: Panera Bread	15,449	17.3%	150
Fast food/drive-in last 6 months: Papa John's	8,174	9.2%	107
Fast food/drive-in last 6 months: Papa Murphy's	4,672	5.2%	109
Fast food/drive-in last 6 months: Pizza Hut	14,613	16.4%	85
Fast food/drive-in last 6 months: Popeyes Chicken	6,484	7.3%	92
Fast food/drive-in last 6 months: Quiznos	2,535	2.8%	117
Fast food/drive-in last 6 months: Sonic Drive-In	9,963	11.2%	100
Fast food/drive-in last 6 months: Starbucks	19,146	21.5%	134
Fast food/drive-in last 6 months: Steak 'n Shake	4,836	5.4%	102
Fast food/drive-in last 6 months: Subway	29,260	32.8%	106
Fast food/drive-in last 6 months: Taco Bell	26,674	29.9%	99
Fast food/drive-in last 6 months: Wendy's	24,480	27.4%	101
Fast food/drive-in last 6 months: Whataburger	4,076	4.6%	104
Fast food/drive-in last 6 months: White Castle	2,389	2.7%	84

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

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	13,813	15.5%	145
Went to fine dining restaurant 3+ times last month	3,991	4.5%	144
Spent at fine dining rest in last 6 months: <\$51	1,763	2.0%	105
Spent at fine dining rest in last 6 months: \$51-\$100	4,043	4.5%	134
Spent at fine dining rest in last 6 months: \$101-\$200	4,213	4.7%	145
Spent at fine dining rest in last 6 months: \$201+	4,715	5.3%	158

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