



Restaurant Market Potential

Independence City, KY
 Independence City, KY (2139142)
 Geography: Place

Prepared by Esri

Demographic Summary		2022	2027	
Population		28,866	29,036	
Population 18+		20,830	20,784	
Households		9,948	9,996	
Median Household Income		\$90,011	\$103,853	
Product/Consumer Behavior		Expected Number of Adults	Percent	MPI
Went to family restaurant/steak house in last 6 months		15,093	72.5%	108
Went to family restaurant/steak house 4+ times/month last 30 days		4,784	23.0%	111
Spent at family restaurant/steak house last 30 days: \$1-30		1,353	6.5%	95
Spent at family restaurant/steak house 30 days: \$31-50		1,826	8.8%	103
Spent at family restaurant/steak house last 30 days: \$51-100		3,466	16.6%	118
Spent at family restaurant/steak house last 30 days: \$101-200		2,004	9.6%	112
Spent at family restaurant/steak house last 30 days: \$201+		997	4.8%	121
Spent at fine dining last 30 days: \$1-100		582	2.8%	92
Spent at fine dining last 30 days: \$101+		736	3.5%	95
Went to family restaurant last 6 months: for breakfast		2,409	11.6%	114
Went to family restaurant last 6 months: for lunch		3,559	17.1%	107
Went to family restaurant last 6 months: for dinner		9,843	47.3%	112
Went to family restaurant last 6 months: for snack		361	1.7%	112
Went to family restaurant last 6 months: on weekday		6,377	30.6%	109
Went to family restaurant last 6 months: on weekend		8,724	41.9%	115
Went to family restaurant last 6 months: Applebee`s		2,896	13.9%	95
Went to family restaurant last 6 months: Bob Evans		416	2.0%	80
Went to family restaurant last 6 months: Buffalo Wild Wings		2,186	10.5%	120
Went to family restaurant last 6 months: California Pizza Kitchen		268	1.3%	72
Went to family restaurant last 6 months: Carrabba`s		543	2.6%	131
Went to family restaurant last 6 months: The Cheesecake Factory		1,402	6.7%	110
Went to family restaurant last 6 months: Chili`s Grill & Bar		2,614	12.5%	132
Went to family restaurant last 6 months: Cracker Barrel		2,424	11.6%	116
Went to family restaurant last 6 months: Denny`s		1,474	7.1%	108
Went to family restaurant last 6 months: Golden Corral		1,170	5.6%	135
Went to family restaurant last 6 months: IHOP		1,812	8.7%	117
Went to family restaurant last 6 months: Logan`s Roadhouse		594	2.9%	126
Went to family restaurant last 6 months: LongHorn Steakhouse		1,344	6.5%	122
Went to family restaurant last 6 months: Olive Garden		3,668	17.6%	123
Went to family restaurant last 6 months: Outback Steakhouse		1,724	8.3%	115
Went to family restaurant last 6 months: Red Lobster		1,712	8.2%	114
Went to family restaurant last 6 months: Red Robin		1,502	7.2%	119
Went to family restaurant last 6 months: Ruby Tuesday		491	2.4%	84
Went to family restaurant last 6 months: Texas Roadhouse		2,963	14.2%	135
Went to family restaurant last 6 months: T.G.I. Friday`s		524	2.5%	84
Went to family restaurant last 6 months: Waffle House		1,324	6.4%	133
Went to family restaurant last 6 months: fast food/drive-in		19,228	92.3%	102
Went to fast food/drive-in restaurant 9+ times/month		8,815	42.3%	112
Spent at fast food restaurant last 30 days: <\$1-10		717	3.4%	84
Spent at fast food restaurant last 30 days: \$11-\$20		1,432	6.9%	81
Spent at fast food restaurant last 30 days: \$21-\$40		3,413	16.4%	100
Spent at fast food restaurant last 30 days: \$41-\$50		1,810	8.7%	99
Spent at fast food restaurant last 30 days: \$51-\$100		4,564	21.9%	113
Spent at fast food restaurant last 30 days: \$101-\$200		2,812	13.5%	120
Spent at fast food restaurant last 30 days: \$201+		1,257	6.0%	136
Ordered eat-in fast food in the last 6 months		5,364	25.8%	113

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 MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2022 and 2027.



Restaurant Market Potential

Independence City, KY
 Independence City, KY (2139142)
 Geography: Place

Prepared by Esri

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Went to fast food restaurant in the last 6 months: eat in	5,364	25.8%	113
Went to fast food restaurant in the last 6 months: home delivery	2,605	12.5%	108
Went to fast food restaurant in the last 6 months: take-out/drive-thru	12,859	61.7%	110
Went to fast food restaurant in the last 6 months: take-out/walk-in	4,355	20.9%	98
Went to fast food restaurant in the last 6 months: breakfast	7,967	38.2%	112
Went to fast food restaurant in the last 6 months: lunch	11,779	56.5%	110
Went to fast food restaurant in the last 6 months: dinner	11,543	55.4%	109
Went to fast food restaurant in the last 6 months: snack	2,902	13.9%	112
Went to fast food restaurant in the last 6 months: weekday	13,790	66.2%	108
Went to fast food restaurant in the last 6 months: weekend	11,442	54.9%	110
Went to fast food restaurant in the last 6 months: A & W	376	1.8%	92
Went to fast food restaurant in the last 6 months: Arby`s	3,970	19.1%	111
Went to fast food restaurant in the last 6 months: Baskin-Robbins	649	3.1%	95
Went to fast food restaurant in the last 6 months: Boston Market	283	1.4%	66
Went to fast food restaurant in the last 6 months: Burger King	6,118	29.4%	104
Went to fast food restaurant in the last 6 months: Captain D`s	639	3.1%	103
Went to fast food restaurant in the last 6 months: Carl`s Jr.	1,233	5.9%	113
Went to fast food restaurant in the last 6 months: Checkers	535	2.6%	97
Went to fast food restaurant in the last 6 months: Chick-fil-A	8,433	40.5%	134
Went to fast food restaurant in the last 6 months: Chipotle Mex. Grill	3,234	15.5%	108
Went to fast food restaurant in the last 6 months: Chuck E. Cheese`s	322	1.5%	108
Went to fast food restaurant in the last 6 months: Church`s Fr. Chicken	889	4.3%	133
Went to fast food restaurant in the last 6 months: Cold Stone Creamery	564	2.7%	104
Went to fast food restaurant in the last 6 months: Dairy Queen	3,408	16.4%	112
Went to fast food restaurant in the last 6 months: Del Taco	909	4.4%	130
Went to fast food restaurant in the last 6 months: Domino`s Pizza	3,522	16.9%	114
Went to fast food restaurant in the last 6 months: Dunkin` Donuts	2,620	12.6%	88
Went to fast food restaurant in the last 6 months: Five Guys	2,170	10.4%	111
Went to fast food restaurant in the last 6 months: Hardee`s	981	4.7%	89
Went to fast food restaurant in the last 6 months: Jack in the Box	1,993	9.6%	125
Went to fast food restaurant in the last 6 months: Jersey Mike's	1,355	6.5%	119
Went to fast food restaurant in the last 6 months: Jimmy John`s	1,479	7.1%	129
Went to fast food restaurant in the last 6 months: KFC	3,743	18.0%	99
Went to fast food restaurant in the last 6 months: Krispy Kreme	1,646	7.9%	122
Went to fast food restaurant in the last 6 months: Little Caesars	3,105	14.9%	125
Went to fast food restaurant in the last 6 months: Long John Silver`s	575	2.8%	108
Went to fast food restaurant in the last 6 months: McDonald`s	11,132	53.4%	103
Went to fast food restaurant in the last 6 months: Panda Express	3,072	14.7%	129
Went to fast food restaurant in the last 6 months: Panera Bread	2,740	13.2%	106
Went to fast food restaurant in the last 6 months: Papa John`s	2,093	10.0%	126
Went to fast food restaurant in the last 6 months: Papa Murphy`s	1,102	5.3%	138
Went to fast food restaurant in the last 6 months: Pizza Hut	2,957	14.2%	111
Went to fast food restaurant in the last 6 months: Popeyes Chicken	3,003	14.4%	116
Went to fast food restaurant in the last 6 months: Sonic Drive-In	3,204	15.4%	130
Went to fast food restaurant in the last 6 months: Starbucks	4,539	21.8%	113
Went to fast food restaurant in the last 6 months: Steak `n Shake	973	4.7%	121
Went to fast food restaurant in the last 6 months: Subway	4,667	22.4%	106
Went to fast food restaurant in the last 6 months: Taco Bell	6,503	31.2%	111
Went to fast food restaurant in the last 6 months: Wendy`s	5,779	27.7%	107
Went to fast food restaurant in the last 6 months: Whataburger	2,033	9.8%	178
Went to fast food restaurant in the last 6 months: White Castle	477	2.3%	88
Went to fast food restaurant in the last 6 months: Wing-Stop	866	4.2%	134
Went to fine dining restaurant last month	1,648	7.9%	99
Went to fine dining restaurant 2+ times last month	803	3.9%	101

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 MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2022 and 2027.