



Restaurant Market Potential

Independence, KY

Prepared by Esri

Demographic Summary		2020	2025
Population		27,654	28,708
Population 18+		19,858	20,435
Households		9,323	9,648
Median Household Income		\$78,090	\$83,353
Product/Consumer Behavior		Expected Number	MPI
		Adults	Percent
Went to family restaurant/steak house in last 6 months		15,683	79.0%
Went to family restaurant/steak house 4+ times/month		5,736	28.9%
Spent at family restaurant last 30 days: <\$1-30		1,610	8.1%
Spent at family restaurant last 30 days: \$31-50		1,982	10.0%
Spent at family restaurant last 30 days: \$51-100		3,398	17.1%
Spent at family restaurant last 30 days: \$101-200		1,958	9.9%
Went to family restaurant last 6 months: for breakfast		2,823	14.2%
Went to family restaurant last 6 months: for lunch		4,268	21.5%
Went to family restaurant last 6 months: for dinner		10,088	50.8%
Went to family restaurant last 6 months: for snack		362	1.8%
Went to family restaurant last 6 months: on weekday		6,459	32.5%
Went to family restaurant last 6 months: on weekend		9,325	47.0%
Went to family restaurant last 6 months: Applebee`s		4,212	21.2%
Went to family restaurant last 6 months: Bob Evans		553	2.8%
Went to family restaurant last 6 months: Buffalo Wild Wings		2,462	12.4%
Went to family restaurant last 6 months: California Pizza Kitchen		510	2.6%
Went to family restaurant last 6 months: The Cheesecake Factory		1,575	7.9%
Went to family restaurant last 6 months: Chili`s Grill & Bar		2,573	13.0%
Went to family restaurant last 6 months: CiCis		446	2.2%
Went to family restaurant last 6 months: Cracker Barrel		2,563	12.9%
Went to family restaurant last 6 months: Denny`s		1,989	10.0%
Went to family restaurant last 6 months: Golden Corral		1,663	8.4%
Went to family restaurant last 6 months: IHOP		2,283	11.5%
Went to family restaurant last 6 months: Logan`s Roadhouse		708	3.6%
Went to family restaurant last 6 months: LongHorn Steakhouse		1,232	6.2%
Went to family restaurant last 6 months: Olive Garden		3,691	18.6%
Went to family restaurant last 6 months: Outback Steakhouse		1,880	9.5%
Went to family restaurant last 6 months: Red Lobster		2,115	10.7%
Went to family restaurant last 6 months: Red Robin		1,791	9.0%
Went to family restaurant last 6 months: Ruby Tuesday		855	4.3%
Went to family restaurant last 6 months: Texas Roadhouse		2,713	13.7%
Went to family restaurant last 6 months: T.G.I. Friday`s		929	4.7%
Went to family restaurant last 6 months: Waffle House		1,525	7.7%
Went to family restaurant last 6 months: fast food/drive-in		18,499	93.2%
Went to fast food/drive-in restaurant 9+ times/month		8,302	41.8%
Spent at fast food restaurant last 30 days: <\$1-10		661	3.3%
Spent at fast food restaurant last 30 days: \$11-\$20		2,138	10.8%
Spent at fast food restaurant last 30 days: \$21-\$40		3,044	15.3%
Spent at fast food restaurant last 30 days: \$41-\$50		1,744	8.8%
Spent at fast food restaurant last 30 days: \$51-\$100		3,753	18.9%
Spent at fast food restaurant last 30 days: \$101-\$200		1,860	9.4%
Spent at fast food restaurant last 30 days: \$201+		775	3.9%

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 2020 and 2025.

July 11, 2020



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Independence City, KY 2
 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	7,601	38.3%	107
Went to fast food restaurant in the last 6 months: home delivery	1,761	8.9%	105
Went to fast food restaurant in the last 6 months: take-out/drive-thru	10,472	52.7%	115
Went to fast food restaurant in the last 6 months: take-out/walk-in	4,407	22.2%	107
Went to fast food restaurant in the last 6 months: breakfast	7,431	37.4%	108
Went to fast food restaurant in the last 6 months: lunch	10,680	53.8%	109
Went to fast food restaurant in the last 6 months: dinner	10,140	51.1%	112
Went to fast food restaurant in the last 6 months: snack	2,514	12.7%	103
Went to fast food restaurant in the last 6 months: weekday	12,490	62.9%	108
Went to fast food restaurant in the last 6 months: weekend	10,307	51.9%	112
Went to fast food restaurant in the last 6 months: A & W	577	2.9%	104
Went to fast food restaurant in the last 6 months: Arby's	3,936	19.8%	114
Went to fast food restaurant in the last 6 months: Baskin-Robbins	622	3.1%	91
Went to fast food restaurant in the last 6 months: Boston Market	406	2.0%	65
Went to fast food restaurant in the last 6 months: Burger King	5,699	28.7%	100
Went to fast food restaurant in the last 6 months: Captain D's	709	3.6%	108
Went to fast food restaurant in the last 6 months: Carl's Jr.	1,417	7.1%	122
Went to fast food restaurant in the last 6 months: Checkers	628	3.2%	92
Went to fast food restaurant in the last 6 months: Chick-fil-A	6,674	33.6%	130
Went to fast food restaurant in the last 6 months: Chipotle Mex. Grill	2,463	12.4%	99
Went to fast food restaurant in the last 6 months: Chuck E. Cheese's	519	2.6%	99
Went to fast food restaurant in the last 6 months: Church's Fr. Chicken	944	4.8%	133
Went to fast food restaurant in the last 6 months: Cold Stone Creamery	627	3.2%	107
Went to fast food restaurant in the last 6 months: Dairy Queen	3,821	19.2%	123
Went to fast food restaurant in the last 6 months: Del Taco	1,090	5.5%	139
Went to fast food restaurant in the last 6 months: Domino's Pizza	3,109	15.7%	120
Went to fast food restaurant in the last 6 months: Dunkin' Donuts	2,357	11.9%	88
Went to fast food restaurant in the last 6 months: Five Guys	1,943	9.8%	106
Went to fast food restaurant in the last 6 months: Hardee's	1,137	5.7%	93
Went to fast food restaurant in the last 6 months: Jack in the Box	2,201	11.1%	145
Went to fast food restaurant in the last 6 months: Jimmy John's	1,448	7.3%	127
Went to fast food restaurant in the last 6 months: KFC	4,125	20.8%	103
Went to fast food restaurant in the last 6 months: Krispy Kreme	1,421	7.2%	128
Went to fast food restaurant in the last 6 months: Little Caesars	3,204	16.1%	131
Went to fast food restaurant in the last 6 months: Long John Silver's	671	3.4%	98
Went to fast food restaurant in the last 6 months: McDonald's	10,356	52.2%	102
Went to fast food restaurant in the last 6 months: Panda Express	2,848	14.3%	149
Went to fast food restaurant in the last 6 months: Panera Bread	2,595	13.1%	103
Went to fast food restaurant in the last 6 months: Papa John's	1,996	10.1%	121
Went to fast food restaurant in the last 6 months: Papa Murphy's	1,199	6.0%	142
Went to fast food restaurant in the last 6 months: Pizza Hut	3,529	17.8%	113
Went to fast food restaurant in the last 6 months: Popeyes Chicken	2,177	11.0%	118
Went to fast food restaurant in the last 6 months: Sonic Drive-In	3,143	15.8%	131
Went to fast food restaurant in the last 6 months: Starbucks	3,894	19.6%	108
Went to fast food restaurant in the last 6 months: Steak 'n Shake	1,096	5.5%	101
Went to fast food restaurant in the last 6 months: Subway	5,297	26.7%	109
Went to fast food restaurant in the last 6 months: Taco Bell	6,724	33.9%	118
Went to fast food restaurant in the last 6 months: Wendy's	5,435	27.4%	107
Went to fast food restaurant in the last 6 months: Whataburger	1,649	8.3%	147
Went to fast food restaurant in the last 6 months: White Castle	476	2.4%	78
Went to fine dining restaurant last month	1,844	9.3%	90
Went to fine dining restaurant 3+ times last month	408	2.1%	71

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