



Restaurant Market Potential

Demorest City, GA
 Demorest city, GA (1322304)
 Place

Demographic Summary	2013	2018
Population	1,907	2,028
Population 18+	1,516	1,609
Households	647	688
Median Household Income	\$34,618	\$40,347

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Went to family restaurant/steak house in last 6 mo	1,098	72.4%	95
Went to family restaurant/steak house 4+ times/mo	423	27.9%	94
Spent at family rest/steak hse last 6 mo: <\$31	118	7.8%	103
Spent at family rest/steak hse last 6 mo: \$31-50	152	10.0%	113
Spent at family rest/steak hse last 6 mo: \$51-100	236	15.6%	106
Spent at family rest/steak hse last 6 mo: \$101-200	183	12.1%	100
Spent at family rest/steak hse last 6 mo: \$201-300	64	4.2%	68
Spent at family rest/steak hse last 6 mo: \$301+	69	4.6%	61
Family restaurant/steak house last 6 mo: breakfast	185	12.2%	95
Family restaurant/steak house last 6 mo: lunch	314	20.7%	104
Family restaurant/steak house last 6 mo: dinner	653	43.1%	90
Family restaurant/steak house last 6 mo: snack	19	1.3%	71
Family restaurant/steak house last 6 mo: weekday	466	30.7%	94
Family restaurant/steak house last 6 mo: weekend	623	41.1%	95
Fam rest/steak hse/6 mo: Applebee`s	357	23.5%	93
Fam rest/steak hse/6 mo: Buffalo Wild Wings	61	4.0%	61
Fam rest/steak hse/6 mo: California Pizza Kitchen	18	1.2%	34
Fam rest/steak hse/6 mo: Carrabba`s Italian Grill	31	2.0%	64
Fam rest/steak hse/6 mo: The Cheesecake Factory	39	2.6%	37
Fam rest/steak hse/6 mo: Chili`s Grill & Bar	148	9.8%	85
Fam rest/steak hse/6 mo: CiCi`s Pizza	103	6.8%	132
Fam rest/steak hse/6 mo: Cracker Barrel	223	14.7%	155
Fam rest/steak hse/6 mo: Denny`s	100	6.6%	66
Fam rest/steak hse/6 mo: Golden Corral	157	10.4%	131
Fam rest/steak hse/6 mo: IHOP	128	8.4%	73
Fam rest/steak hse/6 mo: LongHorn Steakhouse	62	4.1%	110
Fam rest/steak hse/6 mo: Old Country Buffet	25	1.6%	68
Fam rest/steak hse/6 mo: Olive Garden	226	14.9%	86
Fam rest/steak hse/6 mo: Outback Steakhouse	113	7.5%	73
Fam rest/steak hse/6 mo: Red Lobster	201	13.3%	107
Fam rest/steak hse/6 mo: Red Robin	49	3.2%	53
Fam rest/steak hse/6 mo: Ruby Tuesday	99	6.5%	89
Fam rest/steak hse/6 mo: Texas Roadhouse	118	7.8%	108
Fam rest/steak hse/6 mo: T.G.I. Friday`s	60	4.0%	49
Fam rest/steak hse/6 mo: Waffle House	118	7.8%	142
Went to fast food/drive-in restaurant in last 6 mo	1,350	89.1%	99
Went to fast food/drive-in restaurant 9+ times/mo	597	39.4%	97
Spent at fast food/drive-in last 6 mo: <\$11	71	4.7%	99
Spent at fast food/drive-in last 6 mo: \$11-\$20	138	9.1%	113
Spent at fast food/drive-in last 6 mo: \$21-\$40	202	13.3%	114
Spent at fast food/drive-in last 6 mo: \$41-\$50	130	8.6%	110
Spent at fast food/drive-in last 6 mo: \$51-\$100	247	16.3%	97
Spent at fast food/drive-in last 6 mo: \$101-\$200	169	11.1%	94
Spent at fast food/drive-in last 6 mo: \$201+	173	11.4%	95

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 2013 and 2018.



Restaurant Market Potential

Demorest City, GA
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 Place

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Fast food/drive-in last 6 mo: eat in	589	38.9%	107
Fast food/drive-in last 6 mo: home delivery	90	5.9%	77
Fast food/drive-in last 6 mo: take-out/drive-thru	740	48.8%	104
Fast food/drive-in last 6 mo: take-out/walk-in	260	17.2%	88
Fast food/drive-in last 6 mo: breakfast	540	35.6%	108
Fast food/drive-in last 6 mo: lunch	789	52.0%	103
Fast food/drive-in last 6 mo: dinner	683	45.1%	102
Fast food/drive-in last 6 mo: snack	140	9.2%	72
Fast food/drive-in last 6 mo: weekday	954	62.9%	106
Fast food/drive-in last 6 mo: weekend	664	43.8%	95
Fast food/drive-in last 6 mo: A & W	48	3.2%	89
Fast food/drive-in last 6 mo: Arby`s	381	25.1%	143
Fast food/drive-in last 6 mo: Baskin-Robbins	30	2.0%	53
Fast food/drive-in last 6 mo: Boston Market	36	2.4%	66
Fast food/drive-in last 6 mo: Burger King	489	32.3%	98
Fast food/drive-in last 6 mo: Carl`s Jr.	28	1.8%	31
Fast food/drive-in last 6 mo: Checkers	45	3.0%	96
Fast food/drive-in last 6 mo: Chick-fil-A	260	17.2%	114
Fast food/drive-in last 6 mo: Chipotle Mex. Grill	46	3.0%	36
Fast food/drive-in last 6 mo: Chuck E. Cheese`s	36	2.4%	64
Fast food/drive-in last 6 mo: Church`s Fr. Chicken	47	3.1%	80
Fast food/drive-in last 6 mo: Cold Stone Creamery	28	1.8%	50
Fast food/drive-in last 6 mo: Dairy Queen	339	22.4%	152
Fast food/drive-in last 6 mo: Domino`s Pizza	153	10.1%	82
Fast food/drive-in last 6 mo: Dunkin` Donuts	63	4.2%	37
Fast food/drive-in last 6 mo: Jack in the Box	48	3.2%	34
Fast food/drive-in last 6 mo: KFC	418	27.6%	113
Fast food/drive-in last 6 mo: Krispy Kreme	60	4.0%	99
Fast food/drive-in last 6 mo: Little Caesars	132	8.7%	83
Fast food/drive-in last 6 mo: Long John Silver`s	180	11.9%	216
Fast food/drive-in last 6 mo: McDonald`s	915	60.4%	107
Fast food/drive-in last 6 mo: Panera Bread	65	4.3%	42
Fast food/drive-in last 6 mo: Papa John`s	111	7.3%	80
Fast food/drive-in last 6 mo: Papa Murphy`s	26	1.7%	40
Fast food/drive-in last 6 mo: Pizza Hut	401	26.5%	132
Fast food/drive-in last 6 mo: Popeyes Chicken	76	5.0%	67
Fast food/drive-in last 6 mo: Quiznos	56	3.7%	72
Fast food/drive-in last 6 mo: Sonic Drive-In	267	17.6%	153
Fast food/drive-in last 6 mo: Starbucks	87	5.7%	40
Fast food/drive-in last 6 mo: Steak `n Shake	53	3.5%	73
Fast food/drive-in last 6 mo: Subway	477	31.5%	98
Fast food/drive-in last 6 mo: Taco Bell	487	32.1%	101
Fast food/drive-in last 6 mo: Wendy`s	398	26.3%	94
Fast food/drive-in last 6 mo: White Castle	37	2.4%	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 2013 and 2018.



Restaurant Market Potential

Waleska City, GA
 Waleska city, GA (1379948)
 Place

Demographic Summary		2014	2019	
Population		651	671	
Population 18+		521	545	
Households		101	109	
Median Household Income		\$59,361	\$73,320	
Product/Consumer Behavior		Expected Number of Adults	Percent	MPI
Went to family restaurant/steak house in last 6 mo		398	76.4%	101
Went to family restaurant/steak house 4+ times/mo		152	29.2%	102
Spent at family rest/steak hse last 6 mo: <\$31		37	7.1%	99
Spent at family rest/steak hse last 6 mo: \$31-50		49	9.4%	110
Spent at family rest/steak hse last 6 mo: \$51-100		81	15.5%	104
Spent at family rest/steak hse last 6 mo: \$101-200		65	12.5%	103
Spent at family rest/steak hse last 6 mo: \$201-300		24	4.6%	78
Spent at family rest/steak hse last 6 mo: \$301+		31	6.0%	80
Family restaurant/steak house last 6 mo: breakfast		59	11.3%	90
Family restaurant/steak house last 6 mo: lunch		113	21.7%	112
Family restaurant/steak house last 6 mo: dinner		247	47.4%	99
Family restaurant/steak house last 6 mo: snack		6	1.2%	66
Family restaurant/steak house last 6 mo: weekday		178	34.2%	108
Family restaurant/steak house last 6 mo: weekend		223	42.8%	101
Fam rest/steak hse/6 mo: Applebee`s		125	24.0%	96
Fam rest/steak hse/6 mo: Bob Evans Farms		17	3.3%	88
Fam rest/steak hse/6 mo: Buffalo Wild Wings		30	5.8%	76
Fam rest/steak hse/6 mo: California Pizza Kitchen		6	1.2%	35
Fam rest/steak hse/6 mo: Carrabba`s Italian Grill		15	2.9%	94
Fam rest/steak hse/6 mo: The Cheesecake Factory		22	4.2%	62
Fam rest/steak hse/6 mo: Chili`s Grill & Bar		60	11.5%	95
Fam rest/steak hse/6 mo: CiCi`s Pizza		26	5.0%	113
Fam rest/steak hse/6 mo: Cracker Barrel		68	13.1%	134
Fam rest/steak hse/6 mo: Denny`s		34	6.5%	69
Fam rest/steak hse/6 mo: Golden Corral		52	10.0%	116
Fam rest/steak hse/6 mo: IHOP		54	10.4%	89
Fam rest/steak hse/6 mo: Logan`s Roadhouse		30	5.8%	161
Fam rest/steak hse/6 mo: LongHorn Steakhouse		28	5.4%	125
Fam rest/steak hse/6 mo: Old Country Buffet		9	1.7%	82
Fam rest/steak hse/6 mo: Olive Garden		89	17.1%	98
Fam rest/steak hse/6 mo: Outback Steakhouse		53	10.2%	102
Fam rest/steak hse/6 mo: Red Lobster		70	13.4%	106
Fam rest/steak hse/6 mo: Red Robin		23	4.4%	74
Fam rest/steak hse/6 mo: Ruby Tuesday		44	8.4%	123
Fam rest/steak hse/6 mo: Texas Roadhouse		45	8.6%	117
Fam rest/steak hse/6 mo: T.G.I. Friday`s		23	4.4%	55
Fam rest/steak hse/6 mo: Waffle House		37	7.1%	131
Went to fast food/drive-in restaurant in last 6 mo		475	91.2%	101
Went to fast food/drive-in restaurant 9+ times/mo		209	40.1%	99
Spent at fast food/drive-in last 6 mo: <\$11		21	4.0%	92
Spent at fast food/drive-in last 6 mo: \$11-\$20		44	8.4%	110
Spent at fast food/drive-in last 6 mo: \$21-\$40		69	13.2%	110
Spent at fast food/drive-in last 6 mo: \$41-\$50		35	6.7%	89
Spent at fast food/drive-in last 6 mo: \$51-\$100		87	16.7%	101
Spent at fast food/drive-in last 6 mo: \$101-\$200		63	12.1%	101
Spent at fast food/drive-in last 6 mo: \$201+		70	13.4%	110

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Restaurant Market Potential

Waleska City, GA
 Waleska city, GA (1379948)
 Place

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Fast food/drive-in last 6 mo: eat in	209	40.1%	110
Fast food/drive-in last 6 mo: home delivery	29	5.6%	71
Fast food/drive-in last 6 mo: take-out/drive-thru	261	50.1%	107
Fast food/drive-in last 6 mo: take-out/walk-in	92	17.7%	90
Fast food/drive-in last 6 mo: breakfast	187	35.9%	109
Fast food/drive-in last 6 mo: lunch	286	54.9%	109
Fast food/drive-in last 6 mo: dinner	237	45.5%	103
Fast food/drive-in last 6 mo: snack	57	10.9%	87
Fast food/drive-in last 6 mo: weekday	329	63.1%	107
Fast food/drive-in last 6 mo: weekend	244	46.8%	103
Fast food/drive-in last 6 mo: A & W	20	3.8%	118
Fast food/drive-in last 6 mo: Arby`s	114	21.9%	130
Fast food/drive-in last 6 mo: Baskin-Robbins	12	2.3%	66
Fast food/drive-in last 6 mo: Boston Market	7	1.3%	39
Fast food/drive-in last 6 mo: Burger King	170	32.6%	103
Fast food/drive-in last 6 mo: Captain D`s	34	6.5%	190
Fast food/drive-in last 6 mo: Carl`s Jr.	16	3.1%	53
Fast food/drive-in last 6 mo: Checkers	15	2.9%	98
Fast food/drive-in last 6 mo: Chick-fil-A	98	18.8%	114
Fast food/drive-in last 6 mo: Chipotle Mex. Grill	25	4.8%	51
Fast food/drive-in last 6 mo: Chuck E. Cheese`s	13	2.5%	70
Fast food/drive-in last 6 mo: Church`s Fr. Chicken	20	3.8%	107
Fast food/drive-in last 6 mo: Cold Stone Creamery	13	2.5%	74
Fast food/drive-in last 6 mo: Dairy Queen	93	17.9%	128
Fast food/drive-in last 6 mo: Del Taco	7	1.3%	38
Fast food/drive-in last 6 mo: Domino`s Pizza	50	9.6%	81
Fast food/drive-in last 6 mo: Dunkin` Donuts	40	7.7%	68
Fast food/drive-in last 6 mo: Hardee`s	54	10.4%	172
Fast food/drive-in last 6 mo: Jack in the Box	33	6.3%	74
Fast food/drive-in last 6 mo: KFC	127	24.4%	105
Fast food/drive-in last 6 mo: Krispy Kreme	22	4.2%	100
Fast food/drive-in last 6 mo: Little Caesars	66	12.7%	116
Fast food/drive-in last 6 mo: Long John Silver`s	37	7.1%	127
Fast food/drive-in last 6 mo: McDonald`s	297	57.0%	102
Fast food/drive-in last 6 mo: Panera Bread	38	7.3%	69
Fast food/drive-in last 6 mo: Papa John`s	44	8.4%	90
Fast food/drive-in last 6 mo: Papa Murphy`s	22	4.2%	101
Fast food/drive-in last 6 mo: Pizza Hut	122	23.4%	116
Fast food/drive-in last 6 mo: Popeyes Chicken	31	6.0%	77
Fast food/drive-in last 6 mo: Quiznos	15	2.9%	70
Fast food/drive-in last 6 mo: Sonic Drive-In	70	13.4%	130
Fast food/drive-in last 6 mo: Starbucks	55	10.6%	72
Fast food/drive-in last 6 mo: Steak `n Shake	27	5.2%	108
Fast food/drive-in last 6 mo: Subway	174	33.4%	100
Fast food/drive-in last 6 mo: Taco Bell	175	33.6%	106
Fast food/drive-in last 6 mo: Wendy`s	151	29.0%	101
Fast food/drive-in last 6 mo: Whataburger	25	4.8%	127
Fast food/drive-in last 6 mo: White Castle	14	2.7%	80

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Waleska city, GA (1379948)
Place

Went to fine dining restaurant last month	44	8.4%	73
Went to fine dining restaurant 3+ times last month	10	1.9%	59
Spent at fine dining rest in last 6 mo: <\$51	10	1.9%	96
Spent at fine dining rest in last 6 mo: \$51-\$100	13	2.5%	67
Spent at fine dining rest in last 6 mo: \$101-\$200	14	2.7%	74
Spent at fine dining rest in last 6 mo: \$201+	11	2.1%	50

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Restaurant Market Potential

Louisburg Town, NC
 Louisburg town, NC (3739360)
 Place

Demographic Summary		2013	2018
Population		3,447	3,580
Population 18+		2,807	2,920
Households		1,241	1,303
Median Household Income		\$28,924	\$34,084

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Went to family restaurant/steak house in last 6 mo	1,974	70.3%	93
Went to family restaurant/steak house 4+ times/mo	735	26.2%	88
Spent at family rest/steak hse last 6 mo: <\$31	226	8.1%	107
Spent at family rest/steak hse last 6 mo: \$31-50	268	9.5%	108
Spent at family rest/steak hse last 6 mo: \$51-100	423	15.1%	102
Spent at family rest/steak hse last 6 mo: \$101-200	324	11.5%	96
Spent at family rest/steak hse last 6 mo: \$201-300	126	4.5%	73
Spent at family rest/steak hse last 6 mo: \$301+	117	4.2%	56
Family restaurant/steak house last 6 mo: breakfast	340	12.1%	94
Family restaurant/steak house last 6 mo: lunch	557	19.8%	100
Family restaurant/steak house last 6 mo: dinner	1,158	41.3%	86
Family restaurant/steak house last 6 mo: snack	31	1.1%	63
Family restaurant/steak house last 6 mo: weekday	796	28.4%	87
Family restaurant/steak house last 6 mo: weekend	1,115	39.7%	92
Fam rest/steak hse/6 mo: Applebee`s	674	24.0%	95
Fam rest/steak hse/6 mo: Buffalo Wild Wings	131	4.7%	71
Fam rest/steak hse/6 mo: California Pizza Kitchen	42	1.5%	43
Fam rest/steak hse/6 mo: Carrabba`s Italian Grill	58	2.1%	64
Fam rest/steak hse/6 mo: The Cheesecake Factory	84	3.0%	43
Fam rest/steak hse/6 mo: Chili`s Grill & Bar	237	8.4%	73
Fam rest/steak hse/6 mo: CiCi`s Pizza	155	5.5%	107
Fam rest/steak hse/6 mo: Cracker Barrel	314	11.2%	118
Fam rest/steak hse/6 mo: Denny`s	212	7.6%	76
Fam rest/steak hse/6 mo: Golden Corral	245	8.7%	110
Fam rest/steak hse/6 mo: IHOP	193	6.9%	60
Fam rest/steak hse/6 mo: LongHorn Steakhouse	84	3.0%	81
Fam rest/steak hse/6 mo: Old Country Buffet	65	2.3%	96
Fam rest/steak hse/6 mo: Olive Garden	367	13.1%	76
Fam rest/steak hse/6 mo: Outback Steakhouse	203	7.2%	71
Fam rest/steak hse/6 mo: Red Lobster	341	12.1%	98
Fam rest/steak hse/6 mo: Red Robin	112	4.0%	65
Fam rest/steak hse/6 mo: Ruby Tuesday	156	5.6%	76
Fam rest/steak hse/6 mo: Texas Roadhouse	190	6.8%	94
Fam rest/steak hse/6 mo: T.G.I. Friday`s	110	3.9%	48
Fam rest/steak hse/6 mo: Waffle House	178	6.3%	116
Went to fast food/drive-in restaurant in last 6 mo	2,467	87.9%	98
Went to fast food/drive-in restaurant 9+ times/mo	1,009	35.9%	89
Spent at fast food/drive-in last 6 mo: <\$11	167	5.9%	126
Spent at fast food/drive-in last 6 mo: \$11-\$20	246	8.8%	109
Spent at fast food/drive-in last 6 mo: \$21-\$40	381	13.6%	116
Spent at fast food/drive-in last 6 mo: \$41-\$50	253	9.0%	115
Spent at fast food/drive-in last 6 mo: \$51-\$100	426	15.2%	90
Spent at fast food/drive-in last 6 mo: \$101-\$200	282	10.0%	85
Spent at fast food/drive-in last 6 mo: \$201+	287	10.2%	85

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 Place

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Fast food/drive-in last 6 mo: eat in	1,046	37.3%	103
Fast food/drive-in last 6 mo: home delivery	191	6.8%	88
Fast food/drive-in last 6 mo: take-out/drive-thru	1,281	45.6%	97
Fast food/drive-in last 6 mo: take-out/walk-in	472	16.8%	86
Fast food/drive-in last 6 mo: breakfast	878	31.3%	95
Fast food/drive-in last 6 mo: lunch	1,370	48.8%	97
Fast food/drive-in last 6 mo: dinner	1,198	42.7%	96
Fast food/drive-in last 6 mo: snack	254	9.0%	71
Fast food/drive-in last 6 mo: weekday	1,628	58.0%	98
Fast food/drive-in last 6 mo: weekend	1,127	40.1%	87
Fast food/drive-in last 6 mo: A & W	138	4.9%	138
Fast food/drive-in last 6 mo: Arby`s	620	22.1%	126
Fast food/drive-in last 6 mo: Baskin-Robbins	55	2.0%	53
Fast food/drive-in last 6 mo: Boston Market	72	2.6%	71
Fast food/drive-in last 6 mo: Burger King	898	32.0%	97
Fast food/drive-in last 6 mo: Carl`s Jr.	57	2.0%	34
Fast food/drive-in last 6 mo: Checkers	73	2.6%	84
Fast food/drive-in last 6 mo: Chick-fil-A	320	11.4%	76
Fast food/drive-in last 6 mo: Chipotle Mex. Grill	95	3.4%	41
Fast food/drive-in last 6 mo: Chuck E. Cheese`s	72	2.6%	69
Fast food/drive-in last 6 mo: Church`s Fr. Chicken	113	4.0%	103
Fast food/drive-in last 6 mo: Cold Stone Creamery	71	2.5%	68
Fast food/drive-in last 6 mo: Dairy Queen	634	22.6%	154
Fast food/drive-in last 6 mo: Domino`s Pizza	267	9.5%	78
Fast food/drive-in last 6 mo: Dunkin` Donuts	152	5.4%	48
Fast food/drive-in last 6 mo: Jack in the Box	98	3.5%	37
Fast food/drive-in last 6 mo: KFC	806	28.7%	117
Fast food/drive-in last 6 mo: Krispy Kreme	123	4.4%	110
Fast food/drive-in last 6 mo: Little Caesars	210	7.5%	71
Fast food/drive-in last 6 mo: Long John Silver`s	328	11.7%	212
Fast food/drive-in last 6 mo: McDonald`s	1,576	56.1%	99
Fast food/drive-in last 6 mo: Panera Bread	112	4.0%	39
Fast food/drive-in last 6 mo: Papa John`s	212	7.6%	82
Fast food/drive-in last 6 mo: Papa Murphy`s	65	2.3%	54
Fast food/drive-in last 6 mo: Pizza Hut	691	24.6%	123
Fast food/drive-in last 6 mo: Popeyes Chicken	140	5.0%	67
Fast food/drive-in last 6 mo: Quiznos	111	4.0%	77
Fast food/drive-in last 6 mo: Sonic Drive-In	432	15.4%	134
Fast food/drive-in last 6 mo: Starbucks	162	5.8%	40
Fast food/drive-in last 6 mo: Steak `n Shake	104	3.7%	78
Fast food/drive-in last 6 mo: Subway	824	29.4%	91
Fast food/drive-in last 6 mo: Taco Bell	847	30.2%	95
Fast food/drive-in last 6 mo: Wendy`s	757	27.0%	97
Fast food/drive-in last 6 mo: White Castle	70	2.5%	67

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 2013 and 2018.



Restaurant Market Potential

Mars Hill Town, NC
 Mars Hill town, NC (3741620)
 Place

Demographic Summary		2013	2018	
Population		1,864	1,853	
Population 18+		1,583	1,588	
Households		537	534	
Median Household Income		\$37,076	\$45,162	
Product/Consumer Behavior		Expected Number of Adults	Percent	MPI
Went to family restaurant/steak house in last 6 mo		1,134	71.6%	94
Went to family restaurant/steak house 4+ times/mo		415	26.2%	88
Spent at family rest/steak hse last 6 mo: <\$31		152	9.6%	127
Spent at family rest/steak hse last 6 mo: \$31-50		170	10.7%	121
Spent at family rest/steak hse last 6 mo: \$51-100		231	14.6%	99
Spent at family rest/steak hse last 6 mo: \$101-200		167	10.5%	87
Spent at family rest/steak hse last 6 mo: \$201-300		77	4.9%	79
Spent at family rest/steak hse last 6 mo: \$301+		75	4.7%	63
Family restaurant/steak house last 6 mo: breakfast		189	11.9%	93
Family restaurant/steak house last 6 mo: lunch		333	21.0%	106
Family restaurant/steak house last 6 mo: dinner		694	43.8%	91
Family restaurant/steak house last 6 mo: snack		23	1.5%	83
Family restaurant/steak house last 6 mo: weekday		517	32.7%	100
Family restaurant/steak house last 6 mo: weekend		618	39.0%	91
Fam rest/steak hse/6 mo: Applebee`s		405	25.6%	101
Fam rest/steak hse/6 mo: Buffalo Wild Wings		58	3.7%	56
Fam rest/steak hse/6 mo: California Pizza Kitchen		22	1.4%	40
Fam rest/steak hse/6 mo: Carrabba`s Italian Grill		35	2.2%	69
Fam rest/steak hse/6 mo: The Cheesecake Factory		74	4.7%	67
Fam rest/steak hse/6 mo: Chili`s Grill & Bar		127	8.0%	69
Fam rest/steak hse/6 mo: CiCi`s Pizza		75	4.7%	92
Fam rest/steak hse/6 mo: Cracker Barrel		179	11.3%	119
Fam rest/steak hse/6 mo: Denny`s		127	8.0%	81
Fam rest/steak hse/6 mo: Golden Corral		112	7.1%	90
Fam rest/steak hse/6 mo: IHOP		113	7.1%	62
Fam rest/steak hse/6 mo: LongHorn Steakhouse		50	3.2%	85
Fam rest/steak hse/6 mo: Old Country Buffet		24	1.5%	63
Fam rest/steak hse/6 mo: Olive Garden		218	13.8%	80
Fam rest/steak hse/6 mo: Outback Steakhouse		117	7.4%	73
Fam rest/steak hse/6 mo: Red Lobster		173	10.9%	88
Fam rest/steak hse/6 mo: Red Robin		74	4.7%	76
Fam rest/steak hse/6 mo: Ruby Tuesday		102	6.4%	88
Fam rest/steak hse/6 mo: Texas Roadhouse		90	5.7%	79
Fam rest/steak hse/6 mo: T.G.I. Friday`s		65	4.1%	50
Fam rest/steak hse/6 mo: Waffle House		82	5.2%	94
Went to fast food/drive-in restaurant in last 6 mo		1,399	88.4%	98
Went to fast food/drive-in restaurant 9+ times/mo		517	32.7%	81
Spent at fast food/drive-in last 6 mo: <\$11		90	5.7%	121
Spent at fast food/drive-in last 6 mo: \$11-\$20		152	9.6%	119
Spent at fast food/drive-in last 6 mo: \$21-\$40		218	13.8%	118
Spent at fast food/drive-in last 6 mo: \$41-\$50		131	8.3%	106
Spent at fast food/drive-in last 6 mo: \$51-\$100		259	16.4%	97
Spent at fast food/drive-in last 6 mo: \$101-\$200		162	10.2%	87
Spent at fast food/drive-in last 6 mo: \$201+		149	9.4%	79

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 2013 and 2018.



Restaurant Market Potential

Mars Hill Town, NC
 Mars Hill town, NC (3741620)
 Place

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Fast food/drive-in last 6 mo: eat in	599	37.8%	104
Fast food/drive-in last 6 mo: home delivery	81	5.1%	66
Fast food/drive-in last 6 mo: take-out/drive-thru	713	45.0%	96
Fast food/drive-in last 6 mo: take-out/walk-in	236	14.9%	76
Fast food/drive-in last 6 mo: breakfast	497	31.4%	95
Fast food/drive-in last 6 mo: lunch	793	50.1%	99
Fast food/drive-in last 6 mo: dinner	638	40.3%	91
Fast food/drive-in last 6 mo: snack	171	10.8%	85
Fast food/drive-in last 6 mo: weekday	925	58.4%	98
Fast food/drive-in last 6 mo: weekend	625	39.5%	85
Fast food/drive-in last 6 mo: A & W	67	4.2%	119
Fast food/drive-in last 6 mo: Arby`s	326	20.6%	117
Fast food/drive-in last 6 mo: Baskin-Robbins	32	2.0%	55
Fast food/drive-in last 6 mo: Boston Market	32	2.0%	56
Fast food/drive-in last 6 mo: Burger King	496	31.3%	95
Fast food/drive-in last 6 mo: Carl`s Jr.	37	2.3%	39
Fast food/drive-in last 6 mo: Checkers	40	2.5%	81
Fast food/drive-in last 6 mo: Chick-fil-A	206	13.0%	86
Fast food/drive-in last 6 mo: Chipotle Mex. Grill	51	3.2%	39
Fast food/drive-in last 6 mo: Chuck E. Cheese`s	36	2.3%	61
Fast food/drive-in last 6 mo: Church`s Fr. Chicken	56	3.5%	91
Fast food/drive-in last 6 mo: Cold Stone Creamery	34	2.1%	58
Fast food/drive-in last 6 mo: Dairy Queen	343	21.7%	147
Fast food/drive-in last 6 mo: Domino`s Pizza	120	7.6%	62
Fast food/drive-in last 6 mo: Dunkin` Donuts	84	5.3%	47
Fast food/drive-in last 6 mo: Jack in the Box	84	5.3%	57
Fast food/drive-in last 6 mo: KFC	387	24.4%	100
Fast food/drive-in last 6 mo: Krispy Kreme	64	4.0%	101
Fast food/drive-in last 6 mo: Little Caesars	117	7.4%	70
Fast food/drive-in last 6 mo: Long John Silver`s	134	8.5%	154
Fast food/drive-in last 6 mo: McDonald`s	856	54.1%	95
Fast food/drive-in last 6 mo: Panera Bread	78	4.9%	48
Fast food/drive-in last 6 mo: Papa John`s	84	5.3%	58
Fast food/drive-in last 6 mo: Papa Murphy`s	57	3.6%	83
Fast food/drive-in last 6 mo: Pizza Hut	351	22.2%	111
Fast food/drive-in last 6 mo: Popeyes Chicken	64	4.0%	54
Fast food/drive-in last 6 mo: Quiznos	61	3.9%	75
Fast food/drive-in last 6 mo: Sonic Drive-In	189	11.9%	104
Fast food/drive-in last 6 mo: Starbucks	127	8.0%	56
Fast food/drive-in last 6 mo: Steak `n Shake	44	2.8%	58
Fast food/drive-in last 6 mo: Subway	516	32.6%	101
Fast food/drive-in last 6 mo: Taco Bell	440	27.8%	87
Fast food/drive-in last 6 mo: Wendy`s	415	26.2%	94
Fast food/drive-in last 6 mo: White Castle	30	1.9%	51

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 2013 and 2018.



Restaurant Market Potential

Oxford City, GA
 Oxford city, GA (1358744)
 Place

Demographic Summary		2013	2018	
Population		2,139	2,175	
Population 18+		1,728	1,766	
Households		579	590	
Median Household Income		\$35,000	\$40,381	
Product/Consumer Behavior		Expected Number of Adults	Percent	MPI
Went to family restaurant/steak house in last 6 mo		1,346	77.9%	103
Went to family restaurant/steak house 4+ times/mo		525	30.4%	102
Spent at family rest/steak hse last 6 mo: <\$31		175	10.1%	134
Spent at family rest/steak hse last 6 mo: \$31-50		173	10.0%	113
Spent at family rest/steak hse last 6 mo: \$51-100		279	16.1%	109
Spent at family rest/steak hse last 6 mo: \$101-200		205	11.9%	98
Spent at family rest/steak hse last 6 mo: \$201-300		102	5.9%	96
Spent at family rest/steak hse last 6 mo: \$301+		116	6.7%	90
Family restaurant/steak house last 6 mo: breakfast		211	12.2%	95
Family restaurant/steak house last 6 mo: lunch		350	20.3%	102
Family restaurant/steak house last 6 mo: dinner		879	50.9%	106
Family restaurant/steak house last 6 mo: snack		31	1.8%	102
Family restaurant/steak house last 6 mo: weekday		594	34.4%	105
Family restaurant/steak house last 6 mo: weekend		804	46.5%	108
Fam rest/steak hse/6 mo: Applebee`s		615	35.6%	141
Fam rest/steak hse/6 mo: Buffalo Wild Wings		135	7.8%	119
Fam rest/steak hse/6 mo: California Pizza Kitchen		17	1.0%	28
Fam rest/steak hse/6 mo: Carrabba`s Italian Grill		45	2.6%	81
Fam rest/steak hse/6 mo: The Cheesecake Factory		91	5.3%	76
Fam rest/steak hse/6 mo: Chili`s Grill & Bar		146	8.4%	73
Fam rest/steak hse/6 mo: CiCi`s Pizza		113	6.5%	127
Fam rest/steak hse/6 mo: Cracker Barrel		209	12.1%	127
Fam rest/steak hse/6 mo: Denny`s		154	8.9%	90
Fam rest/steak hse/6 mo: Golden Corral		156	9.0%	114
Fam rest/steak hse/6 mo: IHOP		173	10.0%	87
Fam rest/steak hse/6 mo: LongHorn Steakhouse		76	4.4%	119
Fam rest/steak hse/6 mo: Old Country Buffet		60	3.5%	144
Fam rest/steak hse/6 mo: Olive Garden		317	18.3%	106
Fam rest/steak hse/6 mo: Outback Steakhouse		177	10.2%	101
Fam rest/steak hse/6 mo: Red Lobster		256	14.8%	119
Fam rest/steak hse/6 mo: Red Robin		84	4.9%	79
Fam rest/steak hse/6 mo: Ruby Tuesday		137	7.9%	108
Fam rest/steak hse/6 mo: Texas Roadhouse		212	12.3%	170
Fam rest/steak hse/6 mo: T.G.I. Friday`s		124	7.2%	88
Fam rest/steak hse/6 mo: Waffle House		105	6.1%	111
Went to fast food/drive-in restaurant in last 6 mo		1,610	93.2%	104
Went to fast food/drive-in restaurant 9+ times/mo		747	43.2%	107
Spent at fast food/drive-in last 6 mo: <\$11		100	5.8%	123
Spent at fast food/drive-in last 6 mo: \$11-\$20		157	9.1%	113
Spent at fast food/drive-in last 6 mo: \$21-\$40		216	12.5%	107
Spent at fast food/drive-in last 6 mo: \$41-\$50		130	7.5%	96
Spent at fast food/drive-in last 6 mo: \$51-\$100		283	16.4%	97
Spent at fast food/drive-in last 6 mo: \$101-\$200		219	12.7%	107
Spent at fast food/drive-in last 6 mo: \$201+		217	12.6%	105

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 2013 and 2018.



Restaurant Market Potential

Oxford City, GA
 Oxford city, GA (1358744)
 Place

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Fast food/drive-in last 6 mo: eat in	664	38.4%	106
Fast food/drive-in last 6 mo: home delivery	148	8.6%	110
Fast food/drive-in last 6 mo: take-out/drive-thru	930	53.8%	114
Fast food/drive-in last 6 mo: take-out/walk-in	306	17.7%	91
Fast food/drive-in last 6 mo: breakfast	582	33.7%	102
Fast food/drive-in last 6 mo: lunch	979	56.7%	112
Fast food/drive-in last 6 mo: dinner	801	46.4%	105
Fast food/drive-in last 6 mo: snack	167	9.7%	76
Fast food/drive-in last 6 mo: weekday	1,094	63.3%	107
Fast food/drive-in last 6 mo: weekend	843	48.8%	105
Fast food/drive-in last 6 mo: A & W	67	3.9%	109
Fast food/drive-in last 6 mo: Arby`s	490	28.4%	162
Fast food/drive-in last 6 mo: Baskin-Robbins	41	2.4%	64
Fast food/drive-in last 6 mo: Boston Market	38	2.2%	61
Fast food/drive-in last 6 mo: Burger King	727	42.1%	128
Fast food/drive-in last 6 mo: Carl`s Jr.	46	2.7%	44
Fast food/drive-in last 6 mo: Checkers	62	3.6%	115
Fast food/drive-in last 6 mo: Chick-fil-A	254	14.7%	98
Fast food/drive-in last 6 mo: Chipotle Mex. Grill	93	5.4%	65
Fast food/drive-in last 6 mo: Chuck E. Cheese`s	93	5.4%	144
Fast food/drive-in last 6 mo: Church`s Fr. Chicken	63	3.6%	94
Fast food/drive-in last 6 mo: Cold Stone Creamery	36	2.1%	56
Fast food/drive-in last 6 mo: Dairy Queen	374	21.6%	147
Fast food/drive-in last 6 mo: Domino`s Pizza	268	15.5%	127
Fast food/drive-in last 6 mo: Dunkin` Donuts	154	8.9%	79
Fast food/drive-in last 6 mo: Jack in the Box	81	4.7%	50
Fast food/drive-in last 6 mo: KFC	544	31.5%	129
Fast food/drive-in last 6 mo: Krispy Kreme	72	4.2%	104
Fast food/drive-in last 6 mo: Little Caesars	223	12.9%	123
Fast food/drive-in last 6 mo: Long John Silver`s	213	12.3%	224
Fast food/drive-in last 6 mo: McDonald`s	1,111	64.3%	113
Fast food/drive-in last 6 mo: Panera Bread	132	7.6%	74
Fast food/drive-in last 6 mo: Papa John`s	180	10.4%	113
Fast food/drive-in last 6 mo: Papa Murphy`s	72	4.2%	97
Fast food/drive-in last 6 mo: Pizza Hut	481	27.8%	139
Fast food/drive-in last 6 mo: Popeyes Chicken	118	6.8%	92
Fast food/drive-in last 6 mo: Quiznos	74	4.3%	83
Fast food/drive-in last 6 mo: Sonic Drive-In	243	14.1%	122
Fast food/drive-in last 6 mo: Starbucks	180	10.4%	73
Fast food/drive-in last 6 mo: Steak `n Shake	157	9.1%	191
Fast food/drive-in last 6 mo: Subway	615	35.6%	110
Fast food/drive-in last 6 mo: Taco Bell	694	40.2%	126
Fast food/drive-in last 6 mo: Wendy`s	591	34.2%	122
Fast food/drive-in last 6 mo: White Castle	105	6.1%	163

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 2013 and 2018.



Restaurant Market Potential

Oxford
 Oxford, Georgia, United States
 Drive Time: 5 minute radius

Latitude: 33.619
 Longitude: -83.86741

Demographic Summary		2013	2018
Population		6,240	6,333
Population 18+		4,908	5,023
Households		2,153	2,184
Median Household Income		\$33,491	\$37,726

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Went to family restaurant/steak house in last 6 mo	3,763	76.7%	101
Went to family restaurant/steak house 4+ times/mo	1,437	29.3%	99
Spent at family rest/steak hse last 6 mo: <\$31	483	9.8%	130
Spent at family rest/steak hse last 6 mo: \$31-50	469	9.6%	108
Spent at family rest/steak hse last 6 mo: \$51-100	817	16.6%	113
Spent at family rest/steak hse last 6 mo: \$101-200	563	11.5%	95
Spent at family rest/steak hse last 6 mo: \$201-300	285	5.8%	94
Spent at family rest/steak hse last 6 mo: \$301+	319	6.5%	87
Family restaurant/steak house last 6 mo: breakfast	630	12.8%	100
Family restaurant/steak house last 6 mo: lunch	981	20.0%	100
Family restaurant/steak house last 6 mo: dinner	2,461	50.1%	104
Family restaurant/steak house last 6 mo: snack	82	1.7%	95
Family restaurant/steak house last 6 mo: weekday	1,617	32.9%	101
Family restaurant/steak house last 6 mo: weekend	2,239	45.6%	106
Fam rest/steak hse/6 mo: Applebee`s	1,551	31.6%	125
Fam rest/steak hse/6 mo: Buffalo Wild Wings	350	7.1%	109
Fam rest/steak hse/6 mo: California Pizza Kitchen	59	1.2%	34
Fam rest/steak hse/6 mo: Carrabba`s Italian Grill	139	2.8%	88
Fam rest/steak hse/6 mo: The Cheesecake Factory	241	4.9%	70
Fam rest/steak hse/6 mo: Chili`s Grill & Bar	440	9.0%	78
Fam rest/steak hse/6 mo: CiCi`s Pizza	297	6.1%	117
Fam rest/steak hse/6 mo: Cracker Barrel	516	10.5%	111
Fam rest/steak hse/6 mo: Denny`s	459	9.4%	94
Fam rest/steak hse/6 mo: Golden Corral	419	8.5%	108
Fam rest/steak hse/6 mo: IHOP	460	9.4%	81
Fam rest/steak hse/6 mo: LongHorn Steakhouse	197	4.0%	108
Fam rest/steak hse/6 mo: Old Country Buffet	157	3.2%	133
Fam rest/steak hse/6 mo: Olive Garden	841	17.1%	99
Fam rest/steak hse/6 mo: Outback Steakhouse	461	9.4%	93
Fam rest/steak hse/6 mo: Red Lobster	649	13.2%	106
Fam rest/steak hse/6 mo: Red Robin	239	4.9%	79
Fam rest/steak hse/6 mo: Ruby Tuesday	382	7.8%	106
Fam rest/steak hse/6 mo: Texas Roadhouse	481	9.8%	136
Fam rest/steak hse/6 mo: T.G.I. Friday`s	313	6.4%	78
Fam rest/steak hse/6 mo: Waffle House	292	5.9%	108
Went to fast food/drive-in restaurant in last 6 mo	4,510	91.9%	102
Went to fast food/drive-in restaurant 9+ times/mo	1,999	40.7%	100
Spent at fast food/drive-in last 6 mo: <\$11	302	6.2%	131
Spent at fast food/drive-in last 6 mo: \$11-\$20	430	8.8%	109
Spent at fast food/drive-in last 6 mo: \$21-\$40	624	12.7%	109
Spent at fast food/drive-in last 6 mo: \$41-\$50	369	7.5%	96
Spent at fast food/drive-in last 6 mo: \$51-\$100	817	16.6%	99
Spent at fast food/drive-in last 6 mo: \$101-\$200	591	12.0%	102
Spent at fast food/drive-in last 6 mo: \$201+	570	11.6%	97

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 2013 and 2018.



Restaurant Market Potential

Oxford
 Oxford, Georgia, United States
 Drive Time: 5 minute radius

Latitude: 33.619
 Longitude: -83.86741

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Fast food/drive-in last 6 mo: eat in	1,841	37.5%	103
Fast food/drive-in last 6 mo: home delivery	439	8.9%	115
Fast food/drive-in last 6 mo: take-out/drive-thru	2,534	51.6%	110
Fast food/drive-in last 6 mo: take-out/walk-in	881	18.0%	92
Fast food/drive-in last 6 mo: breakfast	1,610	32.8%	100
Fast food/drive-in last 6 mo: lunch	2,633	53.6%	106
Fast food/drive-in last 6 mo: dinner	2,295	46.8%	106
Fast food/drive-in last 6 mo: snack	521	10.6%	83
Fast food/drive-in last 6 mo: weekday	3,013	61.4%	103
Fast food/drive-in last 6 mo: weekend	2,306	47.0%	102
Fast food/drive-in last 6 mo: A & W	250	5.1%	143
Fast food/drive-in last 6 mo: Arby`s	1,211	24.7%	141
Fast food/drive-in last 6 mo: Baskin-Robbins	114	2.3%	63
Fast food/drive-in last 6 mo: Boston Market	116	2.4%	66
Fast food/drive-in last 6 mo: Burger King	1,933	39.4%	120
Fast food/drive-in last 6 mo: Carl`s Jr.	138	2.8%	47
Fast food/drive-in last 6 mo: Checkers	161	3.3%	106
Fast food/drive-in last 6 mo: Chick-fil-A	691	14.1%	93
Fast food/drive-in last 6 mo: Chipotle Mex. Grill	260	5.3%	64
Fast food/drive-in last 6 mo: Chuck E. Cheese`s	214	4.4%	117
Fast food/drive-in last 6 mo: Church`s Fr. Chicken	181	3.7%	95
Fast food/drive-in last 6 mo: Cold Stone Creamery	149	3.0%	81
Fast food/drive-in last 6 mo: Dairy Queen	971	19.8%	135
Fast food/drive-in last 6 mo: Domino`s Pizza	716	14.6%	119
Fast food/drive-in last 6 mo: Dunkin` Donuts	424	8.6%	76
Fast food/drive-in last 6 mo: Jack in the Box	250	5.1%	54
Fast food/drive-in last 6 mo: KFC	1,447	29.5%	121
Fast food/drive-in last 6 mo: Krispy Kreme	197	4.0%	101
Fast food/drive-in last 6 mo: Little Caesars	600	12.2%	117
Fast food/drive-in last 6 mo: Long John Silver`s	521	10.6%	193
Fast food/drive-in last 6 mo: McDonald`s	3,022	61.6%	109
Fast food/drive-in last 6 mo: Panera Bread	342	7.0%	68
Fast food/drive-in last 6 mo: Papa John`s	499	10.2%	111
Fast food/drive-in last 6 mo: Papa Murphy`s	210	4.3%	99
Fast food/drive-in last 6 mo: Pizza Hut	1,216	24.8%	124
Fast food/drive-in last 6 mo: Popeyes Chicken	326	6.6%	89
Fast food/drive-in last 6 mo: Quiznos	220	4.5%	87
Fast food/drive-in last 6 mo: Sonic Drive-In	664	13.5%	118
Fast food/drive-in last 6 mo: Starbucks	463	9.4%	66
Fast food/drive-in last 6 mo: Steak `n Shake	361	7.4%	154
Fast food/drive-in last 6 mo: Subway	1,632	33.3%	103
Fast food/drive-in last 6 mo: Taco Bell	1,819	37.1%	116
Fast food/drive-in last 6 mo: Wendy`s	1,570	32.0%	115
Fast food/drive-in last 6 mo: White Castle	247	5.0%	135

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 2013 and 2018.



Restaurant Market Potential

Oxford
 Oxford, Georgia, United States
 Drive Time: 10 minute radius

Latitude: 33.619
 Longitude: -83.86741

Demographic Summary		2013	2018	
Population		35,697	37,069	
Population 18+		26,438	27,711	
Households		12,437	12,856	
Median Household Income		\$42,383	\$51,185	
Product/Consumer Behavior		Expected Number of Adults	Percent	MPI
Went to family restaurant/steak house in last 6 mo		20,505	77.6%	102
Went to family restaurant/steak house 4+ times/mo		8,019	30.3%	102
Spent at family rest/steak hse last 6 mo: <\$31		2,336	8.8%	117
Spent at family rest/steak hse last 6 mo: \$31-50		2,566	9.7%	110
Spent at family rest/steak hse last 6 mo: \$51-100		4,170	15.8%	107
Spent at family rest/steak hse last 6 mo: \$101-200		3,202	12.1%	100
Spent at family rest/steak hse last 6 mo: \$201-300		1,597	6.0%	98
Spent at family rest/steak hse last 6 mo: \$301+		1,826	6.9%	92
Family restaurant/steak house last 6 mo: breakfast		3,470	13.1%	102
Family restaurant/steak house last 6 mo: lunch		5,200	19.7%	99
Family restaurant/steak house last 6 mo: dinner		13,497	51.1%	106
Family restaurant/steak house last 6 mo: snack		487	1.8%	105
Family restaurant/steak house last 6 mo: weekday		8,645	32.7%	100
Family restaurant/steak house last 6 mo: weekend		12,087	45.7%	106
Fam rest/steak hse/6 mo: Applebee`s		7,594	28.7%	114
Fam rest/steak hse/6 mo: Buffalo Wild Wings		1,950	7.4%	113
Fam rest/steak hse/6 mo: California Pizza Kitchen		397	1.5%	43
Fam rest/steak hse/6 mo: Carrabba`s Italian Grill		733	2.8%	86
Fam rest/steak hse/6 mo: The Cheesecake Factory		1,321	5.0%	72
Fam rest/steak hse/6 mo: Chili`s Grill & Bar		2,972	11.2%	97
Fam rest/steak hse/6 mo: CiCi`s Pizza		1,631	6.2%	119
Fam rest/steak hse/6 mo: Cracker Barrel		2,790	10.6%	111
Fam rest/steak hse/6 mo: Denny`s		2,558	9.7%	97
Fam rest/steak hse/6 mo: Golden Corral		2,682	10.1%	128
Fam rest/steak hse/6 mo: IHOP		2,977	11.3%	98
Fam rest/steak hse/6 mo: LongHorn Steakhouse		1,036	3.9%	106
Fam rest/steak hse/6 mo: Old Country Buffet		730	2.8%	115
Fam rest/steak hse/6 mo: Olive Garden		4,810	18.2%	105
Fam rest/steak hse/6 mo: Outback Steakhouse		2,547	9.6%	95
Fam rest/steak hse/6 mo: Red Lobster		3,503	13.2%	107
Fam rest/steak hse/6 mo: Red Robin		1,435	5.4%	89
Fam rest/steak hse/6 mo: Ruby Tuesday		2,060	7.8%	106
Fam rest/steak hse/6 mo: Texas Roadhouse		2,378	9.0%	125
Fam rest/steak hse/6 mo: T.G.I. Friday`s		1,838	7.0%	85
Fam rest/steak hse/6 mo: Waffle House		1,647	6.2%	114
Went to fast food/drive-in restaurant in last 6 mo		24,368	92.2%	103
Went to fast food/drive-in restaurant 9+ times/mo		11,491	43.5%	107
Spent at fast food/drive-in last 6 mo: <\$11		1,326	5.0%	106
Spent at fast food/drive-in last 6 mo: \$11-\$20		2,227	8.4%	105
Spent at fast food/drive-in last 6 mo: \$21-\$40		3,211	12.1%	104
Spent at fast food/drive-in last 6 mo: \$41-\$50		2,104	8.0%	102
Spent at fast food/drive-in last 6 mo: \$51-\$100		4,639	17.5%	104
Spent at fast food/drive-in last 6 mo: \$101-\$200		3,235	12.2%	103
Spent at fast food/drive-in last 6 mo: \$201+		3,333	12.6%	105

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 2013 and 2018.



Restaurant Market Potential

Oxford
 Oxford, Georgia, United States
 Drive Time: 10 minute radius

Latitude: 33.619
 Longitude: -83.86741

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Fast food/drive-in last 6 mo: eat in	9,919	37.5%	104
Fast food/drive-in last 6 mo: home delivery	2,264	8.6%	110
Fast food/drive-in last 6 mo: take-out/drive-thru	13,842	52.4%	111
Fast food/drive-in last 6 mo: take-out/walk-in	5,104	19.3%	99
Fast food/drive-in last 6 mo: breakfast	9,167	34.7%	105
Fast food/drive-in last 6 mo: lunch	14,219	53.8%	107
Fast food/drive-in last 6 mo: dinner	12,723	48.1%	109
Fast food/drive-in last 6 mo: snack	3,173	12.0%	94
Fast food/drive-in last 6 mo: weekday	16,559	62.6%	106
Fast food/drive-in last 6 mo: weekend	12,926	48.9%	106
Fast food/drive-in last 6 mo: A & W	1,217	4.6%	130
Fast food/drive-in last 6 mo: Arby`s	6,202	23.5%	134
Fast food/drive-in last 6 mo: Baskin-Robbins	701	2.7%	72
Fast food/drive-in last 6 mo: Boston Market	715	2.7%	75
Fast food/drive-in last 6 mo: Burger King	10,113	38.3%	116
Fast food/drive-in last 6 mo: Carl`s Jr.	1,037	3.9%	65
Fast food/drive-in last 6 mo: Checkers	835	3.2%	102
Fast food/drive-in last 6 mo: Chick-fil-A	4,398	16.6%	110
Fast food/drive-in last 6 mo: Chipotle Mex. Grill	1,693	6.4%	77
Fast food/drive-in last 6 mo: Chuck E. Cheese`s	1,077	4.1%	109
Fast food/drive-in last 6 mo: Church`s Fr. Chicken	1,202	4.5%	117
Fast food/drive-in last 6 mo: Cold Stone Creamery	898	3.4%	91
Fast food/drive-in last 6 mo: Dairy Queen	4,825	18.3%	124
Fast food/drive-in last 6 mo: Domino`s Pizza	3,694	14.0%	114
Fast food/drive-in last 6 mo: Dunkin` Donuts	2,210	8.4%	74
Fast food/drive-in last 6 mo: Jack in the Box	1,949	7.4%	79
Fast food/drive-in last 6 mo: KFC	7,395	28.0%	114
Fast food/drive-in last 6 mo: Krispy Kreme	1,100	4.2%	104
Fast food/drive-in last 6 mo: Little Caesars	3,433	13.0%	124
Fast food/drive-in last 6 mo: Long John Silver`s	2,168	8.2%	149
Fast food/drive-in last 6 mo: McDonald`s	16,492	62.4%	110
Fast food/drive-in last 6 mo: Panera Bread	2,079	7.9%	76
Fast food/drive-in last 6 mo: Papa John`s	2,788	10.5%	115
Fast food/drive-in last 6 mo: Papa Murphy`s	1,312	5.0%	115
Fast food/drive-in last 6 mo: Pizza Hut	6,203	23.5%	117
Fast food/drive-in last 6 mo: Popeyes Chicken	2,044	7.7%	104
Fast food/drive-in last 6 mo: Quiznos	1,247	4.7%	91
Fast food/drive-in last 6 mo: Sonic Drive-In	3,615	13.7%	119
Fast food/drive-in last 6 mo: Starbucks	2,881	10.9%	76
Fast food/drive-in last 6 mo: Steak `n Shake	1,686	6.4%	134
Fast food/drive-in last 6 mo: Subway	9,106	34.4%	107
Fast food/drive-in last 6 mo: Taco Bell	9,941	37.6%	118
Fast food/drive-in last 6 mo: Wendy`s	8,626	32.6%	117
Fast food/drive-in last 6 mo: White Castle	1,277	4.8%	130

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.

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Restaurant Market Potential

Oxford
 Oxford, Georgia, United States
 Drive Time: 15 minute radius

Latitude: 33.619
 Longitude: -83.86741

Demographic Summary		2013	2018	
Population		99,339	103,319	
Population 18+		72,440	76,287	
Households		34,870	36,167	
Median Household Income		\$49,012	\$56,339	
Product/Consumer Behavior		Expected Number of Adults	Percent	MPI
Went to family restaurant/steak house in last 6 mo		57,243	79.0%	104
Went to family restaurant/steak house 4+ times/mo		22,836	31.5%	106
Spent at family rest/steak hse last 6 mo: <\$31		5,778	8.0%	106
Spent at family rest/steak hse last 6 mo: \$31-50		6,855	9.5%	107
Spent at family rest/steak hse last 6 mo: \$51-100		11,279	15.6%	106
Spent at family rest/steak hse last 6 mo: \$101-200		9,398	13.0%	108
Spent at family rest/steak hse last 6 mo: \$201-300		4,707	6.5%	105
Spent at family rest/steak hse last 6 mo: \$301+		5,590	7.7%	103
Family restaurant/steak house last 6 mo: breakfast		10,166	14.0%	109
Family restaurant/steak house last 6 mo: lunch		14,829	20.5%	103
Family restaurant/steak house last 6 mo: dinner		37,703	52.0%	108
Family restaurant/steak house last 6 mo: snack		1,368	1.9%	107
Family restaurant/steak house last 6 mo: weekday		24,413	33.7%	103
Family restaurant/steak house last 6 mo: weekend		33,896	46.8%	109
Fam rest/steak hse/6 mo: Applebee`s		20,141	27.8%	110
Fam rest/steak hse/6 mo: Buffalo Wild Wings		5,636	7.8%	119
Fam rest/steak hse/6 mo: California Pizza Kitchen		1,529	2.1%	60
Fam rest/steak hse/6 mo: Carrabba`s Italian Grill		2,342	3.2%	101
Fam rest/steak hse/6 mo: The Cheesecake Factory		4,209	5.8%	83
Fam rest/steak hse/6 mo: Chili`s Grill & Bar		9,510	13.1%	114
Fam rest/steak hse/6 mo: CiCi`s Pizza		4,794	6.6%	128
Fam rest/steak hse/6 mo: Cracker Barrel		7,769	10.7%	113
Fam rest/steak hse/6 mo: Denny`s		7,729	10.7%	107
Fam rest/steak hse/6 mo: Golden Corral		7,637	10.5%	133
Fam rest/steak hse/6 mo: IHOP		9,111	12.6%	109
Fam rest/steak hse/6 mo: LongHorn Steakhouse		2,781	3.8%	104
Fam rest/steak hse/6 mo: Old Country Buffet		1,747	2.4%	100
Fam rest/steak hse/6 mo: Olive Garden		13,655	18.9%	109
Fam rest/steak hse/6 mo: Outback Steakhouse		7,294	10.1%	99
Fam rest/steak hse/6 mo: Red Lobster		9,447	13.0%	105
Fam rest/steak hse/6 mo: Red Robin		4,681	6.5%	105
Fam rest/steak hse/6 mo: Ruby Tuesday		5,369	7.4%	101
Fam rest/steak hse/6 mo: Texas Roadhouse		6,384	8.8%	122
Fam rest/steak hse/6 mo: T.G.I. Friday`s		5,512	7.6%	93
Fam rest/steak hse/6 mo: Waffle House		4,598	6.3%	116
Went to fast food/drive-in restaurant in last 6 mo		66,849	92.3%	103
Went to fast food/drive-in restaurant 9+ times/mo		32,279	44.6%	110
Spent at fast food/drive-in last 6 mo: <\$11		3,291	4.5%	96
Spent at fast food/drive-in last 6 mo: \$11-\$20		5,672	7.8%	97
Spent at fast food/drive-in last 6 mo: \$21-\$40		8,681	12.0%	103
Spent at fast food/drive-in last 6 mo: \$41-\$50		5,859	8.1%	103
Spent at fast food/drive-in last 6 mo: \$51-\$100		12,904	17.8%	106
Spent at fast food/drive-in last 6 mo: \$101-\$200		9,168	12.7%	107
Spent at fast food/drive-in last 6 mo: \$201+		9,690	13.4%	112

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 2013 and 2018.



Restaurant Market Potential

Oxford
 Oxford, Georgia, United States
 Drive Time: 15 minute radius

Latitude: 33.619
 Longitude: -83.86741

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Fast food/drive-in last 6 mo: eat in	27,644	38.2%	105
Fast food/drive-in last 6 mo: home delivery	6,072	8.4%	108
Fast food/drive-in last 6 mo: take-out/drive-thru	38,430	53.1%	113
Fast food/drive-in last 6 mo: take-out/walk-in	14,490	20.0%	103
Fast food/drive-in last 6 mo: breakfast	25,576	35.3%	107
Fast food/drive-in last 6 mo: lunch	38,862	53.6%	106
Fast food/drive-in last 6 mo: dinner	35,459	48.9%	111
Fast food/drive-in last 6 mo: snack	9,346	12.9%	101
Fast food/drive-in last 6 mo: weekday	45,731	63.1%	106
Fast food/drive-in last 6 mo: weekend	36,100	49.8%	108
Fast food/drive-in last 6 mo: A & W	3,085	4.3%	120
Fast food/drive-in last 6 mo: Arby`s	16,059	22.2%	126
Fast food/drive-in last 6 mo: Baskin-Robbins	2,433	3.4%	91
Fast food/drive-in last 6 mo: Boston Market	2,114	2.9%	81
Fast food/drive-in last 6 mo: Burger King	26,650	36.8%	112
Fast food/drive-in last 6 mo: Carl`s Jr.	3,818	5.3%	88
Fast food/drive-in last 6 mo: Checkers	2,297	3.2%	102
Fast food/drive-in last 6 mo: Chick-fil-A	13,420	18.5%	123
Fast food/drive-in last 6 mo: Chipotle Mex. Grill	5,675	7.8%	94
Fast food/drive-in last 6 mo: Chuck E. Cheese`s	2,722	3.8%	101
Fast food/drive-in last 6 mo: Church`s Fr. Chicken	3,443	4.8%	122
Fast food/drive-in last 6 mo: Cold Stone Creamery	2,847	3.9%	105
Fast food/drive-in last 6 mo: Dairy Queen	12,256	16.9%	115
Fast food/drive-in last 6 mo: Domino`s Pizza	10,096	13.9%	114
Fast food/drive-in last 6 mo: Dunkin` Donuts	6,265	8.6%	76
Fast food/drive-in last 6 mo: Jack in the Box	7,335	10.1%	108
Fast food/drive-in last 6 mo: KFC	19,460	26.9%	110
Fast food/drive-in last 6 mo: Krispy Kreme	3,183	4.4%	110
Fast food/drive-in last 6 mo: Little Caesars	9,715	13.4%	128
Fast food/drive-in last 6 mo: Long John Silver`s	5,140	7.1%	129
Fast food/drive-in last 6 mo: McDonald`s	44,604	61.6%	109
Fast food/drive-in last 6 mo: Panera Bread	6,733	9.3%	90
Fast food/drive-in last 6 mo: Papa John`s	7,813	10.8%	117
Fast food/drive-in last 6 mo: Papa Murphy`s	3,915	5.4%	125
Fast food/drive-in last 6 mo: Pizza Hut	16,693	23.0%	115
Fast food/drive-in last 6 mo: Popeyes Chicken	5,858	8.1%	108
Fast food/drive-in last 6 mo: Quiznos	3,751	5.2%	100
Fast food/drive-in last 6 mo: Sonic Drive-In	10,502	14.5%	126
Fast food/drive-in last 6 mo: Starbucks	9,407	13.0%	91
Fast food/drive-in last 6 mo: Steak `n Shake	4,409	6.1%	128
Fast food/drive-in last 6 mo: Subway	25,110	34.7%	108
Fast food/drive-in last 6 mo: Taco Bell	27,250	37.6%	118
Fast food/drive-in last 6 mo: Wendy`s	23,265	32.1%	115
Fast food/drive-in last 6 mo: White Castle	3,065	4.2%	114

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.

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