



# Restaurant Market Potential

718 Highway St, Madison, North Carolina, 27025  
 Ring: 1 mile radius

Prepared by Esri  
 Latitude: 36.39583  
 Longitude: -79.96935

Demographic Summary		2018	2023
Population		2,367	2,369
Population 18+		1,964	1,966
Households		1,092	1,093
Median Household Income		\$37,790	\$42,992

  

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Went to family restaurant/steak house in last 6 mo	1,295	65.9%	87
Went to family restaurant/steak house 4+ times/mo	448	22.8%	85
Spent at family restaurant/30 days: <\$31	174	8.9%	101
Spent at family restaurant/30 days: \$31-50	178	9.1%	91
Spent at family restaurant/30 days: \$51-100	273	13.9%	90
Spent at family restaurant/30 days: \$101-200	123	6.3%	67
Spent at family restaurant/30 days: \$201-300	28	1.4%	57
Family restaurant/steak house last 6 months: breakfast	175	8.9%	67
Family restaurant/steak house last 6 months: lunch	297	15.1%	77
Family restaurant/steak house last 6 months: dinner	771	39.3%	84
Family restaurant/steak house last 6 months: snack	28	1.4%	72
Family restaurant/steak house last 6 months: weekday	492	25.1%	81
Family restaurant/steak house last 6 months: weekend	709	36.1%	85
Fam rest/steak hse/6 months: Applebee`s	447	22.8%	101
Fam rest/steak hse/6 months: Bob Evans Farms	124	6.3%	173
Fam rest/steak hse/6 months: Buffalo Wild Wings	165	8.4%	80
Fam rest/steak hse/6 months: California Pizza Kitchen	12	0.6%	22
Fam rest/steak hse/6 months: Carrabba`s Italian Grill	45	2.3%	76
Fam rest/steak hse/6 months: The Cheesecake Factory	61	3.1%	43
Fam rest/steak hse/6 months: Chili`s Grill & Bar	137	7.0%	67
Fam rest/steak hse/6 months: CiCi`s Pizza	76	3.9%	109
Fam rest/steak hse/6 months: Cracker Barrel	272	13.8%	126
Fam rest/steak hse/6 months: Denny`s	157	8.0%	93
Fam rest/steak hse/6 months: Golden Corral	232	11.8%	159
Fam rest/steak hse/6 months: IHOP	161	8.2%	80
Fam rest/steak hse/6 months: Logan`s Roadhouse	103	5.2%	166
Fam rest/steak hse/6 months: LongHorn Steakhouse	94	4.8%	91
Fam rest/steak hse/6 months: Olive Garden	259	13.2%	79
Fam rest/steak hse/6 months: Outback Steakhouse	131	6.7%	75
Fam rest/steak hse/6 months: Red Lobster	173	8.8%	84
Fam rest/steak hse/6 months: Red Robin	67	3.4%	49
Fam rest/steak hse/6 months: Ruby Tuesday	138	7.0%	131
Fam rest/steak hse/6 months: Texas Roadhouse	197	10.0%	101
Fam rest/steak hse/6 months: T.G.I. Friday`s	65	3.3%	59
Fam rest/steak hse/6 months: Waffle House	171	8.7%	150
Went to fast food/drive-in restaurant in last 6 mo	1,805	91.9%	102
Went to fast food/drive-in restaurant 9+ times/mo	924	47.0%	119
Spent at fast food restaurant/30 days: <\$11	97	4.9%	96
Spent at fast food restaurant/30 days: \$11-\$20	220	11.2%	106
Spent at fast food restaurant/30 days: \$21-\$40	321	16.3%	100
Spent at fast food restaurant/30 days: \$41-\$50	180	9.2%	102
Spent at fast food restaurant/30 days: \$51-\$100	368	18.7%	112
Spent at fast food restaurant/30 days: \$101-\$200	133	6.8%	85
Spent at fast food restaurant/30 days: \$201+	58	3.0%	106

**Data Note:** An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

**Source:** These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2018 and 2023.



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Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Fast food/drive-in last 6 months: eat in	670	34.1%	93
Fast food/drive-in last 6 months: home delivery	163	8.3%	99
Fast food/drive-in last 6 months: take-out/drive-thru	1,039	52.9%	112
Fast food/drive-in last 6 months: take-out/walk-in	387	19.7%	94
Fast food/drive-in last 6 months: breakfast	735	37.4%	108
Fast food/drive-in last 6 months: lunch	1,002	51.0%	100
Fast food/drive-in last 6 months: dinner	985	50.2%	109
Fast food/drive-in last 6 months: snack	218	11.1%	89
Fast food/drive-in last 6 months: weekday	1,170	59.6%	100
Fast food/drive-in last 6 months: weekend	922	46.9%	98
Fast food/drive-in last 6 months: A & W	57	2.9%	112
Fast food/drive-in last 6 months: Arby`s	410	20.9%	125
Fast food/drive-in last 6 months: Baskin-Robbins	35	1.8%	51
Fast food/drive-in last 6 months: Boston Market	35	1.8%	54
Fast food/drive-in last 6 months: Burger King	753	38.3%	129
Fast food/drive-in last 6 months: Captain D`s	159	8.1%	193
Fast food/drive-in last 6 months: Carl`s Jr.	50	2.5%	44
Fast food/drive-in last 6 months: Checkers	72	3.7%	109
Fast food/drive-in last 6 months: Chick-fil-A	268	13.6%	62
Fast food/drive-in last 6 months: Chipotle Mex. Grill	79	4.0%	30
Fast food/drive-in last 6 months: Chuck E. Cheese`s	45	2.3%	74
Fast food/drive-in last 6 months: Church`s Fr. Chicken	50	2.5%	71
Fast food/drive-in last 6 months: Cold Stone Creamery	40	2.0%	63
Fast food/drive-in last 6 months: Dairy Queen	350	17.8%	116
Fast food/drive-in last 6 months: Del Taco	25	1.3%	36
Fast food/drive-in last 6 months: Domino`s Pizza	212	10.8%	88
Fast food/drive-in last 6 months: Dunkin` Donuts	150	7.6%	55
Went to Five Guys in last 6 months	112	5.7%	59
Fast food/drive-in last 6 months: Hardee`s	327	16.6%	265
Fast food/drive-in last 6 months: Jack in the Box	61	3.1%	39
Went to Jimmy John`s in last 6 months	42	2.1%	37
Fast food/drive-in last 6 months: KFC	599	30.5%	151
Fast food/drive-in last 6 months: Krispy Kreme	105	5.3%	93
Fast food/drive-in last 6 months: Little Caesars	390	19.9%	148
Fast food/drive-in last 6 months: Long John Silver`s	188	9.6%	263
Fast food/drive-in last 6 months: McDonald`s	1,184	60.3%	115
Went to Panda Express in last 6 months	69	3.5%	37
Fast food/drive-in last 6 months: Panera Bread	101	5.1%	40
Fast food/drive-in last 6 months: Papa John`s	187	9.5%	108
Fast food/drive-in last 6 months: Papa Murphy`s	47	2.4%	47
Fast food/drive-in last 6 months: Pizza Hut	500	25.5%	150
Fast food/drive-in last 6 months: Popeyes Chicken	178	9.1%	97
Fast food/drive-in last 6 months: Sonic Drive-In	418	21.3%	181
Fast food/drive-in last 6 months: Starbucks	167	8.5%	47
Fast food/drive-in last 6 months: Steak `n Shake	141	7.2%	130
Fast food/drive-in last 6 months: Subway	519	26.4%	97
Fast food/drive-in last 6 months: Taco Bell	686	34.9%	121
Fast food/drive-in last 6 months: Wendy`s	557	28.4%	113
Fast food/drive-in last 6 months: Whataburger	57	2.9%	61
Fast food/drive-in last 6 months: White Castle	50	2.5%	80

**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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Went to fine dining restaurant last month	86	4.4%	41
Went to fine dining restaurant 3+ times last month	29	1.5%	46
Spent at fine dining restaurant/30 days: <\$51	31	1.6%	97
Spent at fine dining restaurant/30 days: \$51-\$100	30	1.5%	46
Spent at fine dining restaurant/30 days: \$101-\$200	14	0.7%	27

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# Restaurant Market Potential

718 Highway St, Madison, North Carolina, 27025  
 Ring: 2 mile radius

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 Latitude: 36.39583  
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Demographic Summary	2018	2023
Population	5,578	5,560
Population 18+	4,582	4,574
Households	2,547	2,540
Median Household Income	\$37,339	\$43,135

  

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Went to family restaurant/steak house in last 6 mo	3,198	69.8%	92
Went to family restaurant/steak house 4+ times/mo	1,082	23.6%	88
Spent at family restaurant/30 days: <\$31	426	9.3%	106
Spent at family restaurant/30 days: \$31-50	461	10.1%	101
Spent at family restaurant/30 days: \$51-100	671	14.6%	95
Spent at family restaurant/30 days: \$101-200	304	6.6%	71
Spent at family restaurant/30 days: \$201-300	65	1.4%	57
Family restaurant/steak house last 6 months: breakfast	458	10.0%	75
Family restaurant/steak house last 6 months: lunch	779	17.0%	87
Family restaurant/steak house last 6 months: dinner	1,933	42.2%	90
Family restaurant/steak house last 6 months: snack	65	1.4%	72
Family restaurant/steak house last 6 months: weekday	1,268	27.7%	90
Family restaurant/steak house last 6 months: weekend	1,743	38.0%	89
Fam rest/steak hse/6 months: Applebee`s	1,054	23.0%	102
Fam rest/steak hse/6 months: Bob Evans Farms	275	6.0%	165
Fam rest/steak hse/6 months: Buffalo Wild Wings	384	8.4%	80
Fam rest/steak hse/6 months: California Pizza Kitchen	28	0.6%	22
Fam rest/steak hse/6 months: Carrabba`s Italian Grill	98	2.1%	71
Fam rest/steak hse/6 months: The Cheesecake Factory	127	2.8%	38
Fam rest/steak hse/6 months: Chili`s Grill & Bar	337	7.4%	71
Fam rest/steak hse/6 months: CiCi`s Pizza	175	3.8%	108
Fam rest/steak hse/6 months: Cracker Barrel	709	15.5%	140
Fam rest/steak hse/6 months: Denny`s	364	7.9%	93
Fam rest/steak hse/6 months: Golden Corral	569	12.4%	167
Fam rest/steak hse/6 months: IHOP	388	8.5%	82
Fam rest/steak hse/6 months: Logan`s Roadhouse	262	5.7%	181
Fam rest/steak hse/6 months: LongHorn Steakhouse	238	5.2%	99
Fam rest/steak hse/6 months: Olive Garden	651	14.2%	85
Fam rest/steak hse/6 months: Outback Steakhouse	341	7.4%	83
Fam rest/steak hse/6 months: Red Lobster	437	9.5%	91
Fam rest/steak hse/6 months: Red Robin	156	3.4%	48
Fam rest/steak hse/6 months: Ruby Tuesday	304	6.6%	123
Fam rest/steak hse/6 months: Texas Roadhouse	449	9.8%	98
Fam rest/steak hse/6 months: T.G.I. Friday`s	148	3.2%	57
Fam rest/steak hse/6 months: Waffle House	406	8.9%	153
Went to fast food/drive-in restaurant in last 6 mo	4,202	91.7%	102
Went to fast food/drive-in restaurant 9+ times/mo	2,038	44.5%	112
Spent at fast food restaurant/30 days: <\$11	217	4.7%	92
Spent at fast food restaurant/30 days: \$11-\$20	517	11.3%	107
Spent at fast food restaurant/30 days: \$21-\$40	791	17.3%	106
Spent at fast food restaurant/30 days: \$41-\$50	401	8.8%	98
Spent at fast food restaurant/30 days: \$51-\$100	829	18.1%	109
Spent at fast food restaurant/30 days: \$101-\$200	320	7.0%	88
Spent at fast food restaurant/30 days: \$201+	124	2.7%	97

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Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Fast food/drive-in last 6 months: eat in	1,695	37.0%	101
Fast food/drive-in last 6 months: home delivery	354	7.7%	92
Fast food/drive-in last 6 months: take-out/drive-thru	2,441	53.3%	113
Fast food/drive-in last 6 months: take-out/walk-in	880	19.2%	91
Fast food/drive-in last 6 months: breakfast	1,754	38.3%	110
Fast food/drive-in last 6 months: lunch	2,421	52.8%	104
Fast food/drive-in last 6 months: dinner	2,272	49.6%	108
Fast food/drive-in last 6 months: snack	518	11.3%	91
Fast food/drive-in last 6 months: weekday	2,819	61.5%	103
Fast food/drive-in last 6 months: weekend	2,194	47.9%	100
Fast food/drive-in last 6 months: A & W	153	3.3%	129
Fast food/drive-in last 6 months: Arby`s	1,077	23.5%	141
Fast food/drive-in last 6 months: Baskin-Robbins	82	1.8%	51
Fast food/drive-in last 6 months: Boston Market	78	1.7%	51
Fast food/drive-in last 6 months: Burger King	1,720	37.5%	126
Fast food/drive-in last 6 months: Captain D`s	427	9.3%	222
Fast food/drive-in last 6 months: Carl`s Jr.	116	2.5%	44
Fast food/drive-in last 6 months: Checkers	148	3.2%	96
Fast food/drive-in last 6 months: Chick-fil-A	672	14.7%	67
Fast food/drive-in last 6 months: Chipotle Mex. Grill	179	3.9%	30
Fast food/drive-in last 6 months: Chuck E. Cheese`s	114	2.5%	81
Fast food/drive-in last 6 months: Church`s Fr. Chicken	128	2.8%	78
Fast food/drive-in last 6 months: Cold Stone Creamery	85	1.9%	57
Fast food/drive-in last 6 months: Dairy Queen	906	19.8%	129
Fast food/drive-in last 6 months: Del Taco	57	1.2%	35
Fast food/drive-in last 6 months: Domino`s Pizza	467	10.2%	83
Fast food/drive-in last 6 months: Dunkin` Donuts	334	7.3%	53
Went to Five Guys in last 6 months	276	6.0%	62
Fast food/drive-in last 6 months: Hardee`s	761	16.6%	264
Fast food/drive-in last 6 months: Jack in the Box	140	3.1%	38
Went to Jimmy John`s in last 6 months	123	2.7%	46
Fast food/drive-in last 6 months: KFC	1,292	28.2%	140
Fast food/drive-in last 6 months: Krispy Kreme	254	5.5%	96
Fast food/drive-in last 6 months: Little Caesars	849	18.5%	138
Fast food/drive-in last 6 months: Long John Silver`s	408	8.9%	244
Fast food/drive-in last 6 months: McDonald`s	2,721	59.4%	113
Went to Panda Express in last 6 months	181	4.0%	42
Fast food/drive-in last 6 months: Panera Bread	266	5.8%	45
Fast food/drive-in last 6 months: Papa John`s	407	8.9%	100
Fast food/drive-in last 6 months: Papa Murphy`s	130	2.8%	56
Fast food/drive-in last 6 months: Pizza Hut	1,104	24.1%	142
Fast food/drive-in last 6 months: Popeyes Chicken	384	8.4%	90
Fast food/drive-in last 6 months: Sonic Drive-In	932	20.3%	173
Fast food/drive-in last 6 months: Starbucks	409	8.9%	49
Fast food/drive-in last 6 months: Steak `n Shake	324	7.1%	128
Fast food/drive-in last 6 months: Subway	1,262	27.5%	101
Fast food/drive-in last 6 months: Taco Bell	1,558	34.0%	118
Fast food/drive-in last 6 months: Wendy`s	1,300	28.4%	113
Fast food/drive-in last 6 months: Whataburger	149	3.3%	68
Fast food/drive-in last 6 months: White Castle	137	3.0%	94

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Went to fine dining restaurant last month	235	5.1%	48
Went to fine dining restaurant 3+ times last month	80	1.7%	54
Spent at fine dining restaurant/30 days: <\$51	77	1.7%	103
Spent at fine dining restaurant/30 days: \$51-\$100	69	1.5%	46
Spent at fine dining restaurant/30 days: \$101-\$200	37	0.8%	31

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# Restaurant Market Potential

718 Highway St, Madison, North Carolina, 27025  
 Ring: 3 mile radius

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 Latitude: 36.39583  
 Longitude: -79.96935

Demographic Summary		2018	2023
Population		7,207	7,173
Population 18+		5,911	5,892
Households		3,252	3,239
Median Household Income		\$39,006	\$45,197

  

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Went to family restaurant/steak house in last 6 mo	4,232	71.6%	95
Went to family restaurant/steak house 4+ times/mo	1,434	24.3%	90
Spent at family restaurant/30 days: <\$31	560	9.5%	108
Spent at family restaurant/30 days: \$31-50	602	10.2%	102
Spent at family restaurant/30 days: \$51-100	895	15.1%	98
Spent at family restaurant/30 days: \$101-200	414	7.0%	75
Spent at family restaurant/30 days: \$201-300	86	1.5%	58
Family restaurant/steak house last 6 months: breakfast	604	10.2%	76
Family restaurant/steak house last 6 months: lunch	1,049	17.7%	91
Family restaurant/steak house last 6 months: dinner	2,580	43.6%	93
Family restaurant/steak house last 6 months: snack	83	1.4%	71
Family restaurant/steak house last 6 months: weekday	1,709	28.9%	94
Family restaurant/steak house last 6 months: weekend	2,303	39.0%	92
Fam rest/steak hse/6 months: Applebee`s	1,351	22.9%	101
Fam rest/steak hse/6 months: Bob Evans Farms	330	5.6%	153
Fam rest/steak hse/6 months: Buffalo Wild Wings	487	8.2%	79
Fam rest/steak hse/6 months: California Pizza Kitchen	36	0.6%	22
Fam rest/steak hse/6 months: Carrabba`s Italian Grill	123	2.1%	69
Fam rest/steak hse/6 months: The Cheesecake Factory	162	2.7%	38
Fam rest/steak hse/6 months: Chili`s Grill & Bar	463	7.8%	76
Fam rest/steak hse/6 months: CiCi`s Pizza	230	3.9%	110
Fam rest/steak hse/6 months: Cracker Barrel	984	16.6%	151
Fam rest/steak hse/6 months: Denny`s	448	7.6%	88
Fam rest/steak hse/6 months: Golden Corral	764	12.9%	174
Fam rest/steak hse/6 months: IHOP	509	8.6%	84
Fam rest/steak hse/6 months: Logan`s Roadhouse	365	6.2%	196
Fam rest/steak hse/6 months: LongHorn Steakhouse	322	5.4%	104
Fam rest/steak hse/6 months: Olive Garden	858	14.5%	87
Fam rest/steak hse/6 months: Outback Steakhouse	471	8.0%	89
Fam rest/steak hse/6 months: Red Lobster	580	9.8%	93
Fam rest/steak hse/6 months: Red Robin	205	3.5%	49
Fam rest/steak hse/6 months: Ruby Tuesday	396	6.7%	125
Fam rest/steak hse/6 months: Texas Roadhouse	588	9.9%	100
Fam rest/steak hse/6 months: T.G.I. Friday`s	188	3.2%	56
Fam rest/steak hse/6 months: Waffle House	559	9.5%	163
Went to fast food/drive-in restaurant in last 6 mo	5,426	91.8%	102
Went to fast food/drive-in restaurant 9+ times/mo	2,595	43.9%	111
Spent at fast food restaurant/30 days: <\$11	277	4.7%	91
Spent at fast food restaurant/30 days: \$11-\$20	669	11.3%	107
Spent at fast food restaurant/30 days: \$21-\$40	1,033	17.5%	107
Spent at fast food restaurant/30 days: \$41-\$50	499	8.4%	94
Spent at fast food restaurant/30 days: \$51-\$100	1,074	18.2%	109
Spent at fast food restaurant/30 days: \$101-\$200	419	7.1%	89
Spent at fast food restaurant/30 days: \$201+	161	2.7%	97

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Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Fast food/drive-in last 6 months: eat in	2,240	37.9%	103
Fast food/drive-in last 6 months: home delivery	435	7.4%	88
Fast food/drive-in last 6 months: take-out/drive-thru	3,164	53.5%	113
Fast food/drive-in last 6 months: take-out/walk-in	1,123	19.0%	90
Fast food/drive-in last 6 months: breakfast	2,289	38.7%	112
Fast food/drive-in last 6 months: lunch	3,183	53.8%	106
Fast food/drive-in last 6 months: dinner	2,916	49.3%	107
Fast food/drive-in last 6 months: snack	647	10.9%	88
Fast food/drive-in last 6 months: weekday	3,690	62.4%	105
Fast food/drive-in last 6 months: weekend	2,857	48.3%	101
Fast food/drive-in last 6 months: A & W	197	3.3%	128
Fast food/drive-in last 6 months: Arby`s	1,411	23.9%	143
Fast food/drive-in last 6 months: Baskin-Robbins	105	1.8%	51
Fast food/drive-in last 6 months: Boston Market	99	1.7%	51
Fast food/drive-in last 6 months: Burger King	2,187	37.0%	125
Fast food/drive-in last 6 months: Captain D`s	608	10.3%	245
Fast food/drive-in last 6 months: Carl`s Jr.	149	2.5%	44
Fast food/drive-in last 6 months: Checkers	187	3.2%	94
Fast food/drive-in last 6 months: Chick-fil-A	933	15.8%	72
Fast food/drive-in last 6 months: Chipotle Mex. Grill	217	3.7%	28
Fast food/drive-in last 6 months: Chuck E. Cheese`s	154	2.6%	84
Fast food/drive-in last 6 months: Church`s Fr. Chicken	173	2.9%	82
Fast food/drive-in last 6 months: Cold Stone Creamery	107	1.8%	56
Fast food/drive-in last 6 months: Dairy Queen	1,218	20.6%	134
Fast food/drive-in last 6 months: Del Taco	72	1.2%	34
Fast food/drive-in last 6 months: Domino`s Pizza	601	10.2%	83
Fast food/drive-in last 6 months: Dunkin` Donuts	411	7.0%	50
Went to Five Guys in last 6 months	359	6.1%	62
Fast food/drive-in last 6 months: Hardee`s	995	16.8%	268
Fast food/drive-in last 6 months: Jack in the Box	189	3.2%	40
Went to Jimmy John`s in last 6 months	165	2.8%	48
Fast food/drive-in last 6 months: KFC	1,625	27.5%	136
Fast food/drive-in last 6 months: Krispy Kreme	335	5.7%	98
Fast food/drive-in last 6 months: Little Caesars	1,057	17.9%	133
Fast food/drive-in last 6 months: Long John Silver`s	495	8.4%	230
Fast food/drive-in last 6 months: McDonald`s	3,495	59.1%	113
Went to Panda Express in last 6 months	250	4.2%	45
Fast food/drive-in last 6 months: Panera Bread	357	6.0%	47
Fast food/drive-in last 6 months: Papa John`s	515	8.7%	99
Fast food/drive-in last 6 months: Papa Murphy`s	178	3.0%	60
Fast food/drive-in last 6 months: Pizza Hut	1,406	23.8%	140
Fast food/drive-in last 6 months: Popeyes Chicken	506	8.6%	92
Fast food/drive-in last 6 months: Sonic Drive-In	1,218	20.6%	176
Fast food/drive-in last 6 months: Starbucks	536	9.1%	50
Fast food/drive-in last 6 months: Steak `n Shake	408	6.9%	125
Fast food/drive-in last 6 months: Subway	1,676	28.4%	104
Fast food/drive-in last 6 months: Taco Bell	1,998	33.8%	118
Fast food/drive-in last 6 months: Wendy`s	1,674	28.3%	113
Fast food/drive-in last 6 months: Whataburger	212	3.6%	75
Fast food/drive-in last 6 months: White Castle	180	3.0%	96

**Data Note:** An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

**Source:** These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2018 and 2023.





## Restaurant Market Potential

718 Highway St, Madison, North Carolina, 27025  
Ring: 3 mile radius

Prepared by Esri  
Latitude: 36.39583  
Longitude: -79.96935

Went to fine dining restaurant last month	317	5.4%	50
Went to fine dining restaurant 3+ times last month	105	1.8%	55
Spent at fine dining restaurant/30 days: <\$51	97	1.6%	101
Spent at fine dining restaurant/30 days: \$51-\$100	90	1.5%	46
Spent at fine dining restaurant/30 days: \$101-\$200	53	0.9%	34

**Data Note:** An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

**Source:** These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2018 and 2023.