



# Restaurant Market Potential

3100 N Hwy 14  
 3100 N SC-14, Greer, South Carolina, 29651  
 Ring: 1 mile radius

Prepared by Esri  
 Latitude: 34.97931  
 Longitude: -82.24376

Demographic Summary	2017	2022
Population	2,020	2,127
Population 18+	1,544	1,608
Households	773	813
Median Household Income	\$55,646	\$59,656

  

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Went to family restaurant/steak house in last 6 mo	1,222	79.1%	106
Went to family restaurant/steak house 4+ times/mo	453	29.3%	107
Spent at family rest/steak hse last 6 months: <\$31	114	7.4%	97
Spent at family rest/steak hse last 6 months: \$31-50	179	11.6%	134
Spent at family rest/steak hse last 6 months: \$51-100	253	16.4%	111
Spent at family rest/steak hse last 6 months: \$101-200	191	12.4%	111
Spent at family rest/steak hse last 6 months: \$201-300	80	5.2%	110
Spent at family rest/steak hse last 6 months: \$301+	113	7.3%	120
Family restaurant/steak house last 6 months: breakfast	211	13.7%	108
Family restaurant/steak house last 6 months: lunch	304	19.7%	103
Family restaurant/steak house last 6 months: dinner	841	54.5%	118
Family restaurant/steak house last 6 months: snack	29	1.9%	98
Family restaurant/steak house last 6 months: weekday	529	34.3%	111
Family restaurant/steak house last 6 months: weekend	759	49.2%	119
Fam rest/steak hse/6 months: Applebee`s	416	26.9%	119
Fam rest/steak hse/6 months: Bob Evans Farms	56	3.6%	98
Fam rest/steak hse/6 months: Buffalo Wild Wings	182	11.8%	123
Fam rest/steak hse/6 months: California Pizza Kitchen	19	1.2%	39
Fam rest/steak hse/6 months: Carrabba`s Italian Grill	67	4.3%	131
Fam rest/steak hse/6 months: The Cheesecake Factory	64	4.1%	66
Fam rest/steak hse/6 months: Chili`s Grill & Bar	209	13.5%	122
Fam rest/steak hse/6 months: CiCi`s Pizza	74	4.8%	122
Fam rest/steak hse/6 months: Cracker Barrel	280	18.1%	174
Fam rest/steak hse/6 months: Denny`s	117	7.6%	86
Fam rest/steak hse/6 months: Golden Corral	206	13.3%	177
Fam rest/steak hse/6 months: IHOP	171	11.1%	106
Fam rest/steak hse/6 months: Logan`s Roadhouse	98	6.3%	170
Fam rest/steak hse/6 months: LongHorn Steakhouse	118	7.6%	156
Fam rest/steak hse/6 months: Olive Garden	300	19.4%	114
Fam rest/steak hse/6 months: Outback Steakhouse	149	9.7%	106
Fam rest/steak hse/6 months: Red Lobster	236	15.3%	133
Fam rest/steak hse/6 months: Red Robin	94	6.1%	94
Fam rest/steak hse/6 months: Ruby Tuesday	108	7.0%	121
Fam rest/steak hse/6 months: Texas Roadhouse	200	13.0%	161
Fam rest/steak hse/6 months: T.G.I. Friday`s	116	7.5%	108
Fam rest/steak hse/6 months: Waffle House	136	8.8%	161
Went to fast food/drive-in restaurant in last 6 mo	1,419	91.9%	102
Went to fast food/drive-in restaurant 9+ times/mo	642	41.6%	106
Spent at fast food/drive-in last 6 months: <\$11	67	4.3%	96
Spent at fast food/drive-in last 6 months: \$11-\$20	113	7.3%	88
Spent at fast food/drive-in last 6 months: \$21-\$40	157	10.2%	81
Spent at fast food/drive-in last 6 months: \$41-\$50	137	8.9%	114
Spent at fast food/drive-in last 6 months: \$51-\$100	276	17.9%	107
Spent at fast food/drive-in last 6 months: \$101-\$200	198	12.8%	117
Spent at fast food/drive-in last 6 months: \$201+	198	12.8%	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.

**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.



# Restaurant Market Potential

3100 N Hwy 14  
 3100 N SC-14, Greer, South Carolina, 29651  
 Ring: 1 mile radius

Prepared by Esri  
 Latitude: 34.97931  
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Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Fast food/drive-in last 6 months: eat in	614	39.8%	109
Fast food/drive-in last 6 months: home delivery	146	9.5%	123
Fast food/drive-in last 6 months: take-out/drive-thru	819	53.0%	115
Fast food/drive-in last 6 months: take-out/walk-in	293	19.0%	94
Fast food/drive-in last 6 months: breakfast	551	35.7%	109
Fast food/drive-in last 6 months: lunch	860	55.7%	112
Fast food/drive-in last 6 months: dinner	820	53.1%	118
Fast food/drive-in last 6 months: snack	155	10.0%	83
Fast food/drive-in last 6 months: weekday	1,017	65.9%	113
Fast food/drive-in last 6 months: weekend	780	50.5%	110
Fast food/drive-in last 6 months: A & W	35	2.3%	84
Fast food/drive-in last 6 months: Arby`s	370	24.0%	147
Fast food/drive-in last 6 months: Baskin-Robbins	26	1.7%	50
Fast food/drive-in last 6 months: Boston Market	26	1.7%	48
Fast food/drive-in last 6 months: Burger King	499	32.3%	109
Fast food/drive-in last 6 months: Captain D`s	79	5.1%	146
Fast food/drive-in last 6 months: Carl`s Jr.	63	4.1%	72
Fast food/drive-in last 6 months: Checkers	63	4.1%	130
Fast food/drive-in last 6 months: Chick-fil-A	439	28.4%	150
Fast food/drive-in last 6 months: Chipotle Mex. Grill	131	8.5%	71
Fast food/drive-in last 6 months: Chuck E. Cheese`s	43	2.8%	86
Fast food/drive-in last 6 months: Church`s Fr. Chicken	41	2.7%	74
Fast food/drive-in last 6 months: Cold Stone Creamery	41	2.7%	94
Fast food/drive-in last 6 months: Dairy Queen	285	18.5%	124
Fast food/drive-in last 6 months: Del Taco	43	2.8%	78
Fast food/drive-in last 6 months: Domino`s Pizza	175	11.3%	94
Fast food/drive-in last 6 months: Dunkin` Donuts	152	9.8%	78
Fast food/drive-in last 6 months: Hardee`s	185	12.0%	213
Fast food/drive-in last 6 months: Jack in the Box	94	6.1%	73
Fast food/drive-in last 6 months: KFC	399	25.8%	123
Fast food/drive-in last 6 months: Krispy Kreme	116	7.5%	151
Fast food/drive-in last 6 months: Little Caesars	245	15.9%	134
Fast food/drive-in last 6 months: Long John Silver`s	88	5.7%	129
Fast food/drive-in last 6 months: McDonald`s	912	59.1%	110
Went to Panda Express in last 6 months	103	6.7%	83
Fast food/drive-in last 6 months: Panera Bread	173	11.2%	97
Fast food/drive-in last 6 months: Papa John`s	194	12.6%	146
Fast food/drive-in last 6 months: Papa Murphy`s	99	6.4%	133
Fast food/drive-in last 6 months: Pizza Hut	384	24.9%	129
Fast food/drive-in last 6 months: Popeyes Chicken	118	7.6%	97
Fast food/drive-in last 6 months: Quiznos	33	2.1%	88
Fast food/drive-in last 6 months: Sonic Drive-In	237	15.3%	137
Fast food/drive-in last 6 months: Starbucks	202	13.1%	82
Fast food/drive-in last 6 months: Steak `n Shake	119	7.7%	145
Fast food/drive-in last 6 months: Subway	571	37.0%	119
Fast food/drive-in last 6 months: Taco Bell	568	36.8%	121
Fast food/drive-in last 6 months: Wendy`s	486	31.5%	116
Fast food/drive-in last 6 months: Whataburger	87	5.6%	128
Fast food/drive-in last 6 months: White Castle	45	2.9%	92

**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.



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3100 N SC-14, Greer, South Carolina, 29651  
Ring: 1 mile radius

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Latitude: 34.97931  
Longitude: -82.24376

Went to fine dining restaurant last month	163	10.6%	99
Went to fine dining restaurant 3+ times last month	42	2.7%	88
Spent at fine dining rest in last 6 months: <\$51	34	2.2%	117
Spent at fine dining rest in last 6 months: \$51-\$100	56	3.6%	107
Spent at fine dining rest in last 6 months: \$101-\$200	54	3.5%	108
Spent at fine dining rest in last 6 months: \$201+	43	2.8%	83

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November 21, 2017



# Restaurant Market Potential

3100 N Hwy 14  
 3100 N SC-14, Greer, South Carolina, 29651  
 Ring: 3 mile radius

Prepared by Esri  
 Latitude: 34.97931  
 Longitude: -82.24376

Demographic Summary		2017	2022	
Population		24,433	25,915	
Population 18+		18,627	19,551	
Households		9,386	9,929	
Median Household Income		\$51,279	\$57,447	
Product/Consumer Behavior		Expected Number of Adults	Percent	MPI
Went to family restaurant/steak house in last 6 mo		14,528	78.0%	104
Went to family restaurant/steak house 4+ times/mo		5,402	29.0%	106
Spent at family rest/steak hse last 6 months: <\$31		1,501	8.1%	105
Spent at family rest/steak hse last 6 months: \$31-50		1,917	10.3%	119
Spent at family rest/steak hse last 6 months: \$51-100		2,994	16.1%	109
Spent at family rest/steak hse last 6 months: \$101-200		2,233	12.0%	107
Spent at family rest/steak hse last 6 months: \$201-300		924	5.0%	105
Spent at family rest/steak hse last 6 months: \$301+		1,219	6.5%	107
Family restaurant/steak house last 6 months: breakfast		2,483	13.3%	105
Family restaurant/steak house last 6 months: lunch		3,621	19.4%	102
Family restaurant/steak house last 6 months: dinner		9,636	51.7%	112
Family restaurant/steak house last 6 months: snack		348	1.9%	98
Family restaurant/steak house last 6 months: weekday		6,291	33.8%	110
Family restaurant/steak house last 6 months: weekend		8,446	45.3%	109
Fam rest/steak hse/6 months: Applebee`s		4,920	26.4%	116
Fam rest/steak hse/6 months: Bob Evans Farms		858	4.6%	125
Fam rest/steak hse/6 months: Buffalo Wild Wings		1,931	10.4%	108
Fam rest/steak hse/6 months: California Pizza Kitchen		236	1.3%	40
Fam rest/steak hse/6 months: Carrabba`s Italian Grill		689	3.7%	112
Fam rest/steak hse/6 months: The Cheesecake Factory		667	3.6%	57
Fam rest/steak hse/6 months: Chili`s Grill & Bar		2,179	11.7%	106
Fam rest/steak hse/6 months: CiCi`s Pizza		861	4.6%	118
Fam rest/steak hse/6 months: Cracker Barrel		2,926	15.7%	151
Fam rest/steak hse/6 months: Denny`s		1,345	7.2%	82
Fam rest/steak hse/6 months: Golden Corral		2,070	11.1%	148
Fam rest/steak hse/6 months: IHOP		1,920	10.3%	98
Fam rest/steak hse/6 months: Logan`s Roadhouse		1,055	5.7%	152
Fam rest/steak hse/6 months: LongHorn Steakhouse		1,234	6.6%	135
Fam rest/steak hse/6 months: Olive Garden		3,518	18.9%	111
Fam rest/steak hse/6 months: Outback Steakhouse		1,776	9.5%	104
Fam rest/steak hse/6 months: Red Lobster		2,584	13.9%	121
Fam rest/steak hse/6 months: Red Robin		1,087	5.8%	90
Fam rest/steak hse/6 months: Ruby Tuesday		1,324	7.1%	123
Fam rest/steak hse/6 months: Texas Roadhouse		2,016	10.8%	135
Fam rest/steak hse/6 months: T.G.I. Friday`s		1,195	6.4%	92
Fam rest/steak hse/6 months: Waffle House		1,473	7.9%	145
Went to fast food/drive-in restaurant in last 6 mo		17,111	91.9%	102
Went to fast food/drive-in restaurant 9+ times/mo		7,702	41.3%	105
Spent at fast food/drive-in last 6 months: <\$11		855	4.6%	101
Spent at fast food/drive-in last 6 months: \$11-\$20		1,468	7.9%	94
Spent at fast food/drive-in last 6 months: \$21-\$40		2,299	12.3%	99
Spent at fast food/drive-in last 6 months: \$41-\$50		1,542	8.3%	106
Spent at fast food/drive-in last 6 months: \$51-\$100		3,279	17.6%	106
Spent at fast food/drive-in last 6 months: \$101-\$200		2,300	12.3%	112
Spent at fast food/drive-in last 6 months: \$201+		2,067	11.1%	112

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# Restaurant Market Potential

3100 N Hwy 14  
 3100 N SC-14, Greer, South Carolina, 29651  
 Ring: 3 mile radius

Prepared by Esri  
 Latitude: 34.97931  
 Longitude: -82.24376

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Fast food/drive-in last 6 months: eat in	7,179	38.5%	106
Fast food/drive-in last 6 months: home delivery	1,515	8.1%	106
Fast food/drive-in last 6 months: take-out/drive-thru	9,646	51.8%	112
Fast food/drive-in last 6 months: take-out/walk-in	3,478	18.7%	93
Fast food/drive-in last 6 months: breakfast	6,717	36.1%	110
Fast food/drive-in last 6 months: lunch	9,935	53.3%	108
Fast food/drive-in last 6 months: dinner	9,293	49.9%	111
Fast food/drive-in last 6 months: snack	2,066	11.1%	92
Fast food/drive-in last 6 months: weekday	11,905	63.9%	109
Fast food/drive-in last 6 months: weekend	9,101	48.9%	106
Fast food/drive-in last 6 months: A & W	536	2.9%	106
Fast food/drive-in last 6 months: Arby`s	4,264	22.9%	141
Fast food/drive-in last 6 months: Baskin-Robbins	371	2.0%	59
Fast food/drive-in last 6 months: Boston Market	405	2.2%	62
Fast food/drive-in last 6 months: Burger King	6,021	32.3%	109
Fast food/drive-in last 6 months: Captain D`s	944	5.1%	145
Fast food/drive-in last 6 months: Carl`s Jr.	612	3.3%	58
Fast food/drive-in last 6 months: Checkers	700	3.8%	119
Fast food/drive-in last 6 months: Chick-fil-A	4,322	23.2%	122
Fast food/drive-in last 6 months: Chipotle Mex. Grill	1,519	8.2%	68
Fast food/drive-in last 6 months: Chuck E. Cheese`s	511	2.7%	85
Fast food/drive-in last 6 months: Church`s Fr. Chicken	503	2.7%	76
Fast food/drive-in last 6 months: Cold Stone Creamery	429	2.3%	81
Fast food/drive-in last 6 months: Dairy Queen	3,489	18.7%	125
Fast food/drive-in last 6 months: Del Taco	399	2.1%	60
Fast food/drive-in last 6 months: Domino`s Pizza	2,064	11.1%	92
Fast food/drive-in last 6 months: Dunkin` Donuts	1,945	10.4%	83
Fast food/drive-in last 6 months: Hardee`s	1,937	10.4%	185
Fast food/drive-in last 6 months: Jack in the Box	952	5.1%	61
Fast food/drive-in last 6 months: KFC	4,625	24.8%	118
Fast food/drive-in last 6 months: Krispy Kreme	1,155	6.2%	124
Fast food/drive-in last 6 months: Little Caesars	2,676	14.4%	121
Fast food/drive-in last 6 months: Long John Silver`s	1,138	6.1%	138
Fast food/drive-in last 6 months: McDonald`s	10,873	58.4%	109
Went to Panda Express in last 6 months	1,005	5.4%	67
Fast food/drive-in last 6 months: Panera Bread	2,005	10.8%	93
Fast food/drive-in last 6 months: Papa John`s	1,900	10.2%	119
Fast food/drive-in last 6 months: Papa Murphy`s	1,055	5.7%	118
Fast food/drive-in last 6 months: Pizza Hut	4,299	23.1%	119
Fast food/drive-in last 6 months: Popeyes Chicken	1,261	6.8%	85
Fast food/drive-in last 6 months: Quiznos	370	2.0%	82
Fast food/drive-in last 6 months: Sonic Drive-In	2,671	14.3%	128
Fast food/drive-in last 6 months: Starbucks	2,208	11.9%	74
Fast food/drive-in last 6 months: Steak `n Shake	1,358	7.3%	137
Fast food/drive-in last 6 months: Subway	6,465	34.7%	112
Fast food/drive-in last 6 months: Taco Bell	6,369	34.2%	113
Fast food/drive-in last 6 months: Wendy`s	5,701	30.6%	113
Fast food/drive-in last 6 months: Whataburger	838	4.5%	102
Fast food/drive-in last 6 months: White Castle	554	3.0%	94

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## Restaurant Market Potential

3100 N Hwy 14  
3100 N SC-14, Greer, South Carolina, 29651  
Ring: 3 mile radius

Prepared by Esri  
Latitude: 34.97931  
Longitude: -82.24376

Went to fine dining restaurant last month	1,922	10.3%	96
Went to fine dining restaurant 3+ times last month	474	2.5%	82
Spent at fine dining rest in last 6 months: <\$51	378	2.0%	107
Spent at fine dining rest in last 6 months: \$51-\$100	650	3.5%	103
Spent at fine dining rest in last 6 months: \$101-\$200	614	3.3%	101
Spent at fine dining rest in last 6 months: \$201+	478	2.6%	77

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November 21, 2017



# Restaurant Market Potential

3100 N Hwy 14  
 3100 N SC-14, Greer, South Carolina, 29651  
 Ring: 5 mile radius

Prepared by Esri  
 Latitude: 34.97931  
 Longitude: -82.24376

Demographic Summary	2017	2022
Population	60,579	64,873
Population 18+	45,798	48,521
Households	23,106	24,696
Median Household Income	\$50,679	\$56,611

  

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Went to family restaurant/steak house in last 6 mo	35,296	77.1%	103
Went to family restaurant/steak house 4+ times/mo	13,062	28.5%	104
Spent at family rest/steak hse last 6 months: <\$31	3,644	8.0%	104
Spent at family rest/steak hse last 6 months: \$31-50	4,487	9.8%	113
Spent at family rest/steak hse last 6 months: \$51-100	7,387	16.1%	109
Spent at family rest/steak hse last 6 months: \$101-200	5,406	11.8%	106
Spent at family rest/steak hse last 6 months: \$201-300	2,260	4.9%	104
Spent at family rest/steak hse last 6 months: \$301+	2,888	6.3%	103
Family restaurant/steak house last 6 months: breakfast	5,943	13.0%	102
Family restaurant/steak house last 6 months: lunch	8,879	19.4%	102
Family restaurant/steak house last 6 months: dinner	22,916	50.0%	108
Family restaurant/steak house last 6 months: snack	833	1.8%	95
Family restaurant/steak house last 6 months: weekday	15,075	32.9%	107
Family restaurant/steak house last 6 months: weekend	20,323	44.4%	107
Fam rest/steak hse/6 months: Applebee`s	11,636	25.4%	112
Fam rest/steak hse/6 months: Bob Evans Farms	2,083	4.5%	123
Fam rest/steak hse/6 months: Buffalo Wild Wings	4,760	10.4%	109
Fam rest/steak hse/6 months: California Pizza Kitchen	632	1.4%	43
Fam rest/steak hse/6 months: Carrabba`s Italian Grill	1,591	3.5%	105
Fam rest/steak hse/6 months: The Cheesecake Factory	1,690	3.7%	59
Fam rest/steak hse/6 months: Chili`s Grill & Bar	5,324	11.6%	105
Fam rest/steak hse/6 months: CiCi`s Pizza	2,301	5.0%	128
Fam rest/steak hse/6 months: Cracker Barrel	6,916	15.1%	145
Fam rest/steak hse/6 months: Denny`s	3,435	7.5%	85
Fam rest/steak hse/6 months: Golden Corral	5,070	11.1%	147
Fam rest/steak hse/6 months: IHOP	4,715	10.3%	98
Fam rest/steak hse/6 months: Logan`s Roadhouse	2,600	5.7%	152
Fam rest/steak hse/6 months: LongHorn Steakhouse	2,914	6.4%	130
Fam rest/steak hse/6 months: Olive Garden	8,284	18.1%	106
Fam rest/steak hse/6 months: Outback Steakhouse	4,134	9.0%	99
Fam rest/steak hse/6 months: Red Lobster	6,197	13.5%	118
Fam rest/steak hse/6 months: Red Robin	2,588	5.7%	87
Fam rest/steak hse/6 months: Ruby Tuesday	3,019	6.6%	114
Fam rest/steak hse/6 months: Texas Roadhouse	4,845	10.6%	132
Fam rest/steak hse/6 months: T.G.I. Friday`s	2,796	6.1%	88
Fam rest/steak hse/6 months: Waffle House	3,617	7.9%	145
Went to fast food/drive-in restaurant in last 6 mo	42,003	91.7%	102
Went to fast food/drive-in restaurant 9+ times/mo	19,191	41.9%	107
Spent at fast food/drive-in last 6 months: <\$11	2,068	4.5%	100
Spent at fast food/drive-in last 6 months: \$11-\$20	3,691	8.1%	97
Spent at fast food/drive-in last 6 months: \$21-\$40	5,719	12.5%	100
Spent at fast food/drive-in last 6 months: \$41-\$50	3,739	8.2%	105
Spent at fast food/drive-in last 6 months: \$51-\$100	7,993	17.5%	105
Spent at fast food/drive-in last 6 months: \$101-\$200	5,726	12.5%	114
Spent at fast food/drive-in last 6 months: \$201+	4,996	10.9%	110

**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

3100 N Hwy 14  
 3100 N SC-14, Greer, South Carolina, 29651  
 Ring: 5 mile radius

Prepared by Esri  
 Latitude: 34.97931  
 Longitude: -82.24376

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Fast food/drive-in last 6 months: eat in	17,567	38.4%	105
Fast food/drive-in last 6 months: home delivery	3,747	8.2%	106
Fast food/drive-in last 6 months: take-out/drive-thru	23,557	51.4%	112
Fast food/drive-in last 6 months: take-out/walk-in	8,525	18.6%	92
Fast food/drive-in last 6 months: breakfast	16,371	35.7%	109
Fast food/drive-in last 6 months: lunch	23,969	52.3%	106
Fast food/drive-in last 6 months: dinner	22,421	49.0%	109
Fast food/drive-in last 6 months: snack	5,053	11.0%	91
Fast food/drive-in last 6 months: weekday	28,747	62.8%	107
Fast food/drive-in last 6 months: weekend	22,190	48.5%	105
Fast food/drive-in last 6 months: A & W	1,377	3.0%	111
Fast food/drive-in last 6 months: Arby`s	10,127	22.1%	136
Fast food/drive-in last 6 months: Baskin-Robbins	951	2.1%	62
Fast food/drive-in last 6 months: Boston Market	960	2.1%	60
Fast food/drive-in last 6 months: Burger King	14,752	32.2%	109
Fast food/drive-in last 6 months: Captain D`s	2,358	5.1%	147
Fast food/drive-in last 6 months: Carl`s Jr.	1,655	3.6%	64
Fast food/drive-in last 6 months: Checkers	1,654	3.6%	115
Fast food/drive-in last 6 months: Chick-fil-A	10,171	22.2%	117
Fast food/drive-in last 6 months: Chipotle Mex. Grill	3,592	7.8%	66
Fast food/drive-in last 6 months: Chuck E. Cheese`s	1,315	2.9%	89
Fast food/drive-in last 6 months: Church`s Fr. Chicken	1,393	3.0%	85
Fast food/drive-in last 6 months: Cold Stone Creamery	1,055	2.3%	81
Fast food/drive-in last 6 months: Dairy Queen	8,524	18.6%	125
Fast food/drive-in last 6 months: Del Taco	1,100	2.4%	68
Fast food/drive-in last 6 months: Domino`s Pizza	5,120	11.2%	92
Fast food/drive-in last 6 months: Dunkin` Donuts	4,534	9.9%	79
Fast food/drive-in last 6 months: Hardee`s	4,628	10.1%	180
Fast food/drive-in last 6 months: Jack in the Box	2,670	5.8%	70
Fast food/drive-in last 6 months: KFC	11,296	24.7%	117
Fast food/drive-in last 6 months: Krispy Kreme	2,767	6.0%	121
Fast food/drive-in last 6 months: Little Caesars	6,684	14.6%	123
Fast food/drive-in last 6 months: Long John Silver`s	3,017	6.6%	149
Fast food/drive-in last 6 months: McDonald`s	26,730	58.4%	109
Went to Panda Express in last 6 months	2,539	5.5%	69
Fast food/drive-in last 6 months: Panera Bread	4,487	9.8%	85
Fast food/drive-in last 6 months: Papa John`s	4,489	9.8%	114
Fast food/drive-in last 6 months: Papa Murphy`s	2,444	5.3%	111
Fast food/drive-in last 6 months: Pizza Hut	10,634	23.2%	120
Fast food/drive-in last 6 months: Popeyes Chicken	3,200	7.0%	88
Fast food/drive-in last 6 months: Quiznos	946	2.1%	85
Fast food/drive-in last 6 months: Sonic Drive-In	6,570	14.3%	128
Fast food/drive-in last 6 months: Starbucks	5,213	11.4%	71
Fast food/drive-in last 6 months: Steak `n Shake	3,309	7.2%	136
Fast food/drive-in last 6 months: Subway	15,733	34.4%	111
Fast food/drive-in last 6 months: Taco Bell	15,641	34.2%	113
Fast food/drive-in last 6 months: Wendy`s	13,794	30.1%	111
Fast food/drive-in last 6 months: Whataburger	2,322	5.1%	115
Fast food/drive-in last 6 months: White Castle	1,391	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 2017 and 2022.





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Went to fine dining restaurant last month	4,294	9.4%	88
Went to fine dining restaurant 3+ times last month	1,129	2.5%	80
Spent at fine dining rest in last 6 months: <\$51	876	1.9%	101
Spent at fine dining rest in last 6 months: \$51-\$100	1,469	3.2%	95
Spent at fine dining rest in last 6 months: \$101-\$200	1,419	3.1%	95
Spent at fine dining rest in last 6 months: \$201+	1,126	2.5%	73

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November 21, 2017