



Restaurant Market Potential

27 E Main St, Ware Shoals, South Carolina, 29692 3
 27 E Main St, Ware Shoals, South Carolina, 29692
 Ring: 1 mile radius

Prepared by Esri
 Latitude: 34.40075
 Longitude: -82.24352

Demographic Summary		2018	2023
Population		1,774	1,807
Population 18+		1,433	1,458
Households		728	743
Median Household Income		\$30,492	\$33,549

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Went to family restaurant/steak house in last 6 mo	1,066	74.4%	99
Went to family restaurant/steak house 4+ times/mo	332	23.2%	86
Spent at family restaurant/30 days: <\$31	173	12.1%	138
Spent at family restaurant/30 days: \$31-50	131	9.1%	92
Spent at family restaurant/30 days: \$51-100	236	16.5%	107
Spent at family restaurant/30 days: \$101-200	93	6.5%	70
Spent at family restaurant/30 days: \$201-300	24	1.7%	67
Family restaurant/steak house last 6 months: breakfast	145	10.1%	76
Family restaurant/steak house last 6 months: lunch	242	16.9%	86
Family restaurant/steak house last 6 months: dinner	639	44.6%	95
Family restaurant/steak house last 6 months: snack	18	1.3%	64
Family restaurant/steak house last 6 months: weekday	408	28.5%	93
Family restaurant/steak house last 6 months: weekend	556	38.8%	91
Fam rest/steak hse/6 months: Applebee`s	380	26.5%	118
Fam rest/steak hse/6 months: Bob Evans Farms	63	4.4%	121
Fam rest/steak hse/6 months: Buffalo Wild Wings	128	8.9%	85
Fam rest/steak hse/6 months: California Pizza Kitchen	8	0.6%	20
Fam rest/steak hse/6 months: Carrabba`s Italian Grill	20	1.4%	46
Fam rest/steak hse/6 months: The Cheesecake Factory	42	2.9%	41
Fam rest/steak hse/6 months: Chili`s Grill & Bar	110	7.7%	74
Fam rest/steak hse/6 months: CiCi`s Pizza	49	3.4%	96
Fam rest/steak hse/6 months: Cracker Barrel	204	14.2%	129
Fam rest/steak hse/6 months: Denny`s	99	6.9%	81
Fam rest/steak hse/6 months: Golden Corral	126	8.8%	118
Fam rest/steak hse/6 months: IHOP	88	6.1%	60
Fam rest/steak hse/6 months: Logan`s Roadhouse	49	3.4%	108
Fam rest/steak hse/6 months: LongHorn Steakhouse	75	5.2%	100
Fam rest/steak hse/6 months: Olive Garden	195	13.6%	81
Fam rest/steak hse/6 months: Outback Steakhouse	93	6.5%	73
Fam rest/steak hse/6 months: Red Lobster	152	10.6%	101
Fam rest/steak hse/6 months: Red Robin	53	3.7%	53
Fam rest/steak hse/6 months: Ruby Tuesday	72	5.0%	93
Fam rest/steak hse/6 months: Texas Roadhouse	126	8.8%	88
Fam rest/steak hse/6 months: T.G.I. Friday`s	53	3.7%	66
Fam rest/steak hse/6 months: Waffle House	92	6.4%	111
Went to fast food/drive-in restaurant in last 6 mo	1,325	92.5%	102
Went to fast food/drive-in restaurant 9+ times/mo	548	38.2%	96
Spent at fast food restaurant/30 days: <\$11	74	5.2%	100
Spent at fast food restaurant/30 days: \$11-\$20	181	12.6%	119
Spent at fast food restaurant/30 days: \$21-\$40	272	19.0%	116
Spent at fast food restaurant/30 days: \$41-\$50	114	8.0%	89
Spent at fast food restaurant/30 days: \$51-\$100	204	14.2%	85
Spent at fast food restaurant/30 days: \$101-\$200	108	7.5%	95
Spent at fast food restaurant/30 days: \$201+	34	2.4%	85

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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 Latitude: 34.40075
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Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Fast food/drive-in last 6 months: eat in	537	37.5%	102
Fast food/drive-in last 6 months: home delivery	93	6.5%	77
Fast food/drive-in last 6 months: take-out/drive-thru	715	49.9%	106
Fast food/drive-in last 6 months: take-out/walk-in	265	18.5%	88
Fast food/drive-in last 6 months: breakfast	467	32.6%	94
Fast food/drive-in last 6 months: lunch	779	54.4%	107
Fast food/drive-in last 6 months: dinner	671	46.8%	102
Fast food/drive-in last 6 months: snack	134	9.4%	75
Fast food/drive-in last 6 months: weekday	871	60.8%	102
Fast food/drive-in last 6 months: weekend	691	48.2%	101
Fast food/drive-in last 6 months: A & W	65	4.5%	175
Fast food/drive-in last 6 months: Arby`s	386	26.9%	162
Fast food/drive-in last 6 months: Baskin-Robbins	25	1.7%	50
Fast food/drive-in last 6 months: Boston Market	16	1.1%	34
Fast food/drive-in last 6 months: Burger King	502	35.0%	118
Fast food/drive-in last 6 months: Captain D`s	128	8.9%	212
Fast food/drive-in last 6 months: Carl`s Jr.	33	2.3%	40
Fast food/drive-in last 6 months: Checkers	44	3.1%	91
Fast food/drive-in last 6 months: Chick-fil-A	230	16.1%	73
Fast food/drive-in last 6 months: Chipotle Mex. Grill	59	4.1%	31
Fast food/drive-in last 6 months: Chuck E. Cheese`s	42	2.9%	95
Fast food/drive-in last 6 months: Church`s Fr. Chicken	51	3.6%	100
Fast food/drive-in last 6 months: Cold Stone Creamery	41	2.9%	89
Fast food/drive-in last 6 months: Dairy Queen	315	22.0%	143
Fast food/drive-in last 6 months: Del Taco	17	1.2%	34
Fast food/drive-in last 6 months: Domino`s Pizza	141	9.8%	80
Fast food/drive-in last 6 months: Dunkin` Donuts	100	7.0%	51
Went to Five Guys in last 6 months	83	5.8%	60
Fast food/drive-in last 6 months: Hardee`s	188	13.1%	209
Fast food/drive-in last 6 months: Jack in the Box	50	3.5%	44
Went to Jimmy John`s in last 6 months	53	3.7%	63
Fast food/drive-in last 6 months: KFC	370	25.8%	128
Fast food/drive-in last 6 months: Krispy Kreme	73	5.1%	89
Fast food/drive-in last 6 months: Little Caesars	220	15.4%	114
Fast food/drive-in last 6 months: Long John Silver`s	96	6.7%	184
Fast food/drive-in last 6 months: McDonald`s	862	60.2%	115
Went to Panda Express in last 6 months	54	3.8%	40
Fast food/drive-in last 6 months: Panera Bread	117	8.2%	64
Fast food/drive-in last 6 months: Papa John`s	93	6.5%	73
Fast food/drive-in last 6 months: Papa Murphy`s	69	4.8%	95
Fast food/drive-in last 6 months: Pizza Hut	354	24.7%	145
Fast food/drive-in last 6 months: Popeyes Chicken	109	7.6%	81
Fast food/drive-in last 6 months: Sonic Drive-In	246	17.2%	146
Fast food/drive-in last 6 months: Starbucks	110	7.7%	42
Fast food/drive-in last 6 months: Steak `n Shake	95	6.6%	120
Fast food/drive-in last 6 months: Subway	421	29.4%	107
Fast food/drive-in last 6 months: Taco Bell	443	30.9%	108
Fast food/drive-in last 6 months: Wendy`s	406	28.3%	113
Fast food/drive-in last 6 months: Whataburger	33	2.3%	48
Fast food/drive-in last 6 months: White Castle	40	2.8%	88

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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Went to fine dining restaurant last month	77	5.4%	50
Went to fine dining restaurant 3+ times last month	22	1.5%	48
Spent at fine dining restaurant/30 days: <\$51	21	1.5%	90
Spent at fine dining restaurant/30 days: \$51-\$100	29	2.0%	61
Spent at fine dining restaurant/30 days: \$101-\$200	25	1.7%	66

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July 26, 2018



Restaurant Market Potential

27 E Main St, Ware Shoals, South Carolina, 29692 3
 27 E Main St, Ware Shoals, South Carolina, 29692
 Ring: 3 mile radius

Prepared by Esri
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Demographic Summary		2018	2023
Population		3,901	3,941
Population 18+		3,142	3,173
Households		1,608	1,629
Median Household Income		\$35,630	\$38,252

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Went to family restaurant/steak house in last 6 mo	2,365	75.3%	100
Went to family restaurant/steak house 4+ times/mo	746	23.7%	88
Spent at family restaurant/30 days: <\$31	378	12.0%	138
Spent at family restaurant/30 days: \$31-50	298	9.5%	95
Spent at family restaurant/30 days: \$51-100	498	15.8%	103
Spent at family restaurant/30 days: \$101-200	217	6.9%	74
Spent at family restaurant/30 days: \$201-300	54	1.7%	69
Family restaurant/steak house last 6 months: breakfast	323	10.3%	77
Family restaurant/steak house last 6 months: lunch	554	17.6%	90
Family restaurant/steak house last 6 months: dinner	1,434	45.6%	97
Family restaurant/steak house last 6 months: snack	40	1.3%	65
Family restaurant/steak house last 6 months: weekday	921	29.3%	95
Family restaurant/steak house last 6 months: weekend	1,247	39.7%	93
Fam rest/steak hse/6 months: Applebee`s	827	26.3%	117
Fam rest/steak hse/6 months: Bob Evans Farms	140	4.5%	122
Fam rest/steak hse/6 months: Buffalo Wild Wings	287	9.1%	87
Fam rest/steak hse/6 months: California Pizza Kitchen	17	0.5%	19
Fam rest/steak hse/6 months: Carrabba`s Italian Grill	45	1.4%	47
Fam rest/steak hse/6 months: The Cheesecake Factory	90	2.9%	40
Fam rest/steak hse/6 months: Chili`s Grill & Bar	245	7.8%	75
Fam rest/steak hse/6 months: CiCi`s Pizza	108	3.4%	97
Fam rest/steak hse/6 months: Cracker Barrel	475	15.1%	137
Fam rest/steak hse/6 months: Denny`s	216	6.9%	80
Fam rest/steak hse/6 months: Golden Corral	303	9.6%	130
Fam rest/steak hse/6 months: IHOP	206	6.6%	64
Fam rest/steak hse/6 months: Logan`s Roadhouse	127	4.0%	128
Fam rest/steak hse/6 months: LongHorn Steakhouse	157	5.0%	95
Fam rest/steak hse/6 months: Olive Garden	452	14.4%	86
Fam rest/steak hse/6 months: Outback Steakhouse	225	7.2%	80
Fam rest/steak hse/6 months: Red Lobster	339	10.8%	103
Fam rest/steak hse/6 months: Red Robin	114	3.6%	52
Fam rest/steak hse/6 months: Ruby Tuesday	170	5.4%	101
Fam rest/steak hse/6 months: Texas Roadhouse	288	9.2%	92
Fam rest/steak hse/6 months: T.G.I. Friday`s	115	3.7%	65
Fam rest/steak hse/6 months: Waffle House	221	7.0%	121
Went to fast food/drive-in restaurant in last 6 mo	2,905	92.5%	102
Went to fast food/drive-in restaurant 9+ times/mo	1,196	38.1%	96
Spent at fast food restaurant/30 days: <\$11	160	5.1%	99
Spent at fast food restaurant/30 days: \$11-\$20	384	12.2%	115
Spent at fast food restaurant/30 days: \$21-\$40	592	18.8%	115
Spent at fast food restaurant/30 days: \$41-\$50	247	7.9%	88
Spent at fast food restaurant/30 days: \$51-\$100	472	15.0%	90
Spent at fast food restaurant/30 days: \$101-\$200	238	7.6%	95
Spent at fast food restaurant/30 days: \$201+	76	2.4%	87

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Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Fast food/drive-in last 6 months: eat in	1,206	38.4%	104
Fast food/drive-in last 6 months: home delivery	213	6.8%	81
Fast food/drive-in last 6 months: take-out/drive-thru	1,582	50.4%	107
Fast food/drive-in last 6 months: take-out/walk-in	572	18.2%	86
Fast food/drive-in last 6 months: breakfast	1,072	34.1%	98
Fast food/drive-in last 6 months: lunch	1,733	55.2%	109
Fast food/drive-in last 6 months: dinner	1,477	47.0%	102
Fast food/drive-in last 6 months: snack	294	9.4%	75
Fast food/drive-in last 6 months: weekday	1,947	62.0%	104
Fast food/drive-in last 6 months: weekend	1,519	48.3%	101
Fast food/drive-in last 6 months: A & W	142	4.5%	174
Fast food/drive-in last 6 months: Arby`s	851	27.1%	163
Fast food/drive-in last 6 months: Baskin-Robbins	56	1.8%	51
Fast food/drive-in last 6 months: Boston Market	37	1.2%	36
Fast food/drive-in last 6 months: Burger King	1,098	34.9%	118
Fast food/drive-in last 6 months: Captain D`s	273	8.7%	207
Fast food/drive-in last 6 months: Carl`s Jr.	71	2.3%	39
Fast food/drive-in last 6 months: Checkers	94	3.0%	89
Fast food/drive-in last 6 months: Chick-fil-A	504	16.0%	73
Fast food/drive-in last 6 months: Chipotle Mex. Grill	123	3.9%	30
Fast food/drive-in last 6 months: Chuck E. Cheese`s	93	3.0%	96
Fast food/drive-in last 6 months: Church`s Fr. Chicken	98	3.1%	87
Fast food/drive-in last 6 months: Cold Stone Creamery	88	2.8%	87
Fast food/drive-in last 6 months: Dairy Queen	698	22.2%	145
Fast food/drive-in last 6 months: Del Taco	37	1.2%	33
Fast food/drive-in last 6 months: Domino`s Pizza	310	9.9%	80
Fast food/drive-in last 6 months: Dunkin` Donuts	216	6.9%	50
Went to Five Guys in last 6 months	181	5.8%	59
Fast food/drive-in last 6 months: Hardee`s	430	13.7%	218
Fast food/drive-in last 6 months: Jack in the Box	108	3.4%	43
Went to Jimmy John`s in last 6 months	116	3.7%	63
Fast food/drive-in last 6 months: KFC	796	25.3%	125
Fast food/drive-in last 6 months: Krispy Kreme	164	5.2%	91
Fast food/drive-in last 6 months: Little Caesars	476	15.1%	113
Fast food/drive-in last 6 months: Long John Silver`s	209	6.7%	183
Fast food/drive-in last 6 months: McDonald`s	1,893	60.2%	115
Went to Panda Express in last 6 months	121	3.9%	41
Fast food/drive-in last 6 months: Panera Bread	254	8.1%	63
Fast food/drive-in last 6 months: Papa John`s	206	6.6%	74
Fast food/drive-in last 6 months: Papa Murphy`s	149	4.7%	94
Fast food/drive-in last 6 months: Pizza Hut	756	24.1%	141
Fast food/drive-in last 6 months: Popeyes Chicken	230	7.3%	78
Fast food/drive-in last 6 months: Sonic Drive-In	553	17.6%	150
Fast food/drive-in last 6 months: Starbucks	247	7.9%	43
Fast food/drive-in last 6 months: Steak `n Shake	202	6.4%	117
Fast food/drive-in last 6 months: Subway	946	30.1%	110
Fast food/drive-in last 6 months: Taco Bell	980	31.2%	108
Fast food/drive-in last 6 months: Wendy`s	889	28.3%	112
Fast food/drive-in last 6 months: Whataburger	83	2.6%	55
Fast food/drive-in last 6 months: White Castle	91	2.9%	91

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Went to fine dining restaurant last month	173	5.5%	51
Went to fine dining restaurant 3+ times last month	51	1.6%	50
Spent at fine dining restaurant/30 days: <\$51	46	1.5%	90
Spent at fine dining restaurant/30 days: \$51-\$100	62	2.0%	60
Spent at fine dining restaurant/30 days: \$101-\$200	55	1.8%	66

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Restaurant Market Potential

27 E Main St, Ware Shoals, South Carolina, 29692 3
 27 E Main St, Ware Shoals, South Carolina, 29692
 Ring: 5 mile radius

Prepared by Esri
 Latitude: 34.40075
 Longitude: -82.24352

Demographic Summary	2018	2023
Population	6,704	6,783
Population 18+	5,393	5,466
Households	2,722	2,757
Median Household Income	\$37,505	\$40,101

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Went to family restaurant/steak house in last 6 mo	4,066	75.4%	100
Went to family restaurant/steak house 4+ times/mo	1,312	24.3%	91
Spent at family restaurant/30 days: <\$31	600	11.1%	127
Spent at family restaurant/30 days: \$31-50	515	9.5%	96
Spent at family restaurant/30 days: \$51-100	936	17.4%	112
Spent at family restaurant/30 days: \$101-200	377	7.0%	75
Spent at family restaurant/30 days: \$201-300	86	1.6%	64
Family restaurant/steak house last 6 months: breakfast	558	10.3%	77
Family restaurant/steak house last 6 months: lunch	966	17.9%	92
Family restaurant/steak house last 6 months: dinner	2,459	45.6%	97
Family restaurant/steak house last 6 months: snack	71	1.3%	67
Family restaurant/steak house last 6 months: weekday	1,628	30.2%	98
Family restaurant/steak house last 6 months: weekend	2,135	39.6%	93
Fam rest/steak hse/6 months: Applebee`s	1,316	24.4%	108
Fam rest/steak hse/6 months: Bob Evans Farms	225	4.2%	115
Fam rest/steak hse/6 months: Buffalo Wild Wings	430	8.0%	76
Fam rest/steak hse/6 months: California Pizza Kitchen	30	0.6%	20
Fam rest/steak hse/6 months: Carrabba`s Italian Grill	84	1.6%	52
Fam rest/steak hse/6 months: The Cheesecake Factory	147	2.7%	38
Fam rest/steak hse/6 months: Chili`s Grill & Bar	460	8.5%	82
Fam rest/steak hse/6 months: CiCi`s Pizza	208	3.9%	109
Fam rest/steak hse/6 months: Cracker Barrel	916	17.0%	154
Fam rest/steak hse/6 months: Denny`s	355	6.6%	77
Fam rest/steak hse/6 months: Golden Corral	604	11.2%	150
Fam rest/steak hse/6 months: IHOP	396	7.3%	71
Fam rest/steak hse/6 months: Logan`s Roadhouse	282	5.2%	166
Fam rest/steak hse/6 months: LongHorn Steakhouse	325	6.0%	115
Fam rest/steak hse/6 months: Olive Garden	744	13.8%	82
Fam rest/steak hse/6 months: Outback Steakhouse	412	7.6%	86
Fam rest/steak hse/6 months: Red Lobster	568	10.5%	100
Fam rest/steak hse/6 months: Red Robin	193	3.6%	51
Fam rest/steak hse/6 months: Ruby Tuesday	307	5.7%	106
Fam rest/steak hse/6 months: Texas Roadhouse	498	9.2%	93
Fam rest/steak hse/6 months: T.G.I. Friday`s	178	3.3%	59
Fam rest/steak hse/6 months: Waffle House	466	8.6%	149
Went to fast food/drive-in restaurant in last 6 mo	4,982	92.4%	102
Went to fast food/drive-in restaurant 9+ times/mo	2,182	40.5%	102
Spent at fast food restaurant/30 days: <\$11	260	4.8%	93
Spent at fast food restaurant/30 days: \$11-\$20	667	12.4%	117
Spent at fast food restaurant/30 days: \$21-\$40	1,013	18.8%	115
Spent at fast food restaurant/30 days: \$41-\$50	416	7.7%	86
Spent at fast food restaurant/30 days: \$51-\$100	847	15.7%	94
Spent at fast food restaurant/30 days: \$101-\$200	400	7.4%	93
Spent at fast food restaurant/30 days: \$201+	135	2.5%	90

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Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Fast food/drive-in last 6 months: eat in	2,070	38.4%	104
Fast food/drive-in last 6 months: home delivery	323	6.0%	71
Fast food/drive-in last 6 months: take-out/drive-thru	2,806	52.0%	110
Fast food/drive-in last 6 months: take-out/walk-in	1,005	18.6%	88
Fast food/drive-in last 6 months: breakfast	1,896	35.2%	101
Fast food/drive-in last 6 months: lunch	2,980	55.3%	109
Fast food/drive-in last 6 months: dinner	2,564	47.5%	103
Fast food/drive-in last 6 months: snack	510	9.5%	76
Fast food/drive-in last 6 months: weekday	3,350	62.1%	104
Fast food/drive-in last 6 months: weekend	2,644	49.0%	102
Fast food/drive-in last 6 months: A & W	205	3.8%	146
Fast food/drive-in last 6 months: Arby`s	1,394	25.8%	155
Fast food/drive-in last 6 months: Baskin-Robbins	94	1.7%	50
Fast food/drive-in last 6 months: Boston Market	72	1.3%	40
Fast food/drive-in last 6 months: Burger King	1,901	35.2%	119
Fast food/drive-in last 6 months: Captain D`s	641	11.9%	283
Fast food/drive-in last 6 months: Carl`s Jr.	133	2.5%	43
Fast food/drive-in last 6 months: Checkers	168	3.1%	93
Fast food/drive-in last 6 months: Chick-fil-A	974	18.1%	82
Fast food/drive-in last 6 months: Chipotle Mex. Grill	190	3.5%	27
Fast food/drive-in last 6 months: Chuck E. Cheese`s	160	3.0%	96
Fast food/drive-in last 6 months: Church`s Fr. Chicken	212	3.9%	110
Fast food/drive-in last 6 months: Cold Stone Creamery	121	2.2%	70
Fast food/drive-in last 6 months: Dairy Queen	1,222	22.7%	148
Fast food/drive-in last 6 months: Del Taco	63	1.2%	33
Fast food/drive-in last 6 months: Domino`s Pizza	537	10.0%	81
Fast food/drive-in last 6 months: Dunkin` Donuts	346	6.4%	47
Went to Five Guys in last 6 months	322	6.0%	61
Fast food/drive-in last 6 months: Hardee`s	812	15.1%	239
Fast food/drive-in last 6 months: Jack in the Box	194	3.6%	45
Went to Jimmy John`s in last 6 months	180	3.3%	57
Fast food/drive-in last 6 months: KFC	1,404	26.0%	129
Fast food/drive-in last 6 months: Krispy Kreme	300	5.6%	97
Fast food/drive-in last 6 months: Little Caesars	856	15.9%	118
Fast food/drive-in last 6 months: Long John Silver`s	360	6.7%	183
Fast food/drive-in last 6 months: McDonald`s	3,183	59.0%	112
Went to Panda Express in last 6 months	237	4.4%	46
Fast food/drive-in last 6 months: Panera Bread	398	7.4%	58
Fast food/drive-in last 6 months: Papa John`s	394	7.3%	83
Fast food/drive-in last 6 months: Papa Murphy`s	225	4.2%	83
Fast food/drive-in last 6 months: Pizza Hut	1,317	24.4%	144
Fast food/drive-in last 6 months: Popeyes Chicken	477	8.8%	95
Fast food/drive-in last 6 months: Sonic Drive-In	1,041	19.3%	165
Fast food/drive-in last 6 months: Starbucks	454	8.4%	46
Fast food/drive-in last 6 months: Steak `n Shake	362	6.7%	122
Fast food/drive-in last 6 months: Subway	1,599	29.6%	108
Fast food/drive-in last 6 months: Taco Bell	1,723	31.9%	111
Fast food/drive-in last 6 months: Wendy`s	1,526	28.3%	112
Fast food/drive-in last 6 months: Whataburger	176	3.3%	69
Fast food/drive-in last 6 months: White Castle	157	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 2018 and 2023.



Restaurant Market Potential

27 E Main St, Ware Shoals, South Carolina, 29692 3
27 E Main St, Ware Shoals, South Carolina, 29692
Ring: 5 mile radius

Prepared by Esri
Latitude: 34.40075
Longitude: -82.24352

Went to fine dining restaurant last month	303	5.6%	52
Went to fine dining restaurant 3+ times last month	86	1.6%	49
Spent at fine dining restaurant/30 days: <\$51	81	1.5%	92
Spent at fine dining restaurant/30 days: \$51-\$100	94	1.7%	53
Spent at fine dining restaurant/30 days: \$101-\$200	79	1.5%	56

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.

July 26, 2018