



Restaurant Market Potential

211 W Main St, Walhalla, South Carolina, 29691 2
 211 W Main St, Walhalla, South Carolina, 29691
 Drive Time: 5 minute radius

Prepared by Esri
 Latitude: 34.76529
 Longitude: -83.06747

Demographic Summary	2018	2023
Population	5,684	5,759
Population 18+	4,300	4,387
Households	2,157	2,181
Median Household Income	\$37,589	\$39,575

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Went to family restaurant/steak house in last 6 mo	3,035	70.6%	94
Went to family restaurant/steak house 4+ times/mo	991	23.0%	86
Spent at family restaurant/30 days: <\$31	469	10.9%	125
Spent at family restaurant/30 days: \$31-50	395	9.2%	92
Spent at family restaurant/30 days: \$51-100	594	13.8%	89
Spent at family restaurant/30 days: \$101-200	288	6.7%	72
Spent at family restaurant/30 days: \$201-300	73	1.7%	68
Family restaurant/steak house last 6 months: breakfast	403	9.4%	70
Family restaurant/steak house last 6 months: lunch	691	16.1%	82
Family restaurant/steak house last 6 months: dinner	1,843	42.9%	91
Family restaurant/steak house last 6 months: snack	56	1.3%	66
Family restaurant/steak house last 6 months: weekday	1,141	26.5%	86
Family restaurant/steak house last 6 months: weekend	1,653	38.4%	90
Fam rest/steak hse/6 months: Applebee`s	1,098	25.5%	113
Fam rest/steak hse/6 months: Bob Evans Farms	240	5.6%	153
Fam rest/steak hse/6 months: Buffalo Wild Wings	405	9.4%	90
Fam rest/steak hse/6 months: California Pizza Kitchen	23	0.5%	19
Fam rest/steak hse/6 months: Carrabba`s Italian Grill	75	1.7%	58
Fam rest/steak hse/6 months: The Cheesecake Factory	136	3.2%	44
Fam rest/steak hse/6 months: Chili`s Grill & Bar	298	6.9%	67
Fam rest/steak hse/6 months: CiCi`s Pizza	142	3.3%	93
Fam rest/steak hse/6 months: Cracker Barrel	581	13.5%	123
Fam rest/steak hse/6 months: Denny`s	318	7.4%	86
Fam rest/steak hse/6 months: Golden Corral	425	9.9%	133
Fam rest/steak hse/6 months: IHOP	292	6.8%	66
Fam rest/steak hse/6 months: Logan`s Roadhouse	174	4.0%	128
Fam rest/steak hse/6 months: LongHorn Steakhouse	182	4.2%	81
Fam rest/steak hse/6 months: Olive Garden	609	14.2%	84
Fam rest/steak hse/6 months: Outback Steakhouse	295	6.9%	77
Fam rest/steak hse/6 months: Red Lobster	429	10.0%	95
Fam rest/steak hse/6 months: Red Robin	160	3.7%	53
Fam rest/steak hse/6 months: Ruby Tuesday	263	6.1%	114
Fam rest/steak hse/6 months: Texas Roadhouse	433	10.1%	101
Fam rest/steak hse/6 months: T.G.I. Friday`s	159	3.7%	66
Fam rest/steak hse/6 months: Waffle House	299	7.0%	120
Went to fast food/drive-in restaurant in last 6 mo	3,971	92.3%	102
Went to fast food/drive-in restaurant 9+ times/mo	1,770	41.2%	104
Spent at fast food restaurant/30 days: <\$11	228	5.3%	103
Spent at fast food restaurant/30 days: \$11-\$20	495	11.5%	109
Spent at fast food restaurant/30 days: \$21-\$40	746	17.3%	106
Spent at fast food restaurant/30 days: \$41-\$50	377	8.8%	98
Spent at fast food restaurant/30 days: \$51-\$100	729	17.0%	102
Spent at fast food restaurant/30 days: \$101-\$200	307	7.1%	90
Spent at fast food restaurant/30 days: \$201+	116	2.7%	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 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	1,554	36.1%	98
Fast food/drive-in last 6 months: home delivery	339	7.9%	94
Fast food/drive-in last 6 months: take-out/drive-thru	2,178	50.7%	107
Fast food/drive-in last 6 months: take-out/walk-in	794	18.5%	88
Fast food/drive-in last 6 months: breakfast	1,510	35.1%	101
Fast food/drive-in last 6 months: lunch	2,281	53.0%	104
Fast food/drive-in last 6 months: dinner	2,076	48.3%	105
Fast food/drive-in last 6 months: snack	425	9.9%	79
Fast food/drive-in last 6 months: weekday	2,618	60.9%	102
Fast food/drive-in last 6 months: weekend	2,024	47.1%	98
Fast food/drive-in last 6 months: A & W	175	4.1%	157
Fast food/drive-in last 6 months: Arby`s	1,042	24.2%	145
Fast food/drive-in last 6 months: Baskin-Robbins	75	1.7%	50
Fast food/drive-in last 6 months: Boston Market	58	1.3%	41
Fast food/drive-in last 6 months: Burger King	1,557	36.2%	122
Fast food/drive-in last 6 months: Captain D`s	263	6.1%	145
Fast food/drive-in last 6 months: Carl`s Jr.	95	2.2%	39
Fast food/drive-in last 6 months: Checkers	137	3.2%	95
Fast food/drive-in last 6 months: Chick-fil-A	585	13.6%	62
Fast food/drive-in last 6 months: Chipotle Mex. Grill	182	4.2%	32
Fast food/drive-in last 6 months: Chuck E. Cheese`s	111	2.6%	84
Fast food/drive-in last 6 months: Church`s Fr. Chicken	95	2.2%	62
Fast food/drive-in last 6 months: Cold Stone Creamery	120	2.8%	86
Fast food/drive-in last 6 months: Dairy Queen	845	19.7%	128
Fast food/drive-in last 6 months: Del Taco	52	1.2%	34
Fast food/drive-in last 6 months: Domino`s Pizza	441	10.3%	84
Fast food/drive-in last 6 months: Dunkin` Donuts	329	7.7%	55
Went to Five Guys in last 6 months	239	5.6%	57
Fast food/drive-in last 6 months: Hardee`s	613	14.3%	227
Fast food/drive-in last 6 months: Jack in the Box	132	3.1%	39
Went to Jimmy John`s in last 6 months	135	3.1%	54
Fast food/drive-in last 6 months: KFC	1,186	27.6%	137
Fast food/drive-in last 6 months: Krispy Kreme	214	5.0%	86
Fast food/drive-in last 6 months: Little Caesars	718	16.7%	124
Fast food/drive-in last 6 months: Long John Silver`s	338	7.9%	216
Fast food/drive-in last 6 months: McDonald`s	2,633	61.2%	117
Went to Panda Express in last 6 months	143	3.3%	35
Fast food/drive-in last 6 months: Panera Bread	311	7.2%	56
Fast food/drive-in last 6 months: Papa John`s	324	7.5%	85
Fast food/drive-in last 6 months: Papa Murphy`s	169	3.9%	78
Fast food/drive-in last 6 months: Pizza Hut	1,058	24.6%	145
Fast food/drive-in last 6 months: Popeyes Chicken	308	7.2%	77
Fast food/drive-in last 6 months: Sonic Drive-In	794	18.5%	157
Fast food/drive-in last 6 months: Starbucks	339	7.9%	43
Fast food/drive-in last 6 months: Steak `n Shake	285	6.6%	120
Fast food/drive-in last 6 months: Subway	1,250	29.1%	106
Fast food/drive-in last 6 months: Taco Bell	1,401	32.6%	113
Fast food/drive-in last 6 months: Wendy`s	1,213	28.2%	112
Fast food/drive-in last 6 months: Whataburger	105	2.4%	51
Fast food/drive-in last 6 months: White Castle	114	2.7%	84

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	212	4.9%	46
Went to fine dining restaurant 3+ times last month	66	1.5%	48
Spent at fine dining restaurant/30 days: <\$51	63	1.5%	90
Spent at fine dining restaurant/30 days: \$51-\$100	86	2.0%	60
Spent at fine dining restaurant/30 days: \$101-\$200	63	1.5%	56

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January 14, 2019



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Demographic Summary	2018	2023
Population	12,515	12,818
Population 18+	9,776	10,058
Households	4,896	5,012
Median Household Income	\$40,656	\$42,988

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Went to family restaurant/steak house in last 6 mo	7,271	74.4%	99
Went to family restaurant/steak house 4+ times/mo	2,435	24.9%	93
Spent at family restaurant/30 days: <\$31	1,019	10.4%	119
Spent at family restaurant/30 days: \$31-50	969	9.9%	100
Spent at family restaurant/30 days: \$51-100	1,499	15.3%	99
Spent at family restaurant/30 days: \$101-200	744	7.6%	82
Spent at family restaurant/30 days: \$201-300	167	1.7%	69
Family restaurant/steak house last 6 months: breakfast	998	10.2%	76
Family restaurant/steak house last 6 months: lunch	1,762	18.0%	92
Family restaurant/steak house last 6 months: dinner	4,535	46.4%	99
Family restaurant/steak house last 6 months: snack	128	1.3%	67
Family restaurant/steak house last 6 months: weekday	2,893	29.6%	96
Family restaurant/steak house last 6 months: weekend	4,017	41.1%	97
Fam rest/steak hse/6 months: Applebee`s	2,382	24.4%	108
Fam rest/steak hse/6 months: Bob Evans Farms	495	5.1%	139
Fam rest/steak hse/6 months: Buffalo Wild Wings	873	8.9%	85
Fam rest/steak hse/6 months: California Pizza Kitchen	55	0.6%	20
Fam rest/steak hse/6 months: Carrabba`s Italian Grill	172	1.8%	58
Fam rest/steak hse/6 months: The Cheesecake Factory	290	3.0%	41
Fam rest/steak hse/6 months: Chili`s Grill & Bar	806	8.2%	80
Fam rest/steak hse/6 months: CiCi`s Pizza	338	3.5%	97
Fam rest/steak hse/6 months: Cracker Barrel	1,647	16.8%	153
Fam rest/steak hse/6 months: Denny`s	674	6.9%	80
Fam rest/steak hse/6 months: Golden Corral	1,139	11.7%	156
Fam rest/steak hse/6 months: IHOP	746	7.6%	74
Fam rest/steak hse/6 months: Logan`s Roadhouse	536	5.5%	174
Fam rest/steak hse/6 months: LongHorn Steakhouse	499	5.1%	98
Fam rest/steak hse/6 months: Olive Garden	1,466	15.0%	89
Fam rest/steak hse/6 months: Outback Steakhouse	829	8.5%	95
Fam rest/steak hse/6 months: Red Lobster	1,039	10.6%	101
Fam rest/steak hse/6 months: Red Robin	405	4.1%	59
Fam rest/steak hse/6 months: Ruby Tuesday	609	6.2%	116
Fam rest/steak hse/6 months: Texas Roadhouse	1,088	11.1%	112
Fam rest/steak hse/6 months: T.G.I. Friday`s	334	3.4%	61
Fam rest/steak hse/6 months: Waffle House	824	8.4%	146
Went to fast food/drive-in restaurant in last 6 mo	8,999	92.1%	102
Went to fast food/drive-in restaurant 9+ times/mo	3,998	40.9%	103
Spent at fast food restaurant/30 days: <\$11	504	5.2%	100
Spent at fast food restaurant/30 days: \$11-\$20	1,101	11.3%	106
Spent at fast food restaurant/30 days: \$21-\$40	1,735	17.7%	108
Spent at fast food restaurant/30 days: \$41-\$50	857	8.8%	98
Spent at fast food restaurant/30 days: \$51-\$100	1,711	17.5%	105
Spent at fast food restaurant/30 days: \$101-\$200	689	7.0%	88
Spent at fast food restaurant/30 days: \$201+	260	2.7%	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.

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Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Fast food/drive-in last 6 months: eat in	3,704	37.9%	103
Fast food/drive-in last 6 months: home delivery	674	6.9%	82
Fast food/drive-in last 6 months: take-out/drive-thru	5,097	52.1%	110
Fast food/drive-in last 6 months: take-out/walk-in	1,785	18.3%	87
Fast food/drive-in last 6 months: breakfast	3,575	36.6%	106
Fast food/drive-in last 6 months: lunch	5,340	54.6%	108
Fast food/drive-in last 6 months: dinner	4,698	48.1%	104
Fast food/drive-in last 6 months: snack	954	9.8%	78
Fast food/drive-in last 6 months: weekday	6,176	63.2%	106
Fast food/drive-in last 6 months: weekend	4,668	47.7%	100
Fast food/drive-in last 6 months: A & W	361	3.7%	142
Fast food/drive-in last 6 months: Arby`s	2,400	24.5%	147
Fast food/drive-in last 6 months: Baskin-Robbins	166	1.7%	48
Fast food/drive-in last 6 months: Boston Market	137	1.4%	42
Fast food/drive-in last 6 months: Burger King	3,445	35.2%	119
Fast food/drive-in last 6 months: Captain D`s	826	8.4%	201
Fast food/drive-in last 6 months: Carl`s Jr.	217	2.2%	39
Fast food/drive-in last 6 months: Checkers	292	3.0%	89
Fast food/drive-in last 6 months: Chick-fil-A	1,637	16.7%	76
Fast food/drive-in last 6 months: Chipotle Mex. Grill	393	4.0%	30
Fast food/drive-in last 6 months: Chuck E. Cheese`s	255	2.6%	84
Fast food/drive-in last 6 months: Church`s Fr. Chicken	254	2.6%	73
Fast food/drive-in last 6 months: Cold Stone Creamery	217	2.2%	69
Fast food/drive-in last 6 months: Dairy Queen	2,017	20.6%	135
Fast food/drive-in last 6 months: Del Taco	114	1.2%	33
Fast food/drive-in last 6 months: Domino`s Pizza	997	10.2%	83
Fast food/drive-in last 6 months: Dunkin` Donuts	722	7.4%	54
Went to Five Guys in last 6 months	595	6.1%	63
Fast food/drive-in last 6 months: Hardee`s	1,413	14.5%	230
Fast food/drive-in last 6 months: Jack in the Box	310	3.2%	40
Went to Jimmy John`s in last 6 months	327	3.3%	57
Fast food/drive-in last 6 months: KFC	2,514	25.7%	127
Fast food/drive-in last 6 months: Krispy Kreme	504	5.2%	90
Fast food/drive-in last 6 months: Little Caesars	1,530	15.7%	116
Fast food/drive-in last 6 months: Long John Silver`s	655	6.7%	184
Fast food/drive-in last 6 months: McDonald`s	5,816	59.5%	113
Went to Panda Express in last 6 months	400	4.1%	43
Fast food/drive-in last 6 months: Panera Bread	755	7.7%	60
Fast food/drive-in last 6 months: Papa John`s	749	7.7%	87
Fast food/drive-in last 6 months: Papa Murphy`s	389	4.0%	79
Fast food/drive-in last 6 months: Pizza Hut	2,280	23.3%	137
Fast food/drive-in last 6 months: Popeyes Chicken	751	7.7%	82
Fast food/drive-in last 6 months: Sonic Drive-In	1,832	18.7%	160
Fast food/drive-in last 6 months: Starbucks	859	8.8%	48
Fast food/drive-in last 6 months: Steak `n Shake	645	6.6%	120
Fast food/drive-in last 6 months: Subway	2,964	30.3%	111
Fast food/drive-in last 6 months: Taco Bell	3,189	32.6%	113
Fast food/drive-in last 6 months: Wendy`s	2,704	27.7%	110
Fast food/drive-in last 6 months: Whataburger	339	3.5%	73
Fast food/drive-in last 6 months: White Castle	282	2.9%	91

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	569	5.8%	54
Went to fine dining restaurant 3+ times last month	159	1.6%	50
Spent at fine dining restaurant/30 days: <\$51	141	1.4%	89
Spent at fine dining restaurant/30 days: \$51-\$100	192	2.0%	59
Spent at fine dining restaurant/30 days: \$101-\$200	142	1.5%	55

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 Drive Time: 15 minute radius

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Demographic Summary	2018	2023
Population	28,034	28,906
Population 18+	22,442	23,158
Households	11,385	11,738
Median Household Income	\$43,612	\$46,586

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Went to family restaurant/steak house in last 6 mo	16,742	74.6%	99
Went to family restaurant/steak house 4+ times/mo	5,610	25.0%	93
Spent at family restaurant/30 days: <\$31	2,276	10.1%	116
Spent at family restaurant/30 days: \$31-50	2,397	10.7%	107
Spent at family restaurant/30 days: \$51-100	3,390	15.1%	98
Spent at family restaurant/30 days: \$101-200	1,765	7.9%	85
Spent at family restaurant/30 days: \$201-300	382	1.7%	68
Family restaurant/steak house last 6 months: breakfast	2,354	10.5%	78
Family restaurant/steak house last 6 months: lunch	4,134	18.4%	94
Family restaurant/steak house last 6 months: dinner	10,369	46.2%	99
Family restaurant/steak house last 6 months: snack	283	1.3%	64
Family restaurant/steak house last 6 months: weekday	6,773	30.2%	98
Family restaurant/steak house last 6 months: weekend	9,084	40.5%	95
Fam rest/steak hse/6 months: Applebee`s	5,412	24.1%	107
Fam rest/steak hse/6 months: Bob Evans Farms	1,253	5.6%	153
Fam rest/steak hse/6 months: Buffalo Wild Wings	1,794	8.0%	76
Fam rest/steak hse/6 months: California Pizza Kitchen	156	0.7%	25
Fam rest/steak hse/6 months: Carrabba`s Italian Grill	431	1.9%	64
Fam rest/steak hse/6 months: The Cheesecake Factory	719	3.2%	44
Fam rest/steak hse/6 months: Chili`s Grill & Bar	1,920	8.6%	83
Fam rest/steak hse/6 months: CiCi`s Pizza	787	3.5%	99
Fam rest/steak hse/6 months: Cracker Barrel	3,820	17.0%	154
Fam rest/steak hse/6 months: Denny`s	1,572	7.0%	82
Fam rest/steak hse/6 months: Golden Corral	2,618	11.7%	157
Fam rest/steak hse/6 months: IHOP	1,745	7.8%	76
Fam rest/steak hse/6 months: Logan`s Roadhouse	1,190	5.3%	168
Fam rest/steak hse/6 months: LongHorn Steakhouse	1,259	5.6%	107
Fam rest/steak hse/6 months: Olive Garden	3,357	15.0%	89
Fam rest/steak hse/6 months: Outback Steakhouse	1,936	8.6%	97
Fam rest/steak hse/6 months: Red Lobster	2,436	10.9%	103
Fam rest/steak hse/6 months: Red Robin	989	4.4%	63
Fam rest/steak hse/6 months: Ruby Tuesday	1,389	6.2%	115
Fam rest/steak hse/6 months: Texas Roadhouse	2,356	10.5%	105
Fam rest/steak hse/6 months: T.G.I. Friday`s	778	3.5%	62
Fam rest/steak hse/6 months: Waffle House	1,842	8.2%	142
Went to fast food/drive-in restaurant in last 6 mo	20,675	92.1%	102
Went to fast food/drive-in restaurant 9+ times/mo	8,873	39.5%	100
Spent at fast food restaurant/30 days: <\$11	1,219	5.4%	105
Spent at fast food restaurant/30 days: \$11-\$20	2,682	12.0%	113
Spent at fast food restaurant/30 days: \$21-\$40	4,115	18.3%	112
Spent at fast food restaurant/30 days: \$41-\$50	1,896	8.4%	94
Spent at fast food restaurant/30 days: \$51-\$100	3,771	16.8%	101
Spent at fast food restaurant/30 days: \$101-\$200	1,612	7.2%	90
Spent at fast food restaurant/30 days: \$201+	560	2.5%	89

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Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Fast food/drive-in last 6 months: eat in	8,611	38.4%	104
Fast food/drive-in last 6 months: home delivery	1,437	6.4%	76
Fast food/drive-in last 6 months: take-out/drive-thru	11,627	51.8%	110
Fast food/drive-in last 6 months: take-out/walk-in	4,009	17.9%	85
Fast food/drive-in last 6 months: breakfast	8,121	36.2%	104
Fast food/drive-in last 6 months: lunch	12,197	54.3%	107
Fast food/drive-in last 6 months: dinner	10,581	47.1%	102
Fast food/drive-in last 6 months: snack	2,232	9.9%	80
Fast food/drive-in last 6 months: weekday	14,211	63.3%	106
Fast food/drive-in last 6 months: weekend	10,493	46.8%	98
Fast food/drive-in last 6 months: A & W	837	3.7%	144
Fast food/drive-in last 6 months: Arby`s	5,456	24.3%	146
Fast food/drive-in last 6 months: Baskin-Robbins	395	1.8%	50
Fast food/drive-in last 6 months: Boston Market	357	1.6%	48
Fast food/drive-in last 6 months: Burger King	7,837	34.9%	118
Fast food/drive-in last 6 months: Captain D`s	2,018	9.0%	214
Fast food/drive-in last 6 months: Carl`s Jr.	490	2.2%	38
Fast food/drive-in last 6 months: Checkers	661	2.9%	88
Fast food/drive-in last 6 months: Chick-fil-A	4,026	17.9%	82
Fast food/drive-in last 6 months: Chipotle Mex. Grill	1,002	4.5%	34
Fast food/drive-in last 6 months: Chuck E. Cheese`s	562	2.5%	81
Fast food/drive-in last 6 months: Church`s Fr. Chicken	621	2.8%	78
Fast food/drive-in last 6 months: Cold Stone Creamery	483	2.2%	67
Fast food/drive-in last 6 months: Dairy Queen	4,625	20.6%	134
Fast food/drive-in last 6 months: Del Taco	275	1.2%	35
Fast food/drive-in last 6 months: Domino`s Pizza	2,232	9.9%	81
Fast food/drive-in last 6 months: Dunkin` Donuts	1,674	7.5%	54
Went to Five Guys in last 6 months	1,476	6.6%	68
Fast food/drive-in last 6 months: Hardee`s	3,200	14.3%	227
Fast food/drive-in last 6 months: Jack in the Box	782	3.5%	44
Went to Jimmy John`s in last 6 months	763	3.4%	58
Fast food/drive-in last 6 months: KFC	5,538	24.7%	122
Fast food/drive-in last 6 months: Krispy Kreme	1,134	5.1%	88
Fast food/drive-in last 6 months: Little Caesars	3,399	15.1%	113
Fast food/drive-in last 6 months: Long John Silver`s	1,497	6.7%	183
Fast food/drive-in last 6 months: McDonald`s	13,185	58.8%	112
Went to Panda Express in last 6 months	996	4.4%	47
Fast food/drive-in last 6 months: Panera Bread	1,815	8.1%	63
Fast food/drive-in last 6 months: Papa John`s	1,649	7.3%	83
Fast food/drive-in last 6 months: Papa Murphy`s	911	4.1%	80
Fast food/drive-in last 6 months: Pizza Hut	4,970	22.1%	130
Fast food/drive-in last 6 months: Popeyes Chicken	1,734	7.7%	83
Fast food/drive-in last 6 months: Sonic Drive-In	4,074	18.2%	155
Fast food/drive-in last 6 months: Starbucks	2,034	9.1%	50
Fast food/drive-in last 6 months: Steak `n Shake	1,517	6.8%	123
Fast food/drive-in last 6 months: Subway	6,838	30.5%	111
Fast food/drive-in last 6 months: Taco Bell	7,162	31.9%	111
Fast food/drive-in last 6 months: Wendy`s	6,005	26.8%	106
Fast food/drive-in last 6 months: Whataburger	776	3.5%	73
Fast food/drive-in last 6 months: White Castle	707	3.2%	99

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

211 W Main St, Walhalla, South Carolina, 29691 2
211 W Main St, Walhalla, South Carolina, 29691
Drive Time: 15 minute radius

Prepared by Esri
Latitude: 34.76529
Longitude: -83.06747

Went to fine dining restaurant last month	1,424	6.3%	59
Went to fine dining restaurant 3+ times last month	401	1.8%	55
Spent at fine dining restaurant/30 days: <\$51	341	1.5%	93
Spent at fine dining restaurant/30 days: \$51-\$100	439	2.0%	59
Spent at fine dining restaurant/30 days: \$101-\$200	331	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.