

# Restaurant Market Potential

Denver Area (NC 73 & HWY16)  
 7110 NC 73, Denver, North Carolina, 28037  
 Ring: 3 mile radius

Lincoln Economic Development Association  
 Latitude: 35.45085  
 Longitude: -81.00764

Demographic Summary	2016	2021
Population	11,304	12,001
Population 18+	8,796	9,360
Households	4,339	4,579
Median Household Income	\$72,220	\$82,854

  

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Went to family restaurant/steak house in last 6 mo	7,000	79.6%	107
Went to family restaurant/steak house 4+ times/mo	2,631	29.9%	109
Spent at family rest/steak hse last 6 months: <\$31	557	6.3%	89
Spent at family rest/steak hse last 6 months: \$31-50	854	9.7%	118
Spent at family rest/steak hse last 6 months: \$51-100	1,439	16.4%	108
Spent at family rest/steak hse last 6 months: \$101-200	1,175	13.4%	112
Spent at family rest/steak hse last 6 months: \$201-300	555	6.3%	116
Spent at family rest/steak hse last 6 months: \$301+	851	9.7%	132
Family restaurant/steak house last 6 months: breakfast	1,136	12.9%	103
Family restaurant/steak house last 6 months: lunch	1,705	19.4%	103
Family restaurant/steak house last 6 months: dinner	4,776	54.3%	117
Family restaurant/steak house last 6 months: snack	137	1.6%	82
Family restaurant/steak house last 6 months: weekday	3,176	36.1%	119
Family restaurant/steak house last 6 months: weekend	4,170	47.4%	115
Fam rest/steak hse/6 months: Applebee`s	2,386	27.1%	115
Fam rest/steak hse/6 months: Bob Evans Farms	386	4.4%	120
Fam rest/steak hse/6 months: Buffalo Wild Wings	869	9.9%	116
Fam rest/steak hse/6 months: California Pizza Kitchen	232	2.6%	79
Fam rest/steak hse/6 months: Carrabba`s Italian Grill	331	3.8%	121
Fam rest/steak hse/6 months: The Cheesecake Factory	544	6.2%	95
Fam rest/steak hse/6 months: Chili`s Grill & Bar	1,272	14.5%	119
Fam rest/steak hse/6 months: CiCi`s Pizza	316	3.6%	92
Fam rest/steak hse/6 months: Cracker Barrel	1,290	14.7%	146
Fam rest/steak hse/6 months: Denny`s	694	7.9%	85
Fam rest/steak hse/6 months: Golden Corral	851	9.7%	120
Fam rest/steak hse/6 months: IHOP	918	10.4%	93
Fam rest/steak hse/6 months: Logan`s Roadhouse	410	4.7%	136
Fam rest/steak hse/6 months: LongHorn Steakhouse	493	5.6%	118
Fam rest/steak hse/6 months: Old Country Buffet	153	1.7%	101
Fam rest/steak hse/6 months: Olive Garden	1,772	20.1%	116
Fam rest/steak hse/6 months: Outback Steakhouse	1,010	11.5%	121
Fam rest/steak hse/6 months: Red Lobster	1,196	13.6%	113
Fam rest/steak hse/6 months: Red Robin	588	6.7%	110
Fam rest/steak hse/6 months: Ruby Tuesday	617	7.0%	115
Fam rest/steak hse/6 months: Texas Roadhouse	970	11.0%	145
Fam rest/steak hse/6 months: T.G.I. Friday`s	681	7.7%	103
Fam rest/steak hse/6 months: Waffle House	541	6.2%	116
Went to fast food/drive-in restaurant in last 6 mo	8,099	92.1%	102
Went to fast food/drive-in restaurant 9+ times/mo	3,692	42.0%	106
Spent at fast food/drive-in last 6 months: <\$11	347	3.9%	92
Spent at fast food/drive-in last 6 months: \$11-\$20	593	6.7%	91
Spent at fast food/drive-in last 6 months: \$21-\$40	1,065	12.1%	103
Spent at fast food/drive-in last 6 months: \$41-\$50	723	8.2%	109
Spent at fast food/drive-in last 6 months: \$51-\$100	1,472	16.7%	100
Spent at fast food/drive-in last 6 months: \$101-\$200	1,144	13.0%	108
Spent at fast food/drive-in last 6 months: \$201+	1,349	15.3%	126

**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 2016 and 2021.

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Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Fast food/drive-in last 6 months: eat in	3,496	39.7%	109
Fast food/drive-in last 6 months: home delivery	682	7.8%	101
Fast food/drive-in last 6 months: take-out/drive-thru	4,561	51.9%	112
Fast food/drive-in last 6 months: take-out/walk-in	1,774	20.2%	104
Fast food/drive-in last 6 months: breakfast	3,080	35.0%	108
Fast food/drive-in last 6 months: lunch	4,965	56.4%	113
Fast food/drive-in last 6 months: dinner	4,337	49.3%	111
Fast food/drive-in last 6 months: snack	1,026	11.7%	97
Fast food/drive-in last 6 months: weekday	5,758	65.5%	112
Fast food/drive-in last 6 months: weekend	4,314	49.0%	107
Fast food/drive-in last 6 months: A & W	282	3.2%	115
Fast food/drive-in last 6 months: Arby`s	1,786	20.3%	128
Fast food/drive-in last 6 months: Baskin-Robbins	206	2.3%	71
Fast food/drive-in last 6 months: Boston Market	217	2.5%	72
Fast food/drive-in last 6 months: Burger King	2,757	31.3%	103
Fast food/drive-in last 6 months: Captain D`s	417	4.7%	139
Fast food/drive-in last 6 months: Carl`s Jr.	335	3.8%	68
Fast food/drive-in last 6 months: Checkers	209	2.4%	83
Fast food/drive-in last 6 months: Chick-fil-A	2,083	23.7%	132
Fast food/drive-in last 6 months: Chipotle Mex. Grill	846	9.6%	93
Fast food/drive-in last 6 months: Chuck E. Cheese`s	244	2.8%	83
Fast food/drive-in last 6 months: Church`s Fr. Chicken	166	1.9%	58
Fast food/drive-in last 6 months: Cold Stone Creamery	232	2.6%	87
Fast food/drive-in last 6 months: Dairy Queen	1,503	17.1%	121
Fast food/drive-in last 6 months: Del Taco	214	2.4%	67
Fast food/drive-in last 6 months: Domino`s Pizza	991	11.3%	95
Fast food/drive-in last 6 months: Dunkin` Donuts	936	10.6%	90
Fast food/drive-in last 6 months: Hardee`s	716	8.1%	141
Fast food/drive-in last 6 months: Jack in the Box	544	6.2%	75
Fast food/drive-in last 6 months: KFC	1,925	21.9%	103
Fast food/drive-in last 6 months: Krispy Kreme	461	5.2%	113
Fast food/drive-in last 6 months: Little Caesars	981	11.2%	98
Fast food/drive-in last 6 months: Long John Silver`s	542	6.2%	121
Fast food/drive-in last 6 months: McDonald`s	4,998	56.8%	103
Went to Panda Express in last 6 months	515	5.9%	76
Fast food/drive-in last 6 months: Panera Bread	1,152	13.1%	115
Fast food/drive-in last 6 months: Papa John`s	903	10.3%	115
Fast food/drive-in last 6 months: Papa Murphy`s	485	5.5%	130
Fast food/drive-in last 6 months: Pizza Hut	1,809	20.6%	103
Fast food/drive-in last 6 months: Popeyes Chicken	556	6.3%	81
Fast food/drive-in last 6 months: Quiznos	290	3.3%	103
Fast food/drive-in last 6 months: Sonic Drive-In	1,099	12.5%	121
Fast food/drive-in last 6 months: Starbucks	1,284	14.6%	99
Fast food/drive-in last 6 months: Steak `n Shake	563	6.4%	127
Fast food/drive-in last 6 months: Subway	3,264	37.1%	114
Fast food/drive-in last 6 months: Taco Bell	2,958	33.6%	109
Fast food/drive-in last 6 months: Wendy`s	2,740	31.2%	112
Fast food/drive-in last 6 months: Whataburger	391	4.4%	106
Fast food/drive-in last 6 months: White Castle	196	2.2%	77

**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 2016 and 2021.

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Ring: 3 mile radius

Lincoln Economic Development Association  
Latitude: 35.45085  
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Went to fine dining restaurant last month	1,158	13.2%	117
Went to fine dining restaurant 3+ times last month	279	3.2%	101
Spent at fine dining rest in last 6 months: <\$51	134	1.5%	75
Spent at fine dining rest in last 6 months: \$51-\$100	391	4.4%	120
Spent at fine dining rest in last 6 months: \$101-\$200	395	4.5%	121
Spent at fine dining rest in last 6 months: \$201+	389	4.4%	112

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# Restaurant Market Potential

Denver Area (NC 73 & HWY16)  
 7110 NC 73, Denver, North Carolina, 28037  
 Ring: 6 mile radius

Lincoln Economic Development Association  
 Latitude: 35.45085  
 Longitude: -81.00764

Demographic Summary	2016	2021
Population	34,552	36,957
Population 18+	26,650	28,815
Households	12,971	13,794
Median Household Income	\$78,703	\$89,433

  

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Went to family restaurant/steak house in last 6 mo	21,175	79.5%	107
Went to family restaurant/steak house 4+ times/mo	8,044	30.2%	110
Spent at family rest/steak hse last 6 months: <\$31	1,649	6.2%	87
Spent at family rest/steak hse last 6 months: \$31-50	2,330	8.7%	106
Spent at family rest/steak hse last 6 months: \$51-100	4,190	15.7%	104
Spent at family rest/steak hse last 6 months: \$101-200	3,675	13.8%	116
Spent at family rest/steak hse last 6 months: \$201-300	1,742	6.5%	120
Spent at family rest/steak hse last 6 months: \$301+	2,611	9.8%	134
Family restaurant/steak house last 6 months: breakfast	3,569	13.4%	107
Family restaurant/steak house last 6 months: lunch	5,329	20.0%	106
Family restaurant/steak house last 6 months: dinner	14,205	53.3%	115
Family restaurant/steak house last 6 months: snack	355	1.3%	70
Family restaurant/steak house last 6 months: weekday	9,413	35.3%	116
Family restaurant/steak house last 6 months: weekend	12,445	46.7%	113
Fam rest/steak hse/6 months: Applebee`s	6,639	24.9%	105
Fam rest/steak hse/6 months: Bob Evans Farms	1,116	4.2%	114
Fam rest/steak hse/6 months: Buffalo Wild Wings	2,442	9.2%	107
Fam rest/steak hse/6 months: California Pizza Kitchen	938	3.5%	105
Fam rest/steak hse/6 months: Carrabba`s Italian Grill	1,081	4.1%	130
Fam rest/steak hse/6 months: The Cheesecake Factory	1,890	7.1%	109
Fam rest/steak hse/6 months: Chili`s Grill & Bar	3,637	13.6%	113
Fam rest/steak hse/6 months: CiCi`s Pizza	916	3.4%	88
Fam rest/steak hse/6 months: Cracker Barrel	3,404	12.8%	127
Fam rest/steak hse/6 months: Denny`s	2,029	7.6%	82
Fam rest/steak hse/6 months: Golden Corral	2,167	8.1%	101
Fam rest/steak hse/6 months: IHOP	2,842	10.7%	95
Fam rest/steak hse/6 months: Logan`s Roadhouse	1,039	3.9%	114
Fam rest/steak hse/6 months: LongHorn Steakhouse	1,504	5.6%	118
Fam rest/steak hse/6 months: Old Country Buffet	393	1.5%	85
Fam rest/steak hse/6 months: Olive Garden	5,168	19.4%	112
Fam rest/steak hse/6 months: Outback Steakhouse	3,136	11.8%	124
Fam rest/steak hse/6 months: Red Lobster	3,448	12.9%	108
Fam rest/steak hse/6 months: Red Robin	1,867	7.0%	115
Fam rest/steak hse/6 months: Ruby Tuesday	2,033	7.6%	126
Fam rest/steak hse/6 months: Texas Roadhouse	2,593	9.7%	128
Fam rest/steak hse/6 months: T.G.I. Friday`s	2,014	7.6%	100
Fam rest/steak hse/6 months: Waffle House	1,537	5.8%	109
Went to fast food/drive-in restaurant in last 6 mo	24,391	91.5%	102
Went to fast food/drive-in restaurant 9+ times/mo	10,873	40.8%	103
Spent at fast food/drive-in last 6 months: <\$11	1,083	4.1%	95
Spent at fast food/drive-in last 6 months: \$11-\$20	1,821	6.8%	92
Spent at fast food/drive-in last 6 months: \$21-\$40	3,145	11.8%	100
Spent at fast food/drive-in last 6 months: \$41-\$50	2,050	7.7%	102
Spent at fast food/drive-in last 6 months: \$51-\$100	4,460	16.7%	100
Spent at fast food/drive-in last 6 months: \$101-\$200	3,546	13.3%	111
Spent at fast food/drive-in last 6 months: \$201+	3,930	14.7%	122

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 Latitude: 35.45085  
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Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Fast food/drive-in last 6 months: eat in	10,469	39.3%	108
Fast food/drive-in last 6 months: home delivery	1,807	6.8%	88
Fast food/drive-in last 6 months: take-out/drive-thru	13,311	49.9%	108
Fast food/drive-in last 6 months: take-out/walk-in	5,357	20.1%	103
Fast food/drive-in last 6 months: breakfast	9,382	35.2%	109
Fast food/drive-in last 6 months: lunch	14,664	55.0%	110
Fast food/drive-in last 6 months: dinner	12,662	47.5%	107
Fast food/drive-in last 6 months: snack	3,198	12.0%	99
Fast food/drive-in last 6 months: weekday	17,033	63.9%	110
Fast food/drive-in last 6 months: weekend	12,684	47.6%	104
Fast food/drive-in last 6 months: A & W	735	2.8%	99
Fast food/drive-in last 6 months: Arby`s	5,010	18.8%	118
Fast food/drive-in last 6 months: Baskin-Robbins	803	3.0%	91
Fast food/drive-in last 6 months: Boston Market	798	3.0%	88
Fast food/drive-in last 6 months: Burger King	8,084	30.3%	100
Fast food/drive-in last 6 months: Captain D`s	1,091	4.1%	120
Fast food/drive-in last 6 months: Carl`s Jr.	1,034	3.9%	70
Fast food/drive-in last 6 months: Checkers	560	2.1%	73
Fast food/drive-in last 6 months: Chick-fil-A	5,944	22.3%	125
Fast food/drive-in last 6 months: Chipotle Mex. Grill	2,934	11.0%	106
Fast food/drive-in last 6 months: Chuck E. Cheese`s	668	2.5%	75
Fast food/drive-in last 6 months: Church`s Fr. Chicken	516	1.9%	59
Fast food/drive-in last 6 months: Cold Stone Creamery	773	2.9%	95
Fast food/drive-in last 6 months: Dairy Queen	4,505	16.9%	120
Fast food/drive-in last 6 months: Del Taco	734	2.8%	76
Fast food/drive-in last 6 months: Domino`s Pizza	2,928	11.0%	93
Fast food/drive-in last 6 months: Dunkin` Donuts	3,398	12.8%	107
Fast food/drive-in last 6 months: Hardee`s	1,895	7.1%	123
Fast food/drive-in last 6 months: Jack in the Box	1,663	6.2%	75
Fast food/drive-in last 6 months: KFC	5,539	20.8%	98
Fast food/drive-in last 6 months: Krispy Kreme	1,356	5.1%	110
Fast food/drive-in last 6 months: Little Caesars	2,716	10.2%	90
Fast food/drive-in last 6 months: Long John Silver`s	1,486	5.6%	109
Fast food/drive-in last 6 months: McDonald`s	14,894	55.9%	101
Went to Panda Express in last 6 months	1,678	6.3%	82
Fast food/drive-in last 6 months: Panera Bread	3,720	14.0%	123
Fast food/drive-in last 6 months: Papa John`s	2,515	9.4%	106
Fast food/drive-in last 6 months: Papa Murphy`s	1,220	4.6%	108
Fast food/drive-in last 6 months: Pizza Hut	5,190	19.5%	97
Fast food/drive-in last 6 months: Popeyes Chicken	1,498	5.6%	72
Fast food/drive-in last 6 months: Quiznos	871	3.3%	102
Fast food/drive-in last 6 months: Sonic Drive-In	2,930	11.0%	106
Fast food/drive-in last 6 months: Starbucks	4,319	16.2%	110
Fast food/drive-in last 6 months: Steak `n Shake	1,578	5.9%	117
Fast food/drive-in last 6 months: Subway	9,528	35.8%	110
Fast food/drive-in last 6 months: Taco Bell	8,385	31.5%	102
Fast food/drive-in last 6 months: Wendy`s	7,967	29.9%	108
Fast food/drive-in last 6 months: Whataburger	1,110	4.2%	99
Fast food/drive-in last 6 months: White Castle	683	2.6%	89

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Went to fine dining restaurant last month	3,924	14.7%	131
Went to fine dining restaurant 3+ times last month	1,079	4.0%	129
Spent at fine dining rest in last 6 months: <\$51	427	1.6%	79
Spent at fine dining rest in last 6 months: \$51-\$100	1,069	4.0%	108
Spent at fine dining rest in last 6 months: \$101-\$200	1,268	4.8%	128
Spent at fine dining rest in last 6 months: \$201+	1,588	6.0%	151

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