

Restaurant Market Potential

Lincolnton (Exit 24)
 1815 E Main St, Lincolnton, North Carolina, 28092
 Ring: 3 mile radius

Lincoln Economic Development Association
 Latitude: 35.47781
 Longitude: -81.22965

Demographic Summary	2016	2021
Population	18,667	18,751
Population 18+	14,722	14,815
Households	7,366	7,367
Median Household Income	\$37,139	\$37,063

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Went to family restaurant/steak house in last 6 mo	11,073	75.2%	101
Went to family restaurant/steak house 4+ times/mo	4,199	28.5%	104
Spent at family rest/steak hse last 6 months: <\$31	1,281	8.7%	123
Spent at family rest/steak hse last 6 months: \$31-50	1,214	8.2%	100
Spent at family rest/steak hse last 6 months: \$51-100	2,271	15.4%	102
Spent at family rest/steak hse last 6 months: \$101-200	1,657	11.3%	94
Spent at family rest/steak hse last 6 months: \$201-300	829	5.6%	104
Spent at family rest/steak hse last 6 months: \$301+	938	6.4%	87
Family restaurant/steak house last 6 months: breakfast	1,855	12.6%	100
Family restaurant/steak house last 6 months: lunch	2,886	19.6%	104
Family restaurant/steak house last 6 months: dinner	6,938	47.1%	101
Family restaurant/steak house last 6 months: snack	231	1.6%	82
Family restaurant/steak house last 6 months: weekday	4,728	32.1%	106
Family restaurant/steak house last 6 months: weekend	6,221	42.3%	102
Fam rest/steak hse/6 months: Applebee`s	3,418	23.2%	98
Fam rest/steak hse/6 months: Bob Evans Farms	815	5.5%	151
Fam rest/steak hse/6 months: Buffalo Wild Wings	1,114	7.6%	89
Fam rest/steak hse/6 months: California Pizza Kitchen	192	1.3%	39
Fam rest/steak hse/6 months: Carrabba`s Italian Grill	403	2.7%	88
Fam rest/steak hse/6 months: The Cheesecake Factory	540	3.7%	56
Fam rest/steak hse/6 months: Chili`s Grill & Bar	1,728	11.7%	97
Fam rest/steak hse/6 months: CiCi`s Pizza	650	4.4%	113
Fam rest/steak hse/6 months: Cracker Barrel	1,996	13.6%	135
Fam rest/steak hse/6 months: Denny`s	1,174	8.0%	86
Fam rest/steak hse/6 months: Golden Corral	1,536	10.4%	129
Fam rest/steak hse/6 months: IHOP	1,408	9.6%	85
Fam rest/steak hse/6 months: Logan`s Roadhouse	738	5.0%	147
Fam rest/steak hse/6 months: LongHorn Steakhouse	774	5.3%	110
Fam rest/steak hse/6 months: Old Country Buffet	272	1.8%	107
Fam rest/steak hse/6 months: Olive Garden	2,521	17.1%	99
Fam rest/steak hse/6 months: Outback Steakhouse	1,395	9.5%	100
Fam rest/steak hse/6 months: Red Lobster	1,872	12.7%	106
Fam rest/steak hse/6 months: Red Robin	697	4.7%	78
Fam rest/steak hse/6 months: Ruby Tuesday	1,027	7.0%	115
Fam rest/steak hse/6 months: Texas Roadhouse	1,211	8.2%	108
Fam rest/steak hse/6 months: T.G.I. Friday`s	891	6.1%	80
Fam rest/steak hse/6 months: Waffle House	1,139	7.7%	146
Went to fast food/drive-in restaurant in last 6 mo	13,571	92.2%	102
Went to fast food/drive-in restaurant 9+ times/mo	6,159	41.8%	106
Spent at fast food/drive-in last 6 months: <\$11	699	4.7%	111
Spent at fast food/drive-in last 6 months: \$11-\$20	1,143	7.8%	105
Spent at fast food/drive-in last 6 months: \$21-\$40	1,842	12.5%	106
Spent at fast food/drive-in last 6 months: \$41-\$50	1,071	7.3%	96
Spent at fast food/drive-in last 6 months: \$51-\$100	2,529	17.2%	103
Spent at fast food/drive-in last 6 months: \$101-\$200	1,833	12.5%	103
Spent at fast food/drive-in last 6 months: \$201+	1,838	12.5%	103

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.

Restaurant Market Potential

Lincolnton (Exit 24)
 1815 E Main St, Lincolnton, North Carolina, 28092
 Ring: 3 mile radius

Lincoln Economic Development Association
 Latitude: 35.47781
 Longitude: -81.22965

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Fast food/drive-in last 6 months: eat in	5,600	38.0%	105
Fast food/drive-in last 6 months: home delivery	1,074	7.3%	95
Fast food/drive-in last 6 months: take-out/drive-thru	7,514	51.0%	110
Fast food/drive-in last 6 months: take-out/walk-in	2,752	18.7%	96
Fast food/drive-in last 6 months: breakfast	5,333	36.2%	112
Fast food/drive-in last 6 months: lunch	7,793	52.9%	106
Fast food/drive-in last 6 months: dinner	6,927	47.1%	106
Fast food/drive-in last 6 months: snack	1,618	11.0%	91
Fast food/drive-in last 6 months: weekday	9,180	62.4%	107
Fast food/drive-in last 6 months: weekend	7,010	47.6%	104
Fast food/drive-in last 6 months: A & W	456	3.1%	111
Fast food/drive-in last 6 months: Arby`s	3,144	21.4%	135
Fast food/drive-in last 6 months: Baskin-Robbins	316	2.1%	65
Fast food/drive-in last 6 months: Boston Market	358	2.4%	71
Fast food/drive-in last 6 months: Burger King	5,116	34.8%	114
Fast food/drive-in last 6 months: Captain D`s	754	5.1%	150
Fast food/drive-in last 6 months: Carl`s Jr.	380	2.6%	46
Fast food/drive-in last 6 months: Checkers	434	2.9%	103
Fast food/drive-in last 6 months: Chick-fil-A	2,640	17.9%	100
Fast food/drive-in last 6 months: Chipotle Mex. Grill	893	6.1%	58
Fast food/drive-in last 6 months: Chuck E. Cheese`s	509	3.5%	103
Fast food/drive-in last 6 months: Church`s Fr. Chicken	486	3.3%	101
Fast food/drive-in last 6 months: Cold Stone Creamery	291	2.0%	65
Fast food/drive-in last 6 months: Dairy Queen	2,668	18.1%	128
Fast food/drive-in last 6 months: Del Taco	272	1.8%	51
Fast food/drive-in last 6 months: Domino`s Pizza	1,693	11.5%	97
Fast food/drive-in last 6 months: Dunkin` Donuts	1,216	8.3%	70
Fast food/drive-in last 6 months: Hardee`s	1,550	10.5%	183
Fast food/drive-in last 6 months: Jack in the Box	822	5.6%	67
Fast food/drive-in last 6 months: KFC	3,541	24.1%	113
Fast food/drive-in last 6 months: Krispy Kreme	667	4.5%	98
Fast food/drive-in last 6 months: Little Caesars	1,947	13.2%	117
Fast food/drive-in last 6 months: Long John Silver`s	1,210	8.2%	161
Fast food/drive-in last 6 months: McDonald`s	8,789	59.7%	108
Went to Panda Express in last 6 months	636	4.3%	56
Fast food/drive-in last 6 months: Panera Bread	1,198	8.1%	72
Fast food/drive-in last 6 months: Papa John`s	1,414	9.6%	108
Fast food/drive-in last 6 months: Papa Murphy`s	545	3.7%	87
Fast food/drive-in last 6 months: Pizza Hut	3,544	24.1%	120
Fast food/drive-in last 6 months: Popeyes Chicken	866	5.9%	76
Fast food/drive-in last 6 months: Quiznos	349	2.4%	74
Fast food/drive-in last 6 months: Sonic Drive-In	2,035	13.8%	134
Fast food/drive-in last 6 months: Starbucks	1,266	8.6%	58
Fast food/drive-in last 6 months: Steak `n Shake	998	6.8%	134
Fast food/drive-in last 6 months: Subway	4,868	33.1%	102
Fast food/drive-in last 6 months: Taco Bell	4,992	33.9%	110
Fast food/drive-in last 6 months: Wendy`s	4,451	30.2%	109
Fast food/drive-in last 6 months: Whataburger	619	4.2%	100
Fast food/drive-in last 6 months: White Castle	394	2.7%	93

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.

Restaurant Market Potential

Lincolnton (Exit 24)
1815 E Main St, Lincolnton, North Carolina, 28092
Ring: 3 mile radius

Lincoln Economic Development Association
Latitude: 35.47781
Longitude: -81.22965

Went to fine dining restaurant last month	1,144	7.8%	69
Went to fine dining restaurant 3+ times last month	318	2.2%	69
Spent at fine dining rest in last 6 months: <\$51	234	1.6%	78
Spent at fine dining rest in last 6 months: \$51-\$100	432	2.9%	79
Spent at fine dining rest in last 6 months: \$101-\$200	384	2.6%	70
Spent at fine dining rest in last 6 months: \$201+	338	2.3%	58

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.

Restaurant Market Potential

Lincolnton (Exit 24)
 1815 E Main St, Lincolnton, North Carolina, 28092
 Ring: 6 mile radius

Lincoln Economic Development Association
 Latitude: 35.47781
 Longitude: -81.22965

Demographic Summary	2016	2021
Population	40,523	41,013
Population 18+	31,887	32,417
Households	15,631	15,748
Median Household Income	\$40,815	\$42,303

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Went to family restaurant/steak house in last 6 mo	24,223	76.0%	102
Went to family restaurant/steak house 4+ times/mo	9,055	28.4%	103
Spent at family rest/steak hse last 6 months: <\$31	2,599	8.2%	115
Spent at family rest/steak hse last 6 months: \$31-50	2,830	8.9%	108
Spent at family rest/steak hse last 6 months: \$51-100	4,930	15.5%	102
Spent at family rest/steak hse last 6 months: \$101-200	3,820	12.0%	100
Spent at family rest/steak hse last 6 months: \$201-300	1,685	5.3%	97
Spent at family rest/steak hse last 6 months: \$301+	2,089	6.6%	89
Family restaurant/steak house last 6 months: breakfast	3,816	12.0%	95
Family restaurant/steak house last 6 months: lunch	6,180	19.4%	103
Family restaurant/steak house last 6 months: dinner	15,184	47.6%	102
Family restaurant/steak house last 6 months: snack	408	1.3%	67
Family restaurant/steak house last 6 months: weekday	10,261	32.2%	106
Family restaurant/steak house last 6 months: weekend	13,746	43.1%	104
Fam rest/steak hse/6 months: Applebee`s	7,681	24.1%	102
Fam rest/steak hse/6 months: Bob Evans Farms	1,526	4.8%	131
Fam rest/steak hse/6 months: Buffalo Wild Wings	2,360	7.4%	87
Fam rest/steak hse/6 months: California Pizza Kitchen	332	1.0%	31
Fam rest/steak hse/6 months: Carrabba`s Italian Grill	917	2.9%	92
Fam rest/steak hse/6 months: The Cheesecake Factory	964	3.0%	46
Fam rest/steak hse/6 months: Chili`s Grill & Bar	3,834	12.0%	99
Fam rest/steak hse/6 months: CiCi`s Pizza	1,528	4.8%	123
Fam rest/steak hse/6 months: Cracker Barrel	4,520	14.2%	141
Fam rest/steak hse/6 months: Denny`s	2,307	7.2%	78
Fam rest/steak hse/6 months: Golden Corral	3,679	11.5%	143
Fam rest/steak hse/6 months: IHOP	3,039	9.5%	85
Fam rest/steak hse/6 months: Logan`s Roadhouse	1,748	5.5%	160
Fam rest/steak hse/6 months: LongHorn Steakhouse	1,731	5.4%	114
Fam rest/steak hse/6 months: Old Country Buffet	476	1.5%	86
Fam rest/steak hse/6 months: Olive Garden	5,430	17.0%	98
Fam rest/steak hse/6 months: Outback Steakhouse	3,033	9.5%	100
Fam rest/steak hse/6 months: Red Lobster	4,141	13.0%	108
Fam rest/steak hse/6 months: Red Robin	1,391	4.4%	71
Fam rest/steak hse/6 months: Ruby Tuesday	2,434	7.6%	126
Fam rest/steak hse/6 months: Texas Roadhouse	2,728	8.6%	113
Fam rest/steak hse/6 months: T.G.I. Friday`s	1,914	6.0%	80
Fam rest/steak hse/6 months: Waffle House	2,840	8.9%	168
Went to fast food/drive-in restaurant in last 6 mo	29,516	92.6%	103
Went to fast food/drive-in restaurant 9+ times/mo	13,783	43.2%	110
Spent at fast food/drive-in last 6 months: <\$11	1,552	4.9%	114
Spent at fast food/drive-in last 6 months: \$11-\$20	2,465	7.7%	105
Spent at fast food/drive-in last 6 months: \$21-\$40	3,946	12.4%	105
Spent at fast food/drive-in last 6 months: \$41-\$50	2,276	7.1%	94
Spent at fast food/drive-in last 6 months: \$51-\$100	5,336	16.7%	100
Spent at fast food/drive-in last 6 months: \$101-\$200	4,207	13.2%	110
Spent at fast food/drive-in last 6 months: \$201+	4,168	13.1%	108

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.

Restaurant Market Potential

Lincolnton (Exit 24)
 1815 E Main St, Lincolnton, North Carolina, 28092
 Ring: 6 mile radius

Lincoln Economic Development Association
 Latitude: 35.47781
 Longitude: -81.22965

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Fast food/drive-in last 6 months: eat in	12,314	38.6%	106
Fast food/drive-in last 6 months: home delivery	2,049	6.4%	84
Fast food/drive-in last 6 months: take-out/drive-thru	16,639	52.2%	113
Fast food/drive-in last 6 months: take-out/walk-in	5,900	18.5%	95
Fast food/drive-in last 6 months: breakfast	11,625	36.5%	112
Fast food/drive-in last 6 months: lunch	17,001	53.3%	107
Fast food/drive-in last 6 months: dinner	15,049	47.2%	107
Fast food/drive-in last 6 months: snack	3,447	10.8%	90
Fast food/drive-in last 6 months: weekday	20,085	63.0%	108
Fast food/drive-in last 6 months: weekend	15,079	47.3%	104
Fast food/drive-in last 6 months: A & W	967	3.0%	109
Fast food/drive-in last 6 months: Arby`s	7,079	22.2%	140
Fast food/drive-in last 6 months: Baskin-Robbins	631	2.0%	60
Fast food/drive-in last 6 months: Boston Market	612	1.9%	56
Fast food/drive-in last 6 months: Burger King	11,022	34.6%	114
Fast food/drive-in last 6 months: Captain D`s	1,963	6.2%	181
Fast food/drive-in last 6 months: Carl`s Jr.	670	2.1%	38
Fast food/drive-in last 6 months: Checkers	976	3.1%	107
Fast food/drive-in last 6 months: Chick-fil-A	6,288	19.7%	110
Fast food/drive-in last 6 months: Chipotle Mex. Grill	1,645	5.2%	50
Fast food/drive-in last 6 months: Chuck E. Cheese`s	1,027	3.2%	96
Fast food/drive-in last 6 months: Church`s Fr. Chicken	1,151	3.6%	110
Fast food/drive-in last 6 months: Cold Stone Creamery	496	1.6%	51
Fast food/drive-in last 6 months: Dairy Queen	6,086	19.1%	135
Fast food/drive-in last 6 months: Del Taco	476	1.5%	41
Fast food/drive-in last 6 months: Domino`s Pizza	3,612	11.3%	96
Fast food/drive-in last 6 months: Dunkin` Donuts	2,454	7.7%	65
Fast food/drive-in last 6 months: Hardee`s	3,557	11.2%	194
Fast food/drive-in last 6 months: Jack in the Box	1,655	5.2%	63
Fast food/drive-in last 6 months: KFC	7,812	24.5%	116
Fast food/drive-in last 6 months: Krispy Kreme	1,623	5.1%	110
Fast food/drive-in last 6 months: Little Caesars	4,190	13.1%	116
Fast food/drive-in last 6 months: Long John Silver`s	2,666	8.4%	164
Fast food/drive-in last 6 months: McDonald`s	19,387	60.8%	110
Went to Panda Express in last 6 months	1,225	3.8%	50
Fast food/drive-in last 6 months: Panera Bread	2,408	7.6%	66
Fast food/drive-in last 6 months: Papa John`s	3,038	9.5%	107
Fast food/drive-in last 6 months: Papa Murphy`s	1,054	3.3%	78
Fast food/drive-in last 6 months: Pizza Hut	8,021	25.2%	126
Fast food/drive-in last 6 months: Popeyes Chicken	2,053	6.4%	83
Fast food/drive-in last 6 months: Quiznos	749	2.3%	73
Fast food/drive-in last 6 months: Sonic Drive-In	4,595	14.4%	139
Fast food/drive-in last 6 months: Starbucks	2,586	8.1%	55
Fast food/drive-in last 6 months: Steak `n Shake	2,122	6.7%	132
Fast food/drive-in last 6 months: Subway	10,897	34.2%	105
Fast food/drive-in last 6 months: Taco Bell	11,200	35.1%	114
Fast food/drive-in last 6 months: Wendy`s	10,023	31.4%	113
Fast food/drive-in last 6 months: Whataburger	1,527	4.8%	114
Fast food/drive-in last 6 months: White Castle	873	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.

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.

Restaurant Market Potential

Lincolnton (Exit 24)
 1815 E Main St, Lincolnton, North Carolina, 28092
 Ring: 6 mile radius

Lincoln Economic Development Association
 Latitude: 35.47781
 Longitude: -81.22965

Went to fine dining restaurant last month	2,417	7.6%	67
Went to fine dining restaurant 3+ times last month	575	1.8%	58
Spent at fine dining rest in last 6 months: <\$51	498	1.6%	77
Spent at fine dining rest in last 6 months: \$51-\$100	844	2.6%	72
Spent at fine dining rest in last 6 months: \$101-\$200	819	2.6%	69
Spent at fine dining rest in last 6 months: \$201+	675	2.1%	54

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.

Restaurant Market Potential

Lincolnton (Exit 24)
 1815 E Main St, Lincolnton, North Carolina, 28092
 Ring: 12 mile radius

Lincoln Economic Development Association
 Latitude: 35.47781
 Longitude: -81.22965

Demographic Summary	2016	2021
Population	120,685	122,737
Population 18+	94,548	96,719
Households	46,186	46,837
Median Household Income	\$44,394	\$47,716

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Went to family restaurant/steak house in last 6 mo	72,416	76.6%	103
Went to family restaurant/steak house 4+ times/mo	27,012	28.6%	104
Spent at family rest/steak hse last 6 months: <\$31	7,669	8.1%	114
Spent at family rest/steak hse last 6 months: \$31-50	8,635	9.1%	111
Spent at family rest/steak hse last 6 months: \$51-100	14,778	15.6%	104
Spent at family rest/steak hse last 6 months: \$101-200	11,737	12.4%	104
Spent at family rest/steak hse last 6 months: \$201-300	4,994	5.3%	97
Spent at family rest/steak hse last 6 months: \$301+	6,327	6.7%	91
Family restaurant/steak house last 6 months: breakfast	11,387	12.0%	96
Family restaurant/steak house last 6 months: lunch	18,760	19.8%	105
Family restaurant/steak house last 6 months: dinner	45,820	48.5%	104
Family restaurant/steak house last 6 months: snack	1,088	1.2%	60
Family restaurant/steak house last 6 months: weekday	30,785	32.6%	107
Family restaurant/steak house last 6 months: weekend	41,585	44.0%	107
Fam rest/steak hse/6 months: Applebee`s	23,207	24.5%	104
Fam rest/steak hse/6 months: Bob Evans Farms	4,664	4.9%	135
Fam rest/steak hse/6 months: Buffalo Wild Wings	7,080	7.5%	88
Fam rest/steak hse/6 months: California Pizza Kitchen	899	1.0%	28
Fam rest/steak hse/6 months: Carrabba`s Italian Grill	2,696	2.9%	92
Fam rest/steak hse/6 months: The Cheesecake Factory	2,667	2.8%	43
Fam rest/steak hse/6 months: Chili`s Grill & Bar	11,136	11.8%	97
Fam rest/steak hse/6 months: CiCi`s Pizza	4,453	4.7%	121
Fam rest/steak hse/6 months: Cracker Barrel	13,449	14.2%	142
Fam rest/steak hse/6 months: Denny`s	6,601	7.0%	76
Fam rest/steak hse/6 months: Golden Corral	11,056	11.7%	145
Fam rest/steak hse/6 months: IHOP	8,876	9.4%	84
Fam rest/steak hse/6 months: Logan`s Roadhouse	5,204	5.5%	161
Fam rest/steak hse/6 months: LongHorn Steakhouse	5,201	5.5%	115
Fam rest/steak hse/6 months: Old Country Buffet	1,344	1.4%	82
Fam rest/steak hse/6 months: Olive Garden	16,411	17.4%	100
Fam rest/steak hse/6 months: Outback Steakhouse	8,859	9.4%	99
Fam rest/steak hse/6 months: Red Lobster	12,737	13.5%	112
Fam rest/steak hse/6 months: Red Robin	4,003	4.2%	69
Fam rest/steak hse/6 months: Ruby Tuesday	7,387	7.8%	129
Fam rest/steak hse/6 months: Texas Roadhouse	8,549	9.0%	119
Fam rest/steak hse/6 months: T.G.I. Friday`s	5,600	5.9%	79
Fam rest/steak hse/6 months: Waffle House	8,134	8.6%	163
Went to fast food/drive-in restaurant in last 6 mo	87,577	92.6%	103
Went to fast food/drive-in restaurant 9+ times/mo	41,170	43.5%	110
Spent at fast food/drive-in last 6 months: <\$11	4,590	4.9%	113
Spent at fast food/drive-in last 6 months: \$11-\$20	7,184	7.6%	103
Spent at fast food/drive-in last 6 months: \$21-\$40	11,651	12.3%	104
Spent at fast food/drive-in last 6 months: \$41-\$50	6,939	7.3%	97
Spent at fast food/drive-in last 6 months: \$51-\$100	15,822	16.7%	100
Spent at fast food/drive-in last 6 months: \$101-\$200	12,691	13.4%	112
Spent at fast food/drive-in last 6 months: \$201+	12,689	13.4%	111

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.

Restaurant Market Potential

Lincolnton (Exit 24)
 1815 E Main St, Lincolnton, North Carolina, 28092
 Ring: 12 mile radius

Lincoln Economic Development Association
 Latitude: 35.47781
 Longitude: -81.22965

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Fast food/drive-in last 6 months: eat in	37,646	39.8%	110
Fast food/drive-in last 6 months: home delivery	5,786	6.1%	80
Fast food/drive-in last 6 months: take-out/drive-thru	49,207	52.0%	112
Fast food/drive-in last 6 months: take-out/walk-in	17,381	18.4%	95
Fast food/drive-in last 6 months: breakfast	34,652	36.7%	113
Fast food/drive-in last 6 months: lunch	50,707	53.6%	107
Fast food/drive-in last 6 months: dinner	45,244	47.9%	108
Fast food/drive-in last 6 months: snack	9,998	10.6%	88
Fast food/drive-in last 6 months: weekday	60,090	63.6%	109
Fast food/drive-in last 6 months: weekend	45,210	47.8%	105
Fast food/drive-in last 6 months: A & W	3,114	3.3%	119
Fast food/drive-in last 6 months: Arby`s	22,090	23.4%	147
Fast food/drive-in last 6 months: Baskin-Robbins	1,769	1.9%	57
Fast food/drive-in last 6 months: Boston Market	1,598	1.7%	50
Fast food/drive-in last 6 months: Burger King	32,821	34.7%	114
Fast food/drive-in last 6 months: Captain D`s	5,833	6.2%	181
Fast food/drive-in last 6 months: Carl`s Jr.	1,751	1.9%	33
Fast food/drive-in last 6 months: Checkers	2,871	3.0%	106
Fast food/drive-in last 6 months: Chick-fil-A	18,777	19.9%	111
Fast food/drive-in last 6 months: Chipotle Mex. Grill	4,689	5.0%	48
Fast food/drive-in last 6 months: Chuck E. Cheese`s	2,825	3.0%	89
Fast food/drive-in last 6 months: Church`s Fr. Chicken	3,143	3.3%	101
Fast food/drive-in last 6 months: Cold Stone Creamery	1,446	1.5%	50
Fast food/drive-in last 6 months: Dairy Queen	18,996	20.1%	142
Fast food/drive-in last 6 months: Del Taco	1,283	1.4%	38
Fast food/drive-in last 6 months: Domino`s Pizza	10,545	11.2%	94
Fast food/drive-in last 6 months: Dunkin` Donuts	7,274	7.7%	65
Fast food/drive-in last 6 months: Hardee`s	10,568	11.2%	194
Fast food/drive-in last 6 months: Jack in the Box	4,423	4.7%	56
Fast food/drive-in last 6 months: KFC	23,517	24.9%	117
Fast food/drive-in last 6 months: Krispy Kreme	4,761	5.0%	109
Fast food/drive-in last 6 months: Little Caesars	12,473	13.2%	117
Fast food/drive-in last 6 months: Long John Silver`s	8,087	8.6%	168
Fast food/drive-in last 6 months: McDonald`s	57,897	61.2%	111
Went to Panda Express in last 6 months	3,531	3.7%	49
Fast food/drive-in last 6 months: Panera Bread	7,147	7.6%	67
Fast food/drive-in last 6 months: Papa John`s	8,603	9.1%	102
Fast food/drive-in last 6 months: Papa Murphy`s	3,025	3.2%	76
Fast food/drive-in last 6 months: Pizza Hut	24,390	25.8%	129
Fast food/drive-in last 6 months: Popeyes Chicken	5,443	5.8%	74
Fast food/drive-in last 6 months: Quiznos	2,251	2.4%	74
Fast food/drive-in last 6 months: Sonic Drive-In	13,259	14.0%	136
Fast food/drive-in last 6 months: Starbucks	7,448	7.9%	54
Fast food/drive-in last 6 months: Steak `n Shake	6,493	6.9%	136
Fast food/drive-in last 6 months: Subway	32,884	34.8%	107
Fast food/drive-in last 6 months: Taco Bell	33,562	35.5%	115
Fast food/drive-in last 6 months: Wendy`s	30,256	32.0%	115
Fast food/drive-in last 6 months: Whataburger	4,324	4.6%	109
Fast food/drive-in last 6 months: White Castle	2,608	2.8%	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.

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.

Restaurant Market Potential

Lincolnton (Exit 24)
1815 E Main St, Lincolnton, North Carolina, 28092
Ring: 12 mile radius

Lincoln Economic Development Association
Latitude: 35.47781
Longitude: -81.22965

Went to fine dining restaurant last month	7,283	7.7%	69
Went to fine dining restaurant 3+ times last month	1,690	1.8%	57
Spent at fine dining rest in last 6 months: <\$51	1,459	1.5%	76
Spent at fine dining rest in last 6 months: \$51-\$100	2,458	2.6%	70
Spent at fine dining rest in last 6 months: \$101-\$200	2,510	2.7%	72
Spent at fine dining rest in last 6 months: \$201+	1,970	2.1%	53

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.