

Ferdinand Town Hall
2065 Main St
Ferdinand, IN 47532

Site Type: Drive Time

Latitude: 38.23231
Longitude: -86.86144
Drive Time: 15 Minutes

Demographic Summary	2009	2014
Population	8,591	8,562
Population 18+	6,306	6,297
Households	3,061	3,072
Median Household Income	\$52,132	\$53,573

Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Went to family restaurant/steak house in last 6 months	4,422	70.1%	96
Family restaurant/steak house last month: <2 times	1,665	26.4%	101
Family restaurant/steak house last month: 2-4times	1,624	25.8%	94
Family restaurant/steak house last month: 5+ times	1,133	18.0%	92
Family restaurant/steak house last 6 months: breakfast	669	10.6%	89
Family restaurant/steak house last 6 months: lunch	1,576	25.0%	99
Family restaurant/steak house last 6 months: snack	95	1.5%	54
Family restaurant/steak house last 6 months: dinner	3,306	52.4%	98
Family restaurant/steak house last 6 months: weekday	2,319	36.8%	95
Family restaurant/steak house last 6 months: weekend	2,790	44.2%	100
Family restaurant/steak house last 6 months: Applebee's	1,559	24.7%	96
Family restaurant/steak house last 6 months: Bennigan's	106	1.7%	59
Family restaurant/steak house last 6 months: Bob Evans Farm	463	7.3%	161
Family restaurant/steak house last 6 months: Cheesecake Factory	145	2.3%	35
Family restaurant/steak house last 6 months: Chili's Grill & Bar	480	7.6%	68
Family restaurant/steak house last 6 months: Cracker Barrel	1,174	18.6%	153
Family restaurant/steak house last 6 months: Denny's	423	6.7%	71
Family restaurant/steak house last 6 months: Friendly's	192	3.0%	81
Family restaurant/steak house last 6 months: Golden Corral	568	9.0%	117
Family restaurant/steak house last 6 months: Intl Hse of Pancakes	467	7.4%	66
Family restaurant/steak house last 6 months: Lone Star Steakhouse	206	3.3%	107
Family restaurant/steak house last 6 months: Old Country Buffet	218	3.5%	110
Family restaurant/steak house last 6 months: Olive Garden	927	14.7%	87
Family restaurant/steak house last 6 months: Outback Steakhouse	633	10.0%	84
Family restaurant/steak house last 6 months: Perkins	288	4.6%	122
Family restaurant/steak house last 6 months: Red Lobster	806	12.8%	88
Family restaurant/steak house last 6 months: Red Robin	199	3.2%	64
Family restaurant/steak house last 6 months: Ruby Tuesday	538	8.5%	96
Family restaurant/steak house last 6 months: Ryan's	582	9.2%	205
Family restaurant/steak house last 6 months: Sizzler	119	1.9%	60
Family restaurant/steak house last 6 months: T.G.I. Friday's	472	7.5%	70
Went to fast food/drive-in restaurant in last 6 months	5,725	90.8%	101
Went to fast food/drive-in restaurant <5 times/month	1,931	30.6%	100
Went to fast food/drive-in restaurant 5-12 times/month	2,084	33.0%	105
Went to fast food/drive-in restaurant 13+ times/month	1,710	27.1%	98
Fast food/drive-in last 6 months: breakfast	1,806	28.6%	103
Fast food/drive-in last 6 months: lunch	3,831	60.8%	103
Fast food/drive-in last 6 months: snack	916	14.5%	81
Fast food/drive-in last 6 months: dinner	3,340	53.0%	109

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 Mediemark Research & Intelligence LLC. in a nationally representative survey of U.S. households. ESRI forecasts for 2009 and 2014.

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Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Fast food/drive-in last 6 months: weekday	4,405	69.9%	104
Fast food/drive-in last 6 months: weekend	3,099	49.1%	101
Fast food/drive-in last 6 months: A & W	319	5.1%	99
Fast food/drive-in last 6 months: Arby's	1,928	30.6%	146
Fast food/drive-in last 6 months: Boston Market	151	2.4%	45
Fast food/drive-in last 6 months: Burger King	2,604	41.3%	112
Fast food/drive-in last 6 months: Captain D's	572	9.1%	167
Fast food/drive-in last 6 months: Carl's Jr.	103	1.6%	28
Fast food/drive-in last 6 months: Checkers	183	2.9%	85
Fast food/drive-in last 6 months: Chick-fil-A	801	12.7%	101
Fast food/drive-in last 6 mo: Chipotle Mex. Grill	158	2.5%	46
Fast food/drive-in last 6 months: Chuck E. Cheese's	207	3.3%	71
Fast food/drive-in last 6 months: Church's Fr. Chicken	120	1.9%	43
Fast food/drive-in last 6 months: Dairy Queen	1,405	22.3%	133
Fast food/drive-in last 6 months: Del Taco	35	0.6%	17
Fast food/drive-in last 6 months: Domino's Pizza	780	12.4%	87
Fast food/drive-in last 6 months: Dunkin' Donuts	403	6.4%	56
Fast food/drive-in last 6 months: Fuddruckers	129	2.0%	71
Fast food/drive-in last 6 months: Hardee's	907	14.4%	184
Fast food/drive-in last 6 months: Jack in the Box	399	6.3%	58
Fast food/drive-in last 6 months: KFC	2,036	32.3%	111
Fast food/drive-in last 6 months: Little Caesars	446	7.1%	104
Fast food/drive-in last 6 months: Long John Silver's	691	11.0%	151
Fast food/drive-in last 6 months: McDonald's	3,808	60.4%	106
Fast food/drive-in last 6 months: Panera Bread	392	6.2%	67
Fast food/drive-in last 6 months: Papa John's	447	7.1%	79
Fast food/drive-in last 6 months: Pizza Hut	1,655	26.2%	112
Fast food/drive-in last 6 months: Popeyes	219	3.5%	48
Fast food/drive-in last 6 months: Quiznos	445	7.1%	74
Fast food/drive-in last 6 months: Sonic Drive-In	827	13.1%	114
Fast food/drive-in last 6 months: Starbucks	480	7.6%	52
Fast food/drive-in last 6 months: Steak n Shake	404	6.4%	117
Fast food/drive-in last 6 months: Subway	2,063	32.7%	103
Fast food/drive-in last 6 months: Taco Bell	2,206	35.0%	109
Fast food/drive-in last 6 months: Wendy's	2,173	34.5%	107
Fast food/drive-in last 6 months: Whataburger	103	1.6%	36
Fast food/drive-in last 6 months: White Castle	241	3.8%	88
Fast food/drive-in last 6 months: eat in	2,688	42.6%	111
Fast food/drive-in last 6 months: home delivery	531	8.4%	76
Fast food/drive-in last 6 months: take-out/drive-thru	3,586	56.9%	109
Fast food/drive-in last 6 months: take-out/walk-in	1,314	20.8%	85

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Demographic Summary	2009	2014
Population	52,529	53,477
Population 18+	39,702	40,594
Households	19,743	20,291
Median Household Income	\$52,948	\$54,235

Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Went to family restaurant/steak house in last 6 months	28,062	70.7%	97
Family restaurant/steak house last month: <2 times	10,318	26.0%	100
Family restaurant/steak house last month: 2-4times	10,299	25.9%	95
Family restaurant/steak house last month: 5+ times	7,447	18.8%	96
Family restaurant/steak house last 6 months: breakfast	4,396	11.1%	93
Family restaurant/steak house last 6 months: lunch	10,052	25.3%	100
Family restaurant/steak house last 6 months: snack	692	1.7%	62
Family restaurant/steak house last 6 months: dinner	21,005	52.9%	99
Family restaurant/steak house last 6 months: weekday	14,848	37.4%	97
Family restaurant/steak house last 6 months: weekend	17,612	44.4%	100
Family restaurant/steak house last 6 months: Applebee's	10,105	25.5%	98
Family restaurant/steak house last 6 months: Bennigan's	767	1.9%	67
Family restaurant/steak house last 6 months: Bob Evans Farm	2,714	6.8%	149
Family restaurant/steak house last 6 months: Cheesecake Factory	1,124	2.8%	43
Family restaurant/steak house last 6 months: Chili's Grill & Bar	3,204	8.1%	72
Family restaurant/steak house last 6 months: Cracker Barrel	6,811	17.2%	141
Family restaurant/steak house last 6 months: Denny's	2,958	7.5%	79
Family restaurant/steak house last 6 months: Friendly's	1,322	3.3%	88
Family restaurant/steak house last 6 months: Golden Corral	3,461	8.7%	113
Family restaurant/steak house last 6 months: Intl Hse of Pancakes	3,077	7.8%	70
Family restaurant/steak house last 6 months: Lone Star Steakhouse	1,299	3.3%	107
Family restaurant/steak house last 6 months: Old Country Buffet	1,360	3.4%	109
Family restaurant/steak house last 6 months: Olive Garden	6,062	15.3%	90
Family restaurant/steak house last 6 months: Outback Steakhouse	4,116	10.4%	87
Family restaurant/steak house last 6 months: Perkins	1,828	4.6%	123
Family restaurant/steak house last 6 months: Red Lobster	5,248	13.2%	91
Family restaurant/steak house last 6 months: Red Robin	1,467	3.7%	75
Family restaurant/steak house last 6 months: Ruby Tuesday	3,370	8.5%	95
Family restaurant/steak house last 6 months: Ryan's	3,145	7.9%	176
Family restaurant/steak house last 6 months: Sizzler	858	2.2%	69
Family restaurant/steak house last 6 months: T.G.I. Friday's	3,186	8.0%	75
Went to fast food/drive-in restaurant in last 6 months	36,080	90.9%	101
Went to fast food/drive-in restaurant <5 times/month	12,008	30.2%	99
Went to fast food/drive-in restaurant 5-12 times/month	13,217	33.3%	106
Went to fast food/drive-in restaurant 13+ times/month	10,857	27.3%	99
Fast food/drive-in last 6 months: breakfast	11,423	28.8%	104
Fast food/drive-in last 6 months: lunch	24,349	61.3%	104
Fast food/drive-in last 6 months: snack	5,955	15.0%	84
Fast food/drive-in last 6 months: dinner	20,736	52.2%	107

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Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Fast food/drive-in last 6 months: weekday	27,736	69.9%	104
Fast food/drive-in last 6 months: weekend	19,520	49.2%	101
Fast food/drive-in last 6 months: A & W	2,083	5.2%	103
Fast food/drive-in last 6 months: Arby's	11,433	28.8%	137
Fast food/drive-in last 6 months: Boston Market	1,136	2.9%	54
Fast food/drive-in last 6 months: Burger King	15,969	40.2%	109
Fast food/drive-in last 6 months: Captain D's	3,128	7.9%	145
Fast food/drive-in last 6 months: Carl's Jr.	1,036	2.6%	44
Fast food/drive-in last 6 months: Checkers	1,127	2.8%	83
Fast food/drive-in last 6 months: Chick-fil-A	4,783	12.0%	96
Fast food/drive-in last 6 mo: Chipotle Mex. Grill	1,105	2.8%	51
Fast food/drive-in last 6 months: Chuck E. Cheese's	1,460	3.7%	80
Fast food/drive-in last 6 months: Church's Fr. Chicken	892	2.2%	50
Fast food/drive-in last 6 months: Dairy Queen	8,573	21.6%	129
Fast food/drive-in last 6 months: Del Taco	436	1.1%	34
Fast food/drive-in last 6 months: Domino's Pizza	5,110	12.9%	91
Fast food/drive-in last 6 months: Dunkin' Donuts	2,844	7.2%	62
Fast food/drive-in last 6 months: Fuddruckers	828	2.1%	72
Fast food/drive-in last 6 months: Hardee's	5,151	13.0%	166
Fast food/drive-in last 6 months: Jack in the Box	2,741	6.9%	64
Fast food/drive-in last 6 months: KFC	12,708	32.0%	110
Fast food/drive-in last 6 months: Little Caesars	2,837	7.1%	105
Fast food/drive-in last 6 months: Long John Silver's	3,968	10.0%	138
Fast food/drive-in last 6 months: McDonald's	23,849	60.1%	106
Fast food/drive-in last 6 months: Panera Bread	2,690	6.8%	73
Fast food/drive-in last 6 months: Papa John's	2,842	7.2%	80
Fast food/drive-in last 6 months: Pizza Hut	10,345	26.1%	111
Fast food/drive-in last 6 months: Popeyes	1,601	4.0%	56
Fast food/drive-in last 6 months: Quiznos	2,884	7.3%	76
Fast food/drive-in last 6 months: Sonic Drive-In	5,156	13.0%	113
Fast food/drive-in last 6 months: Starbucks	3,361	8.5%	58
Fast food/drive-in last 6 months: Steak n Shake	2,392	6.0%	110
Fast food/drive-in last 6 months: Subway	12,928	32.6%	103
Fast food/drive-in last 6 months: Taco Bell	13,901	35.0%	109
Fast food/drive-in last 6 months: Wendy's	13,536	34.1%	105
Fast food/drive-in last 6 months: Whataburger	883	2.2%	49
Fast food/drive-in last 6 months: White Castle	1,528	3.8%	88
Fast food/drive-in last 6 months: eat in	16,736	42.2%	110
Fast food/drive-in last 6 months: home delivery	3,574	9.0%	81
Fast food/drive-in last 6 months: take-out/drive-thru	22,527	56.7%	109
Fast food/drive-in last 6 months: take-out/walk-in	8,377	21.1%	86

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Site Type: Drive Time

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Drive Time: 45 Minutes

Demographic Summary	2009	2014
Population	111,741	113,337
Population 18+	84,881	86,530
Households	43,415	44,412
Median Household Income	\$50,309	\$51,961

Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Went to family restaurant/steak house in last 6 months	59,270	69.8%	96
Family restaurant/steak house last month: <2 times	22,296	26.3%	101
Family restaurant/steak house last month: 2-4times	21,600	25.4%	93
Family restaurant/steak house last month: 5+ times	15,379	18.1%	93
Family restaurant/steak house last 6 months: breakfast	8,978	10.6%	88
Family restaurant/steak house last 6 months: lunch	21,245	25.0%	99
Family restaurant/steak house last 6 months: snack	1,460	1.7%	62
Family restaurant/steak house last 6 months: dinner	44,230	52.1%	98
Family restaurant/steak house last 6 months: weekday	31,138	36.7%	95
Family restaurant/steak house last 6 months: weekend	37,228	43.9%	99
Family restaurant/steak house last 6 months: Applebee's	20,831	24.5%	95
Family restaurant/steak house last 6 months: Bennigan's	1,558	1.8%	64
Family restaurant/steak house last 6 months: Bob Evans Farm	5,839	6.9%	150
Family restaurant/steak house last 6 months: Cheesecake Factory	2,253	2.7%	41
Family restaurant/steak house last 6 months: Chili's Grill & Bar	6,387	7.5%	67
Family restaurant/steak house last 6 months: Cracker Barrel	15,171	17.9%	147
Family restaurant/steak house last 6 months: Denny's	5,919	7.0%	74
Family restaurant/steak house last 6 months: Friendly's	2,651	3.1%	83
Family restaurant/steak house last 6 months: Golden Corral	7,813	9.2%	120
Family restaurant/steak house last 6 months: Intl Hse of Pancakes	6,408	7.5%	68
Family restaurant/steak house last 6 months: Lone Star Steakhouse	2,650	3.1%	102
Family restaurant/steak house last 6 months: Old Country Buffet	2,782	3.3%	104
Family restaurant/steak house last 6 months: Olive Garden	12,131	14.3%	84
Family restaurant/steak house last 6 months: Outback Steakhouse	8,531	10.1%	84
Family restaurant/steak house last 6 months: Perkins	3,780	4.5%	119
Family restaurant/steak house last 6 months: Red Lobster	11,219	13.2%	91
Family restaurant/steak house last 6 months: Red Robin	2,718	3.2%	65
Family restaurant/steak house last 6 months: Ruby Tuesday	7,183	8.5%	95
Family restaurant/steak house last 6 months: Ryan's	7,593	8.9%	198
Family restaurant/steak house last 6 months: Sizzler	1,666	2.0%	62
Family restaurant/steak house last 6 months: T.G.I. Friday's	6,324	7.5%	70
Went to fast food/drive-in restaurant in last 6 months	76,946	90.7%	101
Went to fast food/drive-in restaurant <5 times/month	25,710	30.3%	99
Went to fast food/drive-in restaurant 5-12 times/month	28,260	33.3%	106
Went to fast food/drive-in restaurant 13+ times/month	22,981	27.1%	98
Fast food/drive-in last 6 months: breakfast	24,360	28.7%	103
Fast food/drive-in last 6 months: lunch	51,610	60.8%	103
Fast food/drive-in last 6 months: snack	12,235	14.4%	81
Fast food/drive-in last 6 months: dinner	44,011	51.9%	106

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Product/Consumer Behavior	Expected		MPI
	Number of Adults	Percent	
Fast food/drive-in last 6 months: weekday	59,054	69.6%	104
Fast food/drive-in last 6 months: weekend	41,397	48.8%	100
Fast food/drive-in last 6 months: A & W	4,427	5.2%	102
Fast food/drive-in last 6 months: Arby's	24,860	29.3%	140
Fast food/drive-in last 6 months: Boston Market	2,080	2.5%	46
Fast food/drive-in last 6 months: Burger King	33,735	39.7%	107
Fast food/drive-in last 6 months: Captain D's	7,601	9.0%	165
Fast food/drive-in last 6 months: Carl's Jr.	1,679	2.0%	34
Fast food/drive-in last 6 months: Checkers	2,576	3.0%	89
Fast food/drive-in last 6 months: Chick-fil-A	10,471	12.3%	98
Fast food/drive-in last 6 mo: Chipotle Mex. Grill	2,228	2.6%	48
Fast food/drive-in last 6 months: Chuck E. Cheese's	2,959	3.5%	75
Fast food/drive-in last 6 months: Church's Fr. Chicken	1,805	2.1%	48
Fast food/drive-in last 6 months: Dairy Queen	19,022	22.4%	134
Fast food/drive-in last 6 months: Del Taco	731	0.9%	27
Fast food/drive-in last 6 months: Domino's Pizza	10,886	12.8%	91
Fast food/drive-in last 6 months: Dunkin' Donuts	5,283	6.2%	54
Fast food/drive-in last 6 months: Fuddruckers	1,645	1.9%	67
Fast food/drive-in last 6 months: Hardee's	12,470	14.7%	187
Fast food/drive-in last 6 months: Jack in the Box	5,386	6.3%	58
Fast food/drive-in last 6 months: KFC	27,696	32.6%	112
Fast food/drive-in last 6 months: Little Caesars	6,113	7.2%	106
Fast food/drive-in last 6 months: Long John Silver's	9,590	11.3%	156
Fast food/drive-in last 6 months: McDonald's	50,836	59.9%	105
Fast food/drive-in last 6 months: Panera Bread	5,083	6.0%	64
Fast food/drive-in last 6 months: Papa John's	5,893	6.9%	77
Fast food/drive-in last 6 months: Pizza Hut	22,436	26.4%	112
Fast food/drive-in last 6 months: Popeyes	3,363	4.0%	55
Fast food/drive-in last 6 months: Quiznos	5,815	6.9%	72
Fast food/drive-in last 6 months: Sonic Drive-In	11,875	14.0%	121
Fast food/drive-in last 6 months: Starbucks	6,166	7.3%	50
Fast food/drive-in last 6 months: Steak n Shake	5,224	6.2%	112
Fast food/drive-in last 6 months: Subway	27,354	32.2%	102
Fast food/drive-in last 6 months: Taco Bell	29,660	34.9%	109
Fast food/drive-in last 6 months: Wendy's	28,784	33.9%	105
Fast food/drive-in last 6 months: Whataburger	1,940	2.3%	50
Fast food/drive-in last 6 months: White Castle	3,304	3.9%	89
Fast food/drive-in last 6 months: eat in	35,902	42.3%	110
Fast food/drive-in last 6 months: home delivery	7,335	8.6%	78
Fast food/drive-in last 6 months: take-out/drive-thru	47,686	56.2%	107
Fast food/drive-in last 6 months: take-out/walk-in	17,242	20.3%	83

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