

Dubois County Area Developme...  
 1103 Main St  
 Jasper, IN 47546-2833

Site Type: Drive Time

Latitude: 38.39519  
 Longitude: -86.93101  
 Drive Time: 15 Minutes

Demographic Summary	2009	2014
Population	26,101	26,725
Population 18+	19,518	20,076
Households	10,306	10,634
Median Household Income	\$55,210	\$56,308

Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Went to family restaurant/steak house in last 6 months	14,103	72.3%	99
Family restaurant/steak house last month: <2 times	5,076	26.0%	100
Family restaurant/steak house last month: 2-4times	5,143	26.4%	96
Family restaurant/steak house last month: 5+ times	3,885	19.9%	102
Family restaurant/steak house last 6 months: breakfast	2,313	11.9%	99
Family restaurant/steak house last 6 months: lunch	5,017	25.7%	101
Family restaurant/steak house last 6 months: snack	404	2.1%	74
Family restaurant/steak house last 6 months: dinner	10,568	54.2%	102
Family restaurant/steak house last 6 months: weekday	7,608	39.0%	101
Family restaurant/steak house last 6 months: weekend	8,657	44.4%	100
Family restaurant/steak house last 6 months: Applebee's	5,238	26.8%	104
Family restaurant/steak house last 6 months: Bennigan's	442	2.3%	79
Family restaurant/steak house last 6 months: Bob Evans Farm	1,338	6.9%	150
Family restaurant/steak house last 6 months: Cheesecake Factory	677	3.5%	53
Family restaurant/steak house last 6 months: Chili's Grill & Bar	1,701	8.7%	78
Family restaurant/steak house last 6 months: Cracker Barrel	2,891	14.8%	122
Family restaurant/steak house last 6 months: Denny's	1,621	8.3%	88
Family restaurant/steak house last 6 months: Friendly's	721	3.7%	98
Family restaurant/steak house last 6 months: Golden Corral	1,640	8.4%	109
Family restaurant/steak house last 6 months: Intl Hse of Pancakes	1,683	8.6%	77
Family restaurant/steak house last 6 months: Lone Star Steakhouse	654	3.4%	110
Family restaurant/steak house last 6 months: Old Country Buffet	746	3.8%	122
Family restaurant/steak house last 6 months: Olive Garden	3,291	16.9%	99
Family restaurant/steak house last 6 months: Outback Steakhouse	2,044	10.5%	88
Family restaurant/steak house last 6 months: Perkins	991	5.1%	136
Family restaurant/steak house last 6 months: Red Lobster	2,620	13.4%	93
Family restaurant/steak house last 6 months: Red Robin	884	4.5%	92
Family restaurant/steak house last 6 months: Ruby Tuesday	1,593	8.2%	92
Family restaurant/steak house last 6 months: Ryan's	1,045	5.4%	119
Family restaurant/steak house last 6 months: Sizzler	474	2.4%	77
Family restaurant/steak house last 6 months: T.G.I. Friday's	1,736	8.9%	84
Went to fast food/drive-in restaurant in last 6 months	17,758	91.0%	101
Went to fast food/drive-in restaurant <5 times/month	5,794	29.7%	97
Went to fast food/drive-in restaurant 5-12 times/month	6,484	33.2%	106
Went to fast food/drive-in restaurant 13+ times/month	5,481	28.1%	101
Fast food/drive-in last 6 months: breakfast	5,528	28.3%	102
Fast food/drive-in last 6 months: lunch	11,983	61.4%	104
Fast food/drive-in last 6 months: snack	3,183	16.3%	91
Fast food/drive-in last 6 months: dinner	10,338	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 Mediarmark Research & Intelligence LLC. in a nationally representative survey of U.S. households. ESRI forecasts for 2009 and 2014.

Dubois County Area Developme...  
1103 Main St  
Jasper, IN 47546-2833

Site Type: Drive Time

Latitude: 38.39519  
Longitude: -86.93101  
Drive Time: 15 Minutes

Product/Consumer Behavior	Expected		MPI
	Number of Adults	Percent	
Fast food/drive-in last 6 months: weekday	13,694	70.2%	105
Fast food/drive-in last 6 months: weekend	9,772	50.1%	103
Fast food/drive-in last 6 months: A & W	1,122	5.7%	113
Fast food/drive-in last 6 months: Arby's	5,453	27.9%	133
Fast food/drive-in last 6 months: Boston Market	688	3.5%	66
Fast food/drive-in last 6 months: Burger King	7,901	40.5%	109
Fast food/drive-in last 6 months: Captain D's	1,067	5.5%	101
Fast food/drive-in last 6 months: Carl's Jr.	739	3.8%	65
Fast food/drive-in last 6 months: Checkers	499	2.6%	75
Fast food/drive-in last 6 months: Chick-fil-A	2,073	10.6%	84
Fast food/drive-in last 6 mo: Chipotle Mex. Grill	644	3.3%	61
Fast food/drive-in last 6 months: Chuck E. Cheese's	784	4.0%	87
Fast food/drive-in last 6 months: Church's Fr. Chicken	628	3.2%	72
Fast food/drive-in last 6 months: Dairy Queen	4,206	21.6%	129
Fast food/drive-in last 6 months: Del Taco	313	1.6%	50
Fast food/drive-in last 6 months: Domino's Pizza	2,528	13.0%	91
Fast food/drive-in last 6 months: Dunkin' Donuts	1,677	8.6%	75
Fast food/drive-in last 6 months: Fuddruckers	417	2.1%	74
Fast food/drive-in last 6 months: Hardee's	1,853	9.5%	121
Fast food/drive-in last 6 months: Jack in the Box	1,586	8.1%	75
Fast food/drive-in last 6 months: KFC	5,917	30.3%	104
Fast food/drive-in last 6 months: Little Caesars	1,432	7.3%	107
Fast food/drive-in last 6 months: Long John Silver's	1,679	8.6%	118
Fast food/drive-in last 6 months: McDonald's	11,743	60.2%	106
Fast food/drive-in last 6 months: Panera Bread	1,567	8.0%	86
Fast food/drive-in last 6 months: Papa John's	1,501	7.7%	86
Fast food/drive-in last 6 months: Pizza Hut	5,104	26.2%	111
Fast food/drive-in last 6 months: Popeyes	899	4.6%	64
Fast food/drive-in last 6 months: Quiznos	1,525	7.8%	82
Fast food/drive-in last 6 months: Sonic Drive-In	2,194	11.2%	98
Fast food/drive-in last 6 months: Starbucks	1,958	10.0%	69
Fast food/drive-in last 6 months: Steak n Shake	1,235	6.3%	116
Fast food/drive-in last 6 months: Subway	6,439	33.0%	104
Fast food/drive-in last 6 months: Taco Bell	6,851	35.1%	109
Fast food/drive-in last 6 months: Wendy's	6,729	34.5%	107
Fast food/drive-in last 6 months: Whataburger	496	2.5%	56
Fast food/drive-in last 6 months: White Castle	823	4.2%	97
Fast food/drive-in last 6 months: eat in	7,883	40.4%	105
Fast food/drive-in last 6 months: home delivery	2,019	10.3%	93
Fast food/drive-in last 6 months: take-out/drive-thru	11,222	57.5%	110
Fast food/drive-in last 6 months: take-out/walk-in	4,355	22.3%	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.

**Source:** These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by Mediamark Research & Intelligence LLC. in a nationally representative survey of U.S. households.

Dubois County Area Developme...  
1103 Main St  
Jasper, IN 47546-2833

Site Type: Drive Time

Latitude: 38.39519  
Longitude: -86.93101  
Drive Time: 30 Minutes

Demographic Summary	2009	2014
Population	49,379	50,062
Population 18+	36,813	37,522
Households	19,097	19,513
Median Household Income	\$53,200	\$54,554

Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Went to family restaurant/steak house in last 6 months	26,100	70.9%	97
Family restaurant/steak house last month: <2 times	9,605	26.1%	100
Family restaurant/steak house last month: 2-4times	9,534	25.9%	94
Family restaurant/steak house last month: 5+ times	6,964	18.9%	97
Family restaurant/steak house last 6 months: breakfast	4,098	11.1%	93
Family restaurant/steak house last 6 months: lunch	9,351	25.4%	100
Family restaurant/steak house last 6 months: snack	670	1.8%	65
Family restaurant/steak house last 6 months: dinner	19,587	53.2%	100
Family restaurant/steak house last 6 months: weekday	13,852	37.6%	97
Family restaurant/steak house last 6 months: weekend	16,368	44.5%	100
Family restaurant/steak house last 6 months: Applebee's	9,431	25.6%	99
Family restaurant/steak house last 6 months: Bennigan's	730	2.0%	69
Family restaurant/steak house last 6 months: Bob Evans Farm	2,544	6.9%	151
Family restaurant/steak house last 6 months: Cheesecake Factory	1,079	2.9%	45
Family restaurant/steak house last 6 months: Chili's Grill & Bar	2,974	8.1%	72
Family restaurant/steak house last 6 months: Cracker Barrel	6,255	17.0%	140
Family restaurant/steak house last 6 months: Denny's	2,747	7.5%	79
Family restaurant/steak house last 6 months: Friendly's	1,239	3.4%	89
Family restaurant/steak house last 6 months: Golden Corral	3,231	8.8%	114
Family restaurant/steak house last 6 months: Intl Hse of Pancakes	2,926	7.9%	71
Family restaurant/steak house last 6 months: Lone Star Steakhouse	1,203	3.3%	107
Family restaurant/steak house last 6 months: Old Country Buffet	1,295	3.5%	112
Family restaurant/steak house last 6 months: Olive Garden	5,676	15.4%	91
Family restaurant/steak house last 6 months: Outback Steakhouse	3,800	10.3%	86
Family restaurant/steak house last 6 months: Perkins	1,745	4.7%	127
Family restaurant/steak house last 6 months: Red Lobster	4,865	13.2%	91
Family restaurant/steak house last 6 months: Red Robin	1,380	3.7%	76
Family restaurant/steak house last 6 months: Ruby Tuesday	3,107	8.4%	95
Family restaurant/steak house last 6 months: Ryan's	2,831	7.7%	171
Family restaurant/steak house last 6 months: Sizzler	792	2.2%	68
Family restaurant/steak house last 6 months: T.G.I. Friday's	2,985	8.1%	76
Went to fast food/drive-in restaurant in last 6 months	33,453	90.9%	101
Went to fast food/drive-in restaurant <5 times/month	11,072	30.1%	98
Went to fast food/drive-in restaurant 5-12 times/month	12,224	33.2%	106
Went to fast food/drive-in restaurant 13+ times/month	10,160	27.6%	100
Fast food/drive-in last 6 months: breakfast	10,589	28.8%	104
Fast food/drive-in last 6 months: lunch	22,564	61.3%	104
Fast food/drive-in last 6 months: snack	5,597	15.2%	85
Fast food/drive-in last 6 months: dinner	19,284	52.4%	107

**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.

Dubois County Area Developme...  
1103 Main St  
Jasper, IN 47546-2833

Site Type: Drive Time

Latitude: 38.39519  
Longitude: -86.93101  
Drive Time: 30 Minutes

Product/Consumer Behavior	Expected		MPI
	Number of Adults	Percent	
Fast food/drive-in last 6 months: weekday	25,807	70.1%	105
Fast food/drive-in last 6 months: weekend	18,208	49.5%	102
Fast food/drive-in last 6 months: A & W	1,967	5.3%	105
Fast food/drive-in last 6 months: Arby's	10,712	29.1%	139
Fast food/drive-in last 6 months: Boston Market	1,059	2.9%	54
Fast food/drive-in last 6 months: Burger King	14,816	40.2%	109
Fast food/drive-in last 6 months: Captain D's	2,847	7.7%	143
Fast food/drive-in last 6 months: Carl's Jr.	976	2.7%	45
Fast food/drive-in last 6 months: Checkers	1,063	2.9%	85
Fast food/drive-in last 6 months: Chick-fil-A	4,404	12.0%	95
Fast food/drive-in last 6 mo: Chipotle Mex. Grill	1,060	2.9%	53
Fast food/drive-in last 6 months: Chuck E. Cheese's	1,372	3.7%	81
Fast food/drive-in last 6 months: Church's Fr. Chicken	871	2.4%	53
Fast food/drive-in last 6 months: Dairy Queen	8,121	22.1%	132
Fast food/drive-in last 6 months: Del Taco	409	1.1%	34
Fast food/drive-in last 6 months: Domino's Pizza	4,771	13.0%	91
Fast food/drive-in last 6 months: Dunkin' Donuts	2,668	7.2%	63
Fast food/drive-in last 6 months: Fuddruckers	745	2.0%	70
Fast food/drive-in last 6 months: Hardee's	4,708	12.8%	163
Fast food/drive-in last 6 months: Jack in the Box	2,589	7.0%	65
Fast food/drive-in last 6 months: KFC	11,654	31.7%	109
Fast food/drive-in last 6 months: Little Caesars	2,689	7.3%	107
Fast food/drive-in last 6 months: Long John Silver's	3,736	10.1%	140
Fast food/drive-in last 6 months: McDonald's	22,175	60.2%	106
Fast food/drive-in last 6 months: Panera Bread	2,546	6.9%	74
Fast food/drive-in last 6 months: Papa John's	2,674	7.3%	81
Fast food/drive-in last 6 months: Pizza Hut	9,653	26.2%	112
Fast food/drive-in last 6 months: Popeyes	1,520	4.1%	57
Fast food/drive-in last 6 months: Quiznos	2,705	7.3%	77
Fast food/drive-in last 6 months: Sonic Drive-In	4,652	12.6%	110
Fast food/drive-in last 6 months: Starbucks	3,123	8.5%	58
Fast food/drive-in last 6 months: Steak n Shake	2,290	6.2%	114
Fast food/drive-in last 6 months: Subway	12,029	32.7%	103
Fast food/drive-in last 6 months: Taco Bell	12,907	35.1%	109
Fast food/drive-in last 6 months: Wendy's	12,645	34.3%	106
Fast food/drive-in last 6 months: Whataburger	808	2.2%	48
Fast food/drive-in last 6 months: White Castle	1,483	4.0%	93
Fast food/drive-in last 6 months: eat in	15,407	41.9%	109
Fast food/drive-in last 6 months: home delivery	3,415	9.3%	83
Fast food/drive-in last 6 months: take-out/drive-thru	20,944	56.9%	109
Fast food/drive-in last 6 months: take-out/walk-in	7,799	21.2%	86

**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 Mediamark Research & Intelligence LLC. in a nationally representative survey of U.S. households.

Dubois County Area Developme...  
1103 Main St  
Jasper, IN 47546-2833

Site Type: Drive Time

Latitude: 38.39519  
Longitude: -86.93101  
Drive Time: 45 Minutes

Demographic Summary	2009	2014
Population	90,784	91,653
Population 18+	68,432	69,424
Households	35,378	35,979
Median Household Income	\$50,091	\$51,773

Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Went to family restaurant/steak house in last 6 months	47,591	69.5%	95
Family restaurant/steak house last month: <2 times	18,075	26.4%	102
Family restaurant/steak house last month: 2-4times	17,318	25.3%	92
Family restaurant/steak house last month: 5+ times	12,202	17.8%	91
Family restaurant/steak house last 6 months: breakfast	7,162	10.5%	87
Family restaurant/steak house last 6 months: lunch	17,179	25.1%	99
Family restaurant/steak house last 6 months: snack	1,192	1.7%	62
Family restaurant/steak house last 6 months: dinner	35,244	51.5%	97
Family restaurant/steak house last 6 months: weekday	24,990	36.5%	94
Family restaurant/steak house last 6 months: weekend	29,700	43.4%	98
Family restaurant/steak house last 6 months: Applebee's	16,552	24.2%	94
Family restaurant/steak house last 6 months: Bennigan's	1,286	1.9%	65
Family restaurant/steak house last 6 months: Bob Evans Farm	4,560	6.7%	146
Family restaurant/steak house last 6 months: Cheesecake Factory	1,888	2.8%	42
Family restaurant/steak house last 6 months: Chili's Grill & Bar	5,010	7.3%	65
Family restaurant/steak house last 6 months: Cracker Barrel	11,961	17.5%	144
Family restaurant/steak house last 6 months: Denny's	4,841	7.1%	75
Family restaurant/steak house last 6 months: Friendly's	2,182	3.2%	84
Family restaurant/steak house last 6 months: Golden Corral	6,396	9.3%	121
Family restaurant/steak house last 6 months: Intl Hse of Pancakes	5,183	7.6%	68
Family restaurant/steak house last 6 months: Lone Star Steakhouse	2,134	3.1%	102
Family restaurant/steak house last 6 months: Old Country Buffet	2,144	3.1%	100
Family restaurant/steak house last 6 months: Olive Garden	9,677	14.1%	83
Family restaurant/steak house last 6 months: Outback Steakhouse	6,833	10.0%	84
Family restaurant/steak house last 6 months: Perkins	3,023	4.4%	118
Family restaurant/steak house last 6 months: Red Lobster	9,193	13.4%	93
Family restaurant/steak house last 6 months: Red Robin	2,094	3.1%	62
Family restaurant/steak house last 6 months: Ruby Tuesday	5,786	8.5%	95
Family restaurant/steak house last 6 months: Ryan's	5,982	8.7%	194
Family restaurant/steak house last 6 months: Sizzler	1,353	2.0%	63
Family restaurant/steak house last 6 months: T.G.I. Friday's	4,978	7.3%	68
Went to fast food/drive-in restaurant in last 6 months	62,047	90.7%	101
Went to fast food/drive-in restaurant <5 times/month	20,917	30.6%	100
Went to fast food/drive-in restaurant 5-12 times/month	22,887	33.4%	106
Went to fast food/drive-in restaurant 13+ times/month	18,245	26.7%	96
Fast food/drive-in last 6 months: breakfast	19,516	28.5%	103
Fast food/drive-in last 6 months: lunch	41,514	60.7%	103
Fast food/drive-in last 6 months: snack	9,697	14.2%	79
Fast food/drive-in last 6 months: dinner	35,288	51.6%	106

**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.

Dubois County Area Developme...  
1103 Main St  
Jasper, IN 47546-2833

Site Type: Drive Time

Latitude: 38.39519  
Longitude: -86.93101  
Drive Time: 45 Minutes

Product/Consumer Behavior	Expected		MPI
	Number of Adults	Percent	
Fast food/drive-in last 6 months: weekday	47,466	69.4%	104
Fast food/drive-in last 6 months: weekend	33,153	48.4%	100
Fast food/drive-in last 6 months: A & W	3,629	5.3%	104
Fast food/drive-in last 6 months: Arby's	19,435	28.4%	135
Fast food/drive-in last 6 months: Boston Market	1,634	2.4%	45
Fast food/drive-in last 6 months: Burger King	26,769	39.1%	106
Fast food/drive-in last 6 months: Captain D's	6,056	8.8%	163
Fast food/drive-in last 6 months: Carl's Jr.	1,449	2.1%	36
Fast food/drive-in last 6 months: Checkers	2,074	3.0%	89
Fast food/drive-in last 6 months: Chick-fil-A	8,270	12.1%	96
Fast food/drive-in last 6 mo: Chipotle Mex. Grill	1,743	2.5%	47
Fast food/drive-in last 6 months: Chuck E. Cheese's	2,324	3.4%	74
Fast food/drive-in last 6 months: Church's Fr. Chicken	1,568	2.3%	51
Fast food/drive-in last 6 months: Dairy Queen	15,577	22.8%	136
Fast food/drive-in last 6 months: Del Taco	664	1.0%	30
Fast food/drive-in last 6 months: Domino's Pizza	8,683	12.7%	90
Fast food/drive-in last 6 months: Dunkin' Donuts	4,123	6.0%	52
Fast food/drive-in last 6 months: Fuddruckers	1,349	2.0%	68
Fast food/drive-in last 6 months: Hardee's	10,156	14.8%	189
Fast food/drive-in last 6 months: Jack in the Box	4,300	6.3%	58
Fast food/drive-in last 6 months: KFC	22,363	32.7%	112
Fast food/drive-in last 6 months: Little Caesars	4,770	7.0%	102
Fast food/drive-in last 6 months: Long John Silver's	7,870	11.5%	158
Fast food/drive-in last 6 months: McDonald's	40,726	59.5%	105
Fast food/drive-in last 6 months: Panera Bread	3,903	5.7%	61
Fast food/drive-in last 6 months: Papa John's	4,617	6.7%	75
Fast food/drive-in last 6 months: Pizza Hut	18,324	26.8%	114
Fast food/drive-in last 6 months: Popeyes	2,702	3.9%	55
Fast food/drive-in last 6 months: Quiznos	4,611	6.7%	71
Fast food/drive-in last 6 months: Sonic Drive-In	9,907	14.5%	126
Fast food/drive-in last 6 months: Starbucks	4,807	7.0%	48
Fast food/drive-in last 6 months: Steak n Shake	4,058	5.9%	108
Fast food/drive-in last 6 months: Subway	22,059	32.2%	102
Fast food/drive-in last 6 months: Taco Bell	23,670	34.6%	108
Fast food/drive-in last 6 months: Wendy's	22,978	33.6%	104
Fast food/drive-in last 6 months: Whataburger	1,781	2.6%	57
Fast food/drive-in last 6 months: White Castle	2,485	3.6%	83
Fast food/drive-in last 6 months: eat in	29,038	42.4%	110
Fast food/drive-in last 6 months: home delivery	5,836	8.5%	77
Fast food/drive-in last 6 months: take-out/drive-thru	38,126	55.7%	107
Fast food/drive-in last 6 months: take-out/walk-in	13,761	20.1%	82

**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 Mediamark Research & Intelligence LLC. in a nationally representative survey of U.S. households.