



Restaurant Market Potential

Charlotte Harbor, Florida
 Drive Time: 5 minute radius

Prepared by Esri
 Latitude: 26.96056
 Longitude: -82.06920

Demographic Summary	2015	2020
Population	13,608	14,260
Population 18+	11,687	12,274
Households	6,467	6,786
Median Household Income	\$39,530	\$45,598

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Went to family restaurant/steak house in last 6 mo	8,882	76.0%	101
Went to family restaurant/steak house 4+ times/mo	3,784	32.4%	113
Spent at family rest/steak hse last 6 months: <\$31	1,068	9.1%	127
Spent at family rest/steak hse last 6 months: \$31-50	918	7.9%	92
Spent at family rest/steak hse last 6 months: \$51-100	1,559	13.3%	89
Spent at family rest/steak hse last 6 months: \$101-200	1,404	12.0%	99
Spent at family rest/steak hse last 6 months: \$201-300	641	5.5%	93
Spent at family rest/steak hse last 6 months: \$301+	706	6.0%	82
Family restaurant/steak house last 6 months: breakfast	1,371	11.7%	94
Family restaurant/steak house last 6 months: lunch	2,487	21.3%	110
Family restaurant/steak house last 6 months: dinner	5,551	47.5%	99
Family restaurant/steak house last 6 months: snack	175	1.5%	85
Family restaurant/steak house last 6 months: weekday	4,289	36.7%	115
Family restaurant/steak house last 6 months: weekend	4,438	38.0%	90
Fam rest/steak hse/6 months: Applebee`s	3,007	25.7%	103
Fam rest/steak hse/6 months: Bob Evans Farms	739	6.3%	170
Fam rest/steak hse/6 months: Buffalo Wild Wings	592	5.1%	66
Fam rest/steak hse/6 months: California Pizza Kitchen	215	1.8%	57
Fam rest/steak hse/6 months: Carrabba`s Italian Grill	763	6.5%	213
Fam rest/steak hse/6 months: The Cheesecake Factory	618	5.3%	77
Fam rest/steak hse/6 months: Chili`s Grill & Bar	1,468	12.6%	103
Fam rest/steak hse/6 months: CiCi`s Pizza	485	4.1%	94
Fam rest/steak hse/6 months: Cracker Barrel	1,748	15.0%	154
Fam rest/steak hse/6 months: Denny`s	1,275	10.9%	115
Fam rest/steak hse/6 months: Golden Corral	1,498	12.8%	149
Fam rest/steak hse/6 months: IHOP	1,336	11.4%	98
Fam rest/steak hse/6 months: Logan`s Roadhouse	467	4.0%	112
Fam rest/steak hse/6 months: LongHorn Steakhouse	595	5.1%	119
Fam rest/steak hse/6 months: Old Country Buffet	260	2.2%	106
Fam rest/steak hse/6 months: Olive Garden	2,318	19.8%	113
Fam rest/steak hse/6 months: Outback Steakhouse	1,556	13.3%	134
Fam rest/steak hse/6 months: Red Lobster	1,852	15.8%	125
Fam rest/steak hse/6 months: Red Robin	550	4.7%	79
Fam rest/steak hse/6 months: Ruby Tuesday	1,097	9.4%	136
Fam rest/steak hse/6 months: Texas Roadhouse	761	6.5%	88
Fam rest/steak hse/6 months: T.G.I. Friday`s	739	6.3%	79
Fam rest/steak hse/6 months: Waffle House	729	6.2%	115
Went to fast food/drive-in restaurant in last 6 mo	10,534	90.1%	100
Went to fast food/drive-in restaurant 9+ times/mo	4,307	36.9%	91
Spent at fast food/drive-in last 6 months: <\$11	625	5.3%	123
Spent at fast food/drive-in last 6 months: \$11-\$20	1,097	9.4%	122
Spent at fast food/drive-in last 6 months: \$21-\$40	1,613	13.8%	114
Spent at fast food/drive-in last 6 months: \$41-\$50	995	8.5%	113
Spent at fast food/drive-in last 6 months: \$51-\$100	1,727	14.8%	89
Spent at fast food/drive-in last 6 months: \$101-\$200	1,302	11.1%	93
Spent at fast food/drive-in last 6 months: \$201+	1,133	9.7%	79

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 2015 and 2020.



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Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Fast food/drive-in last 6 months: eat in	4,509	38.6%	106
Fast food/drive-in last 6 months: home delivery	636	5.4%	69
Fast food/drive-in last 6 months: take-out/drive-thru	5,053	43.2%	92
Fast food/drive-in last 6 months: take-out/walk-in	2,038	17.4%	89
Fast food/drive-in last 6 months: breakfast	4,147	35.5%	107
Fast food/drive-in last 6 months: lunch	5,774	49.4%	98
Fast food/drive-in last 6 months: dinner	4,563	39.0%	88
Fast food/drive-in last 6 months: snack	1,377	11.8%	94
Fast food/drive-in last 6 months: weekday	7,304	62.5%	105
Fast food/drive-in last 6 months: weekend	4,608	39.4%	86
Fast food/drive-in last 6 months: A & W	289	2.5%	76
Fast food/drive-in last 6 months: Arby`s	2,016	17.2%	102
Fast food/drive-in last 6 months: Baskin-Robbins	314	2.7%	77
Fast food/drive-in last 6 months: Boston Market	364	3.1%	91
Fast food/drive-in last 6 months: Burger King	3,539	30.3%	96
Fast food/drive-in last 6 months: Captain D`s	391	3.3%	98
Fast food/drive-in last 6 months: Carl`s Jr.	457	3.9%	67
Fast food/drive-in last 6 months: Checkers	367	3.1%	107
Fast food/drive-in last 6 months: Chick-fil-A	1,605	13.7%	83
Fast food/drive-in last 6 months: Chipotle Mex. Grill	508	4.3%	46
Fast food/drive-in last 6 months: Chuck E. Cheese`s	309	2.6%	74
Fast food/drive-in last 6 months: Church`s Fr. Chicken	305	2.6%	72
Fast food/drive-in last 6 months: Cold Stone Creamery	280	2.4%	71
Fast food/drive-in last 6 months: Dairy Queen	1,628	13.9%	100
Fast food/drive-in last 6 months: Del Taco	242	2.1%	59
Fast food/drive-in last 6 months: Domino`s Pizza	1,073	9.2%	78
Fast food/drive-in last 6 months: Dunkin` Donuts	1,186	10.1%	90
Fast food/drive-in last 6 months: Hardee`s	1,155	9.9%	164
Fast food/drive-in last 6 months: Jack in the Box	652	5.6%	65
Fast food/drive-in last 6 months: KFC	2,360	20.2%	87
Fast food/drive-in last 6 months: Krispy Kreme	376	3.2%	76
Fast food/drive-in last 6 months: Little Caesars	1,033	8.8%	81
Fast food/drive-in last 6 months: Long John Silver`s	837	7.2%	128
Fast food/drive-in last 6 months: McDonald`s	6,562	56.1%	101
Fast food/drive-in last 6 months: Panera Bread	1,009	8.6%	82
Fast food/drive-in last 6 months: Papa John`s	871	7.5%	79
Fast food/drive-in last 6 months: Papa Murphy`s	351	3.0%	72
Fast food/drive-in last 6 months: Pizza Hut	2,437	20.9%	104
Fast food/drive-in last 6 months: Popeyes Chicken	624	5.3%	69
Fast food/drive-in last 6 months: Quiznos	434	3.7%	90
Fast food/drive-in last 6 months: Sonic Drive-In	1,249	10.7%	103
Fast food/drive-in last 6 months: Starbucks	907	7.8%	53
Fast food/drive-in last 6 months: Steak `n Shake	851	7.3%	151
Fast food/drive-in last 6 months: Subway	3,590	30.7%	92
Fast food/drive-in last 6 months: Taco Bell	3,506	30.0%	95
Fast food/drive-in last 6 months: Wendy`s	3,591	30.7%	107
Fast food/drive-in last 6 months: Whataburger	285	2.4%	64
Fast food/drive-in last 6 months: White Castle	397	3.4%	102

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 2015 and 2020.



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Went to fine dining restaurant last month	1,165	10.0%	86
Went to fine dining restaurant 3+ times last month	374	3.2%	98
Spent at fine dining rest in last 6 months: <\$51	276	2.4%	119
Spent at fine dining rest in last 6 months: \$51-\$100	330	2.8%	76
Spent at fine dining rest in last 6 months: \$101-\$200	418	3.6%	98
Spent at fine dining rest in last 6 months: \$201+	418	3.6%	85

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April 29, 2016



Restaurant Market Potential

Charlotte Harbor, Florida
 Drive Time: 10 minute radius

Prepared by Esri
 Latitude: 26.96056
 Longitude: -82.06920

Demographic Summary		2015	2020	
Population		68,218	71,427	
Population 18+		58,435	61,536	
Households		31,529	33,094	
Median Household Income		\$41,103	\$48,767	
Product/Consumer Behavior		Expected Number of Adults	Percent	MPI
Went to family restaurant/steak house in last 6 mo		44,478	76.1%	101
Went to family restaurant/steak house 4+ times/mo		19,004	32.5%	113
Spent at family rest/steak hse last 6 months: <\$31		5,105	8.7%	121
Spent at family rest/steak hse last 6 months: \$31-50		4,689	8.0%	94
Spent at family rest/steak hse last 6 months: \$51-100		7,814	13.4%	89
Spent at family rest/steak hse last 6 months: \$101-200		7,293	12.5%	103
Spent at family rest/steak hse last 6 months: \$201-300		3,159	5.4%	91
Spent at family rest/steak hse last 6 months: \$301+		3,829	6.6%	88
Family restaurant/steak house last 6 months: breakfast		7,358	12.6%	100
Family restaurant/steak house last 6 months: lunch		12,518	21.4%	110
Family restaurant/steak house last 6 months: dinner		28,272	48.4%	101
Family restaurant/steak house last 6 months: snack		887	1.5%	86
Family restaurant/steak house last 6 months: weekday		21,632	37.0%	116
Family restaurant/steak house last 6 months: weekend		22,662	38.8%	92
Fam rest/steak hse/6 months: Applebee`s		15,242	26.1%	105
Fam rest/steak hse/6 months: Bob Evans Farms		3,752	6.4%	172
Fam rest/steak hse/6 months: Buffalo Wild Wings		3,040	5.2%	68
Fam rest/steak hse/6 months: California Pizza Kitchen		1,130	1.9%	59
Fam rest/steak hse/6 months: Carrabba`s Italian Grill		3,641	6.2%	203
Fam rest/steak hse/6 months: The Cheesecake Factory		3,335	5.7%	84
Fam rest/steak hse/6 months: Chili`s Grill & Bar		7,343	12.6%	103
Fam rest/steak hse/6 months: CiCi`s Pizza		1,939	3.3%	75
Fam rest/steak hse/6 months: Cracker Barrel		8,586	14.7%	151
Fam rest/steak hse/6 months: Denny`s		6,111	10.5%	110
Fam rest/steak hse/6 months: Golden Corral		7,173	12.3%	143
Fam rest/steak hse/6 months: IHOP		6,859	11.7%	101
Fam rest/steak hse/6 months: Logan`s Roadhouse		2,157	3.7%	103
Fam rest/steak hse/6 months: LongHorn Steakhouse		3,032	5.2%	121
Fam rest/steak hse/6 months: Old Country Buffet		1,255	2.1%	102
Fam rest/steak hse/6 months: Olive Garden		12,061	20.6%	118
Fam rest/steak hse/6 months: Outback Steakhouse		7,715	13.2%	133
Fam rest/steak hse/6 months: Red Lobster		9,181	15.7%	124
Fam rest/steak hse/6 months: Red Robin		2,947	5.0%	84
Fam rest/steak hse/6 months: Ruby Tuesday		5,507	9.4%	137
Fam rest/steak hse/6 months: Texas Roadhouse		3,808	6.5%	88
Fam rest/steak hse/6 months: T.G.I. Friday`s		3,741	6.4%	80
Fam rest/steak hse/6 months: Waffle House		3,365	5.8%	106
Went to fast food/drive-in restaurant in last 6 mo		52,716	90.2%	100
Went to fast food/drive-in restaurant 9+ times/mo		21,435	36.7%	91
Spent at fast food/drive-in last 6 months: <\$11		3,014	5.2%	118
Spent at fast food/drive-in last 6 months: \$11-\$20		5,577	9.5%	124
Spent at fast food/drive-in last 6 months: \$21-\$40		7,918	13.6%	112
Spent at fast food/drive-in last 6 months: \$41-\$50		4,921	8.4%	112
Spent at fast food/drive-in last 6 months: \$51-\$100		9,020	15.4%	93
Spent at fast food/drive-in last 6 months: \$101-\$200		6,195	10.6%	88
Spent at fast food/drive-in last 6 months: \$201+		5,960	10.2%	84

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 Drive Time: 10 minute radius

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 Latitude: 26.96056
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Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Fast food/drive-in last 6 months: eat in	21,960	37.6%	103
Fast food/drive-in last 6 months: home delivery	3,307	5.7%	72
Fast food/drive-in last 6 months: take-out/drive-thru	26,060	44.6%	95
Fast food/drive-in last 6 months: take-out/walk-in	10,418	17.8%	91
Fast food/drive-in last 6 months: breakfast	20,520	35.1%	106
Fast food/drive-in last 6 months: lunch	29,247	50.1%	99
Fast food/drive-in last 6 months: dinner	23,029	39.4%	89
Fast food/drive-in last 6 months: snack	6,977	11.9%	95
Fast food/drive-in last 6 months: weekday	36,437	62.4%	105
Fast food/drive-in last 6 months: weekend	23,510	40.2%	88
Fast food/drive-in last 6 months: A & W	1,589	2.7%	83
Fast food/drive-in last 6 months: Arby`s	10,166	17.4%	103
Fast food/drive-in last 6 months: Baskin-Robbins	1,546	2.6%	76
Fast food/drive-in last 6 months: Boston Market	1,823	3.1%	91
Fast food/drive-in last 6 months: Burger King	17,838	30.5%	97
Fast food/drive-in last 6 months: Captain D`s	1,836	3.1%	92
Fast food/drive-in last 6 months: Carl`s Jr.	2,545	4.4%	74
Fast food/drive-in last 6 months: Checkers	1,715	2.9%	100
Fast food/drive-in last 6 months: Chick-fil-A	8,086	13.8%	84
Fast food/drive-in last 6 months: Chipotle Mex. Grill	2,678	4.6%	49
Fast food/drive-in last 6 months: Chuck E. Cheese`s	1,414	2.4%	67
Fast food/drive-in last 6 months: Church`s Fr. Chicken	1,466	2.5%	70
Fast food/drive-in last 6 months: Cold Stone Creamery	1,504	2.6%	76
Fast food/drive-in last 6 months: Dairy Queen	7,625	13.0%	94
Fast food/drive-in last 6 months: Del Taco	1,227	2.1%	60
Fast food/drive-in last 6 months: Domino`s Pizza	4,990	8.5%	72
Fast food/drive-in last 6 months: Dunkin` Donuts	5,995	10.3%	91
Fast food/drive-in last 6 months: Hardee`s	5,327	9.1%	152
Fast food/drive-in last 6 months: Jack in the Box	3,535	6.0%	71
Fast food/drive-in last 6 months: KFC	11,709	20.0%	86
Fast food/drive-in last 6 months: Krispy Kreme	1,920	3.3%	78
Fast food/drive-in last 6 months: Little Caesars	5,545	9.5%	87
Fast food/drive-in last 6 months: Long John Silver`s	3,848	6.6%	118
Fast food/drive-in last 6 months: McDonald`s	32,573	55.7%	100
Fast food/drive-in last 6 months: Panera Bread	5,530	9.5%	90
Fast food/drive-in last 6 months: Papa John`s	4,494	7.7%	82
Fast food/drive-in last 6 months: Papa Murphy`s	2,094	3.6%	86
Fast food/drive-in last 6 months: Pizza Hut	12,383	21.2%	105
Fast food/drive-in last 6 months: Popeyes Chicken	3,177	5.4%	70
Fast food/drive-in last 6 months: Quiznos	2,211	3.8%	91
Fast food/drive-in last 6 months: Sonic Drive-In	6,007	10.3%	99
Fast food/drive-in last 6 months: Starbucks	5,073	8.7%	59
Fast food/drive-in last 6 months: Steak `n Shake	4,163	7.1%	148
Fast food/drive-in last 6 months: Subway	17,985	30.8%	92
Fast food/drive-in last 6 months: Taco Bell	17,598	30.1%	95
Fast food/drive-in last 6 months: Wendy`s	17,924	30.7%	107
Fast food/drive-in last 6 months: Whataburger	1,496	2.6%	68
Fast food/drive-in last 6 months: White Castle	1,748	3.0%	89

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	6,069	10.4%	89
Went to fine dining restaurant 3+ times last month	1,916	3.3%	101
Spent at fine dining rest in last 6 months: <\$51	1,312	2.2%	113
Spent at fine dining rest in last 6 months: \$51-\$100	1,807	3.1%	83
Spent at fine dining rest in last 6 months: \$101-\$200	2,235	3.8%	105
Spent at fine dining rest in last 6 months: \$201+	2,232	3.8%	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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Restaurant Market Potential

Charlotte Harbor, Florida
 Drive Time: 15 minute radius

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 Latitude: 26.96056
 Longitude: -82.06920

Demographic Summary	2015	2020
Population	111,804	117,132
Population 18+	96,417	101,675
Households	51,216	53,813
Median Household Income	\$43,684	\$51,484

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Went to family restaurant/steak house in last 6 mo	73,703	76.4%	101
Went to family restaurant/steak house 4+ times/mo	31,601	32.8%	114
Spent at family rest/steak hse last 6 months: <\$31	8,129	8.4%	117
Spent at family rest/steak hse last 6 months: \$31-50	7,882	8.2%	96
Spent at family rest/steak hse last 6 months: \$51-100	13,272	13.8%	92
Spent at family rest/steak hse last 6 months: \$101-200	12,176	12.6%	104
Spent at family rest/steak hse last 6 months: \$201-300	5,289	5.5%	93
Spent at family rest/steak hse last 6 months: \$301+	6,678	6.9%	93
Family restaurant/steak house last 6 months: breakfast	12,466	12.9%	103
Family restaurant/steak house last 6 months: lunch	20,646	21.4%	110
Family restaurant/steak house last 6 months: dinner	47,012	48.8%	102
Family restaurant/steak house last 6 months: snack	1,497	1.6%	88
Family restaurant/steak house last 6 months: weekday	36,104	37.4%	118
Family restaurant/steak house last 6 months: weekend	38,065	39.5%	93
Fam rest/steak hse/6 months: Applebee`s	25,079	26.0%	105
Fam rest/steak hse/6 months: Bob Evans Farms	6,032	6.3%	168
Fam rest/steak hse/6 months: Buffalo Wild Wings	5,107	5.3%	69
Fam rest/steak hse/6 months: California Pizza Kitchen	1,960	2.0%	62
Fam rest/steak hse/6 months: Carrabba`s Italian Grill	6,103	6.3%	206
Fam rest/steak hse/6 months: The Cheesecake Factory	5,774	6.0%	88
Fam rest/steak hse/6 months: Chili`s Grill & Bar	11,911	12.4%	101
Fam rest/steak hse/6 months: CiCi`s Pizza	3,080	3.2%	72
Fam rest/steak hse/6 months: Cracker Barrel	14,240	14.8%	152
Fam rest/steak hse/6 months: Denny`s	9,685	10.0%	106
Fam rest/steak hse/6 months: Golden Corral	11,189	11.6%	135
Fam rest/steak hse/6 months: IHOP	11,334	11.8%	101
Fam rest/steak hse/6 months: Logan`s Roadhouse	3,589	3.7%	104
Fam rest/steak hse/6 months: LongHorn Steakhouse	5,085	5.3%	123
Fam rest/steak hse/6 months: Old Country Buffet	2,049	2.1%	101
Fam rest/steak hse/6 months: Olive Garden	20,144	20.9%	119
Fam rest/steak hse/6 months: Outback Steakhouse	12,746	13.2%	133
Fam rest/steak hse/6 months: Red Lobster	15,014	15.6%	123
Fam rest/steak hse/6 months: Red Robin	5,032	5.2%	87
Fam rest/steak hse/6 months: Ruby Tuesday	9,333	9.7%	140
Fam rest/steak hse/6 months: Texas Roadhouse	6,323	6.6%	89
Fam rest/steak hse/6 months: T.G.I. Friday`s	5,981	6.2%	77
Fam rest/steak hse/6 months: Waffle House	5,584	5.8%	106
Went to fast food/drive-in restaurant in last 6 mo	87,112	90.3%	100
Went to fast food/drive-in restaurant 9+ times/mo	35,332	36.6%	91
Spent at fast food/drive-in last 6 months: <\$11	4,911	5.1%	117
Spent at fast food/drive-in last 6 months: \$11-\$20	8,990	9.3%	121
Spent at fast food/drive-in last 6 months: \$21-\$40	13,194	13.7%	113
Spent at fast food/drive-in last 6 months: \$41-\$50	8,230	8.5%	113
Spent at fast food/drive-in last 6 months: \$51-\$100	14,969	15.5%	94
Spent at fast food/drive-in last 6 months: \$101-\$200	10,530	10.9%	91
Spent at fast food/drive-in last 6 months: \$201+	9,778	10.1%	83

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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Restaurant Market Potential

Charlotte Harbor, Florida
 Drive Time: 15 minute radius

Prepared by Esri
 Latitude: 26.96056
 Longitude: -82.06920

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Fast food/drive-in last 6 months: eat in	36,445	37.8%	104
Fast food/drive-in last 6 months: home delivery	5,362	5.6%	71
Fast food/drive-in last 6 months: take-out/drive-thru	43,192	44.8%	95
Fast food/drive-in last 6 months: take-out/walk-in	17,113	17.7%	91
Fast food/drive-in last 6 months: breakfast	33,760	35.0%	106
Fast food/drive-in last 6 months: lunch	48,672	50.5%	100
Fast food/drive-in last 6 months: dinner	38,252	39.7%	90
Fast food/drive-in last 6 months: snack	11,644	12.1%	96
Fast food/drive-in last 6 months: weekday	60,171	62.4%	105
Fast food/drive-in last 6 months: weekend	38,937	40.4%	88
Fast food/drive-in last 6 months: A & W	2,733	2.8%	87
Fast food/drive-in last 6 months: Arby`s	16,810	17.4%	104
Fast food/drive-in last 6 months: Baskin-Robbins	2,563	2.7%	76
Fast food/drive-in last 6 months: Boston Market	2,858	3.0%	86
Fast food/drive-in last 6 months: Burger King	29,350	30.4%	96
Fast food/drive-in last 6 months: Captain D`s	2,940	3.0%	89
Fast food/drive-in last 6 months: Carl`s Jr.	4,137	4.3%	73
Fast food/drive-in last 6 months: Checkers	2,737	2.8%	97
Fast food/drive-in last 6 months: Chick-fil-A	14,076	14.6%	88
Fast food/drive-in last 6 months: Chipotle Mex. Grill	4,519	4.7%	50
Fast food/drive-in last 6 months: Chuck E. Cheese`s	2,206	2.3%	64
Fast food/drive-in last 6 months: Church`s Fr. Chicken	2,381	2.5%	69
Fast food/drive-in last 6 months: Cold Stone Creamery	2,479	2.6%	76
Fast food/drive-in last 6 months: Dairy Queen	12,984	13.5%	97
Fast food/drive-in last 6 months: Del Taco	1,943	2.0%	58
Fast food/drive-in last 6 months: Domino`s Pizza	8,182	8.5%	72
Fast food/drive-in last 6 months: Dunkin` Donuts	9,828	10.2%	90
Fast food/drive-in last 6 months: Hardee`s	8,649	9.0%	149
Fast food/drive-in last 6 months: Jack in the Box	5,659	5.9%	68
Fast food/drive-in last 6 months: KFC	19,324	20.0%	86
Fast food/drive-in last 6 months: Krispy Kreme	3,274	3.4%	81
Fast food/drive-in last 6 months: Little Caesars	8,859	9.2%	84
Fast food/drive-in last 6 months: Long John Silver`s	6,098	6.3%	113
Fast food/drive-in last 6 months: McDonald`s	53,727	55.7%	100
Fast food/drive-in last 6 months: Panera Bread	9,483	9.8%	94
Fast food/drive-in last 6 months: Papa John`s	7,393	7.7%	82
Fast food/drive-in last 6 months: Papa Murphy`s	3,715	3.9%	92
Fast food/drive-in last 6 months: Pizza Hut	20,097	20.8%	104
Fast food/drive-in last 6 months: Popeyes Chicken	5,120	5.3%	69
Fast food/drive-in last 6 months: Quiznos	3,635	3.8%	91
Fast food/drive-in last 6 months: Sonic Drive-In	10,024	10.4%	101
Fast food/drive-in last 6 months: Starbucks	9,328	9.7%	66
Fast food/drive-in last 6 months: Steak `n Shake	6,624	6.9%	143
Fast food/drive-in last 6 months: Subway	30,128	31.2%	93
Fast food/drive-in last 6 months: Taco Bell	28,319	29.4%	93
Fast food/drive-in last 6 months: Wendy`s	29,487	30.6%	107
Fast food/drive-in last 6 months: Whataburger	2,590	2.7%	71
Fast food/drive-in last 6 months: White Castle	2,772	2.9%	86

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Went to fine dining restaurant last month	10,749	11.1%	96
Went to fine dining restaurant 3+ times last month	3,343	3.5%	107
Spent at fine dining rest in last 6 months: <\$51	2,124	2.2%	111
Spent at fine dining rest in last 6 months: \$51-\$100	3,091	3.2%	86
Spent at fine dining rest in last 6 months: \$101-\$200	3,970	4.1%	113
Spent at fine dining rest in last 6 months: \$201+	3,856	4.0%	96

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