



Restaurant Market Potential

Ole Coffee House
Ring: 1 mile radius

Prepared by Esri
Latitude: 28.86604
Longitude: -82.03900

Demographic Summary		2019	2024	
Population		3,546	4,517	
Population 18+		2,706	3,487	
Households		1,396	1,802	
Median Household Income		\$48,898	\$58,739	
Product/Consumer Behavior	Expected Number of			
	Adults	Percent	MPI	
Went to family restaurant/steak house in last 6 mo		1,824	67.4%	90
Went to family restaurant/steak house 4+ times/mo		661	24.4%	92
Spent at family restaurant/30 days: <\$1-30		183	6.8%	84
Spent at family restaurant/30 days: \$31-50		240	8.9%	92
Spent at family restaurant/30 days: \$51-100		355	13.1%	88
Spent at family restaurant/30 days: \$101-200		193	7.1%	76
Family restaurant/steak house last 6 months: breakfast		318	11.8%	88
Family restaurant/steak house last 6 months: lunch		440	16.3%	84
Family restaurant/steak house last 6 months: dinner		1,035	38.2%	83
Family restaurant/steak house last 6 months: snack		37	1.4%	70
Family restaurant/steak house last 6 months: weekday		702	25.9%	85
Family restaurant/steak house last 6 months: weekend		836	30.9%	74
Fam rest/steak hse/6 months: Applebee`s		610	22.5%	103
Fam rest/steak hse/6 months: Bob Evans Farms		124	4.6%	148
Fam rest/steak hse/6 months: Buffalo Wild Wings		250	9.2%	88
Fam rest/steak hse/6 months: California Pizza Kitchen		33	1.2%	44
Fam rest/steak hse/6 months: Carrabba`s Italian Grill		73	2.7%	94
Fam rest/steak hse/6 months: The Cheesecake Factory		88	3.3%	44
Fam rest/steak hse/6 months: Chili`s Grill & Bar		229	8.5%	78
Fam rest/steak hse/6 months: CiCi`s		86	3.2%	112
Fam rest/steak hse/6 months: Cracker Barrel		321	11.9%	108
Fam rest/steak hse/6 months: Denny`s		238	8.8%	104
Fam rest/steak hse/6 months: Golden Corral		296	10.9%	157
Fam rest/steak hse/6 months: IHOP		209	7.7%	77
Fam rest/steak hse/6 months: Logan`s Roadhouse		92	3.4%	107
Fam rest/steak hse/6 months: LongHorn Steakhouse		126	4.7%	90
Fam rest/steak hse/6 months: Olive Garden		374	13.8%	83
Fam rest/steak hse/6 months: Outback Steakhouse		157	5.8%	70
Fam rest/steak hse/6 months: Red Lobster		280	10.3%	107
Fam rest/steak hse/6 months: Red Robin		132	4.9%	70
Fam rest/steak hse/6 months: Ruby Tuesday		90	3.3%	72
Fam rest/steak hse/6 months: Texas Roadhouse		226	8.4%	85
Fam rest/steak hse/6 months: T.G.I. Friday`s		142	5.2%	96
Fam rest/steak hse/6 months: Waffle House		148	5.5%	95
Went to fast food/drive-in restaurant in last 6 months		2,382	88.0%	97
Went to fast food/drive-in restaurant 9+ times/month		1,089	40.2%	103
Spent at fast food restaurant/30 days: <\$1-10		98	3.6%	80
Spent at fast food restaurant/30 days: \$11-\$20		258	9.5%	88
Spent at fast food restaurant/30 days: \$21-\$40		504	18.6%	115
Spent at fast food restaurant/30 days: \$41-\$50		233	8.6%	99
Spent at fast food restaurant/30 days: \$51-\$100		387	14.3%	86
Spent at fast food restaurant/30 days: \$101-\$200		150	5.5%	68
Spent at fast food restaurant/30 days: \$201+		44	1.6%	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 2019 and 2024.

August 28, 2019



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Ole Coffee House
Ring: 1 mile radius

Prepared by Esri
Latitude: 28.86604
Longitude: -82.03900

Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Fast food/drive-in last 6 months: eat in	913	33.7%	91
Fast food/drive-in last 6 months: home delivery	222	8.2%	95
Fast food/drive-in last 6 months: take-out/drive-thru	1,205	44.5%	95
Fast food/drive-in last 6 months: take-out/walk-in	507	18.7%	90
Fast food/drive-in last 6 months: breakfast	871	32.2%	91
Fast food/drive-in last 6 months: lunch	1,211	44.8%	89
Fast food/drive-in last 6 months: dinner	1,240	45.8%	99
Fast food/drive-in last 6 months: snack	301	11.1%	94
Fast food/drive-in last 6 months: weekday	1,554	57.4%	97
Fast food/drive-in last 6 months: weekend	1,119	41.4%	87
Fast food/drive-in last 6 months: A & W	101	3.7%	130
Fast food/drive-in last 6 months: Arby's	640	23.7%	134
Fast food/drive-in last 6 months: Baskin-Robbins	63	2.3%	70
Fast food/drive-in last 6 months: Boston Market	76	2.8%	91
Fast food/drive-in last 6 months: Burger King	994	36.7%	124
Fast food/drive-in last 6 months: Captain D's	139	5.1%	138
Fast food/drive-in last 6 months: Carl's Jr.	89	3.3%	55
Fast food/drive-in last 6 months: Checkers	190	7.0%	212
Fast food/drive-in last 6 months: Chick-fil-A	441	16.3%	68
Fast food/drive-in last 6 months: Chipotle Mex. Grill	146	5.4%	43
Fast food/drive-in last 6 months: Chuck E. Cheese's	54	2.0%	68
Fast food/drive-in last 6 months: Church's Fr. Chicken	174	6.4%	181
Fast food/drive-in last 6 months: Cold Stone Creamery	50	1.8%	63
Fast food/drive-in last 6 months: Dairy Queen	404	14.9%	92
Fast food/drive-in last 6 months: Del Taco	63	2.3%	60
Fast food/drive-in last 6 months: Domino's Pizza	322	11.9%	94
Fast food/drive-in last 6 months: Dunkin' Donuts	205	7.6%	56
Went to Five Guys in last 6 months	198	7.3%	78
Fast food/drive-in last 6 months: Hardee's	306	11.3%	170
Fast food/drive-in last 6 months: Jack in the Box	102	3.8%	50
Went to Jimmy John's in last 6 months	103	3.8%	63
Fast food/drive-in last 6 months: KFC	743	27.5%	134
Fast food/drive-in last 6 months: Krispy Kreme	121	4.5%	75
Fast food/drive-in last 6 months: Little Caesars	422	15.6%	116
Fast food/drive-in last 6 months: Long John Silver's	184	6.8%	192
Fast food/drive-in last 6 months: McDonald's	1,414	52.3%	99
Went to Panda Express in last 6 months	146	5.4%	56
Fast food/drive-in last 6 months: Panera Bread	211	7.8%	61
Fast food/drive-in last 6 months: Papa John's	197	7.3%	82
Fast food/drive-in last 6 months: Papa Murphy's	112	4.1%	87
Fast food/drive-in last 6 months: Pizza Hut	483	17.8%	103
Fast food/drive-in last 6 months: Popeyes Chicken	273	10.1%	111
Fast food/drive-in last 6 months: Sonic Drive-In	271	10.0%	84
Fast food/drive-in last 6 months: Starbucks	216	8.0%	43
Fast food/drive-in last 6 months: Steak 'n Shake	199	7.4%	133
Fast food/drive-in last 6 months: Subway	631	23.3%	90
Fast food/drive-in last 6 months: Taco Bell	879	32.5%	113
Fast food/drive-in last 6 months: Wendy's	713	26.3%	103
Fast food/drive-in last 6 months: Whataburger	90	3.3%	64
Fast food/drive-in last 6 months: White Castle	140	5.2%	168
Went to fine dining restaurant last month	128	4.7%	45
Went to fine dining restaurant 3+ times last month	61	2.3%	72

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 2019 and 2024.

August 28, 2019



Restaurant Market Potential

Ole Coffee House
Ring: 3 mile radius

Prepared by Esri
Latitude: 28.86604
Longitude: -82.03900

Demographic Summary		2019	2024
Population		21,269	26,859
Population 18+		18,757	23,618
Households		10,230	12,924
Median Household Income		\$58,574	\$65,310
Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Went to family restaurant/steak house in last 6 mo	13,703	73.1%	97
Went to family restaurant/steak house 4+ times/mo	4,855	25.9%	97
Spent at family restaurant/30 days: <\$1-30	1,707	9.1%	113
Spent at family restaurant/30 days: \$31-50	1,684	9.0%	93
Spent at family restaurant/30 days: \$51-100	2,017	10.8%	72
Spent at family restaurant/30 days: \$101-200	1,234	6.6%	70
Family restaurant/steak house last 6 months: breakfast	2,148	11.5%	86
Family restaurant/steak house last 6 months: lunch	3,350	17.9%	92
Family restaurant/steak house last 6 months: dinner	7,882	42.0%	91
Family restaurant/steak house last 6 months: snack	307	1.6%	83
Family restaurant/steak house last 6 months: weekday	5,963	31.8%	104
Family restaurant/steak house last 6 months: weekend	6,173	32.9%	79
Fam rest/steak hse/6 months: Applebee`s	3,789	20.2%	92
Fam rest/steak hse/6 months: Bob Evans Farms	776	4.1%	133
Fam rest/steak hse/6 months: Buffalo Wild Wings	1,447	7.7%	74
Fam rest/steak hse/6 months: California Pizza Kitchen	341	1.8%	66
Fam rest/steak hse/6 months: Carrabba`s Italian Grill	769	4.1%	142
Fam rest/steak hse/6 months: The Cheesecake Factory	1,282	6.8%	93
Fam rest/steak hse/6 months: Chili`s Grill & Bar	1,474	7.9%	73
Fam rest/steak hse/6 months: CiCi`s	500	2.7%	94
Fam rest/steak hse/6 months: Cracker Barrel	2,145	11.4%	104
Fam rest/steak hse/6 months: Denny`s	1,305	7.0%	83
Fam rest/steak hse/6 months: Golden Corral	1,429	7.6%	109
Fam rest/steak hse/6 months: IHOP	1,455	7.8%	77
Fam rest/steak hse/6 months: Logan`s Roadhouse	548	2.9%	92
Fam rest/steak hse/6 months: LongHorn Steakhouse	1,198	6.4%	123
Fam rest/steak hse/6 months: Olive Garden	3,477	18.5%	111
Fam rest/steak hse/6 months: Outback Steakhouse	2,371	12.6%	153
Fam rest/steak hse/6 months: Red Lobster	1,449	7.7%	80
Fam rest/steak hse/6 months: Red Robin	1,033	5.5%	79
Fam rest/steak hse/6 months: Ruby Tuesday	765	4.1%	88
Fam rest/steak hse/6 months: Texas Roadhouse	1,440	7.7%	78
Fam rest/steak hse/6 months: T.G.I. Friday`s	948	5.1%	93
Fam rest/steak hse/6 months: Waffle House	829	4.4%	76
Went to fast food/drive-in restaurant in last 6 months	16,251	86.6%	95
Went to fast food/drive-in restaurant 9+ times/month	5,385	28.7%	73
Spent at fast food restaurant/30 days: <\$1-10	736	3.9%	87
Spent at fast food restaurant/30 days: \$11-\$20	2,458	13.1%	121
Spent at fast food restaurant/30 days: \$21-\$40	3,044	16.2%	100
Spent at fast food restaurant/30 days: \$41-\$50	1,654	8.8%	101
Spent at fast food restaurant/30 days: \$51-\$100	2,028	10.8%	65
Spent at fast food restaurant/30 days: \$101-\$200	1,197	6.4%	78
Spent at fast food restaurant/30 days: \$201+	362	1.9%	63

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August 28, 2019



Restaurant Market Potential

Ole Coffee House
Ring: 3 mile radius

Prepared by Esri
Latitude: 28.86604
Longitude: -82.03900

Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Fast food/drive-in last 6 months: eat in	7,595	40.5%	109
Fast food/drive-in last 6 months: home delivery	1,324	7.1%	82
Fast food/drive-in last 6 months: take-out/drive-thru	7,324	39.0%	83
Fast food/drive-in last 6 months: take-out/walk-in	2,513	13.4%	64
Fast food/drive-in last 6 months: breakfast	5,734	30.6%	86
Fast food/drive-in last 6 months: lunch	7,999	42.6%	85
Fast food/drive-in last 6 months: dinner	7,547	40.2%	87
Fast food/drive-in last 6 months: snack	1,832	9.8%	83
Fast food/drive-in last 6 months: weekday	11,013	58.7%	99
Fast food/drive-in last 6 months: weekend	6,863	36.6%	77
Fast food/drive-in last 6 months: A & W	541	2.9%	101
Fast food/drive-in last 6 months: Arby's	3,046	16.2%	92
Fast food/drive-in last 6 months: Baskin-Robbins	486	2.6%	78
Fast food/drive-in last 6 months: Boston Market	575	3.1%	99
Fast food/drive-in last 6 months: Burger King	5,258	28.0%	94
Fast food/drive-in last 6 months: Captain D's	608	3.2%	87
Fast food/drive-in last 6 months: Carl's Jr.	804	4.3%	72
Fast food/drive-in last 6 months: Checkers	744	4.0%	120
Fast food/drive-in last 6 months: Chick-fil-A	2,841	15.1%	63
Fast food/drive-in last 6 months: Chipotle Mex. Grill	1,252	6.7%	54
Fast food/drive-in last 6 months: Chuck E. Cheese's	299	1.6%	54
Fast food/drive-in last 6 months: Church's Fr. Chicken	617	3.3%	93
Fast food/drive-in last 6 months: Cold Stone Creamery	410	2.2%	74
Fast food/drive-in last 6 months: Dairy Queen	1,837	9.8%	60
Fast food/drive-in last 6 months: Del Taco	471	2.5%	65
Fast food/drive-in last 6 months: Domino's Pizza	1,968	10.5%	83
Fast food/drive-in last 6 months: Dunkin' Donuts	1,932	10.3%	76
Went to Five Guys in last 6 months	1,405	7.5%	80
Fast food/drive-in last 6 months: Hardee's	1,639	8.7%	131
Fast food/drive-in last 6 months: Jack in the Box	936	5.0%	67
Went to Jimmy John's in last 6 months	713	3.8%	63
Fast food/drive-in last 6 months: KFC	3,776	20.1%	98
Fast food/drive-in last 6 months: Krispy Kreme	780	4.2%	70
Fast food/drive-in last 6 months: Little Caesars	2,479	13.2%	99
Fast food/drive-in last 6 months: Long John Silver's	910	4.9%	137
Fast food/drive-in last 6 months: McDonald's	9,144	48.7%	92
Went to Panda Express in last 6 months	1,150	6.1%	63
Fast food/drive-in last 6 months: Panera Bread	1,601	8.5%	67
Fast food/drive-in last 6 months: Papa John's	1,425	7.6%	86
Fast food/drive-in last 6 months: Papa Murphy's	757	4.0%	85
Fast food/drive-in last 6 months: Pizza Hut	2,445	13.0%	75
Fast food/drive-in last 6 months: Popeyes Chicken	1,455	7.8%	85
Fast food/drive-in last 6 months: Sonic Drive-In	1,837	9.8%	82
Fast food/drive-in last 6 months: Starbucks	2,016	10.7%	58
Fast food/drive-in last 6 months: Steak 'n Shake	1,249	6.7%	120
Fast food/drive-in last 6 months: Subway	4,250	22.7%	88
Fast food/drive-in last 6 months: Taco Bell	4,905	26.2%	91
Fast food/drive-in last 6 months: Wendy's	4,624	24.7%	97
Fast food/drive-in last 6 months: Whataburger	622	3.3%	63
Fast food/drive-in last 6 months: White Castle	629	3.4%	109
Went to fine dining restaurant last month	1,862	9.9%	94
Went to fine dining restaurant 3+ times last month	767	4.1%	131

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August 28, 2019



Restaurant Market Potential

Ole Coffee House
Ring: 5 mile radius

Prepared by Esri
Latitude: 28.86604
Longitude: -82.03900

Demographic Summary		2019	2024	
Population		69,730	87,928	
Population 18+		61,717	77,372	
Households		34,568	43,671	
Median Household Income		\$60,213	\$67,336	
Product/Consumer Behavior	Expected Number of			
	Adults	Percent	MPI	
Went to family restaurant/steak house in last 6 mo		45,642	74.0%	99
Went to family restaurant/steak house 4+ times/mo		16,084	26.1%	98
Spent at family restaurant/30 days: <\$1-30		5,744	9.3%	115
Spent at family restaurant/30 days: \$31-50		5,624	9.1%	95
Spent at family restaurant/30 days: \$51-100		6,637	10.8%	72
Spent at family restaurant/30 days: \$101-200		4,129	6.7%	71
Family restaurant/steak house last 6 months: breakfast		7,065	11.4%	86
Family restaurant/steak house last 6 months: lunch		11,272	18.3%	94
Family restaurant/steak house last 6 months: dinner		26,533	43.0%	93
Family restaurant/steak house last 6 months: snack		1,008	1.6%	83
Family restaurant/steak house last 6 months: weekday		20,017	32.4%	106
Family restaurant/steak house last 6 months: weekend		20,822	33.7%	81
Fam rest/steak hse/6 months: Applebee`s		12,395	20.1%	92
Fam rest/steak hse/6 months: Bob Evans Farms		2,579	4.2%	135
Fam rest/steak hse/6 months: Buffalo Wild Wings		4,769	7.7%	74
Fam rest/steak hse/6 months: California Pizza Kitchen		1,096	1.8%	65
Fam rest/steak hse/6 months: Carrabba`s Italian Grill		2,504	4.1%	141
Fam rest/steak hse/6 months: The Cheesecake Factory		4,245	6.9%	94
Fam rest/steak hse/6 months: Chili`s Grill & Bar		4,580	7.4%	69
Fam rest/steak hse/6 months: CiCi`s		1,666	2.7%	95
Fam rest/steak hse/6 months: Cracker Barrel		7,270	11.8%	108
Fam rest/steak hse/6 months: Denny`s		4,236	6.9%	82
Fam rest/steak hse/6 months: Golden Corral		4,430	7.2%	103
Fam rest/steak hse/6 months: IHOP		4,832	7.8%	78
Fam rest/steak hse/6 months: Logan`s Roadhouse		1,881	3.0%	96
Fam rest/steak hse/6 months: LongHorn Steakhouse		3,996	6.5%	125
Fam rest/steak hse/6 months: Olive Garden		11,704	19.0%	114
Fam rest/steak hse/6 months: Outback Steakhouse		8,011	13.0%	157
Fam rest/steak hse/6 months: Red Lobster		4,558	7.4%	76
Fam rest/steak hse/6 months: Red Robin		3,433	5.6%	80
Fam rest/steak hse/6 months: Ruby Tuesday		2,539	4.1%	89
Fam rest/steak hse/6 months: Texas Roadhouse		4,858	7.9%	80
Fam rest/steak hse/6 months: T.G.I. Friday`s		3,014	4.9%	90
Fam rest/steak hse/6 months: Waffle House		2,757	4.5%	77
Went to fast food/drive-in restaurant in last 6 months		53,569	86.8%	96
Went to fast food/drive-in restaurant 9+ times/month		17,518	28.4%	72
Spent at fast food restaurant/30 days: <\$1-10		2,432	3.9%	87
Spent at fast food restaurant/30 days: \$11-\$20		8,297	13.4%	124
Spent at fast food restaurant/30 days: \$21-\$40		9,981	16.2%	100
Spent at fast food restaurant/30 days: \$41-\$50		5,596	9.1%	104
Spent at fast food restaurant/30 days: \$51-\$100		6,703	10.9%	66
Spent at fast food restaurant/30 days: \$101-\$200		4,031	6.5%	80
Spent at fast food restaurant/30 days: \$201+		1,205	2.0%	64

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Ring: 5 mile radius

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Latitude: 28.86604
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Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Fast food/drive-in last 6 months: eat in	25,624	41.5%	112
Fast food/drive-in last 6 months: home delivery	4,358	7.1%	82
Fast food/drive-in last 6 months: take-out/drive-thru	24,229	39.3%	84
Fast food/drive-in last 6 months: take-out/walk-in	8,170	13.2%	64
Fast food/drive-in last 6 months: breakfast	18,989	30.8%	87
Fast food/drive-in last 6 months: lunch	26,658	43.2%	86
Fast food/drive-in last 6 months: dinner	25,139	40.7%	88
Fast food/drive-in last 6 months: snack	5,943	9.6%	82
Fast food/drive-in last 6 months: weekday	36,651	59.4%	100
Fast food/drive-in last 6 months: weekend	22,860	37.0%	78
Fast food/drive-in last 6 months: A & W	1,778	2.9%	101
Fast food/drive-in last 6 months: Arby's	10,190	16.5%	94
Fast food/drive-in last 6 months: Baskin-Robbins	1,587	2.6%	78
Fast food/drive-in last 6 months: Boston Market	1,816	2.9%	95
Fast food/drive-in last 6 months: Burger King	17,012	27.6%	93
Fast food/drive-in last 6 months: Captain D's	2,029	3.3%	89
Fast food/drive-in last 6 months: Carl's Jr.	2,638	4.3%	72
Fast food/drive-in last 6 months: Checkers	2,121	3.4%	104
Fast food/drive-in last 6 months: Chick-fil-A	9,500	15.4%	64
Fast food/drive-in last 6 months: Chipotle Mex. Grill	4,134	6.7%	54
Fast food/drive-in last 6 months: Chuck E. Cheese's	951	1.5%	53
Fast food/drive-in last 6 months: Church's Fr. Chicken	1,837	3.0%	84
Fast food/drive-in last 6 months: Cold Stone Creamery	1,347	2.2%	74
Fast food/drive-in last 6 months: Dairy Queen	6,139	9.9%	61
Fast food/drive-in last 6 months: Del Taco	1,527	2.5%	64
Fast food/drive-in last 6 months: Domino's Pizza	6,469	10.5%	83
Fast food/drive-in last 6 months: Dunkin' Donuts	6,425	10.4%	76
Went to Five Guys in last 6 months	4,653	7.5%	80
Fast food/drive-in last 6 months: Hardee's	5,426	8.8%	132
Fast food/drive-in last 6 months: Jack in the Box	3,090	5.0%	67
Went to Jimmy John's in last 6 months	2,369	3.8%	64
Fast food/drive-in last 6 months: KFC	11,957	19.4%	94
Fast food/drive-in last 6 months: Krispy Kreme	2,576	4.2%	70
Fast food/drive-in last 6 months: Little Caesars	8,151	13.2%	99
Fast food/drive-in last 6 months: Long John Silver's	2,976	4.8%	136
Fast food/drive-in last 6 months: McDonald's	30,340	49.2%	93
Went to Panda Express in last 6 months	3,826	6.2%	64
Fast food/drive-in last 6 months: Panera Bread	5,219	8.5%	67
Fast food/drive-in last 6 months: Papa John's	4,718	7.6%	86
Fast food/drive-in last 6 months: Papa Murphy's	2,524	4.1%	86
Fast food/drive-in last 6 months: Pizza Hut	7,762	12.6%	73
Fast food/drive-in last 6 months: Popeyes Chicken	4,622	7.5%	82
Fast food/drive-in last 6 months: Sonic Drive-In	6,221	10.1%	84
Fast food/drive-in last 6 months: Starbucks	6,642	10.8%	58
Fast food/drive-in last 6 months: Steak 'n Shake	4,078	6.6%	119
Fast food/drive-in last 6 months: Subway	14,140	22.9%	89
Fast food/drive-in last 6 months: Taco Bell	16,178	26.2%	91
Fast food/drive-in last 6 months: Wendy's	15,290	24.8%	97
Fast food/drive-in last 6 months: Whataburger	2,097	3.4%	65
Fast food/drive-in last 6 months: White Castle	1,986	3.2%	105
Went to fine dining restaurant last month	6,390	10.4%	98
Went to fine dining restaurant 3+ times last month	2,596	4.2%	135

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 2019 and 2024.

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