



## Restaurant Market Potential

104 Switcher St, Wildwood, Florida, 34785 2  
104 Switcher St, Wildwood, Florida, 34785  
Ring: 1 mile radius

Prepared by Esri  
Latitude: 28.85534  
Longitude: -82.04403

Demographic Summary		2019	2024
Population		3,290	4,037
Population 18+		2,699	3,365
Households		1,553	1,920
Median Household Income		\$36,405	\$43,353
Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Went to family restaurant/steak house in last 6 mo	1,835	68.0%	91
Went to family restaurant/steak house 4+ times/mo	674	25.0%	94
Spent at family restaurant/30 days: <\$1-30	199	7.4%	91
Spent at family restaurant/30 days: \$31-50	230	8.5%	89
Spent at family restaurant/30 days: \$51-100	333	12.3%	83
Spent at family restaurant/30 days: \$101-200	181	6.7%	71
Family restaurant/steak house last 6 months: breakfast	309	11.4%	86
Family restaurant/steak house last 6 months: lunch	426	15.8%	82
Family restaurant/steak house last 6 months: dinner	1,004	37.2%	80
Family restaurant/steak house last 6 months: snack	42	1.6%	79
Family restaurant/steak house last 6 months: weekday	747	27.7%	91
Family restaurant/steak house last 6 months: weekend	793	29.4%	71
Fam rest/steak hse/6 months: Applebee`s	585	21.7%	99
Fam rest/steak hse/6 months: Bob Evans Farms	105	3.9%	125
Fam rest/steak hse/6 months: Buffalo Wild Wings	218	8.1%	77
Fam rest/steak hse/6 months: California Pizza Kitchen	46	1.7%	62
Fam rest/steak hse/6 months: Carrabba`s Italian Grill	99	3.7%	127
Fam rest/steak hse/6 months: The Cheesecake Factory	143	5.3%	72
Fam rest/steak hse/6 months: Chili`s Grill & Bar	292	10.8%	100
Fam rest/steak hse/6 months: CiCi`s	74	2.7%	96
Fam rest/steak hse/6 months: Cracker Barrel	316	11.7%	107
Fam rest/steak hse/6 months: Denny`s	205	7.6%	90
Fam rest/steak hse/6 months: Golden Corral	311	11.5%	166
Fam rest/steak hse/6 months: IHOP	210	7.8%	78
Fam rest/steak hse/6 months: Logan`s Roadhouse	81	3.0%	95
Fam rest/steak hse/6 months: LongHorn Steakhouse	146	5.4%	104
Fam rest/steak hse/6 months: Olive Garden	405	15.0%	90
Fam rest/steak hse/6 months: Outback Steakhouse	245	9.1%	110
Fam rest/steak hse/6 months: Red Lobster	280	10.4%	107
Fam rest/steak hse/6 months: Red Robin	134	5.0%	71
Fam rest/steak hse/6 months: Ruby Tuesday	112	4.1%	90
Fam rest/steak hse/6 months: Texas Roadhouse	199	7.4%	75
Fam rest/steak hse/6 months: T.G.I. Friday`s	154	5.7%	105
Fam rest/steak hse/6 months: Waffle House	155	5.7%	99
Went to fast food/drive-in restaurant in last 6 months	2,351	87.1%	96
Went to fast food/drive-in restaurant 9+ times/month	960	35.6%	91
Spent at fast food restaurant/30 days: <\$1-10	107	4.0%	88
Spent at fast food restaurant/30 days: \$11-\$20	280	10.4%	96
Spent at fast food restaurant/30 days: \$21-\$40	469	17.4%	107
Spent at fast food restaurant/30 days: \$41-\$50	205	7.6%	87
Spent at fast food restaurant/30 days: \$51-\$100	337	12.5%	75
Spent at fast food restaurant/30 days: \$101-\$200	152	5.6%	69
Spent at fast food restaurant/30 days: \$201+	49	1.8%	59

**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 29, 2019



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104 Switcher St, Wildwood, Florida, 34785 2  
104 Switcher St, Wildwood, Florida, 34785  
Ring: 1 mile radius

Prepared by Esri  
Latitude: 28.85534  
Longitude: -82.04403

Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Fast food/drive-in last 6 months: eat in	909	33.7%	91
Fast food/drive-in last 6 months: home delivery	189	7.0%	81
Fast food/drive-in last 6 months: take-out/drive-thru	1,120	41.5%	88
Fast food/drive-in last 6 months: take-out/walk-in	434	16.1%	77
Fast food/drive-in last 6 months: breakfast	855	31.7%	89
Fast food/drive-in last 6 months: lunch	1,144	42.4%	84
Fast food/drive-in last 6 months: dinner	1,080	40.0%	86
Fast food/drive-in last 6 months: snack	285	10.6%	89
Fast food/drive-in last 6 months: weekday	1,516	56.2%	95
Fast food/drive-in last 6 months: weekend	995	36.9%	78
Fast food/drive-in last 6 months: A & W	81	3.0%	105
Fast food/drive-in last 6 months: Arby's	493	18.3%	104
Fast food/drive-in last 6 months: Baskin-Robbins	67	2.5%	75
Fast food/drive-in last 6 months: Boston Market	89	3.3%	107
Fast food/drive-in last 6 months: Burger King	914	33.9%	114
Fast food/drive-in last 6 months: Captain D's	125	4.6%	125
Fast food/drive-in last 6 months: Carl's Jr.	99	3.7%	61
Fast food/drive-in last 6 months: Checkers	196	7.3%	219
Fast food/drive-in last 6 months: Chick-fil-A	425	15.7%	66
Fast food/drive-in last 6 months: Chipotle Mex. Grill	157	5.8%	47
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	154	5.7%	161
Fast food/drive-in last 6 months: Cold Stone Creamery	57	2.1%	72
Fast food/drive-in last 6 months: Dairy Queen	319	11.8%	73
Fast food/drive-in last 6 months: Del Taco	66	2.4%	63
Fast food/drive-in last 6 months: Domino's Pizza	291	10.8%	85
Fast food/drive-in last 6 months: Dunkin' Donuts	228	8.4%	62
Went to Five Guys in last 6 months	189	7.0%	75
Fast food/drive-in last 6 months: Hardee's	272	10.1%	152
Fast food/drive-in last 6 months: Jack in the Box	118	4.4%	58
Went to Jimmy John's in last 6 months	98	3.6%	60
Fast food/drive-in last 6 months: KFC	710	26.3%	128
Fast food/drive-in last 6 months: Krispy Kreme	121	4.5%	75
Fast food/drive-in last 6 months: Little Caesars	374	13.9%	103
Fast food/drive-in last 6 months: Long John Silver's	147	5.4%	154
Fast food/drive-in last 6 months: McDonald's	1,325	49.1%	93
Went to Panda Express in last 6 months	149	5.5%	57
Fast food/drive-in last 6 months: Panera Bread	238	8.8%	69
Fast food/drive-in last 6 months: Papa John's	201	7.4%	84
Fast food/drive-in last 6 months: Papa Murphy's	102	3.8%	79
Fast food/drive-in last 6 months: Pizza Hut	482	17.9%	103
Fast food/drive-in last 6 months: Popeyes Chicken	262	9.7%	107
Fast food/drive-in last 6 months: Sonic Drive-In	277	10.3%	86
Fast food/drive-in last 6 months: Starbucks	269	10.0%	53
Fast food/drive-in last 6 months: Steak 'n Shake	190	7.0%	127
Fast food/drive-in last 6 months: Subway	606	22.5%	87
Fast food/drive-in last 6 months: Taco Bell	769	28.5%	99
Fast food/drive-in last 6 months: Wendy's	666	24.7%	97
Fast food/drive-in last 6 months: Whataburger	93	3.4%	66
Fast food/drive-in last 6 months: White Castle	114	4.2%	138
Went to fine dining restaurant last month	167	6.2%	59
Went to fine dining restaurant 3+ times last month	76	2.8%	90

**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 29, 2019



## Restaurant Market Potential

104 Switcher St, Wildwood, Florida, 34785 2  
104 Switcher St, Wildwood, Florida, 34785  
Ring: 3 mile radius

Prepared by Esri  
Latitude: 28.85534  
Longitude: -82.04403

Demographic Summary		2019	2024	
Population		17,651	22,505	
Population 18+		14,988	19,057	
Households		8,167	10,420	
Median Household Income		\$56,243	\$63,057	
Product/Consumer Behavior	Expected Number of			
	Adults	Percent	MPI	
Went to family restaurant/steak house in last 6 mo		10,780	71.9%	96
Went to family restaurant/steak house 4+ times/mo		3,862	25.8%	97
Spent at family restaurant/30 days: <\$1-30		1,319	8.8%	109
Spent at family restaurant/30 days: \$31-50		1,358	9.1%	94
Spent at family restaurant/30 days: \$51-100		1,747	11.7%	79
Spent at family restaurant/30 days: \$101-200		1,027	6.9%	73
Family restaurant/steak house last 6 months: breakfast		1,774	11.8%	89
Family restaurant/steak house last 6 months: lunch		2,670	17.8%	92
Family restaurant/steak house last 6 months: dinner		6,222	41.5%	90
Family restaurant/steak house last 6 months: snack		235	1.6%	80
Family restaurant/steak house last 6 months: weekday		4,610	30.8%	101
Family restaurant/steak house last 6 months: weekend		4,927	32.9%	79
Fam rest/steak hse/6 months: Applebee`s		3,095	20.6%	94
Fam rest/steak hse/6 months: Bob Evans Farms		636	4.2%	137
Fam rest/steak hse/6 months: Buffalo Wild Wings		1,219	8.1%	78
Fam rest/steak hse/6 months: California Pizza Kitchen		241	1.6%	58
Fam rest/steak hse/6 months: Carrabba`s Italian Grill		549	3.7%	127
Fam rest/steak hse/6 months: The Cheesecake Factory		878	5.9%	80
Fam rest/steak hse/6 months: Chili`s Grill & Bar		1,212	8.1%	75
Fam rest/steak hse/6 months: CiCi`s		436	2.9%	102
Fam rest/steak hse/6 months: Cracker Barrel		1,732	11.6%	105
Fam rest/steak hse/6 months: Denny`s		1,122	7.5%	89
Fam rest/steak hse/6 months: Golden Corral		1,258	8.4%	121
Fam rest/steak hse/6 months: IHOP		1,185	7.9%	79
Fam rest/steak hse/6 months: Logan`s Roadhouse		484	3.2%	102
Fam rest/steak hse/6 months: LongHorn Steakhouse		895	6.0%	115
Fam rest/steak hse/6 months: Olive Garden		2,621	17.5%	105
Fam rest/steak hse/6 months: Outback Steakhouse		1,635	10.9%	132
Fam rest/steak hse/6 months: Red Lobster		1,247	8.3%	86
Fam rest/steak hse/6 months: Red Robin		807	5.4%	77
Fam rest/steak hse/6 months: Ruby Tuesday		571	3.8%	83
Fam rest/steak hse/6 months: Texas Roadhouse		1,199	8.0%	81
Fam rest/steak hse/6 months: T.G.I. Friday`s		725	4.8%	89
Fam rest/steak hse/6 months: Waffle House		733	4.9%	85
Went to fast food/drive-in restaurant in last 6 months		13,085	87.3%	96
Went to fast food/drive-in restaurant 9+ times/month		4,781	31.9%	81
Spent at fast food restaurant/30 days: <\$1-10		568	3.8%	84
Spent at fast food restaurant/30 days: \$11-\$20		1,853	12.4%	114
Spent at fast food restaurant/30 days: \$21-\$40		2,524	16.8%	104
Spent at fast food restaurant/30 days: \$41-\$50		1,344	9.0%	103
Spent at fast food restaurant/30 days: \$51-\$100		1,778	11.9%	72
Spent at fast food restaurant/30 days: \$101-\$200		966	6.4%	79
Spent at fast food restaurant/30 days: \$201+		305	2.0%	66

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104 Switcher St, Wildwood, Florida, 34785  
Ring: 3 mile radius

Prepared by Esri  
Latitude: 28.85534  
Longitude: -82.04403

Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Fast food/drive-in last 6 months: eat in	5,892	39.3%	106
Fast food/drive-in last 6 months: home delivery	1,125	7.5%	87
Fast food/drive-in last 6 months: take-out/drive-thru	6,198	41.4%	88
Fast food/drive-in last 6 months: take-out/walk-in	2,205	14.7%	71
Fast food/drive-in last 6 months: breakfast	4,724	31.5%	89
Fast food/drive-in last 6 months: lunch	6,580	43.9%	87
Fast food/drive-in last 6 months: dinner	6,323	42.2%	91
Fast food/drive-in last 6 months: snack	1,510	10.1%	85
Fast food/drive-in last 6 months: weekday	8,878	59.2%	100
Fast food/drive-in last 6 months: weekend	5,751	38.4%	81
Fast food/drive-in last 6 months: A & W	455	3.0%	106
Fast food/drive-in last 6 months: Arby's	2,742	18.3%	104
Fast food/drive-in last 6 months: Baskin-Robbins	381	2.5%	77
Fast food/drive-in last 6 months: Boston Market	436	2.9%	94
Fast food/drive-in last 6 months: Burger King	4,467	29.8%	100
Fast food/drive-in last 6 months: Captain D's	553	3.7%	99
Fast food/drive-in last 6 months: Carl's Jr.	667	4.5%	75
Fast food/drive-in last 6 months: Checkers	651	4.3%	131
Fast food/drive-in last 6 months: Chick-fil-A	2,356	15.7%	66
Fast food/drive-in last 6 months: Chipotle Mex. Grill	967	6.5%	52
Fast food/drive-in last 6 months: Chuck E. Cheese's	262	1.7%	60
Fast food/drive-in last 6 months: Church's Fr. Chicken	559	3.7%	105
Fast food/drive-in last 6 months: Cold Stone Creamery	307	2.0%	70
Fast food/drive-in last 6 months: Dairy Queen	1,741	11.6%	72
Fast food/drive-in last 6 months: Del Taco	369	2.5%	64
Fast food/drive-in last 6 months: Domino's Pizza	1,664	11.1%	88
Fast food/drive-in last 6 months: Dunkin' Donuts	1,456	9.7%	71
Went to Five Guys in last 6 months	1,126	7.5%	80
Fast food/drive-in last 6 months: Hardee's	1,439	9.6%	144
Fast food/drive-in last 6 months: Jack in the Box	737	4.9%	66
Went to Jimmy John's in last 6 months	562	3.7%	62
Fast food/drive-in last 6 months: KFC	3,356	22.4%	109
Fast food/drive-in last 6 months: Krispy Kreme	639	4.3%	72
Fast food/drive-in last 6 months: Little Caesars	2,149	14.3%	107
Fast food/drive-in last 6 months: Long John Silver's	799	5.3%	150
Fast food/drive-in last 6 months: McDonald's	7,500	50.0%	95
Went to Panda Express in last 6 months	911	6.1%	63
Fast food/drive-in last 6 months: Panera Bread	1,270	8.5%	67
Fast food/drive-in last 6 months: Papa John's	1,131	7.5%	85
Fast food/drive-in last 6 months: Papa Murphy's	622	4.1%	87
Fast food/drive-in last 6 months: Pizza Hut	2,143	14.3%	83
Fast food/drive-in last 6 months: Popeyes Chicken	1,221	8.1%	90
Fast food/drive-in last 6 months: Sonic Drive-In	1,535	10.2%	85
Fast food/drive-in last 6 months: Starbucks	1,580	10.5%	56
Fast food/drive-in last 6 months: Steak 'n Shake	1,008	6.7%	121
Fast food/drive-in last 6 months: Subway	3,469	23.1%	90
Fast food/drive-in last 6 months: Taco Bell	4,193	28.0%	97
Fast food/drive-in last 6 months: Wendy's	3,778	25.2%	99
Fast food/drive-in last 6 months: Whataburger	506	3.4%	64
Fast food/drive-in last 6 months: White Castle	532	3.5%	116
Went to fine dining restaurant last month	1,298	8.7%	82
Went to fine dining restaurant 3+ times last month	539	3.6%	115

**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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August 29, 2019



## Restaurant Market Potential

104 Switcher St, Wildwood, Florida, 34785 2  
104 Switcher St, Wildwood, Florida, 34785  
Ring: 5 mile radius

Prepared by Esri  
Latitude: 28.85534  
Longitude: -82.04403

Demographic Summary		2019	2024	
Population		61,733	78,331	
Population 18+		53,661	67,686	
Households		30,108	38,259	
Median Household Income		\$59,776	\$67,186	
Product/Consumer Behavior	Expected Number of			
	Adults	Percent	MPI	
Went to family restaurant/steak house in last 6 mo		39,418	73.5%	98
Went to family restaurant/steak house 4+ times/mo		13,927	26.0%	98
Spent at family restaurant/30 days: <\$1-30		4,914	9.2%	114
Spent at family restaurant/30 days: \$31-50		4,920	9.2%	95
Spent at family restaurant/30 days: \$51-100		5,999	11.2%	75
Spent at family restaurant/30 days: \$101-200		3,658	6.8%	73
Family restaurant/steak house last 6 months: breakfast		6,246	11.6%	87
Family restaurant/steak house last 6 months: lunch		9,797	18.3%	94
Family restaurant/steak house last 6 months: dinner		22,970	42.8%	92
Family restaurant/steak house last 6 months: snack		859	1.6%	82
Family restaurant/steak house last 6 months: weekday		17,139	31.9%	105
Family restaurant/steak house last 6 months: weekend		18,105	33.7%	81
Fam rest/steak hse/6 months: Applebee`s		10,899	20.3%	93
Fam rest/steak hse/6 months: Bob Evans Farms		2,288	4.3%	137
Fam rest/steak hse/6 months: Buffalo Wild Wings		4,259	7.9%	76
Fam rest/steak hse/6 months: California Pizza Kitchen		903	1.7%	61
Fam rest/steak hse/6 months: Carrabba`s Italian Grill		2,069	3.9%	134
Fam rest/steak hse/6 months: The Cheesecake Factory		3,437	6.4%	87
Fam rest/steak hse/6 months: Chili`s Grill & Bar		4,019	7.5%	69
Fam rest/steak hse/6 months: CiCi`s		1,502	2.8%	98
Fam rest/steak hse/6 months: Cracker Barrel		6,364	11.9%	108
Fam rest/steak hse/6 months: Denny`s		3,826	7.1%	85
Fam rest/steak hse/6 months: Golden Corral		4,034	7.5%	108
Fam rest/steak hse/6 months: IHOP		4,228	7.9%	78
Fam rest/steak hse/6 months: Logan`s Roadhouse		1,702	3.2%	100
Fam rest/steak hse/6 months: LongHorn Steakhouse		3,372	6.3%	121
Fam rest/steak hse/6 months: Olive Garden		9,926	18.5%	111
Fam rest/steak hse/6 months: Outback Steakhouse		6,515	12.1%	147
Fam rest/steak hse/6 months: Red Lobster		4,098	7.6%	79
Fam rest/steak hse/6 months: Red Robin		2,964	5.5%	79
Fam rest/steak hse/6 months: Ruby Tuesday		2,130	4.0%	86
Fam rest/steak hse/6 months: Texas Roadhouse		4,310	8.0%	81
Fam rest/steak hse/6 months: T.G.I. Friday`s		2,562	4.8%	88
Fam rest/steak hse/6 months: Waffle House		2,483	4.6%	80
Went to fast food/drive-in restaurant in last 6 months		46,736	87.1%	96
Went to fast food/drive-in restaurant 9+ times/month		16,012	29.8%	76
Spent at fast food restaurant/30 days: <\$1-10		2,079	3.9%	86
Spent at fast food restaurant/30 days: \$11-\$20		7,018	13.1%	121
Spent at fast food restaurant/30 days: \$21-\$40		8,849	16.5%	102
Spent at fast food restaurant/30 days: \$41-\$50		4,907	9.1%	105
Spent at fast food restaurant/30 days: \$51-\$100		6,100	11.4%	69
Spent at fast food restaurant/30 days: \$101-\$200		3,517	6.6%	80
Spent at fast food restaurant/30 days: \$201+		1,061	2.0%	64

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Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Fast food/drive-in last 6 months: eat in	22,027	41.0%	110
Fast food/drive-in last 6 months: home delivery	3,909	7.3%	84
Fast food/drive-in last 6 months: take-out/drive-thru	21,652	40.3%	86
Fast food/drive-in last 6 months: take-out/walk-in	7,433	13.9%	67
Fast food/drive-in last 6 months: breakfast	16,733	31.2%	88
Fast food/drive-in last 6 months: lunch	23,497	43.8%	87
Fast food/drive-in last 6 months: dinner	22,409	41.8%	90
Fast food/drive-in last 6 months: snack	5,254	9.8%	83
Fast food/drive-in last 6 months: weekday	32,035	59.7%	101
Fast food/drive-in last 6 months: weekend	20,331	37.9%	80
Fast food/drive-in last 6 months: A & W	1,597	3.0%	104
Fast food/drive-in last 6 months: Arby's	9,457	17.6%	100
Fast food/drive-in last 6 months: Baskin-Robbins	1,369	2.6%	77
Fast food/drive-in last 6 months: Boston Market	1,535	2.9%	93
Fast food/drive-in last 6 months: Burger King	15,254	28.4%	96
Fast food/drive-in last 6 months: Captain D's	1,850	3.4%	93
Fast food/drive-in last 6 months: Carl's Jr.	2,314	4.3%	72
Fast food/drive-in last 6 months: Checkers	1,915	3.6%	108
Fast food/drive-in last 6 months: Chick-fil-A	8,362	15.6%	65
Fast food/drive-in last 6 months: Chipotle Mex. Grill	3,542	6.6%	53
Fast food/drive-in last 6 months: Chuck E. Cheese's	853	1.6%	54
Fast food/drive-in last 6 months: Church's Fr. Chicken	1,682	3.1%	88
Fast food/drive-in last 6 months: Cold Stone Creamery	1,138	2.1%	72
Fast food/drive-in last 6 months: Dairy Queen	5,812	10.8%	67
Fast food/drive-in last 6 months: Del Taco	1,316	2.5%	63
Fast food/drive-in last 6 months: Domino's Pizza	5,775	10.8%	85
Fast food/drive-in last 6 months: Dunkin' Donuts	5,431	10.1%	74
Went to Five Guys in last 6 months	4,062	7.6%	81
Fast food/drive-in last 6 months: Hardee's	4,953	9.2%	139
Fast food/drive-in last 6 months: Jack in the Box	2,655	4.9%	66
Went to Jimmy John's in last 6 months	2,060	3.8%	64
Fast food/drive-in last 6 months: KFC	10,928	20.4%	99
Fast food/drive-in last 6 months: Krispy Kreme	2,254	4.2%	70
Fast food/drive-in last 6 months: Little Caesars	7,355	13.7%	102
Fast food/drive-in last 6 months: Long John Silver's	2,728	5.1%	143
Fast food/drive-in last 6 months: McDonald's	26,724	49.8%	94
Went to Panda Express in last 6 months	3,317	6.2%	64
Fast food/drive-in last 6 months: Panera Bread	4,527	8.4%	66
Fast food/drive-in last 6 months: Papa John's	4,104	7.6%	86
Fast food/drive-in last 6 months: Papa Murphy's	2,231	4.2%	87
Fast food/drive-in last 6 months: Pizza Hut	7,053	13.1%	76
Fast food/drive-in last 6 months: Popeyes Chicken	4,087	7.6%	84
Fast food/drive-in last 6 months: Sonic Drive-In	5,490	10.2%	85
Fast food/drive-in last 6 months: Starbucks	5,703	10.6%	57
Fast food/drive-in last 6 months: Steak 'n Shake	3,578	6.7%	120
Fast food/drive-in last 6 months: Subway	12,415	23.1%	90
Fast food/drive-in last 6 months: Taco Bell	14,558	27.1%	94
Fast food/drive-in last 6 months: Wendy's	13,426	25.0%	98
Fast food/drive-in last 6 months: Whataburger	1,826	3.4%	65
Fast food/drive-in last 6 months: White Castle	1,787	3.3%	108
Went to fine dining restaurant last month	5,237	9.8%	93
Went to fine dining restaurant 3+ times last month	2,136	4.0%	127

**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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