



Restaurant Market Potential

Wildwood, Florida
 Ring: 1 mile radius

Prepared by Esri
 Latitude: 28.86776
 Longitude: -82.01381

Demographic Summary		2021	2026	
Population		5,328	6,386	
Population 18+		5,106	6,089	
Households		3,015	3,622	
Median Household Income		\$71,884	\$75,596	
Product/Consumer Behavior		Expected Number of Adults	Percent	MPI
Went to family restaurant/steak house in last 6 months		3,929	76.9%	106
Went to family restaurant/steak house 4+ times/month last 30 days		1,532	30.0%	121
Spent at family restaurant/steak house last 30 days: \$1-30		408	8.0%	108
Spent at family restaurant/steak house 30 days: \$31-50		646	12.7%	143
Spent at family restaurant/steak house last 30 days: \$51-100		615	12.0%	83
Spent at family restaurant/steak house last 30 days: \$101-200		654	12.8%	142
Spent at family restaurant/steak house last 30 days: \$201+		188	3.7%	87
Spent at fine dining last 30 days: \$1-100		347	6.8%	175
Spent at fine dining last 30 days: \$101+		248	4.9%	114
Went to family restaurant last 6 months: for breakfast		952	18.6%	154
Went to family restaurant last 6 months: for lunch		1,039	20.3%	113
Went to family restaurant last 6 months: for dinner		2,436	47.7%	108
Went to family restaurant last 6 months: for snack		69	1.4%	74
Went to family restaurant last 6 months: on weekday		2,087	40.9%	139
Went to family restaurant last 6 months: on weekend		1,588	31.1%	79
Went to family restaurant last 6 months: Applebee`s		1,049	20.5%	113
Went to family restaurant last 6 months: Bob Evans		452	8.9%	291
Went to family restaurant last 6 months: Buffalo Wild Wings		168	3.3%	35
Went to family restaurant last 6 months: California Pizza Kitchen		97	1.9%	76
Went to family restaurant last 6 months: The Cheesecake Factory		335	6.6%	93
Went to family restaurant last 6 months: Chili`s Grill & Bar		413	8.1%	79
Went to family restaurant last 6 months: CiCi`s Pizza		49	1.0%	45
Went to family restaurant last 6 months: Cracker Barrel		932	18.3%	160
Went to family restaurant last 6 months: Denny`s		398	7.8%	91
Went to family restaurant last 6 months: Golden Corral		464	9.1%	138
Went to family restaurant last 6 months: IHOP		605	11.8%	128
Went to family restaurant last 6 months: Logan`s Roadhouse		93	1.8%	65
Went to family restaurant last 6 months: LongHorn Steakhouse		382	7.5%	131
Went to family restaurant last 6 months: Olive Garden		1,052	20.6%	131
Went to family restaurant last 6 months: Outback Steakhouse		796	15.6%	190
Went to family restaurant last 6 months: Red Lobster		496	9.7%	104
Went to family restaurant last 6 months: Red Robin		398	7.8%	108
Went to family restaurant last 6 months: Ruby Tuesday		422	8.3%	212
Went to family restaurant last 6 months: Texas Roadhouse		629	12.3%	109
Went to family restaurant last 6 months: T.G.I. Friday`s		200	3.9%	89
Went to family restaurant last 6 months: Waffle House		254	5.0%	79
Went to family restaurant last 6 months: fast food/drive-in		4,568	89.5%	99
Went to fast food/drive-in restaurant 9+ times/month		1,640	32.1%	84
Spent at fast food restaurant last 30 days: <\$1-10		364	7.1%	181
Spent at fast food restaurant last 30 days: \$11-\$20		503	9.9%	108
Spent at fast food restaurant last 30 days: \$21-\$40		761	14.9%	94
Spent at fast food restaurant last 30 days: \$41-\$50		382	7.5%	89
Spent at fast food restaurant last 30 days: \$51-\$100		682	13.4%	77
Spent at fast food restaurant last 30 days: \$101-\$200		343	6.7%	69
Spent at fast food restaurant last 30 days: \$201+		128	2.5%	67

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 2021 and 2026.



Restaurant Market Potential

Wildwood, Florida
Ring: 1 mile radius

Prepared by Esri
Latitude: 28.86776
Longitude: -82.01381

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Went to fast food restaurant in the last 6 months: eat in	1,619	31.7%	98
Went to fast food restaurant in the last 6 months: home delivery	303	5.9%	67
Went to fast food restaurant in the last 6 months: take-out/drive-thru	2,177	42.6%	89
Went to fast food restaurant in the last 6 months: take-out/walk-in	821	16.1%	78
Went to fast food restaurant in the last 6 months: breakfast	1,908	37.4%	109
Went to fast food restaurant in the last 6 months: lunch	2,320	45.4%	92
Went to fast food restaurant in the last 6 months: dinner	2,161	42.3%	90
Went to fast food restaurant in the last 6 months: snack	540	10.6%	84
Went to fast food restaurant in the last 6 months: weekday	3,106	60.8%	105
Went to fast food restaurant in the last 6 months: weekend	2,026	39.7%	84
Went to fast food restaurant in the last 6 months: A & W	102	2.0%	89
Went to fast food restaurant in the last 6 months: Arby`s	833	16.3%	95
Went to fast food restaurant in the last 6 months: Baskin-Robbins	147	2.9%	79
Went to fast food restaurant in the last 6 months: Boston Market	126	2.5%	96
Went to fast food restaurant in the last 6 months: Burger King	1,477	28.9%	103
Went to fast food restaurant in the last 6 months: Captain D`s	99	1.9%	56
Went to fast food restaurant in the last 6 months: Carl`s Jr.	391	7.7%	132
Went to fast food restaurant in the last 6 months: Checkers	177	3.5%	103
Went to fast food restaurant in the last 6 months: Chick-fil-A	1,184	23.2%	84
Went to fast food restaurant in the last 6 months: Chipotle Mex. Grill	481	9.4%	72
Went to fast food restaurant in the last 6 months: Chuck E. Cheese`s	100	2.0%	86
Went to fast food restaurant in the last 6 months: Church`s Fr. Chicken	105	2.1%	62
Went to fast food restaurant in the last 6 months: Cold Stone Creamery	104	2.0%	72
Went to fast food restaurant in the last 6 months: Dairy Queen	566	11.1%	73
Went to fast food restaurant in the last 6 months: Del Taco	122	2.4%	62
Went to fast food restaurant in the last 6 months: Domino`s Pizza	500	9.8%	71
Went to fast food restaurant in the last 6 months: Dunkin` Donuts	682	13.4%	99
Went to fast food restaurant in the last 6 months: Five Guys	426	8.3%	91
Went to fast food restaurant in the last 6 months: Hardee`s	286	5.6%	104
Went to fast food restaurant in the last 6 months: Jack in the Box	330	6.5%	79
Went to fast food restaurant in the last 6 months: Jimmy John`s	202	4.0%	72
Went to fast food restaurant in the last 6 months: KFC	689	13.5%	69
Went to fast food restaurant in the last 6 months: Krispy Kreme	226	4.4%	74
Went to fast food restaurant in the last 6 months: Little Caesars	313	6.1%	50
Went to fast food restaurant in the last 6 months: Long John Silver`s	115	2.3%	71
Went to fast food restaurant in the last 6 months: McDonald`s	2,566	50.3%	98
Went to fast food restaurant in the last 6 months: Panda Express	370	7.2%	69
Went to fast food restaurant in the last 6 months: Panera Bread	933	18.3%	143
Went to fast food restaurant in the last 6 months: Papa John`s	264	5.2%	64
Went to fast food restaurant in the last 6 months: Papa Murphy`s	284	5.6%	141
Went to fast food restaurant in the last 6 months: Pizza Hut	510	10.0%	72
Went to fast food restaurant in the last 6 months: Popeyes Chicken	232	4.5%	43
Went to fast food restaurant in the last 6 months: Sonic Drive-In	418	8.2%	69
Went to fast food restaurant in the last 6 months: Starbucks	634	12.4%	68
Went to fast food restaurant in the last 6 months: Steak `n Shake	472	9.2%	185
Went to fast food restaurant in the last 6 months: Subway	931	18.2%	80
Went to fast food restaurant in the last 6 months: Taco Bell	1,218	23.9%	83
Went to fast food restaurant in the last 6 months: Wendy`s	1,248	24.4%	94
Went to fast food restaurant in the last 6 months: Whataburger	159	3.1%	55
Went to fast food restaurant in the last 6 months: White Castle	136	2.7%	91
Went to fast food restaurant in the last 6 months: Wing-Stop	96	1.9%	63
Went to fine dining restaurant last month	663	13.0%	136
Went to fine dining restaurant 3+ times last month	149	2.9%	116

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 2021 and 2026.



Restaurant Market Potential

Wildwood, Florida
Ring: 5 mile radius

Prepared by Esri
Latitude: 28.86776
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Demographic Summary		2021	2026	
Population		81,149	99,729	
Population 18+		72,423	88,369	
Households		40,231	49,414	
Median Household Income		\$67,700	\$74,925	
Product/Consumer Behavior		Expected Number of Adults	Percent	MPI
Went to family restaurant/steak house in last 6 months		54,408	75.1%	104
Went to family restaurant/steak house 4+ times/month last 30 days		20,511	28.3%	115
Spent at family restaurant/steak house last 30 days: \$1-30		6,137	8.5%	114
Spent at family restaurant/steak house 30 days: \$31-50		8,886	12.3%	139
Spent at family restaurant/steak house last 30 days: \$51-100		8,770	12.1%	83
Spent at family restaurant/steak house last 30 days: \$101-200		8,208	11.3%	126
Spent at family restaurant/steak house last 30 days: \$201+		2,443	3.4%	80
Spent at fine dining last 30 days: \$1-100		4,131	5.7%	147
Spent at fine dining last 30 days: \$101+		2,929	4.0%	95
Went to family restaurant last 6 months: for breakfast		11,941	16.5%	136
Went to family restaurant last 6 months: for lunch		14,085	19.4%	108
Went to family restaurant last 6 months: for dinner		33,696	46.5%	105
Went to family restaurant last 6 months: for snack		978	1.4%	74
Went to family restaurant last 6 months: on weekday		26,776	37.0%	126
Went to family restaurant last 6 months: on weekend		23,996	33.1%	85
Went to family restaurant last 6 months: Applebee`s		14,945	20.6%	113
Went to family restaurant last 6 months: Bob Evans		5,687	7.9%	258
Went to family restaurant last 6 months: Buffalo Wild Wings		3,225	4.5%	47
Went to family restaurant last 6 months: California Pizza Kitchen		1,222	1.7%	68
Went to family restaurant last 6 months: The Cheesecake Factory		4,100	5.7%	81
Went to family restaurant last 6 months: Chili`s Grill & Bar		6,099	8.4%	82
Went to family restaurant last 6 months: CiCi`s Pizza		1,026	1.4%	67
Went to family restaurant last 6 months: Cracker Barrel		12,128	16.7%	147
Went to family restaurant last 6 months: Denny`s		5,628	7.8%	91
Went to family restaurant last 6 months: Golden Corral		6,613	9.1%	139
Went to family restaurant last 6 months: IHOP		7,871	10.9%	117
Went to family restaurant last 6 months: Logan`s Roadhouse		1,616	2.2%	80
Went to family restaurant last 6 months: LongHorn Steakhouse		4,816	6.6%	117
Went to family restaurant last 6 months: Olive Garden		13,626	18.8%	120
Went to family restaurant last 6 months: Outback Steakhouse		9,605	13.3%	162
Went to family restaurant last 6 months: Red Lobster		6,875	9.5%	102
Went to family restaurant last 6 months: Red Robin		5,051	7.0%	96
Went to family restaurant last 6 months: Ruby Tuesday		4,993	6.9%	177
Went to family restaurant last 6 months: Texas Roadhouse		8,689	12.0%	107
Went to family restaurant last 6 months: T.G.I. Friday`s		2,820	3.9%	89
Went to family restaurant last 6 months: Waffle House		4,118	5.7%	90
Went to family restaurant last 6 months: fast food/drive-in		64,946	89.7%	100
Went to fast food/drive-in restaurant 9+ times/month		25,334	35.0%	92
Spent at fast food restaurant last 30 days: <\$1-10		4,468	6.2%	157
Spent at fast food restaurant last 30 days: \$11-\$20		6,963	9.6%	106
Spent at fast food restaurant last 30 days: \$21-\$40		10,767	14.9%	94
Spent at fast food restaurant last 30 days: \$41-\$50		5,858	8.1%	96
Spent at fast food restaurant last 30 days: \$51-\$100		10,396	14.4%	82
Spent at fast food restaurant last 30 days: \$101-\$200		5,782	8.0%	82
Spent at fast food restaurant last 30 days: \$201+		2,164	3.0%	79

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Ring: 5 mile radius

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Latitude: 28.86776
Longitude: -82.01381

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Went to fast food restaurant in the last 6 months: eat in	22,459	31.0%	96
Went to fast food restaurant in the last 6 months: home delivery	5,056	7.0%	78
Went to fast food restaurant in the last 6 months: take-out/drive-thru	32,290	44.6%	93
Went to fast food restaurant in the last 6 months: take-out/walk-in	12,049	16.6%	81
Went to fast food restaurant in the last 6 months: breakfast	26,283	36.3%	106
Went to fast food restaurant in the last 6 months: lunch	33,658	46.5%	94
Went to fast food restaurant in the last 6 months: dinner	32,130	44.4%	95
Went to fast food restaurant in the last 6 months: snack	7,568	10.4%	83
Went to fast food restaurant in the last 6 months: weekday	43,769	60.4%	104
Went to fast food restaurant in the last 6 months: weekend	30,535	42.2%	90
Went to fast food restaurant in the last 6 months: A & W	1,958	2.7%	121
Went to fast food restaurant in the last 6 months: Arby`s	13,583	18.8%	109
Went to fast food restaurant in the last 6 months: Baskin-Robbins	2,043	2.8%	77
Went to fast food restaurant in the last 6 months: Boston Market	1,718	2.4%	92
Went to fast food restaurant in the last 6 months: Burger King	21,414	29.6%	105
Went to fast food restaurant in the last 6 months: Captain D`s	2,078	2.9%	84
Went to fast food restaurant in the last 6 months: Carl`s Jr.	4,709	6.5%	112
Went to fast food restaurant in the last 6 months: Checkers	2,833	3.9%	117
Went to fast food restaurant in the last 6 months: Chick-fil-A	16,584	22.9%	83
Went to fast food restaurant in the last 6 months: Chipotle Mex. Grill	6,526	9.0%	69
Went to fast food restaurant in the last 6 months: Chuck E. Cheese`s	1,650	2.3%	100
Went to fast food restaurant in the last 6 months: Church`s Fr. Chicken	1,946	2.7%	81
Went to fast food restaurant in the last 6 months: Cold Stone Creamery	1,500	2.1%	73
Went to fast food restaurant in the last 6 months: Dairy Queen	9,716	13.4%	88
Went to fast food restaurant in the last 6 months: Del Taco	1,603	2.2%	57
Went to fast food restaurant in the last 6 months: Domino`s Pizza	8,361	11.5%	84
Went to fast food restaurant in the last 6 months: Dunkin` Donuts	8,584	11.9%	88
Went to fast food restaurant in the last 6 months: Five Guys	5,685	7.8%	86
Went to fast food restaurant in the last 6 months: Hardee`s	5,076	7.0%	130
Went to fast food restaurant in the last 6 months: Jack in the Box	4,288	5.9%	72
Went to fast food restaurant in the last 6 months: Jimmy John`s	3,231	4.5%	81
Went to fast food restaurant in the last 6 months: KFC	12,020	16.6%	85
Went to fast food restaurant in the last 6 months: Krispy Kreme	3,613	5.0%	83
Went to fast food restaurant in the last 6 months: Little Caesars	6,554	9.0%	74
Went to fast food restaurant in the last 6 months: Long John Silver`s	2,091	2.9%	90
Went to fast food restaurant in the last 6 months: McDonald`s	37,390	51.6%	100
Went to fast food restaurant in the last 6 months: Panda Express	5,206	7.2%	68
Went to fast food restaurant in the last 6 months: Panera Bread	11,256	15.5%	122
Went to fast food restaurant in the last 6 months: Papa John`s	4,263	5.9%	73
Went to fast food restaurant in the last 6 months: Papa Murphy`s	3,524	4.9%	123
Went to fast food restaurant in the last 6 months: Pizza Hut	9,191	12.7%	92
Went to fast food restaurant in the last 6 months: Popeyes Chicken	4,466	6.2%	59
Went to fast food restaurant in the last 6 months: Sonic Drive-In	7,201	9.9%	84
Went to fast food restaurant in the last 6 months: Starbucks	9,014	12.4%	68
Went to fast food restaurant in the last 6 months: Steak `n Shake	6,583	9.1%	182
Went to fast food restaurant in the last 6 months: Subway	14,759	20.4%	90
Went to fast food restaurant in the last 6 months: Taco Bell	19,061	26.3%	91
Went to fast food restaurant in the last 6 months: Wendy`s	18,722	25.9%	100
Went to fast food restaurant in the last 6 months: Whataburger	2,766	3.8%	67
Went to fast food restaurant in the last 6 months: White Castle	2,231	3.1%	105
Went to fast food restaurant in the last 6 months: Wing-Stop	1,310	1.8%	61
Went to fine dining restaurant last month	7,711	10.6%	111
Went to fine dining restaurant 3+ times last month	1,823	2.5%	100

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Restaurant Market Potential

Wildwood, Florida
Ring: 10 mile radius

Prepared by Esri
Latitude: 28.86776
Longitude: -82.01381

Demographic Summary		2021	2026	
Population		198,634	229,413	
Population 18+		174,974	201,300	
Households		93,566	108,437	
Median Household Income		\$56,191	\$61,576	
Product/Consumer Behavior		Expected Number of Adults	Percent	MPI
Went to family restaurant/steak house in last 6 months		125,607	71.8%	99
Went to family restaurant/steak house 4+ times/month last 30 days		46,464	26.6%	108
Spent at family restaurant/steak house last 30 days: \$1-30		13,633	7.8%	105
Spent at family restaurant/steak house 30 days: \$31-50		19,513	11.2%	126
Spent at family restaurant/steak house last 30 days: \$51-100		21,214	12.1%	83
Spent at family restaurant/steak house last 30 days: \$101-200		18,886	10.8%	120
Spent at family restaurant/steak house last 30 days: \$201+		5,882	3.4%	79
Spent at fine dining last 30 days: \$1-100		9,174	5.2%	135
Spent at fine dining last 30 days: \$101+		6,513	3.7%	88
Went to family restaurant last 6 months: for breakfast		25,547	14.6%	121
Went to family restaurant last 6 months: for lunch		32,125	18.4%	102
Went to family restaurant last 6 months: for dinner		76,451	43.7%	99
Went to family restaurant last 6 months: for snack		2,289	1.3%	72
Went to family restaurant last 6 months: on weekday		61,067	34.9%	119
Went to family restaurant last 6 months: on weekend		55,559	31.8%	81
Went to family restaurant last 6 months: Applebee`s		33,267	19.0%	104
Went to family restaurant last 6 months: Bob Evans		11,805	6.7%	222
Went to family restaurant last 6 months: Buffalo Wild Wings		8,463	4.8%	51
Went to family restaurant last 6 months: California Pizza Kitchen		3,072	1.8%	71
Went to family restaurant last 6 months: The Cheesecake Factory		9,444	5.4%	77
Went to family restaurant last 6 months: Chili`s Grill & Bar		14,892	8.5%	83
Went to family restaurant last 6 months: CiCi's Pizza		2,738	1.6%	74
Went to family restaurant last 6 months: Cracker Barrel		26,771	15.3%	134
Went to family restaurant last 6 months: Denny`s		14,339	8.2%	96
Went to family restaurant last 6 months: Golden Corral		14,449	8.3%	126
Went to family restaurant last 6 months: IHOP		17,693	10.1%	109
Went to family restaurant last 6 months: Logan`s Roadhouse		4,162	2.4%	85
Went to family restaurant last 6 months: LongHorn Steakhouse		11,300	6.5%	114
Went to family restaurant last 6 months: Olive Garden		31,276	17.9%	114
Went to family restaurant last 6 months: Outback Steakhouse		20,863	11.9%	146
Went to family restaurant last 6 months: Red Lobster		15,961	9.1%	98
Went to family restaurant last 6 months: Red Robin		12,384	7.1%	98
Went to family restaurant last 6 months: Ruby Tuesday		10,868	6.2%	159
Went to family restaurant last 6 months: Texas Roadhouse		19,563	11.2%	99
Went to family restaurant last 6 months: T.G.I. Friday`s		6,481	3.7%	84
Went to family restaurant last 6 months: Waffle House		9,822	5.6%	89
Went to family restaurant last 6 months: fast food/drive-in		151,629	86.7%	96
Went to fast food/drive-in restaurant 9+ times/month		59,538	34.0%	89
Spent at fast food restaurant last 30 days: <\$1-10		10,010	5.7%	145
Spent at fast food restaurant last 30 days: \$11-\$20		15,831	9.0%	99
Spent at fast food restaurant last 30 days: \$21-\$40		26,394	15.1%	95
Spent at fast food restaurant last 30 days: \$41-\$50		14,217	8.1%	97
Spent at fast food restaurant last 30 days: \$51-\$100		24,203	13.8%	79
Spent at fast food restaurant last 30 days: \$101-\$200		14,075	8.0%	83
Spent at fast food restaurant last 30 days: \$201+		4,839	2.8%	73

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Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Went to fast food restaurant in the last 6 months: eat in	53,065	30.3%	93
Went to fast food restaurant in the last 6 months: home delivery	11,796	6.7%	76
Went to fast food restaurant in the last 6 months: take-out/drive-thru	75,715	43.3%	90
Went to fast food restaurant in the last 6 months: take-out/walk-in	28,072	16.0%	78
Went to fast food restaurant in the last 6 months: breakfast	59,733	34.1%	99
Went to fast food restaurant in the last 6 months: lunch	79,223	45.3%	91
Went to fast food restaurant in the last 6 months: dinner	73,337	41.9%	89
Went to fast food restaurant in the last 6 months: snack	18,192	10.4%	83
Went to fast food restaurant in the last 6 months: weekday	101,464	58.0%	100
Went to fast food restaurant in the last 6 months: weekend	70,016	40.0%	85
Went to fast food restaurant in the last 6 months: A & W	3,912	2.2%	100
Went to fast food restaurant in the last 6 months: Arby`s	30,512	17.4%	101
Went to fast food restaurant in the last 6 months: Baskin-Robbins	4,810	2.7%	75
Went to fast food restaurant in the last 6 months: Boston Market	3,903	2.2%	87
Went to fast food restaurant in the last 6 months: Burger King	51,150	29.2%	104
Went to fast food restaurant in the last 6 months: Captain D`s	4,869	2.8%	81
Went to fast food restaurant in the last 6 months: Carl`s Jr.	11,874	6.8%	117
Went to fast food restaurant in the last 6 months: Checkers	6,227	3.6%	106
Went to fast food restaurant in the last 6 months: Chick-fil-A	38,607	22.1%	80
Went to fast food restaurant in the last 6 months: Chipotle Mex. Grill	14,975	8.6%	66
Went to fast food restaurant in the last 6 months: Chuck E. Cheese`s	3,386	1.9%	85
Went to fast food restaurant in the last 6 months: Church`s Fr. Chicken	4,150	2.4%	71
Went to fast food restaurant in the last 6 months: Cold Stone Creamery	3,565	2.0%	72
Went to fast food restaurant in the last 6 months: Dairy Queen	22,748	13.0%	86
Went to fast food restaurant in the last 6 months: Del Taco	4,173	2.4%	62
Went to fast food restaurant in the last 6 months: Domino`s Pizza	19,364	11.1%	81
Went to fast food restaurant in the last 6 months: Dunkin` Donuts	19,425	11.1%	82
Went to fast food restaurant in the last 6 months: Five Guys	12,748	7.3%	79
Went to fast food restaurant in the last 6 months: Hardee`s	10,814	6.2%	115
Went to fast food restaurant in the last 6 months: Jack in the Box	10,915	6.2%	76
Went to fast food restaurant in the last 6 months: Jimmy John`s	7,059	4.0%	74
Went to fast food restaurant in the last 6 months: KFC	28,991	16.6%	85
Went to fast food restaurant in the last 6 months: Krispy Kreme	8,392	4.8%	80
Went to fast food restaurant in the last 6 months: Little Caesars	16,268	9.3%	76
Went to fast food restaurant in the last 6 months: Long John Silver`s	5,157	2.9%	92
Went to fast food restaurant in the last 6 months: McDonald`s	88,039	50.3%	98
Went to fast food restaurant in the last 6 months: Panda Express	12,542	7.2%	68
Went to fast food restaurant in the last 6 months: Panera Bread	24,610	14.1%	110
Went to fast food restaurant in the last 6 months: Papa John`s	9,828	5.6%	70
Went to fast food restaurant in the last 6 months: Papa Murphy`s	8,411	4.8%	122
Went to fast food restaurant in the last 6 months: Pizza Hut	21,987	12.6%	91
Went to fast food restaurant in the last 6 months: Popeyes Chicken	10,649	6.1%	58
Went to fast food restaurant in the last 6 months: Sonic Drive-In	17,792	10.2%	86
Went to fast food restaurant in the last 6 months: Starbucks	21,185	12.1%	66
Went to fast food restaurant in the last 6 months: Steak `n Shake	13,523	7.7%	155
Went to fast food restaurant in the last 6 months: Subway	36,466	20.8%	92
Went to fast food restaurant in the last 6 months: Taco Bell	44,760	25.6%	89
Went to fast food restaurant in the last 6 months: Wendy`s	43,385	24.8%	96
Went to fast food restaurant in the last 6 months: Whataburger	6,616	3.8%	67
Went to fast food restaurant in the last 6 months: White Castle	4,775	2.7%	93
Went to fast food restaurant in the last 6 months: Wing-Stop	3,406	1.9%	65
Went to fine dining restaurant last month	17,161	9.8%	103
Went to fine dining restaurant 3+ times last month	4,205	2.4%	95

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 2021 and 2026.