



# Restaurant Market Potential

1926 Atlantic Ave  
1926 Atlantic Ave, Atlantic City, New Jersey, 08401  
Drive Time: 15 minute radius

Prepared by Joshua Levin, CCIM  
Latitude: 39.35920  
Longitude: -74.43517

Demographic Summary		2021	2026	
Population		90,489	88,909	
Population 18+		71,240	70,221	
Households		35,116	34,482	
Median Household Income		\$42,810	\$46,962	
Product/Consumer Behavior		Expected Number of Adults	Percent	MPI
Went to family restaurant/steak house in last 6 months		49,644	69.7%	96
Went to family restaurant/steak house 4+ times/month last 30 days		16,330	22.9%	93
Spent at family restaurant/steak house last 30 days: \$1-30		4,518	6.3%	85
Spent at family restaurant/steak house 30 days: \$31-50		5,328	7.5%	84
Spent at family restaurant/steak house last 30 days: \$51-100		9,673	13.6%	94
Spent at family restaurant/steak house last 30 days: \$101-200		5,492	7.7%	86
Spent at family restaurant/steak house last 30 days: \$201+		2,743	3.9%	91
Spent at fine dining last 30 days: \$1-100		2,541	3.6%	92
Spent at fine dining last 30 days: \$101+		2,803	3.9%	93
Went to family restaurant last 6 months: for breakfast		7,921	11.1%	92
Went to family restaurant last 6 months: for lunch		12,028	16.9%	94
Went to family restaurant last 6 months: for dinner		27,299	38.3%	86
Went to family restaurant last 6 months: for snack		1,256	1.8%	96
Went to family restaurant last 6 months: on weekday		18,316	25.7%	88
Went to family restaurant last 6 months: on weekend		25,016	35.1%	90
Went to family restaurant last 6 months: Applebee`s		12,434	17.5%	96
Went to family restaurant last 6 months: Bob Evans		1,779	2.5%	82
Went to family restaurant last 6 months: Buffalo Wild Wings		5,421	7.6%	81
Went to family restaurant last 6 months: California Pizza Kitchen		1,997	2.8%	113
Went to family restaurant last 6 months: The Cheesecake Factory		4,972	7.0%	99
Went to family restaurant last 6 months: Chili`s Grill & Bar		6,858	9.6%	94
Went to family restaurant last 6 months: CiCi`s Pizza		1,616	2.3%	107
Went to family restaurant last 6 months: Cracker Barrel		5,364	7.5%	66
Went to family restaurant last 6 months: Denny`s		6,760	9.5%	111
Went to family restaurant last 6 months: Golden Corral		4,578	6.4%	98
Went to family restaurant last 6 months: IHOP		6,592	9.3%	100
Went to family restaurant last 6 months: Logan`s Roadhouse		1,255	1.8%	63
Went to family restaurant last 6 months: LongHorn Steakhouse		3,512	4.9%	87
Went to family restaurant last 6 months: Olive Garden		10,046	14.1%	90
Went to family restaurant last 6 months: Outback Steakhouse		4,539	6.4%	78
Went to family restaurant last 6 months: Red Lobster		6,773	9.5%	102
Went to family restaurant last 6 months: Red Robin		4,168	5.9%	81
Went to family restaurant last 6 months: Ruby Tuesday		2,537	3.6%	91
Went to family restaurant last 6 months: Texas Roadhouse		5,925	8.3%	74
Went to family restaurant last 6 months: T.G.I. Friday`s		3,843	5.4%	123
Went to family restaurant last 6 months: Waffle House		3,176	4.5%	71
Went to family restaurant last 6 months: fast food/drive-in		62,942	88.4%	98
Went to fast food/drive-in restaurant 9+ times/month		24,803	34.8%	91
Spent at fast food restaurant last 30 days: <\$1-10		2,985	4.2%	107
Spent at fast food restaurant last 30 days: \$11-\$20		6,014	8.4%	93
Spent at fast food restaurant last 30 days: \$21-\$40		11,400	16.0%	101
Spent at fast food restaurant last 30 days: \$41-\$50		5,024	7.1%	84
Spent at fast food restaurant last 30 days: \$51-\$100		11,201	15.7%	90
Spent at fast food restaurant last 30 days: \$101-\$200		6,383	9.0%	92
Spent at fast food restaurant last 30 days: \$201+		2,321	3.3%	87

**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 MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2021 and 2026.

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Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Went to fast food restaurant in the last 6 months: eat in	20,660	29.0%	89
Went to fast food restaurant in the last 6 months: home delivery	6,639	9.3%	105
Went to fast food restaurant in the last 6 months: take-out/drink-thru	30,428	42.7%	89
Went to fast food restaurant in the last 6 months: take-out/walk-in	14,669	20.6%	100
Went to fast food restaurant in the last 6 months: breakfast	22,301	31.3%	91
Went to fast food restaurant in the last 6 months: lunch	32,949	46.3%	93
Went to fast food restaurant in the last 6 months: dinner	29,354	41.2%	88
Went to fast food restaurant in the last 6 months: snack	8,836	12.4%	99
Went to fast food restaurant in the last 6 months: weekday	36,707	51.5%	89
Went to fast food restaurant in the last 6 months: weekend	32,375	45.4%	97
Went to fast food restaurant in the last 6 months: A & W	1,135	1.6%	71
Went to fast food restaurant in the last 6 months: Arby's	8,094	11.4%	66
Went to fast food restaurant in the last 6 months: Baskin-Robbins	2,677	3.8%	103
Went to fast food restaurant in the last 6 months: Boston Market	2,614	3.7%	142
Went to fast food restaurant in the last 6 months: Burger King	20,231	28.4%	101
Went to fast food restaurant in the last 6 months: Captain D's	1,797	2.5%	73
Went to fast food restaurant in the last 6 months: Carl's Jr.	5,327	7.5%	128
Went to fast food restaurant in the last 6 months: Checkers	2,912	4.1%	122
Went to fast food restaurant in the last 6 months: Chick-fil-A	16,125	22.6%	82
Went to fast food restaurant in the last 6 months: Chipotle Mex. Grill	9,570	13.4%	103
Went to fast food restaurant in the last 6 months: Chuck E. Cheese's	1,751	2.5%	108
Went to fast food restaurant in the last 6 months: Church's Fr. Chicken	3,273	4.6%	138
Went to fast food restaurant in the last 6 months: Cold Stone Creamery	2,097	2.9%	104
Went to fast food restaurant in the last 6 months: Dairy Queen	7,684	10.8%	71
Went to fast food restaurant in the last 6 months: Del Taco	3,110	4.4%	113
Went to fast food restaurant in the last 6 months: Domino's Pizza	9,689	13.6%	99
Went to fast food restaurant in the last 6 months: Dunkin' Donuts	11,687	16.4%	121
Went to fast food restaurant in the last 6 months: Five Guys	6,252	8.8%	96
Went to fast food restaurant in the last 6 months: Hardee's	2,381	3.3%	62
Went to fast food restaurant in the last 6 months: Jack in the Box	6,714	9.4%	115
Went to fast food restaurant in the last 6 months: Jimmy John's	2,717	3.8%	70
Went to fast food restaurant in the last 6 months: KFC	13,974	19.6%	101
Went to fast food restaurant in the last 6 months: Krispy Kreme	4,003	5.6%	94
Went to fast food restaurant in the last 6 months: Little Caesars	8,441	11.8%	97
Went to fast food restaurant in the last 6 months: Long John Silver's	1,633	2.3%	72
Went to fast food restaurant in the last 6 months: McDonald's	35,045	49.2%	96
Went to fast food restaurant in the last 6 months: Panda Express	7,369	10.3%	98
Went to fast food restaurant in the last 6 months: Panera Bread	8,088	11.4%	89
Went to fast food restaurant in the last 6 months: Papa John's	4,918	6.9%	86
Went to fast food restaurant in the last 6 months: Papa Murphy's	2,232	3.1%	79
Went to fast food restaurant in the last 6 months: Pizza Hut	8,714	12.2%	89
Went to fast food restaurant in the last 6 months: Popeyes Chicken	8,811	12.4%	118
Went to fast food restaurant in the last 6 months: Sonic Drive-In	5,736	8.1%	68
Went to fast food restaurant in the last 6 months: Starbucks	11,990	16.8%	92
Went to fast food restaurant in the last 6 months: Steak 'n Shake	2,698	3.8%	76
Went to fast food restaurant in the last 6 months: Subway	13,819	19.4%	85
Went to fast food restaurant in the last 6 months: Taco Bell	17,710	24.9%	86
Went to fast food restaurant in the last 6 months: Wendy's	17,519	24.6%	95
Went to fast food restaurant in the last 6 months: Whataburger	3,077	4.3%	76
Went to fast food restaurant in the last 6 months: White Castle	2,509	3.5%	120
Went to fast food restaurant in the last 6 months: Wing-Stop	2,607	3.7%	123
Went to fine dining restaurant last month	6,236	8.8%	92
Went to fine dining restaurant 3+ times last month	1,747	2.5%	97

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Latitude: 39.35920  
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Demographic Summary		2021	2026
Population		242,429	239,525
Population 18+		193,629	192,297
Households		92,009	90,808
Median Household Income		\$61,912	\$67,982
		Expected Number of	
Product/Consumer Behavior	Adults	Percent	MPI
Went to family restaurant/steak house in last 6 months	141,858	73.3%	101
Went to family restaurant/steak house 4+ times/month last 30 days	47,671	24.6%	100
Spent at family restaurant/steak house last 30 days: \$1-30	13,134	6.8%	91
Spent at family restaurant/steak house 30 days: \$31-50	16,438	8.5%	96
Spent at family restaurant/steak house last 30 days: \$51-100	28,398	14.7%	101
Spent at family restaurant/steak house last 30 days: \$101-200	17,706	9.1%	102
Spent at family restaurant/steak house last 30 days: \$201+	8,621	4.5%	105
Spent at fine dining last 30 days: \$1-100	7,865	4.1%	105
Spent at fine dining last 30 days: \$101+	9,235	4.8%	112
Went to family restaurant last 6 months: for breakfast	23,799	12.3%	101
Went to family restaurant last 6 months: for lunch	35,008	18.1%	101
Went to family restaurant last 6 months: for dinner	85,520	44.2%	100
Went to family restaurant last 6 months: for snack	3,644	1.9%	103
Went to family restaurant last 6 months: on weekday	57,478	29.7%	101
Went to family restaurant last 6 months: on weekend	74,652	38.6%	98
Went to family restaurant last 6 months: Applebee`s	35,629	18.4%	101
Went to family restaurant last 6 months: Bob Evans	5,338	2.8%	91
Went to family restaurant last 6 months: Buffalo Wild Wings	17,111	8.8%	94
Went to family restaurant last 6 months: California Pizza Kitchen	5,156	2.7%	107
Went to family restaurant last 6 months: The Cheesecake Factory	14,496	7.5%	107
Went to family restaurant last 6 months: Chili`s Grill & Bar	20,701	10.7%	105
Went to family restaurant last 6 months: CiCi's Pizza	3,732	1.9%	91
Went to family restaurant last 6 months: Cracker Barrel	19,145	9.9%	87
Went to family restaurant last 6 months: Denny`s	16,939	8.7%	102
Went to family restaurant last 6 months: Golden Corral	11,128	5.7%	87
Went to family restaurant last 6 months: IHOP	18,974	9.8%	106
Went to family restaurant last 6 months: Logan`s Roadhouse	3,863	2.0%	71
Went to family restaurant last 6 months: LongHorn Steakhouse	11,150	5.8%	101
Went to family restaurant last 6 months: Olive Garden	30,203	15.6%	99
Went to family restaurant last 6 months: Outback Steakhouse	15,933	8.2%	101
Went to family restaurant last 6 months: Red Lobster	18,720	9.7%	104
Went to family restaurant last 6 months: Red Robin	15,203	7.9%	109
Went to family restaurant last 6 months: Ruby Tuesday	7,871	4.1%	104
Went to family restaurant last 6 months: Texas Roadhouse	20,513	10.6%	94
Went to family restaurant last 6 months: T.G.I. Friday`s	9,723	5.0%	115
Went to family restaurant last 6 months: Waffle House	9,608	5.0%	79
Went to family restaurant last 6 months: fast food/drive-in	173,893	89.8%	100
Went to fast food/drive-in restaurant 9+ times/month	70,497	36.4%	96
Spent at fast food restaurant last 30 days: <\$1-10	7,788	4.0%	102
Spent at fast food restaurant last 30 days: \$11-\$20	17,540	9.1%	100
Spent at fast food restaurant last 30 days: \$21-\$40	30,869	15.9%	101
Spent at fast food restaurant last 30 days: \$41-\$50	15,664	8.1%	96
Spent at fast food restaurant last 30 days: \$51-\$100	32,228	16.6%	95
Spent at fast food restaurant last 30 days: \$101-\$200	17,851	9.2%	95
Spent at fast food restaurant last 30 days: \$201+	7,364	3.8%	101

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Drive Time: 30 minute radius

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Latitude: 39.35920  
Longitude: -74.43517

Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Went to fast food restaurant in the last 6 months: eat in	60,965	31.5%	97
Went to fast food restaurant in the last 6 months: home delivery	17,481	9.0%	101
Went to fast food restaurant in the last 6 months: take-out/drive-thru	89,694	46.3%	97
Went to fast food restaurant in the last 6 months: take-out/walk-in	40,155	20.7%	101
Went to fast food restaurant in the last 6 months: breakfast	65,323	33.7%	98
Went to fast food restaurant in the last 6 months: lunch	95,019	49.1%	99
Went to fast food restaurant in the last 6 months: dinner	88,451	45.7%	97
Went to fast food restaurant in the last 6 months: snack	24,595	12.7%	101
Went to fast food restaurant in the last 6 months: weekday	109,734	56.7%	98
Went to fast food restaurant in the last 6 months: weekend	90,869	46.9%	100
Went to fast food restaurant in the last 6 months: A & W	3,485	1.8%	81
Went to fast food restaurant in the last 6 months: Arby's	28,480	14.7%	85
Went to fast food restaurant in the last 6 months: Baskin-Robbins	7,538	3.9%	107
Went to fast food restaurant in the last 6 months: Boston Market	6,087	3.1%	122
Went to fast food restaurant in the last 6 months: Burger King	53,745	27.8%	99
Went to fast food restaurant in the last 6 months: Captain D's	4,671	2.4%	70
Went to fast food restaurant in the last 6 months: Carl's Jr.	12,466	6.4%	111
Went to fast food restaurant in the last 6 months: Checkers	6,618	3.4%	102
Went to fast food restaurant in the last 6 months: Chick-fil-A	52,704	27.2%	99
Went to fast food restaurant in the last 6 months: Chipotle Mex. Grill	27,461	14.2%	109
Went to fast food restaurant in the last 6 months: Chuck E. Cheese's	4,368	2.3%	99
Went to fast food restaurant in the last 6 months: Church's Fr. Chicken	6,775	3.5%	105
Went to fast food restaurant in the last 6 months: Cold Stone Creamery	6,125	3.2%	112
Went to fast food restaurant in the last 6 months: Dairy Queen	25,783	13.3%	88
Went to fast food restaurant in the last 6 months: Del Taco	8,227	4.2%	110
Went to fast food restaurant in the last 6 months: Domino's Pizza	25,858	13.4%	97
Went to fast food restaurant in the last 6 months: Dunkin' Donuts	31,023	16.0%	118
Went to fast food restaurant in the last 6 months: Five Guys	19,340	10.0%	109
Went to fast food restaurant in the last 6 months: Hardee's	7,284	3.8%	70
Went to fast food restaurant in the last 6 months: Jack in the Box	15,671	8.1%	99
Went to fast food restaurant in the last 6 months: Jimmy John's	10,347	5.3%	97
Went to fast food restaurant in the last 6 months: KFC	36,424	18.8%	97
Went to fast food restaurant in the last 6 months: Krispy Kreme	10,958	5.7%	95
Went to fast food restaurant in the last 6 months: Little Caesars	21,324	11.0%	90
Went to fast food restaurant in the last 6 months: Long John Silver's	4,713	2.4%	76
Went to fast food restaurant in the last 6 months: McDonald's	97,249	50.2%	98
Went to fast food restaurant in the last 6 months: Panda Express	20,607	10.6%	101
Went to fast food restaurant in the last 6 months: Panera Bread	27,034	14.0%	110
Went to fast food restaurant in the last 6 months: Papa John's	14,549	7.5%	93
Went to fast food restaurant in the last 6 months: Papa Murphy's	7,556	3.9%	99
Went to fast food restaurant in the last 6 months: Pizza Hut	23,568	12.2%	88
Went to fast food restaurant in the last 6 months: Popeyes Chicken	20,754	10.7%	102
Went to fast food restaurant in the last 6 months: Sonic Drive-In	19,437	10.0%	85
Went to fast food restaurant in the last 6 months: Starbucks	36,886	19.0%	105
Went to fast food restaurant in the last 6 months: Steak 'n Shake	7,840	4.0%	81
Went to fast food restaurant in the last 6 months: Subway	40,668	21.0%	92
Went to fast food restaurant in the last 6 months: Taco Bell	51,457	26.6%	92
Went to fast food restaurant in the last 6 months: Wendy's	48,828	25.2%	97
Went to fast food restaurant in the last 6 months: Whataburger	9,696	5.0%	88
Went to fast food restaurant in the last 6 months: White Castle	5,715	3.0%	101
Went to fast food restaurant in the last 6 months: Wing-Stop	6,046	3.1%	105
Went to fine dining restaurant last month	20,153	10.4%	109
Went to fine dining restaurant 3+ times last month	5,468	2.8%	112

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Drive Time: 60 minute radius

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Latitude: 39.35920  
Longitude: -74.43517

Demographic Summary		2021	2026
Population		1,164,528	1,166,794
Population 18+		934,285	941,706
Households		441,895	443,221
Median Household Income		\$73,842	\$79,896
		Expected Number of	
Product/Consumer Behavior	Adults	Percent	MPI
Went to family restaurant/steak house in last 6 months	693,131	74.2%	102
Went to family restaurant/steak house 4+ times/month last 30 days	232,352	24.9%	101
Spent at family restaurant/steak house last 30 days: \$1-30	64,399	6.9%	93
Spent at family restaurant/steak house 30 days: \$31-50	85,007	9.1%	103
Spent at family restaurant/steak house last 30 days: \$51-100	139,112	14.9%	103
Spent at family restaurant/steak house last 30 days: \$101-200	91,632	9.8%	109
Spent at family restaurant/steak house last 30 days: \$201+	41,768	4.5%	106
Spent at fine dining last 30 days: \$1-100	41,346	4.4%	114
Spent at fine dining last 30 days: \$101+	46,739	5.0%	118
Went to family restaurant last 6 months: for breakfast	119,086	12.7%	105
Went to family restaurant last 6 months: for lunch	167,812	18.0%	100
Went to family restaurant last 6 months: for dinner	437,484	46.8%	106
Went to family restaurant last 6 months: for snack	17,345	1.9%	102
Went to family restaurant last 6 months: on weekday	294,783	31.6%	108
Went to family restaurant last 6 months: on weekend	373,291	40.0%	102
Went to family restaurant last 6 months: Applebee`s	175,563	18.8%	103
Went to family restaurant last 6 months: Bob Evans	28,661	3.1%	101
Went to family restaurant last 6 months: Buffalo Wild Wings	84,369	9.0%	96
Went to family restaurant last 6 months: California Pizza Kitchen	23,619	2.5%	102
Went to family restaurant last 6 months: The Cheesecake Factory	72,188	7.7%	110
Went to family restaurant last 6 months: Chili`s Grill & Bar	101,762	10.9%	107
Went to family restaurant last 6 months: CiCi's Pizza	16,578	1.8%	84
Went to family restaurant last 6 months: Cracker Barrel	102,774	11.0%	97
Went to family restaurant last 6 months: Denny`s	75,323	8.1%	94
Went to family restaurant last 6 months: Golden Corral	50,860	5.4%	83
Went to family restaurant last 6 months: IHOP	90,588	9.7%	104
Went to family restaurant last 6 months: Logan`s Roadhouse	19,374	2.1%	74
Went to family restaurant last 6 months: LongHorn Steakhouse	57,773	6.2%	109
Went to family restaurant last 6 months: Olive Garden	153,910	16.5%	105
Went to family restaurant last 6 months: Outback Steakhouse	86,993	9.3%	114
Went to family restaurant last 6 months: Red Lobster	88,054	9.4%	101
Went to family restaurant last 6 months: Red Robin	78,779	8.4%	117
Went to family restaurant last 6 months: Ruby Tuesday	41,225	4.4%	113
Went to family restaurant last 6 months: Texas Roadhouse	108,865	11.7%	103
Went to family restaurant last 6 months: T.G.I. Friday`s	45,221	4.8%	110
Went to family restaurant last 6 months: Waffle House	47,254	5.1%	80
Went to family restaurant last 6 months: fast food/drive-in	839,368	89.8%	100
Went to fast food/drive-in restaurant 9+ times/month	342,285	36.6%	96
Spent at fast food restaurant last 30 days: <\$1-10	38,114	4.1%	104
Spent at fast food restaurant last 30 days: \$11-\$20	86,565	9.3%	102
Spent at fast food restaurant last 30 days: \$21-\$40	149,235	16.0%	101
Spent at fast food restaurant last 30 days: \$41-\$50	76,993	8.2%	98
Spent at fast food restaurant last 30 days: \$51-\$100	158,194	16.9%	97
Spent at fast food restaurant last 30 days: \$101-\$200	88,584	9.5%	98
Spent at fast food restaurant last 30 days: \$201+	36,512	3.9%	104

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Latitude: 39.35920  
Longitude: -74.43517

Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Went to fast food restaurant in the last 6 months: eat in	301,857	32.3%	100
Went to fast food restaurant in the last 6 months: home delivery	83,059	8.9%	100
Went to fast food restaurant in the last 6 months: take-out/drink-thru	447,508	47.9%	100
Went to fast food restaurant in the last 6 months: take-out/walk-in	195,132	20.9%	102
Went to fast food restaurant in the last 6 months: breakfast	322,784	34.5%	100
Went to fast food restaurant in the last 6 months: lunch	462,678	49.5%	100
Went to fast food restaurant in the last 6 months: dinner	442,826	47.4%	101
Went to fast food restaurant in the last 6 months: snack	118,765	12.7%	102
Went to fast food restaurant in the last 6 months: weekday	550,728	58.9%	102
Went to fast food restaurant in the last 6 months: weekend	436,221	46.7%	99
Went to fast food restaurant in the last 6 months: A & W	17,183	1.8%	82
Went to fast food restaurant in the last 6 months: Arby's	152,560	16.3%	95
Went to fast food restaurant in the last 6 months: Baskin-Robbins	36,222	3.9%	106
Went to fast food restaurant in the last 6 months: Boston Market	28,104	3.0%	117
Went to fast food restaurant in the last 6 months: Burger King	261,930	28.0%	100
Went to fast food restaurant in the last 6 months: Captain D's	21,988	2.4%	68
Went to fast food restaurant in the last 6 months: Carl's Jr.	53,154	5.7%	98
Went to fast food restaurant in the last 6 months: Checkers	27,653	3.0%	88
Went to fast food restaurant in the last 6 months: Chick-fil-A	267,603	28.6%	104
Went to fast food restaurant in the last 6 months: Chipotle Mex. Grill	134,472	14.4%	111
Went to fast food restaurant in the last 6 months: Chuck E. Cheese's	19,657	2.1%	93
Went to fast food restaurant in the last 6 months: Church's Fr. Chicken	25,279	2.7%	81
Went to fast food restaurant in the last 6 months: Cold Stone Creamery	28,557	3.1%	108
Went to fast food restaurant in the last 6 months: Dairy Queen	134,904	14.4%	95
Went to fast food restaurant in the last 6 months: Del Taco	36,875	3.9%	102
Went to fast food restaurant in the last 6 months: Domino's Pizza	119,097	12.7%	93
Went to fast food restaurant in the last 6 months: Dunkin' Donuts	152,763	16.4%	121
Went to fast food restaurant in the last 6 months: Five Guys	98,702	10.6%	115
Went to fast food restaurant in the last 6 months: Hardee's	37,510	4.0%	74
Went to fast food restaurant in the last 6 months: Jack in the Box	65,679	7.0%	86
Went to fast food restaurant in the last 6 months: Jimmy John's	52,461	5.6%	102
Went to fast food restaurant in the last 6 months: KFC	170,390	18.2%	94
Went to fast food restaurant in the last 6 months: Krispy Kreme	52,509	5.6%	94
Went to fast food restaurant in the last 6 months: Little Caesars	95,635	10.2%	84
Went to fast food restaurant in the last 6 months: Long John Silver's	22,599	2.4%	76
Went to fast food restaurant in the last 6 months: McDonald's	471,690	50.5%	98
Went to fast food restaurant in the last 6 months: Panda Express	96,981	10.4%	99
Went to fast food restaurant in the last 6 months: Panera Bread	141,121	15.1%	119
Went to fast food restaurant in the last 6 months: Papa John's	68,927	7.4%	91
Went to fast food restaurant in the last 6 months: Papa Murphy's	39,641	4.2%	107
Went to fast food restaurant in the last 6 months: Pizza Hut	111,213	11.9%	86
Went to fast food restaurant in the last 6 months: Popeyes Chicken	91,232	9.8%	93
Went to fast food restaurant in the last 6 months: Sonic Drive-In	94,675	10.1%	86
Went to fast food restaurant in the last 6 months: Starbucks	180,581	19.3%	106
Went to fast food restaurant in the last 6 months: Steak 'n Shake	40,114	4.3%	86
Went to fast food restaurant in the last 6 months: Subway	202,942	21.7%	95
Went to fast food restaurant in the last 6 months: Taco Bell	254,592	27.2%	94
Went to fast food restaurant in the last 6 months: Wendy's	239,203	25.6%	99
Went to fast food restaurant in the last 6 months: Whataburger	45,573	4.9%	86
Went to fast food restaurant in the last 6 months: White Castle	26,530	2.8%	97
Went to fast food restaurant in the last 6 months: Wing-Stop	25,057	2.7%	90
Went to fine dining restaurant last month	104,015	11.1%	116
Went to fine dining restaurant 3+ times last month	27,332	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 MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2021 and 2026.

February 11, 2022