



Restaurant Market Potential

10865 N US Highway 301, Oxford, Florida, 34484
 Drive Time: 10 minute radius

Prepared by Esri
 Latitude: 28.91446
 Longitude: -82.03627

Demographic Summary	2021	2026
Population	23,988	28,642
Population 18+	21,653	25,744
Households	11,694	14,018
Median Household Income	\$61,193	\$66,905

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Went to family restaurant/steak house in last 6 months	16,211	74.9%	103
Went to family restaurant/steak house 4+ times/month last 30 days	6,229	28.8%	116
Spent at family restaurant/steak house last 30 days: \$1-30	1,706	7.9%	106
Spent at family restaurant/steak house 30 days: \$31-50	2,545	11.8%	133
Spent at family restaurant/steak house last 30 days: \$51-100	2,657	12.3%	85
Spent at family restaurant/steak house last 30 days: \$101-200	2,598	12.0%	133
Spent at family restaurant/steak house last 30 days: \$201+	767	3.5%	84
Spent at fine dining last 30 days: \$1-100	1,220	5.6%	145
Spent at fine dining last 30 days: \$101+	884	4.1%	96
Went to family restaurant last 6 months: for breakfast	3,476	16.1%	132
Went to family restaurant last 6 months: for lunch	4,143	19.1%	107
Went to family restaurant last 6 months: for dinner	9,885	45.7%	103
Went to family restaurant last 6 months: for snack	276	1.3%	70
Went to family restaurant last 6 months: on weekday	8,054	37.2%	127
Went to family restaurant last 6 months: on weekend	6,898	31.9%	81
Went to family restaurant last 6 months: Applebee's	4,219	19.5%	107
Went to family restaurant last 6 months: Bob Evans	1,567	7.2%	238
Went to family restaurant last 6 months: Buffalo Wild Wings	993	4.6%	49
Went to family restaurant last 6 months: California Pizza Kitchen	397	1.8%	74
Went to family restaurant last 6 months: The Cheesecake Factory	1,302	6.0%	86
Went to family restaurant last 6 months: Chili's Grill & Bar	1,941	9.0%	88
Went to family restaurant last 6 months: CiCi's Pizza	368	1.7%	80
Went to family restaurant last 6 months: Cracker Barrel	3,676	17.0%	149
Went to family restaurant last 6 months: Denny's	1,769	8.2%	95
Went to family restaurant last 6 months: Golden Corral	1,954	9.0%	137
Went to family restaurant last 6 months: IHOP	2,451	11.3%	122
Went to family restaurant last 6 months: Logan's Roadhouse	589	2.7%	97
Went to family restaurant last 6 months: LongHorn Steakhouse	1,561	7.2%	127
Went to family restaurant last 6 months: Olive Garden	4,142	19.1%	122
Went to family restaurant last 6 months: Outback Steakhouse	2,943	13.6%	166
Went to family restaurant last 6 months: Red Lobster	2,093	9.7%	104
Went to family restaurant last 6 months: Red Robin	1,542	7.1%	99
Went to family restaurant last 6 months: Ruby Tuesday	1,550	7.2%	184
Went to family restaurant last 6 months: Texas Roadhouse	2,521	11.6%	103
Went to family restaurant last 6 months: T.G.I. Friday's	849	3.9%	89
Went to family restaurant last 6 months: Waffle House	1,359	6.3%	100
Went to family restaurant last 6 months: fast food/drive-in	19,329	89.3%	99
Went to fast food/drive-in restaurant 9+ times/month	7,456	34.4%	90
Spent at fast food restaurant last 30 days: <\$1-10	1,373	6.3%	161
Spent at fast food restaurant last 30 days: \$11-\$20	2,002	9.2%	102
Spent at fast food restaurant last 30 days: \$21-\$40	3,328	15.4%	97
Spent at fast food restaurant last 30 days: \$41-\$50	1,722	8.0%	95
Spent at fast food restaurant last 30 days: \$51-\$100	2,998	13.8%	79
Spent at fast food restaurant last 30 days: \$101-\$200	1,698	7.8%	81
Spent at fast food restaurant last 30 days: \$201+	587	2.7%	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 MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2021 and 2026.



Restaurant Market Potential

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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	6,763	31.2%	96
Went to fast food restaurant in the last 6 months: home delivery	1,400	6.5%	73
Went to fast food restaurant in the last 6 months: take-out/drive-thru	9,532	44.0%	92
Went to fast food restaurant in the last 6 months: take-out/walk-in	3,432	15.8%	77
Went to fast food restaurant in the last 6 months: breakfast	7,842	36.2%	105
Went to fast food restaurant in the last 6 months: lunch	9,870	45.6%	92
Went to fast food restaurant in the last 6 months: dinner	9,165	42.3%	90
Went to fast food restaurant in the last 6 months: snack	2,321	10.7%	86
Went to fast food restaurant in the last 6 months: weekday	12,849	59.3%	102
Went to fast food restaurant in the last 6 months: weekend	8,776	40.5%	86
Went to fast food restaurant in the last 6 months: A & W	414	1.9%	86
Went to fast food restaurant in the last 6 months: Arby`s	3,578	16.5%	96
Went to fast food restaurant in the last 6 months: Baskin-Robbins	629	2.9%	80
Went to fast food restaurant in the last 6 months: Boston Market	501	2.3%	90
Went to fast food restaurant in the last 6 months: Burger King	6,319	29.2%	104
Went to fast food restaurant in the last 6 months: Captain D`s	711	3.3%	96
Went to fast food restaurant in the last 6 months: Carl`s Jr.	1,567	7.2%	124
Went to fast food restaurant in the last 6 months: Checkers	831	3.8%	114
Went to fast food restaurant in the last 6 months: Chick-fil-A	5,149	23.8%	86
Went to fast food restaurant in the last 6 months: Chipotle Mex. Grill	1,904	8.8%	68
Went to fast food restaurant in the last 6 months: Chuck E. Cheese`s	448	2.1%	91
Went to fast food restaurant in the last 6 months: Church`s Fr. Chicken	566	2.6%	79
Went to fast food restaurant in the last 6 months: Cold Stone Creamery	429	2.0%	70
Went to fast food restaurant in the last 6 months: Dairy Queen	2,678	12.4%	82
Went to fast food restaurant in the last 6 months: Del Taco	511	2.4%	61
Went to fast food restaurant in the last 6 months: Domino`s Pizza	2,446	11.3%	82
Went to fast food restaurant in the last 6 months: Dunkin` Donuts	2,513	11.6%	86
Went to fast food restaurant in the last 6 months: Five Guys	1,659	7.7%	83
Went to fast food restaurant in the last 6 months: Hardee`s	1,330	6.1%	114
Went to fast food restaurant in the last 6 months: Jack in the Box	1,445	6.7%	82
Went to fast food restaurant in the last 6 months: Jimmy John`s	796	3.7%	67
Went to fast food restaurant in the last 6 months: KFC	3,447	15.9%	82
Went to fast food restaurant in the last 6 months: Krispy Kreme	1,076	5.0%	83
Went to fast food restaurant in the last 6 months: Little Caesars	1,897	8.8%	72
Went to fast food restaurant in the last 6 months: Long John Silver`s	622	2.9%	90
Went to fast food restaurant in the last 6 months: McDonald`s	10,975	50.7%	98
Went to fast food restaurant in the last 6 months: Panda Express	1,563	7.2%	69
Went to fast food restaurant in the last 6 months: Panera Bread	3,343	15.4%	121
Went to fast food restaurant in the last 6 months: Papa John`s	1,242	5.7%	71
Went to fast food restaurant in the last 6 months: Papa Murphy`s	1,075	5.0%	126
Went to fast food restaurant in the last 6 months: Pizza Hut	2,517	11.6%	84
Went to fast food restaurant in the last 6 months: Popeyes Chicken	1,382	6.4%	61
Went to fast food restaurant in the last 6 months: Sonic Drive-In	2,311	10.7%	90
Went to fast food restaurant in the last 6 months: Starbucks	2,643	12.2%	67
Went to fast food restaurant in the last 6 months: Steak `n Shake	1,762	8.1%	163
Went to fast food restaurant in the last 6 months: Subway	4,257	19.7%	86
Went to fast food restaurant in the last 6 months: Taco Bell	5,555	25.7%	89
Went to fast food restaurant in the last 6 months: Wendy`s	5,545	25.6%	99
Went to fast food restaurant in the last 6 months: Whataburger	868	4.0%	71
Went to fast food restaurant in the last 6 months: White Castle	561	2.6%	88
Went to fast food restaurant in the last 6 months: Wing-Stop	456	2.1%	71
Went to fine dining restaurant last month	2,359	10.9%	114
Went to fine dining restaurant 3+ times last month	549	2.5%	100

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.



Restaurant Market Potential

10865 N US Highway 301, Oxford, Florida, 34484
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Demographic Summary	2021	2026
Population	194,794	224,386
Population 18+	171,821	197,379
Households	93,372	107,575
Median Household Income	\$57,132	\$62,638

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Went to family restaurant/steak house in last 6 months	127,724	74.3%	103
Went to family restaurant/steak house 4+ times/month last 30 days	47,820	27.8%	113
Spent at family restaurant/steak house last 30 days: \$1-30	13,568	7.9%	106
Spent at family restaurant/steak house 30 days: \$31-50	20,026	11.7%	132
Spent at family restaurant/steak house last 30 days: \$51-100	21,490	12.5%	86
Spent at family restaurant/steak house last 30 days: \$101-200	19,745	11.5%	128
Spent at family restaurant/steak house last 30 days: \$201+	5,956	3.5%	82
Spent at fine dining last 30 days: \$1-100	9,170	5.3%	137
Spent at fine dining last 30 days: \$101+	6,536	3.8%	90
Went to family restaurant last 6 months: for breakfast	26,334	15.3%	126
Went to family restaurant last 6 months: for lunch	32,495	18.9%	105
Went to family restaurant last 6 months: for dinner	78,114	45.5%	103
Went to family restaurant last 6 months: for snack	2,241	1.3%	71
Went to family restaurant last 6 months: on weekday	62,277	36.2%	124
Went to family restaurant last 6 months: on weekend	56,399	32.8%	84
Went to family restaurant last 6 months: Applebee's	33,520	19.5%	107
Went to family restaurant last 6 months: Bob Evans	11,874	6.9%	227
Went to family restaurant last 6 months: Buffalo Wild Wings	8,551	5.0%	53
Went to family restaurant last 6 months: California Pizza Kitchen	3,128	1.8%	73
Went to family restaurant last 6 months: The Cheesecake Factory	9,709	5.7%	80
Went to family restaurant last 6 months: Chili's Grill & Bar	15,276	8.9%	87
Went to family restaurant last 6 months: CiCi's Pizza	3,040	1.8%	83
Went to family restaurant last 6 months: Cracker Barrel	27,764	16.2%	142
Went to family restaurant last 6 months: Denny's	14,315	8.3%	97
Went to family restaurant last 6 months: Golden Corral	14,766	8.6%	131
Went to family restaurant last 6 months: IHOP	18,544	10.8%	116
Went to family restaurant last 6 months: Logan's Roadhouse	4,610	2.7%	96
Went to family restaurant last 6 months: LongHorn Steakhouse	11,632	6.8%	119
Went to family restaurant last 6 months: Olive Garden	32,017	18.6%	119
Went to family restaurant last 6 months: Outback Steakhouse	21,601	12.6%	154
Went to family restaurant last 6 months: Red Lobster	16,327	9.5%	102
Went to family restaurant last 6 months: Red Robin	12,206	7.1%	98
Went to family restaurant last 6 months: Ruby Tuesday	11,387	6.6%	170
Went to family restaurant last 6 months: Texas Roadhouse	20,076	11.7%	104
Went to family restaurant last 6 months: T.G.I. Friday's	6,517	3.8%	87
Went to family restaurant last 6 months: Waffle House	10,360	6.0%	96
Went to family restaurant last 6 months: fast food/drive-in	153,695	89.5%	99
Went to fast food/drive-in restaurant 9+ times/month	60,359	35.1%	92
Spent at fast food restaurant last 30 days: <\$1-10	10,202	5.9%	151
Spent at fast food restaurant last 30 days: \$11-\$20	15,804	9.2%	101
Spent at fast food restaurant last 30 days: \$21-\$40	26,321	15.3%	97
Spent at fast food restaurant last 30 days: \$41-\$50	14,302	8.3%	99
Spent at fast food restaurant last 30 days: \$51-\$100	24,392	14.2%	81
Spent at fast food restaurant last 30 days: \$101-\$200	14,567	8.5%	87
Spent at fast food restaurant last 30 days: \$201+	4,962	2.9%	77

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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	53,791	31.3%	96
Went to fast food restaurant in the last 6 months: home delivery	11,716	6.8%	77
Went to fast food restaurant in the last 6 months: take-out/drive-thru	76,840	44.7%	93
Went to fast food restaurant in the last 6 months: take-out/walk-in	27,739	16.1%	79
Went to fast food restaurant in the last 6 months: breakfast	61,127	35.6%	103
Went to fast food restaurant in the last 6 months: lunch	79,780	46.4%	94
Went to fast food restaurant in the last 6 months: dinner	74,293	43.2%	92
Went to fast food restaurant in the last 6 months: snack	18,494	10.8%	86
Went to fast food restaurant in the last 6 months: weekday	102,464	59.6%	103
Went to fast food restaurant in the last 6 months: weekend	71,051	41.4%	88
Went to fast food restaurant in the last 6 months: A & W	3,841	2.2%	100
Went to fast food restaurant in the last 6 months: Arby`s	30,557	17.8%	103
Went to fast food restaurant in the last 6 months: Baskin-Robbins	4,760	2.8%	76
Went to fast food restaurant in the last 6 months: Boston Market	3,788	2.2%	86
Went to fast food restaurant in the last 6 months: Burger King	50,795	29.6%	105
Went to fast food restaurant in the last 6 months: Captain D`s	5,396	3.1%	91
Went to fast food restaurant in the last 6 months: Carl`s Jr.	12,072	7.0%	121
Went to fast food restaurant in the last 6 months: Checkers	6,164	3.6%	107
Went to fast food restaurant in the last 6 months: Chick-fil-A	39,930	23.2%	84
Went to fast food restaurant in the last 6 months: Chipotle Mex. Grill	15,036	8.8%	67
Went to fast food restaurant in the last 6 months: Chuck E. Cheese`s	3,349	1.9%	86
Went to fast food restaurant in the last 6 months: Church`s Fr. Chicken	3,911	2.3%	69
Went to fast food restaurant in the last 6 months: Cold Stone Creamery	3,518	2.0%	72
Went to fast food restaurant in the last 6 months: Dairy Queen	23,239	13.5%	89
Went to fast food restaurant in the last 6 months: Del Taco	4,146	2.4%	63
Went to fast food restaurant in the last 6 months: Domino`s Pizza	20,137	11.7%	85
Went to fast food restaurant in the last 6 months: Dunkin` Donuts	19,446	11.3%	84
Went to fast food restaurant in the last 6 months: Five Guys	12,894	7.5%	82
Went to fast food restaurant in the last 6 months: Hardee`s	11,369	6.6%	123
Went to fast food restaurant in the last 6 months: Jack in the Box	11,260	6.6%	80
Went to fast food restaurant in the last 6 months: Jimmy John`s	6,829	4.0%	72
Went to fast food restaurant in the last 6 months: KFC	28,810	16.8%	86
Went to fast food restaurant in the last 6 months: Krispy Kreme	8,586	5.0%	84
Went to fast food restaurant in the last 6 months: Little Caesars	16,622	9.7%	79
Went to fast food restaurant in the last 6 months: Long John Silver`s	5,243	3.1%	96
Went to fast food restaurant in the last 6 months: McDonald`s	88,713	51.6%	100
Went to fast food restaurant in the last 6 months: Panda Express	12,549	7.3%	70
Went to fast food restaurant in the last 6 months: Panera Bread	25,073	14.6%	115
Went to fast food restaurant in the last 6 months: Papa John`s	10,150	5.9%	73
Went to fast food restaurant in the last 6 months: Papa Murphy`s	8,337	4.9%	123
Went to fast food restaurant in the last 6 months: Pizza Hut	21,658	12.6%	91
Went to fast food restaurant in the last 6 months: Popeyes Chicken	10,604	6.2%	59
Went to fast food restaurant in the last 6 months: Sonic Drive-In	18,726	10.9%	92
Went to fast food restaurant in the last 6 months: Starbucks	21,476	12.5%	69
Went to fast food restaurant in the last 6 months: Steak `n Shake	13,752	8.0%	160
Went to fast food restaurant in the last 6 months: Subway	36,160	21.0%	92
Went to fast food restaurant in the last 6 months: Taco Bell	45,479	26.5%	92
Went to fast food restaurant in the last 6 months: Wendy`s	44,285	25.8%	99
Went to fast food restaurant in the last 6 months: Whataburger	6,971	4.1%	72
Went to fast food restaurant in the last 6 months: White Castle	4,619	2.7%	92
Went to fast food restaurant in the last 6 months: Wing-Stop	3,505	2.0%	69
Went to fine dining restaurant last month	17,282	10.1%	105
Went to fine dining restaurant 3+ times last month	4,157	2.4%	96

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 Latitude: 28.91446
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Demographic Summary	2021	2026
Population	377,728	420,593
Population 18+	321,814	358,214
Households	166,309	185,853
Median Household Income	\$54,342	\$59,459

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Went to family restaurant/steak house in last 6 months	231,876	72.1%	100
Went to family restaurant/steak house 4+ times/month last 30 days	84,290	26.2%	106
Spent at family restaurant/steak house last 30 days: \$1-30	24,988	7.8%	105
Spent at family restaurant/steak house 30 days: \$31-50	33,959	10.6%	119
Spent at family restaurant/steak house last 30 days: \$51-100	42,269	13.1%	90
Spent at family restaurant/steak house last 30 days: \$101-200	32,935	10.2%	114
Spent at family restaurant/steak house last 30 days: \$201+	11,320	3.5%	83
Spent at fine dining last 30 days: \$1-100	15,101	4.7%	121
Spent at fine dining last 30 days: \$101+	11,044	3.4%	81
Went to family restaurant last 6 months: for breakfast	43,288	13.5%	111
Went to family restaurant last 6 months: for lunch	58,078	18.0%	101
Went to family restaurant last 6 months: for dinner	141,263	43.9%	99
Went to family restaurant last 6 months: for snack	4,292	1.3%	73
Went to family restaurant last 6 months: on weekday	108,055	33.6%	115
Went to family restaurant last 6 months: on weekend	108,529	33.7%	86
Went to family restaurant last 6 months: Applebee`s	60,577	18.8%	103
Went to family restaurant last 6 months: Bob Evans	18,344	5.7%	187
Went to family restaurant last 6 months: Buffalo Wild Wings	19,668	6.1%	65
Went to family restaurant last 6 months: California Pizza Kitchen	5,780	1.8%	72
Went to family restaurant last 6 months: The Cheesecake Factory	16,922	5.3%	75
Went to family restaurant last 6 months: Chili`s Grill & Bar	29,047	9.0%	88
Went to family restaurant last 6 months: CiCi`s Pizza	5,647	1.8%	83
Went to family restaurant last 6 months: Cracker Barrel	47,499	14.8%	130
Went to family restaurant last 6 months: Denny`s	27,678	8.6%	100
Went to family restaurant last 6 months: Golden Corral	25,122	7.8%	119
Went to family restaurant last 6 months: IHOP	31,299	9.7%	105
Went to family restaurant last 6 months: Logan`s Roadhouse	9,150	2.8%	101
Went to family restaurant last 6 months: LongHorn Steakhouse	21,090	6.6%	115
Went to family restaurant last 6 months: Olive Garden	56,601	17.6%	112
Went to family restaurant last 6 months: Outback Steakhouse	34,968	10.9%	133
Went to family restaurant last 6 months: Red Lobster	30,013	9.3%	100
Went to family restaurant last 6 months: Red Robin	23,362	7.3%	100
Went to family restaurant last 6 months: Ruby Tuesday	18,064	5.6%	144
Went to family restaurant last 6 months: Texas Roadhouse	36,501	11.3%	101
Went to family restaurant last 6 months: T.G.I. Friday`s	11,947	3.7%	85
Went to family restaurant last 6 months: Waffle House	20,484	6.4%	101
Went to family restaurant last 6 months: fast food/drive-in	283,131	88.0%	98
Went to fast food/drive-in restaurant 9+ times/month	115,705	36.0%	94
Spent at fast food restaurant last 30 days: <\$1-10	16,350	5.1%	129
Spent at fast food restaurant last 30 days: \$11-\$20	29,020	9.0%	99
Spent at fast food restaurant last 30 days: \$21-\$40	50,665	15.7%	100
Spent at fast food restaurant last 30 days: \$41-\$50	27,158	8.4%	101
Spent at fast food restaurant last 30 days: \$51-\$100	48,240	15.0%	86
Spent at fast food restaurant last 30 days: \$101-\$200	28,233	8.8%	90
Spent at fast food restaurant last 30 days: \$201+	9,647	3.0%	80

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 Drive Time: 30 minute radius

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 Latitude: 28.91446
 Longitude: -82.03627

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Went to fast food restaurant in the last 6 months: eat in	99,740	31.0%	95
Went to fast food restaurant in the last 6 months: home delivery	23,302	7.2%	81
Went to fast food restaurant in the last 6 months: take-out/drive-thru	146,181	45.4%	95
Went to fast food restaurant in the last 6 months: take-out/walk-in	54,123	16.8%	82
Went to fast food restaurant in the last 6 months: breakfast	109,674	34.1%	99
Went to fast food restaurant in the last 6 months: lunch	150,668	46.8%	95
Went to fast food restaurant in the last 6 months: dinner	139,002	43.2%	92
Went to fast food restaurant in the last 6 months: snack	35,441	11.0%	88
Went to fast food restaurant in the last 6 months: weekday	189,197	58.8%	101
Went to fast food restaurant in the last 6 months: weekend	133,809	41.6%	88
Went to fast food restaurant in the last 6 months: A & W	7,262	2.3%	101
Went to fast food restaurant in the last 6 months: Arby`s	59,226	18.4%	107
Went to fast food restaurant in the last 6 months: Baskin-Robbins	9,078	2.8%	77
Went to fast food restaurant in the last 6 months: Boston Market	6,862	2.1%	83
Went to fast food restaurant in the last 6 months: Burger King	95,848	29.8%	106
Went to fast food restaurant in the last 6 months: Captain D`s	10,422	3.2%	94
Went to fast food restaurant in the last 6 months: Carl`s Jr.	21,278	6.6%	114
Went to fast food restaurant in the last 6 months: Checkers	11,054	3.4%	102
Went to fast food restaurant in the last 6 months: Chick-fil-A	75,763	23.5%	85
Went to fast food restaurant in the last 6 months: Chipotle Mex. Grill	28,261	8.8%	68
Went to fast food restaurant in the last 6 months: Chuck E. Cheese`s	6,265	1.9%	86
Went to fast food restaurant in the last 6 months: Church`s Fr. Chicken	7,836	2.4%	73
Went to fast food restaurant in the last 6 months: Cold Stone Creamery	6,734	2.1%	74
Went to fast food restaurant in the last 6 months: Dairy Queen	45,862	14.3%	94
Went to fast food restaurant in the last 6 months: Del Taco	8,447	2.6%	68
Went to fast food restaurant in the last 6 months: Domino`s Pizza	38,489	12.0%	87
Went to fast food restaurant in the last 6 months: Dunkin` Donuts	34,937	10.9%	80
Went to fast food restaurant in the last 6 months: Five Guys	23,831	7.4%	81
Went to fast food restaurant in the last 6 months: Hardee`s	20,783	6.5%	120
Went to fast food restaurant in the last 6 months: Jack in the Box	20,963	6.5%	80
Went to fast food restaurant in the last 6 months: Jimmy John`s	13,600	4.2%	77
Went to fast food restaurant in the last 6 months: KFC	58,074	18.0%	93
Went to fast food restaurant in the last 6 months: Krispy Kreme	16,461	5.1%	86
Went to fast food restaurant in the last 6 months: Little Caesars	35,439	11.0%	90
Went to fast food restaurant in the last 6 months: Long John Silver`s	10,431	3.2%	101
Went to fast food restaurant in the last 6 months: McDonald`s	165,512	51.4%	100
Went to fast food restaurant in the last 6 months: Panda Express	25,304	7.9%	75
Went to fast food restaurant in the last 6 months: Panera Bread	42,145	13.1%	103
Went to fast food restaurant in the last 6 months: Papa John`s	20,316	6.3%	78
Went to fast food restaurant in the last 6 months: Papa Murphy`s	15,580	4.8%	123
Went to fast food restaurant in the last 6 months: Pizza Hut	43,165	13.4%	97
Went to fast food restaurant in the last 6 months: Popeyes Chicken	22,251	6.9%	66
Went to fast food restaurant in the last 6 months: Sonic Drive-In	37,697	11.7%	99
Went to fast food restaurant in the last 6 months: Starbucks	41,581	12.9%	71
Went to fast food restaurant in the last 6 months: Steak `n Shake	22,575	7.0%	140
Went to fast food restaurant in the last 6 months: Subway	73,214	22.8%	100
Went to fast food restaurant in the last 6 months: Taco Bell	88,137	27.4%	95
Went to fast food restaurant in the last 6 months: Wendy`s	82,351	25.6%	99
Went to fast food restaurant in the last 6 months: Whataburger	13,678	4.3%	75
Went to fast food restaurant in the last 6 months: White Castle	8,261	2.6%	87
Went to fast food restaurant in the last 6 months: Wing-Stop	6,762	2.1%	71
Went to fine dining restaurant last month	28,935	9.0%	94
Went to fine dining restaurant 3+ times last month	7,456	2.3%	92

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.