



Restaurant Market Potential

40284 CR-25, Lady Lake, Florida, 32159
 Drive Time: 5 minute radius

Prepared by Esri
 Latitude: 28.93551
 Longitude: -81.92692

Demographic Summary	2021	2026
Population	9,976	10,620
Population 18+	9,185	9,831
Households	5,265	5,585
Median Household Income	\$45,269	\$51,575

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Went to family restaurant/steak house in last 6 months	6,752	73.5%	102
Went to family restaurant/steak house 4+ times/month last 30 days	2,389	26.0%	105
Spent at family restaurant/steak house last 30 days: \$1-30	708	7.7%	104
Spent at family restaurant/steak house 30 days: \$31-50	1,012	11.0%	124
Spent at family restaurant/steak house last 30 days: \$51-100	1,144	12.5%	86
Spent at family restaurant/steak house last 30 days: \$101-200	1,043	11.4%	126
Spent at family restaurant/steak house last 30 days: \$201+	348	3.8%	89
Spent at fine dining last 30 days: \$1-100	540	5.9%	151
Spent at fine dining last 30 days: \$101+	375	4.1%	96
Went to family restaurant last 6 months: for breakfast	1,306	14.2%	117
Went to family restaurant last 6 months: for lunch	1,791	19.5%	109
Went to family restaurant last 6 months: for dinner	3,989	43.4%	98
Went to family restaurant last 6 months: for snack	124	1.4%	74
Went to family restaurant last 6 months: on weekday	3,432	37.4%	127
Went to family restaurant last 6 months: on weekend	2,799	30.5%	78
Went to family restaurant last 6 months: Applebee`s	1,648	17.9%	99
Went to family restaurant last 6 months: Bob Evans	614	6.7%	220
Went to family restaurant last 6 months: Buffalo Wild Wings	386	4.2%	45
Went to family restaurant last 6 months: California Pizza Kitchen	177	1.9%	78
Went to family restaurant last 6 months: The Cheesecake Factory	525	5.7%	81
Went to family restaurant last 6 months: Chili`s Grill & Bar	813	8.9%	87
Went to family restaurant last 6 months: CiCi`s Pizza	87	0.9%	45
Went to family restaurant last 6 months: Cracker Barrel	1,449	15.8%	139
Went to family restaurant last 6 months: Denny`s	813	8.9%	103
Went to family restaurant last 6 months: Golden Corral	725	7.9%	120
Went to family restaurant last 6 months: IHOP	899	9.8%	105
Went to family restaurant last 6 months: Logan`s Roadhouse	176	1.9%	68
Went to family restaurant last 6 months: LongHorn Steakhouse	633	6.9%	121
Went to family restaurant last 6 months: Olive Garden	1,693	18.4%	117
Went to family restaurant last 6 months: Outback Steakhouse	1,130	12.3%	150
Went to family restaurant last 6 months: Red Lobster	836	9.1%	98
Went to family restaurant last 6 months: Red Robin	744	8.1%	112
Went to family restaurant last 6 months: Ruby Tuesday	577	6.3%	161
Went to family restaurant last 6 months: Texas Roadhouse	986	10.7%	95
Went to family restaurant last 6 months: T.G.I. Friday`s	349	3.8%	87
Went to family restaurant last 6 months: Waffle House	473	5.1%	82
Went to family restaurant last 6 months: fast food/drive-in	8,145	88.7%	98
Went to fast food/drive-in restaurant 9+ times/month	3,042	33.1%	87
Spent at fast food restaurant last 30 days: <\$1-10	565	6.2%	156
Spent at fast food restaurant last 30 days: \$11-\$20	841	9.2%	101
Spent at fast food restaurant last 30 days: \$21-\$40	1,485	16.2%	102
Spent at fast food restaurant last 30 days: \$41-\$50	790	8.6%	103
Spent at fast food restaurant last 30 days: \$51-\$100	1,273	13.9%	79
Spent at fast food restaurant last 30 days: \$101-\$200	753	8.2%	84
Spent at fast food restaurant last 30 days: \$201+	214	2.3%	62

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		
	Adults	Percent	MPI
Went to fast food restaurant in the last 6 months: eat in	2,922	31.8%	98
Went to fast food restaurant in the last 6 months: home delivery	623	6.8%	76
Went to fast food restaurant in the last 6 months: take-out/drive-thru	3,946	43.0%	90
Went to fast food restaurant in the last 6 months: take-out/walk-in	1,547	16.8%	82
Went to fast food restaurant in the last 6 months: breakfast	3,146	34.3%	100
Went to fast food restaurant in the last 6 months: lunch	4,324	47.1%	95
Went to fast food restaurant in the last 6 months: dinner	3,721	40.5%	86
Went to fast food restaurant in the last 6 months: snack	1,003	10.9%	87
Went to fast food restaurant in the last 6 months: weekday	5,507	60.0%	103
Went to fast food restaurant in the last 6 months: weekend	3,580	39.0%	83
Went to fast food restaurant in the last 6 months: A & W	152	1.7%	74
Went to fast food restaurant in the last 6 months: Arby`s	1,481	16.1%	94
Went to fast food restaurant in the last 6 months: Baskin-Robbins	267	2.9%	80
Went to fast food restaurant in the last 6 months: Boston Market	218	2.4%	92
Went to fast food restaurant in the last 6 months: Burger King	2,833	30.8%	110
Went to fast food restaurant in the last 6 months: Captain D`s	197	2.1%	62
Went to fast food restaurant in the last 6 months: Carl`s Jr.	756	8.2%	141
Went to fast food restaurant in the last 6 months: Checkers	310	3.4%	101
Went to fast food restaurant in the last 6 months: Chick-fil-A	2,046	22.3%	81
Went to fast food restaurant in the last 6 months: Chipotle Mex. Grill	819	8.9%	69
Went to fast food restaurant in the last 6 months: Chuck E. Cheese`s	151	1.6%	72
Went to fast food restaurant in the last 6 months: Church`s Fr. Chicken	162	1.8%	53
Went to fast food restaurant in the last 6 months: Cold Stone Creamery	221	2.4%	85
Went to fast food restaurant in the last 6 months: Dairy Queen	1,050	11.4%	75
Went to fast food restaurant in the last 6 months: Del Taco	249	2.7%	70
Went to fast food restaurant in the last 6 months: Domino`s Pizza	896	9.8%	71
Went to fast food restaurant in the last 6 months: Dunkin` Donuts	1,113	12.1%	89
Went to fast food restaurant in the last 6 months: Five Guys	683	7.4%	81
Went to fast food restaurant in the last 6 months: Hardee`s	417	4.5%	84
Went to fast food restaurant in the last 6 months: Jack in the Box	647	7.0%	86
Went to fast food restaurant in the last 6 months: Jimmy John`s	328	3.6%	65
Went to fast food restaurant in the last 6 months: KFC	1,478	16.1%	83
Went to fast food restaurant in the last 6 months: Krispy Kreme	427	4.6%	78
Went to fast food restaurant in the last 6 months: Little Caesars	758	8.3%	68
Went to fast food restaurant in the last 6 months: Long John Silver`s	197	2.1%	67
Went to fast food restaurant in the last 6 months: McDonald`s	4,663	50.8%	99
Went to fast food restaurant in the last 6 months: Panda Express	749	8.2%	78
Went to fast food restaurant in the last 6 months: Panera Bread	1,409	15.3%	120
Went to fast food restaurant in the last 6 months: Papa John`s	452	4.9%	61
Went to fast food restaurant in the last 6 months: Papa Murphy`s	521	5.7%	144
Went to fast food restaurant in the last 6 months: Pizza Hut	1,083	11.8%	86
Went to fast food restaurant in the last 6 months: Popeyes Chicken	497	5.4%	52
Went to fast food restaurant in the last 6 months: Sonic Drive-In	851	9.3%	78
Went to fast food restaurant in the last 6 months: Starbucks	1,175	12.8%	70
Went to fast food restaurant in the last 6 months: Steak `n Shake	609	6.6%	133
Went to fast food restaurant in the last 6 months: Subway	2,043	22.2%	98
Went to fast food restaurant in the last 6 months: Taco Bell	2,221	24.2%	84
Went to fast food restaurant in the last 6 months: Wendy`s	2,176	23.7%	91
Went to fast food restaurant in the last 6 months: Whataburger	284	3.1%	55
Went to fast food restaurant in the last 6 months: White Castle	233	2.5%	86
Went to fast food restaurant in the last 6 months: Wing-Stop	185	2.0%	68
Went to fine dining restaurant last month	999	10.9%	114
Went to fine dining restaurant 3+ times last month	254	2.8%	110

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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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Demographic Summary	2021	2026
Population	43,001	46,543
Population 18+	39,269	42,685
Households	22,020	23,854
Median Household Income	\$48,839	\$52,884

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Went to family restaurant/steak house in last 6 months	29,477	75.1%	104
Went to family restaurant/steak house 4+ times/month last 30 days	10,858	27.7%	112
Spent at family restaurant/steak house last 30 days: \$1-30	3,082	7.8%	106
Spent at family restaurant/steak house 30 days: \$31-50	4,592	11.7%	132
Spent at family restaurant/steak house last 30 days: \$51-100	4,914	12.5%	86
Spent at family restaurant/steak house last 30 days: \$101-200	4,622	11.8%	131
Spent at family restaurant/steak house last 30 days: \$201+	1,483	3.8%	89
Spent at fine dining last 30 days: \$1-100	2,406	6.1%	158
Spent at fine dining last 30 days: \$101+	1,722	4.4%	103
Went to family restaurant last 6 months: for breakfast	6,271	16.0%	132
Went to family restaurant last 6 months: for lunch	7,676	19.5%	109
Went to family restaurant last 6 months: for dinner	17,896	45.6%	103
Went to family restaurant last 6 months: for snack	533	1.4%	74
Went to family restaurant last 6 months: on weekday	15,097	38.4%	131
Went to family restaurant last 6 months: on weekend	12,305	31.3%	80
Went to family restaurant last 6 months: Applebee's	7,460	19.0%	104
Went to family restaurant last 6 months: Bob Evans	2,922	7.4%	245
Went to family restaurant last 6 months: Buffalo Wild Wings	1,618	4.1%	44
Went to family restaurant last 6 months: California Pizza Kitchen	742	1.9%	76
Went to family restaurant last 6 months: The Cheesecake Factory	2,340	6.0%	85
Went to family restaurant last 6 months: Chili's Grill & Bar	3,409	8.7%	85
Went to family restaurant last 6 months: CiCi's Pizza	397	1.0%	48
Went to family restaurant last 6 months: Cracker Barrel	6,661	17.0%	149
Went to family restaurant last 6 months: Denny's	3,265	8.3%	97
Went to family restaurant last 6 months: Golden Corral	3,300	8.4%	128
Went to family restaurant last 6 months: IHOP	4,160	10.6%	114
Went to family restaurant last 6 months: Logan's Roadhouse	788	2.0%	72
Went to family restaurant last 6 months: LongHorn Steakhouse	2,817	7.2%	126
Went to family restaurant last 6 months: Olive Garden	7,608	19.4%	123
Went to family restaurant last 6 months: Outback Steakhouse	5,284	13.5%	164
Went to family restaurant last 6 months: Red Lobster	3,718	9.5%	102
Went to family restaurant last 6 months: Red Robin	3,104	7.9%	109
Went to family restaurant last 6 months: Ruby Tuesday	2,803	7.1%	183
Went to family restaurant last 6 months: Texas Roadhouse	4,629	11.8%	105
Went to family restaurant last 6 months: T.G.I. Friday's	1,511	3.8%	88
Went to family restaurant last 6 months: Waffle House	2,048	5.2%	83
Went to family restaurant last 6 months: fast food/drive-in	35,025	89.2%	99
Went to fast food/drive-in restaurant 9+ times/month	12,999	33.1%	87
Spent at fast food restaurant last 30 days: <\$1-10	2,538	6.5%	164
Spent at fast food restaurant last 30 days: \$11-\$20	3,723	9.5%	104
Spent at fast food restaurant last 30 days: \$21-\$40	6,106	15.5%	98
Spent at fast food restaurant last 30 days: \$41-\$50	3,146	8.0%	96
Spent at fast food restaurant last 30 days: \$51-\$100	5,490	14.0%	80
Spent at fast food restaurant last 30 days: \$101-\$200	3,081	7.8%	81
Spent at fast food restaurant last 30 days: \$201+	952	2.4%	64

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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	12,469	31.8%	98
Went to fast food restaurant in the last 6 months: home delivery	2,536	6.5%	72
Went to fast food restaurant in the last 6 months: take-out/drive-thru	17,087	43.5%	91
Went to fast food restaurant in the last 6 months: take-out/walk-in	6,520	16.6%	81
Went to fast food restaurant in the last 6 months: breakfast	14,003	35.7%	104
Went to fast food restaurant in the last 6 months: lunch	18,291	46.6%	94
Went to fast food restaurant in the last 6 months: dinner	16,429	41.8%	89
Went to fast food restaurant in the last 6 months: snack	4,296	10.9%	87
Went to fast food restaurant in the last 6 months: weekday	23,761	60.5%	104
Went to fast food restaurant in the last 6 months: weekend	15,624	39.8%	85
Went to fast food restaurant in the last 6 months: A & W	720	1.8%	82
Went to fast food restaurant in the last 6 months: Arby`s	6,520	16.6%	96
Went to fast food restaurant in the last 6 months: Baskin-Robbins	1,130	2.9%	79
Went to fast food restaurant in the last 6 months: Boston Market	931	2.4%	92
Went to fast food restaurant in the last 6 months: Burger King	11,872	30.2%	108
Went to fast food restaurant in the last 6 months: Captain D`s	888	2.3%	66
Went to fast food restaurant in the last 6 months: Carl`s Jr.	3,067	7.8%	134
Went to fast food restaurant in the last 6 months: Checkers	1,346	3.4%	102
Went to fast food restaurant in the last 6 months: Chick-fil-A	9,030	23.0%	83
Went to fast food restaurant in the last 6 months: Chipotle Mex. Grill	3,606	9.2%	71
Went to fast food restaurant in the last 6 months: Chuck E. Cheese`s	689	1.8%	77
Went to fast food restaurant in the last 6 months: Church`s Fr. Chicken	745	1.9%	57
Went to fast food restaurant in the last 6 months: Cold Stone Creamery	905	2.3%	82
Went to fast food restaurant in the last 6 months: Dairy Queen	4,631	11.8%	78
Went to fast food restaurant in the last 6 months: Del Taco	999	2.5%	66
Went to fast food restaurant in the last 6 months: Domino`s Pizza	3,901	9.9%	72
Went to fast food restaurant in the last 6 months: Dunkin` Donuts	5,009	12.8%	94
Went to fast food restaurant in the last 6 months: Five Guys	3,096	7.9%	86
Went to fast food restaurant in the last 6 months: Hardee`s	2,082	5.3%	98
Went to fast food restaurant in the last 6 months: Jack in the Box	2,638	6.7%	82
Went to fast food restaurant in the last 6 months: Jimmy John`s	1,492	3.8%	69
Went to fast food restaurant in the last 6 months: KFC	6,018	15.3%	79
Went to fast food restaurant in the last 6 months: Krispy Kreme	1,847	4.7%	79
Went to fast food restaurant in the last 6 months: Little Caesars	2,981	7.6%	62
Went to fast food restaurant in the last 6 months: Long John Silver`s	914	2.3%	73
Went to fast food restaurant in the last 6 months: McDonald`s	19,977	50.9%	99
Went to fast food restaurant in the last 6 months: Panda Express	3,092	7.9%	75
Went to fast food restaurant in the last 6 months: Panera Bread	6,447	16.4%	129
Went to fast food restaurant in the last 6 months: Papa John`s	2,072	5.3%	65
Went to fast food restaurant in the last 6 months: Papa Murphy`s	2,152	5.5%	139
Went to fast food restaurant in the last 6 months: Pizza Hut	4,360	11.1%	81
Went to fast food restaurant in the last 6 months: Popeyes Chicken	2,072	5.3%	50
Went to fast food restaurant in the last 6 months: Sonic Drive-In	3,587	9.1%	77
Went to fast food restaurant in the last 6 months: Starbucks	4,977	12.7%	70
Went to fast food restaurant in the last 6 months: Steak `n Shake	2,994	7.6%	152
Went to fast food restaurant in the last 6 months: Subway	8,108	20.6%	91
Went to fast food restaurant in the last 6 months: Taco Bell	9,575	24.4%	84
Went to fast food restaurant in the last 6 months: Wendy`s	9,585	24.4%	94
Went to fast food restaurant in the last 6 months: Whataburger	1,243	3.2%	56
Went to fast food restaurant in the last 6 months: White Castle	1,022	2.6%	89
Went to fast food restaurant in the last 6 months: Wing-Stop	775	2.0%	66
Went to fine dining restaurant last month	4,564	11.6%	122
Went to fine dining restaurant 3+ times last month	1,100	2.8%	111

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Restaurant Market Potential

40284 CR-25, Lady Lake, Florida, 32159
 Drive Time: 15 minute radius

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 Latitude: 28.93551
 Longitude: -81.92692

Demographic Summary	2021	2026
Population	98,906	108,243
Population 18+	89,614	98,438
Households	49,487	54,276
Median Household Income	\$52,897	\$56,991

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Went to family restaurant/steak house in last 6 months	66,983	74.7%	103
Went to family restaurant/steak house 4+ times/month last 30 days	24,868	27.8%	112
Spent at family restaurant/steak house last 30 days: \$1-30	6,997	7.8%	105
Spent at family restaurant/steak house 30 days: \$31-50	10,335	11.5%	130
Spent at family restaurant/steak house last 30 days: \$51-100	11,226	12.5%	86
Spent at family restaurant/steak house last 30 days: \$101-200	10,482	11.7%	130
Spent at family restaurant/steak house last 30 days: \$201+	3,289	3.7%	87
Spent at fine dining last 30 days: \$1-100	5,364	6.0%	154
Spent at fine dining last 30 days: \$101+	3,857	4.3%	101
Went to family restaurant last 6 months: for breakfast	14,319	16.0%	132
Went to family restaurant last 6 months: for lunch	17,297	19.3%	108
Went to family restaurant last 6 months: for dinner	40,897	45.6%	103
Went to family restaurant last 6 months: for snack	1,218	1.4%	74
Went to family restaurant last 6 months: on weekday	34,226	38.2%	130
Went to family restaurant last 6 months: on weekend	28,362	31.6%	81
Went to family restaurant last 6 months: Applebee`s	17,300	19.3%	106
Went to family restaurant last 6 months: Bob Evans	6,746	7.5%	247
Went to family restaurant last 6 months: Buffalo Wild Wings	3,953	4.4%	47
Went to family restaurant last 6 months: California Pizza Kitchen	1,653	1.8%	74
Went to family restaurant last 6 months: The Cheesecake Factory	5,289	5.9%	84
Went to family restaurant last 6 months: Chili`s Grill & Bar	7,580	8.5%	83
Went to family restaurant last 6 months: CiCi`s Pizza	1,005	1.1%	53
Went to family restaurant last 6 months: Cracker Barrel	15,013	16.8%	147
Went to family restaurant last 6 months: Denny`s	7,526	8.4%	98
Went to family restaurant last 6 months: Golden Corral	7,507	8.4%	127
Went to family restaurant last 6 months: IHOP	9,360	10.4%	113
Went to family restaurant last 6 months: Logan`s Roadhouse	1,953	2.2%	78
Went to family restaurant last 6 months: LongHorn Steakhouse	6,421	7.2%	126
Went to family restaurant last 6 months: Olive Garden	17,308	19.3%	123
Went to family restaurant last 6 months: Outback Steakhouse	12,028	13.4%	164
Went to family restaurant last 6 months: Red Lobster	8,590	9.6%	103
Went to family restaurant last 6 months: Red Robin	6,953	7.8%	107
Went to family restaurant last 6 months: Ruby Tuesday	6,313	7.0%	181
Went to family restaurant last 6 months: Texas Roadhouse	10,778	12.0%	107
Went to family restaurant last 6 months: T.G.I. Friday`s	3,402	3.8%	87
Went to family restaurant last 6 months: Waffle House	4,785	5.3%	85
Went to family restaurant last 6 months: fast food/drive-in	80,018	89.3%	99
Went to fast food/drive-in restaurant 9+ times/month	29,881	33.3%	88
Spent at fast food restaurant last 30 days: <\$1-10	5,723	6.4%	162
Spent at fast food restaurant last 30 days: \$11-\$20	8,589	9.6%	105
Spent at fast food restaurant last 30 days: \$21-\$40	14,022	15.6%	99
Spent at fast food restaurant last 30 days: \$41-\$50	7,113	7.9%	95
Spent at fast food restaurant last 30 days: \$51-\$100	12,632	14.1%	81
Spent at fast food restaurant last 30 days: \$101-\$200	6,831	7.6%	78
Spent at fast food restaurant last 30 days: \$201+	2,253	2.5%	67

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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	28,488	31.8%	98
Went to fast food restaurant in the last 6 months: home delivery	5,588	6.2%	70
Went to fast food restaurant in the last 6 months: take-out/drive-thru	39,364	43.9%	92
Went to fast food restaurant in the last 6 months: take-out/walk-in	14,863	16.6%	81
Went to fast food restaurant in the last 6 months: breakfast	31,947	35.6%	104
Went to fast food restaurant in the last 6 months: lunch	41,728	46.6%	94
Went to fast food restaurant in the last 6 months: dinner	37,811	42.2%	90
Went to fast food restaurant in the last 6 months: snack	9,683	10.8%	86
Went to fast food restaurant in the last 6 months: weekday	54,257	60.5%	104
Went to fast food restaurant in the last 6 months: weekend	35,581	39.7%	84
Went to fast food restaurant in the last 6 months: A & W	1,720	1.9%	86
Went to fast food restaurant in the last 6 months: Arby`s	15,233	17.0%	99
Went to fast food restaurant in the last 6 months: Baskin-Robbins	2,524	2.8%	77
Went to fast food restaurant in the last 6 months: Boston Market	2,097	2.3%	91
Went to fast food restaurant in the last 6 months: Burger King	27,298	30.5%	108
Went to fast food restaurant in the last 6 months: Captain D`s	2,104	2.3%	68
Went to fast food restaurant in the last 6 months: Carl`s Jr.	6,630	7.4%	127
Went to fast food restaurant in the last 6 months: Checkers	3,027	3.4%	101
Went to fast food restaurant in the last 6 months: Chick-fil-A	20,318	22.7%	82
Went to fast food restaurant in the last 6 months: Chipotle Mex. Grill	8,044	9.0%	69
Went to fast food restaurant in the last 6 months: Chuck E. Cheese`s	1,572	1.8%	77
Went to fast food restaurant in the last 6 months: Church`s Fr. Chicken	1,743	1.9%	59
Went to fast food restaurant in the last 6 months: Cold Stone Creamery	1,898	2.1%	75
Went to fast food restaurant in the last 6 months: Dairy Queen	10,906	12.2%	80
Went to fast food restaurant in the last 6 months: Del Taco	2,247	2.5%	65
Went to fast food restaurant in the last 6 months: Domino`s Pizza	8,876	9.9%	72
Went to fast food restaurant in the last 6 months: Dunkin` Donuts	11,267	12.6%	93
Went to fast food restaurant in the last 6 months: Five Guys	6,974	7.8%	85
Went to fast food restaurant in the last 6 months: Hardee`s	5,047	5.6%	104
Went to fast food restaurant in the last 6 months: Jack in the Box	5,874	6.6%	80
Went to fast food restaurant in the last 6 months: Jimmy John`s	3,364	3.8%	68
Went to fast food restaurant in the last 6 months: KFC	14,021	15.6%	81
Went to fast food restaurant in the last 6 months: Krispy Kreme	4,068	4.5%	76
Went to fast food restaurant in the last 6 months: Little Caesars	6,927	7.7%	63
Went to fast food restaurant in the last 6 months: Long John Silver`s	2,380	2.7%	83
Went to fast food restaurant in the last 6 months: McDonald`s	45,925	51.2%	100
Went to fast food restaurant in the last 6 months: Panda Express	6,753	7.5%	72
Went to fast food restaurant in the last 6 months: Panera Bread	14,366	16.0%	126
Went to fast food restaurant in the last 6 months: Papa John`s	4,888	5.5%	68
Went to fast food restaurant in the last 6 months: Papa Murphy`s	4,814	5.4%	136
Went to fast food restaurant in the last 6 months: Pizza Hut	10,210	11.4%	83
Went to fast food restaurant in the last 6 months: Popeyes Chicken	4,702	5.2%	50
Went to fast food restaurant in the last 6 months: Sonic Drive-In	8,389	9.4%	79
Went to fast food restaurant in the last 6 months: Starbucks	11,045	12.3%	68
Went to fast food restaurant in the last 6 months: Steak `n Shake	7,073	7.9%	158
Went to fast food restaurant in the last 6 months: Subway	18,793	21.0%	92
Went to fast food restaurant in the last 6 months: Taco Bell	22,341	24.9%	86
Went to fast food restaurant in the last 6 months: Wendy`s	22,011	24.6%	95
Went to fast food restaurant in the last 6 months: Whataburger	2,836	3.2%	56
Went to fast food restaurant in the last 6 months: White Castle	2,346	2.6%	89
Went to fast food restaurant in the last 6 months: Wing-Stop	1,746	1.9%	65
Went to fine dining restaurant last month	10,186	11.4%	119
Went to fine dining restaurant 3+ times last month	2,437	2.7%	108

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.