



Restaurant Market Potential

40284 CR-25, Lady Lake, Florida, 32159
 Ring: 5 mile radius

Prepared by Esri
 Latitude: 28.93551
 Longitude: -81.92692

Demographic Summary	2021	2026
Population	69,805	76,995
Population 18+	65,234	72,225
Households	37,231	41,274
Median Household Income	\$54,879	\$59,063

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Went to family restaurant/steak house in last 6 months	49,657	76.1%	105
Went to family restaurant/steak house 4+ times/month last 30 days	18,770	28.8%	116
Spent at family restaurant/steak house last 30 days: \$1-30	5,049	7.7%	104
Spent at family restaurant/steak house 30 days: \$31-50	7,815	12.0%	135
Spent at family restaurant/steak house last 30 days: \$51-100	8,211	12.6%	87
Spent at family restaurant/steak house last 30 days: \$101-200	8,056	12.3%	137
Spent at family restaurant/steak house last 30 days: \$201+	2,525	3.9%	91
Spent at fine dining last 30 days: \$1-100	4,237	6.5%	167
Spent at fine dining last 30 days: \$101+	3,067	4.7%	111
Went to family restaurant last 6 months: for breakfast	11,094	17.0%	140
Went to family restaurant last 6 months: for lunch	12,997	19.9%	111
Went to family restaurant last 6 months: for dinner	30,440	46.7%	105
Went to family restaurant last 6 months: for snack	876	1.3%	73
Went to family restaurant last 6 months: on weekday	26,033	39.9%	136
Went to family restaurant last 6 months: on weekend	20,394	31.3%	80
Went to family restaurant last 6 months: Applebee's	12,623	19.4%	106
Went to family restaurant last 6 months: Bob Evans	5,151	7.9%	260
Went to family restaurant last 6 months: Buffalo Wild Wings	2,552	3.9%	42
Went to family restaurant last 6 months: California Pizza Kitchen	1,266	1.9%	78
Went to family restaurant last 6 months: The Cheesecake Factory	4,076	6.2%	89
Went to family restaurant last 6 months: Chili's Grill & Bar	5,572	8.5%	84
Went to family restaurant last 6 months: CiCi's Pizza	608	0.9%	44
Went to family restaurant last 6 months: Cracker Barrel	11,571	17.7%	156
Went to family restaurant last 6 months: Denny's	5,373	8.2%	96
Went to family restaurant last 6 months: Golden Corral	5,526	8.5%	129
Went to family restaurant last 6 months: IHOP	7,259	11.1%	120
Went to family restaurant last 6 months: Logan's Roadhouse	1,296	2.0%	71
Went to family restaurant last 6 months: LongHorn Steakhouse	4,946	7.6%	133
Went to family restaurant last 6 months: Olive Garden	13,171	20.2%	129
Went to family restaurant last 6 months: Outback Steakhouse	9,405	14.4%	176
Went to family restaurant last 6 months: Red Lobster	6,318	9.7%	104
Went to family restaurant last 6 months: Red Robin	5,294	8.1%	112
Went to family restaurant last 6 months: Ruby Tuesday	5,010	7.7%	197
Went to family restaurant last 6 months: Texas Roadhouse	7,939	12.2%	108
Went to family restaurant last 6 months: T.G.I. Friday's	2,542	3.9%	89
Went to family restaurant last 6 months: Waffle House	3,320	5.1%	81
Went to family restaurant last 6 months: fast food/drive-in	58,251	89.3%	99
Went to fast food/drive-in restaurant 9+ times/month	21,164	32.4%	85
Spent at fast food restaurant last 30 days: <\$1-10	4,394	6.7%	171
Spent at fast food restaurant last 30 days: \$11-\$20	6,308	9.7%	106
Spent at fast food restaurant last 30 days: \$21-\$40	10,136	15.5%	98
Spent at fast food restaurant last 30 days: \$41-\$50	5,090	7.8%	93
Spent at fast food restaurant last 30 days: \$51-\$100	9,025	13.8%	79
Spent at fast food restaurant last 30 days: \$101-\$200	4,781	7.3%	75
Spent at fast food restaurant last 30 days: \$201+	1,531	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 GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2021 and 2026.



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 Ring: 5 mile radius

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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	20,986	32.2%	99
Went to fast food restaurant in the last 6 months: home delivery	3,922	6.0%	67
Went to fast food restaurant in the last 6 months: take-out/drive-thru	28,271	43.3%	91
Went to fast food restaurant in the last 6 months: take-out/walk-in	10,751	16.5%	80
Went to fast food restaurant in the last 6 months: breakfast	23,807	36.5%	106
Went to fast food restaurant in the last 6 months: lunch	30,269	46.4%	94
Went to fast food restaurant in the last 6 months: dinner	27,179	41.7%	89
Went to fast food restaurant in the last 6 months: snack	7,176	11.0%	88
Went to fast food restaurant in the last 6 months: weekday	39,731	60.9%	105
Went to fast food restaurant in the last 6 months: weekend	25,724	39.4%	84
Went to fast food restaurant in the last 6 months: A & W	1,088	1.7%	75
Went to fast food restaurant in the last 6 months: Arby`s	10,507	16.1%	93
Went to fast food restaurant in the last 6 months: Baskin-Robbins	1,891	2.9%	79
Went to fast food restaurant in the last 6 months: Boston Market	1,562	2.4%	93
Went to fast food restaurant in the last 6 months: Burger King	19,433	29.8%	106
Went to fast food restaurant in the last 6 months: Captain D`s	1,345	2.1%	60
Went to fast food restaurant in the last 6 months: Carl`s Jr.	5,168	7.9%	136
Went to fast food restaurant in the last 6 months: Checkers	2,104	3.2%	96
Went to fast food restaurant in the last 6 months: Chick-fil-A	15,318	23.5%	85
Went to fast food restaurant in the last 6 months: Chipotle Mex. Grill	6,111	9.4%	72
Went to fast food restaurant in the last 6 months: Chuck E. Cheese`s	1,103	1.7%	74
Went to fast food restaurant in the last 6 months: Church`s Fr. Chicken	1,137	1.7%	52
Went to fast food restaurant in the last 6 months: Cold Stone Creamery	1,428	2.2%	77
Went to fast food restaurant in the last 6 months: Dairy Queen	7,386	11.3%	75
Went to fast food restaurant in the last 6 months: Del Taco	1,648	2.5%	66
Went to fast food restaurant in the last 6 months: Domino`s Pizza	6,173	9.5%	69
Went to fast food restaurant in the last 6 months: Dunkin` Donuts	8,670	13.3%	98
Went to fast food restaurant in the last 6 months: Five Guys	5,332	8.2%	89
Went to fast food restaurant in the last 6 months: Hardee`s	3,346	5.1%	95
Went to fast food restaurant in the last 6 months: Jack in the Box	4,384	6.7%	82
Went to fast food restaurant in the last 6 months: Jimmy John`s	2,461	3.8%	69
Went to fast food restaurant in the last 6 months: KFC	9,294	14.2%	73
Went to fast food restaurant in the last 6 months: Krispy Kreme	2,966	4.5%	76
Went to fast food restaurant in the last 6 months: Little Caesars	4,278	6.6%	54
Went to fast food restaurant in the last 6 months: Long John Silver`s	1,457	2.2%	70
Went to fast food restaurant in the last 6 months: McDonald`s	33,046	50.7%	98
Went to fast food restaurant in the last 6 months: Panda Express	5,057	7.8%	74
Went to fast food restaurant in the last 6 months: Panera Bread	11,369	17.4%	137
Went to fast food restaurant in the last 6 months: Papa John`s	3,377	5.2%	64
Went to fast food restaurant in the last 6 months: Papa Murphy`s	3,689	5.7%	143
Went to fast food restaurant in the last 6 months: Pizza Hut	6,648	10.2%	74
Went to fast food restaurant in the last 6 months: Popeyes Chicken	3,185	4.9%	47
Went to fast food restaurant in the last 6 months: Sonic Drive-In	5,623	8.6%	73
Went to fast food restaurant in the last 6 months: Starbucks	8,234	12.6%	69
Went to fast food restaurant in the last 6 months: Steak `n Shake	5,137	7.9%	157
Went to fast food restaurant in the last 6 months: Subway	12,966	19.9%	87
Went to fast food restaurant in the last 6 months: Taco Bell	15,549	23.8%	83
Went to fast food restaurant in the last 6 months: Wendy`s	15,792	24.2%	93
Went to fast food restaurant in the last 6 months: Whataburger	1,998	3.1%	54
Went to fast food restaurant in the last 6 months: White Castle	1,599	2.5%	83
Went to fast food restaurant in the last 6 months: Wing-Stop	1,287	2.0%	66
Went to fine dining restaurant last month	8,182	12.5%	131
Went to fine dining restaurant 3+ times last month	1,905	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.

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Restaurant Market Potential

40284 CR-25, Lady Lake, Florida, 32159
 Ring: 10 mile radius

Prepared by Esri
 Latitude: 28.93551
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Demographic Summary	2021	2026
Population	204,250	231,389
Population 18+	180,779	204,556
Households	99,021	112,294
Median Household Income	\$55,991	\$61,427

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Went to family restaurant/steak house in last 6 months	134,061	74.2%	102
Went to family restaurant/steak house 4+ times/month last 30 days	49,559	27.4%	111
Spent at family restaurant/steak house last 30 days: \$1-30	14,562	8.1%	108
Spent at family restaurant/steak house 30 days: \$31-50	20,833	11.5%	130
Spent at family restaurant/steak house last 30 days: \$51-100	22,525	12.5%	86
Spent at family restaurant/steak house last 30 days: \$101-200	20,147	11.1%	124
Spent at family restaurant/steak house last 30 days: \$201+	6,305	3.5%	82
Spent at fine dining last 30 days: \$1-100	9,972	5.5%	142
Spent at fine dining last 30 days: \$101+	7,134	3.9%	93
Went to family restaurant last 6 months: for breakfast	27,696	15.3%	126
Went to family restaurant last 6 months: for lunch	34,376	19.0%	106
Went to family restaurant last 6 months: for dinner	81,790	45.2%	102
Went to family restaurant last 6 months: for snack	2,448	1.4%	74
Went to family restaurant last 6 months: on weekday	65,746	36.4%	124
Went to family restaurant last 6 months: on weekend	58,933	32.6%	83
Went to family restaurant last 6 months: Applebee`s	35,584	19.7%	108
Went to family restaurant last 6 months: Bob Evans	12,837	7.1%	233
Went to family restaurant last 6 months: Buffalo Wild Wings	8,767	4.8%	52
Went to family restaurant last 6 months: California Pizza Kitchen	3,202	1.8%	71
Went to family restaurant last 6 months: The Cheesecake Factory	10,167	5.6%	80
Went to family restaurant last 6 months: Chili`s Grill & Bar	15,644	8.7%	85
Went to family restaurant last 6 months: CiCi`s Pizza	2,651	1.5%	69
Went to family restaurant last 6 months: Cracker Barrel	29,002	16.0%	141
Went to family restaurant last 6 months: Denny`s	15,038	8.3%	97
Went to family restaurant last 6 months: Golden Corral	15,374	8.5%	129
Went to family restaurant last 6 months: IHOP	18,707	10.3%	111
Went to family restaurant last 6 months: Logan`s Roadhouse	4,336	2.4%	86
Went to family restaurant last 6 months: LongHorn Steakhouse	12,280	6.8%	119
Went to family restaurant last 6 months: Olive Garden	33,571	18.6%	118
Went to family restaurant last 6 months: Outback Steakhouse	22,743	12.6%	154
Went to family restaurant last 6 months: Red Lobster	17,032	9.4%	101
Went to family restaurant last 6 months: Red Robin	13,303	7.4%	102
Went to family restaurant last 6 months: Ruby Tuesday	11,834	6.5%	168
Went to family restaurant last 6 months: Texas Roadhouse	21,151	11.7%	104
Went to family restaurant last 6 months: T.G.I. Friday`s	6,892	3.8%	87
Went to family restaurant last 6 months: Waffle House	10,403	5.8%	91
Went to family restaurant last 6 months: fast food/drive-in	161,590	89.4%	99
Went to fast food/drive-in restaurant 9+ times/month	62,823	34.8%	91
Spent at fast food restaurant last 30 days: <\$1-10	10,832	6.0%	152
Spent at fast food restaurant last 30 days: \$11-\$20	17,107	9.5%	104
Spent at fast food restaurant last 30 days: \$21-\$40	28,072	15.5%	98
Spent at fast food restaurant last 30 days: \$41-\$50	14,826	8.2%	98
Spent at fast food restaurant last 30 days: \$51-\$100	25,926	14.3%	82
Spent at fast food restaurant last 30 days: \$101-\$200	14,589	8.1%	83
Spent at fast food restaurant last 30 days: \$201+	5,066	2.8%	74

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 Ring: 10 mile radius

Prepared by Esri
 Latitude: 28.93551
 Longitude: -81.92692

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Went to fast food restaurant in the last 6 months: eat in	56,564	31.3%	96
Went to fast food restaurant in the last 6 months: home delivery	12,305	6.8%	76
Went to fast food restaurant in the last 6 months: take-out/drive-thru	80,640	44.6%	93
Went to fast food restaurant in the last 6 months: take-out/walk-in	30,057	16.6%	81
Went to fast food restaurant in the last 6 months: breakfast	63,930	35.4%	103
Went to fast food restaurant in the last 6 months: lunch	84,396	46.7%	94
Went to fast food restaurant in the last 6 months: dinner	78,013	43.2%	92
Went to fast food restaurant in the last 6 months: snack	19,377	10.7%	86
Went to fast food restaurant in the last 6 months: weekday	108,539	60.0%	103
Went to fast food restaurant in the last 6 months: weekend	74,194	41.0%	87
Went to fast food restaurant in the last 6 months: A & W	4,120	2.3%	102
Went to fast food restaurant in the last 6 months: Arby`s	32,418	17.9%	104
Went to fast food restaurant in the last 6 months: Baskin-Robbins	5,148	2.8%	78
Went to fast food restaurant in the last 6 months: Boston Market	4,212	2.3%	90
Went to fast food restaurant in the last 6 months: Burger King	54,602	30.2%	108
Went to fast food restaurant in the last 6 months: Captain D`s	5,105	2.8%	82
Went to fast food restaurant in the last 6 months: Carl`s Jr.	12,580	7.0%	120
Went to fast food restaurant in the last 6 months: Checkers	6,624	3.7%	109
Went to fast food restaurant in the last 6 months: Chick-fil-A	41,219	22.8%	83
Went to fast food restaurant in the last 6 months: Chipotle Mex. Grill	16,017	8.9%	68
Went to fast food restaurant in the last 6 months: Chuck E. Cheese`s	3,612	2.0%	88
Went to fast food restaurant in the last 6 months: Church`s Fr. Chicken	4,388	2.4%	73
Went to fast food restaurant in the last 6 months: Cold Stone Creamery	3,794	2.1%	74
Went to fast food restaurant in the last 6 months: Dairy Queen	23,783	13.2%	87
Went to fast food restaurant in the last 6 months: Del Taco	4,419	2.4%	63
Went to fast food restaurant in the last 6 months: Domino`s Pizza	20,013	11.1%	81
Went to fast food restaurant in the last 6 months: Dunkin` Donuts	21,277	11.8%	87
Went to fast food restaurant in the last 6 months: Five Guys	13,786	7.6%	83
Went to fast food restaurant in the last 6 months: Hardee`s	11,420	6.3%	117
Went to fast food restaurant in the last 6 months: Jack in the Box	11,527	6.4%	78
Went to fast food restaurant in the last 6 months: Jimmy John`s	7,417	4.1%	75
Went to fast food restaurant in the last 6 months: KFC	30,445	16.8%	87
Went to fast food restaurant in the last 6 months: Krispy Kreme	8,830	4.9%	82
Went to fast food restaurant in the last 6 months: Little Caesars	16,641	9.2%	75
Went to fast food restaurant in the last 6 months: Long John Silver`s	5,316	2.9%	92
Went to fast food restaurant in the last 6 months: McDonald`s	93,372	51.6%	100
Went to fast food restaurant in the last 6 months: Panda Express	13,526	7.5%	71
Went to fast food restaurant in the last 6 months: Panera Bread	26,906	14.9%	117
Went to fast food restaurant in the last 6 months: Papa John`s	10,450	5.8%	72
Went to fast food restaurant in the last 6 months: Papa Murphy`s	9,142	5.1%	128
Went to fast food restaurant in the last 6 months: Pizza Hut	22,764	12.6%	91
Went to fast food restaurant in the last 6 months: Popeyes Chicken	11,043	6.1%	58
Went to fast food restaurant in the last 6 months: Sonic Drive-In	18,580	10.3%	87
Went to fast food restaurant in the last 6 months: Starbucks	22,571	12.5%	69
Went to fast food restaurant in the last 6 months: Steak `n Shake	14,552	8.0%	161
Went to fast food restaurant in the last 6 months: Subway	38,653	21.4%	94
Went to fast food restaurant in the last 6 months: Taco Bell	47,267	26.1%	91
Went to fast food restaurant in the last 6 months: Wendy`s	45,889	25.4%	98
Went to fast food restaurant in the last 6 months: Whataburger	6,738	3.7%	66
Went to fast food restaurant in the last 6 months: White Castle	5,077	2.8%	96
Went to fast food restaurant in the last 6 months: Wing-Stop	3,540	2.0%	66
Went to fine dining restaurant last month	18,764	10.4%	109
Went to fine dining restaurant 3+ times last month	4,568	2.5%	100

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Restaurant Market Potential

40284 CR-25, Lady Lake, Florida, 32159
 Ring: 15 mile radius

Prepared by Esri
 Latitude: 28.93551
 Longitude: -81.92692

Demographic Summary	2021	2026
Population	324,844	364,681
Population 18+	280,273	314,299
Households	146,886	165,309
Median Household Income	\$53,826	\$59,014

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Went to family restaurant/steak house in last 6 months	201,711	72.0%	99
Went to family restaurant/steak house 4+ times/month last 30 days	73,364	26.2%	106
Spent at family restaurant/steak house last 30 days: \$1-30	21,538	7.7%	103
Spent at family restaurant/steak house 30 days: \$31-50	30,253	10.8%	122
Spent at family restaurant/steak house last 30 days: \$51-100	35,613	12.7%	88
Spent at family restaurant/steak house last 30 days: \$101-200	29,542	10.5%	117
Spent at family restaurant/steak house last 30 days: \$201+	9,521	3.4%	80
Spent at fine dining last 30 days: \$1-100	13,602	4.9%	125
Spent at fine dining last 30 days: \$101+	9,770	3.5%	82
Went to family restaurant last 6 months: for breakfast	38,393	13.7%	113
Went to family restaurant last 6 months: for lunch	50,902	18.2%	101
Went to family restaurant last 6 months: for dinner	122,419	43.7%	99
Went to family restaurant last 6 months: for snack	3,714	1.3%	73
Went to family restaurant last 6 months: on weekday	95,428	34.0%	116
Went to family restaurant last 6 months: on weekend	91,977	32.8%	84
Went to family restaurant last 6 months: Applebee's	52,719	18.8%	103
Went to family restaurant last 6 months: Bob Evans	16,847	6.0%	198
Went to family restaurant last 6 months: Buffalo Wild Wings	15,720	5.6%	60
Went to family restaurant last 6 months: California Pizza Kitchen	4,947	1.8%	71
Went to family restaurant last 6 months: The Cheesecake Factory	14,823	5.3%	75
Went to family restaurant last 6 months: Chili's Grill & Bar	24,906	8.9%	87
Went to family restaurant last 6 months: CiCi's Pizza	4,870	1.7%	82
Went to family restaurant last 6 months: Cracker Barrel	41,521	14.8%	130
Went to family restaurant last 6 months: Denny's	23,948	8.5%	100
Went to family restaurant last 6 months: Golden Corral	22,236	7.9%	121
Went to family restaurant last 6 months: IHOP	27,575	9.8%	106
Went to family restaurant last 6 months: Logan's Roadhouse	7,555	2.7%	96
Went to family restaurant last 6 months: LongHorn Steakhouse	18,365	6.6%	115
Went to family restaurant last 6 months: Olive Garden	49,620	17.7%	113
Went to family restaurant last 6 months: Outback Steakhouse	31,473	11.2%	137
Went to family restaurant last 6 months: Red Lobster	25,755	9.2%	99
Went to family restaurant last 6 months: Red Robin	20,393	7.3%	101
Went to family restaurant last 6 months: Ruby Tuesday	16,279	5.8%	149
Went to family restaurant last 6 months: Texas Roadhouse	31,459	11.2%	100
Went to family restaurant last 6 months: T.G.I. Friday's	10,343	3.7%	84
Went to family restaurant last 6 months: Waffle House	17,145	6.1%	97
Went to family restaurant last 6 months: fast food/drive-in	245,865	87.7%	97
Went to fast food/drive-in restaurant 9+ times/month	98,874	35.3%	93
Spent at fast food restaurant last 30 days: <\$1-10	14,909	5.3%	135
Spent at fast food restaurant last 30 days: \$11-\$20	25,213	9.0%	99
Spent at fast food restaurant last 30 days: \$21-\$40	43,538	15.5%	98
Spent at fast food restaurant last 30 days: \$41-\$50	23,519	8.4%	100
Spent at fast food restaurant last 30 days: \$51-\$100	40,786	14.6%	83
Spent at fast food restaurant last 30 days: \$101-\$200	24,009	8.6%	88
Spent at fast food restaurant last 30 days: \$201+	8,049	2.9%	76

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Restaurant Market Potential

40284 CR-25, Lady Lake, Florida, 32159

Ring: 15 mile radius

Prepared by Esri

Latitude: 28.93551

Longitude: -81.92692

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Went to fast food restaurant in the last 6 months: eat in	86,101	30.7%	95
Went to fast food restaurant in the last 6 months: home delivery	19,696	7.0%	79
Went to fast food restaurant in the last 6 months: take-out/drive-thru	125,216	44.7%	93
Went to fast food restaurant in the last 6 months: take-out/walk-in	46,018	16.4%	80
Went to fast food restaurant in the last 6 months: breakfast	95,189	34.0%	99
Went to fast food restaurant in the last 6 months: lunch	129,966	46.4%	94
Went to fast food restaurant in the last 6 months: dinner	119,108	42.5%	91
Went to fast food restaurant in the last 6 months: snack	30,345	10.8%	87
Went to fast food restaurant in the last 6 months: weekday	163,926	58.5%	101
Went to fast food restaurant in the last 6 months: weekend	114,639	40.9%	87
Went to fast food restaurant in the last 6 months: A & W	6,204	2.2%	99
Went to fast food restaurant in the last 6 months: Arby`s	50,086	17.9%	104
Went to fast food restaurant in the last 6 months: Baskin-Robbins	7,876	2.8%	77
Went to fast food restaurant in the last 6 months: Boston Market	6,124	2.2%	85
Went to fast food restaurant in the last 6 months: Burger King	83,158	29.7%	106
Went to fast food restaurant in the last 6 months: Captain D`s	8,663	3.1%	90
Went to fast food restaurant in the last 6 months: Carl`s Jr.	19,291	6.9%	118
Went to fast food restaurant in the last 6 months: Checkers	9,698	3.5%	103
Went to fast food restaurant in the last 6 months: Chick-fil-A	64,297	22.9%	83
Went to fast food restaurant in the last 6 months: Chipotle Mex. Grill	24,108	8.6%	66
Went to fast food restaurant in the last 6 months: Chuck E. Cheese`s	5,321	1.9%	84
Went to fast food restaurant in the last 6 months: Church`s Fr. Chicken	6,622	2.4%	71
Went to fast food restaurant in the last 6 months: Cold Stone Creamery	5,726	2.0%	72
Went to fast food restaurant in the last 6 months: Dairy Queen	38,388	13.7%	90
Went to fast food restaurant in the last 6 months: Del Taco	7,218	2.6%	67
Went to fast food restaurant in the last 6 months: Domino`s Pizza	32,743	11.7%	85
Went to fast food restaurant in the last 6 months: Dunkin` Donuts	30,391	10.8%	80
Went to fast food restaurant in the last 6 months: Five Guys	20,458	7.3%	80
Went to fast food restaurant in the last 6 months: Hardee`s	17,719	6.3%	117
Went to fast food restaurant in the last 6 months: Jack in the Box	18,532	6.6%	81
Went to fast food restaurant in the last 6 months: Jimmy John`s	11,362	4.1%	74
Went to fast food restaurant in the last 6 months: KFC	48,980	17.5%	90
Went to fast food restaurant in the last 6 months: Krispy Kreme	13,951	5.0%	83
Went to fast food restaurant in the last 6 months: Little Caesars	29,202	10.4%	85
Went to fast food restaurant in the last 6 months: Long John Silver`s	8,626	3.1%	96
Went to fast food restaurant in the last 6 months: McDonald`s	143,217	51.1%	99
Went to fast food restaurant in the last 6 months: Panda Express	21,603	7.7%	73
Went to fast food restaurant in the last 6 months: Panera Bread	37,440	13.4%	105
Went to fast food restaurant in the last 6 months: Papa John`s	16,895	6.0%	75
Went to fast food restaurant in the last 6 months: Papa Murphy`s	13,753	4.9%	124
Went to fast food restaurant in the last 6 months: Pizza Hut	36,765	13.1%	95
Went to fast food restaurant in the last 6 months: Popeyes Chicken	18,354	6.5%	62
Went to fast food restaurant in the last 6 months: Sonic Drive-In	31,435	11.2%	95
Went to fast food restaurant in the last 6 months: Starbucks	35,479	12.7%	69
Went to fast food restaurant in the last 6 months: Steak `n Shake	20,103	7.2%	143
Went to fast food restaurant in the last 6 months: Subway	62,485	22.3%	98
Went to fast food restaurant in the last 6 months: Taco Bell	74,813	26.7%	92
Went to fast food restaurant in the last 6 months: Wendy`s	70,824	25.3%	98
Went to fast food restaurant in the last 6 months: Whataburger	11,425	4.1%	72
Went to fast food restaurant in the last 6 months: White Castle	7,298	2.6%	89
Went to fast food restaurant in the last 6 months: Wing-Stop	5,796	2.1%	69
Went to fine dining restaurant last month	25,603	9.1%	96
Went to fine dining restaurant 3+ times last month	6,527	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 GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2021 and 2026.