



Restaurant Market Potential

Meadowbrook & Stone Creek Business District
 Drive Time: 10 minute radius

Prepared by Esri
 Latitude: 46.03319
 Longitude: -118.38416

Demographic Summary		2021	2026
Population		38,119	39,377
Population 18+		30,104	31,164
Households		14,897	15,415
Median Household Income		\$55,293	\$62,650

Product/Consumer Behavior	Expected Number		
	Adults	Percent	MPI
Went to family restaurant/steak house in last 6 months	21,610	71.8%	99
Went to family restaurant/steak house 4+ times/month last 30 days	7,456	24.8%	100
Spent at family restaurant/steak house last 30 days: \$1-30	2,501	8.3%	112
Spent at family restaurant/steak house 30 days: \$31-50	2,727	9.1%	102
Spent at family restaurant/steak house last 30 days: \$51-100	4,319	14.3%	99
Spent at family restaurant/steak house last 30 days: \$101-200	2,346	7.8%	87
Spent at family restaurant/steak house last 30 days: \$201+	1,267	4.2%	99
Spent at fine dining last 30 days: \$1-100	1,183	3.9%	101
Spent at fine dining last 30 days: \$101+	1,035	3.4%	81
Went to family restaurant last 6 months: for breakfast	3,758	12.5%	103
Went to family restaurant last 6 months: for lunch	5,169	17.2%	96
Went to family restaurant last 6 months: for dinner	13,096	43.5%	98
Went to family restaurant last 6 months: for snack	550	1.8%	100
Went to family restaurant last 6 months: on weekday	8,893	29.5%	101
Went to family restaurant last 6 months: on weekend	11,484	38.1%	97
Went to family restaurant last 6 months: Applebee`s	5,912	19.6%	108
Went to family restaurant last 6 months: Bob Evans	1,067	3.5%	117
Went to family restaurant last 6 months: Buffalo Wild Wings	2,606	8.7%	92
Went to family restaurant last 6 months: California Pizza Kitchen	637	2.1%	85
Went to family restaurant last 6 months: The Cheesecake Factory	1,497	5.0%	71
Went to family restaurant last 6 months: Chili`s Grill & Bar	3,011	10.0%	98
Went to family restaurant last 6 months: CiCi`s Pizza	643	2.1%	101
Went to family restaurant last 6 months: Cracker Barrel	3,573	11.9%	104
Went to family restaurant last 6 months: Denny`s	2,878	9.6%	112
Went to family restaurant last 6 months: Golden Corral	1,898	6.3%	96
Went to family restaurant last 6 months: IHOP	2,534	8.4%	91
Went to family restaurant last 6 months: Logan`s Roadhouse	827	2.7%	98
Went to family restaurant last 6 months: LongHorn Steakhouse	1,730	5.7%	101
Went to family restaurant last 6 months: Olive Garden	4,984	16.6%	106
Went to family restaurant last 6 months: Outback Steakhouse	2,454	8.2%	100
Went to family restaurant last 6 months: Red Lobster	2,702	9.0%	96
Went to family restaurant last 6 months: Red Robin	2,148	7.1%	99
Went to family restaurant last 6 months: Ruby Tuesday	1,351	4.5%	115
Went to family restaurant last 6 months: Texas Roadhouse	3,488	11.6%	103
Went to family restaurant last 6 months: T.G.I. Friday`s	1,145	3.8%	87
Went to family restaurant last 6 months: Waffle House	1,677	5.6%	88
Went to family restaurant last 6 months: fast food/drive-in	26,908	89.4%	99
Went to fast food/drive-in restaurant 9+ times/month	11,726	39.0%	102
Spent at fast food restaurant last 30 days: <\$1-10	1,355	4.5%	114
Spent at fast food restaurant last 30 days: \$11-\$20	3,093	10.3%	113
Spent at fast food restaurant last 30 days: \$21-\$40	4,859	16.1%	102
Spent at fast food restaurant last 30 days: \$41-\$50	2,284	7.6%	90
Spent at fast food restaurant last 30 days: \$51-\$100	5,183	17.2%	99
Spent at fast food restaurant last 30 days: \$101-\$200	2,942	9.8%	101
Spent at fast food restaurant last 30 days: \$201+	948	3.1%	84

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.

January 07, 2022



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Meadowbrook & Stone Creek Business District
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 Latitude: 46.03319
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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	9,942	33.0%	102
Went to fast food restaurant in the last 6 months: home delivery	2,409	8.0%	90
Went to fast food restaurant in the last 6 months: take-out/drive-thru	14,699	48.8%	102
Went to fast food restaurant in the last 6 months: take-out/walk-in	6,322	21.0%	102
Went to fast food restaurant in the last 6 months: breakfast	10,197	33.9%	98
Went to fast food restaurant in the last 6 months: lunch	14,778	49.1%	99
Went to fast food restaurant in the last 6 months: dinner	14,142	47.0%	100
Went to fast food restaurant in the last 6 months: snack	3,796	12.6%	101
Went to fast food restaurant in the last 6 months: weekday	17,883	59.4%	102
Went to fast food restaurant in the last 6 months: weekend	13,755	45.7%	97
Went to fast food restaurant in the last 6 months: A & W	716	2.4%	106
Went to fast food restaurant in the last 6 months: Arby`s	5,955	19.8%	115
Went to fast food restaurant in the last 6 months: Baskin-Robbins	1,003	3.3%	91
Went to fast food restaurant in the last 6 months: Boston Market	656	2.2%	85
Went to fast food restaurant in the last 6 months: Burger King	8,952	29.7%	106
Went to fast food restaurant in the last 6 months: Captain D`s	833	2.8%	81
Went to fast food restaurant in the last 6 months: Carl`s Jr.	1,625	5.4%	93
Went to fast food restaurant in the last 6 months: Checkers	838	2.8%	83
Went to fast food restaurant in the last 6 months: Chick-fil-A	7,458	24.8%	90
Went to fast food restaurant in the last 6 months: Chipotle Mex. Grill	3,566	11.8%	91
Went to fast food restaurant in the last 6 months: Chuck E. Cheese`s	620	2.1%	91
Went to fast food restaurant in the last 6 months: Church`s Fr. Chicken	973	3.2%	97
Went to fast food restaurant in the last 6 months: Cold Stone Creamery	866	2.9%	102
Went to fast food restaurant in the last 6 months: Dairy Queen	5,028	16.7%	110
Went to fast food restaurant in the last 6 months: Del Taco	971	3.2%	84
Went to fast food restaurant in the last 6 months: Domino`s Pizza	4,146	13.8%	100
Went to fast food restaurant in the last 6 months: Dunkin` Donuts	3,957	13.1%	97
Went to fast food restaurant in the last 6 months: Five Guys	2,618	8.7%	95
Went to fast food restaurant in the last 6 months: Hardee`s	1,664	5.5%	103
Went to fast food restaurant in the last 6 months: Jack in the Box	2,174	7.2%	88
Went to fast food restaurant in the last 6 months: Jimmy John`s	1,622	5.4%	98
Went to fast food restaurant in the last 6 months: KFC	5,927	19.7%	101
Went to fast food restaurant in the last 6 months: Krispy Kreme	1,627	5.4%	90
Went to fast food restaurant in the last 6 months: Little Caesars	3,780	12.6%	103
Went to fast food restaurant in the last 6 months: Long John Silver`s	1,086	3.6%	113
Went to fast food restaurant in the last 6 months: McDonald`s	16,182	53.8%	104
Went to fast food restaurant in the last 6 months: Panda Express	2,855	9.5%	90
Went to fast food restaurant in the last 6 months: Panera Bread	3,504	11.6%	91
Went to fast food restaurant in the last 6 months: Papa John`s	2,240	7.4%	92
Went to fast food restaurant in the last 6 months: Papa Murphy`s	1,308	4.3%	110
Went to fast food restaurant in the last 6 months: Pizza Hut	4,186	13.9%	101
Went to fast food restaurant in the last 6 months: Popeyes Chicken	2,653	8.8%	84
Went to fast food restaurant in the last 6 months: Sonic Drive-In	3,721	12.4%	104
Went to fast food restaurant in the last 6 months: Starbucks	4,611	15.3%	84
Went to fast food restaurant in the last 6 months: Steak `n Shake	1,576	5.2%	105
Went to fast food restaurant in the last 6 months: Subway	6,908	22.9%	101
Went to fast food restaurant in the last 6 months: Taco Bell	9,199	30.6%	106
Went to fast food restaurant in the last 6 months: Wendy`s	8,194	27.2%	105
Went to fast food restaurant in the last 6 months: Whataburger	1,459	4.8%	86
Went to fast food restaurant in the last 6 months: White Castle	804	2.7%	91
Went to fast food restaurant in the last 6 months: Wing-Stop	823	2.7%	92
Went to fine dining restaurant last month	2,679	8.9%	93
Went to fine dining restaurant 3+ times last month	640	2.1%	84

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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Restaurant Market Potential

Meadowbrook & Stone Creek Business District
 Drive Time: 30 minute radius

Prepared by Esri
 Latitude: 46.03319
 Longitude: -118.38416

Demographic Summary		2021	2026
Population		68,943	70,630
Population 18+		54,555	55,907
Households		25,668	26,360
Median Household Income		\$56,851	\$64,581

Product/Consumer Behavior	Expected Number		
	Adults	Percent	MPI
Went to family restaurant/steak house in last 6 months	37,896	69.5%	96
Went to family restaurant/steak house 4+ times/month last 30 days	13,070	24.0%	97
Spent at family restaurant/steak house last 30 days: \$1-30	4,387	8.0%	108
Spent at family restaurant/steak house 30 days: \$31-50	4,924	9.0%	102
Spent at family restaurant/steak house last 30 days: \$51-100	7,598	13.9%	96
Spent at family restaurant/steak house last 30 days: \$101-200	4,301	7.9%	88
Spent at family restaurant/steak house last 30 days: \$201+	2,221	4.1%	96
Spent at fine dining last 30 days: \$1-100	2,024	3.7%	95
Spent at fine dining last 30 days: \$101+	1,811	3.3%	78
Went to family restaurant last 6 months: for breakfast	6,557	12.0%	99
Went to family restaurant last 6 months: for lunch	9,309	17.1%	95
Went to family restaurant last 6 months: for dinner	23,311	42.7%	96
Went to family restaurant last 6 months: for snack	918	1.7%	92
Went to family restaurant last 6 months: on weekday	15,812	29.0%	99
Went to family restaurant last 6 months: on weekend	20,329	37.3%	95
Went to family restaurant last 6 months: Applebee`s	10,070	18.5%	101
Went to family restaurant last 6 months: Bob Evans	1,738	3.2%	105
Went to family restaurant last 6 months: Buffalo Wild Wings	4,744	8.7%	93
Went to family restaurant last 6 months: California Pizza Kitchen	1,044	1.9%	77
Went to family restaurant last 6 months: The Cheesecake Factory	2,602	4.8%	68
Went to family restaurant last 6 months: Chili`s Grill & Bar	5,223	9.6%	94
Went to family restaurant last 6 months: CiCi`s Pizza	1,116	2.0%	96
Went to family restaurant last 6 months: Cracker Barrel	6,590	12.1%	106
Went to family restaurant last 6 months: Denny`s	4,691	8.6%	100
Went to family restaurant last 6 months: Golden Corral	3,348	6.1%	93
Went to family restaurant last 6 months: IHOP	4,527	8.3%	89
Went to family restaurant last 6 months: Logan`s Roadhouse	1,585	2.9%	104
Went to family restaurant last 6 months: LongHorn Steakhouse	3,089	5.7%	100
Went to family restaurant last 6 months: Olive Garden	8,680	15.9%	101
Went to family restaurant last 6 months: Outback Steakhouse	4,292	7.9%	96
Went to family restaurant last 6 months: Red Lobster	4,697	8.6%	92
Went to family restaurant last 6 months: Red Robin	3,764	6.9%	95
Went to family restaurant last 6 months: Ruby Tuesday	2,382	4.4%	112
Went to family restaurant last 6 months: Texas Roadhouse	6,451	11.8%	105
Went to family restaurant last 6 months: T.G.I. Friday`s	1,939	3.6%	81
Went to family restaurant last 6 months: Waffle House	3,182	5.8%	93
Went to family restaurant last 6 months: fast food/drive-in	46,996	86.1%	96
Went to fast food/drive-in restaurant 9+ times/month	20,361	37.3%	98
Spent at fast food restaurant last 30 days: <\$1-10	2,275	4.2%	106
Spent at fast food restaurant last 30 days: \$11-\$20	5,225	9.6%	105
Spent at fast food restaurant last 30 days: \$21-\$40	8,464	15.5%	98
Spent at fast food restaurant last 30 days: \$41-\$50	4,166	7.6%	91
Spent at fast food restaurant last 30 days: \$51-\$100	9,159	16.8%	96
Spent at fast food restaurant last 30 days: \$101-\$200	5,326	9.8%	100
Spent at fast food restaurant last 30 days: \$201+	1,736	3.2%	85

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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Meadowbrook & Stone Creek Business District
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 Latitude: 46.03319
 Longitude: -118.38416

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Went to fast food restaurant in the last 6 months: eat in	17,581	32.2%	99
Went to fast food restaurant in the last 6 months: home delivery	4,261	7.8%	88
Went to fast food restaurant in the last 6 months: take-out/drive-thru	25,960	47.6%	99
Went to fast food restaurant in the last 6 months: take-out/walk-in	10,770	19.7%	96
Went to fast food restaurant in the last 6 months: breakfast	18,009	33.0%	96
Went to fast food restaurant in the last 6 months: lunch	26,413	48.4%	98
Went to fast food restaurant in the last 6 months: dinner	24,934	45.7%	97
Went to fast food restaurant in the last 6 months: snack	6,582	12.1%	96
Went to fast food restaurant in the last 6 months: weekday	31,677	58.1%	100
Went to fast food restaurant in the last 6 months: weekend	24,286	44.5%	95
Went to fast food restaurant in the last 6 months: A & W	1,391	2.5%	114
Went to fast food restaurant in the last 6 months: Arby`s	10,787	19.8%	115
Went to fast food restaurant in the last 6 months: Baskin-Robbins	1,627	3.0%	82
Went to fast food restaurant in the last 6 months: Boston Market	1,070	2.0%	76
Went to fast food restaurant in the last 6 months: Burger King	15,514	28.4%	101
Went to fast food restaurant in the last 6 months: Captain D`s	1,652	3.0%	88
Went to fast food restaurant in the last 6 months: Carl`s Jr.	2,785	5.1%	88
Went to fast food restaurant in the last 6 months: Checkers	1,467	2.7%	80
Went to fast food restaurant in the last 6 months: Chick-fil-A	13,568	24.9%	90
Went to fast food restaurant in the last 6 months: Chipotle Mex. Grill	5,971	10.9%	84
Went to fast food restaurant in the last 6 months: Chuck E. Cheese`s	1,012	1.9%	82
Went to fast food restaurant in the last 6 months: Church`s Fr. Chicken	1,541	2.8%	85
Went to fast food restaurant in the last 6 months: Cold Stone Creamery	1,506	2.8%	98
Went to fast food restaurant in the last 6 months: Dairy Queen	9,153	16.8%	111
Went to fast food restaurant in the last 6 months: Del Taco	1,633	3.0%	78
Went to fast food restaurant in the last 6 months: Domino`s Pizza	7,204	13.2%	96
Went to fast food restaurant in the last 6 months: Dunkin` Donuts	6,595	12.1%	89
Went to fast food restaurant in the last 6 months: Five Guys	4,617	8.5%	92
Went to fast food restaurant in the last 6 months: Hardee`s	3,335	6.1%	113
Went to fast food restaurant in the last 6 months: Jack in the Box	3,667	6.7%	82
Went to fast food restaurant in the last 6 months: Jimmy John`s	2,993	5.5%	100
Went to fast food restaurant in the last 6 months: KFC	10,378	19.0%	98
Went to fast food restaurant in the last 6 months: Krispy Kreme	2,999	5.5%	92
Went to fast food restaurant in the last 6 months: Little Caesars	6,660	12.2%	100
Went to fast food restaurant in the last 6 months: Long John Silver`s	1,870	3.4%	107
Went to fast food restaurant in the last 6 months: McDonald`s	28,220	51.7%	100
Went to fast food restaurant in the last 6 months: Panda Express	5,142	9.4%	90
Went to fast food restaurant in the last 6 months: Panera Bread	6,289	11.5%	90
Went to fast food restaurant in the last 6 months: Papa John`s	4,025	7.4%	91
Went to fast food restaurant in the last 6 months: Papa Murphy`s	2,387	4.4%	111
Went to fast food restaurant in the last 6 months: Pizza Hut	7,408	13.6%	98
Went to fast food restaurant in the last 6 months: Popeyes Chicken	4,540	8.3%	79
Went to fast food restaurant in the last 6 months: Sonic Drive-In	6,726	12.3%	104
Went to fast food restaurant in the last 6 months: Starbucks	8,232	15.1%	83
Went to fast food restaurant in the last 6 months: Steak `n Shake	2,723	5.0%	100
Went to fast food restaurant in the last 6 months: Subway	12,598	23.1%	101
Went to fast food restaurant in the last 6 months: Taco Bell	15,882	29.1%	101
Went to fast food restaurant in the last 6 months: Wendy`s	14,200	26.0%	100
Went to fast food restaurant in the last 6 months: Whataburger	2,625	4.8%	85
Went to fast food restaurant in the last 6 months: White Castle	1,375	2.5%	86
Went to fast food restaurant in the last 6 months: Wing-Stop	1,352	2.5%	83
Went to fine dining restaurant last month	4,622	8.5%	89
Went to fine dining restaurant 3+ times last month	1,134	2.1%	82

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January 07, 2022



Restaurant Market Potential

Meadowbrook & Stone Creek Business District
 Drive Time: 45 minute radius

Prepared by Esri
 Latitude: 46.03319
 Longitude: -118.38416

Demographic Summary		2021	2026
Population		78,854	80,588
Population 18+		62,497	63,914
Households		29,669	30,385
Median Household Income		\$56,918	\$64,605

Product/Consumer Behavior	Expected Number		
	Adults	Percent	MPI
Went to family restaurant/steak house in last 6 months	43,701	69.9%	97
Went to family restaurant/steak house 4+ times/month last 30 days	14,990	24.0%	97
Spent at family restaurant/steak house last 30 days: \$1-30	5,103	8.2%	110
Spent at family restaurant/steak house 30 days: \$31-50	5,736	9.2%	104
Spent at family restaurant/steak house last 30 days: \$51-100	8,848	14.2%	98
Spent at family restaurant/steak house last 30 days: \$101-200	4,903	7.8%	87
Spent at family restaurant/steak house last 30 days: \$201+	2,513	4.0%	95
Spent at fine dining last 30 days: \$1-100	2,352	3.8%	97
Spent at fine dining last 30 days: \$101+	2,055	3.3%	77
Went to family restaurant last 6 months: for breakfast	7,531	12.1%	99
Went to family restaurant last 6 months: for lunch	10,745	17.2%	96
Went to family restaurant last 6 months: for dinner	26,864	43.0%	97
Went to family restaurant last 6 months: for snack	1,040	1.7%	91
Went to family restaurant last 6 months: on weekday	18,364	29.4%	100
Went to family restaurant last 6 months: on weekend	23,463	37.5%	96
Went to family restaurant last 6 months: Applebee`s	11,853	19.0%	104
Went to family restaurant last 6 months: Bob Evans	2,092	3.3%	110
Went to family restaurant last 6 months: Buffalo Wild Wings	5,426	8.7%	92
Went to family restaurant last 6 months: California Pizza Kitchen	1,158	1.9%	75
Went to family restaurant last 6 months: The Cheesecake Factory	2,972	4.8%	68
Went to family restaurant last 6 months: Chili`s Grill & Bar	5,930	9.5%	93
Went to family restaurant last 6 months: CiCi`s Pizza	1,269	2.0%	96
Went to family restaurant last 6 months: Cracker Barrel	7,587	12.1%	107
Went to family restaurant last 6 months: Denny`s	5,420	8.7%	101
Went to family restaurant last 6 months: Golden Corral	3,798	6.1%	92
Went to family restaurant last 6 months: IHOP	5,165	8.3%	89
Went to family restaurant last 6 months: Logan`s Roadhouse	1,834	2.9%	105
Went to family restaurant last 6 months: LongHorn Steakhouse	3,581	5.7%	101
Went to family restaurant last 6 months: Olive Garden	10,037	16.1%	102
Went to family restaurant last 6 months: Outback Steakhouse	4,897	7.8%	96
Went to family restaurant last 6 months: Red Lobster	5,440	8.7%	93
Went to family restaurant last 6 months: Red Robin	4,337	6.9%	96
Went to family restaurant last 6 months: Ruby Tuesday	2,769	4.4%	114
Went to family restaurant last 6 months: Texas Roadhouse	7,498	12.0%	107
Went to family restaurant last 6 months: T.G.I. Friday`s	2,192	3.5%	80
Went to family restaurant last 6 months: Waffle House	3,585	5.7%	91
Went to family restaurant last 6 months: fast food/drive-in	54,216	86.7%	96
Went to fast food/drive-in restaurant 9+ times/month	23,356	37.4%	98
Spent at fast food restaurant last 30 days: <\$1-10	2,628	4.2%	107
Spent at fast food restaurant last 30 days: \$11-\$20	6,097	9.8%	107
Spent at fast food restaurant last 30 days: \$21-\$40	9,825	15.7%	99
Spent at fast food restaurant last 30 days: \$41-\$50	4,827	7.7%	92
Spent at fast food restaurant last 30 days: \$51-\$100	10,619	17.0%	97
Spent at fast food restaurant last 30 days: \$101-\$200	5,975	9.6%	98
Spent at fast food restaurant last 30 days: \$201+	2,001	3.2%	85

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Meadowbrook & Stone Creek Business District
 Drive Time: 45 minute radius

Prepared by Esri
 Latitude: 46.03319
 Longitude: -118.38416

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Went to fast food restaurant in the last 6 months: eat in	20,369	32.6%	100
Went to fast food restaurant in the last 6 months: home delivery	4,829	7.7%	87
Went to fast food restaurant in the last 6 months: take-out/drive-thru	29,838	47.7%	100
Went to fast food restaurant in the last 6 months: take-out/walk-in	12,336	19.7%	96
Went to fast food restaurant in the last 6 months: breakfast	20,723	33.2%	96
Went to fast food restaurant in the last 6 months: lunch	30,509	48.8%	99
Went to fast food restaurant in the last 6 months: dinner	28,619	45.8%	98
Went to fast food restaurant in the last 6 months: snack	7,582	12.1%	97
Went to fast food restaurant in the last 6 months: weekday	36,536	58.5%	101
Went to fast food restaurant in the last 6 months: weekend	27,878	44.6%	95
Went to fast food restaurant in the last 6 months: A & W	1,615	2.6%	116
Went to fast food restaurant in the last 6 months: Arby's	12,769	20.4%	118
Went to fast food restaurant in the last 6 months: Baskin-Robbins	1,827	2.9%	80
Went to fast food restaurant in the last 6 months: Boston Market	1,196	1.9%	74
Went to fast food restaurant in the last 6 months: Burger King	17,912	28.7%	102
Went to fast food restaurant in the last 6 months: Captain D's	1,898	3.0%	88
Went to fast food restaurant in the last 6 months: Carl's Jr.	3,125	5.0%	86
Went to fast food restaurant in the last 6 months: Checkers	1,676	2.7%	80
Went to fast food restaurant in the last 6 months: Chick-fil-A	15,431	24.7%	89
Went to fast food restaurant in the last 6 months: Chipotle Mex. Grill	6,718	10.7%	83
Went to fast food restaurant in the last 6 months: Chuck E. Cheese's	1,141	1.8%	80
Went to fast food restaurant in the last 6 months: Church's Fr. Chicken	1,731	2.8%	83
Went to fast food restaurant in the last 6 months: Cold Stone Creamery	1,687	2.7%	96
Went to fast food restaurant in the last 6 months: Dairy Queen	10,704	17.1%	113
Went to fast food restaurant in the last 6 months: Del Taco	1,851	3.0%	77
Went to fast food restaurant in the last 6 months: Domino's Pizza	8,102	13.0%	94
Went to fast food restaurant in the last 6 months: Dunkin' Donuts	7,546	12.1%	89
Went to fast food restaurant in the last 6 months: Five Guys	5,313	8.5%	93
Went to fast food restaurant in the last 6 months: Hardee's	3,888	6.2%	115
Went to fast food restaurant in the last 6 months: Jack in the Box	4,167	6.7%	82
Went to fast food restaurant in the last 6 months: Jimmy John's	3,439	5.5%	100
Went to fast food restaurant in the last 6 months: KFC	12,000	19.2%	99
Went to fast food restaurant in the last 6 months: Krispy Kreme	3,356	5.4%	90
Went to fast food restaurant in the last 6 months: Little Caesars	7,698	12.3%	101
Went to fast food restaurant in the last 6 months: Long John Silver's	2,224	3.6%	111
Went to fast food restaurant in the last 6 months: McDonald's	32,519	52.0%	101
Went to fast food restaurant in the last 6 months: Panda Express	5,843	9.3%	89
Went to fast food restaurant in the last 6 months: Panera Bread	7,158	11.5%	90
Went to fast food restaurant in the last 6 months: Papa John's	4,590	7.3%	91
Went to fast food restaurant in the last 6 months: Papa Murphy's	2,796	4.5%	113
Went to fast food restaurant in the last 6 months: Pizza Hut	8,552	13.7%	99
Went to fast food restaurant in the last 6 months: Popeyes Chicken	5,070	8.1%	77
Went to fast food restaurant in the last 6 months: Sonic Drive-In	7,729	12.4%	104
Went to fast food restaurant in the last 6 months: Starbucks	9,439	15.1%	83
Went to fast food restaurant in the last 6 months: Steak 'n Shake	3,165	5.1%	101
Went to fast food restaurant in the last 6 months: Subway	14,714	23.5%	103
Went to fast food restaurant in the last 6 months: Taco Bell	18,226	29.2%	101
Went to fast food restaurant in the last 6 months: Wendy's	16,342	26.1%	101
Went to fast food restaurant in the last 6 months: Whataburger	2,946	4.7%	83
Went to fast food restaurant in the last 6 months: White Castle	1,586	2.5%	86
Went to fast food restaurant in the last 6 months: Wing-Stop	1,481	2.4%	80
Went to fine dining restaurant last month	5,293	8.5%	89
Went to fine dining restaurant 3+ times last month	1,274	2.0%	81

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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