



Restaurant Market Potential

Myra Rd Business District
 Drive Time: 10 minute radius

Prepared by Esri
 Latitude: 46.05303
 Longitude: -118.37406

Demographic Summary		2021	2026
Population		45,468	46,808
Population 18+		36,006	37,111
Households		17,870	18,424
Median Household Income		\$54,532	\$62,103

Product/Consumer Behavior	Expected Number		
	Adults	Percent	MPI
Went to family restaurant/steak house in last 6 months	25,907	72.0%	99
Went to family restaurant/steak house 4+ times/month last 30 days	8,862	24.6%	100
Spent at family restaurant/steak house last 30 days: \$1-30	2,980	8.3%	111
Spent at family restaurant/steak house 30 days: \$31-50	3,288	9.1%	103
Spent at family restaurant/steak house last 30 days: \$51-100	5,184	14.4%	99
Spent at family restaurant/steak house last 30 days: \$101-200	2,792	7.8%	86
Spent at family restaurant/steak house last 30 days: \$201+	1,560	4.3%	102
Spent at fine dining last 30 days: \$1-100	1,435	4.0%	103
Spent at fine dining last 30 days: \$101+	1,274	3.5%	83
Went to family restaurant last 6 months: for breakfast	4,558	12.7%	104
Went to family restaurant last 6 months: for lunch	6,257	17.4%	97
Went to family restaurant last 6 months: for dinner	15,820	43.9%	99
Went to family restaurant last 6 months: for snack	689	1.9%	105
Went to family restaurant last 6 months: on weekday	10,797	30.0%	102
Went to family restaurant last 6 months: on weekend	13,887	38.6%	98
Went to family restaurant last 6 months: Applebee`s	7,013	19.5%	107
Went to family restaurant last 6 months: Bob Evans	1,223	3.4%	112
Went to family restaurant last 6 months: Buffalo Wild Wings	3,290	9.1%	97
Went to family restaurant last 6 months: California Pizza Kitchen	744	2.1%	83
Went to family restaurant last 6 months: The Cheesecake Factory	1,817	5.0%	72
Went to family restaurant last 6 months: Chili`s Grill & Bar	3,688	10.2%	100
Went to family restaurant last 6 months: CiCi`s Pizza	711	2.0%	93
Went to family restaurant last 6 months: Cracker Barrel	4,215	11.7%	103
Went to family restaurant last 6 months: Denny`s	3,291	9.1%	107
Went to family restaurant last 6 months: Golden Corral	2,239	6.2%	95
Went to family restaurant last 6 months: IHOP	3,065	8.5%	92
Went to family restaurant last 6 months: Logan`s Roadhouse	962	2.7%	95
Went to family restaurant last 6 months: LongHorn Steakhouse	2,118	5.9%	103
Went to family restaurant last 6 months: Olive Garden	6,029	16.7%	107
Went to family restaurant last 6 months: Outback Steakhouse	3,003	8.3%	102
Went to family restaurant last 6 months: Red Lobster	3,252	9.0%	97
Went to family restaurant last 6 months: Red Robin	2,739	7.6%	105
Went to family restaurant last 6 months: Ruby Tuesday	1,616	4.5%	115
Went to family restaurant last 6 months: Texas Roadhouse	4,306	12.0%	106
Went to family restaurant last 6 months: T.G.I. Friday`s	1,382	3.8%	88
Went to family restaurant last 6 months: Waffle House	2,064	5.7%	91
Went to family restaurant last 6 months: fast food/drive-in	32,246	89.6%	99
Went to fast food/drive-in restaurant 9+ times/month	14,003	38.9%	102
Spent at fast food restaurant last 30 days: <\$1-10	1,622	4.5%	115
Spent at fast food restaurant last 30 days: \$11-\$20	3,596	10.0%	110
Spent at fast food restaurant last 30 days: \$21-\$40	5,739	15.9%	101
Spent at fast food restaurant last 30 days: \$41-\$50	2,682	7.4%	89
Spent at fast food restaurant last 30 days: \$51-\$100	6,257	17.4%	100
Spent at fast food restaurant last 30 days: \$101-\$200	3,690	10.2%	105
Spent at fast food restaurant last 30 days: \$201+	1,150	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.

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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 Latitude: 46.05303
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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	11,868	33.0%	102
Went to fast food restaurant in the last 6 months: home delivery	3,012	8.4%	94
Went to fast food restaurant in the last 6 months: take-out/drive-thru	17,780	49.4%	103
Went to fast food restaurant in the last 6 months: take-out/walk-in	7,752	21.5%	105
Went to fast food restaurant in the last 6 months: breakfast	12,205	33.9%	99
Went to fast food restaurant in the last 6 months: lunch	17,771	49.4%	100
Went to fast food restaurant in the last 6 months: dinner	17,265	48.0%	102
Went to fast food restaurant in the last 6 months: snack	4,700	13.1%	104
Went to fast food restaurant in the last 6 months: weekday	21,596	60.0%	103
Went to fast food restaurant in the last 6 months: weekend	16,738	46.5%	99
Went to fast food restaurant in the last 6 months: A & W	891	2.5%	111
Went to fast food restaurant in the last 6 months: Arby`s	7,213	20.0%	116
Went to fast food restaurant in the last 6 months: Baskin-Robbins	1,221	3.4%	93
Went to fast food restaurant in the last 6 months: Boston Market	785	2.2%	85
Went to fast food restaurant in the last 6 months: Burger King	10,791	30.0%	107
Went to fast food restaurant in the last 6 months: Captain D`s	920	2.6%	74
Went to fast food restaurant in the last 6 months: Carl`s Jr.	2,031	5.6%	97
Went to fast food restaurant in the last 6 months: Checkers	1,025	2.8%	85
Went to fast food restaurant in the last 6 months: Chick-fil-A	9,169	25.5%	92
Went to fast food restaurant in the last 6 months: Chipotle Mex. Grill	4,466	12.4%	95
Went to fast food restaurant in the last 6 months: Chuck E. Cheese`s	714	2.0%	87
Went to fast food restaurant in the last 6 months: Church`s Fr. Chicken	1,106	3.1%	92
Went to fast food restaurant in the last 6 months: Cold Stone Creamery	1,112	3.1%	109
Went to fast food restaurant in the last 6 months: Dairy Queen	5,969	16.6%	109
Went to fast food restaurant in the last 6 months: Del Taco	1,190	3.3%	86
Went to fast food restaurant in the last 6 months: Domino`s Pizza	5,177	14.4%	105
Went to fast food restaurant in the last 6 months: Dunkin` Donuts	4,928	13.7%	101
Went to fast food restaurant in the last 6 months: Five Guys	3,316	9.2%	100
Went to fast food restaurant in the last 6 months: Hardee`s	1,858	5.2%	96
Went to fast food restaurant in the last 6 months: Jack in the Box	2,613	7.3%	89
Went to fast food restaurant in the last 6 months: Jimmy John`s	2,078	5.8%	105
Went to fast food restaurant in the last 6 months: KFC	7,044	19.6%	101
Went to fast food restaurant in the last 6 months: Krispy Kreme	2,006	5.6%	93
Went to fast food restaurant in the last 6 months: Little Caesars	4,587	12.7%	104
Went to fast food restaurant in the last 6 months: Long John Silver`s	1,159	3.2%	101
Went to fast food restaurant in the last 6 months: McDonald`s	19,281	53.5%	104
Went to fast food restaurant in the last 6 months: Panda Express	3,665	10.2%	97
Went to fast food restaurant in the last 6 months: Panera Bread	4,424	12.3%	96
Went to fast food restaurant in the last 6 months: Papa John`s	2,824	7.8%	97
Went to fast food restaurant in the last 6 months: Papa Murphy`s	1,680	4.7%	118
Went to fast food restaurant in the last 6 months: Pizza Hut	4,868	13.5%	98
Went to fast food restaurant in the last 6 months: Popeyes Chicken	3,243	9.0%	86
Went to fast food restaurant in the last 6 months: Sonic Drive-In	4,410	12.2%	103
Went to fast food restaurant in the last 6 months: Starbucks	5,890	16.4%	90
Went to fast food restaurant in the last 6 months: Steak `n Shake	1,835	5.1%	102
Went to fast food restaurant in the last 6 months: Subway	8,352	23.2%	102
Went to fast food restaurant in the last 6 months: Taco Bell	10,997	30.5%	106
Went to fast food restaurant in the last 6 months: Wendy`s	9,902	27.5%	106
Went to fast food restaurant in the last 6 months: Whataburger	1,638	4.5%	80
Went to fast food restaurant in the last 6 months: White Castle	976	2.7%	92
Went to fast food restaurant in the last 6 months: Wing-Stop	1,021	2.8%	95
Went to fine dining restaurant last month	3,316	9.2%	96
Went to fine dining restaurant 3+ times last month	801	2.2%	88

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

Myra Rd Business District
 Drive Time: 30 minute radius

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 Latitude: 46.05303
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Demographic Summary		2021	2026
Population		70,345	72,045
Population 18+		55,675	57,037
Households		26,236	26,935
Median Household Income		\$56,918	\$64,705

Product/Consumer Behavior	Expected Number		
	Adults	Percent	MPI
Went to family restaurant/steak house in last 6 months	38,670	69.5%	96
Went to family restaurant/steak house 4+ times/month last 30 days	13,302	23.9%	97
Spent at family restaurant/steak house last 30 days: \$1-30	4,445	8.0%	107
Spent at family restaurant/steak house 30 days: \$31-50	5,040	9.1%	102
Spent at family restaurant/steak house last 30 days: \$51-100	7,762	13.9%	96
Spent at family restaurant/steak house last 30 days: \$101-200	4,390	7.9%	88
Spent at family restaurant/steak house last 30 days: \$201+	2,257	4.1%	96
Spent at fine dining last 30 days: \$1-100	2,062	3.7%	95
Spent at fine dining last 30 days: \$101+	1,853	3.3%	78
Went to family restaurant last 6 months: for breakfast	6,675	12.0%	99
Went to family restaurant last 6 months: for lunch	9,516	17.1%	95
Went to family restaurant last 6 months: for dinner	23,700	42.6%	96
Went to family restaurant last 6 months: for snack	939	1.7%	92
Went to family restaurant last 6 months: on weekday	16,142	29.0%	99
Went to family restaurant last 6 months: on weekend	20,714	37.2%	95
Went to family restaurant last 6 months: Applebee`s	10,343	18.6%	102
Went to family restaurant last 6 months: Bob Evans	1,754	3.2%	104
Went to family restaurant last 6 months: Buffalo Wild Wings	4,811	8.6%	92
Went to family restaurant last 6 months: California Pizza Kitchen	1,062	1.9%	77
Went to family restaurant last 6 months: The Cheesecake Factory	2,673	4.8%	68
Went to family restaurant last 6 months: Chili`s Grill & Bar	5,324	9.6%	94
Went to family restaurant last 6 months: CiCi`s Pizza	1,143	2.1%	97
Went to family restaurant last 6 months: Cracker Barrel	6,660	12.0%	105
Went to family restaurant last 6 months: Denny`s	4,807	8.6%	101
Went to family restaurant last 6 months: Golden Corral	3,383	6.1%	92
Went to family restaurant last 6 months: IHOP	4,609	8.3%	89
Went to family restaurant last 6 months: Logan`s Roadhouse	1,613	2.9%	103
Went to family restaurant last 6 months: LongHorn Steakhouse	3,154	5.7%	100
Went to family restaurant last 6 months: Olive Garden	8,858	15.9%	101
Went to family restaurant last 6 months: Outback Steakhouse	4,363	7.8%	96
Went to family restaurant last 6 months: Red Lobster	4,770	8.6%	92
Went to family restaurant last 6 months: Red Robin	3,863	6.9%	96
Went to family restaurant last 6 months: Ruby Tuesday	2,427	4.4%	112
Went to family restaurant last 6 months: Texas Roadhouse	6,565	11.8%	105
Went to family restaurant last 6 months: T.G.I. Friday`s	1,967	3.5%	81
Went to family restaurant last 6 months: Waffle House	3,211	5.8%	91
Went to family restaurant last 6 months: fast food/drive-in	48,002	86.2%	96
Went to fast food/drive-in restaurant 9+ times/month	20,742	37.3%	98
Spent at fast food restaurant last 30 days: <\$1-10	2,319	4.2%	106
Spent at fast food restaurant last 30 days: \$11-\$20	5,355	9.6%	106
Spent at fast food restaurant last 30 days: \$21-\$40	8,645	15.5%	98
Spent at fast food restaurant last 30 days: \$41-\$50	4,251	7.6%	91
Spent at fast food restaurant last 30 days: \$51-\$100	9,355	16.8%	96
Spent at fast food restaurant last 30 days: \$101-\$200	5,400	9.7%	100
Spent at fast food restaurant last 30 days: \$201+	1,769	3.2%	84

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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	17,930	32.2%	99
Went to fast food restaurant in the last 6 months: home delivery	4,328	7.8%	87
Went to fast food restaurant in the last 6 months: take-out/drive-thru	26,449	47.5%	99
Went to fast food restaurant in the last 6 months: take-out/walk-in	10,967	19.7%	96
Went to fast food restaurant in the last 6 months: breakfast	18,337	32.9%	96
Went to fast food restaurant in the last 6 months: lunch	26,961	48.4%	98
Went to fast food restaurant in the last 6 months: dinner	25,324	45.5%	97
Went to fast food restaurant in the last 6 months: snack	6,725	12.1%	97
Went to fast food restaurant in the last 6 months: weekday	32,270	58.0%	100
Went to fast food restaurant in the last 6 months: weekend	24,712	44.4%	94
Went to fast food restaurant in the last 6 months: A & W	1,415	2.5%	114
Went to fast food restaurant in the last 6 months: Arby`s	10,968	19.7%	114
Went to fast food restaurant in the last 6 months: Baskin-Robbins	1,659	3.0%	82
Went to fast food restaurant in the last 6 months: Boston Market	1,095	2.0%	76
Went to fast food restaurant in the last 6 months: Burger King	15,785	28.4%	101
Went to fast food restaurant in the last 6 months: Captain D`s	1,676	3.0%	88
Went to fast food restaurant in the last 6 months: Carl`s Jr.	2,875	5.2%	89
Went to fast food restaurant in the last 6 months: Checkers	1,486	2.7%	80
Went to fast food restaurant in the last 6 months: Chick-fil-A	13,813	24.8%	90
Went to fast food restaurant in the last 6 months: Chipotle Mex. Grill	6,089	10.9%	84
Went to fast food restaurant in the last 6 months: Chuck E. Cheese`s	1,028	1.8%	81
Went to fast food restaurant in the last 6 months: Church`s Fr. Chicken	1,571	2.8%	85
Went to fast food restaurant in the last 6 months: Cold Stone Creamery	1,531	2.7%	97
Went to fast food restaurant in the last 6 months: Dairy Queen	9,325	16.7%	110
Went to fast food restaurant in the last 6 months: Del Taco	1,684	3.0%	79
Went to fast food restaurant in the last 6 months: Domino`s Pizza	7,308	13.1%	96
Went to fast food restaurant in the last 6 months: Dunkin` Donuts	6,752	12.1%	90
Went to fast food restaurant in the last 6 months: Five Guys	4,709	8.5%	92
Went to fast food restaurant in the last 6 months: Hardee`s	3,366	6.0%	112
Went to fast food restaurant in the last 6 months: Jack in the Box	3,801	6.8%	84
Went to fast food restaurant in the last 6 months: Jimmy John`s	3,036	5.5%	99
Went to fast food restaurant in the last 6 months: KFC	10,585	19.0%	98
Went to fast food restaurant in the last 6 months: Krispy Kreme	3,046	5.5%	91
Went to fast food restaurant in the last 6 months: Little Caesars	6,781	12.2%	100
Went to fast food restaurant in the last 6 months: Long John Silver`s	1,892	3.4%	106
Went to fast food restaurant in the last 6 months: McDonald`s	28,741	51.6%	100
Went to fast food restaurant in the last 6 months: Panda Express	5,293	9.5%	90
Went to fast food restaurant in the last 6 months: Panera Bread	6,416	11.5%	90
Went to fast food restaurant in the last 6 months: Papa John`s	4,077	7.3%	91
Went to fast food restaurant in the last 6 months: Papa Murphy`s	2,457	4.4%	112
Went to fast food restaurant in the last 6 months: Pizza Hut	7,502	13.5%	98
Went to fast food restaurant in the last 6 months: Popeyes Chicken	4,582	8.2%	78
Went to fast food restaurant in the last 6 months: Sonic Drive-In	6,833	12.3%	104
Went to fast food restaurant in the last 6 months: Starbucks	8,457	15.2%	83
Went to fast food restaurant in the last 6 months: Steak `n Shake	2,747	4.9%	99
Went to fast food restaurant in the last 6 months: Subway	12,879	23.1%	102
Went to fast food restaurant in the last 6 months: Taco Bell	16,158	29.0%	100
Went to fast food restaurant in the last 6 months: Wendy`s	14,444	25.9%	100
Went to fast food restaurant in the last 6 months: Whataburger	2,675	4.8%	85
Went to fast food restaurant in the last 6 months: White Castle	1,400	2.5%	86
Went to fast food restaurant in the last 6 months: Wing-Stop	1,374	2.5%	83
Went to fine dining restaurant last month	4,719	8.5%	89
Went to fine dining restaurant 3+ times last month	1,152	2.1%	82

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Restaurant Market Potential

Myra Rd Business District
 Drive Time: 45 minute radius

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 Latitude: 46.05303
 Longitude: -118.37406

Demographic Summary		2021	2026
Population		76,688	78,429
Population 18+		60,777	62,186
Households		28,791	29,510
Median Household Income		\$57,088	\$64,760

Product/Consumer Behavior	Expected Number		
	Adults	Percent	MPI
Went to family restaurant/steak house in last 6 months	42,426	69.8%	96
Went to family restaurant/steak house 4+ times/month last 30 days	14,602	24.0%	97
Spent at family restaurant/steak house last 30 days: \$1-30	4,962	8.2%	110
Spent at family restaurant/steak house 30 days: \$31-50	5,544	9.1%	103
Spent at family restaurant/steak house last 30 days: \$51-100	8,604	14.2%	97
Spent at family restaurant/steak house last 30 days: \$101-200	4,768	7.8%	87
Spent at family restaurant/steak house last 30 days: \$201+	2,461	4.0%	96
Spent at fine dining last 30 days: \$1-100	2,306	3.8%	98
Spent at fine dining last 30 days: \$101+	2,014	3.3%	78
Went to family restaurant last 6 months: for breakfast	7,328	12.1%	100
Went to family restaurant last 6 months: for lunch	10,442	17.2%	96
Went to family restaurant last 6 months: for dinner	26,076	42.9%	97
Went to family restaurant last 6 months: for snack	1,011	1.7%	91
Went to family restaurant last 6 months: on weekday	17,828	29.3%	100
Went to family restaurant last 6 months: on weekend	22,841	37.6%	96
Went to family restaurant last 6 months: Applebee`s	11,479	18.9%	104
Went to family restaurant last 6 months: Bob Evans	2,030	3.3%	110
Went to family restaurant last 6 months: Buffalo Wild Wings	5,268	8.7%	92
Went to family restaurant last 6 months: California Pizza Kitchen	1,135	1.9%	75
Went to family restaurant last 6 months: The Cheesecake Factory	2,909	4.8%	68
Went to family restaurant last 6 months: Chili`s Grill & Bar	5,784	9.5%	93
Went to family restaurant last 6 months: CiCi`s Pizza	1,235	2.0%	96
Went to family restaurant last 6 months: Cracker Barrel	7,423	12.2%	107
Went to family restaurant last 6 months: Denny`s	5,277	8.7%	101
Went to family restaurant last 6 months: Golden Corral	3,689	6.1%	92
Went to family restaurant last 6 months: IHOP	5,030	8.3%	89
Went to family restaurant last 6 months: Logan`s Roadhouse	1,768	2.9%	104
Went to family restaurant last 6 months: LongHorn Steakhouse	3,472	5.7%	100
Went to family restaurant last 6 months: Olive Garden	9,767	16.1%	102
Went to family restaurant last 6 months: Outback Steakhouse	4,761	7.8%	96
Went to family restaurant last 6 months: Red Lobster	5,290	8.7%	93
Went to family restaurant last 6 months: Red Robin	4,208	6.9%	96
Went to family restaurant last 6 months: Ruby Tuesday	2,679	4.4%	113
Went to family restaurant last 6 months: Texas Roadhouse	7,285	12.0%	106
Went to family restaurant last 6 months: T.G.I. Friday`s	2,132	3.5%	80
Went to family restaurant last 6 months: Waffle House	3,512	5.8%	92
Went to family restaurant last 6 months: fast food/drive-in	52,678	86.7%	96
Went to fast food/drive-in restaurant 9+ times/month	22,725	37.4%	98
Spent at fast food restaurant last 30 days: <\$1-10	2,564	4.2%	107
Spent at fast food restaurant last 30 days: \$11-\$20	5,924	9.7%	107
Spent at fast food restaurant last 30 days: \$21-\$40	9,552	15.7%	99
Spent at fast food restaurant last 30 days: \$41-\$50	4,690	7.7%	92
Spent at fast food restaurant last 30 days: \$51-\$100	10,318	17.0%	97
Spent at fast food restaurant last 30 days: \$101-\$200	5,812	9.6%	98
Spent at fast food restaurant last 30 days: \$201+	1,960	3.2%	86

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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	19,805	32.6%	100
Went to fast food restaurant in the last 6 months: home delivery	4,660	7.7%	86
Went to fast food restaurant in the last 6 months: take-out/drive-thru	29,004	47.7%	100
Went to fast food restaurant in the last 6 months: take-out/walk-in	12,014	19.8%	96
Went to fast food restaurant in the last 6 months: breakfast	20,159	33.2%	96
Went to fast food restaurant in the last 6 months: lunch	29,628	48.7%	98
Went to fast food restaurant in the last 6 months: dinner	27,829	45.8%	98
Went to fast food restaurant in the last 6 months: snack	7,368	12.1%	97
Went to fast food restaurant in the last 6 months: weekday	35,499	58.4%	101
Went to fast food restaurant in the last 6 months: weekend	27,111	44.6%	95
Went to fast food restaurant in the last 6 months: A & W	1,562	2.6%	115
Went to fast food restaurant in the last 6 months: Arby`s	12,404	20.4%	118
Went to fast food restaurant in the last 6 months: Baskin-Robbins	1,794	3.0%	81
Went to fast food restaurant in the last 6 months: Boston Market	1,162	1.9%	74
Went to fast food restaurant in the last 6 months: Burger King	17,389	28.6%	102
Went to fast food restaurant in the last 6 months: Captain D`s	1,861	3.1%	89
Went to fast food restaurant in the last 6 months: Carl`s Jr.	3,035	5.0%	86
Went to fast food restaurant in the last 6 months: Checkers	1,631	2.7%	80
Went to fast food restaurant in the last 6 months: Chick-fil-A	15,048	24.8%	90
Went to fast food restaurant in the last 6 months: Chipotle Mex. Grill	6,557	10.8%	83
Went to fast food restaurant in the last 6 months: Chuck E. Cheese`s	1,111	1.8%	81
Went to fast food restaurant in the last 6 months: Church`s Fr. Chicken	1,687	2.8%	84
Went to fast food restaurant in the last 6 months: Cold Stone Creamery	1,653	2.7%	96
Went to fast food restaurant in the last 6 months: Dairy Queen	10,381	17.1%	113
Went to fast food restaurant in the last 6 months: Del Taco	1,808	3.0%	77
Went to fast food restaurant in the last 6 months: Domino`s Pizza	7,888	13.0%	94
Went to fast food restaurant in the last 6 months: Dunkin` Donuts	7,331	12.1%	89
Went to fast food restaurant in the last 6 months: Five Guys	5,150	8.5%	92
Went to fast food restaurant in the last 6 months: Hardee`s	3,791	6.2%	116
Went to fast food restaurant in the last 6 months: Jack in the Box	4,052	6.7%	82
Went to fast food restaurant in the last 6 months: Jimmy John`s	3,330	5.5%	100
Went to fast food restaurant in the last 6 months: KFC	11,658	19.2%	99
Went to fast food restaurant in the last 6 months: Krispy Kreme	3,276	5.4%	90
Went to fast food restaurant in the last 6 months: Little Caesars	7,469	12.3%	101
Went to fast food restaurant in the last 6 months: Long John Silver`s	2,165	3.6%	112
Went to fast food restaurant in the last 6 months: McDonald`s	31,625	52.0%	101
Went to fast food restaurant in the last 6 months: Panda Express	5,685	9.4%	89
Went to fast food restaurant in the last 6 months: Panera Bread	6,955	11.4%	90
Went to fast food restaurant in the last 6 months: Papa John`s	4,449	7.3%	91
Went to fast food restaurant in the last 6 months: Papa Murphy`s	2,715	4.5%	113
Went to fast food restaurant in the last 6 months: Pizza Hut	8,317	13.7%	99
Went to fast food restaurant in the last 6 months: Popeyes Chicken	4,962	8.2%	78
Went to fast food restaurant in the last 6 months: Sonic Drive-In	7,523	12.4%	105
Went to fast food restaurant in the last 6 months: Starbucks	9,150	15.1%	83
Went to fast food restaurant in the last 6 months: Steak `n Shake	3,062	5.0%	101
Went to fast food restaurant in the last 6 months: Subway	14,266	23.5%	103
Went to fast food restaurant in the last 6 months: Taco Bell	17,710	29.1%	101
Went to fast food restaurant in the last 6 months: Wendy`s	15,877	26.1%	101
Went to fast food restaurant in the last 6 months: Whataburger	2,864	4.7%	83
Went to fast food restaurant in the last 6 months: White Castle	1,527	2.5%	86
Went to fast food restaurant in the last 6 months: Wing-Stop	1,455	2.4%	80
Went to fine dining restaurant last month	5,183	8.5%	89
Went to fine dining restaurant 3+ times last month	1,246	2.1%	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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