



CIBOLO, TX

# RESTAURANT MARKET PROFILE



ECONOMICDEVELOPMENT@CIBOLOTX.GOV | (210) 658-9900



## Restaurant Market Potential

200 S Main St, Cibolo, Texas, 78108  
Ring Band: 0 - 3 mile radius

Prepared by Esri  
Latitude: 29.56023  
Longitude: -98.22539

Demographic Summary	2021	2026
Population	38,066	43,774
Population 18+	28,645	33,007
Households	13,177	15,146
Median Household Income	\$96,076	\$100,832

  

Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Went to family restaurant/steak house in last 6 months	22,337	78.0%	108
Went to family restaurant/steak house 4+ times/month last 30 days	7,965	27.8%	113
Spent at family restaurant/steak house last 30 days: \$1-30	1,922	6.7%	90
Spent at family restaurant/steak house 30 days: \$31-50	2,673	9.3%	105
Spent at family restaurant/steak house last 30 days: \$51-100	4,657	16.3%	112
Spent at family restaurant/steak house last 30 days: \$101-200	3,167	11.1%	123
Spent at family restaurant/steak house last 30 days: \$201+	1,514	5.3%	125
Spent at fine dining last 30 days: \$1-100	983	3.4%	88
Spent at fine dining last 30 days: \$101+	1,322	4.6%	109
Went to family restaurant last 6 months: for breakfast	3,810	13.3%	110
Went to family restaurant last 6 months: for lunch	5,663	19.8%	110
Went to family restaurant last 6 months: for dinner	14,500	50.6%	114
Went to family restaurant last 6 months: for snack	616	2.2%	118
Went to family restaurant last 6 months: on weekday	9,246	32.3%	110
Went to family restaurant last 6 months: on weekend	13,014	45.4%	116
Went to family restaurant last 6 months: Applebee's	4,917	17.2%	94
Went to family restaurant last 6 months: Bob Evans	749	2.6%	86
Went to family restaurant last 6 months: Buffalo Wild Wings	3,094	10.8%	115
Went to family restaurant last 6 months: California Pizza Kitchen	713	2.5%	100
Went to family restaurant last 6 months: The Cheesecake Factory	2,613	9.1%	130
Went to family restaurant last 6 months: Chili's Grill & Bar	3,893	13.6%	133
Went to family restaurant last 6 months: CiCi's Pizza	658	2.3%	108
Went to family restaurant last 6 months: Cracker Barrel	3,754	13.1%	115
Went to family restaurant last 6 months: Denny's	2,427	8.5%	99
Went to family restaurant last 6 months: Golden Corral	2,132	7.4%	113
Went to family restaurant last 6 months: IHOP	3,267	11.4%	123
Went to family restaurant last 6 months: Logan's Roadhouse	1,038	3.6%	129
Went to family restaurant last 6 months: LongHorn Steakhouse	1,779	6.2%	109
Went to family restaurant last 6 months: Olive Garden	5,460	19.1%	121
Went to family restaurant last 6 months: Outback Steakhouse	2,784	9.7%	119
Went to family restaurant last 6 months: Red Lobster	3,060	10.7%	115
Went to family restaurant last 6 months: Red Robin	2,733	9.5%	132
Went to family restaurant last 6 months: Ruby Tuesday	1,073	3.7%	96
Went to family restaurant last 6 months: Texas Roadhouse	4,272	14.9%	132
Went to family restaurant last 6 months: T.G.I. Friday's	1,252	4.4%	100
Went to family restaurant last 6 months: Waffle House	2,121	7.4%	117
Went to family restaurant last 6 months: fast food/drive-in	26,374	92.1%	102
Went to fast food/drive-in restaurant 9+ times/month	12,180	42.5%	112
Spent at fast food restaurant last 30 days: <\$1-10	835	2.9%	74
Spent at fast food restaurant last 30 days: \$11-\$20	2,404	8.4%	92
Spent at fast food restaurant last 30 days: \$21-\$40	4,257	14.9%	94
Spent at fast food restaurant last 30 days: \$41-\$50	2,522	8.8%	105
Spent at fast food restaurant last 30 days: \$51-\$100	5,402	18.9%	108
Spent at fast food restaurant last 30 days: \$101-\$200	3,388	11.8%	122
Spent at fast food restaurant last 30 days: \$201+	1,479	5.2%	137

**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.

April 11, 2022



## Restaurant Market Potential

200 S Main St, Cibolo, Texas, 78108  
Ring Band: 0 - 3 mile radius

Prepared by Esri  
Latitude: 29.56023  
Longitude: -98.22539

Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Went to fast food restaurant in the last 6 months: eat in	10,194	35.6%	110
Went to fast food restaurant in the last 6 months: home delivery	2,748	9.6%	108
Went to fast food restaurant in the last 6 months: take-out/drive-thru	15,230	53.2%	111
Went to fast food restaurant in the last 6 months: take-out/walk-in	6,076	21.2%	103
Went to fast food restaurant in the last 6 months: breakfast	10,790	37.7%	110
Went to fast food restaurant in the last 6 months: lunch	15,609	54.5%	110
Went to fast food restaurant in the last 6 months: dinner	14,745	51.5%	110
Went to fast food restaurant in the last 6 months: snack	3,902	13.6%	109
Went to fast food restaurant in the last 6 months: weekday	17,933	62.6%	108
Went to fast food restaurant in the last 6 months: weekend	14,707	51.3%	109
Went to fast food restaurant in the last 6 months: A & W	522	1.8%	82
Went to fast food restaurant in the last 6 months: Arby's	5,263	18.4%	107
Went to fast food restaurant in the last 6 months: Baskin-Robbins	1,087	3.8%	104
Went to fast food restaurant in the last 6 months: Boston Market	538	1.9%	73
Went to fast food restaurant in the last 6 months: Burger King	7,693	26.9%	96
Went to fast food restaurant in the last 6 months: Captain D's	1,030	3.6%	105
Went to fast food restaurant in the last 6 months: Carl's Jr.	1,757	6.1%	105
Went to fast food restaurant in the last 6 months: Checkers	801	2.8%	83
Went to fast food restaurant in the last 6 months: Chick-fil-A	10,791	37.7%	137
Went to fast food restaurant in the last 6 months: Chipotle Mex. Grill	4,163	14.5%	112
Went to fast food restaurant in the last 6 months: Chuck E. Cheese's	624	2.2%	96
Went to fast food restaurant in the last 6 months: Church's Fr. Chicken	853	3.0%	90
Went to fast food restaurant in the last 6 months: Cold Stone Creamery	854	3.0%	106
Went to fast food restaurant in the last 6 months: Dairy Queen	5,181	18.1%	119
Went to fast food restaurant in the last 6 months: Del Taco	1,377	4.8%	125
Went to fast food restaurant in the last 6 months: Domino's Pizza	4,169	14.6%	106
Went to fast food restaurant in the last 6 months: Dunkin' Donuts	3,526	12.3%	91
Went to fast food restaurant in the last 6 months: Five Guys	2,839	9.9%	108
Went to fast food restaurant in the last 6 months: Hardee's	1,411	4.9%	91
Went to fast food restaurant in the last 6 months: Jack in the Box	2,803	9.8%	120
Went to fast food restaurant in the last 6 months: Jimmy John's	2,075	7.2%	132
Went to fast food restaurant in the last 6 months: KFC	5,434	19.0%	98
Went to fast food restaurant in the last 6 months: Krispy Kreme	2,040	7.1%	119
Went to fast food restaurant in the last 6 months: Little Caesars	4,001	14.0%	114
Went to fast food restaurant in the last 6 months: Long John Silver's	886	3.1%	97
Went to fast food restaurant in the last 6 months: McDonald's	15,053	52.6%	102
Went to fast food restaurant in the last 6 months: Panda Express	3,980	13.9%	132
Went to fast food restaurant in the last 6 months: Panera Bread	3,960	13.8%	109
Went to fast food restaurant in the last 6 months: Papa John's	3,005	10.5%	130
Went to fast food restaurant in the last 6 months: Papa Murphy's	1,541	5.4%	136
Went to fast food restaurant in the last 6 months: Pizza Hut	4,367	15.2%	111
Went to fast food restaurant in the last 6 months: Popeyes Chicken	3,424	12.0%	114
Went to fast food restaurant in the last 6 months: Sonic Drive-In	4,451	15.5%	131
Went to fast food restaurant in the last 6 months: Starbucks	6,157	21.5%	118
Went to fast food restaurant in the last 6 months: Steak 'n Shake	1,578	5.5%	110
Went to fast food restaurant in the last 6 months: Subway	6,955	24.3%	107
Went to fast food restaurant in the last 6 months: Taco Bell	9,314	32.5%	113
Went to fast food restaurant in the last 6 months: Wendy's	7,919	27.6%	107
Went to fast food restaurant in the last 6 months: Whataburger	2,743	9.6%	169
Went to fast food restaurant in the last 6 months: White Castle	567	2.0%	67
Went to fast food restaurant in the last 6 months: Wing-Stop	1,087	3.8%	128
Went to fine dining restaurant last month	2,770	9.7%	101
Went to fine dining restaurant 3+ times last month	728	2.5%	101

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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.

April 11, 2022



## Restaurant Market Potential

200 S Main St, Cibolo, Texas, 78108  
Ring Band: 3 - 5 mile radius

Prepared by Esri  
Latitude: 29.56023  
Longitude: -98.22539

Demographic Summary	2021	2026
Population	50,469	55,976
Population 18+	37,539	41,417
Households	17,904	19,766
Median Household Income	\$88,455	\$94,523

  

Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Went to family restaurant/steak house in last 6 months	29,283	78.0%	108
Went to family restaurant/steak house 4+ times/month last 30 days	10,492	27.9%	113
Spent at family restaurant/steak house last 30 days: \$1-30	2,483	6.6%	89
Spent at family restaurant/steak house last 30 days: \$31-50	3,474	9.3%	104
Spent at family restaurant/steak house last 30 days: \$51-100	6,142	16.4%	113
Spent at family restaurant/steak house last 30 days: \$101-200	4,045	10.8%	120
Spent at family restaurant/steak house last 30 days: \$201+	1,963	5.2%	123
Spent at fine dining last 30 days: \$1-100	1,278	3.4%	88
Spent at fine dining last 30 days: \$101+	1,668	4.4%	105
Went to family restaurant last 6 months: for breakfast	4,932	13.1%	108
Went to family restaurant last 6 months: for lunch	7,447	19.8%	111
Went to family restaurant last 6 months: for dinner	18,818	50.1%	113
Went to family restaurant last 6 months: for snack	859	2.3%	125
Went to family restaurant last 6 months: on weekday	12,101	32.2%	110
Went to family restaurant last 6 months: on weekend	17,182	45.8%	117
Went to family restaurant last 6 months: Applebee's	6,608	17.6%	97
Went to family restaurant last 6 months: Bob Evans	882	2.3%	77
Went to family restaurant last 6 months: Buffalo Wild Wings	4,250	11.3%	120
Went to family restaurant last 6 months: California Pizza Kitchen	852	2.3%	91
Went to family restaurant last 6 months: The Cheesecake Factory	3,423	9.1%	130
Went to family restaurant last 6 months: Chili's Grill & Bar	5,106	13.6%	133
Went to family restaurant last 6 months: CiCi's Pizza	921	2.5%	116
Went to family restaurant last 6 months: Cracker Barrel	4,911	13.1%	115
Went to family restaurant last 6 months: Denny's	3,340	8.9%	104
Went to family restaurant last 6 months: Golden Corral	2,869	7.6%	116
Went to family restaurant last 6 months: IHOP	4,314	11.5%	124
Went to family restaurant last 6 months: Logan's Roadhouse	1,372	3.7%	130
Went to family restaurant last 6 months: LongHorn Steakhouse	2,329	6.2%	109
Went to family restaurant last 6 months: Olive Garden	7,039	18.8%	120
Went to family restaurant last 6 months: Outback Steakhouse	3,658	9.7%	119
Went to family restaurant last 6 months: Red Lobster	4,015	10.7%	115
Went to family restaurant last 6 months: Red Robin	3,678	9.8%	136
Went to family restaurant last 6 months: Ruby Tuesday	1,393	3.7%	95
Went to family restaurant last 6 months: Texas Roadhouse	5,684	15.1%	134
Went to family restaurant last 6 months: T.G.I. Friday's	1,649	4.4%	100
Went to family restaurant last 6 months: Waffle House	2,914	7.8%	123
Went to family restaurant last 6 months: fast food/drive-in	34,607	92.2%	102
Went to fast food/drive-in restaurant 9+ times/month	15,915	42.4%	111
Spent at fast food restaurant last 30 days: <\$1-10	1,101	2.9%	75
Spent at fast food restaurant last 30 days: \$11-\$20	3,123	8.3%	91
Spent at fast food restaurant last 30 days: \$21-\$40	5,442	14.5%	92
Spent at fast food restaurant last 30 days: \$41-\$50	3,327	8.9%	106
Spent at fast food restaurant last 30 days: \$51-\$100	7,124	19.0%	109
Spent at fast food restaurant last 30 days: \$101-\$200	4,471	11.9%	122
Spent at fast food restaurant last 30 days: \$201+	1,940	5.2%	137

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April 11, 2022



## Restaurant Market Potential

200 S Main St, Cibolo, Texas, 78108  
Ring Band: 3 - 5 mile radius

Prepared by Esri  
Latitude: 29.56023  
Longitude: -98.22539

Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Went to fast food restaurant in the last 6 months: eat in	13,337	35.5%	109
Went to fast food restaurant in the last 6 months: home delivery	3,548	9.5%	106
Went to fast food restaurant in the last 6 months: take-out/drive-thru	20,139	53.6%	112
Went to fast food restaurant in the last 6 months: take-out/walk-in	7,884	21.0%	102
Went to fast food restaurant in the last 6 months: breakfast	14,054	37.4%	109
Went to fast food restaurant in the last 6 months: lunch	20,553	54.8%	111
Went to fast food restaurant in the last 6 months: dinner	19,489	51.9%	111
Went to fast food restaurant in the last 6 months: snack	5,246	14.0%	112
Went to fast food restaurant in the last 6 months: weekday	23,422	62.4%	107
Went to fast food restaurant in the last 6 months: weekend	19,652	52.4%	111
Went to fast food restaurant in the last 6 months: A & W	732	1.9%	87
Went to fast food restaurant in the last 6 months: Arby's	7,029	18.7%	109
Went to fast food restaurant in the last 6 months: Baskin-Robbins	1,425	3.8%	104
Went to fast food restaurant in the last 6 months: Boston Market	670	1.8%	69
Went to fast food restaurant in the last 6 months: Burger King	10,284	27.4%	98
Went to fast food restaurant in the last 6 months: Captain D's	1,435	3.8%	111
Went to fast food restaurant in the last 6 months: Carl's Jr.	2,444	6.5%	112
Went to fast food restaurant in the last 6 months: Checkers	1,184	3.2%	94
Went to fast food restaurant in the last 6 months: Chick-fil-A	14,084	37.5%	136
Went to fast food restaurant in the last 6 months: Chipotle Mex. Grill	5,436	14.5%	111
Went to fast food restaurant in the last 6 months: Chuck E. Cheese's	877	2.3%	103
Went to fast food restaurant in the last 6 months: Church's Fr. Chicken	1,293	3.4%	104
Went to fast food restaurant in the last 6 months: Cold Stone Creamery	1,217	3.2%	115
Went to fast food restaurant in the last 6 months: Dairy Queen	6,774	18.0%	119
Went to fast food restaurant in the last 6 months: Del Taco	1,838	4.9%	127
Went to fast food restaurant in the last 6 months: Domino's Pizza	5,632	15.0%	109
Went to fast food restaurant in the last 6 months: Dunkin' Donuts	4,473	11.9%	88
Went to fast food restaurant in the last 6 months: Five Guys	3,737	10.0%	108
Went to fast food restaurant in the last 6 months: Hardee's	1,870	5.0%	92
Went to fast food restaurant in the last 6 months: Jack in the Box	3,740	10.0%	122
Went to fast food restaurant in the last 6 months: Jimmy John's	2,837	7.6%	138
Went to fast food restaurant in the last 6 months: KFC	7,294	19.4%	100
Went to fast food restaurant in the last 6 months: Krispy Kreme	2,773	7.4%	124
Went to fast food restaurant in the last 6 months: Little Caesars	5,357	14.3%	117
Went to fast food restaurant in the last 6 months: Long John Silver's	1,159	3.1%	97
Went to fast food restaurant in the last 6 months: McDonald's	19,536	52.0%	101
Went to fast food restaurant in the last 6 months: Panda Express	5,359	14.3%	136
Went to fast food restaurant in the last 6 months: Panera Bread	5,135	13.7%	107
Went to fast food restaurant in the last 6 months: Papa John's	3,988	10.6%	132
Went to fast food restaurant in the last 6 months: Papa Murphy's	2,165	5.8%	146
Went to fast food restaurant in the last 6 months: Pizza Hut	5,702	15.2%	110
Went to fast food restaurant in the last 6 months: Popeyes Chicken	4,589	12.2%	116
Went to fast food restaurant in the last 6 months: Sonic Drive-In	5,775	15.4%	130
Went to fast food restaurant in the last 6 months: Starbucks	8,044	21.4%	118
Went to fast food restaurant in the last 6 months: Steak 'n Shake	1,986	5.3%	106
Went to fast food restaurant in the last 6 months: Subway	9,231	24.6%	108
Went to fast food restaurant in the last 6 months: Taco Bell	12,133	32.3%	112
Went to fast food restaurant in the last 6 months: Wendy's	10,480	27.9%	108
Went to fast food restaurant in the last 6 months: Whataburger	3,483	9.3%	164
Went to fast food restaurant in the last 6 months: White Castle	762	2.0%	69
Went to fast food restaurant in the last 6 months: Wing-Stop	1,478	3.9%	132
Went to fine dining restaurant last month	3,554	9.5%	99
Went to fine dining restaurant 3+ times last month	904	2.4%	95

**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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April 11, 2022



## Restaurant Market Potential

200 S Main St, Cibolo, Texas, 78108  
Ring Band: 5 - 10 mile radius

Prepared by Esri  
Latitude: 29.56023  
Longitude: -98.22539

Demographic Summary	2021	2026
Population	222,146	245,287
Population 18+	166,912	183,472
Households	77,648	85,579
Median Household Income	\$66,100	\$73,091

  

Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Went to family restaurant/steak house in last 6 months	128,358	76.9%	106
Went to family restaurant/steak house 4+ times/month last 30 days	46,242	27.7%	112
Spent at family restaurant/steak house last 30 days: \$1-30	11,710	7.0%	94
Spent at family restaurant/steak house 30 days: \$31-50	15,341	9.2%	104
Spent at family restaurant/steak house last 30 days: \$51-100	27,808	16.7%	115
Spent at family restaurant/steak house last 30 days: \$101-200	17,183	10.3%	115
Spent at family restaurant/steak house last 30 days: \$201+	7,465	4.5%	106
Spent at fine dining last 30 days: \$1-100	6,061	3.6%	93
Spent at fine dining last 30 days: \$101+	6,564	3.9%	93
Went to family restaurant last 6 months: for breakfast	22,504	13.5%	111
Went to family restaurant last 6 months: for lunch	33,422	20.0%	112
Went to family restaurant last 6 months: for dinner	80,140	48.0%	108
Went to family restaurant last 6 months: for snack	3,790	2.3%	124
Went to family restaurant last 6 months: on weekday	52,309	31.3%	107
Went to family restaurant last 6 months: on weekend	73,158	43.8%	112
Went to family restaurant last 6 months: Applebee's	31,410	18.8%	103
Went to family restaurant last 6 months: Bob Evans	4,280	2.6%	84
Went to family restaurant last 6 months: Buffalo Wild Wings	16,939	10.1%	108
Went to family restaurant last 6 months: California Pizza Kitchen	3,855	2.3%	93
Went to family restaurant last 6 months: The Cheesecake Factory	12,524	7.5%	107
Went to family restaurant last 6 months: Chili's Grill & Bar	21,738	13.0%	127
Went to family restaurant last 6 months: CiCi's Pizza	4,816	2.9%	136
Went to family restaurant last 6 months: Cracker Barrel	20,471	12.3%	108
Went to family restaurant last 6 months: Denny's	15,735	9.4%	110
Went to family restaurant last 6 months: Golden Corral	13,903	8.3%	127
Went to family restaurant last 6 months: IHOP	18,352	11.0%	118
Went to family restaurant last 6 months: Logan's Roadhouse	5,113	3.1%	109
Went to family restaurant last 6 months: LongHorn Steakhouse	9,966	6.0%	105
Went to family restaurant last 6 months: Olive Garden	30,821	18.5%	118
Went to family restaurant last 6 months: Outback Steakhouse	14,998	9.0%	110
Went to family restaurant last 6 months: Red Lobster	17,165	10.3%	110
Went to family restaurant last 6 months: Red Robin	14,373	8.6%	119
Went to family restaurant last 6 months: Ruby Tuesday	5,809	3.5%	89
Went to family restaurant last 6 months: Texas Roadhouse	22,858	13.7%	122
Went to family restaurant last 6 months: T.G.I. Friday's	7,648	4.6%	105
Went to family restaurant last 6 months: Waffle House	11,870	7.1%	113
Went to family restaurant last 6 months: fast food/drive-in	152,904	91.6%	102
Went to fast food/drive-in restaurant 9+ times/month	68,755	41.2%	108
Spent at fast food restaurant last 30 days: <\$1-10	5,049	3.0%	77
Spent at fast food restaurant last 30 days: \$11-\$20	14,040	8.4%	92
Spent at fast food restaurant last 30 days: \$21-\$40	27,238	16.3%	103
Spent at fast food restaurant last 30 days: \$41-\$50	13,876	8.3%	99
Spent at fast food restaurant last 30 days: \$51-\$100	32,209	19.3%	111
Spent at fast food restaurant last 30 days: \$101-\$200	17,982	10.8%	111
Spent at fast food restaurant last 30 days: \$201+	7,715	4.6%	123

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April 11, 2022



## Restaurant Market Potential

200 S Main St, Cibolo, Texas, 78108  
Ring Band: 5 - 10 mile radius

Prepared by Esri  
Latitude: 29.56023  
Longitude: -98.22539

Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Went to fast food restaurant in the last 6 months: eat in	55,655	33.3%	103
Went to fast food restaurant in the last 6 months: home delivery	16,009	9.6%	108
Went to fast food restaurant in the last 6 months: take-out/drive-thru	85,944	51.5%	108
Went to fast food restaurant in the last 6 months: take-out/walk-in	33,617	20.1%	98
Went to fast food restaurant in the last 6 months: breakfast	61,698	37.0%	107
Went to fast food restaurant in the last 6 months: lunch	86,823	52.0%	105
Went to fast food restaurant in the last 6 months: dinner	83,372	49.9%	106
Went to fast food restaurant in the last 6 months: snack	22,805	13.7%	109
Went to fast food restaurant in the last 6 months: weekday	101,239	60.7%	104
Went to fast food restaurant in the last 6 months: weekend	84,068	50.4%	107
Went to fast food restaurant in the last 6 months: A & W	3,192	1.9%	86
Went to fast food restaurant in the last 6 months: Arby's	29,953	17.9%	104
Went to fast food restaurant in the last 6 months: Baskin-Robbins	7,156	4.3%	117
Went to fast food restaurant in the last 6 months: Boston Market	3,367	2.0%	78
Went to fast food restaurant in the last 6 months: Burger King	49,245	29.5%	105
Went to fast food restaurant in the last 6 months: Captain D's	5,935	3.6%	103
Went to fast food restaurant in the last 6 months: Carl's Jr.	11,641	7.0%	120
Went to fast food restaurant in the last 6 months: Checkers	5,868	3.5%	105
Went to fast food restaurant in the last 6 months: Chick-fil-A	59,950	35.9%	130
Went to fast food restaurant in the last 6 months: Chipotle Mex. Grill	22,050	13.2%	102
Went to fast food restaurant in the last 6 months: Chuck E. Cheese's	4,172	2.5%	110
Went to fast food restaurant in the last 6 months: Church's Fr. Chicken	7,395	4.4%	133
Went to fast food restaurant in the last 6 months: Cold Stone Creamery	5,365	3.2%	114
Went to fast food restaurant in the last 6 months: Dairy Queen	27,048	16.2%	107
Went to fast food restaurant in the last 6 months: Del Taco	8,642	5.2%	134
Went to fast food restaurant in the last 6 months: Domino's Pizza	24,905	14.9%	109
Went to fast food restaurant in the last 6 months: Dunkin' Donuts	19,776	11.8%	87
Went to fast food restaurant in the last 6 months: Five Guys	15,901	9.5%	104
Went to fast food restaurant in the last 6 months: Hardee's	7,720	4.6%	86
Went to fast food restaurant in the last 6 months: Jack in the Box	18,221	10.9%	134
Went to fast food restaurant in the last 6 months: Jimmy John's	10,254	6.1%	112
Went to fast food restaurant in the last 6 months: KFC	34,266	20.5%	106
Went to fast food restaurant in the last 6 months: Krispy Kreme	12,723	7.6%	127
Went to fast food restaurant in the last 6 months: Little Caesars	24,803	14.9%	122
Went to fast food restaurant in the last 6 months: Long John Silver's	5,438	3.3%	102
Went to fast food restaurant in the last 6 months: McDonald's	86,407	51.8%	101
Went to fast food restaurant in the last 6 months: Panda Express	23,863	14.3%	136
Went to fast food restaurant in the last 6 months: Panera Bread	21,511	12.9%	101
Went to fast food restaurant in the last 6 months: Papa John's	16,455	9.9%	122
Went to fast food restaurant in the last 6 months: Papa Murphy's	8,363	5.0%	127
Went to fast food restaurant in the last 6 months: Pizza Hut	25,044	15.0%	109
Went to fast food restaurant in the last 6 months: Popeyes Chicken	20,176	12.1%	115
Went to fast food restaurant in the last 6 months: Sonic Drive-In	24,772	14.8%	125
Went to fast food restaurant in the last 6 months: Starbucks	32,403	19.4%	107
Went to fast food restaurant in the last 6 months: Steak 'n Shake	8,964	5.4%	107
Went to fast food restaurant in the last 6 months: Subway	38,689	23.2%	102
Went to fast food restaurant in the last 6 months: Taco Bell	54,656	32.7%	113
Went to fast food restaurant in the last 6 months: Wendy's	44,899	26.9%	104
Went to fast food restaurant in the last 6 months: Whataburger	15,030	9.0%	159
Went to fast food restaurant in the last 6 months: White Castle	3,737	2.2%	76
Went to fast food restaurant in the last 6 months: Wing-Stop	6,728	4.0%	135
Went to fine dining restaurant last month	15,576	9.3%	98
Went to fine dining restaurant 3+ times last month	3,908	2.3%	93

**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.

April 11, 2022