



Restaurant Market Potential

Cibolo, Texas
Ring Band: 0 - 1 mile radius

Prepared by Esri
Latitude: 29.55852
Longitude: -98.22513

Demographic Summary		2022	2027	
Population		3,076	4,287	
Population 18+		2,333	3,225	
Households		1,170	1,571	
Median Household Income		\$60,590	\$78,973	
Product/Consumer Behavior		Expected Number of Adults	Percent	MPI
Went to family restaurant/steak house in last 6 months		1,695	72.7%	109
Went to family restaurant/steak house 4+ times/month last 30 days		563	24.1%	116
Spent at family restaurant/steak house last 30 days: \$1-30		177	7.6%	111
Spent at family restaurant/steak house 30 days: \$31-50		181	7.8%	91
Spent at family restaurant/steak house last 30 days: \$51-100		386	16.5%	117
Spent at family restaurant/steak house last 30 days: \$101-200		204	8.7%	102
Spent at family restaurant/steak house last 30 days: \$201+		118	5.1%	128
Spent at fine dining last 30 days: \$1-100		69	3.0%	98
Spent at fine dining last 30 days: \$101+		54	2.3%	62
Went to family restaurant last 6 months: for breakfast		268	11.5%	114
Went to family restaurant last 6 months: for lunch		402	17.2%	108
Went to family restaurant last 6 months: for dinner		1,133	48.6%	115
Went to family restaurant last 6 months: for snack		36	1.5%	100
Went to family restaurant last 6 months: on weekday		739	31.7%	113
Went to family restaurant last 6 months: on weekend		977	41.9%	115
Went to family restaurant last 6 months: Applebee`s		328	14.1%	96
Went to family restaurant last 6 months: Bob Evans		42	1.8%	72
Went to family restaurant last 6 months: Buffalo Wild Wings		263	11.3%	129
Went to family restaurant last 6 months: California Pizza Kitchen		28	1.2%	67
Went to family restaurant last 6 months: Carrabba`s		47	2.0%	101
Went to family restaurant last 6 months: The Cheesecake Factory		96	4.1%	67
Went to family restaurant last 6 months: Chili`s Grill & Bar		281	12.0%	126
Went to family restaurant last 6 months: Cracker Barrel		376	16.1%	161
Went to family restaurant last 6 months: Denny`s		128	5.5%	84
Went to family restaurant last 6 months: Golden Corral		129	5.5%	133
Went to family restaurant last 6 months: IHOP		212	9.1%	123
Went to family restaurant last 6 months: Logan`s Roadhouse		110	4.7%	208
Went to family restaurant last 6 months: LongHorn Steakhouse		175	7.5%	142
Went to family restaurant last 6 months: Olive Garden		410	17.6%	123
Went to family restaurant last 6 months: Outback Steakhouse		209	9.0%	124
Went to family restaurant last 6 months: Red Lobster		179	7.7%	106
Went to family restaurant last 6 months: Red Robin		175	7.5%	124
Went to family restaurant last 6 months: Ruby Tuesday		100	4.3%	153
Went to family restaurant last 6 months: Texas Roadhouse		314	13.5%	128
Went to family restaurant last 6 months: T.G.I. Friday`s		56	2.4%	80
Went to family restaurant last 6 months: Waffle House		240	10.3%	215
Went to family restaurant last 6 months: fast food/drive-in		2,124	91.0%	101
Went to fast food/drive-in restaurant 9+ times/month		963	41.3%	109
Spent at fast food restaurant last 30 days: <\$1-10		84	3.6%	88
Spent at fast food restaurant last 30 days: \$11-\$20		160	6.9%	80
Spent at fast food restaurant last 30 days: \$21-\$40		422	18.1%	111
Spent at fast food restaurant last 30 days: \$41-\$50		188	8.1%	92
Spent at fast food restaurant last 30 days: \$51-\$100		491	21.0%	108
Spent at fast food restaurant last 30 days: \$101-\$200		289	12.4%	110
Spent at fast food restaurant last 30 days: \$201+		125	5.4%	121
Ordered eat-in fast food in the last 6 months		598	25.6%	113

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 2022 and 2027.



Restaurant Market Potential

Cibolo, Texas
 Ring Band: 0 - 1 mile radius

Prepared by Esri
 Latitude: 29.55852
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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	598	25.6%	113
Went to fast food restaurant in the last 6 months: home delivery	214	9.2%	79
Went to fast food restaurant in the last 6 months: take-out/drive-thru	1,469	63.0%	112
Went to fast food restaurant in the last 6 months: take-out/walk-in	386	16.5%	78
Went to fast food restaurant in the last 6 months: breakfast	884	37.9%	111
Went to fast food restaurant in the last 6 months: lunch	1,246	53.4%	103
Went to fast food restaurant in the last 6 months: dinner	1,300	55.7%	110
Went to fast food restaurant in the last 6 months: snack	358	15.3%	124
Went to fast food restaurant in the last 6 months: weekday	1,561	66.9%	109
Went to fast food restaurant in the last 6 months: weekend	1,236	53.0%	106
Went to fast food restaurant in the last 6 months: A & W	39	1.7%	85
Went to fast food restaurant in the last 6 months: Arby`s	589	25.2%	147
Went to fast food restaurant in the last 6 months: Baskin-Robbins	47	2.0%	62
Went to fast food restaurant in the last 6 months: Boston Market	24	1.0%	50
Went to fast food restaurant in the last 6 months: Burger King	722	30.9%	109
Went to fast food restaurant in the last 6 months: Captain D`s	131	5.6%	188
Went to fast food restaurant in the last 6 months: Carl`s Jr.	56	2.4%	46
Went to fast food restaurant in the last 6 months: Checkers	62	2.7%	100
Went to fast food restaurant in the last 6 months: Chick-fil-A	877	37.6%	125
Went to fast food restaurant in the last 6 months: Chipotle Mex. Grill	239	10.2%	71
Went to fast food restaurant in the last 6 months: Chuck E. Cheese`s	26	1.1%	78
Went to fast food restaurant in the last 6 months: Church`s Fr. Chicken	56	2.4%	75
Went to fast food restaurant in the last 6 months: Cold Stone Creamery	56	2.4%	92
Went to fast food restaurant in the last 6 months: Dairy Queen	416	17.8%	122
Went to fast food restaurant in the last 6 months: Del Taco	47	2.0%	60
Went to fast food restaurant in the last 6 months: Domino`s Pizza	395	16.9%	114
Went to fast food restaurant in the last 6 months: Dunkin` Donuts	299	12.8%	90
Went to fast food restaurant in the last 6 months: Five Guys	216	9.3%	99
Went to fast food restaurant in the last 6 months: Hardee`s	195	8.4%	158
Went to fast food restaurant in the last 6 months: Jack in the Box	104	4.5%	58
Went to fast food restaurant in the last 6 months: Jersey Mike's	119	5.1%	93
Went to fast food restaurant in the last 6 months: Jimmy John`s	135	5.8%	105
Went to fast food restaurant in the last 6 months: KFC	422	18.1%	99
Went to fast food restaurant in the last 6 months: Krispy Kreme	187	8.0%	124
Went to fast food restaurant in the last 6 months: Little Caesars	329	14.1%	118
Went to fast food restaurant in the last 6 months: Long John Silver`s	79	3.4%	133
Went to fast food restaurant in the last 6 months: McDonald`s	1,228	52.6%	102
Went to fast food restaurant in the last 6 months: Panda Express	276	11.8%	104
Went to fast food restaurant in the last 6 months: Panera Bread	264	11.3%	91
Went to fast food restaurant in the last 6 months: Papa John`s	235	10.1%	127
Went to fast food restaurant in the last 6 months: Papa Murphy`s	115	4.9%	128
Went to fast food restaurant in the last 6 months: Pizza Hut	307	13.2%	103
Went to fast food restaurant in the last 6 months: Popeyes Chicken	267	11.4%	92
Went to fast food restaurant in the last 6 months: Sonic Drive-In	415	17.8%	150
Went to fast food restaurant in the last 6 months: Starbucks	414	17.7%	92
Went to fast food restaurant in the last 6 months: Steak `n Shake	145	6.2%	162
Went to fast food restaurant in the last 6 months: Subway	539	23.1%	110
Went to fast food restaurant in the last 6 months: Taco Bell	749	32.1%	114
Went to fast food restaurant in the last 6 months: Wendy`s	666	28.5%	110
Went to fast food restaurant in the last 6 months: Whataburger	123	5.3%	96
Went to fast food restaurant in the last 6 months: White Castle	56	2.4%	93
Went to fast food restaurant in the last 6 months: Wing-Stop	50	2.1%	69
Went to fine dining restaurant last month	156	6.7%	83
Went to fine dining restaurant 2+ times last month	70	3.0%	79

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 2022 and 2027.



Restaurant Market Potential

Cibolo, Texas
 Ring Band: 1 - 3 mile radius

Prepared by Esri
 Latitude: 29.55852
 Longitude: -98.22513

Demographic Summary		2022	2027	
Population		36,608	38,103	
Population 18+		27,427	28,541	
Households		12,451	12,897	
Median Household Income		\$102,932	\$109,634	
Product/Consumer Behavior		Expected Number of Adults	Percent	MPI
Went to family restaurant/steak house in last 6 months		19,730	71.9%	107
Went to family restaurant/steak house 4+ times/month last 30 days		6,150	22.4%	108
Spent at family restaurant/steak house last 30 days: \$1-30		1,799	6.6%	96
Spent at family restaurant/steak house 30 days: \$31-50		2,418	8.8%	104
Spent at family restaurant/steak house last 30 days: \$51-100		4,325	15.8%	112
Spent at family restaurant/steak house last 30 days: \$101-200		2,883	10.5%	123
Spent at family restaurant/steak house last 30 days: \$201+		1,331	4.9%	123
Spent at fine dining last 30 days: \$1-100		752	2.7%	91
Spent at fine dining last 30 days: \$101+		1,087	4.0%	106
Went to family restaurant last 6 months: for breakfast		3,096	11.3%	112
Went to family restaurant last 6 months: for lunch		4,859	17.7%	111
Went to family restaurant last 6 months: for dinner		12,951	47.2%	112
Went to family restaurant last 6 months: for snack		449	1.6%	106
Went to family restaurant last 6 months: on weekday		8,381	30.6%	109
Went to family restaurant last 6 months: on weekend		11,379	41.5%	114
Went to family restaurant last 6 months: Applebee's		3,597	13.1%	90
Went to family restaurant last 6 months: Bob Evans		571	2.1%	83
Went to family restaurant last 6 months: Buffalo Wild Wings		2,725	9.9%	114
Went to family restaurant last 6 months: California Pizza Kitchen		435	1.6%	89
Went to family restaurant last 6 months: Carrabba's		737	2.7%	135
Went to family restaurant last 6 months: The Cheesecake Factory		2,091	7.6%	124
Went to family restaurant last 6 months: Chili's Grill & Bar		3,391	12.4%	130
Went to family restaurant last 6 months: Cracker Barrel		3,200	11.7%	117
Went to family restaurant last 6 months: Denny's		1,865	6.8%	104
Went to family restaurant last 6 months: Golden Corral		1,381	5.0%	121
Went to family restaurant last 6 months: IHOP		2,403	8.8%	118
Went to family restaurant last 6 months: Logan's Roadhouse		765	2.8%	123
Went to family restaurant last 6 months: LongHorn Steakhouse		1,632	6.0%	112
Went to family restaurant last 6 months: Olive Garden		4,664	17.0%	119
Went to family restaurant last 6 months: Outback Steakhouse		2,148	7.8%	109
Went to family restaurant last 6 months: Red Lobster		2,319	8.5%	117
Went to family restaurant last 6 months: Red Robin		1,933	7.0%	117
Went to family restaurant last 6 months: Ruby Tuesday		673	2.5%	88
Went to family restaurant last 6 months: Texas Roadhouse		3,810	13.9%	132
Went to family restaurant last 6 months: T.G.I. Friday's		680	2.5%	83
Went to family restaurant last 6 months: Waffle House		1,514	5.5%	115
Went to family restaurant last 6 months: fast food/drive-in		25,390	92.6%	102
Went to fast food/drive-in restaurant 9+ times/month		11,491	41.9%	111
Spent at fast food restaurant last 30 days: <\$1-10		941	3.4%	84
Spent at fast food restaurant last 30 days: \$11-\$20		2,053	7.5%	88
Spent at fast food restaurant last 30 days: \$21-\$40		4,323	15.8%	96
Spent at fast food restaurant last 30 days: \$41-\$50		2,470	9.0%	102
Spent at fast food restaurant last 30 days: \$51-\$100		5,854	21.3%	110
Spent at fast food restaurant last 30 days: \$101-\$200		3,774	13.8%	122
Spent at fast food restaurant last 30 days: \$201+		1,614	5.9%	133
Ordered eat-in fast food in the last 6 months		7,308	26.6%	117

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

Cibolo, Texas
 Ring Band: 1 - 3 mile radius

Prepared by Esri
 Latitude: 29.55852
 Longitude: -98.22513

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Went to fast food restaurant in the last 6 months: eat in	7,308	26.6%	117
Went to fast food restaurant in the last 6 months: home delivery	3,551	12.9%	112
Went to fast food restaurant in the last 6 months: take-out/drive-thru	16,740	61.0%	109
Went to fast food restaurant in the last 6 months: take-out/walk-in	6,127	22.3%	105
Went to fast food restaurant in the last 6 months: breakfast	10,310	37.6%	110
Went to fast food restaurant in the last 6 months: lunch	15,627	57.0%	110
Went to fast food restaurant in the last 6 months: dinner	15,086	55.0%	108
Went to fast food restaurant in the last 6 months: snack	3,633	13.2%	107
Went to fast food restaurant in the last 6 months: weekday	17,936	65.4%	106
Went to fast food restaurant in the last 6 months: weekend	14,900	54.3%	109
Went to fast food restaurant in the last 6 months: A & W	458	1.7%	85
Went to fast food restaurant in the last 6 months: Arby`s	4,929	18.0%	105
Went to fast food restaurant in the last 6 months: Baskin-Robbins	937	3.4%	105
Went to fast food restaurant in the last 6 months: Boston Market	424	1.5%	75
Went to fast food restaurant in the last 6 months: Burger King	7,555	27.5%	97
Went to fast food restaurant in the last 6 months: Captain D`s	873	3.2%	107
Went to fast food restaurant in the last 6 months: Carl`s Jr.	1,629	5.9%	114
Went to fast food restaurant in the last 6 months: Checkers	594	2.2%	82
Went to fast food restaurant in the last 6 months: Chick-fil-A	11,105	40.5%	134
Went to fast food restaurant in the last 6 months: Chipotle Mex. Grill	4,578	16.7%	116
Went to fast food restaurant in the last 6 months: Chuck E. Cheese`s	428	1.6%	109
Went to fast food restaurant in the last 6 months: Church`s Fr. Chicken	1,084	4.0%	124
Went to fast food restaurant in the last 6 months: Cold Stone Creamery	782	2.9%	109
Went to fast food restaurant in the last 6 months: Dairy Queen	4,506	16.4%	112
Went to fast food restaurant in the last 6 months: Del Taco	1,104	4.0%	120
Went to fast food restaurant in the last 6 months: Domino`s Pizza	4,375	16.0%	107
Went to fast food restaurant in the last 6 months: Dunkin` Donuts	3,391	12.4%	87
Went to fast food restaurant in the last 6 months: Five Guys	2,907	10.6%	113
Went to fast food restaurant in the last 6 months: Hardee`s	1,355	4.9%	94
Went to fast food restaurant in the last 6 months: Jack in the Box	2,564	9.3%	122
Went to fast food restaurant in the last 6 months: Jersey Mike's	2,004	7.3%	133
Went to fast food restaurant in the last 6 months: Jimmy John`s	1,914	7.0%	127
Went to fast food restaurant in the last 6 months: KFC	4,762	17.4%	95
Went to fast food restaurant in the last 6 months: Krispy Kreme	2,012	7.3%	113
Went to fast food restaurant in the last 6 months: Little Caesars	3,672	13.4%	112
Went to fast food restaurant in the last 6 months: Long John Silver`s	695	2.5%	99
Went to fast food restaurant in the last 6 months: McDonald`s	14,399	52.5%	101
Went to fast food restaurant in the last 6 months: Panda Express	4,049	14.8%	129
Went to fast food restaurant in the last 6 months: Panera Bread	3,778	13.8%	110
Went to fast food restaurant in the last 6 months: Papa John`s	2,787	10.2%	128
Went to fast food restaurant in the last 6 months: Papa Murphy`s	1,377	5.0%	131
Went to fast food restaurant in the last 6 months: Pizza Hut	4,038	14.7%	115
Went to fast food restaurant in the last 6 months: Popeyes Chicken	3,890	14.2%	114
Went to fast food restaurant in the last 6 months: Sonic Drive-In	4,196	15.3%	129
Went to fast food restaurant in the last 6 months: Starbucks	6,189	22.6%	117
Went to fast food restaurant in the last 6 months: Steak `n Shake	1,145	4.2%	109
Went to fast food restaurant in the last 6 months: Subway	6,021	22.0%	104
Went to fast food restaurant in the last 6 months: Taco Bell	8,499	31.0%	110
Went to fast food restaurant in the last 6 months: Wendy`s	7,281	26.5%	102
Went to fast food restaurant in the last 6 months: Whataburger	2,845	10.4%	189
Went to fast food restaurant in the last 6 months: White Castle	505	1.8%	71
Went to fast food restaurant in the last 6 months: Wing-Stop	1,138	4.1%	133
Went to fine dining restaurant last month	2,233	8.1%	101
Went to fine dining restaurant 2+ times last month	1,071	3.9%	102

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Restaurant Market Potential

Cibolo, Texas
 Ring Band: 3 - 5 mile radius

Prepared by Esri
 Latitude: 29.55852
 Longitude: -98.22513

Demographic Summary	2022	2027
Population	51,623	54,636
Population 18+	38,395	40,402
Households	17,921	18,956
Median Household Income	\$94,673	\$104,017

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Went to family restaurant/steak house in last 6 months	27,649	72.0%	108
Went to family restaurant/steak house 4+ times/month last 30 days	8,567	22.3%	108
Spent at family restaurant/steak house last 30 days: \$1-30	2,490	6.5%	95
Spent at family restaurant/steak house 30 days: \$31-50	3,411	8.9%	104
Spent at family restaurant/steak house last 30 days: \$51-100	6,083	15.8%	112
Spent at family restaurant/steak house last 30 days: \$101-200	3,871	10.1%	118
Spent at family restaurant/steak house last 30 days: \$201+	1,907	5.0%	126
Spent at fine dining last 30 days: \$1-100	1,058	2.8%	91
Spent at fine dining last 30 days: \$101+	1,418	3.7%	99
Went to family restaurant last 6 months: for breakfast	4,285	11.2%	110
Went to family restaurant last 6 months: for lunch	6,723	17.5%	110
Went to family restaurant last 6 months: for dinner	18,052	47.0%	111
Went to family restaurant last 6 months: for snack	689	1.8%	116
Went to family restaurant last 6 months: on weekday	11,659	30.4%	108
Went to family restaurant last 6 months: on weekend	15,861	41.3%	114
Went to family restaurant last 6 months: Applebee`s	5,246	13.7%	94
Went to family restaurant last 6 months: Bob Evans	770	2.0%	80
Went to family restaurant last 6 months: Buffalo Wild Wings	3,914	10.2%	117
Went to family restaurant last 6 months: California Pizza Kitchen	534	1.4%	78
Went to family restaurant last 6 months: Carrabba`s	1,041	2.7%	136
Went to family restaurant last 6 months: The Cheesecake Factory	2,805	7.3%	119
Went to family restaurant last 6 months: Chili`s Grill & Bar	4,752	12.4%	130
Went to family restaurant last 6 months: Cracker Barrel	4,532	11.8%	118
Went to family restaurant last 6 months: Denny`s	2,689	7.0%	107
Went to family restaurant last 6 months: Golden Corral	1,912	5.0%	120
Went to family restaurant last 6 months: IHOP	3,386	8.8%	119
Went to family restaurant last 6 months: Logan`s Roadhouse	1,119	2.9%	129
Went to family restaurant last 6 months: LongHorn Steakhouse	2,308	6.0%	113
Went to family restaurant last 6 months: Olive Garden	6,388	16.6%	117
Went to family restaurant last 6 months: Outback Steakhouse	3,039	7.9%	110
Went to family restaurant last 6 months: Red Lobster	3,133	8.2%	113
Went to family restaurant last 6 months: Red Robin	2,742	7.1%	118
Went to family restaurant last 6 months: Ruby Tuesday	976	2.5%	91
Went to family restaurant last 6 months: Texas Roadhouse	5,339	13.9%	132
Went to family restaurant last 6 months: T.G.I. Friday`s	991	2.6%	87
Went to family restaurant last 6 months: Waffle House	2,297	6.0%	125
Went to family restaurant last 6 months: fast food/drive-in	35,543	92.6%	102
Went to fast food/drive-in restaurant 9+ times/month	16,266	42.4%	112
Spent at fast food restaurant last 30 days: <\$1-10	1,294	3.4%	83
Spent at fast food restaurant last 30 days: \$11-\$20	2,801	7.3%	86
Spent at fast food restaurant last 30 days: \$21-\$40	6,066	15.8%	97
Spent at fast food restaurant last 30 days: \$41-\$50	3,441	9.0%	102
Spent at fast food restaurant last 30 days: \$51-\$100	8,405	21.9%	112
Spent at fast food restaurant last 30 days: \$101-\$200	5,262	13.7%	122
Spent at fast food restaurant last 30 days: \$201+	2,254	5.9%	132
Ordered eat-in fast food in the last 6 months	10,110	26.3%	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

Cibolo, Texas
 Ring Band: 3 - 5 mile radius

Prepared by Esri
 Latitude: 29.55852
 Longitude: -98.22513

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Went to fast food restaurant in the last 6 months: eat in	10,110	26.3%	116
Went to fast food restaurant in the last 6 months: home delivery	4,913	12.8%	110
Went to fast food restaurant in the last 6 months: take-out/drive-thru	23,543	61.3%	109
Went to fast food restaurant in the last 6 months: take-out/walk-in	8,388	21.8%	103
Went to fast food restaurant in the last 6 months: breakfast	14,503	37.8%	111
Went to fast food restaurant in the last 6 months: lunch	21,829	56.9%	110
Went to fast food restaurant in the last 6 months: dinner	21,121	55.0%	108
Went to fast food restaurant in the last 6 months: snack	5,216	13.6%	110
Went to fast food restaurant in the last 6 months: weekday	25,058	65.3%	106
Went to fast food restaurant in the last 6 months: weekend	20,869	54.4%	109
Went to fast food restaurant in the last 6 months: A & W	708	1.8%	94
Went to fast food restaurant in the last 6 months: Arby`s	7,125	18.6%	108
Went to fast food restaurant in the last 6 months: Baskin-Robbins	1,245	3.2%	99
Went to fast food restaurant in the last 6 months: Boston Market	551	1.4%	70
Went to fast food restaurant in the last 6 months: Burger King	10,736	28.0%	99
Went to fast food restaurant in the last 6 months: Captain D`s	1,324	3.4%	116
Went to fast food restaurant in the last 6 months: Carl`s Jr.	2,258	5.9%	113
Went to fast food restaurant in the last 6 months: Checkers	965	2.5%	95
Went to fast food restaurant in the last 6 months: Chick-fil-A	15,605	40.6%	135
Went to fast food restaurant in the last 6 months: Chipotle Mex. Grill	6,318	16.5%	115
Went to fast food restaurant in the last 6 months: Chuck E. Cheese`s	602	1.6%	110
Went to fast food restaurant in the last 6 months: Church`s Fr. Chicken	1,519	4.0%	124
Went to fast food restaurant in the last 6 months: Cold Stone Creamery	1,075	2.8%	107
Went to fast food restaurant in the last 6 months: Dairy Queen	6,403	16.7%	114
Went to fast food restaurant in the last 6 months: Del Taco	1,579	4.1%	123
Went to fast food restaurant in the last 6 months: Domino`s Pizza	6,262	16.3%	110
Went to fast food restaurant in the last 6 months: Dunkin` Donuts	4,690	12.2%	86
Went to fast food restaurant in the last 6 months: Five Guys	4,027	10.5%	112
Went to fast food restaurant in the last 6 months: Hardee`s	1,981	5.2%	98
Went to fast food restaurant in the last 6 months: Jack in the Box	3,510	9.1%	119
Went to fast food restaurant in the last 6 months: Jersey Mike's	2,691	7.0%	128
Went to fast food restaurant in the last 6 months: Jimmy John`s	2,769	7.2%	131
Went to fast food restaurant in the last 6 months: KFC	6,773	17.6%	97
Went to fast food restaurant in the last 6 months: Krispy Kreme	2,888	7.5%	116
Went to fast food restaurant in the last 6 months: Little Caesars	5,317	13.8%	116
Went to fast food restaurant in the last 6 months: Long John Silver`s	969	2.5%	99
Went to fast food restaurant in the last 6 months: McDonald`s	20,104	52.4%	101
Went to fast food restaurant in the last 6 months: Panda Express	5,591	14.6%	127
Went to fast food restaurant in the last 6 months: Panera Bread	5,208	13.6%	109
Went to fast food restaurant in the last 6 months: Papa John`s	3,900	10.2%	128
Went to fast food restaurant in the last 6 months: Papa Murphy`s	2,059	5.4%	139
Went to fast food restaurant in the last 6 months: Pizza Hut	5,561	14.5%	113
Went to fast food restaurant in the last 6 months: Popeyes Chicken	5,524	14.4%	116
Went to fast food restaurant in the last 6 months: Sonic Drive-In	5,824	15.2%	128
Went to fast food restaurant in the last 6 months: Starbucks	8,532	22.2%	115
Went to fast food restaurant in the last 6 months: Steak `n Shake	1,553	4.0%	105
Went to fast food restaurant in the last 6 months: Subway	8,527	22.2%	105
Went to fast food restaurant in the last 6 months: Taco Bell	11,827	30.8%	110
Went to fast food restaurant in the last 6 months: Wendy`s	10,335	26.9%	104
Went to fast food restaurant in the last 6 months: Whataburger	3,729	9.7%	177
Went to fast food restaurant in the last 6 months: White Castle	767	2.0%	77
Went to fast food restaurant in the last 6 months: Wing-Stop	1,623	4.2%	136
Went to fine dining restaurant last month	3,062	8.0%	99
Went to fine dining restaurant 2+ times last month	1,468	3.8%	100

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 2022 and 2027.