



Restaurant Market Potential

830 E Gregory St, Pensacola, Florida, 32502 2
830 E Gregory St, Pensacola, Florida, 32502
Drive Time: 5 minute radius

Prepared by Esri
Latitude: 30.41885
Longitude: -87.19879

Demographic Summary		2019	2024
Population		9,181	9,604
Population 18+		7,663	8,044
Households		4,416	4,610
Median Household Income		\$47,561	\$53,475
		Expected Number of	
Product/Consumer Behavior	Adults	Percent	MPI
Went to family restaurant/steak house in last 6 mo	5,554	72.5%	97
Went to family restaurant/steak house 4+ times/mo	1,971	25.7%	97
Spent at family restaurant/30 days: <\$1-30	600	7.8%	97
Spent at family restaurant/30 days: \$31-50	866	11.3%	117
Spent at family restaurant/30 days: \$51-100	1,063	13.9%	93
Spent at family restaurant/30 days: \$101-200	591	7.7%	82
Family restaurant/steak house last 6 months: breakfast	990	12.9%	97
Family restaurant/steak house last 6 months: lunch	1,330	17.4%	90
Family restaurant/steak house last 6 months: dinner	3,343	43.6%	94
Family restaurant/steak house last 6 months: snack	132	1.7%	88
Family restaurant/steak house last 6 months: weekday	2,300	30.0%	98
Family restaurant/steak house last 6 months: weekend	2,970	38.8%	93
Fam rest/steak hse/6 months: Applebee`s	1,755	22.9%	105
Fam rest/steak hse/6 months: Bob Evans Farms	238	3.1%	100
Fam rest/steak hse/6 months: Buffalo Wild Wings	774	10.1%	96
Fam rest/steak hse/6 months: California Pizza Kitchen	132	1.7%	63
Fam rest/steak hse/6 months: Carrabba`s Italian Grill	223	2.9%	101
Fam rest/steak hse/6 months: The Cheesecake Factory	400	5.2%	71
Fam rest/steak hse/6 months: Chili`s Grill & Bar	703	9.2%	85
Fam rest/steak hse/6 months: CiCi`s	209	2.7%	96
Fam rest/steak hse/6 months: Cracker Barrel	895	11.7%	107
Fam rest/steak hse/6 months: Denny`s	545	7.1%	84
Fam rest/steak hse/6 months: Golden Corral	641	8.4%	120
Fam rest/steak hse/6 months: IHOP	725	9.5%	94
Fam rest/steak hse/6 months: Logan`s Roadhouse	268	3.5%	110
Fam rest/steak hse/6 months: LongHorn Steakhouse	414	5.4%	104
Fam rest/steak hse/6 months: Olive Garden	1,188	15.5%	93
Fam rest/steak hse/6 months: Outback Steakhouse	603	7.9%	95
Fam rest/steak hse/6 months: Red Lobster	826	10.8%	111
Fam rest/steak hse/6 months: Red Robin	417	5.4%	78
Fam rest/steak hse/6 months: Ruby Tuesday	373	4.9%	106
Fam rest/steak hse/6 months: Texas Roadhouse	778	10.2%	103
Fam rest/steak hse/6 months: T.G.I. Friday`s	435	5.7%	104
Fam rest/steak hse/6 months: Waffle House	519	6.8%	117
Went to fast food/drive-in restaurant in last 6 months	7,000	91.3%	101
Went to fast food/drive-in restaurant 9+ times/month	2,909	38.0%	97
Spent at fast food restaurant/30 days: <\$1-10	426	5.6%	123
Spent at fast food restaurant/30 days: \$11-\$20	841	11.0%	102
Spent at fast food restaurant/30 days: \$21-\$40	1,299	17.0%	104
Spent at fast food restaurant/30 days: \$41-\$50	698	9.1%	104
Spent at fast food restaurant/30 days: \$51-\$100	1,188	15.5%	94
Spent at fast food restaurant/30 days: \$101-\$200	496	6.5%	79
Spent at fast food restaurant/30 days: \$201+	167	2.2%	71

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2019 and 2024.

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Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Fast food/drive-in last 6 months: eat in	2,560	33.4%	90
Fast food/drive-in last 6 months: home delivery	535	7.0%	81
Fast food/drive-in last 6 months: take-out/drive-thru	3,650	47.6%	102
Fast food/drive-in last 6 months: take-out/walk-in	1,668	21.8%	105
Fast food/drive-in last 6 months: breakfast	2,739	35.7%	101
Fast food/drive-in last 6 months: lunch	3,762	49.1%	98
Fast food/drive-in last 6 months: dinner	3,639	47.5%	102
Fast food/drive-in last 6 months: snack	782	10.2%	86
Fast food/drive-in last 6 months: weekday	4,477	58.4%	99
Fast food/drive-in last 6 months: weekend	3,521	45.9%	97
Fast food/drive-in last 6 months: A & W	229	3.0%	104
Fast food/drive-in last 6 months: Arby's	1,410	18.4%	104
Fast food/drive-in last 6 months: Baskin-Robbins	194	2.5%	76
Fast food/drive-in last 6 months: Boston Market	183	2.4%	77
Fast food/drive-in last 6 months: Burger King	2,520	32.9%	111
Fast food/drive-in last 6 months: Captain D's	457	6.0%	161
Fast food/drive-in last 6 months: Carl's Jr.	244	3.2%	53
Fast food/drive-in last 6 months: Checkers	387	5.1%	152
Fast food/drive-in last 6 months: Chick-fil-A	1,811	23.6%	99
Fast food/drive-in last 6 months: Chipotle Mex. Grill	734	9.6%	77
Fast food/drive-in last 6 months: Chuck E. Cheese's	198	2.6%	88
Fast food/drive-in last 6 months: Church's Fr. Chicken	440	5.7%	162
Fast food/drive-in last 6 months: Cold Stone Creamery	203	2.6%	90
Fast food/drive-in last 6 months: Dairy Queen	1,309	17.1%	105
Fast food/drive-in last 6 months: Del Taco	166	2.2%	56
Fast food/drive-in last 6 months: Domino's Pizza	931	12.1%	96
Fast food/drive-in last 6 months: Dunkin' Donuts	877	11.4%	84
Went to Five Guys in last 6 months	583	7.6%	81
Fast food/drive-in last 6 months: Hardee's	595	7.8%	117
Fast food/drive-in last 6 months: Jack in the Box	348	4.5%	61
Went to Jimmy John's in last 6 months	459	6.0%	99
Fast food/drive-in last 6 months: KFC	1,676	21.9%	106
Fast food/drive-in last 6 months: Krispy Kreme	409	5.3%	90
Fast food/drive-in last 6 months: Little Caesars	1,082	14.1%	105
Fast food/drive-in last 6 months: Long John Silver's	308	4.0%	113
Fast food/drive-in last 6 months: McDonald's	3,865	50.4%	96
Went to Panda Express in last 6 months	597	7.8%	81
Fast food/drive-in last 6 months: Panera Bread	864	11.3%	89
Fast food/drive-in last 6 months: Papa John's	575	7.5%	85
Fast food/drive-in last 6 months: Papa Murphy's	408	5.3%	112
Fast food/drive-in last 6 months: Pizza Hut	1,428	18.6%	108
Fast food/drive-in last 6 months: Popeyes Chicken	765	10.0%	110
Fast food/drive-in last 6 months: Sonic Drive-In	972	12.7%	106
Fast food/drive-in last 6 months: Starbucks	1,207	15.8%	84
Fast food/drive-in last 6 months: Steak 'n Shake	503	6.6%	118
Fast food/drive-in last 6 months: Subway	1,947	25.4%	99
Fast food/drive-in last 6 months: Taco Bell	2,275	29.7%	103
Fast food/drive-in last 6 months: Wendy's	2,053	26.8%	105
Fast food/drive-in last 6 months: Whataburger	257	3.4%	64
Fast food/drive-in last 6 months: White Castle	287	3.7%	122
Went to fine dining restaurant last month	665	8.7%	82
Went to fine dining restaurant 3+ times last month	211	2.8%	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.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2019 and 2024.

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Demographic Summary		2019	2024
Population		55,520	57,709
Population 18+		45,639	47,507
Households		22,315	23,236
Median Household Income		\$44,238	\$50,158
		Expected Number of	
Product/Consumer Behavior	Adults	Percent	MPI
Went to family restaurant/steak house in last 6 mo	32,574	71.4%	95
Went to family restaurant/steak house 4+ times/mo	11,761	25.8%	97
Spent at family restaurant/30 days: <\$1-30	3,415	7.5%	93
Spent at family restaurant/30 days: \$31-50	4,609	10.1%	105
Spent at family restaurant/30 days: \$51-100	6,101	13.4%	90
Spent at family restaurant/30 days: \$101-200	3,610	7.9%	84
Family restaurant/steak house last 6 months: breakfast	5,770	12.6%	95
Family restaurant/steak house last 6 months: lunch	7,849	17.2%	89
Family restaurant/steak house last 6 months: dinner	19,177	42.0%	91
Family restaurant/steak house last 6 months: snack	823	1.8%	92
Family restaurant/steak house last 6 months: weekday	13,490	29.6%	97
Family restaurant/steak house last 6 months: weekend	16,794	36.8%	89
Fam rest/steak hse/6 months: Applebee`s	10,417	22.8%	104
Fam rest/steak hse/6 months: Bob Evans Farms	1,546	3.4%	109
Fam rest/steak hse/6 months: Buffalo Wild Wings	4,445	9.7%	93
Fam rest/steak hse/6 months: California Pizza Kitchen	970	2.1%	77
Fam rest/steak hse/6 months: Carrabba`s Italian Grill	1,218	2.7%	93
Fam rest/steak hse/6 months: The Cheesecake Factory	2,533	5.6%	76
Fam rest/steak hse/6 months: Chili`s Grill & Bar	4,135	9.1%	84
Fam rest/steak hse/6 months: CiCi`s	1,436	3.1%	110
Fam rest/steak hse/6 months: Cracker Barrel	5,134	11.2%	103
Fam rest/steak hse/6 months: Denny`s	3,416	7.5%	89
Fam rest/steak hse/6 months: Golden Corral	4,061	8.9%	128
Fam rest/steak hse/6 months: IHOP	4,160	9.1%	91
Fam rest/steak hse/6 months: Logan`s Roadhouse	1,585	3.5%	109
Fam rest/steak hse/6 months: LongHorn Steakhouse	2,348	5.1%	99
Fam rest/steak hse/6 months: Olive Garden	6,713	14.7%	88
Fam rest/steak hse/6 months: Outback Steakhouse	3,482	7.6%	93
Fam rest/steak hse/6 months: Red Lobster	4,995	10.9%	113
Fam rest/steak hse/6 months: Red Robin	2,330	5.1%	73
Fam rest/steak hse/6 months: Ruby Tuesday	2,340	5.1%	111
Fam rest/steak hse/6 months: Texas Roadhouse	4,282	9.4%	95
Fam rest/steak hse/6 months: T.G.I. Friday`s	2,823	6.2%	113
Fam rest/steak hse/6 months: Waffle House	3,124	6.8%	118
Went to fast food/drive-in restaurant in last 6 months	41,303	90.5%	100
Went to fast food/drive-in restaurant 9+ times/month	17,481	38.3%	98
Spent at fast food restaurant/30 days: <\$1-10	2,310	5.1%	112
Spent at fast food restaurant/30 days: \$11-\$20	4,908	10.8%	100
Spent at fast food restaurant/30 days: \$21-\$40	7,615	16.7%	103
Spent at fast food restaurant/30 days: \$41-\$50	3,773	8.3%	95
Spent at fast food restaurant/30 days: \$51-\$100	6,900	15.1%	91
Spent at fast food restaurant/30 days: \$101-\$200	3,037	6.7%	81
Spent at fast food restaurant/30 days: \$201+	1,095	2.4%	78

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Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Fast food/drive-in last 6 months: eat in	14,715	32.2%	87
Fast food/drive-in last 6 months: home delivery	3,431	7.5%	87
Fast food/drive-in last 6 months: take-out/drive-thru	20,949	45.9%	98
Fast food/drive-in last 6 months: take-out/walk-in	9,778	21.4%	103
Fast food/drive-in last 6 months: breakfast	15,948	34.9%	98
Fast food/drive-in last 6 months: lunch	21,858	47.9%	95
Fast food/drive-in last 6 months: dinner	20,447	44.8%	97
Fast food/drive-in last 6 months: snack	4,789	10.5%	89
Fast food/drive-in last 6 months: weekday	25,642	56.2%	95
Fast food/drive-in last 6 months: weekend	20,289	44.5%	94
Fast food/drive-in last 6 months: A & W	1,360	3.0%	104
Fast food/drive-in last 6 months: Arby's	7,891	17.3%	98
Fast food/drive-in last 6 months: Baskin-Robbins	1,288	2.8%	85
Fast food/drive-in last 6 months: Boston Market	1,364	3.0%	97
Fast food/drive-in last 6 months: Burger King	15,407	33.8%	114
Fast food/drive-in last 6 months: Captain D's	2,781	6.1%	164
Fast food/drive-in last 6 months: Carl's Jr.	1,625	3.6%	60
Fast food/drive-in last 6 months: Checkers	2,766	6.1%	183
Fast food/drive-in last 6 months: Chick-fil-A	9,991	21.9%	91
Fast food/drive-in last 6 months: Chipotle Mex. Grill	4,071	8.9%	72
Fast food/drive-in last 6 months: Chuck E. Cheese's	1,367	3.0%	102
Fast food/drive-in last 6 months: Church's Fr. Chicken	3,082	6.8%	191
Fast food/drive-in last 6 months: Cold Stone Creamery	1,154	2.5%	86
Fast food/drive-in last 6 months: Dairy Queen	7,338	16.1%	99
Fast food/drive-in last 6 months: Del Taco	1,159	2.5%	66
Fast food/drive-in last 6 months: Domino's Pizza	5,283	11.6%	92
Fast food/drive-in last 6 months: Dunkin' Donuts	5,080	11.1%	82
Went to Five Guys in last 6 months	3,494	7.7%	82
Fast food/drive-in last 6 months: Hardee's	3,507	7.7%	116
Fast food/drive-in last 6 months: Jack in the Box	2,314	5.1%	68
Went to Jimmy John's in last 6 months	2,465	5.4%	90
Fast food/drive-in last 6 months: KFC	10,437	22.9%	111
Fast food/drive-in last 6 months: Krispy Kreme	2,589	5.7%	95
Fast food/drive-in last 6 months: Little Caesars	6,529	14.3%	107
Fast food/drive-in last 6 months: Long John Silver's	1,937	4.2%	120
Fast food/drive-in last 6 months: McDonald's	23,314	51.1%	97
Went to Panda Express in last 6 months	3,380	7.4%	77
Fast food/drive-in last 6 months: Panera Bread	4,771	10.5%	82
Fast food/drive-in last 6 months: Papa John's	3,380	7.4%	84
Fast food/drive-in last 6 months: Papa Murphy's	2,142	4.7%	99
Fast food/drive-in last 6 months: Pizza Hut	8,244	18.1%	104
Fast food/drive-in last 6 months: Popeyes Chicken	5,276	11.6%	127
Fast food/drive-in last 6 months: Sonic Drive-In	5,687	12.5%	104
Fast food/drive-in last 6 months: Starbucks	6,379	14.0%	75
Fast food/drive-in last 6 months: Steak 'n Shake	3,041	6.7%	120
Fast food/drive-in last 6 months: Subway	11,395	25.0%	97
Fast food/drive-in last 6 months: Taco Bell	13,408	29.4%	102
Fast food/drive-in last 6 months: Wendy's	12,150	26.6%	104
Fast food/drive-in last 6 months: Whataburger	1,886	4.1%	79
Fast food/drive-in last 6 months: White Castle	1,967	4.3%	140
Went to fine dining restaurant last month	3,910	8.6%	81
Went to fine dining restaurant 3+ times last month	1,262	2.8%	88

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Longitude: -87.19879

Demographic Summary		2019	2024
Population		130,909	135,893
Population 18+		104,234	108,222
Households		53,487	55,452
Median Household Income		\$42,228	\$47,879
		Expected Number of	
Product/Consumer Behavior	Adults	Percent	MPI
Went to family restaurant/steak house in last 6 mo	74,999	72.0%	96
Went to family restaurant/steak house 4+ times/mo	26,748	25.7%	97
Spent at family restaurant/30 days: <\$1-30	8,084	7.8%	96
Spent at family restaurant/30 days: \$31-50	10,397	10.0%	104
Spent at family restaurant/30 days: \$51-100	14,211	13.6%	92
Spent at family restaurant/30 days: \$101-200	8,281	7.9%	85
Family restaurant/steak house last 6 months: breakfast	13,052	12.5%	94
Family restaurant/steak house last 6 months: lunch	18,312	17.6%	91
Family restaurant/steak house last 6 months: dinner	44,597	42.8%	92
Family restaurant/steak house last 6 months: snack	1,884	1.8%	92
Family restaurant/steak house last 6 months: weekday	31,182	29.9%	98
Family restaurant/steak house last 6 months: weekend	39,057	37.5%	90
Fam rest/steak hse/6 months: Applebee`s	24,032	23.1%	105
Fam rest/steak hse/6 months: Bob Evans Farms	3,784	3.6%	117
Fam rest/steak hse/6 months: Buffalo Wild Wings	10,214	9.8%	94
Fam rest/steak hse/6 months: California Pizza Kitchen	2,073	2.0%	72
Fam rest/steak hse/6 months: Carrabba`s Italian Grill	2,757	2.6%	92
Fam rest/steak hse/6 months: The Cheesecake Factory	5,487	5.3%	72
Fam rest/steak hse/6 months: Chili`s Grill & Bar	9,341	9.0%	83
Fam rest/steak hse/6 months: CiCi`s	3,365	3.2%	113
Fam rest/steak hse/6 months: Cracker Barrel	12,404	11.9%	109
Fam rest/steak hse/6 months: Denny`s	7,861	7.5%	90
Fam rest/steak hse/6 months: Golden Corral	9,364	9.0%	129
Fam rest/steak hse/6 months: IHOP	9,371	9.0%	90
Fam rest/steak hse/6 months: Logan`s Roadhouse	3,692	3.5%	112
Fam rest/steak hse/6 months: LongHorn Steakhouse	5,404	5.2%	100
Fam rest/steak hse/6 months: Olive Garden	15,743	15.1%	91
Fam rest/steak hse/6 months: Outback Steakhouse	7,728	7.4%	90
Fam rest/steak hse/6 months: Red Lobster	11,218	10.8%	111
Fam rest/steak hse/6 months: Red Robin	5,443	5.2%	75
Fam rest/steak hse/6 months: Ruby Tuesday	5,214	5.0%	108
Fam rest/steak hse/6 months: Texas Roadhouse	10,167	9.8%	99
Fam rest/steak hse/6 months: T.G.I. Friday`s	5,994	5.8%	105
Fam rest/steak hse/6 months: Waffle House	7,131	6.8%	118
Went to fast food/drive-in restaurant in last 6 months	94,622	90.8%	100
Went to fast food/drive-in restaurant 9+ times/month	40,769	39.1%	100
Spent at fast food restaurant/30 days: <\$1-10	5,143	4.9%	109
Spent at fast food restaurant/30 days: \$11-\$20	11,299	10.8%	100
Spent at fast food restaurant/30 days: \$21-\$40	17,495	16.8%	103
Spent at fast food restaurant/30 days: \$41-\$50	8,766	8.4%	96
Spent at fast food restaurant/30 days: \$51-\$100	16,208	15.5%	94
Spent at fast food restaurant/30 days: \$101-\$200	7,098	6.8%	83
Spent at fast food restaurant/30 days: \$201+	2,550	2.4%	80

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Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Fast food/drive-in last 6 months: eat in	34,624	33.2%	89
Fast food/drive-in last 6 months: home delivery	8,121	7.8%	90
Fast food/drive-in last 6 months: take-out/drive-thru	48,882	46.9%	100
Fast food/drive-in last 6 months: take-out/walk-in	21,927	21.0%	101
Fast food/drive-in last 6 months: breakfast	36,797	35.3%	99
Fast food/drive-in last 6 months: lunch	50,870	48.8%	97
Fast food/drive-in last 6 months: dinner	47,596	45.7%	98
Fast food/drive-in last 6 months: snack	11,090	10.6%	90
Fast food/drive-in last 6 months: weekday	59,967	57.5%	97
Fast food/drive-in last 6 months: weekend	46,961	45.1%	95
Fast food/drive-in last 6 months: A & W	3,327	3.2%	111
Fast food/drive-in last 6 months: Arby's	19,472	18.7%	106
Fast food/drive-in last 6 months: Baskin-Robbins	2,905	2.8%	84
Fast food/drive-in last 6 months: Boston Market	3,058	2.9%	95
Fast food/drive-in last 6 months: Burger King	35,490	34.0%	115
Fast food/drive-in last 6 months: Captain D's	6,060	5.8%	157
Fast food/drive-in last 6 months: Carl's Jr.	3,776	3.6%	61
Fast food/drive-in last 6 months: Checkers	5,688	5.5%	165
Fast food/drive-in last 6 months: Chick-fil-A	23,118	22.2%	92
Fast food/drive-in last 6 months: Chipotle Mex. Grill	9,132	8.8%	70
Fast food/drive-in last 6 months: Chuck E. Cheese's	3,011	2.9%	99
Fast food/drive-in last 6 months: Church's Fr. Chicken	6,243	6.0%	169
Fast food/drive-in last 6 months: Cold Stone Creamery	2,623	2.5%	86
Fast food/drive-in last 6 months: Dairy Queen	17,130	16.4%	101
Fast food/drive-in last 6 months: Del Taco	2,644	2.5%	65
Fast food/drive-in last 6 months: Domino's Pizza	12,435	11.9%	94
Fast food/drive-in last 6 months: Dunkin' Donuts	11,421	11.0%	80
Went to Five Guys in last 6 months	8,077	7.7%	83
Fast food/drive-in last 6 months: Hardee's	8,903	8.5%	129
Fast food/drive-in last 6 months: Jack in the Box	5,176	5.0%	66
Went to Jimmy John's in last 6 months	5,740	5.5%	91
Fast food/drive-in last 6 months: KFC	24,377	23.4%	114
Fast food/drive-in last 6 months: Krispy Kreme	5,814	5.6%	94
Fast food/drive-in last 6 months: Little Caesars	15,595	15.0%	112
Fast food/drive-in last 6 months: Long John Silver's	4,798	4.6%	130
Fast food/drive-in last 6 months: McDonald's	54,713	52.5%	100
Went to Panda Express in last 6 months	7,784	7.5%	77
Fast food/drive-in last 6 months: Panera Bread	10,551	10.1%	80
Fast food/drive-in last 6 months: Papa John's	8,149	7.8%	88
Fast food/drive-in last 6 months: Papa Murphy's	4,899	4.7%	99
Fast food/drive-in last 6 months: Pizza Hut	19,181	18.4%	106
Fast food/drive-in last 6 months: Popeyes Chicken	11,360	10.9%	120
Fast food/drive-in last 6 months: Sonic Drive-In	13,645	13.1%	109
Fast food/drive-in last 6 months: Starbucks	14,527	13.9%	75
Fast food/drive-in last 6 months: Steak 'n Shake	7,244	6.9%	125
Fast food/drive-in last 6 months: Subway	26,519	25.4%	99
Fast food/drive-in last 6 months: Taco Bell	32,054	30.8%	107
Fast food/drive-in last 6 months: Wendy's	27,973	26.8%	105
Fast food/drive-in last 6 months: Whataburger	4,368	4.2%	80
Fast food/drive-in last 6 months: White Castle	4,385	4.2%	137
Went to fine dining restaurant last month	8,517	8.2%	78
Went to fine dining restaurant 3+ times last month	2,787	2.7%	86

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2019 and 2024.

February 23, 2020