



Restaurant Market Potential

Proposed Location
 100 S Wacker Dr, Chicago, Illinois, 60606
 Ring: 1 mile radius

Sample Report
 Latitude: 41.87998
 Longitude: -87.63702

Demographic Summary	2022	2027
Population	79,579	83,205
Population 18+	73,382	76,623
Households	46,942	49,392
Median Household Income	\$135,114	\$151,317

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Went to family restaurant/steak house in last 6 months	46,317	63.1%	94
Went to family restaurant/steak house 4+ times/month last 30 days	14,224	19.4%	93
Spent at family restaurant/steak house last 30 days: \$1-30	3,984	5.4%	79
Spent at family restaurant/steak house 30 days: \$31-50	4,702	6.4%	75
Spent at family restaurant/steak house last 30 days: \$51-100	8,252	11.2%	80
Spent at family restaurant/steak house last 30 days: \$101-200	4,873	6.6%	78
Spent at family restaurant/steak house last 30 days: \$201+	3,259	4.4%	113
Spent at fine dining last 30 days: \$1-100	3,663	5.0%	165
Spent at fine dining last 30 days: \$101+	5,339	7.3%	195
Went to family restaurant last 6 months: for breakfast	7,816	10.7%	105
Went to family restaurant last 6 months: for lunch	10,473	14.3%	89
Went to family restaurant last 6 months: for dinner	29,335	40.0%	95
Went to family restaurant last 6 months: for snack	1,103	1.5%	98
Went to family restaurant last 6 months: on weekday	18,518	25.2%	90
Went to family restaurant last 6 months: on weekend	27,875	38.0%	105
Went to family restaurant last 6 months: Applebee's	7,543	10.3%	71
Went to family restaurant last 6 months: Bob Evans	1,872	2.6%	102
Went to family restaurant last 6 months: Buffalo Wild Wings	6,532	8.9%	102
Went to family restaurant last 6 months: California Pizza Kitchen	1,977	2.7%	151
Went to family restaurant last 6 months: Carrabba's	1,345	1.8%	92
Went to family restaurant last 6 months: The Cheesecake Factory	7,031	9.6%	156
Went to family restaurant last 6 months: Chili's Grill & Bar	7,186	9.8%	103
Went to family restaurant last 6 months: Cracker Barrel	4,457	6.1%	61
Went to family restaurant last 6 months: Denny's	2,482	3.4%	51
Went to family restaurant last 6 months: Golden Corral	1,322	1.8%	43
Went to family restaurant last 6 months: IHOP	4,358	5.9%	80
Went to family restaurant last 6 months: Logan's Roadhouse	1,180	1.6%	71
Went to family restaurant last 6 months: LongHorn Steakhouse	3,279	4.5%	84
Went to family restaurant last 6 months: Olive Garden	7,009	9.6%	67
Went to family restaurant last 6 months: Outback Steakhouse	3,422	4.7%	65
Went to family restaurant last 6 months: Red Lobster	3,243	4.4%	61
Went to family restaurant last 6 months: Red Robin	3,716	5.1%	84
Went to family restaurant last 6 months: Ruby Tuesday	1,784	2.4%	87
Went to family restaurant last 6 months: Texas Roadhouse	4,518	6.2%	59
Went to family restaurant last 6 months: T.G.I. Friday's	2,914	4.0%	133
Went to family restaurant last 6 months: Waffle House	2,024	2.8%	58
Went to family restaurant last 6 months: fast food/drive-in	66,930	91.2%	101
Went to fast food/drive-in restaurant 9+ times/month	26,060	35.5%	94
Spent at fast food restaurant last 30 days: <\$1-10	3,383	4.6%	113
Spent at fast food restaurant last 30 days: \$11-\$20	6,466	8.8%	103
Spent at fast food restaurant last 30 days: \$21-\$40	9,815	13.4%	82
Spent at fast food restaurant last 30 days: \$41-\$50	7,710	10.5%	119
Spent at fast food restaurant last 30 days: \$51-\$100	14,180	19.3%	99
Spent at fast food restaurant last 30 days: \$101-\$200	8,202	11.2%	99
Spent at fast food restaurant last 30 days: \$201+	2,315	3.2%	71
Ordered eat-in fast food in the last 6 months	15,657	21.3%	94

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

Proposed Location
 100 S Wacker Dr, Chicago, Illinois, 60606
 Ring: 1 mile radius

Sample Report
 Latitude: 41.87998
 Longitude: -87.63702

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Went to fast food restaurant in the last 6 months: eat in	15,657	21.3%	94
Went to fast food restaurant in the last 6 months: home delivery	11,985	16.3%	141
Went to fast food restaurant in the last 6 months: take-out/drive-thru	39,466	53.8%	96
Went to fast food restaurant in the last 6 months: take-out/walk-in	21,366	29.1%	137
Went to fast food restaurant in the last 6 months: breakfast	24,715	33.7%	99
Went to fast food restaurant in the last 6 months: lunch	39,487	53.8%	104
Went to fast food restaurant in the last 6 months: dinner	40,161	54.7%	108
Went to fast food restaurant in the last 6 months: snack	13,117	17.9%	144
Went to fast food restaurant in the last 6 months: weekday	44,078	60.1%	98
Went to fast food restaurant in the last 6 months: weekend	38,004	51.8%	104
Went to fast food restaurant in the last 6 months: A & W	1,043	1.4%	73
Went to fast food restaurant in the last 6 months: Arby's	9,660	13.2%	77
Went to fast food restaurant in the last 6 months: Baskin-Robbins	2,378	3.2%	99
Went to fast food restaurant in the last 6 months: Boston Market	1,350	1.8%	89
Went to fast food restaurant in the last 6 months: Burger King	14,216	19.4%	68
Went to fast food restaurant in the last 6 months: Captain D's	261	0.4%	12
Went to fast food restaurant in the last 6 months: Carl's Jr.	2,996	4.1%	78
Went to fast food restaurant in the last 6 months: Checkers	1,611	2.2%	83
Went to fast food restaurant in the last 6 months: Chick-fil-A	25,024	34.1%	113
Went to fast food restaurant in the last 6 months: Chipotle Mex. Grill	17,243	23.5%	164
Went to fast food restaurant in the last 6 months: Chuck E. Cheese's	1,044	1.4%	100
Went to fast food restaurant in the last 6 months: Church's Fr. Chicken	1,111	1.5%	47
Went to fast food restaurant in the last 6 months: Cold Stone Creamery	3,079	4.2%	160
Went to fast food restaurant in the last 6 months: Dairy Queen	7,531	10.3%	70
Went to fast food restaurant in the last 6 months: Del Taco	2,046	2.8%	83
Went to fast food restaurant in the last 6 months: Domino's Pizza	10,143	13.8%	93
Went to fast food restaurant in the last 6 months: Dunkin' Donuts	15,847	21.6%	152
Went to fast food restaurant in the last 6 months: Five Guys	10,165	13.9%	148
Went to fast food restaurant in the last 6 months: Hardee's	1,144	1.6%	30
Went to fast food restaurant in the last 6 months: Jack in the Box	3,412	4.6%	61
Went to fast food restaurant in the last 6 months: Jersey Mike's	7,086	9.7%	176
Went to fast food restaurant in the last 6 months: Jimmy John's	5,908	8.1%	146
Went to fast food restaurant in the last 6 months: KFC	8,354	11.4%	63
Went to fast food restaurant in the last 6 months: Krispy Kreme	4,973	6.8%	105
Went to fast food restaurant in the last 6 months: Little Caesars	5,673	7.7%	65
Went to fast food restaurant in the last 6 months: Long John Silver's	1,298	1.8%	69
Went to fast food restaurant in the last 6 months: McDonald's	34,138	46.5%	90
Went to fast food restaurant in the last 6 months: Panda Express	7,505	10.2%	89
Went to fast food restaurant in the last 6 months: Panera Bread	10,724	14.6%	117
Went to fast food restaurant in the last 6 months: Papa John's	7,061	9.6%	121
Went to fast food restaurant in the last 6 months: Papa Murphy's	1,991	2.7%	71
Went to fast food restaurant in the last 6 months: Pizza Hut	7,796	10.6%	83
Went to fast food restaurant in the last 6 months: Popeyes Chicken	11,666	15.9%	128
Went to fast food restaurant in the last 6 months: Sonic Drive-In	6,475	8.8%	74
Went to fast food restaurant in the last 6 months: Starbucks	23,280	31.7%	164
Went to fast food restaurant in the last 6 months: Steak 'n Shake	2,994	4.1%	106
Went to fast food restaurant in the last 6 months: Subway	10,824	14.8%	70
Went to fast food restaurant in the last 6 months: Taco Bell	18,085	24.6%	88
Went to fast food restaurant in the last 6 months: Wendy's	16,951	23.1%	89
Went to fast food restaurant in the last 6 months: Whataburger	2,692	3.7%	67
Went to fast food restaurant in the last 6 months: White Castle	1,591	2.2%	84
Went to fast food restaurant in the last 6 months: Wing-Stop	2,638	3.6%	115
Went to fine dining restaurant last month	10,371	14.1%	176
Went to fine dining restaurant 2+ times last month	6,120	8.3%	219

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Restaurant Market Potential

Proposed Location
 100 S Wacker Dr, Chicago, Illinois, 60606
 Ring: 3 mile radius

Sample Report
 Latitude: 41.87998
 Longitude: -87.63702

Demographic Summary		2022	2027	
Population		406,343	409,476	
Population 18+		353,908	358,343	
Households		217,632	221,192	
Median Household Income		\$112,587	\$130,780	
Product/Consumer Behavior		Expected Number of Adults	Percent	MPI
Went to family restaurant/steak house in last 6 months		217,870	61.6%	92
Went to family restaurant/steak house 4+ times/month last 30 days		65,868	18.6%	90
Spent at family restaurant/steak house last 30 days: \$1-30		19,523	5.5%	80
Spent at family restaurant/steak house 30 days: \$31-50		23,039	6.5%	77
Spent at family restaurant/steak house last 30 days: \$51-100		38,905	11.0%	78
Spent at family restaurant/steak house last 30 days: \$101-200		24,496	6.9%	81
Spent at family restaurant/steak house last 30 days: \$201+		15,804	4.5%	113
Spent at fine dining last 30 days: \$1-100		14,108	4.0%	132
Spent at fine dining last 30 days: \$101+		23,832	6.7%	180
Went to family restaurant last 6 months: for breakfast		34,721	9.8%	97
Went to family restaurant last 6 months: for lunch		51,007	14.4%	90
Went to family restaurant last 6 months: for dinner		137,399	38.8%	92
Went to family restaurant last 6 months: for snack		5,351	1.5%	98
Went to family restaurant last 6 months: on weekday		87,274	24.7%	88
Went to family restaurant last 6 months: on weekend		127,553	36.0%	99
Went to family restaurant last 6 months: Applebee's		39,044	11.0%	76
Went to family restaurant last 6 months: Bob Evans		7,399	2.1%	84
Went to family restaurant last 6 months: Buffalo Wild Wings		29,488	8.3%	96
Went to family restaurant last 6 months: California Pizza Kitchen		10,753	3.0%	170
Went to family restaurant last 6 months: Carrabba's		5,995	1.7%	85
Went to family restaurant last 6 months: The Cheesecake Factory		31,666	8.9%	146
Went to family restaurant last 6 months: Chili's Grill & Bar		29,889	8.4%	89
Went to family restaurant last 6 months: Cracker Barrel		18,997	5.4%	54
Went to family restaurant last 6 months: Denny's		15,946	4.5%	69
Went to family restaurant last 6 months: Golden Corral		8,460	2.4%	57
Went to family restaurant last 6 months: IHOP		23,022	6.5%	88
Went to family restaurant last 6 months: Logan's Roadhouse		4,734	1.3%	59
Went to family restaurant last 6 months: LongHorn Steakhouse		13,769	3.9%	73
Went to family restaurant last 6 months: Olive Garden		34,983	9.9%	69
Went to family restaurant last 6 months: Outback Steakhouse		17,919	5.1%	70
Went to family restaurant last 6 months: Red Lobster		16,515	4.7%	65
Went to family restaurant last 6 months: Red Robin		17,001	4.8%	80
Went to family restaurant last 6 months: Ruby Tuesday		7,728	2.2%	78
Went to family restaurant last 6 months: Texas Roadhouse		20,047	5.7%	54
Went to family restaurant last 6 months: T.G.I. Friday's		13,208	3.7%	125
Went to family restaurant last 6 months: Waffle House		9,946	2.8%	59
Went to family restaurant last 6 months: fast food/drive-in		316,890	89.5%	99
Went to fast food/drive-in restaurant 9+ times/month		119,904	33.9%	90
Spent at fast food restaurant last 30 days: <\$1-10		15,638	4.4%	108
Spent at fast food restaurant last 30 days: \$11-\$20		29,405	8.3%	97
Spent at fast food restaurant last 30 days: \$21-\$40		50,632	14.3%	88
Spent at fast food restaurant last 30 days: \$41-\$50		33,200	9.4%	107
Spent at fast food restaurant last 30 days: \$51-\$100		64,500	18.2%	94
Spent at fast food restaurant last 30 days: \$101-\$200		38,573	10.9%	97
Spent at fast food restaurant last 30 days: \$201+		12,281	3.5%	78
Ordered eat-in fast food in the last 6 months		72,595	20.5%	90

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Restaurant Market Potential

Proposed Location
 100 S Wacker Dr, Chicago, Illinois, 60606
 Ring: 3 mile radius

Sample Report
 Latitude: 41.87998
 Longitude: -87.63702

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Went to fast food restaurant in the last 6 months: eat in	72,595	20.5%	90
Went to fast food restaurant in the last 6 months: home delivery	57,386	16.2%	140
Went to fast food restaurant in the last 6 months: take-out/drive-thru	175,348	49.5%	88
Went to fast food restaurant in the last 6 months: take-out/walk-in	99,194	28.0%	132
Went to fast food restaurant in the last 6 months: breakfast	111,802	31.6%	93
Went to fast food restaurant in the last 6 months: lunch	179,103	50.6%	98
Went to fast food restaurant in the last 6 months: dinner	180,188	50.9%	100
Went to fast food restaurant in the last 6 months: snack	56,162	15.9%	128
Went to fast food restaurant in the last 6 months: weekday	201,797	57.0%	93
Went to fast food restaurant in the last 6 months: weekend	180,173	50.9%	102
Went to fast food restaurant in the last 6 months: A & W	4,756	1.3%	69
Went to fast food restaurant in the last 6 months: Arby's	38,241	10.8%	63
Went to fast food restaurant in the last 6 months: Baskin-Robbins	13,186	3.7%	114
Went to fast food restaurant in the last 6 months: Boston Market	8,616	2.4%	118
Went to fast food restaurant in the last 6 months: Burger King	74,642	21.1%	75
Went to fast food restaurant in the last 6 months: Captain D's	2,246	0.6%	21
Went to fast food restaurant in the last 6 months: Carl's Jr.	17,922	5.1%	97
Went to fast food restaurant in the last 6 months: Checkers	7,459	2.1%	79
Went to fast food restaurant in the last 6 months: Chick-fil-A	104,315	29.5%	98
Went to fast food restaurant in the last 6 months: Chipotle Mex. Grill	76,554	21.6%	151
Went to fast food restaurant in the last 6 months: Chuck E. Cheese's	5,566	1.6%	110
Went to fast food restaurant in the last 6 months: Church's Fr. Chicken	7,334	2.1%	65
Went to fast food restaurant in the last 6 months: Cold Stone Creamery	12,834	3.6%	139
Went to fast food restaurant in the last 6 months: Dairy Queen	32,504	9.2%	63
Went to fast food restaurant in the last 6 months: Del Taco	11,338	3.2%	96
Went to fast food restaurant in the last 6 months: Domino's Pizza	50,761	14.3%	96
Went to fast food restaurant in the last 6 months: Dunkin' Donuts	72,903	20.6%	145
Went to fast food restaurant in the last 6 months: Five Guys	43,410	12.3%	131
Went to fast food restaurant in the last 6 months: Hardee's	6,227	1.8%	33
Went to fast food restaurant in the last 6 months: Jack in the Box	23,010	6.5%	85
Went to fast food restaurant in the last 6 months: Jersey Mike's	27,472	7.8%	141
Went to fast food restaurant in the last 6 months: Jimmy John's	22,396	6.3%	115
Went to fast food restaurant in the last 6 months: KFC	43,948	12.4%	68
Went to fast food restaurant in the last 6 months: Krispy Kreme	21,776	6.2%	95
Went to fast food restaurant in the last 6 months: Little Caesars	26,383	7.5%	63
Went to fast food restaurant in the last 6 months: Long John Silver's	5,333	1.5%	59
Went to fast food restaurant in the last 6 months: McDonald's	163,866	46.3%	89
Went to fast food restaurant in the last 6 months: Panda Express	38,190	10.8%	94
Went to fast food restaurant in the last 6 months: Panera Bread	48,583	13.7%	110
Went to fast food restaurant in the last 6 months: Papa John's	28,514	8.1%	101
Went to fast food restaurant in the last 6 months: Papa Murphy's	9,127	2.6%	67
Went to fast food restaurant in the last 6 months: Pizza Hut	35,153	9.9%	78
Went to fast food restaurant in the last 6 months: Popeyes Chicken	52,876	14.9%	121
Went to fast food restaurant in the last 6 months: Sonic Drive-In	26,706	7.5%	64
Went to fast food restaurant in the last 6 months: Starbucks	101,130	28.6%	148
Went to fast food restaurant in the last 6 months: Steak 'n Shake	11,481	3.2%	84
Went to fast food restaurant in the last 6 months: Subway	55,343	15.6%	74
Went to fast food restaurant in the last 6 months: Taco Bell	84,807	24.0%	85
Went to fast food restaurant in the last 6 months: Wendy's	78,783	22.3%	86
Went to fast food restaurant in the last 6 months: Whataburger	13,028	3.7%	67
Went to fast food restaurant in the last 6 months: White Castle	9,188	2.6%	100
Went to fast food restaurant in the last 6 months: Wing-Stop	12,983	3.7%	118
Went to fine dining restaurant last month	44,401	12.5%	156
Went to fine dining restaurant 2+ times last month	24,864	7.0%	184

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Restaurant Market Potential

Proposed Location
 100 S Wacker Dr, Chicago, Illinois, 60606
 Ring: 5 mile radius

Sample Report
 Latitude: 41.87998
 Longitude: -87.63702

Demographic Summary	2022	2027
Population	878,154	874,419
Population 18+	728,983	731,385
Households	422,190	424,382
Median Household Income	\$94,377	\$111,362

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Went to family restaurant/steak house in last 6 months	446,380	61.2%	91
Went to family restaurant/steak house 4+ times/month last 30 days	135,909	18.6%	90
Spent at family restaurant/steak house last 30 days: \$1-30	40,385	5.5%	81
Spent at family restaurant/steak house 30 days: \$31-50	48,049	6.6%	77
Spent at family restaurant/steak house last 30 days: \$51-100	82,865	11.4%	80
Spent at family restaurant/steak house last 30 days: \$101-200	51,403	7.1%	82
Spent at family restaurant/steak house last 30 days: \$201+	29,660	4.1%	103
Spent at fine dining last 30 days: \$1-100	25,663	3.5%	117
Spent at fine dining last 30 days: \$101+	42,790	5.9%	157
Went to family restaurant last 6 months: for breakfast	71,542	9.8%	97
Went to family restaurant last 6 months: for lunch	108,912	14.9%	93
Went to family restaurant last 6 months: for dinner	273,335	37.5%	89
Went to family restaurant last 6 months: for snack	13,666	1.9%	122
Went to family restaurant last 6 months: on weekday	173,965	23.9%	85
Went to family restaurant last 6 months: on weekend	259,315	35.6%	98
Went to family restaurant last 6 months: Applebee's	87,879	12.1%	83
Went to family restaurant last 6 months: Bob Evans	13,666	1.9%	75
Went to family restaurant last 6 months: Buffalo Wild Wings	63,863	8.8%	101
Went to family restaurant last 6 months: California Pizza Kitchen	21,200	2.9%	163
Went to family restaurant last 6 months: Carrabba's	11,145	1.5%	77
Went to family restaurant last 6 months: The Cheesecake Factory	62,078	8.5%	139
Went to family restaurant last 6 months: Chili's Grill & Bar	60,204	8.3%	87
Went to family restaurant last 6 months: Cracker Barrel	37,334	5.1%	51
Went to family restaurant last 6 months: Denny's	43,054	5.9%	90
Went to family restaurant last 6 months: Golden Corral	21,533	3.0%	71
Went to family restaurant last 6 months: IHOP	51,791	7.1%	96
Went to family restaurant last 6 months: Logan's Roadhouse	9,507	1.3%	58
Went to family restaurant last 6 months: LongHorn Steakhouse	26,873	3.7%	70
Went to family restaurant last 6 months: Olive Garden	74,596	10.2%	72
Went to family restaurant last 6 months: Outback Steakhouse	37,459	5.1%	71
Went to family restaurant last 6 months: Red Lobster	38,572	5.3%	73
Went to family restaurant last 6 months: Red Robin	34,583	4.7%	79
Went to family restaurant last 6 months: Ruby Tuesday	17,194	2.4%	84
Went to family restaurant last 6 months: Texas Roadhouse	42,486	5.8%	55
Went to family restaurant last 6 months: T.G.I. Friday's	29,481	4.0%	136
Went to family restaurant last 6 months: Waffle House	22,417	3.1%	64
Went to family restaurant last 6 months: fast food/drive-in	653,135	89.6%	99
Went to fast food/drive-in restaurant 9+ times/month	259,956	35.7%	94
Spent at fast food restaurant last 30 days: <\$1-10	30,832	4.2%	104
Spent at fast food restaurant last 30 days: \$11-\$20	57,483	7.9%	92
Spent at fast food restaurant last 30 days: \$21-\$40	108,880	14.9%	91
Spent at fast food restaurant last 30 days: \$41-\$50	69,264	9.5%	108
Spent at fast food restaurant last 30 days: \$51-\$100	132,719	18.2%	94
Spent at fast food restaurant last 30 days: \$101-\$200	80,109	11.0%	98
Spent at fast food restaurant last 30 days: \$201+	27,229	3.7%	84
Ordered eat-in fast food in the last 6 months	145,607	20.0%	88

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Restaurant Market Potential

Proposed Location
 100 S Wacker Dr, Chicago, Illinois, 60606
 Ring: 5 mile radius

Sample Report
 Latitude: 41.87998
 Longitude: -87.63702

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Went to fast food restaurant in the last 6 months: eat in	145,607	20.0%	88
Went to fast food restaurant in the last 6 months: home delivery	119,300	16.4%	141
Went to fast food restaurant in the last 6 months: take-out/drive-thru	357,630	49.1%	88
Went to fast food restaurant in the last 6 months: take-out/walk-in	197,463	27.1%	127
Went to fast food restaurant in the last 6 months: breakfast	231,980	31.8%	93
Went to fast food restaurant in the last 6 months: lunch	360,256	49.4%	96
Went to fast food restaurant in the last 6 months: dinner	358,573	49.2%	97
Went to fast food restaurant in the last 6 months: snack	109,437	15.0%	121
Went to fast food restaurant in the last 6 months: weekday	406,333	55.7%	91
Went to fast food restaurant in the last 6 months: weekend	375,811	51.6%	103
Went to fast food restaurant in the last 6 months: A & W	9,072	1.2%	64
Went to fast food restaurant in the last 6 months: Arby's	71,883	9.9%	58
Went to fast food restaurant in the last 6 months: Baskin-Robbins	29,013	4.0%	122
Went to fast food restaurant in the last 6 months: Boston Market	20,220	2.8%	135
Went to fast food restaurant in the last 6 months: Burger King	171,906	23.6%	83
Went to fast food restaurant in the last 6 months: Captain D's	7,400	1.0%	34
Went to fast food restaurant in the last 6 months: Carl's Jr.	47,354	6.5%	124
Went to fast food restaurant in the last 6 months: Checkers	19,435	2.7%	100
Went to fast food restaurant in the last 6 months: Chick-fil-A	204,360	28.0%	93
Went to fast food restaurant in the last 6 months: Chipotle Mex. Grill	149,711	20.5%	143
Went to fast food restaurant in the last 6 months: Chuck E. Cheese's	15,351	2.1%	147
Went to fast food restaurant in the last 6 months: Church's Fr. Chicken	22,875	3.1%	98
Went to fast food restaurant in the last 6 months: Cold Stone Creamery	24,754	3.4%	130
Went to fast food restaurant in the last 6 months: Dairy Queen	63,581	8.7%	59
Went to fast food restaurant in the last 6 months: Del Taco	27,493	3.8%	113
Went to fast food restaurant in the last 6 months: Domino's Pizza	115,997	15.9%	107
Went to fast food restaurant in the last 6 months: Dunkin' Donuts	142,887	19.6%	138
Went to fast food restaurant in the last 6 months: Five Guys	83,710	11.5%	122
Went to fast food restaurant in the last 6 months: Hardee's	14,475	2.0%	38
Went to fast food restaurant in the last 6 months: Jack in the Box	61,537	8.4%	110
Went to fast food restaurant in the last 6 months: Jersey Mike's	50,330	6.9%	126
Went to fast food restaurant in the last 6 months: Jimmy John's	39,157	5.4%	98
Went to fast food restaurant in the last 6 months: KFC	105,261	14.4%	79
Went to fast food restaurant in the last 6 months: Krispy Kreme	48,597	6.7%	103
Went to fast food restaurant in the last 6 months: Little Caesars	68,028	9.3%	78
Went to fast food restaurant in the last 6 months: Long John Silver's	10,974	1.5%	59
Went to fast food restaurant in the last 6 months: McDonald's	351,080	48.2%	93
Went to fast food restaurant in the last 6 months: Panda Express	86,063	11.8%	103
Went to fast food restaurant in the last 6 months: Panera Bread	90,229	12.4%	99
Went to fast food restaurant in the last 6 months: Papa John's	57,177	7.8%	99
Went to fast food restaurant in the last 6 months: Papa Murphy's	17,342	2.4%	62
Went to fast food restaurant in the last 6 months: Pizza Hut	82,328	11.3%	88
Went to fast food restaurant in the last 6 months: Popeyes Chicken	118,483	16.3%	131
Went to fast food restaurant in the last 6 months: Sonic Drive-In	53,954	7.4%	62
Went to fast food restaurant in the last 6 months: Starbucks	192,507	26.4%	137
Went to fast food restaurant in the last 6 months: Steak 'n Shake	23,076	3.2%	82
Went to fast food restaurant in the last 6 months: Subway	119,093	16.3%	78
Went to fast food restaurant in the last 6 months: Taco Bell	178,743	24.5%	87
Went to fast food restaurant in the last 6 months: Wendy's	167,317	23.0%	88
Went to fast food restaurant in the last 6 months: Whataburger	27,049	3.7%	68
Went to fast food restaurant in the last 6 months: White Castle	22,484	3.1%	119
Went to fast food restaurant in the last 6 months: Wing-Stop	32,255	4.4%	142
Went to fine dining restaurant last month	78,521	10.8%	134
Went to fine dining restaurant 2+ times last month	43,912	6.0%	158

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.