



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	2021	2026
Population	71,839	79,539
Population 18+	66,685	73,648
Households	41,940	46,878
Median Household Income	\$122,586	\$135,928

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Went to family restaurant/steak house in last 6 months	47,876	71.8%	99
Went to family restaurant/steak house 4+ times/month last 30 days	14,057	21.1%	85
Spent at family restaurant/steak house last 30 days: \$1-30	3,545	5.3%	72
Spent at family restaurant/steak house 30 days: \$31-50	4,802	7.2%	81
Spent at family restaurant/steak house last 30 days: \$51-100	7,098	10.6%	73
Spent at family restaurant/steak house last 30 days: \$101-200	5,221	7.8%	87
Spent at family restaurant/steak house last 30 days: \$201+	2,097	3.1%	74
Spent at fine dining last 30 days: \$1-100	3,794	5.7%	146
Spent at fine dining last 30 days: \$101+	4,814	7.2%	170
Went to family restaurant last 6 months: for breakfast	9,675	14.5%	120
Went to family restaurant last 6 months: for lunch	10,474	15.7%	88
Went to family restaurant last 6 months: for dinner	28,465	42.7%	96
Went to family restaurant last 6 months: for snack	1,109	1.7%	91
Went to family restaurant last 6 months: on weekday	19,058	28.6%	97
Went to family restaurant last 6 months: on weekend	26,593	39.9%	102
Went to family restaurant last 6 months: Applebee's	10,626	15.9%	87
Went to family restaurant last 6 months: Bob Evans	1,850	2.8%	91
Went to family restaurant last 6 months: Buffalo Wild Wings	7,331	11.0%	117
Went to family restaurant last 6 months: California Pizza Kitchen	2,497	3.7%	151
Went to family restaurant last 6 months: The Cheesecake Factory	7,622	11.4%	163
Went to family restaurant last 6 months: Chili's Grill & Bar	7,527	11.3%	110
Went to family restaurant last 6 months: CiCi's Pizza	364	0.5%	26
Went to family restaurant last 6 months: Cracker Barrel	3,370	5.1%	44
Went to family restaurant last 6 months: Denny's	3,864	5.8%	68
Went to family restaurant last 6 months: Golden Corral	1,829	2.7%	42
Went to family restaurant last 6 months: IHOP	4,861	7.3%	79
Went to family restaurant last 6 months: Logan's Roadhouse	637	1.0%	34
Went to family restaurant last 6 months: LongHorn Steakhouse	4,539	6.8%	120
Went to family restaurant last 6 months: Olive Garden	6,850	10.3%	65
Went to family restaurant last 6 months: Outback Steakhouse	4,503	6.8%	82
Went to family restaurant last 6 months: Red Lobster	3,841	5.8%	62
Went to family restaurant last 6 months: Red Robin	4,863	7.3%	101
Went to family restaurant last 6 months: Ruby Tuesday	2,872	4.3%	110
Went to family restaurant last 6 months: Texas Roadhouse	4,876	7.3%	65
Went to family restaurant last 6 months: T.G.I. Friday's	4,432	6.6%	152
Went to family restaurant last 6 months: Waffle House	2,117	3.2%	50
Went to family restaurant last 6 months: fast food/drive-in	60,404	90.6%	101
Went to fast food/drive-in restaurant 9+ times/month	23,630	35.4%	93
Spent at fast food restaurant last 30 days: <\$1-10	2,185	3.3%	83
Spent at fast food restaurant last 30 days: \$11-\$20	6,963	10.4%	115
Spent at fast food restaurant last 30 days: \$21-\$40	9,266	13.9%	88
Spent at fast food restaurant last 30 days: \$41-\$50	7,141	10.7%	128
Spent at fast food restaurant last 30 days: \$51-\$100	9,586	14.4%	82
Spent at fast food restaurant last 30 days: \$101-\$200	6,134	9.2%	95
Spent at fast food restaurant last 30 days: \$201+	1,214	1.8%	48

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 2021 and 2026.



Restaurant Market Potential

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 Latitude: 41.87998
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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	20,375	30.6%	94
Went to fast food restaurant in the last 6 months: home delivery	9,375	14.1%	158
Went to fast food restaurant in the last 6 months: take-out/drive-thru	28,783	43.2%	90
Went to fast food restaurant in the last 6 months: take-out/walk-in	17,345	26.0%	127
Went to fast food restaurant in the last 6 months: breakfast	22,496	33.7%	98
Went to fast food restaurant in the last 6 months: lunch	35,094	52.6%	106
Went to fast food restaurant in the last 6 months: dinner	34,262	51.4%	109
Went to fast food restaurant in the last 6 months: snack	11,518	17.3%	138
Went to fast food restaurant in the last 6 months: weekday	36,437	54.6%	94
Went to fast food restaurant in the last 6 months: weekend	30,110	45.2%	96
Went to fast food restaurant in the last 6 months: A & W	1,171	1.8%	79
Went to fast food restaurant in the last 6 months: Arby's	7,966	11.9%	69
Went to fast food restaurant in the last 6 months: Baskin-Robbins	2,168	3.3%	89
Went to fast food restaurant in the last 6 months: Boston Market	2,029	3.0%	118
Went to fast food restaurant in the last 6 months: Burger King	13,561	20.3%	72
Went to fast food restaurant in the last 6 months: Captain D's	594	0.9%	26
Went to fast food restaurant in the last 6 months: Carl's Jr.	2,595	3.9%	67
Went to fast food restaurant in the last 6 months: Checkers	1,797	2.7%	80
Went to fast food restaurant in the last 6 months: Chick-fil-A	20,914	31.4%	114
Went to fast food restaurant in the last 6 months: Chipotle Mex. Grill	14,151	21.2%	163
Went to fast food restaurant in the last 6 months: Chuck E. Cheese's	1,280	1.9%	85
Went to fast food restaurant in the last 6 months: Church's Fr. Chicken	824	1.2%	37
Went to fast food restaurant in the last 6 months: Cold Stone Creamery	2,514	3.8%	133
Went to fast food restaurant in the last 6 months: Dairy Queen	7,661	11.5%	76
Went to fast food restaurant in the last 6 months: Del Taco	2,122	3.2%	83
Went to fast food restaurant in the last 6 months: Domino's Pizza	7,898	11.8%	86
Went to fast food restaurant in the last 6 months: Dunkin' Donuts	16,109	24.2%	178
Went to fast food restaurant in the last 6 months: Five Guys	9,052	13.6%	148
Went to fast food restaurant in the last 6 months: Hardee's	501	0.8%	14
Went to fast food restaurant in the last 6 months: Jack in the Box	4,067	6.1%	75
Went to fast food restaurant in the last 6 months: Jimmy John's	5,825	8.7%	159
Went to fast food restaurant in the last 6 months: KFC	8,433	12.6%	65
Went to fast food restaurant in the last 6 months: Krispy Kreme	3,847	5.8%	96
Went to fast food restaurant in the last 6 months: Little Caesars	5,417	8.1%	67
Went to fast food restaurant in the last 6 months: Long John Silver's	743	1.1%	35
Went to fast food restaurant in the last 6 months: McDonald's	29,554	44.3%	86
Went to fast food restaurant in the last 6 months: Panda Express	5,513	8.3%	79
Went to fast food restaurant in the last 6 months: Panera Bread	10,705	16.1%	126
Went to fast food restaurant in the last 6 months: Papa John's	6,611	9.9%	123
Went to fast food restaurant in the last 6 months: Papa Murphy's	1,553	2.3%	59
Went to fast food restaurant in the last 6 months: Pizza Hut	7,771	11.7%	85
Went to fast food restaurant in the last 6 months: Popeyes Chicken	9,222	13.8%	132
Went to fast food restaurant in the last 6 months: Sonic Drive-In	7,006	10.5%	89
Went to fast food restaurant in the last 6 months: Starbucks	21,918	32.9%	180
Went to fast food restaurant in the last 6 months: Steak 'n Shake	2,779	4.2%	83
Went to fast food restaurant in the last 6 months: Subway	9,975	15.0%	66
Went to fast food restaurant in the last 6 months: Taco Bell	17,025	25.5%	88
Went to fast food restaurant in the last 6 months: Wendy's	16,981	25.5%	98
Went to fast food restaurant in the last 6 months: Whataburger	1,249	1.9%	33
Went to fast food restaurant in the last 6 months: White Castle	2,436	3.7%	124
Went to fast food restaurant in the last 6 months: Wing-Stop	2,461	3.7%	124
Went to fine dining restaurant last month	9,484	14.2%	149
Went to fine dining restaurant 3+ times last month	3,675	5.5%	218

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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
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Demographic Summary		2021	2026
Population		378,278	395,216
Population 18+		329,435	345,718
Households		199,383	210,136
Median Household Income		\$102,231	\$113,215

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Went to family restaurant/steak house in last 6 months	229,482	69.7%	96
Went to family restaurant/steak house 4+ times/month last 30 days	69,813	21.2%	86
Spent at family restaurant/steak house last 30 days: \$1-30	19,010	5.8%	78
Spent at family restaurant/steak house 30 days: \$31-50	23,407	7.1%	80
Spent at family restaurant/steak house last 30 days: \$51-100	37,135	11.3%	78
Spent at family restaurant/steak house last 30 days: \$101-200	25,994	7.9%	88
Spent at family restaurant/steak house last 30 days: \$201+	12,567	3.8%	90
Spent at fine dining last 30 days: \$1-100	16,630	5.0%	130
Spent at fine dining last 30 days: \$101+	22,644	6.9%	162
Went to family restaurant last 6 months: for breakfast	41,829	12.7%	105
Went to family restaurant last 6 months: for lunch	54,096	16.4%	92
Went to family restaurant last 6 months: for dinner	134,396	40.8%	92
Went to family restaurant last 6 months: for snack	6,263	1.9%	104
Went to family restaurant last 6 months: on weekday	87,746	26.6%	91
Went to family restaurant last 6 months: on weekend	125,050	38.0%	97
Went to family restaurant last 6 months: Applebee's	53,523	16.2%	89
Went to family restaurant last 6 months: Bob Evans	7,210	2.2%	72
Went to family restaurant last 6 months: Buffalo Wild Wings	33,353	10.1%	108
Went to family restaurant last 6 months: California Pizza Kitchen	13,317	4.0%	163
Went to family restaurant last 6 months: The Cheesecake Factory	36,256	11.0%	157
Went to family restaurant last 6 months: Chili's Grill & Bar	31,698	9.6%	94
Went to family restaurant last 6 months: CiCi's Pizza	3,829	1.2%	55
Went to family restaurant last 6 months: Cracker Barrel	17,057	5.2%	45
Went to family restaurant last 6 months: Denny's	20,708	6.3%	73
Went to family restaurant last 6 months: Golden Corral	12,811	3.9%	59
Went to family restaurant last 6 months: IHOP	27,323	8.3%	89
Went to family restaurant last 6 months: Logan's Roadhouse	3,549	1.1%	38
Went to family restaurant last 6 months: LongHorn Steakhouse	17,976	5.5%	96
Went to family restaurant last 6 months: Olive Garden	35,734	10.8%	69
Went to family restaurant last 6 months: Outback Steakhouse	21,415	6.5%	79
Went to family restaurant last 6 months: Red Lobster	21,878	6.6%	71
Went to family restaurant last 6 months: Red Robin	21,222	6.4%	89
Went to family restaurant last 6 months: Ruby Tuesday	12,068	3.7%	94
Went to family restaurant last 6 months: Texas Roadhouse	21,306	6.5%	57
Went to family restaurant last 6 months: T.G.I. Friday's	20,883	6.3%	145
Went to family restaurant last 6 months: Waffle House	11,658	3.5%	56
Went to family restaurant last 6 months: fast food/drive-in	293,065	89.0%	99
Went to fast food/drive-in restaurant 9+ times/month	112,174	34.1%	89
Spent at fast food restaurant last 30 days: <\$1-10	12,129	3.7%	94
Spent at fast food restaurant last 30 days: \$11-\$20	29,785	9.0%	99
Spent at fast food restaurant last 30 days: \$21-\$40	48,015	14.6%	92
Spent at fast food restaurant last 30 days: \$41-\$50	31,008	9.4%	112
Spent at fast food restaurant last 30 days: \$51-\$100	48,482	14.7%	84
Spent at fast food restaurant last 30 days: \$101-\$200	29,431	8.9%	92
Spent at fast food restaurant last 30 days: \$201+	7,449	2.3%	60

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 Ring: 3 mile radius

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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	100,874	30.6%	94
Went to fast food restaurant in the last 6 months: home delivery	42,009	12.8%	143
Went to fast food restaurant in the last 6 months: take-out/drive-thru	133,636	40.6%	85
Went to fast food restaurant in the last 6 months: take-out/walk-in	83,257	25.3%	123
Went to fast food restaurant in the last 6 months: breakfast	105,713	32.1%	93
Went to fast food restaurant in the last 6 months: lunch	160,739	48.8%	99
Went to fast food restaurant in the last 6 months: dinner	153,412	46.6%	99
Went to fast food restaurant in the last 6 months: snack	51,154	15.5%	124
Went to fast food restaurant in the last 6 months: weekday	171,650	52.1%	90
Went to fast food restaurant in the last 6 months: weekend	151,513	46.0%	98
Went to fast food restaurant in the last 6 months: A & W	5,800	1.8%	79
Went to fast food restaurant in the last 6 months: Arby's	34,210	10.4%	60
Went to fast food restaurant in the last 6 months: Baskin-Robbins	12,454	3.8%	103
Went to fast food restaurant in the last 6 months: Boston Market	12,183	3.7%	143
Went to fast food restaurant in the last 6 months: Burger King	70,459	21.4%	76
Went to fast food restaurant in the last 6 months: Captain D's	4,082	1.2%	36
Went to fast food restaurant in the last 6 months: Carl's Jr.	17,629	5.4%	92
Went to fast food restaurant in the last 6 months: Checkers	9,037	2.7%	82
Went to fast food restaurant in the last 6 months: Chick-fil-A	88,160	26.8%	97
Went to fast food restaurant in the last 6 months: Chipotle Mex. Grill	63,162	19.2%	148
Went to fast food restaurant in the last 6 months: Chuck E. Cheese's	6,763	2.1%	90
Went to fast food restaurant in the last 6 months: Church's Fr. Chicken	6,406	1.9%	59
Went to fast food restaurant in the last 6 months: Cold Stone Creamery	11,166	3.4%	120
Went to fast food restaurant in the last 6 months: Dairy Queen	31,145	9.5%	62
Went to fast food restaurant in the last 6 months: Del Taco	12,146	3.7%	96
Went to fast food restaurant in the last 6 months: Domino's Pizza	42,920	13.0%	95
Went to fast food restaurant in the last 6 months: Dunkin' Donuts	72,324	22.0%	162
Went to fast food restaurant in the last 6 months: Five Guys	40,188	12.2%	133
Went to fast food restaurant in the last 6 months: Hardee's	4,090	1.2%	23
Went to fast food restaurant in the last 6 months: Jack in the Box	25,273	7.7%	94
Went to fast food restaurant in the last 6 months: Jimmy John's	21,868	6.6%	121
Went to fast food restaurant in the last 6 months: KFC	45,796	13.9%	72
Went to fast food restaurant in the last 6 months: Krispy Kreme	18,974	5.8%	96
Went to fast food restaurant in the last 6 months: Little Caesars	25,724	7.8%	64
Went to fast food restaurant in the last 6 months: Long John Silver's	4,253	1.3%	40
Went to fast food restaurant in the last 6 months: McDonald's	152,807	46.4%	90
Went to fast food restaurant in the last 6 months: Panda Express	31,852	9.7%	92
Went to fast food restaurant in the last 6 months: Panera Bread	48,827	14.8%	116
Went to fast food restaurant in the last 6 months: Papa John's	27,014	8.2%	102
Went to fast food restaurant in the last 6 months: Papa Murphy's	7,710	2.3%	59
Went to fast food restaurant in the last 6 months: Pizza Hut	36,961	11.2%	81
Went to fast food restaurant in the last 6 months: Popeyes Chicken	42,641	12.9%	123
Went to fast food restaurant in the last 6 months: Sonic Drive-In	26,593	8.1%	68
Went to fast food restaurant in the last 6 months: Starbucks	93,818	28.5%	156
Went to fast food restaurant in the last 6 months: Steak 'n Shake	12,525	3.8%	76
Went to fast food restaurant in the last 6 months: Subway	52,687	16.0%	70
Went to fast food restaurant in the last 6 months: Taco Bell	80,152	24.3%	84
Went to fast food restaurant in the last 6 months: Wendy's	76,757	23.3%	90
Went to fast food restaurant in the last 6 months: Whataburger	9,672	2.9%	52
Went to fast food restaurant in the last 6 months: White Castle	12,180	3.7%	126
Went to fast food restaurant in the last 6 months: Wing-Stop	12,248	3.7%	125
Went to fine dining restaurant last month	44,356	13.5%	141
Went to fine dining restaurant 3+ times last month	15,955	4.8%	192

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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	2021	2026
Population	850,188	866,190
Population 18+	704,004	722,864
Households	390,966	401,874
Median Household Income	\$83,661	\$96,082

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Went to family restaurant/steak house in last 6 months	480,123	68.2%	94
Went to family restaurant/steak house 4+ times/month last 30 days	149,873	21.3%	86
Spent at family restaurant/steak house last 30 days: \$1-30	39,570	5.6%	76
Spent at family restaurant/steak house 30 days: \$31-50	49,874	7.1%	80
Spent at family restaurant/steak house last 30 days: \$51-100	78,104	11.1%	76
Spent at family restaurant/steak house last 30 days: \$101-200	54,436	7.7%	86
Spent at family restaurant/steak house last 30 days: \$201+	24,864	3.5%	83
Spent at fine dining last 30 days: \$1-100	31,668	4.5%	116
Spent at fine dining last 30 days: \$101+	41,108	5.8%	137
Went to family restaurant last 6 months: for breakfast	84,588	12.0%	99
Went to family restaurant last 6 months: for lunch	116,029	16.5%	92
Went to family restaurant last 6 months: for dinner	267,721	38.0%	86
Went to family restaurant last 6 months: for snack	13,388	1.9%	104
Went to family restaurant last 6 months: on weekday	172,890	24.6%	84
Went to family restaurant last 6 months: on weekend	257,689	36.6%	93
Went to family restaurant last 6 months: Applebee's	115,904	16.5%	90
Went to family restaurant last 6 months: Bob Evans	13,509	1.9%	63
Went to family restaurant last 6 months: Buffalo Wild Wings	68,886	9.8%	104
Went to family restaurant last 6 months: California Pizza Kitchen	27,553	3.9%	157
Went to family restaurant last 6 months: The Cheesecake Factory	69,389	9.9%	140
Went to family restaurant last 6 months: Chili's Grill & Bar	64,033	9.1%	89
Went to family restaurant last 6 months: CiCi's Pizza	10,597	1.5%	71
Went to family restaurant last 6 months: Cracker Barrel	33,778	4.8%	42
Went to family restaurant last 6 months: Denny's	55,683	7.9%	92
Went to family restaurant last 6 months: Golden Corral	33,928	4.8%	73
Went to family restaurant last 6 months: IHOP	59,264	8.4%	91
Went to family restaurant last 6 months: Logan's Roadhouse	7,802	1.1%	40
Went to family restaurant last 6 months: LongHorn Steakhouse	33,394	4.7%	83
Went to family restaurant last 6 months: Olive Garden	78,516	11.2%	71
Went to family restaurant last 6 months: Outback Steakhouse	41,719	5.9%	72
Went to family restaurant last 6 months: Red Lobster	48,692	6.9%	74
Went to family restaurant last 6 months: Red Robin	41,632	5.9%	82
Went to family restaurant last 6 months: Ruby Tuesday	23,122	3.3%	84
Went to family restaurant last 6 months: Texas Roadhouse	44,540	6.3%	56
Went to family restaurant last 6 months: T.G.I. Friday's	45,344	6.4%	147
Went to family restaurant last 6 months: Waffle House	26,969	3.8%	61
Went to family restaurant last 6 months: fast food/drive-in	623,177	88.5%	98
Went to fast food/drive-in restaurant 9+ times/month	242,630	34.5%	90
Spent at fast food restaurant last 30 days: <\$1-10	25,950	3.7%	94
Spent at fast food restaurant last 30 days: \$11-\$20	61,751	8.8%	96
Spent at fast food restaurant last 30 days: \$21-\$40	107,160	15.2%	96
Spent at fast food restaurant last 30 days: \$41-\$50	61,853	8.8%	105
Spent at fast food restaurant last 30 days: \$51-\$100	105,059	14.9%	85
Spent at fast food restaurant last 30 days: \$101-\$200	61,221	8.7%	89
Spent at fast food restaurant last 30 days: \$201+	17,050	2.4%	64

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 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	210,072	29.8%	92
Went to fast food restaurant in the last 6 months: home delivery	85,509	12.1%	136
Went to fast food restaurant in the last 6 months: take-out/drive-thru	283,055	40.2%	84
Went to fast food restaurant in the last 6 months: take-out/walk-in	168,803	24.0%	117
Went to fast food restaurant in the last 6 months: breakfast	222,376	31.6%	92
Went to fast food restaurant in the last 6 months: lunch	330,440	46.9%	95
Went to fast food restaurant in the last 6 months: dinner	308,810	43.9%	93
Went to fast food restaurant in the last 6 months: snack	102,210	14.5%	116
Went to fast food restaurant in the last 6 months: weekday	353,182	50.2%	86
Went to fast food restaurant in the last 6 months: weekend	321,955	45.7%	97
Went to fast food restaurant in the last 6 months: A & W	10,924	1.6%	69
Went to fast food restaurant in the last 6 months: Arby's	66,025	9.4%	54
Went to fast food restaurant in the last 6 months: Baskin-Robbins	27,369	3.9%	106
Went to fast food restaurant in the last 6 months: Boston Market	27,309	3.9%	150
Went to fast food restaurant in the last 6 months: Burger King	161,596	23.0%	82
Went to fast food restaurant in the last 6 months: Captain D's	10,923	1.6%	45
Went to fast food restaurant in the last 6 months: Carl's Jr.	47,419	6.7%	116
Went to fast food restaurant in the last 6 months: Checkers	23,921	3.4%	101
Went to fast food restaurant in the last 6 months: Chick-fil-A	171,383	24.3%	88
Went to fast food restaurant in the last 6 months: Chipotle Mex. Grill	124,382	17.7%	136
Went to fast food restaurant in the last 6 months: Chuck E. Cheese's	17,792	2.5%	111
Went to fast food restaurant in the last 6 months: Church's Fr. Chicken	20,103	2.9%	86
Went to fast food restaurant in the last 6 months: Cold Stone Creamery	22,003	3.1%	111
Went to fast food restaurant in the last 6 months: Dairy Queen	62,207	8.8%	58
Went to fast food restaurant in the last 6 months: Del Taco	29,719	4.2%	110
Went to fast food restaurant in the last 6 months: Domino's Pizza	97,851	13.9%	101
Went to fast food restaurant in the last 6 months: Dunkin' Donuts	139,896	19.9%	147
Went to fast food restaurant in the last 6 months: Five Guys	77,745	11.0%	120
Went to fast food restaurant in the last 6 months: Hardee's	9,412	1.3%	25
Went to fast food restaurant in the last 6 months: Jack in the Box	64,113	9.1%	111
Went to fast food restaurant in the last 6 months: Jimmy John's	39,428	5.6%	102
Went to fast food restaurant in the last 6 months: KFC	108,510	15.4%	79
Went to fast food restaurant in the last 6 months: Krispy Kreme	39,691	5.6%	94
Went to fast food restaurant in the last 6 months: Little Caesars	66,017	9.4%	77
Went to fast food restaurant in the last 6 months: Long John Silver's	9,742	1.4%	43
Went to fast food restaurant in the last 6 months: McDonald's	332,835	47.3%	92
Went to fast food restaurant in the last 6 months: Panda Express	70,691	10.0%	96
Went to fast food restaurant in the last 6 months: Panera Bread	90,275	12.8%	101
Went to fast food restaurant in the last 6 months: Papa John's	53,591	7.6%	94
Went to fast food restaurant in the last 6 months: Papa Murphy's	15,124	2.1%	54
Went to fast food restaurant in the last 6 months: Pizza Hut	83,990	11.9%	87
Went to fast food restaurant in the last 6 months: Popeyes Chicken	96,240	13.7%	130
Went to fast food restaurant in the last 6 months: Sonic Drive-In	50,779	7.2%	61
Went to fast food restaurant in the last 6 months: Starbucks	174,997	24.9%	136
Went to fast food restaurant in the last 6 months: Steak 'n Shake	26,437	3.8%	75
Went to fast food restaurant in the last 6 months: Subway	117,325	16.7%	73
Went to fast food restaurant in the last 6 months: Taco Bell	172,953	24.6%	85
Went to fast food restaurant in the last 6 months: Wendy's	164,226	23.3%	90
Went to fast food restaurant in the last 6 months: Whataburger	22,135	3.1%	55
Went to fast food restaurant in the last 6 months: White Castle	26,939	3.8%	130
Went to fast food restaurant in the last 6 months: Wing-Stop	28,444	4.0%	136
Went to fine dining restaurant last month	79,857	11.3%	119
Went to fine dining restaurant 3+ times last month	28,268	4.0%	159

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 2021 and 2026.