

Restaurant Market Potential

1500 E Nine Mile Rd, Pensacola, Florida, 32514



Drive time: 5 minute radius

Demographic Summary		2025	2030
Population		12,486	13,149
Population 18+		10,681	11,272
Households		5,941	6,355
Median Household Income		\$78,092	\$85,860

Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Went to Family Restaurant/Steak House Last 6 Mo	7,863	73.6%	101
Went to Family Restaurant/Steak House 4+ Times Last 30 Days	2,510	23.5%	96
Spent \$1-\$30 at Family Restaurant/Steak House Last 30 Days	675	6.3%	119
Spent \$31-\$50 at Family Restaurant/Steak House Last 30 Days	999	9.3%	112
Spent \$51-\$100 at Family Restaurant/Steak House Last 30 Days	1,822	17.1%	103
Spent \$101-\$200 at Family Restaurant/Steak House Last 30 Days	1,243	11.6%	92
Spent \$201+ at Family Restaurant/Steak House Last 30 Days	725	6.8%	89
Spent \$1-\$100 at Fine Dining Restaurants Last 30 Days	371	3.5%	97
Spent \$101-\$200 at Fine Dining Restaurants Last 30 Days	376	3.5%	110
Spent \$201+ at Fine Dining Restaurants Last 30 Days	259	2.4%	76
Went for Breakfast at Family Restaurant/Steak House Last 6 Mo	1,284	12.0%	94
Went for Lunch at Family Restaurant/Steak House Last 6 Mo	2,007	18.8%	97
Went for Dinner at Family Restaurant/Steak House Last 6 Mo	5,242	49.1%	104
Went for Snacks at Family Restaurant/Steak House Last 6 Mo	177	1.7%	95
Went on Workday to Family Restaurant/Steak House Last 6 Mo	3,622	33.9%	104
Went on Weekend to Family Restaurant/Steak House Last 6 Mo	4,506	42.2%	102
Went to Applebee's Last 6 Mo	1,757	16.4%	105
Went to Bob Evans Last 6 Mo	332	3.1%	116
Went to Buffalo Wild Wings Last 6 Mo	1,121	10.5%	116
Went to California Pizza Kitchen Last 6 Mo	156	1.5%	83
Went to Carrabba's Last 6 Mo	228	2.1%	97
Went to The Cheesecake Factory Last 6 Mo	753	7.0%	95
Went to Chili's Grill & Bar Last 6 Mo	1,057	9.9%	99
Went to Cracker Barrel Last 6 Mo	1,256	11.8%	102

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults or households 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 2025 and 2030.

Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Went to Denny's Last 6 Mo	603	5.7%	85
Went to Golden Corral Last 6 Mo	467	4.4%	89
Went to IHOP Last 6 Mo	811	7.6%	99
Went to Logan's Roadhouse Last 6 Mo	251	2.4%	113
Went to Longhorn Steakhouse Last 6 Mo	871	8.2%	117
Went to Olive Garden Last 6 Mo	1,792	16.8%	103
Went to Outback Steakhouse Last 6 Mo	941	8.8%	110
Went to Red Lobster Last 6 Mo	815	7.6%	100
Went to Red Robin Last 6 Mo	653	6.1%	117
Went to Ruby Tuesday Last 6 Mo	172	1.6%	93
Went to Texas Roadhouse Last 6 Mo	1,687	15.8%	110
Went to T.G.I. Friday's Last 6 Mo	268	2.5%	103
Went to Waffle House Last 6 Mo	746	7.0%	121
Went to Fast Food or Drive-In Restaurant Last 6 Mo	9,780	91.6%	100
Went to Fast Food or Drive-In Rest 9+ Times Last 30 Days	4,228	39.6%	100
Spent \$1-\$10 at Fast Food Restaurant Last 30 Days	374	3.5%	121
Spent \$11-\$20 at Fast Food Restaurant Last 30 Days	893	8.4%	107
Spent \$21-\$40 at Fast Food Restaurant Last 30 Days	1,656	15.5%	100
Spent \$41-\$50 at Fast Food Restaurant Last 30 Days	1,052	9.8%	110
Spent \$51-\$100 at Fast Food Restaurant Last 30 Days	2,213	20.7%	97
Spent \$101-\$200 at Fast Food Restaurant Last 30 Days	1,407	13.2%	99
Spent \$201+ at Fast Food Restaurant Last 30 Days	646	6.0%	91
Ordered Eat-In Fast Food Last 6 Mo	3,409	31.9%	96
Ordered Home Delivery Fast Food Last 6 Mo	1,461	13.7%	111
Take-Out/Drive-Thru/Curbside Fast Food Last 6 Mo	5,461	51.1%	105
Ordered Take-Out/Walk-In Fast Food Last 6 Mo	2,524	23.6%	103
Bought Breakfast at Fast Food Restaurant Last 6 Mo	3,901	36.5%	102
Bought Lunch at Fast Food Restaurant Last 6 Mo	5,659	53.0%	99
Bought Dinner at Fast Food Restaurant Last 6 Mo	6,042	56.6%	106
Bought Snack at Fast Food Restaurant Last 6 Mo	1,521	14.2%	102
Bought from Fast Food Restaurant on Weekday Last 6 Mo	7,187	67.3%	103
Bought from Fast Food Restaurant on Weekend Last 6 Mo	5,758	53.9%	103

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Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Bought A&W Last 6 Mo	277	2.6%	119
Bought Arby's Last 6 Mo	2,193	20.5%	115
Bought Baskin-Robbins Last 6 Mo	304	2.9%	84
Bought Boston Market Last 6 Mo	147	1.4%	99
Bought Burger King Last 6 Mo	2,852	26.7%	101
Bought Captain D's Last 6 Mo	279	2.6%	94
Bought Carl's Jr. Last 6 Mo	308	2.9%	65
Bought Checkers Last 6 Mo	276	2.6%	107
Bought Chick-Fil-A Last 6 Mo	3,935	36.8%	109
Bought Chipotle Mexican Grill Last 6 Mo	1,977	18.5%	107
Bought Chuck E. Cheese's Last 6 Mo	157	1.5%	85
Bought Church's Fried Chicken Last 6 Mo	295	2.8%	93
Bought Cold Stone Creamery Last 6 Mo	309	2.9%	101
Bought Dairy Queen Last 6 Mo	1,935	18.1%	115
Bought Del Taco Last 6 Mo	238	2.2%	62
Bought Domino's Pizza Last 6 Mo	1,856	17.4%	102
Bought Dunkin` Donuts Last 6 Mo	1,578	14.8%	104
Bought Five Guys Last 6 Mo	1,249	11.7%	116
Bought Hardee's Last 6 Mo	548	5.1%	109
Bought Jack in the Box Last 6 Mo	533	5.0%	73
Bought Jersey Mike's Last 6 Mo	1,045	9.8%	103
Bought Jimmy John's Last 6 Mo	819	7.7%	128
Bought KFC Last 6 Mo	1,777	16.6%	97
Bought Krispy Kreme Doughnuts Last 6 Mo	679	6.4%	103
Bought Little Caesars Last 6 Mo	1,393	13.0%	102
Bought Long John Silver's Last 6 Mo	265	2.5%	100
Bought McDonald's Last 6 Mo	5,455	51.1%	102
Bought Panda Express Last 6 Mo	1,301	12.2%	91
Bought Panera Bread Last 6 Mo	1,612	15.1%	113
Bought Papa John's Last 6 Mo	969	9.1%	114
Bought Papa Murphy's Last 6 Mo	367	3.4%	107
Bought Pizza Hut Last 6 Mo	1,298	12.2%	99
Bought Popeyes Chicken Last 6 Mo	1,251	11.7%	92
Bought Sonic Drive-In Last 6 Mo	1,190	11.1%	102

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 **Source:** These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2025 and 2030.

Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Bought Starbucks Last 6 Mo	2,337	21.9%	102
Bought Steak `N Shake Last 6 Mo	382	3.6%	125
Bought Subway Last 6 Mo	2,386	22.3%	99
Bought Taco Bell Last 6 Mo	3,262	30.5%	109
Bought Wendy's Last 6 Mo	3,067	28.7%	107
Bought Whataburger Last 6 Mo	676	6.3%	102
Bought White Castle Last 6 Mo	279	2.6%	105
Bought Wing-Stop Last 6 Mo	345	3.2%	84
Went to Fine Dining Restaurant Last 6 Mo	1,740	16.3%	98
Went to Fine Dining Restaurant Last 30 Days	1,295	12.1%	97
Went to Fine Dining Restaurant 2+ Times Last 30 Days	583	5.5%	90
Used DoorDash Website/App for Take-Out/Delivery Last 30 Days	1,472	13.8%	108
Used Grubhub Website/App for Take-Out/Delivery Last 30 Days	471	4.4%	103
Used Postmates Website/App for Take-Out/Delivery Last 30 Days	84	0.8%	91
Used Restaurant Website/App for Take-Out/Delivery Last 30 Days	2,445	22.9%	110
Used Uber Eats Website/App for Take-Out/Delivery Last 30 Days	838	7.8%	106
Used Yelp Website or App for Take-Out/Delivery Last 30 Days	73	0.7%	67

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Restaurant Market Potential

1500 E Nine Mile Rd, Pensacola, Florida, 32514



Drive time: 10 minute radius

Demographic Summary	2025	2030
Population	53,212	53,936
Population 18+	43,727	44,640
Households	23,351	24,093
Median Household Income	\$72,779	\$81,477

Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Went to Family Restaurant/Steak House Last 6 Mo	32,020	73.2%	101
Went to Family Restaurant/Steak House 4+ Times Last 30 Days	10,590	24.2%	99
Spent \$1-\$30 at Family Restaurant/Steak House Last 30 Days	2,789	6.4%	120
Spent \$31-\$50 at Family Restaurant/Steak House Last 30 Days	4,287	9.8%	117
Spent \$51-\$100 at Family Restaurant/Steak House Last 30 Days	7,451	17.0%	103
Spent \$101-\$200 at Family Restaurant/Steak House Last 30 Days	5,138	11.8%	93
Spent \$201+ at Family Restaurant/Steak House Last 30 Days	2,605	6.0%	78
Spent \$1-\$100 at Fine Dining Restaurants Last 30 Days	1,385	3.2%	89
Spent \$101-\$200 at Fine Dining Restaurants Last 30 Days	1,231	2.8%	88
Spent \$201+ at Fine Dining Restaurants Last 30 Days	863	2.0%	62
Went for Breakfast at Family Restaurant/Steak House Last 6 Mo	5,258	12.0%	94
Went for Lunch at Family Restaurant/Steak House Last 6 Mo	8,323	19.0%	99
Went for Dinner at Family Restaurant/Steak House Last 6 Mo	21,134	48.3%	102
Went for Snacks at Family Restaurant/Steak House Last 6 Mo	673	1.5%	88
Went on Workday to Family Restaurant/Steak House Last 6 Mo	14,754	33.7%	103
Went on Weekend to Family Restaurant/Steak House Last 6 Mo	18,262	41.8%	101
Went to Applebee's Last 6 Mo	7,835	17.9%	115
Went to Bob Evans Last 6 Mo	1,546	3.5%	132
Went to Buffalo Wild Wings Last 6 Mo	4,354	10.0%	110
Went to California Pizza Kitchen Last 6 Mo	476	1.1%	61
Went to Carrabba's Last 6 Mo	924	2.1%	96
Went to The Cheesecake Factory Last 6 Mo	2,589	5.9%	80
Went to Chili's Grill & Bar Last 6 Mo	4,299	9.8%	99
Went to Cracker Barrel Last 6 Mo	5,644	12.9%	112

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Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Went to Denny's Last 6 Mo	2,465	5.6%	85
Went to Golden Corral Last 6 Mo	2,333	5.3%	109
Went to IHOP Last 6 Mo	3,179	7.3%	94
Went to Logan's Roadhouse Last 6 Mo	1,059	2.4%	116
Went to Longhorn Steakhouse Last 6 Mo	3,433	7.8%	113
Went to Olive Garden Last 6 Mo	7,319	16.7%	102
Went to Outback Steakhouse Last 6 Mo	3,684	8.4%	105
Went to Red Lobster Last 6 Mo	3,637	8.3%	109
Went to Red Robin Last 6 Mo	2,478	5.7%	108
Went to Ruby Tuesday Last 6 Mo	813	1.9%	108
Went to Texas Roadhouse Last 6 Mo	7,136	16.3%	114
Went to T.G.I. Friday's Last 6 Mo	960	2.2%	90
Went to Waffle House Last 6 Mo	3,102	7.1%	123
Went to Fast Food or Drive-In Restaurant Last 6 Mo	40,154	91.8%	101
Went to Fast Food or Drive-In Rest 9+ Times Last 30 Days	18,034	41.2%	104
Spent \$1-\$10 at Fast Food Restaurant Last 30 Days	1,342	3.1%	106
Spent \$11-\$20 at Fast Food Restaurant Last 30 Days	3,509	8.0%	103
Spent \$21-\$40 at Fast Food Restaurant Last 30 Days	7,184	16.4%	106
Spent \$41-\$50 at Fast Food Restaurant Last 30 Days	4,117	9.4%	105
Spent \$51-\$100 at Fast Food Restaurant Last 30 Days	9,337	21.4%	100
Spent \$101-\$200 at Fast Food Restaurant Last 30 Days	5,687	13.0%	97
Spent \$201+ at Fast Food Restaurant Last 30 Days	2,678	6.1%	93
Ordered Eat-In Fast Food Last 6 Mo	13,906	31.8%	96
Ordered Home Delivery Fast Food Last 6 Mo	5,672	13.0%	105
Take-Out/Drive-Thru/Curbside Fast Food Last 6 Mo	22,821	52.2%	107
Ordered Take-Out/Walk-In Fast Food Last 6 Mo	9,892	22.6%	99
Bought Breakfast at Fast Food Restaurant Last 6 Mo	16,174	37.0%	103
Bought Lunch at Fast Food Restaurant Last 6 Mo	23,232	53.1%	100
Bought Dinner at Fast Food Restaurant Last 6 Mo	24,766	56.6%	106
Bought Snack at Fast Food Restaurant Last 6 Mo	6,077	13.9%	100
Bought from Fast Food Restaurant on Weekday Last 6 Mo	29,672	67.9%	104
Bought from Fast Food Restaurant on Weekend Last 6 Mo	23,414	53.5%	102

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Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Bought A&W Last 6 Mo	1,199	2.7%	126
Bought Arby's Last 6 Mo	9,925	22.7%	127
Bought Baskin-Robbins Last 6 Mo	1,205	2.8%	81
Bought Boston Market Last 6 Mo	588	1.3%	96
Bought Burger King Last 6 Mo	12,639	28.9%	109
Bought Captain D's Last 6 Mo	1,509	3.5%	124
Bought Carl's Jr. Last 6 Mo	1,133	2.6%	59
Bought Checkers Last 6 Mo	1,204	2.8%	114
Bought Chick-Fil-A Last 6 Mo	15,059	34.4%	102
Bought Chipotle Mexican Grill Last 6 Mo	7,073	16.2%	93
Bought Chuck E. Cheese's Last 6 Mo	659	1.5%	87
Bought Church's Fried Chicken Last 6 Mo	1,286	2.9%	99
Bought Cold Stone Creamery Last 6 Mo	1,149	2.6%	91
Bought Dairy Queen Last 6 Mo	8,103	18.5%	118
Bought Del Taco Last 6 Mo	911	2.1%	58
Bought Domino's Pizza Last 6 Mo	7,738	17.7%	104
Bought Dunkin` Donuts Last 6 Mo	6,162	14.1%	100
Bought Five Guys Last 6 Mo	4,699	10.8%	107
Bought Hardee's Last 6 Mo	2,810	6.4%	136
Bought Jack in the Box Last 6 Mo	1,930	4.4%	65
Bought Jersey Mike's Last 6 Mo	3,917	9.0%	95
Bought Jimmy John's Last 6 Mo	3,128	7.2%	120
Bought KFC Last 6 Mo	8,017	18.3%	107
Bought Krispy Kreme Doughnuts Last 6 Mo	2,679	6.1%	99
Bought Little Caesars Last 6 Mo	6,198	14.2%	111
Bought Long John Silver's Last 6 Mo	1,259	2.9%	117
Bought McDonald's Last 6 Mo	23,078	52.8%	106
Bought Panda Express Last 6 Mo	4,822	11.0%	82
Bought Panera Bread Last 6 Mo	5,938	13.6%	102
Bought Papa John's Last 6 Mo	3,989	9.1%	115
Bought Papa Murphy's Last 6 Mo	1,566	3.6%	111
Bought Pizza Hut Last 6 Mo	5,923	13.6%	110
Bought Popeyes Chicken Last 6 Mo	5,206	11.9%	94
Bought Sonic Drive-In Last 6 Mo	5,301	12.1%	111

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Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Bought Starbucks Last 6 Mo	8,648	19.8%	92
Bought Steak `N Shake Last 6 Mo	1,656	3.8%	132
Bought Subway Last 6 Mo	10,841	24.8%	110
Bought Taco Bell Last 6 Mo	13,798	31.6%	113
Bought Wendy's Last 6 Mo	13,168	30.1%	112
Bought Whataburger Last 6 Mo	2,562	5.9%	95
Bought White Castle Last 6 Mo	1,221	2.8%	112
Bought Wing-Stop Last 6 Mo	1,337	3.1%	80
Went to Fine Dining Restaurant Last 6 Mo	6,252	14.3%	86
Went to Fine Dining Restaurant Last 30 Days	4,582	10.5%	84
Went to Fine Dining Restaurant 2+ Times Last 30 Days	2,084	4.8%	78
Used DoorDash Website/App for Take-Out/Delivery Last 30 Days	5,796	13.3%	104
Used Grubhub Website/App for Take-Out/Delivery Last 30 Days	1,694	3.9%	90
Used Postmates Website/App for Take-Out/Delivery Last 30 Days	335	0.8%	89
Used Restaurant Website/App for Take-Out/Delivery Last 30 Days	9,627	22.0%	105
Used Uber Eats Website/App for Take-Out/Delivery Last 30 Days	2,721	6.2%	84
Used Yelp Website or App for Take-Out/Delivery Last 30 Days	298	0.7%	67

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Restaurant Market Potential

1500 E Nine Mile Rd, Pensacola, Florida, 32514



Drive time: 15 minute radius

Demographic Summary	2025	2030
Population	129,558	131,650
Population 18+	105,596	108,139
Households	53,749	55,536
Median Household Income	\$75,378	\$84,685

Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Went to Family Restaurant/Steak House Last 6 Mo	77,830	73.7%	101
Went to Family Restaurant/Steak House 4+ Times Last 30 Days	26,016	24.6%	101
Spent \$1-\$30 at Family Restaurant/Steak House Last 30 Days	6,577	6.2%	117
Spent \$31-\$50 at Family Restaurant/Steak House Last 30 Days	10,107	9.6%	115
Spent \$51-\$100 at Family Restaurant/Steak House Last 30 Days	17,982	17.0%	103
Spent \$101-\$200 at Family Restaurant/Steak House Last 30 Days	12,629	12.0%	95
Spent \$201+ at Family Restaurant/Steak House Last 30 Days	6,644	6.3%	83
Spent \$1-\$100 at Fine Dining Restaurants Last 30 Days	3,494	3.3%	93
Spent \$101-\$200 at Fine Dining Restaurants Last 30 Days	2,997	2.8%	89
Spent \$201+ at Fine Dining Restaurants Last 30 Days	2,275	2.1%	68
Went for Breakfast at Family Restaurant/Steak House Last 6 Mo	13,022	12.3%	96
Went for Lunch at Family Restaurant/Steak House Last 6 Mo	20,216	19.1%	99
Went for Dinner at Family Restaurant/Steak House Last 6 Mo	51,312	48.6%	103
Went for Snacks at Family Restaurant/Steak House Last 6 Mo	1,641	1.6%	89
Went on Workday to Family Restaurant/Steak House Last 6 Mo	35,855	34.0%	104
Went on Weekend to Family Restaurant/Steak House Last 6 Mo	44,241	41.9%	101
Went to Applebee's Last 6 Mo	18,961	18.0%	115
Went to Bob Evans Last 6 Mo	3,687	3.5%	130
Went to Buffalo Wild Wings Last 6 Mo	10,397	9.8%	109
Went to California Pizza Kitchen Last 6 Mo	1,164	1.1%	62
Went to Carrabba's Last 6 Mo	2,330	2.2%	100
Went to The Cheesecake Factory Last 6 Mo	6,284	6.0%	80
Went to Chili's Grill & Bar Last 6 Mo	10,478	9.9%	100
Went to Cracker Barrel Last 6 Mo	13,794	13.1%	114

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Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Went to Denny's Last 6 Mo	5,894	5.6%	84
Went to Golden Corral Last 6 Mo	5,606	5.3%	108
Went to IHOP Last 6 Mo	7,791	7.4%	96
Went to Logan's Roadhouse Last 6 Mo	2,580	2.4%	117
Went to Longhorn Steakhouse Last 6 Mo	8,744	8.3%	119
Went to Olive Garden Last 6 Mo	17,761	16.8%	103
Went to Outback Steakhouse Last 6 Mo	9,029	8.6%	107
Went to Red Lobster Last 6 Mo	8,879	8.4%	110
Went to Red Robin Last 6 Mo	5,899	5.6%	106
Went to Ruby Tuesday Last 6 Mo	2,028	1.9%	111
Went to Texas Roadhouse Last 6 Mo	17,458	16.5%	115
Went to T.G.I. Friday's Last 6 Mo	2,411	2.3%	94
Went to Waffle House Last 6 Mo	7,658	7.3%	126
Went to Fast Food or Drive-In Restaurant Last 6 Mo	96,929	91.8%	101
Went to Fast Food or Drive-In Rest 9+ Times Last 30 Days	43,632	41.3%	104
Spent \$1-\$10 at Fast Food Restaurant Last 30 Days	3,257	3.1%	106
Spent \$11-\$20 at Fast Food Restaurant Last 30 Days	8,692	8.2%	105
Spent \$21-\$40 at Fast Food Restaurant Last 30 Days	17,064	16.2%	104
Spent \$41-\$50 at Fast Food Restaurant Last 30 Days	9,999	9.5%	106
Spent \$51-\$100 at Fast Food Restaurant Last 30 Days	22,241	21.1%	98
Spent \$101-\$200 at Fast Food Restaurant Last 30 Days	13,825	13.1%	98
Spent \$201+ at Fast Food Restaurant Last 30 Days	6,476	6.1%	93
Ordered Eat-In Fast Food Last 6 Mo	33,849	32.1%	96
Ordered Home Delivery Fast Food Last 6 Mo	13,364	12.7%	103
Take-Out/Drive-Thru/Curbside Fast Food Last 6 Mo	54,719	51.8%	106
Ordered Take-Out/Walk-In Fast Food Last 6 Mo	24,275	23.0%	100
Bought Breakfast at Fast Food Restaurant Last 6 Mo	39,040	37.0%	103
Bought Lunch at Fast Food Restaurant Last 6 Mo	56,186	53.2%	100
Bought Dinner at Fast Food Restaurant Last 6 Mo	59,299	56.2%	105
Bought Snack at Fast Food Restaurant Last 6 Mo	14,432	13.7%	98
Bought from Fast Food Restaurant on Weekday Last 6 Mo	71,406	67.6%	103
Bought from Fast Food Restaurant on Weekend Last 6 Mo	56,219	53.2%	102

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Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Bought A&W Last 6 Mo	2,762	2.6%	120
Bought Arby's Last 6 Mo	23,461	22.2%	124
Bought Baskin-Robbins Last 6 Mo	2,995	2.8%	84
Bought Boston Market Last 6 Mo	1,461	1.4%	99
Bought Burger King Last 6 Mo	30,341	28.7%	109
Bought Captain D's Last 6 Mo	3,816	3.6%	129
Bought Carl's Jr. Last 6 Mo	2,583	2.5%	55
Bought Checkers Last 6 Mo	3,086	2.9%	121
Bought Chick-Fil-A Last 6 Mo	36,945	35.0%	103
Bought Chipotle Mexican Grill Last 6 Mo	17,123	16.2%	94
Bought Chuck E. Cheese's Last 6 Mo	1,559	1.5%	85
Bought Church's Fried Chicken Last 6 Mo	3,329	3.1%	106
Bought Cold Stone Creamery Last 6 Mo	2,778	2.6%	92
Bought Dairy Queen Last 6 Mo	19,229	18.2%	116
Bought Del Taco Last 6 Mo	2,151	2.0%	56
Bought Domino's Pizza Last 6 Mo	18,359	17.4%	102
Bought Dunkin` Donuts Last 6 Mo	15,049	14.3%	101
Bought Five Guys Last 6 Mo	11,285	10.7%	106
Bought Hardee's Last 6 Mo	6,733	6.4%	135
Bought Jack in the Box Last 6 Mo	4,553	4.3%	63
Bought Jersey Mike's Last 6 Mo	9,681	9.2%	97
Bought Jimmy John's Last 6 Mo	7,532	7.1%	119
Bought KFC Last 6 Mo	19,406	18.4%	107
Bought Krispy Kreme Doughnuts Last 6 Mo	6,448	6.1%	99
Bought Little Caesars Last 6 Mo	14,519	13.8%	107
Bought Long John Silver's Last 6 Mo	3,049	2.9%	117
Bought McDonald's Last 6 Mo	55,139	52.2%	105
Bought Panda Express Last 6 Mo	11,629	11.0%	82
Bought Panera Bread Last 6 Mo	14,357	13.6%	102
Bought Papa John's Last 6 Mo	9,576	9.1%	114
Bought Papa Murphy's Last 6 Mo	3,747	3.5%	110
Bought Pizza Hut Last 6 Mo	14,188	13.4%	109
Bought Popeyes Chicken Last 6 Mo	13,167	12.5%	98
Bought Sonic Drive-In Last 6 Mo	12,635	12.0%	110

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults or households 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 2025 and 2030.

Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Bought Starbucks Last 6 Mo	20,651	19.6%	91
Bought Steak `N Shake Last 6 Mo	3,862	3.7%	128
Bought Subway Last 6 Mo	25,709	24.4%	108
Bought Taco Bell Last 6 Mo	32,549	30.8%	110
Bought Wendy's Last 6 Mo	31,696	30.0%	112
Bought Whataburger Last 6 Mo	6,102	5.8%	93
Bought White Castle Last 6 Mo	3,100	2.9%	117
Bought Wing-Stop Last 6 Mo	3,321	3.1%	82
Went to Fine Dining Restaurant Last 6 Mo	15,606	14.8%	89
Went to Fine Dining Restaurant Last 30 Days	11,422	10.8%	87
Went to Fine Dining Restaurant 2+ Times Last 30 Days	5,275	5.0%	82
Used DoorDash Website/App for Take-Out/Delivery Last 30 Days	13,734	13.0%	102
Used Grubhub Website/App for Take-Out/Delivery Last 30 Days	4,008	3.8%	89
Used Postmates Website/App for Take-Out/Delivery Last 30 Days	732	0.7%	80
Used Restaurant Website/App for Take-Out/Delivery Last 30 Days	23,010	21.8%	104
Used Uber Eats Website/App for Take-Out/Delivery Last 30 Days	6,443	6.1%	82
Used Yelp Website or App for Take-Out/Delivery Last 30 Days	735	0.7%	68

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults or households 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 2025 and 2030.