



Restaurant Market Potential

1809 N Big Spring St, Midland, Texas, 79705
 Ring: 1 mile radius

Dub House, MAI, CCIM
 Latitude: 32.01553
 Longitude: -102.07941

Demographic Summary	2021	2026
Population	15,546	16,572
Population 18+	11,249	12,048
Households	5,514	5,873
Median Household Income	\$64,216	\$71,032

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Went to family restaurant/steak house in last 6 months	7,694	68.4%	94
Went to family restaurant/steak house 4+ times/month last 30 days	2,733	24.3%	98
Spent at family restaurant/steak house last 30 days: \$1-30	795	7.1%	95
Spent at family restaurant/steak house 30 days: \$31-50	813	7.2%	82
Spent at family restaurant/steak house last 30 days: \$51-100	1,694	15.1%	104
Spent at family restaurant/steak house last 30 days: \$101-200	932	8.3%	92
Spent at family restaurant/steak house last 30 days: \$201+	514	4.6%	108
Spent at fine dining last 30 days: \$1-100	349	3.1%	80
Spent at fine dining last 30 days: \$101+	372	3.3%	78
Went to family restaurant last 6 months: for breakfast	1,351	12.0%	99
Went to family restaurant last 6 months: for lunch	2,144	19.1%	106
Went to family restaurant last 6 months: for dinner	4,511	40.1%	91
Went to family restaurant last 6 months: for snack	383	3.4%	186
Went to family restaurant last 6 months: on weekday	2,935	26.1%	89
Went to family restaurant last 6 months: on weekend	3,877	34.5%	88
Went to family restaurant last 6 months: Applebee's	1,928	17.1%	94
Went to family restaurant last 6 months: Bob Evans	314	2.8%	92
Went to family restaurant last 6 months: Buffalo Wild Wings	1,053	9.4%	100
Went to family restaurant last 6 months: California Pizza Kitchen	268	2.4%	96
Went to family restaurant last 6 months: The Cheesecake Factory	735	6.5%	93
Went to family restaurant last 6 months: Chili's Grill & Bar	1,269	11.3%	110
Went to family restaurant last 6 months: CiCi's Pizza	299	2.7%	125
Went to family restaurant last 6 months: Cracker Barrel	1,263	11.2%	99
Went to family restaurant last 6 months: Denny's	1,429	12.7%	148
Went to family restaurant last 6 months: Golden Corral	1,161	10.3%	157
Went to family restaurant last 6 months: IHOP	1,057	9.4%	101
Went to family restaurant last 6 months: Logan's Roadhouse	317	2.8%	101
Went to family restaurant last 6 months: LongHorn Steakhouse	600	5.3%	94
Went to family restaurant last 6 months: Olive Garden	1,599	14.2%	91
Went to family restaurant last 6 months: Outback Steakhouse	836	7.4%	91
Went to family restaurant last 6 months: Red Lobster	1,079	9.6%	103
Went to family restaurant last 6 months: Red Robin	802	7.1%	99
Went to family restaurant last 6 months: Ruby Tuesday	391	3.5%	89
Went to family restaurant last 6 months: Texas Roadhouse	1,091	9.7%	86
Went to family restaurant last 6 months: T.G.I. Friday's	481	4.3%	98
Went to family restaurant last 6 months: Waffle House	647	5.8%	91
Went to family restaurant last 6 months: fast food/drive-in	9,884	87.9%	98
Went to fast food/drive-in restaurant 9+ times/month	4,417	39.3%	103
Spent at fast food restaurant last 30 days: <\$1-10	352	3.1%	80
Spent at fast food restaurant last 30 days: \$11-\$20	880	7.8%	86
Spent at fast food restaurant last 30 days: \$21-\$40	1,671	14.9%	94
Spent at fast food restaurant last 30 days: \$41-\$50	821	7.3%	87
Spent at fast food restaurant last 30 days: \$51-\$100	1,904	16.9%	97
Spent at fast food restaurant last 30 days: \$101-\$200	1,092	9.7%	100
Spent at fast food restaurant last 30 days: \$201+	399	3.5%	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 2021 and 2026.



Restaurant Market Potential

1809 N Big Spring St, Midland, Texas, 79705
 Ring: 1 mile radius

Dub House, MAI, CCIM
 Latitude: 32.01553
 Longitude: -102.07941

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Went to fast food restaurant in the last 6 months: eat in	3,401	30.2%	93
Went to fast food restaurant in the last 6 months: home delivery	1,064	9.5%	106
Went to fast food restaurant in the last 6 months: take-out/drive-thru	4,901	43.6%	91
Went to fast food restaurant in the last 6 months: take-out/walk-in	2,092	18.6%	91
Went to fast food restaurant in the last 6 months: breakfast	3,181	28.3%	82
Went to fast food restaurant in the last 6 months: lunch	5,266	46.8%	95
Went to fast food restaurant in the last 6 months: dinner	4,604	40.9%	87
Went to fast food restaurant in the last 6 months: snack	1,224	10.9%	87
Went to fast food restaurant in the last 6 months: weekday	6,201	55.1%	95
Went to fast food restaurant in the last 6 months: weekend	4,556	40.5%	86
Went to fast food restaurant in the last 6 months: A & W	214	1.9%	85
Went to fast food restaurant in the last 6 months: Arby`s	1,501	13.3%	77
Went to fast food restaurant in the last 6 months: Baskin-Robbins	411	3.7%	100
Went to fast food restaurant in the last 6 months: Boston Market	252	2.2%	87
Went to fast food restaurant in the last 6 months: Burger King	3,332	29.6%	105
Went to fast food restaurant in the last 6 months: Captain D`s	335	3.0%	87
Went to fast food restaurant in the last 6 months: Carl`s Jr.	812	7.2%	124
Went to fast food restaurant in the last 6 months: Checkers	337	3.0%	89
Went to fast food restaurant in the last 6 months: Chick-fil-A	2,917	25.9%	94
Went to fast food restaurant in the last 6 months: Chipotle Mex. Grill	1,201	10.7%	82
Went to fast food restaurant in the last 6 months: Chuck E. Cheese`s	393	3.5%	154
Went to fast food restaurant in the last 6 months: Church`s Fr. Chicken	723	6.4%	193
Went to fast food restaurant in the last 6 months: Cold Stone Creamery	329	2.9%	104
Went to fast food restaurant in the last 6 months: Dairy Queen	1,891	16.8%	111
Went to fast food restaurant in the last 6 months: Del Taco	570	5.1%	132
Went to fast food restaurant in the last 6 months: Domino`s Pizza	1,535	13.6%	99
Went to fast food restaurant in the last 6 months: Dunkin` Donuts	1,302	11.6%	85
Went to fast food restaurant in the last 6 months: Five Guys	897	8.0%	87
Went to fast food restaurant in the last 6 months: Hardee`s	488	4.3%	80
Went to fast food restaurant in the last 6 months: Jack in the Box	1,384	12.3%	151
Went to fast food restaurant in the last 6 months: Jimmy John`s	797	7.1%	129
Went to fast food restaurant in the last 6 months: KFC	2,411	21.4%	110
Went to fast food restaurant in the last 6 months: Krispy Kreme	772	6.9%	115
Went to fast food restaurant in the last 6 months: Little Caesars	1,829	16.3%	133
Went to fast food restaurant in the last 6 months: Long John Silver`s	578	5.1%	161
Went to fast food restaurant in the last 6 months: McDonald`s	5,743	51.1%	99
Went to fast food restaurant in the last 6 months: Panda Express	1,092	9.7%	92
Went to fast food restaurant in the last 6 months: Panera Bread	1,156	10.3%	81
Went to fast food restaurant in the last 6 months: Papa John`s	907	8.1%	100
Went to fast food restaurant in the last 6 months: Papa Murphy`s	431	3.8%	97
Went to fast food restaurant in the last 6 months: Pizza Hut	2,069	18.4%	133
Went to fast food restaurant in the last 6 months: Popeyes Chicken	1,246	11.1%	106
Went to fast food restaurant in the last 6 months: Sonic Drive-In	1,635	14.5%	123
Went to fast food restaurant in the last 6 months: Starbucks	1,734	15.4%	85
Went to fast food restaurant in the last 6 months: Steak `n Shake	581	5.2%	103
Went to fast food restaurant in the last 6 months: Subway	2,397	21.3%	94
Went to fast food restaurant in the last 6 months: Taco Bell	3,180	28.3%	98
Went to fast food restaurant in the last 6 months: Wendy`s	2,747	24.4%	94
Went to fast food restaurant in the last 6 months: Whataburger	1,846	16.4%	290
Went to fast food restaurant in the last 6 months: White Castle	269	2.4%	81
Went to fast food restaurant in the last 6 months: Wing-Stop	562	5.0%	168
Went to fine dining restaurant last month	885	7.9%	82
Went to fine dining restaurant 3+ times last month	230	2.0%	81

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 2021 and 2026.



Restaurant Market Potential

1809 N Big Spring St, Midland, Texas, 79705
 Ring: 2 mile radius

Dub House, MAI, CCIM
 Latitude: 32.01553
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Demographic Summary	2021	2026
Population	36,869	39,440
Population 18+	26,948	28,893
Households	13,010	13,912
Median Household Income	\$71,839	\$78,498

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Went to family restaurant/steak house in last 6 months	18,849	69.9%	97
Went to family restaurant/steak house 4+ times/month last 30 days	6,716	24.9%	101
Spent at family restaurant/steak house last 30 days: \$1-30	1,902	7.1%	95
Spent at family restaurant/steak house 30 days: \$31-50	2,084	7.7%	87
Spent at family restaurant/steak house last 30 days: \$51-100	4,111	15.3%	105
Spent at family restaurant/steak house last 30 days: \$101-200	2,222	8.2%	92
Spent at family restaurant/steak house last 30 days: \$201+	1,228	4.6%	108
Spent at fine dining last 30 days: \$1-100	907	3.4%	87
Spent at fine dining last 30 days: \$101+	1,036	3.8%	90
Went to family restaurant last 6 months: for breakfast	3,311	12.3%	101
Went to family restaurant last 6 months: for lunch	5,203	19.3%	108
Went to family restaurant last 6 months: for dinner	11,253	41.8%	94
Went to family restaurant last 6 months: for snack	843	3.1%	171
Went to family restaurant last 6 months: on weekday	7,360	27.3%	93
Went to family restaurant last 6 months: on weekend	9,804	36.4%	93
Went to family restaurant last 6 months: Applebee's	4,726	17.5%	96
Went to family restaurant last 6 months: Bob Evans	802	3.0%	98
Went to family restaurant last 6 months: Buffalo Wild Wings	2,506	9.3%	99
Went to family restaurant last 6 months: California Pizza Kitchen	718	2.7%	107
Went to family restaurant last 6 months: The Cheesecake Factory	1,816	6.7%	96
Went to family restaurant last 6 months: Chili's Grill & Bar	3,014	11.2%	109
Went to family restaurant last 6 months: CiCi's Pizza	671	2.5%	117
Went to family restaurant last 6 months: Cracker Barrel	2,939	10.9%	96
Went to family restaurant last 6 months: Denny's	3,235	12.0%	140
Went to family restaurant last 6 months: Golden Corral	2,546	9.4%	144
Went to family restaurant last 6 months: IHOP	2,567	9.5%	103
Went to family restaurant last 6 months: Logan's Roadhouse	656	2.4%	87
Went to family restaurant last 6 months: LongHorn Steakhouse	1,435	5.3%	94
Went to family restaurant last 6 months: Olive Garden	3,993	14.8%	94
Went to family restaurant last 6 months: Outback Steakhouse	1,986	7.4%	90
Went to family restaurant last 6 months: Red Lobster	2,610	9.7%	104
Went to family restaurant last 6 months: Red Robin	1,935	7.2%	99
Went to family restaurant last 6 months: Ruby Tuesday	881	3.3%	84
Went to family restaurant last 6 months: Texas Roadhouse	2,636	9.8%	87
Went to family restaurant last 6 months: T.G.I. Friday's	1,172	4.3%	99
Went to family restaurant last 6 months: Waffle House	1,474	5.5%	87
Went to family restaurant last 6 months: fast food/drive-in	23,864	88.6%	98
Went to fast food/drive-in restaurant 9+ times/month	10,375	38.5%	101
Spent at fast food restaurant last 30 days: <\$1-10	862	3.2%	81
Spent at fast food restaurant last 30 days: \$11-\$20	2,216	8.2%	90
Spent at fast food restaurant last 30 days: \$21-\$40	4,048	15.0%	95
Spent at fast food restaurant last 30 days: \$41-\$50	2,040	7.6%	90
Spent at fast food restaurant last 30 days: \$51-\$100	4,713	17.5%	100
Spent at fast food restaurant last 30 days: \$101-\$200	2,542	9.4%	97
Spent at fast food restaurant last 30 days: \$201+	1,030	3.8%	102

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Restaurant Market Potential

1809 N Big Spring St, Midland, Texas, 79705
 Ring: 2 mile radius

Dub House, MAI, CCIM
 Latitude: 32.01553
 Longitude: -102.07941

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Went to fast food restaurant in the last 6 months: eat in	8,256	30.6%	94
Went to fast food restaurant in the last 6 months: home delivery	2,461	9.1%	102
Went to fast food restaurant in the last 6 months: take-out/drive-thru	11,904	44.2%	92
Went to fast food restaurant in the last 6 months: take-out/walk-in	5,130	19.0%	93
Went to fast food restaurant in the last 6 months: breakfast	7,905	29.3%	85
Went to fast food restaurant in the last 6 months: lunch	12,950	48.1%	97
Went to fast food restaurant in the last 6 months: dinner	11,310	42.0%	89
Went to fast food restaurant in the last 6 months: snack	3,085	11.4%	91
Went to fast food restaurant in the last 6 months: weekday	15,075	55.9%	96
Went to fast food restaurant in the last 6 months: weekend	11,367	42.2%	90
Went to fast food restaurant in the last 6 months: A & W	585	2.2%	97
Went to fast food restaurant in the last 6 months: Arby`s	3,712	13.8%	80
Went to fast food restaurant in the last 6 months: Baskin-Robbins	1,002	3.7%	102
Went to fast food restaurant in the last 6 months: Boston Market	641	2.4%	92
Went to fast food restaurant in the last 6 months: Burger King	7,784	28.9%	103
Went to fast food restaurant in the last 6 months: Captain D`s	723	2.7%	78
Went to fast food restaurant in the last 6 months: Carl`s Jr.	1,947	7.2%	124
Went to fast food restaurant in the last 6 months: Checkers	820	3.0%	91
Went to fast food restaurant in the last 6 months: Chick-fil-A	7,180	26.6%	97
Went to fast food restaurant in the last 6 months: Chipotle Mex. Grill	3,171	11.8%	91
Went to fast food restaurant in the last 6 months: Chuck E. Cheese`s	906	3.4%	148
Went to fast food restaurant in the last 6 months: Church`s Fr. Chicken	1,585	5.9%	177
Went to fast food restaurant in the last 6 months: Cold Stone Creamery	780	2.9%	102
Went to fast food restaurant in the last 6 months: Dairy Queen	4,357	16.2%	107
Went to fast food restaurant in the last 6 months: Del Taco	1,368	5.1%	132
Went to fast food restaurant in the last 6 months: Domino`s Pizza	3,690	13.7%	100
Went to fast food restaurant in the last 6 months: Dunkin` Donuts	3,246	12.0%	89
Went to fast food restaurant in the last 6 months: Five Guys	2,247	8.3%	91
Went to fast food restaurant in the last 6 months: Hardee`s	1,214	4.5%	84
Went to fast food restaurant in the last 6 months: Jack in the Box	3,155	11.7%	143
Went to fast food restaurant in the last 6 months: Jimmy John`s	1,822	6.8%	123
Went to fast food restaurant in the last 6 months: KFC	5,651	21.0%	108
Went to fast food restaurant in the last 6 months: Krispy Kreme	1,854	6.9%	115
Went to fast food restaurant in the last 6 months: Little Caesars	4,104	15.2%	125
Went to fast food restaurant in the last 6 months: Long John Silver`s	1,205	4.5%	140
Went to fast food restaurant in the last 6 months: McDonald`s	13,719	50.9%	99
Went to fast food restaurant in the last 6 months: Panda Express	2,747	10.2%	97
Went to fast food restaurant in the last 6 months: Panera Bread	3,067	11.4%	89
Went to fast food restaurant in the last 6 months: Papa John`s	2,128	7.9%	98
Went to fast food restaurant in the last 6 months: Papa Murphy`s	1,090	4.0%	102
Went to fast food restaurant in the last 6 months: Pizza Hut	4,633	17.2%	125
Went to fast food restaurant in the last 6 months: Popeyes Chicken	2,922	10.8%	103
Went to fast food restaurant in the last 6 months: Sonic Drive-In	3,521	13.1%	110
Went to fast food restaurant in the last 6 months: Starbucks	4,382	16.3%	89
Went to fast food restaurant in the last 6 months: Steak `n Shake	1,348	5.0%	100
Went to fast food restaurant in the last 6 months: Subway	5,972	22.2%	97
Went to fast food restaurant in the last 6 months: Taco Bell	7,507	27.9%	96
Went to fast food restaurant in the last 6 months: Wendy`s	6,587	24.4%	94
Went to fast food restaurant in the last 6 months: Whataburger	3,862	14.3%	253
Went to fast food restaurant in the last 6 months: White Castle	632	2.3%	80
Went to fast food restaurant in the last 6 months: Wing-Stop	1,270	4.7%	158
Went to fine dining restaurant last month	2,344	8.7%	91
Went to fine dining restaurant 3+ times last month	657	2.4%	97

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Restaurant Market Potential

1809 N Big Spring St, Midland, Texas, 79705
 Ring: 3 mile radius

Dub House, MAI, CCIM
 Latitude: 32.01553
 Longitude: -102.07941

Demographic Summary	2021	2026
Population	71,911	76,565
Population 18+	52,938	56,372
Households	26,121	27,759
Median Household Income	\$71,874	\$78,818

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Went to family restaurant/steak house in last 6 months	37,560	71.0%	98
Went to family restaurant/steak house 4+ times/month last 30 days	13,225	25.0%	101
Spent at family restaurant/steak house last 30 days: \$1-30	3,810	7.2%	97
Spent at family restaurant/steak house 30 days: \$31-50	4,184	7.9%	89
Spent at family restaurant/steak house last 30 days: \$51-100	8,214	15.5%	107
Spent at family restaurant/steak house last 30 days: \$101-200	4,382	8.3%	92
Spent at family restaurant/steak house last 30 days: \$201+	2,423	4.6%	108
Spent at fine dining last 30 days: \$1-100	2,015	3.8%	98
Spent at fine dining last 30 days: \$101+	2,192	4.1%	97
Went to family restaurant last 6 months: for breakfast	6,424	12.1%	100
Went to family restaurant last 6 months: for lunch	9,906	18.7%	104
Went to family restaurant last 6 months: for dinner	22,548	42.6%	96
Went to family restaurant last 6 months: for snack	1,354	2.6%	140
Went to family restaurant last 6 months: on weekday	14,645	27.7%	94
Went to family restaurant last 6 months: on weekend	19,858	37.5%	96
Went to family restaurant last 6 months: Applebee`s	9,389	17.7%	97
Went to family restaurant last 6 months: Bob Evans	1,406	2.7%	87
Went to family restaurant last 6 months: Buffalo Wild Wings	4,963	9.4%	100
Went to family restaurant last 6 months: California Pizza Kitchen	1,429	2.7%	109
Went to family restaurant last 6 months: The Cheesecake Factory	3,438	6.5%	92
Went to family restaurant last 6 months: Chili`s Grill & Bar	6,006	11.3%	111
Went to family restaurant last 6 months: CiCi`s Pizza	1,451	2.7%	129
Went to family restaurant last 6 months: Cracker Barrel	5,564	10.5%	92
Went to family restaurant last 6 months: Denny`s	5,774	10.9%	127
Went to family restaurant last 6 months: Golden Corral	4,393	8.3%	126
Went to family restaurant last 6 months: IHOP	5,018	9.5%	102
Went to family restaurant last 6 months: Logan`s Roadhouse	1,259	2.4%	85
Went to family restaurant last 6 months: LongHorn Steakhouse	2,771	5.2%	92
Went to family restaurant last 6 months: Olive Garden	7,798	14.7%	94
Went to family restaurant last 6 months: Outback Steakhouse	3,869	7.3%	89
Went to family restaurant last 6 months: Red Lobster	4,892	9.2%	99
Went to family restaurant last 6 months: Red Robin	3,802	7.2%	99
Went to family restaurant last 6 months: Ruby Tuesday	1,688	3.2%	82
Went to family restaurant last 6 months: Texas Roadhouse	5,362	10.1%	90
Went to family restaurant last 6 months: T.G.I. Friday`s	2,150	4.1%	93
Went to family restaurant last 6 months: Waffle House	3,035	5.7%	91
Went to family restaurant last 6 months: fast food/drive-in	47,253	89.3%	99
Went to fast food/drive-in restaurant 9+ times/month	20,219	38.2%	100
Spent at fast food restaurant last 30 days: <\$1-10	1,942	3.7%	93
Spent at fast food restaurant last 30 days: \$11-\$20	4,497	8.5%	93
Spent at fast food restaurant last 30 days: \$21-\$40	8,066	15.2%	96
Spent at fast food restaurant last 30 days: \$41-\$50	4,085	7.7%	92
Spent at fast food restaurant last 30 days: \$51-\$100	9,412	17.8%	102
Spent at fast food restaurant last 30 days: \$101-\$200	5,036	9.5%	98
Spent at fast food restaurant last 30 days: \$201+	2,126	4.0%	107

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1809 N Big Spring St, Midland, Texas, 79705
 Ring: 3 mile radius

Dub House, MAI, CCIM
 Latitude: 32.01553
 Longitude: -102.07941

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Went to fast food restaurant in the last 6 months: eat in	16,889	31.9%	98
Went to fast food restaurant in the last 6 months: home delivery	4,808	9.1%	102
Went to fast food restaurant in the last 6 months: take-out/drive-thru	24,075	45.5%	95
Went to fast food restaurant in the last 6 months: take-out/walk-in	10,085	19.1%	93
Went to fast food restaurant in the last 6 months: breakfast	16,614	31.4%	91
Went to fast food restaurant in the last 6 months: lunch	25,718	48.6%	98
Went to fast food restaurant in the last 6 months: dinner	23,068	43.6%	93
Went to fast food restaurant in the last 6 months: snack	6,091	11.5%	92
Went to fast food restaurant in the last 6 months: weekday	29,665	56.0%	97
Went to fast food restaurant in the last 6 months: weekend	23,595	44.6%	95
Went to fast food restaurant in the last 6 months: A & W	1,102	2.1%	93
Went to fast food restaurant in the last 6 months: Arby`s	8,022	15.2%	88
Went to fast food restaurant in the last 6 months: Baskin-Robbins	1,900	3.6%	98
Went to fast food restaurant in the last 6 months: Boston Market	1,241	2.3%	91
Went to fast food restaurant in the last 6 months: Burger King	14,901	28.1%	100
Went to fast food restaurant in the last 6 months: Captain D`s	1,389	2.6%	76
Went to fast food restaurant in the last 6 months: Carl`s Jr.	3,618	6.8%	117
Went to fast food restaurant in the last 6 months: Checkers	1,623	3.1%	91
Went to fast food restaurant in the last 6 months: Chick-fil-A	14,329	27.1%	98
Went to fast food restaurant in the last 6 months: Chipotle Mex. Grill	6,409	12.1%	93
Went to fast food restaurant in the last 6 months: Chuck E. Cheese`s	1,476	2.8%	123
Went to fast food restaurant in the last 6 months: Church`s Fr. Chicken	2,866	5.4%	163
Went to fast food restaurant in the last 6 months: Cold Stone Creamery	1,553	2.9%	104
Went to fast food restaurant in the last 6 months: Dairy Queen	8,194	15.5%	102
Went to fast food restaurant in the last 6 months: Del Taco	2,445	4.6%	120
Went to fast food restaurant in the last 6 months: Domino`s Pizza	7,480	14.1%	103
Went to fast food restaurant in the last 6 months: Dunkin` Donuts	6,369	12.0%	89
Went to fast food restaurant in the last 6 months: Five Guys	4,420	8.3%	91
Went to fast food restaurant in the last 6 months: Hardee`s	2,292	4.3%	80
Went to fast food restaurant in the last 6 months: Jack in the Box	6,019	11.4%	139
Went to fast food restaurant in the last 6 months: Jimmy John`s	3,268	6.2%	113
Went to fast food restaurant in the last 6 months: KFC	10,427	19.7%	101
Went to fast food restaurant in the last 6 months: Krispy Kreme	3,519	6.6%	111
Went to fast food restaurant in the last 6 months: Little Caesars	7,579	14.3%	117
Went to fast food restaurant in the last 6 months: Long John Silver`s	1,947	3.7%	115
Went to fast food restaurant in the last 6 months: McDonald`s	27,287	51.5%	100
Went to fast food restaurant in the last 6 months: Panda Express	5,767	10.9%	104
Went to fast food restaurant in the last 6 months: Panera Bread	6,378	12.0%	95
Went to fast food restaurant in the last 6 months: Papa John`s	4,076	7.7%	95
Went to fast food restaurant in the last 6 months: Papa Murphy`s	2,048	3.9%	98
Went to fast food restaurant in the last 6 months: Pizza Hut	8,391	15.9%	115
Went to fast food restaurant in the last 6 months: Popeyes Chicken	5,491	10.4%	99
Went to fast food restaurant in the last 6 months: Sonic Drive-In	6,618	12.5%	106
Went to fast food restaurant in the last 6 months: Starbucks	9,096	17.2%	94
Went to fast food restaurant in the last 6 months: Steak `n Shake	2,543	4.8%	96
Went to fast food restaurant in the last 6 months: Subway	11,857	22.4%	98
Went to fast food restaurant in the last 6 months: Taco Bell	14,850	28.1%	97
Went to fast food restaurant in the last 6 months: Wendy`s	12,860	24.3%	94
Went to fast food restaurant in the last 6 months: Whataburger	6,374	12.0%	212
Went to fast food restaurant in the last 6 months: White Castle	1,352	2.6%	87
Went to fast food restaurant in the last 6 months: Wing-Stop	2,203	4.2%	140
Went to fine dining restaurant last month	5,026	9.5%	99
Went to fine dining restaurant 3+ times last month	1,367	2.6%	102

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 2021 and 2026.