Restaurant Market Potential

4300 W Wadley Ave, Midland, Texas, 79707

Ring: 1 mile radius

Demographic Summary	2025	2030
Population	15,799	15,882
Population 18+	12,100	12,256
Households	6,589	6,742
Median Household Income	$73,636	$81,753

Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Went to Family Restaurant/Steak House Last 6 Mo	9,003	74.4%	102
Went to Family Restaurant/Steak House 4+ Times Last 30 Days	3,033	25.1%	103
Spent $1-$30 at Family Restaurant/Steak House Last 30 Days	694	5.7%	108
Spent $31-$50 at Family Restaurant/Steak House Last 30 Days	1,135	9.4%	112
Spent $51-$100 at Family Restaurant/Steak House Last 30 Days	2,029	16.8%	102
Spent $101-$200 at Family Restaurant/Steak House Last 30 Days	1,540	12.7%	101
Spent $201+ at Family Restaurant/Steak House Last 30 Days	835	6.9%	91
Spent $1-$100 at Fine Dining Restaurants Last 30 Days	437	3.6%	101
Spent $101-$200 at Fine Dining Restaurants Last 30 Days	415	3.4%	107
Spent $201+ at Fine Dining Restaurants Last 30 Days	323	2.7%	84
Went for Breakfast at Family Restaurant/Steak House Last 6 Mo	1,537	12.7%	99
Went for Lunch at Family Restaurant/Steak House Last 6 Mo	2,467	20.4%	106
Went for Dinner at Family Restaurant/Steak House Last 6 Mo	5,946	49.1%	104
Went for Snacks at Family Restaurant/Steak House Last 6 Mo	235	1.9%	111
Went on Workday to Family Restaurant/Steak House Last 6 Mo	4,050	33.5%	103
Went on Weekend to Family Restaurant/Steak House Last 6 Mo	5,286	43.7%	105
Went to Applebee`s Last 6 Mo	1,922	15.9%	102
Went to Bob Evans Last 6 Mo	334	2.8%	103
Went to Buffalo Wild Wings Last 6 Mo	1,186	9.8%	109
Went to California Pizza Kitchen Last 6 Mo	145	1.2%	68
Went to Carrabba`s Last 6 Mo	299	2.5%	112
Went to The Cheesecake Factory Last 6 Mo	952	7.9%	106
Went to Chili`s Grill & Bar Last 6 Mo	1,325	10.9%	110
Went to Cracker Barrel Last 6 Mo	1,444	11.9%	104

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.

© 2025 Esri

Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Went to Denny`s Last 6 Mo	824	6.8%	102
Went to Golden Corral Last 6 Mo	624	5.2%	105
Went to IHOP Last 6 Mo	966	8.0%	104
Went to Logan`s Roadhouse Last 6 Mo	234	1.9%	93
Went to Longhorn Steakhouse Last 6 Mo	977	8.1%	116
Went to Olive Garden Last 6 Mo	2,154	17.8%	109
Went to Outback Steakhouse Last 6 Mo	1,048	8.7%	108
Went to Red Lobster Last 6 Mo	929	7.7%	101
Went to Red Robin Last 6 Mo	806	6.7%	127
Went to Ruby Tuesday Last 6 Mo	209	1.7%	100
Went to Texas Roadhouse Last 6 Mo	1,898	15.7%	109
Went to T.G.I. Friday`s Last 6 Mo	323	2.7%	110
Went to Waffle House Last 6 Mo	822	6.8%	118
Went to Fast Food or Drive-In Restaurant Last 6 Mo	11,113	91.8%	101
Went to Fast Food or Drive-In Rest 9+ Times Last 30 Days	4,978	41.1%	104
Spent $1-$10 at Fast Food Restaurant Last 30 Days	376	3.1%	107
Spent $11-$20 at Fast Food Restaurant Last 30 Days	916	7.6%	97
Spent $21-$40 at Fast Food Restaurant Last 30 Days	1,878	15.5%	100
Spent $41-$50 at Fast Food Restaurant Last 30 Days	1,176	9.7%	108
Spent $51-$100 at Fast Food Restaurant Last 30 Days	2,621	21.7%	101
Spent $101-$200 at Fast Food Restaurant Last 30 Days	1,582	13.1%	98
Spent $201+ at Fast Food Restaurant Last 30 Days	769	6.4%	96
Ordered Eat-In Fast Food Last 6 Mo	3,940	32.6%	98
Ordered Home Delivery Fast Food Last 6 Mo	1,662	13.7%	112
Take-Out/Drive-Thru/Curbside Fast Food Last 6 Mo	6,079	50.2%	103
Ordered Take-Out/Walk-In Fast Food Last 6 Mo	2,802	23.2%	101
Bought Breakfast at Fast Food Restaurant Last 6 Mo	4,544	37.5%	105
Bought Lunch at Fast Food Restaurant Last 6 Mo	6,505	53.8%	101
Bought Dinner at Fast Food Restaurant Last 6 Mo	6,666	55.1%	103
Bought Snack at Fast Food Restaurant Last 6 Mo	1,762	14.6%	105
Bought from Fast Food Restaurant on Weekday Last 6 Mo	8,028	66.3%	101
Bought from Fast Food Restaurant on Weekend Last 6 Mo	6,526	53.9%	103

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.

© 2025 Esri

Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Bought A&W Last 6 Mo	211	1.7%	80
Bought Arby`s Last 6 Mo	2,254	18.6%	104
Bought Baskin-Robbins Last 6 Mo	407	3.4%	99
Bought Boston Market Last 6 Mo	171	1.4%	101
Bought Burger King Last 6 Mo	3,191	26.4%	100
Bought Captain D`s Last 6 Mo	304	2.5%	90
Bought Carl`s Jr. Last 6 Mo	428	3.5%	80
Bought Checkers Last 6 Mo	304	2.5%	104
Bought Chick-Fil-A Last 6 Mo	4,598	38.0%	112
Bought Chipotle Mexican Grill Last 6 Mo	2,335	19.3%	111
Bought Chuck E. Cheese`s Last 6 Mo	200	1.6%	96
Bought Church`s Fried Chicken Last 6 Mo	438	3.6%	122
Bought Cold Stone Creamery Last 6 Mo	380	3.1%	109
Bought Dairy Queen Last 6 Mo	2,031	16.8%	107
Bought Del Taco Last 6 Mo	331	2.7%	76
Bought Domino`s Pizza Last 6 Mo	2,130	17.6%	104
Bought Dunkin` Donuts Last 6 Mo	1,868	15.4%	109
Bought Five Guys Last 6 Mo	1,400	11.6%	115
Bought Hardee`s Last 6 Mo	474	3.9%	83
Bought Jack in the Box Last 6 Mo	784	6.5%	95
Bought Jersey Mike`s Last 6 Mo	1,274	10.5%	111
Bought Jimmy John`s Last 6 Mo	836	6.9%	116
Bought KFC Last 6 Mo	2,001	16.5%	96
Bought Krispy Kreme Doughnuts Last 6 Mo	769	6.4%	103
Bought Little Caesars Last 6 Mo	1,613	13.3%	104
Bought Long John Silver`s Last 6 Mo	277	2.3%	93
Bought McDonald`s Last 6 Mo	6,003	49.6%	100
Bought Panda Express Last 6 Mo	1,638	13.5%	101
Bought Panera Bread Last 6 Mo	1,758	14.5%	109
Bought Papa John`s Last 6 Mo	1,090	9.0%	113
Bought Papa Murphy`s Last 6 Mo	451	3.7%	116
Bought Pizza Hut Last 6 Mo	1,505	12.4%	101
Bought Popeyes Chicken Last 6 Mo	1,586	13.1%	103
Bought Sonic Drive-In Last 6 Mo	1,341	11.1%	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.

© 2025 Esri

Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Bought Starbucks Last 6 Mo	2,738	22.6%	105
Bought Steak `N Shake Last 6 Mo	404	3.3%	117
Bought Subway Last 6 Mo	2,777	22.9%	102
Bought Taco Bell Last 6 Mo	3,426	28.3%	101
Bought Wendy`s Last 6 Mo	3,359	27.8%	104
Bought Whataburger Last 6 Mo	917	7.6%	122
Bought White Castle Last 6 Mo	280	2.3%	93
Bought Wing-Stop Last 6 Mo	503	4.2%	108
Went to Fine Dining Restaurant Last 6 Mo	2,009	16.6%	100
Went to Fine Dining Restaurant Last 30 Days	1,499	12.4%	99
Went to Fine Dining Restaurant 2+ Times Last 30 Days	714	5.9%	97
Used DoorDash Website/App for Take-Out/Delivery Last 30 Days	1,757	14.5%	114
Used Grubhub Website/App for Take-Out/Delivery Last 30 Days	543	4.5%	105
Used Postmates Website/App for Take-Out/Delivery Last 30 Days	121	1.0%	116
Used Restaurant Website/App for Take-Out/Delivery Last 30 Days	2,685	22.2%	106
Used Uber Eats Website/App for Take-Out/Delivery Last 30 Days	985	8.1%	110
Used Yelp Website or App for Take-Out/Delivery Last 30 Days	96	0.8%	78

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.

© 2025 Esri

Restaurant Market Potential

4300 W Wadley Ave, Midland, Texas, 79707

Ring: 2 mile radius

Demographic Summary	2025	2030
Population	46,686	47,156
Population 18+	34,834	35,386
Households	18,635	19,108
Median Household Income	$96,298	$103,389

Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Went to Family Restaurant/Steak House Last 6 Mo	26,350	75.6%	104
Went to Family Restaurant/Steak House 4+ Times Last 30 Days	9,072	26.0%	107
Spent $1-$30 at Family Restaurant/Steak House Last 30 Days	1,872	5.4%	101
Spent $31-$50 at Family Restaurant/Steak House Last 30 Days	3,088	8.9%	106
Spent $51-$100 at Family Restaurant/Steak House Last 30 Days	5,935	17.0%	103
Spent $101-$200 at Family Restaurant/Steak House Last 30 Days	4,720	13.6%	107
Spent $201+ at Family Restaurant/Steak House Last 30 Days	2,836	8.1%	107
Spent $1-$100 at Fine Dining Restaurants Last 30 Days	1,326	3.8%	107
Spent $101-$200 at Fine Dining Restaurants Last 30 Days	1,221	3.5%	109
Spent $201+ at Fine Dining Restaurants Last 30 Days	1,082	3.1%	98
Went for Breakfast at Family Restaurant/Steak House Last 6 Mo	4,613	13.2%	103
Went for Lunch at Family Restaurant/Steak House Last 6 Mo	7,208	20.7%	107
Went for Dinner at Family Restaurant/Steak House Last 6 Mo	17,649	50.7%	107
Went for Snacks at Family Restaurant/Steak House Last 6 Mo	686	2.0%	112
Went on Workday to Family Restaurant/Steak House Last 6 Mo	11,983	34.4%	105
Went on Weekend to Family Restaurant/Steak House Last 6 Mo	15,661	45.0%	108
Went to Applebee`s Last 6 Mo	5,318	15.3%	98
Went to Bob Evans Last 6 Mo	924	2.6%	99
Went to Buffalo Wild Wings Last 6 Mo	3,427	9.8%	109
Went to California Pizza Kitchen Last 6 Mo	527	1.5%	85
Went to Carrabba`s Last 6 Mo	952	2.7%	124
Went to The Cheesecake Factory Last 6 Mo	2,935	8.4%	114
Went to Chili`s Grill & Bar Last 6 Mo	4,002	11.5%	115
Went to Cracker Barrel Last 6 Mo	4,294	12.3%	107

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.

© 2025 Esri

Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Went to Denny`s Last 6 Mo	2,353	6.8%	101
Went to Golden Corral Last 6 Mo	1,757	5.0%	103
Went to IHOP Last 6 Mo	2,913	8.4%	109
Went to Logan`s Roadhouse Last 6 Mo	706	2.0%	97
Went to Longhorn Steakhouse Last 6 Mo	2,796	8.0%	115
Went to Olive Garden Last 6 Mo	6,394	18.4%	112
Went to Outback Steakhouse Last 6 Mo	3,068	8.8%	110
Went to Red Lobster Last 6 Mo	2,729	7.8%	103
Went to Red Robin Last 6 Mo	2,340	6.7%	128
Went to Ruby Tuesday Last 6 Mo	587	1.7%	97
Went to Texas Roadhouse Last 6 Mo	5,651	16.2%	113
Went to T.G.I. Friday`s Last 6 Mo	866	2.5%	102
Went to Waffle House Last 6 Mo	2,356	6.8%	117
Went to Fast Food or Drive-In Restaurant Last 6 Mo	32,156	92.3%	101
Went to Fast Food or Drive-In Rest 9+ Times Last 30 Days	14,440	41.5%	104
Spent $1-$10 at Fast Food Restaurant Last 30 Days	985	2.8%	98
Spent $11-$20 at Fast Food Restaurant Last 30 Days	2,578	7.4%	95
Spent $21-$40 at Fast Food Restaurant Last 30 Days	5,303	15.2%	98
Spent $41-$50 at Fast Food Restaurant Last 30 Days	3,403	9.8%	109
Spent $51-$100 at Fast Food Restaurant Last 30 Days	7,646	21.9%	102
Spent $101-$200 at Fast Food Restaurant Last 30 Days	4,804	13.8%	103
Spent $201+ at Fast Food Restaurant Last 30 Days	2,430	7.0%	106
Ordered Eat-In Fast Food Last 6 Mo	11,655	33.5%	101
Ordered Home Delivery Fast Food Last 6 Mo	4,754	13.7%	111
Take-Out/Drive-Thru/Curbside Fast Food Last 6 Mo	17,863	51.3%	105
Ordered Take-Out/Walk-In Fast Food Last 6 Mo	8,183	23.5%	103
Bought Breakfast at Fast Food Restaurant Last 6 Mo	13,086	37.6%	105
Bought Lunch at Fast Food Restaurant Last 6 Mo	19,166	55.0%	103
Bought Dinner at Fast Food Restaurant Last 6 Mo	19,667	56.5%	105
Bought Snack at Fast Food Restaurant Last 6 Mo	5,232	15.0%	108
Bought from Fast Food Restaurant on Weekday Last 6 Mo	23,365	67.1%	103
Bought from Fast Food Restaurant on Weekend Last 6 Mo	19,106	54.9%	105

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.

© 2025 Esri

Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Bought A&W Last 6 Mo	650	1.9%	85
Bought Arby`s Last 6 Mo	6,410	18.4%	103
Bought Baskin-Robbins Last 6 Mo	1,271	3.6%	108
Bought Boston Market Last 6 Mo	480	1.4%	99
Bought Burger King Last 6 Mo	8,918	25.6%	97
Bought Captain D`s Last 6 Mo	829	2.4%	85
Bought Carl`s Jr. Last 6 Mo	1,311	3.8%	85
Bought Checkers Last 6 Mo	826	2.4%	98
Bought Chick-Fil-A Last 6 Mo	13,698	39.3%	116
Bought Chipotle Mexican Grill Last 6 Mo	7,063	20.3%	117
Bought Chuck E. Cheese`s Last 6 Mo	562	1.6%	93
Bought Church`s Fried Chicken Last 6 Mo	1,175	3.4%	114
Bought Cold Stone Creamery Last 6 Mo	1,173	3.4%	117
Bought Dairy Queen Last 6 Mo	5,868	16.9%	107
Bought Del Taco Last 6 Mo	1,119	3.2%	89
Bought Domino`s Pizza Last 6 Mo	6,245	17.9%	105
Bought Dunkin` Donuts Last 6 Mo	5,240	15.0%	106
Bought Five Guys Last 6 Mo	4,064	11.7%	116
Bought Hardee`s Last 6 Mo	1,255	3.6%	76
Bought Jack in the Box Last 6 Mo	2,420	7.0%	102
Bought Jersey Mike`s Last 6 Mo	3,862	11.1%	117
Bought Jimmy John`s Last 6 Mo	2,543	7.3%	122
Bought KFC Last 6 Mo	5,650	16.2%	94
Bought Krispy Kreme Doughnuts Last 6 Mo	2,277	6.5%	106
Bought Little Caesars Last 6 Mo	4,613	13.2%	103
Bought Long John Silver`s Last 6 Mo	826	2.4%	96
Bought McDonald`s Last 6 Mo	17,136	49.2%	99
Bought Panda Express Last 6 Mo	5,197	14.9%	111
Bought Panera Bread Last 6 Mo	5,194	14.9%	112
Bought Papa John`s Last 6 Mo	3,203	9.2%	116
Bought Papa Murphy`s Last 6 Mo	1,298	3.7%	116
Bought Pizza Hut Last 6 Mo	4,326	12.4%	101
Bought Popeyes Chicken Last 6 Mo	4,693	13.5%	106
Bought Sonic Drive-In Last 6 Mo	4,037	11.6%	106

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.

© 2025 Esri

Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Bought Starbucks Last 6 Mo	8,164	23.4%	109
Bought Steak `N Shake Last 6 Mo	1,150	3.3%	115
Bought Subway Last 6 Mo	7,890	22.6%	100
Bought Taco Bell Last 6 Mo	9,839	28.3%	101
Bought Wendy`s Last 6 Mo	9,549	27.4%	102
Bought Whataburger Last 6 Mo	2,925	8.4%	135
Bought White Castle Last 6 Mo	837	2.4%	96
Bought Wing-Stop Last 6 Mo	1,547	4.4%	116
Went to Fine Dining Restaurant Last 6 Mo	6,057	17.4%	105
Went to Fine Dining Restaurant Last 30 Days	4,579	13.2%	105
Went to Fine Dining Restaurant 2+ Times Last 30 Days	2,198	6.3%	104
Used DoorDash Website/App for Take-Out/Delivery Last 30 Days	5,152	14.8%	116
Used Grubhub Website/App for Take-Out/Delivery Last 30 Days	1,572	4.5%	105
Used Postmates Website/App for Take-Out/Delivery Last 30 Days	336	1.0%	112
Used Restaurant Website/App for Take-Out/Delivery Last 30 Days	7,955	22.8%	109
Used Uber Eats Website/App for Take-Out/Delivery Last 30 Days	2,952	8.5%	114
Used Yelp Website or App for Take-Out/Delivery Last 30 Days	335	1.0%	94

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.

© 2025 Esri

Restaurant Market Potential

4300 W Wadley Ave, Midland, Texas, 79707

Ring: 3 mile radius

Demographic Summary	2025	2030
Population	82,845	85,129
Population 18+	61,208	63,273
Households	32,139	33,553
Median Household Income	$102,370	$108,531

Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Went to Family Restaurant/Steak House Last 6 Mo	45,997	75.2%	103
Went to Family Restaurant/Steak House 4+ Times Last 30 Days	15,662	25.6%	105
Spent $1-$30 at Family Restaurant/Steak House Last 30 Days	3,074	5.0%	94
Spent $31-$50 at Family Restaurant/Steak House Last 30 Days	5,026	8.2%	98
Spent $51-$100 at Family Restaurant/Steak House Last 30 Days	10,228	16.7%	101
Spent $101-$200 at Family Restaurant/Steak House Last 30 Days	8,548	14.0%	110
Spent $201+ at Family Restaurant/Steak House Last 30 Days	5,232	8.6%	113
Spent $1-$100 at Fine Dining Restaurants Last 30 Days	2,301	3.8%	105
Spent $101-$200 at Fine Dining Restaurants Last 30 Days	2,176	3.6%	111
Spent $201+ at Fine Dining Restaurants Last 30 Days	2,025	3.3%	104
Went for Breakfast at Family Restaurant/Steak House Last 6 Mo	8,367	13.7%	107
Went for Lunch at Family Restaurant/Steak House Last 6 Mo	12,481	20.4%	106
Went for Dinner at Family Restaurant/Steak House Last 6 Mo	30,468	49.8%	106
Went for Snacks at Family Restaurant/Steak House Last 6 Mo	1,212	2.0%	113
Went on Workday to Family Restaurant/Steak House Last 6 Mo	20,463	33.4%	103
Went on Weekend to Family Restaurant/Steak House Last 6 Mo	27,347	44.7%	108
Went to Applebee`s Last 6 Mo	8,917	14.6%	93
Went to Bob Evans Last 6 Mo	1,400	2.3%	85
Went to Buffalo Wild Wings Last 6 Mo	5,883	9.6%	107
Went to California Pizza Kitchen Last 6 Mo	1,050	1.7%	97
Went to Carrabba`s Last 6 Mo	1,577	2.6%	117
Went to The Cheesecake Factory Last 6 Mo	5,270	8.6%	116
Went to Chili`s Grill & Bar Last 6 Mo	7,233	11.8%	119
Went to Cracker Barrel Last 6 Mo	7,162	11.7%	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.

© 2025 Esri

Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Went to Denny`s Last 6 Mo	4,455	7.3%	109
Went to Golden Corral Last 6 Mo	2,982	4.9%	99
Went to IHOP Last 6 Mo	5,029	8.2%	107
Went to Logan`s Roadhouse Last 6 Mo	1,138	1.9%	89
Went to Longhorn Steakhouse Last 6 Mo	4,607	7.5%	108
Went to Olive Garden Last 6 Mo	11,192	18.3%	112
Went to Outback Steakhouse Last 6 Mo	5,238	8.6%	107
Went to Red Lobster Last 6 Mo	4,703	7.7%	101
Went to Red Robin Last 6 Mo	4,017	6.6%	125
Went to Ruby Tuesday Last 6 Mo	968	1.6%	92
Went to Texas Roadhouse Last 6 Mo	9,754	15.9%	111
Went to T.G.I. Friday`s Last 6 Mo	1,536	2.5%	103
Went to Waffle House Last 6 Mo	3,887	6.3%	110
Went to Fast Food or Drive-In Restaurant Last 6 Mo	56,429	92.2%	101
Went to Fast Food or Drive-In Rest 9+ Times Last 30 Days	25,338	41.4%	104
Spent $1-$10 at Fast Food Restaurant Last 30 Days	1,611	2.6%	91
Spent $11-$20 at Fast Food Restaurant Last 30 Days	4,398	7.2%	92
Spent $21-$40 at Fast Food Restaurant Last 30 Days	9,141	14.9%	96
Spent $41-$50 at Fast Food Restaurant Last 30 Days	5,866	9.6%	107
Spent $51-$100 at Fast Food Restaurant Last 30 Days	13,510	22.1%	103
Spent $101-$200 at Fast Food Restaurant Last 30 Days	8,565	14.0%	105
Spent $201+ at Fast Food Restaurant Last 30 Days	4,467	7.3%	110
Ordered Eat-In Fast Food Last 6 Mo	20,703	33.8%	102
Ordered Home Delivery Fast Food Last 6 Mo	8,502	13.9%	113
Take-Out/Drive-Thru/Curbside Fast Food Last 6 Mo	30,931	50.5%	104
Ordered Take-Out/Walk-In Fast Food Last 6 Mo	14,204	23.2%	101
Bought Breakfast at Fast Food Restaurant Last 6 Mo	22,899	37.4%	104
Bought Lunch at Fast Food Restaurant Last 6 Mo	33,498	54.7%	103
Bought Dinner at Fast Food Restaurant Last 6 Mo	33,880	55.4%	103
Bought Snack at Fast Food Restaurant Last 6 Mo	9,183	15.0%	108
Bought from Fast Food Restaurant on Weekday Last 6 Mo	40,621	66.4%	102
Bought from Fast Food Restaurant on Weekend Last 6 Mo	33,402	54.6%	104

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.

© 2025 Esri

Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Bought A&W Last 6 Mo	1,094	1.8%	82
Bought Arby`s Last 6 Mo	10,173	16.6%	93
Bought Baskin-Robbins Last 6 Mo	2,397	3.9%	115
Bought Boston Market Last 6 Mo	841	1.4%	98
Bought Burger King Last 6 Mo	15,572	25.4%	96
Bought Captain D`s Last 6 Mo	1,419	2.3%	83
Bought Carl`s Jr. Last 6 Mo	2,557	4.2%	95
Bought Checkers Last 6 Mo	1,350	2.2%	91
Bought Chick-Fil-A Last 6 Mo	23,956	39.1%	116
Bought Chipotle Mexican Grill Last 6 Mo	12,310	20.1%	116
Bought Chuck E. Cheese`s Last 6 Mo	1,197	2.0%	113
Bought Church`s Fried Chicken Last 6 Mo	2,160	3.5%	119
Bought Cold Stone Creamery Last 6 Mo	1,969	3.2%	112
Bought Dairy Queen Last 6 Mo	9,855	16.1%	102
Bought Del Taco Last 6 Mo	2,133	3.5%	96
Bought Domino`s Pizza Last 6 Mo	11,008	18.0%	106
Bought Dunkin` Donuts Last 6 Mo	8,958	14.6%	103
Bought Five Guys Last 6 Mo	6,861	11.2%	112
Bought Hardee`s Last 6 Mo	1,915	3.1%	66
Bought Jack in the Box Last 6 Mo	5,050	8.3%	121
Bought Jersey Mike`s Last 6 Mo	6,746	11.0%	116
Bought Jimmy John`s Last 6 Mo	4,242	6.9%	116
Bought KFC Last 6 Mo	9,782	16.0%	93
Bought Krispy Kreme Doughnuts Last 6 Mo	3,922	6.4%	104
Bought Little Caesars Last 6 Mo	8,308	13.6%	106
Bought Long John Silver`s Last 6 Mo	1,434	2.3%	95
Bought McDonald`s Last 6 Mo	30,252	49.4%	99
Bought Panda Express Last 6 Mo	9,782	16.0%	119
Bought Panera Bread Last 6 Mo	8,987	14.7%	110
Bought Papa John`s Last 6 Mo	5,331	8.7%	109
Bought Papa Murphy`s Last 6 Mo	2,124	3.5%	108
Bought Pizza Hut Last 6 Mo	7,688	12.6%	102
Bought Popeyes Chicken Last 6 Mo	8,343	13.6%	107
Bought Sonic Drive-In Last 6 Mo	7,132	11.7%	107

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.

© 2025 Esri

Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Bought Starbucks Last 6 Mo	14,444	23.6%	110
Bought Steak `N Shake Last 6 Mo	1,815	3.0%	104
Bought Subway Last 6 Mo	13,726	22.4%	99
Bought Taco Bell Last 6 Mo	17,065	27.9%	99
Bought Wendy`s Last 6 Mo	16,265	26.6%	99
Bought Whataburger Last 6 Mo	5,739	9.4%	151
Bought White Castle Last 6 Mo	1,408	2.3%	92
Bought Wing-Stop Last 6 Mo	3,028	5.0%	129
Went to Fine Dining Restaurant Last 6 Mo	10,776	17.6%	106
Went to Fine Dining Restaurant Last 30 Days	8,156	13.3%	107
Went to Fine Dining Restaurant 2+ Times Last 30 Days	3,964	6.5%	106
Used DoorDash Website/App for Take-Out/Delivery Last 30 Days	9,025	14.7%	116
Used Grubhub Website/App for Take-Out/Delivery Last 30 Days	2,657	4.3%	101
Used Postmates Website/App for Take-Out/Delivery Last 30 Days	569	0.9%	107
Used Restaurant Website/App for Take-Out/Delivery Last 30 Days	13,692	22.4%	107
Used Uber Eats Website/App for Take-Out/Delivery Last 30 Days	5,297	8.7%	117
Used Yelp Website or App for Take-Out/Delivery Last 30 Days	626	1.0%	100

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.

© 2025 Esri