

Restaurant Market Potential

4801 E 52nd St, Odessa, Texas, 79762



Ring: 1 mile radius

Demographic Summary		2025	2030
Population		5,965	6,125
Population 18+		4,775	4,930
Households		2,530	2,602
Median Household Income		\$62,504	\$65,733


Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Went to Family Restaurant/Steak House Last 6 Mo	3,536	74.0%	102
Went to Family Restaurant/Steak House 4+ Times Last 30 Days	1,196	25.1%	103
Spent \$1-\$30 at Family Restaurant/Steak House Last 30 Days	278	5.8%	109
Spent \$31-\$50 at Family Restaurant/Steak House Last 30 Days	455	9.5%	114
Spent \$51-\$100 at Family Restaurant/Steak House Last 30 Days	823	17.2%	104
Spent \$101-\$200 at Family Restaurant/Steak House Last 30 Days	542	11.3%	90
Spent \$201+ at Family Restaurant/Steak House Last 30 Days	315	6.6%	87
Spent \$1-\$100 at Fine Dining Restaurants Last 30 Days	154	3.2%	90
Spent \$101-\$200 at Fine Dining Restaurants Last 30 Days	142	3.0%	93
Spent \$201+ at Fine Dining Restaurants Last 30 Days	93	1.9%	61
Went for Breakfast at Family Restaurant/Steak House Last 6 Mo	584	12.2%	96
Went for Lunch at Family Restaurant/Steak House Last 6 Mo	919	19.3%	100
Went for Dinner at Family Restaurant/Steak House Last 6 Mo	2,305	48.3%	102
Went for Snacks at Family Restaurant/Steak House Last 6 Mo	91	1.9%	109
Went on Workday to Family Restaurant/Steak House Last 6 Mo	1,529	32.0%	98
Went on Weekend to Family Restaurant/Steak House Last 6 Mo	2,086	43.7%	105
Went to Applebee's Last 6 Mo	803	16.8%	108
Went to Bob Evans Last 6 Mo	129	2.7%	101
Went to Buffalo Wild Wings Last 6 Mo	509	10.7%	118
Went to California Pizza Kitchen Last 6 Mo	73	1.5%	86
Went to Carrabba's Last 6 Mo	107	2.2%	101
Went to The Cheesecake Factory Last 6 Mo	348	7.3%	98
Went to Chili's Grill & Bar Last 6 Mo	536	11.2%	113
Went to Cracker Barrel Last 6 Mo	552	11.6%	101

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	315	6.6%	99
Went to Golden Corral Last 6 Mo	266	5.6%	113
Went to IHOP Last 6 Mo	407	8.5%	111
Went to Logan's Roadhouse Last 6 Mo	120	2.5%	121
Went to Longhorn Steakhouse Last 6 Mo	372	7.8%	112
Went to Olive Garden Last 6 Mo	831	17.4%	106
Went to Outback Steakhouse Last 6 Mo	433	9.1%	113
Went to Red Lobster Last 6 Mo	363	7.6%	100
Went to Red Robin Last 6 Mo	306	6.4%	122
Went to Ruby Tuesday Last 6 Mo	79	1.6%	96
Went to Texas Roadhouse Last 6 Mo	760	15.9%	111
Went to T.G.I. Friday's Last 6 Mo	134	2.8%	115
Went to Waffle House Last 6 Mo	378	7.9%	137
Went to Fast Food or Drive-In Restaurant Last 6 Mo	4,414	92.4%	101
Went to Fast Food or Drive-In Rest 9+ Times Last 30 Days	2,018	42.3%	106
Spent \$1-\$10 at Fast Food Restaurant Last 30 Days	153	3.2%	110
Spent \$11-\$20 at Fast Food Restaurant Last 30 Days	345	7.2%	92
Spent \$21-\$40 at Fast Food Restaurant Last 30 Days	745	15.6%	101
Spent \$41-\$50 at Fast Food Restaurant Last 30 Days	462	9.7%	108
Spent \$51-\$100 at Fast Food Restaurant Last 30 Days	1,054	22.1%	103
Spent \$101-\$200 at Fast Food Restaurant Last 30 Days	640	13.4%	100
Spent \$201+ at Fast Food Restaurant Last 30 Days	305	6.4%	97
Ordered Eat-In Fast Food Last 6 Mo	1,523	31.9%	96
Ordered Home Delivery Fast Food Last 6 Mo	705	14.8%	120
Take-Out/Drive-Thru/Curbside Fast Food Last 6 Mo	2,399	50.2%	103
Ordered Take-Out/Walk-In Fast Food Last 6 Mo	1,082	22.7%	99
Bought Breakfast at Fast Food Restaurant Last 6 Mo	1,790	37.5%	105
Bought Lunch at Fast Food Restaurant Last 6 Mo	2,547	53.3%	100
Bought Dinner at Fast Food Restaurant Last 6 Mo	2,710	56.8%	106
Bought Snack at Fast Food Restaurant Last 6 Mo	691	14.5%	104
Bought from Fast Food Restaurant on Weekday Last 6 Mo	3,179	66.6%	102
Bought from Fast Food Restaurant on Weekend Last 6 Mo	2,595	54.4%	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.


Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Bought A&W Last 6 Mo	115	2.4%	110
Bought Arby's Last 6 Mo	950	19.9%	111
Bought Baskin-Robbins Last 6 Mo	143	3.0%	88
Bought Boston Market Last 6 Mo	73	1.5%	109
Bought Burger King Last 6 Mo	1,322	27.7%	105
Bought Captain D's Last 6 Mo	155	3.3%	116
Bought Carl's Jr. Last 6 Mo	174	3.6%	83
Bought Checkers Last 6 Mo	146	3.1%	127
Bought Chick-Fil-A Last 6 Mo	1,879	39.4%	116
Bought Chipotle Mexican Grill Last 6 Mo	938	19.6%	113
Bought Chuck E. Cheese's Last 6 Mo	82	1.7%	99
Bought Church's Fried Chicken Last 6 Mo	194	4.1%	137
Bought Cold Stone Creamery Last 6 Mo	137	2.9%	100
Bought Dairy Queen Last 6 Mo	817	17.1%	109
Bought Del Taco Last 6 Mo	121	2.5%	70
Bought Domino's Pizza Last 6 Mo	861	18.0%	106
Bought Dunkin' Donuts Last 6 Mo	668	14.0%	99
Bought Five Guys Last 6 Mo	554	11.6%	116
Bought Hardee's Last 6 Mo	220	4.6%	98
Bought Jack in the Box Last 6 Mo	312	6.5%	96
Bought Jersey Mike's Last 6 Mo	441	9.2%	98
Bought Jimmy John's Last 6 Mo	335	7.0%	117
Bought KFC Last 6 Mo	828	17.3%	101
Bought Krispy Kreme Doughnuts Last 6 Mo	317	6.6%	108
Bought Little Caesars Last 6 Mo	675	14.1%	110
Bought Long John Silver's Last 6 Mo	118	2.5%	100
Bought McDonald's Last 6 Mo	2,452	51.4%	103
Bought Panda Express Last 6 Mo	647	13.6%	101
Bought Panera Bread Last 6 Mo	656	13.7%	103
Bought Papa John's Last 6 Mo	454	9.5%	119
Bought Papa Murphy's Last 6 Mo	148	3.1%	96
Bought Pizza Hut Last 6 Mo	645	13.5%	110
Bought Popeyes Chicken Last 6 Mo	655	13.7%	108
Bought Sonic Drive-In Last 6 Mo	546	11.4%	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.

Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Bought Starbucks Last 6 Mo	1,071	22.4%	104
Bought Steak `N Shake Last 6 Mo	175	3.7%	128
Bought Subway Last 6 Mo	1,139	23.9%	106
Bought Taco Bell Last 6 Mo	1,467	30.7%	110
Bought Wendy's Last 6 Mo	1,405	29.4%	110
Bought Whataburger Last 6 Mo	403	8.4%	136
Bought White Castle Last 6 Mo	126	2.6%	106
Bought Wing-Stop Last 6 Mo	213	4.5%	116
Went to Fine Dining Restaurant Last 6 Mo	707	14.8%	89
Went to Fine Dining Restaurant Last 30 Days	509	10.7%	86
Went to Fine Dining Restaurant 2+ Times Last 30 Days	226	4.7%	78
Used DoorDash Website/App for Take-Out/Delivery Last 30 Days	728	15.3%	120
Used Grubhub Website/App for Take-Out/Delivery Last 30 Days	240	5.0%	117
Used Postmates Website/App for Take-Out/Delivery Last 30 Days	62	1.3%	150
Used Restaurant Website/App for Take-Out/Delivery Last 30 Days	1,062	22.2%	106
Used Uber Eats Website/App for Take-Out/Delivery Last 30 Days	457	9.6%	129
Used Yelp Website or App for Take-Out/Delivery Last 30 Days	31	0.7%	64

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.

Restaurant Market Potential

4801 E 52nd St, Odessa, Texas, 79762



Ring: 2 mile radius

Demographic Summary	2025	2030
Population	26,476	27,135
Population 18+	20,381	21,081
Households	10,405	10,714
Median Household Income	\$81,095	\$89,195


Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Went to Family Restaurant/Steak House Last 6 Mo	15,481	76.0%	105
Went to Family Restaurant/Steak House 4+ Times Last 30 Days	5,241	25.7%	105
Spent \$1-\$30 at Family Restaurant/Steak House Last 30 Days	1,164	5.7%	107
Spent \$31-\$50 at Family Restaurant/Steak House Last 30 Days	1,893	9.3%	111
Spent \$51-\$100 at Family Restaurant/Steak House Last 30 Days	3,539	17.4%	105
Spent \$101-\$200 at Family Restaurant/Steak House Last 30 Days	2,605	12.8%	101
Spent \$201+ at Family Restaurant/Steak House Last 30 Days	1,516	7.4%	98
Spent \$1-\$100 at Fine Dining Restaurants Last 30 Days	692	3.4%	95
Spent \$101-\$200 at Fine Dining Restaurants Last 30 Days	675	3.3%	103
Spent \$201+ at Fine Dining Restaurants Last 30 Days	527	2.6%	81
Went for Breakfast at Family Restaurant/Steak House Last 6 Mo	2,790	13.7%	107
Went for Lunch at Family Restaurant/Steak House Last 6 Mo	4,174	20.5%	106
Went for Dinner at Family Restaurant/Steak House Last 6 Mo	10,230	50.2%	106
Went for Snacks at Family Restaurant/Steak House Last 6 Mo	360	1.8%	101
Went on Workday to Family Restaurant/Steak House Last 6 Mo	6,957	34.1%	105
Went on Weekend to Family Restaurant/Steak House Last 6 Mo	9,057	44.4%	107
Went to Applebee's Last 6 Mo	3,378	16.6%	106
Went to Bob Evans Last 6 Mo	647	3.2%	118
Went to Buffalo Wild Wings Last 6 Mo	2,245	11.0%	122
Went to California Pizza Kitchen Last 6 Mo	265	1.3%	73
Went to Carrabba's Last 6 Mo	493	2.4%	109
Went to The Cheesecake Factory Last 6 Mo	1,433	7.0%	95
Went to Chili's Grill & Bar Last 6 Mo	2,371	11.6%	117
Went to Cracker Barrel Last 6 Mo	2,622	12.9%	112

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	1,236	6.1%	91
Went to Golden Corral Last 6 Mo	1,030	5.0%	103
Went to IHOP Last 6 Mo	1,718	8.4%	110
Went to Logan's Roadhouse Last 6 Mo	498	2.4%	117
Went to Longhorn Steakhouse Last 6 Mo	1,614	7.9%	114
Went to Olive Garden Last 6 Mo	3,694	18.1%	111
Went to Outback Steakhouse Last 6 Mo	1,985	9.7%	121
Went to Red Lobster Last 6 Mo	1,590	7.8%	102
Went to Red Robin Last 6 Mo	1,228	6.0%	115
Went to Ruby Tuesday Last 6 Mo	370	1.8%	105
Went to Texas Roadhouse Last 6 Mo	3,575	17.5%	122
Went to T.G.I. Friday's Last 6 Mo	530	2.6%	107
Went to Waffle House Last 6 Mo	1,457	7.2%	124
Went to Fast Food or Drive-In Restaurant Last 6 Mo	18,913	92.8%	102
Went to Fast Food or Drive-In Rest 9+ Times Last 30 Days	8,566	42.0%	106
Spent \$1-\$10 at Fast Food Restaurant Last 30 Days	704	3.5%	119
Spent \$11-\$20 at Fast Food Restaurant Last 30 Days	1,513	7.4%	95
Spent \$21-\$40 at Fast Food Restaurant Last 30 Days	3,055	15.0%	97
Spent \$41-\$50 at Fast Food Restaurant Last 30 Days	1,976	9.7%	108
Spent \$51-\$100 at Fast Food Restaurant Last 30 Days	4,577	22.5%	105
Spent \$101-\$200 at Fast Food Restaurant Last 30 Days	2,736	13.4%	101
Spent \$201+ at Fast Food Restaurant Last 30 Days	1,345	6.6%	100
Ordered Eat-In Fast Food Last 6 Mo	6,840	33.6%	101
Ordered Home Delivery Fast Food Last 6 Mo	2,694	13.2%	107
Take-Out/Drive-Thru/Curbside Fast Food Last 6 Mo	10,522	51.6%	106
Ordered Take-Out/Walk-In Fast Food Last 6 Mo	4,656	22.8%	100
Bought Breakfast at Fast Food Restaurant Last 6 Mo	7,792	38.2%	107
Bought Lunch at Fast Food Restaurant Last 6 Mo	10,992	53.9%	101
Bought Dinner at Fast Food Restaurant Last 6 Mo	11,662	57.2%	107
Bought Snack at Fast Food Restaurant Last 6 Mo	2,864	14.1%	101
Bought from Fast Food Restaurant on Weekday Last 6 Mo	13,777	67.6%	103
Bought from Fast Food Restaurant on Weekend Last 6 Mo	11,044	54.2%	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.


Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Bought A&W Last 6 Mo	447	2.2%	100
Bought Arby's Last 6 Mo	4,264	20.9%	117
Bought Baskin-Robbins Last 6 Mo	663	3.3%	96
Bought Boston Market Last 6 Mo	283	1.4%	99
Bought Burger King Last 6 Mo	5,656	27.8%	105
Bought Captain D's Last 6 Mo	545	2.7%	96
Bought Carl's Jr. Last 6 Mo	560	2.8%	62
Bought Checkers Last 6 Mo	543	2.7%	110
Bought Chick-Fil-A Last 6 Mo	8,090	39.7%	117
Bought Chipotle Mexican Grill Last 6 Mo	3,864	19.0%	110
Bought Chuck E. Cheese's Last 6 Mo	371	1.8%	105
Bought Church's Fried Chicken Last 6 Mo	695	3.4%	115
Bought Cold Stone Creamery Last 6 Mo	602	3.0%	103
Bought Dairy Queen Last 6 Mo	3,671	18.0%	114
Bought Del Taco Last 6 Mo	435	2.1%	59
Bought Domino's Pizza Last 6 Mo	3,590	17.6%	104
Bought Dunkin` Donuts Last 6 Mo	2,876	14.1%	100
Bought Five Guys Last 6 Mo	2,213	10.9%	108
Bought Hardee's Last 6 Mo	944	4.6%	98
Bought Jack in the Box Last 6 Mo	1,199	5.9%	86
Bought Jersey Mike's Last 6 Mo	2,025	9.9%	105
Bought Jimmy John's Last 6 Mo	1,575	7.7%	129
Bought KFC Last 6 Mo	3,604	17.7%	103
Bought Krispy Kreme Doughnuts Last 6 Mo	1,255	6.2%	100
Bought Little Caesars Last 6 Mo	2,721	13.3%	104
Bought Long John Silver's Last 6 Mo	561	2.8%	111
Bought McDonald's Last 6 Mo	10,661	52.3%	105
Bought Panda Express Last 6 Mo	2,756	13.5%	101
Bought Panera Bread Last 6 Mo	2,979	14.6%	110
Bought Papa John's Last 6 Mo	1,823	8.9%	112
Bought Papa Murphy's Last 6 Mo	683	3.4%	104
Bought Pizza Hut Last 6 Mo	2,813	13.8%	112
Bought Popeyes Chicken Last 6 Mo	2,701	13.3%	104
Bought Sonic Drive-In Last 6 Mo	2,469	12.1%	111

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	4,452	21.8%	102
Bought Steak `N Shake Last 6 Mo	684	3.4%	117
Bought Subway Last 6 Mo	4,830	23.7%	105
Bought Taco Bell Last 6 Mo	6,180	30.3%	108
Bought Wendy's Last 6 Mo	5,959	29.2%	109
Bought Whataburger Last 6 Mo	1,730	8.5%	137
Bought White Castle Last 6 Mo	562	2.8%	110
Bought Wing-Stop Last 6 Mo	843	4.1%	108
Went to Fine Dining Restaurant Last 6 Mo	3,276	16.1%	97
Went to Fine Dining Restaurant Last 30 Days	2,392	11.7%	94
Went to Fine Dining Restaurant 2+ Times Last 30 Days	1,092	5.4%	88
Used DoorDash Website/App for Take-Out/Delivery Last 30 Days	2,754	13.5%	106
Used Grubhub Website/App for Take-Out/Delivery Last 30 Days	828	4.1%	95
Used Postmates Website/App for Take-Out/Delivery Last 30 Days	150	0.7%	85
Used Restaurant Website/App for Take-Out/Delivery Last 30 Days	4,550	22.3%	107
Used Uber Eats Website/App for Take-Out/Delivery Last 30 Days	1,617	7.9%	107
Used Yelp Website or App for Take-Out/Delivery Last 30 Days	142	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.

Restaurant Market Potential

4801 E 52nd St, Odessa, Texas, 79762




Ring: 3 mile radius

Demographic Summary	2025	2030
Population	59,830	61,260
Population 18+	45,246	46,990
Households	22,589	23,231
Median Household Income	\$76,532	\$83,990


Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Went to Family Restaurant/Steak House Last 6 Mo	34,135	75.4%	104
Went to Family Restaurant/Steak House 4+ Times Last 30 Days	11,536	25.5%	105
Spent \$1-\$30 at Family Restaurant/Steak House Last 30 Days	2,492	5.5%	103
Spent \$31-\$50 at Family Restaurant/Steak House Last 30 Days	3,938	8.7%	104
Spent \$51-\$100 at Family Restaurant/Steak House Last 30 Days	7,820	17.3%	105
Spent \$101-\$200 at Family Restaurant/Steak House Last 30 Days	5,993	13.3%	105
Spent \$201+ at Family Restaurant/Steak House Last 30 Days	3,507	7.8%	102
Spent \$1-\$100 at Fine Dining Restaurants Last 30 Days	1,506	3.3%	93
Spent \$101-\$200 at Fine Dining Restaurants Last 30 Days	1,470	3.3%	101
Spent \$201+ at Fine Dining Restaurants Last 30 Days	1,163	2.6%	81
Went for Breakfast at Family Restaurant/Steak House Last 6 Mo	6,328	14.0%	109
Went for Lunch at Family Restaurant/Steak House Last 6 Mo	9,170	20.3%	105
Went for Dinner at Family Restaurant/Steak House Last 6 Mo	22,279	49.2%	104
Went for Snacks at Family Restaurant/Steak House Last 6 Mo	859	1.9%	108
Went on Workday to Family Restaurant/Steak House Last 6 Mo	14,990	33.1%	102
Went on Weekend to Family Restaurant/Steak House Last 6 Mo	20,116	44.5%	107
Went to Applebee's Last 6 Mo	7,309	16.1%	104
Went to Bob Evans Last 6 Mo	1,309	2.9%	108
Went to Buffalo Wild Wings Last 6 Mo	4,902	10.8%	120
Went to California Pizza Kitchen Last 6 Mo	636	1.4%	79
Went to Carrabba's Last 6 Mo	1,083	2.4%	108
Went to The Cheesecake Factory Last 6 Mo	3,361	7.4%	100
Went to Chili's Grill & Bar Last 6 Mo	5,439	12.0%	121
Went to Cracker Barrel Last 6 Mo	5,721	12.6%	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
Went to Denny's Last 6 Mo	3,159	7.0%	105
Went to Golden Corral Last 6 Mo	2,399	5.3%	108
Went to IHOP Last 6 Mo	3,682	8.1%	106
Went to Logan's Roadhouse Last 6 Mo	1,052	2.3%	112
Went to Longhorn Steakhouse Last 6 Mo	3,371	7.5%	107
Went to Olive Garden Last 6 Mo	8,384	18.5%	113
Went to Outback Steakhouse Last 6 Mo	4,154	9.2%	114
Went to Red Lobster Last 6 Mo	3,611	8.0%	105
Went to Red Robin Last 6 Mo	2,721	6.0%	115
Went to Ruby Tuesday Last 6 Mo	830	1.8%	106
Went to Texas Roadhouse Last 6 Mo	7,814	17.3%	120
Went to T.G.I. Friday's Last 6 Mo	1,126	2.5%	102
Went to Waffle House Last 6 Mo	3,191	7.0%	122
Went to Fast Food or Drive-In Restaurant Last 6 Mo	41,986	92.8%	102
Went to Fast Food or Drive-In Rest 9+ Times Last 30 Days	19,384	42.8%	108
Spent \$1-\$10 at Fast Food Restaurant Last 30 Days	1,369	3.0%	104
Spent \$11-\$20 at Fast Food Restaurant Last 30 Days	3,180	7.0%	90
Spent \$21-\$40 at Fast Food Restaurant Last 30 Days	6,793	15.0%	97
Spent \$41-\$50 at Fast Food Restaurant Last 30 Days	4,298	9.5%	106
Spent \$51-\$100 at Fast Food Restaurant Last 30 Days	10,274	22.7%	106
Spent \$101-\$200 at Fast Food Restaurant Last 30 Days	6,413	14.2%	106
Spent \$201+ at Fast Food Restaurant Last 30 Days	3,218	7.1%	108
Ordered Eat-In Fast Food Last 6 Mo	15,498	34.3%	103
Ordered Home Delivery Fast Food Last 6 Mo	6,235	13.8%	112
Take-Out/Drive-Thru/Curbside Fast Food Last 6 Mo	23,325	51.5%	106
Ordered Take-Out/Walk-In Fast Food Last 6 Mo	10,062	22.2%	97
Bought Breakfast at Fast Food Restaurant Last 6 Mo	17,352	38.4%	107
Bought Lunch at Fast Food Restaurant Last 6 Mo	24,573	54.3%	102
Bought Dinner at Fast Food Restaurant Last 6 Mo	25,574	56.5%	105
Bought Snack at Fast Food Restaurant Last 6 Mo	6,456	14.3%	102
Bought from Fast Food Restaurant on Weekday Last 6 Mo	30,354	67.1%	103
Bought from Fast Food Restaurant on Weekend Last 6 Mo	24,837	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.


Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Bought A&W Last 6 Mo	945	2.1%	96
Bought Arby's Last 6 Mo	8,828	19.5%	109
Bought Baskin-Robbins Last 6 Mo	1,652	3.6%	108
Bought Boston Market Last 6 Mo	609	1.4%	96
Bought Burger King Last 6 Mo	12,690	28.1%	106
Bought Captain D's Last 6 Mo	1,225	2.7%	97
Bought Carl's Jr. Last 6 Mo	1,546	3.4%	77
Bought Checkers Last 6 Mo	1,113	2.5%	102
Bought Chick-Fil-A Last 6 Mo	17,773	39.3%	116
Bought Chipotle Mexican Grill Last 6 Mo	8,357	18.5%	107
Bought Chuck E. Cheese's Last 6 Mo	968	2.1%	124
Bought Church's Fried Chicken Last 6 Mo	1,746	3.9%	130
Bought Cold Stone Creamery Last 6 Mo	1,329	2.9%	102
Bought Dairy Queen Last 6 Mo	8,118	17.9%	114
Bought Del Taco Last 6 Mo	1,218	2.7%	74
Bought Domino's Pizza Last 6 Mo	8,321	18.4%	108
Bought Dunkin' Donuts Last 6 Mo	6,069	13.4%	95
Bought Five Guys Last 6 Mo	4,719	10.4%	104
Bought Hardee's Last 6 Mo	1,985	4.4%	93
Bought Jack in the Box Last 6 Mo	3,432	7.6%	111
Bought Jersey Mike's Last 6 Mo	4,506	10.0%	105
Bought Jimmy John's Last 6 Mo	3,316	7.3%	123
Bought KFC Last 6 Mo	8,082	17.9%	104
Bought Krispy Kreme Doughnuts Last 6 Mo	2,834	6.3%	101
Bought Little Caesars Last 6 Mo	6,688	14.8%	115
Bought Long John Silver's Last 6 Mo	1,300	2.9%	116
Bought McDonald's Last 6 Mo	23,791	52.6%	106
Bought Panda Express Last 6 Mo	6,872	15.2%	113
Bought Panera Bread Last 6 Mo	6,279	13.9%	104
Bought Papa John's Last 6 Mo	4,032	8.9%	112
Bought Papa Murphy's Last 6 Mo	1,490	3.3%	102
Bought Pizza Hut Last 6 Mo	6,519	14.4%	117
Bought Popeyes Chicken Last 6 Mo	6,040	13.3%	105
Bought Sonic Drive-In Last 6 Mo	5,838	12.9%	118

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	9,901	21.9%	102
Bought Steak `N Shake Last 6 Mo	1,445	3.2%	111
Bought Subway Last 6 Mo	10,854	24.0%	106
Bought Taco Bell Last 6 Mo	13,716	30.3%	108
Bought Wendy's Last 6 Mo	12,922	28.6%	107
Bought Whataburger Last 6 Mo	4,502	9.9%	161
Bought White Castle Last 6 Mo	1,176	2.6%	104
Bought Wing-Stop Last 6 Mo	2,139	4.7%	123
Went to Fine Dining Restaurant Last 6 Mo	7,170	15.8%	96
Went to Fine Dining Restaurant Last 30 Days	5,245	11.6%	93
Went to Fine Dining Restaurant 2+ Times Last 30 Days	2,423	5.4%	88
Used DoorDash Website/App for Take-Out/Delivery Last 30 Days	6,356	14.1%	111
Used Grubhub Website/App for Take-Out/Delivery Last 30 Days	1,738	3.8%	90
Used Postmates Website/App for Take-Out/Delivery Last 30 Days	311	0.7%	79
Used Restaurant Website/App for Take-Out/Delivery Last 30 Days	9,859	21.8%	104
Used Uber Eats Website/App for Take-Out/Delivery Last 30 Days	3,600	8.0%	107
Used Yelp Website or App for Take-Out/Delivery Last 30 Days	329	0.7%	71

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.