

## Restaurant Market Potential

Pascua Yaqui

Prepared by Esri

Demographic Summary		2022	2027
Population		3,367	3,318
Population 18+		2,251	2,239
Households		852	846
Median Household Income		\$41,648	\$46,874
	Expected Number of		
Product/Consumer Behavior	Adults	Percent	MPI
Went to family restaurant/steak house in last 6 months	1,346	59.8%	89
Went to family restaurant/steak house 4+ times/month last 30 days	344	15.3%	74
Spent at family restaurant/steak house last 30 days: \$1-30	150	6.7%	97
Spent at family restaurant/steak house 30 days: \$31-50	184	8.2%	96
Spent at family restaurant/steak house last 30 days: \$51-100	314	13.9%	99
Spent at family restaurant/steak house last 30 days: \$101-200	149	6.6%	77
Spent at family restaurant/steak house last 30 days: \$201+	89	4.0%	100
Spent at fine dining last 30 days: \$1-100	48	2.1%	71
Spent at fine dining last 30 days: \$101+	47	2.1%	56
Went to family restaurant last 6 months: for breakfast	172	7.6%	76
Went to family restaurant last 6 months: for lunch	386	17.1%	107
Went to family restaurant last 6 months: for dinner	809	35.9%	85
Went to family restaurant last 6 months: for snack	44	2.0%	127
Went to family restaurant last 6 months: on weekday	402	17.9%	63
Went to family restaurant last 6 months: on weekend	727	32.3%	89
Went to family restaurant last 6 months: Applebee`s	250	11.1%	76
Went to family restaurant last 6 months: Bob Evans	21	0.9%	37
Went to family restaurant last 6 months: Buffalo Wild Wings	219	9.7%	112
Went to family restaurant last 6 months: California Pizza Kitchen	38	1.7%	95
Went to family restaurant last 6 months: Carrabba's	47	2.1%	105
Went to family restaurant last 6 months: The Cheesecake Factory	145	6.4%	105
Went to family restaurant last 6 months: Chili's Grill & Bar	317	14.1%	148
Went to family restaurant last 6 months: Cracker Barrel	156	6.9%	69
Went to family restaurant last 6 months: Denny`s	234	10.4%	158
Went to family restaurant last 6 months: Golden Corral	148	6.6%	158
Went to family restaurant last 6 months: IHOP	215	9.6%	129
Went to family restaurant last 6 months: Logan's Roadhouse	33	1.5%	65
Went to family restaurant last 6 months: LongHorn Steakhouse	83	3.7%	70
Went to family restaurant last 6 months: Olive Garden	324	14.4%	101
Went to family restaurant last 6 months: Outback Steakhouse	90	4.0%	55
Went to family restaurant last 6 months: Red Lobster	191	8.5%	118
Went to family restaurant last 6 months: Red Robin	123	5.5%	90
Went to family restaurant last 6 months: Ruby Tuesday	26	1.2%	41
Went to family restaurant last 6 months: Texas Roadhouse	175	7.8%	74
Went to family restaurant last 6 months: T.G.I. Friday's	34	1.5%	51
Went to family restaurant last 6 months: Waffle House	85	3.8%	79
Went to family restaurant last 6 months: fast food/drive-in	1,954	86.8%	96
Went to fast food/drive-in restaurant 9+ times/month	962	42.7%	113
Spent at fast food restaurant last 30 days: <\$1-10	54	2.4%	59
Spent at fast food restaurant last 30 days: \$11-\$20	78	3.5%	41
Spent at fast food restaurant last 30 days: \$11-\$20 Spent at fast food restaurant last 30 days: \$21-\$40	253	11.2%	69
Spent at fast food restaurant last 30 days: \$21-\$40 Spent at fast food restaurant last 30 days: \$41-\$50	206	9.2%	104
Spent at fast food restaurant last 30 days: \$41-\$30 Spent at fast food restaurant last 30 days: \$51-\$100	516	22.9%	104
•	287	12.7%	
Spent at fast food restaurant last 30 days: \$101-\$200			113
Spent at fast food restaurant last 30 days: \$201+	138	6.1%	138
Ordered eat-in fast food in the last 6 months	515	22.9%	101

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 2022 and 2027.



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Product/Consumer BehaviorWent to fast food restaurant in the last 6 months: eat inWent to fast food restaurant in the last 6 months: home deliveryWent to fast food restaurant in the last 6 months: take-out/valk-inWent to fast food restaurant in the last 6 months: breakfastWent to fast food restaurant in the last 6 months: breakfastWent to fast food restaurant in the last 6 months: lunchWent to fast food restaurant in the last 6 months: lunchWent to fast food restaurant in the last 6 months: snackWent to fast food restaurant in the last 6 months: weekdayWent to fast food restaurant in the last 6 months: weekdayWent to fast food restaurant in the last 6 months: weekendWent to fast food restaurant in the last 6 months: A & WWent to fast food restaurant in the last 6 months: Baskin-RobbinsWent to fast food restaurant in the last 6 months: Burger KingWent to fast food restaurant in the last 6 months: Captain D`sWent to fast food restaurant in the last 6 months: Captain D`sWent to fast food restaurant in the last 6 months: Chick-fil-AWent to fast food restaurant in the last 6 months: ChickersWent to fast food restaurant in the last 6 months: Chickeli-AWent to fast food restaurant in the last 6 months: Chickeli-AWent to fast food restaurant in the last 6 months: Chickeli-AWent to fast food restaurant in the last 6 months: Chickeli-AWent to fast food restaurant in the last 6 months: Chickeli-AWent to fast food restaurant in the last 6 months: Chickeli-AWent to fast food restaurant in the last 6 months: Chickeli-AWent to fast food restaurant in	Adults 515 262 1,104 406 619 982 911 324 1,133 1,141 57 168 85 44 556 40 191 61 708 248 92 230	Percent 22.9% 11.6% 49.0% 18.0% 27.5% 43.6% 40.5% 14.4% 50.3% 50.7% 2.5% 7.5% 3.8% 2.0% 24.7% 1.8% 8.5% 2.7% 31.5% 11.0% 4.1% 10.2%	MPI 101 100 88 85 81 85 80 116 82 101 129 44 116 95 87 60 162 102 104 77 286
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<ul> <li>Went to fast food restaurant in the last 6 months: weekday</li> <li>Went to fast food restaurant in the last 6 months: A &amp; W</li> <li>Went to fast food restaurant in the last 6 months: A &amp; W</li> <li>Went to fast food restaurant in the last 6 months: Arby's</li> <li>Went to fast food restaurant in the last 6 months: Baskin-Robbins</li> <li>Went to fast food restaurant in the last 6 months: Boston Market</li> <li>Went to fast food restaurant in the last 6 months: Burger King</li> <li>Went to fast food restaurant in the last 6 months: Captain D's</li> <li>Went to fast food restaurant in the last 6 months: Carl's Jr.</li> <li>Went to fast food restaurant in the last 6 months: Chick-fil-A</li> <li>Went to fast food restaurant in the last 6 months: Chick-fil-A</li> <li>Went to fast food restaurant in the last 6 months: Chick-fil-A</li> <li>Went to fast food restaurant in the last 6 months: Chick-fil-A</li> <li>Went to fast food restaurant in the last 6 months: Chick-fil-A</li> <li>Went to fast food restaurant in the last 6 months: Chick-fil-A</li> <li>Went to fast food restaurant in the last 6 months: Cold Stone Creamery</li> <li>Went to fast food restaurant in the last 6 months: Dairy Queen</li> <li>Went to fast food restaurant in the last 6 months: Durki's Fr. Chicken</li> <li>Went to fast food restaurant in the last 6 months: Durki's Pizza</li> <li>Went to fast food restaurant in the last 6 months: Durki's Next of ast food restaurant in the last 6 months: Durki's Next of ast food restaurant in the last 6 months: Durki's Next of fast food restaurant in the last 6 months: Durki's Next of fast food restaurant in the last 6 months: Durki's Next of fast food restaurant in the last 6 months: Durki's Next of fast food restaurant in the last 6 months: Durki's Next of fast food restaurant in the last 6 months: Durki's Next of fast food restaurant in the last 6 months: Durki's Next of fast food restaurant in the last 6 months: Burki's Next to fast food restaurant in the last 6 months: Burki's Next to fast food res</li></ul>	1,133 1,141 57 168 85 44 556 40 191 61 708 248 92 230	50.3% 50.7% 2.5% 7.5% 3.8% 2.0% 24.7% 1.8% 8.5% 2.7% 31.5% 11.0% 4.1% 10.2%	82 101 129 44 116 95 87 60 162 102 104 77 286
<ul> <li>Went to fast food restaurant in the last 6 months: weekend</li> <li>Went to fast food restaurant in the last 6 months: A &amp; W</li> <li>Went to fast food restaurant in the last 6 months: Arby's</li> <li>Went to fast food restaurant in the last 6 months: Baskin-Robbins</li> <li>Went to fast food restaurant in the last 6 months: Boston Market</li> <li>Went to fast food restaurant in the last 6 months: Burger King</li> <li>Went to fast food restaurant in the last 6 months: Captain D's</li> <li>Went to fast food restaurant in the last 6 months: Captain D's</li> <li>Went to fast food restaurant in the last 6 months: Carl's Jr.</li> <li>Went to fast food restaurant in the last 6 months: Checkers</li> <li>Went to fast food restaurant in the last 6 months: Chick-fil-A</li> <li>Went to fast food restaurant in the last 6 months: Chickeril-A</li> <li>Went to fast food restaurant in the last 6 months: Chuck E. Checkes's</li> <li>Went to fast food restaurant in the last 6 months: Chuck Fil-A</li> <li>Went to fast food restaurant in the last 6 months: Chuck Fil-A</li> <li>Went to fast food restaurant in the last 6 months: Chuck E. Checkes's</li> <li>Went to fast food restaurant in the last 6 months: Cold Stone Creamery</li> <li>Went to fast food restaurant in the last 6 months: Dairy Queen</li> <li>Went to fast food restaurant in the last 6 months: Del Taco</li> <li>Went to fast food restaurant in the last 6 months: Dunkin' Donuts</li> <li>Went to fast food restaurant in the last 6 months: Dunkin' Donuts</li> <li>Went to fast food restaurant in the last 6 months: Dunkin' Donuts</li> <li>Went to fast food restaurant in the last 6 months: Jack in the Box</li> <li>Went to fast food restaurant in the last 6 months: Jack in the Box</li> <li>Went to fast food restaurant in the last 6 months: Jersey Mike's</li> <li>Went to fast food restaurant in the last 6 months: Jersey Mike's</li> <li>Went to fast food restaurant in the last 6 months: Jersey Mike's</li> <li>Went to fast food restaurant in the last 6 months: Jersey Mike's&lt;</li></ul>	1,141 57 168 85 44 556 40 191 61 708 248 92 230	50.7% 2.5% 7.5% 3.8% 2.0% 24.7% 1.8% 8.5% 2.7% 31.5% 11.0% 4.1% 10.2%	101 129 44 116 95 87 60 162 102 104 77 286
<ul> <li>Went to fast food restaurant in the last 6 months: A &amp; W</li> <li>Went to fast food restaurant in the last 6 months: Arby's</li> <li>Went to fast food restaurant in the last 6 months: Baskin-Robbins</li> <li>Went to fast food restaurant in the last 6 months: Boston Market</li> <li>Went to fast food restaurant in the last 6 months: Burger King</li> <li>Went to fast food restaurant in the last 6 months: Captain D's</li> <li>Went to fast food restaurant in the last 6 months: Carl's Jr.</li> <li>Went to fast food restaurant in the last 6 months: Checkers</li> <li>Went to fast food restaurant in the last 6 months: Chick-fil-A</li> <li>Went to fast food restaurant in the last 6 months: Chick-fil-A</li> <li>Went to fast food restaurant in the last 6 months: Chick E. Cheese's</li> <li>Went to fast food restaurant in the last 6 months: Chuck E. Cheese's</li> <li>Went to fast food restaurant in the last 6 months: Cold Stone Creamery</li> <li>Went to fast food restaurant in the last 6 months: Dairy Queen</li> <li>Went to fast food restaurant in the last 6 months: Domino's Pizza</li> <li>Went to fast food restaurant in the last 6 months: Dunkin' Donuts</li> <li>Went to fast food restaurant in the last 6 months: Five Guys</li> <li>Went to fast food restaurant in the last 6 months: Jack in the Box</li> <li>Went to fast food restaurant in the last 6 months: Jack in the Box</li> <li>Went to fast food restaurant in the last 6 months: Jersey Mike's</li> <li>Went to fast food restaurant in the last 6 months: Jersey Mike's</li> <li>Went to fast food restaurant in the last 6 months: Jersey Mike's</li> <li>Went to fast food restaurant in the last 6 months: Jersey Mike's</li> <li>Went to fast food restaurant in the last 6 months: Jersey Mike's</li> <li>Went to fast food restaurant in the last 6 months: Jersey Mike's</li> </ul>	57 168 85 44 556 40 191 61 708 248 92 230	2.5% 7.5% 3.8% 2.0% 24.7% 1.8% 8.5% 2.7% 31.5% 11.0% 4.1% 10.2%	129 44 116 95 87 60 162 102 104 77 286
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<ul> <li>Went to fast food restaurant in the last 6 months: Boston Market</li> <li>Went to fast food restaurant in the last 6 months: Burger King</li> <li>Went to fast food restaurant in the last 6 months: Captain D`s</li> <li>Went to fast food restaurant in the last 6 months: Carl`s Jr.</li> <li>Went to fast food restaurant in the last 6 months: Checkers</li> <li>Went to fast food restaurant in the last 6 months: Chick-fil-A</li> <li>Went to fast food restaurant in the last 6 months: Chick-fil-A</li> <li>Went to fast food restaurant in the last 6 months: Chick-fil-A</li> <li>Went to fast food restaurant in the last 6 months: Chick E. Cheese`s</li> <li>Went to fast food restaurant in the last 6 months: Church`s Fr. Chicken</li> <li>Went to fast food restaurant in the last 6 months: Cold Stone Creamery</li> <li>Went to fast food restaurant in the last 6 months: Del Taco</li> <li>Went to fast food restaurant in the last 6 months: Dunkin` Donuts</li> <li>Went to fast food restaurant in the last 6 months: Dunkin` Donuts</li> <li>Went to fast food restaurant in the last 6 months: Five Guys</li> <li>Went to fast food restaurant in the last 6 months: Jack in the Box</li> <li>Went to fast food restaurant in the last 6 months: Jack in the Box</li> <li>Went to fast food restaurant in the last 6 months: Jack in the Box</li> <li>Went to fast food restaurant in the last 6 months: Jack in the Box</li> <li>Went to fast food restaurant in the last 6 months: Jack in the Box</li> <li>Went to fast food restaurant in the last 6 months: Jack in the Box</li> <li>Went to fast food restaurant in the last 6 months: Jack in the Box</li> <li>Went to fast food restaurant in the last 6 months: Jack in the Box</li> <li>Went to fast food restaurant in the last 6 months: Jack in the Box</li> <li>Went to fast food restaurant in the last 6 months: Jack in the Box</li> <li>Went to fast food restaurant in the last 6 months: Jack in the Box</li> <li>Went to fast food restaurant in the last 6 months: Jack in the Box</li> </ul>	44 556 40 191 61 708 248 92 230	2.0% 24.7% 1.8% 8.5% 2.7% 31.5% 11.0% 4.1% 10.2%	95 87 60 162 102 104 77 286
<ul> <li>Went to fast food restaurant in the last 6 months: Burger King</li> <li>Went to fast food restaurant in the last 6 months: Captain D's</li> <li>Went to fast food restaurant in the last 6 months: Carl's Jr.</li> <li>Went to fast food restaurant in the last 6 months: Checkers</li> <li>Went to fast food restaurant in the last 6 months: Chick-fil-A</li> <li>Went to fast food restaurant in the last 6 months: Chickers</li> <li>Went to fast food restaurant in the last 6 months: Chickers</li> <li>Went to fast food restaurant in the last 6 months: Chickers</li> <li>Went to fast food restaurant in the last 6 months: Chuck E. Cheese's</li> <li>Went to fast food restaurant in the last 6 months: Chuck 's Fr. Chicken</li> <li>Went to fast food restaurant in the last 6 months: Cold Stone Creamery</li> <li>Went to fast food restaurant in the last 6 months: Dairy Queen</li> <li>Went to fast food restaurant in the last 6 months: Durino's Pizza</li> <li>Went to fast food restaurant in the last 6 months: Dunkin' Donuts</li> <li>Went to fast food restaurant in the last 6 months: Five Guys</li> <li>Went to fast food restaurant in the last 6 months: Jack in the Box</li> <li>Went to fast food restaurant in the last 6 months: Jack in the Box</li> <li>Went to fast food restaurant in the last 6 months: Jack in the Box</li> <li>Went to fast food restaurant in the last 6 months: Jack in the Box</li> <li>Went to fast food restaurant in the last 6 months: Jack in the Box</li> <li>Went to fast food restaurant in the last 6 months: Jack in the Box</li> <li>Went to fast food restaurant in the last 6 months: Jack in the Box</li> <li>Went to fast food restaurant in the last 6 months: Jack in the Box</li> <li>Went to fast food restaurant in the last 6 months: Jack in the Box</li> <li>Went to fast food restaurant in the last 6 months: Jack in the Box</li> <li>Went to fast food restaurant in the last 6 months: Jack in the Box</li> <li>Went to fast food restaurant in the last 6 months: Jack in the Box</li> <li>Went to fast food restaurant in</li></ul>	556 40 191 61 708 248 92 230	24.7% 1.8% 8.5% 2.7% 31.5% 11.0% 4.1% 10.2%	87 60 162 102 104 77 286
<ul> <li>Went to fast food restaurant in the last 6 months: Captain D's</li> <li>Went to fast food restaurant in the last 6 months: Carl's Jr.</li> <li>Went to fast food restaurant in the last 6 months: Checkers</li> <li>Went to fast food restaurant in the last 6 months: Chipotle Mex. Grill</li> <li>Went to fast food restaurant in the last 6 months: Chipotle Mex. Grill</li> <li>Went to fast food restaurant in the last 6 months: Chuck E. Cheese's</li> <li>Went to fast food restaurant in the last 6 months: Chuck F. Checkers</li> <li>Went to fast food restaurant in the last 6 months: Chuck F. Cheese's</li> <li>Went to fast food restaurant in the last 6 months: Cold Stone Creamery</li> <li>Went to fast food restaurant in the last 6 months: Dairy Queen</li> <li>Went to fast food restaurant in the last 6 months: Del Taco</li> <li>Went to fast food restaurant in the last 6 months: Dunkin' Donuts</li> <li>Went to fast food restaurant in the last 6 months: Five Guys</li> <li>Went to fast food restaurant in the last 6 months: Hardee's</li> <li>Went to fast food restaurant in the last 6 months: Jack in the Box</li> <li>Went to fast food restaurant in the last 6 months: Jack in the Sox</li> <li>Went to fast food restaurant in the last 6 months: Jack in the Sox</li> <li>Went to fast food restaurant in the last 6 months: Size Went to fast food restaurant in the last 6 months: Five Guys</li> <li>Went to fast food restaurant in the last 6 months: Jack in the Box</li> <li>Went to fast food restaurant in the last 6 months: Jack in the Sox</li> <li>Went to fast food restaurant in the last 6 months: Jack in the Sox</li> <li>Went to fast food restaurant in the last 6 months: Jack in the Sox</li> <li>Went to fast food restaurant in the last 6 months: Jack in the Sox</li> </ul>	40 191 61 708 248 92 230	1.8% 8.5% 2.7% 31.5% 11.0% 4.1% 10.2%	60 162 102 104 77 286
<ul> <li>Went to fast food restaurant in the last 6 months: Carl's Jr.</li> <li>Went to fast food restaurant in the last 6 months: Checkers</li> <li>Went to fast food restaurant in the last 6 months: Chick-fil-A</li> <li>Went to fast food restaurant in the last 6 months: Chipotle Mex. Grill</li> <li>Went to fast food restaurant in the last 6 months: Chuck E. Cheese's</li> <li>Went to fast food restaurant in the last 6 months: Chuck F. Checken</li> <li>Went to fast food restaurant in the last 6 months: Cold Stone Creamery</li> <li>Went to fast food restaurant in the last 6 months: Dairy Queen</li> <li>Went to fast food restaurant in the last 6 months: Del Taco</li> <li>Went to fast food restaurant in the last 6 months: Dunkin' Donuts</li> <li>Went to fast food restaurant in the last 6 months: Five Guys</li> <li>Went to fast food restaurant in the last 6 months: Jack in the Box</li> <li>Went to fast food restaurant in the last 6 months: Jack in the Box</li> <li>Went to fast food restaurant in the last 6 months: Jack in the Box</li> <li>Went to fast food restaurant in the last 6 months: Jack in the So</li> <li>Went to fast food restaurant in the last 6 months: Jack in the Box</li> <li>Went to fast food restaurant in the last 6 months: Jack in the So</li> <li>Went to fast food restaurant in the last 6 months: Jack in the So</li> <li>Went to fast food restaurant in the last 6 months: Jack in the So</li> <li>Went to fast food restaurant in the last 6 months: Jack in the So</li> <li>Went to fast food restaurant in the last 6 months: Jack in the So</li> <li>Went to fast food restaurant in the last 6 months: Jack in the So</li> </ul>	191 61 708 248 92 230	8.5% 2.7% 31.5% 11.0% 4.1% 10.2%	162 102 104 77 286
<ul> <li>Went to fast food restaurant in the last 6 months: Checkers</li> <li>Went to fast food restaurant in the last 6 months: Chick-fil-A</li> <li>Went to fast food restaurant in the last 6 months: Chipotle Mex. Grill</li> <li>Went to fast food restaurant in the last 6 months: Chuck E. Cheese`s</li> <li>Went to fast food restaurant in the last 6 months: Chuch`s Fr. Chicken</li> <li>Went to fast food restaurant in the last 6 months: Cold Stone Creamery</li> <li>Went to fast food restaurant in the last 6 months: Dairy Queen</li> <li>Went to fast food restaurant in the last 6 months: Del Taco</li> <li>Went to fast food restaurant in the last 6 months: Dunkin` Donuts</li> <li>Went to fast food restaurant in the last 6 months: Dunkin` Donuts</li> <li>Went to fast food restaurant in the last 6 months: Five Guys</li> <li>Went to fast food restaurant in the last 6 months: Jack in the Box</li> <li>Went to fast food restaurant in the last 6 months: Jersey Mike's</li> <li>Went to fast food restaurant in the last 6 months: Jimmy John`s</li> </ul>	61 708 248 92 230	2.7% 31.5% 11.0% 4.1% 10.2%	102 104 77 286
<ul> <li>Went to fast food restaurant in the last 6 months: Chick-fil-A</li> <li>Went to fast food restaurant in the last 6 months: Chipotle Mex. Grill</li> <li>Went to fast food restaurant in the last 6 months: Chuck E. Cheese's</li> <li>Went to fast food restaurant in the last 6 months: Chuck S Fr. Chicken</li> <li>Went to fast food restaurant in the last 6 months: Cold Stone Creamery</li> <li>Went to fast food restaurant in the last 6 months: Dairy Queen</li> <li>Went to fast food restaurant in the last 6 months: Del Taco</li> <li>Went to fast food restaurant in the last 6 months: Domino's Pizza</li> <li>Went to fast food restaurant in the last 6 months: Dunkin' Donuts</li> <li>Went to fast food restaurant in the last 6 months: Five Guys</li> <li>Went to fast food restaurant in the last 6 months: Jack in the Box</li> <li>Went to fast food restaurant in the last 6 months: Jersey Mike's</li> <li>Went to fast food restaurant in the last 6 months: Jimmy John's</li> </ul>	708 248 92 230	31.5% 11.0% 4.1% 10.2%	104 77 286
<ul> <li>Went to fast food restaurant in the last 6 months: Chipotle Mex. Grill</li> <li>Went to fast food restaurant in the last 6 months: Chuck E. Cheese's</li> <li>Went to fast food restaurant in the last 6 months: Chuch's Fr. Chicken</li> <li>Went to fast food restaurant in the last 6 months: Cold Stone Creamery</li> <li>Went to fast food restaurant in the last 6 months: Dairy Queen</li> <li>Went to fast food restaurant in the last 6 months: Del Taco</li> <li>Went to fast food restaurant in the last 6 months: Domino's Pizza</li> <li>Went to fast food restaurant in the last 6 months: Dunkin' Donuts</li> <li>Went to fast food restaurant in the last 6 months: Five Guys</li> <li>Went to fast food restaurant in the last 6 months: Jack in the Box</li> <li>Went to fast food restaurant in the last 6 months: Jersey Mike's</li> <li>Went to fast food restaurant in the last 6 months: Jimmy John's</li> </ul>	248 92 230	11.0% 4.1% 10.2%	77 286
<ul> <li>Went to fast food restaurant in the last 6 months: Chuck E. Cheese's</li> <li>Went to fast food restaurant in the last 6 months: Church's Fr. Chicken</li> <li>Went to fast food restaurant in the last 6 months: Cold Stone Creamery</li> <li>Went to fast food restaurant in the last 6 months: Dairy Queen</li> <li>Went to fast food restaurant in the last 6 months: Del Taco</li> <li>Went to fast food restaurant in the last 6 months: Domino's Pizza</li> <li>Went to fast food restaurant in the last 6 months: Dunkin' Donuts</li> <li>Went to fast food restaurant in the last 6 months: Five Guys</li> <li>Went to fast food restaurant in the last 6 months: Jack in the Box</li> <li>Went to fast food restaurant in the last 6 months: Jersey Mike's</li> <li>Went to fast food restaurant in the last 6 months: Jimmy John's</li> <li>Went to fast food restaurant in the last 6 months: KFC</li> </ul>	92 230	4.1% 10.2%	286
<ul> <li>Went to fast food restaurant in the last 6 months: Church's Fr. Chicken</li> <li>Went to fast food restaurant in the last 6 months: Cold Stone Creamery</li> <li>Went to fast food restaurant in the last 6 months: Dairy Queen</li> <li>Went to fast food restaurant in the last 6 months: Del Taco</li> <li>Went to fast food restaurant in the last 6 months: Domino's Pizza</li> <li>Went to fast food restaurant in the last 6 months: Dunkin' Donuts</li> <li>Went to fast food restaurant in the last 6 months: Five Guys</li> <li>Went to fast food restaurant in the last 6 months: Hardee's</li> <li>Went to fast food restaurant in the last 6 months: Jack in the Box</li> <li>Went to fast food restaurant in the last 6 months: Jersey Mike's</li> <li>Went to fast food restaurant in the last 6 months: Jimmy John's</li> <li>Went to fast food restaurant in the last 6 months: KFC</li> </ul>	230	10.2%	
<ul> <li>Went to fast food restaurant in the last 6 months: Cold Stone Creamery</li> <li>Went to fast food restaurant in the last 6 months: Dairy Queen</li> <li>Went to fast food restaurant in the last 6 months: Del Taco</li> <li>Went to fast food restaurant in the last 6 months: Domino`s Pizza</li> <li>Went to fast food restaurant in the last 6 months: Dunkin` Donuts</li> <li>Went to fast food restaurant in the last 6 months: Five Guys</li> <li>Went to fast food restaurant in the last 6 months: Jack in the Box</li> <li>Went to fast food restaurant in the last 6 months: Jersey Mike's</li> <li>Went to fast food restaurant in the last 6 months: Jimmy John`s</li> <li>Went to fast food restaurant in the last 6 months: KFC</li> </ul>			
<ul> <li>Went to fast food restaurant in the last 6 months: Dairy Queen</li> <li>Went to fast food restaurant in the last 6 months: Del Taco</li> <li>Went to fast food restaurant in the last 6 months: Domino`s Pizza</li> <li>Went to fast food restaurant in the last 6 months: Dunkin` Donuts</li> <li>Went to fast food restaurant in the last 6 months: Five Guys</li> <li>Went to fast food restaurant in the last 6 months: Hardee`s</li> <li>Went to fast food restaurant in the last 6 months: Jack in the Box</li> <li>Went to fast food restaurant in the last 6 months: Jersey Mike's</li> <li>Went to fast food restaurant in the last 6 months: Jimmy John`s</li> <li>Went to fast food restaurant in the last 6 months: KFC</li> </ul>	65		319
<ul> <li>Went to fast food restaurant in the last 6 months: Del Taco</li> <li>Went to fast food restaurant in the last 6 months: Domino`s Pizza</li> <li>Went to fast food restaurant in the last 6 months: Dunkin` Donuts</li> <li>Went to fast food restaurant in the last 6 months: Five Guys</li> <li>Went to fast food restaurant in the last 6 months: Hardee`s</li> <li>Went to fast food restaurant in the last 6 months: Jack in the Box</li> <li>Went to fast food restaurant in the last 6 months: Jersey Mike's</li> <li>Went to fast food restaurant in the last 6 months: Jimmy John`s</li> <li>Went to fast food restaurant in the last 6 months: KFC</li> </ul>		2.9%	110
<ul> <li>Went to fast food restaurant in the last 6 months: Domino`s Pizza</li> <li>Went to fast food restaurant in the last 6 months: Dunkin` Donuts</li> <li>Went to fast food restaurant in the last 6 months: Five Guys</li> <li>Went to fast food restaurant in the last 6 months: Hardee`s</li> <li>Went to fast food restaurant in the last 6 months: Jack in the Box</li> <li>Went to fast food restaurant in the last 6 months: Jersey Mike's</li> <li>Went to fast food restaurant in the last 6 months: Jimmy John`s</li> <li>Went to fast food restaurant in the last 6 months: KFC</li> </ul>	295	13.1%	89
<ul> <li>Went to fast food restaurant in the last 6 months: Dunkin' Donuts</li> <li>Went to fast food restaurant in the last 6 months: Five Guys</li> <li>Went to fast food restaurant in the last 6 months: Hardee's</li> <li>Went to fast food restaurant in the last 6 months: Jack in the Box</li> <li>Went to fast food restaurant in the last 6 months: Jersey Mike's</li> <li>Went to fast food restaurant in the last 6 months: Jimmy John's</li> <li>Went to fast food restaurant in the last 6 months: KFC</li> </ul>	105	4.7%	139
<ul> <li>Went to fast food restaurant in the last 6 months: Five Guys</li> <li>Went to fast food restaurant in the last 6 months: Hardee`s</li> <li>Went to fast food restaurant in the last 6 months: Jack in the Box</li> <li>Went to fast food restaurant in the last 6 months: Jersey Mike's</li> <li>Went to fast food restaurant in the last 6 months: Jimmy John`s</li> <li>Went to fast food restaurant in the last 6 months: KFC</li> </ul>	379	16.8%	113
<ul> <li>Went to fast food restaurant in the last 6 months: Hardee's</li> <li>Went to fast food restaurant in the last 6 months: Jack in the Box</li> <li>Went to fast food restaurant in the last 6 months: Jersey Mike's</li> <li>Went to fast food restaurant in the last 6 months: Jimmy John's</li> <li>Went to fast food restaurant in the last 6 months: KFC</li> </ul>	211	9.4%	66
Went to fast food restaurant in the last 6 months: Jack in the Box Went to fast food restaurant in the last 6 months: Jersey Mike's Went to fast food restaurant in the last 6 months: Jimmy John`s Went to fast food restaurant in the last 6 months: KFC	114	5.1%	54
Went to fast food restaurant in the last 6 months: Jersey Mike's Went to fast food restaurant in the last 6 months: Jimmy John`s Went to fast food restaurant in the last 6 months: KFC	50	2.2%	42
Went to fast food restaurant in the last 6 months: Jimmy John`s Went to fast food restaurant in the last 6 months: KFC	315	14.0%	183
Went to fast food restaurant in the last 6 months: KFC	117	5.2%	95
	114	5.1%	92
Went to fast food restaurant in the last 6 months: Krispy Kreme	448	19.9%	109
in the last lost and lost and last of monthly in only	201	8.9%	138
Went to fast food restaurant in the last 6 months: Little Caesars	580	25.8%	216
Went to fast food restaurant in the last 6 months: Long John Silver`s	81	3.6%	141
Went to fast food restaurant in the last 6 months: McDonald`s	1,175	52.2%	101
Went to fast food restaurant in the last 6 months: Panda Express	323	14.3%	126
Went to fast food restaurant in the last 6 months: Panera Bread	237	10.5%	84
Went to fast food restaurant in the last 6 months: Papa John`s	139	6.2%	78
Went to fast food restaurant in the last 6 months: Papa Murphy`s	57	2.5%	66
Went to fast food restaurant in the last 6 months: Pizza Hut	397	17.6%	138
Went to fast food restaurant in the last 6 months: Popeyes Chicken	275	12.2%	99
Went to fast food restaurant in the last 6 months: Sonic Drive-In	318	14.1%	119
Went to fast food restaurant in the last 6 months: Starbucks	453	20.1%	104
Went to fast food restaurant in the last 6 months: Steak `n Shake	70	3.1%	81
Went to fast food restaurant in the last 6 months: Subway	414	18.4%	87
Went to fast food restaurant in the last 6 months: Taco Bell	615	27.3%	97
Went to fast food restaurant in the last 6 months: Wendy`s		19.6%	76
Went to fast food restaurant in the last 6 months: Whataburger	442	21.6%	393
Went to fast food restaurant in the last 6 months: White Castle	442 486	1.6%	60
Went to fast food restaurant in the last 6 months: Wing-Stop			372
Went to fine dining restaurant last month	486 35		5/2
Went to fine dining restaurant 2+ times last month	486	11.6% 4.8%	59

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 2022 and 2027.