



Restaurant Market Potential

Intersect of Mission Gorge and Cuyamaca
 Cuyamaca St, Santee, California, 92071
 Ring: 1 mile radius

Prepared by Esri
 Latitude: 32.83869
 Longitude: -116.98373

Demographic Summary	2022	2027
Population	11,840	11,857
Population 18+	9,331	9,395
Households	3,901	3,908
Median Household Income	\$88,687	\$103,465

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Went to family restaurant/steak house in last 6 months	6,397	68.6%	102
Went to family restaurant/steak house 4+ times/month last 30 days	1,941	20.8%	100
Spent at family restaurant/steak house last 30 days: \$1-30	624	6.7%	98
Spent at family restaurant/steak house 30 days: \$31-50	798	8.6%	101
Spent at family restaurant/steak house last 30 days: \$51-100	1,308	14.0%	99
Spent at family restaurant/steak house last 30 days: \$101-200	954	10.2%	119
Spent at family restaurant/steak house last 30 days: \$201+	352	3.8%	96
Spent at fine dining last 30 days: \$1-100	275	2.9%	98
Spent at fine dining last 30 days: \$101+	352	3.8%	101
Went to family restaurant last 6 months: for breakfast	1,067	11.4%	113
Went to family restaurant last 6 months: for lunch	1,594	17.1%	107
Went to family restaurant last 6 months: for dinner	4,046	43.4%	103
Went to family restaurant last 6 months: for snack	130	1.4%	90
Went to family restaurant last 6 months: on weekday	2,686	28.8%	102
Went to family restaurant last 6 months: on weekend	3,514	37.7%	104
Went to family restaurant last 6 months: Applebee's	1,227	13.1%	90
Went to family restaurant last 6 months: Bob Evans	270	2.9%	116
Went to family restaurant last 6 months: Buffalo Wild Wings	794	8.5%	98
Went to family restaurant last 6 months: California Pizza Kitchen	164	1.8%	99
Went to family restaurant last 6 months: Carrabba's	181	1.9%	97
Went to family restaurant last 6 months: The Cheesecake Factory	577	6.2%	101
Went to family restaurant last 6 months: Chili's Grill & Bar	885	9.5%	100
Went to family restaurant last 6 months: Cracker Barrel	875	9.4%	94
Went to family restaurant last 6 months: Denny's	643	6.9%	105
Went to family restaurant last 6 months: Golden Corral	342	3.7%	88
Went to family restaurant last 6 months: IHOP	724	7.8%	105
Went to family restaurant last 6 months: Logan's Roadhouse	175	1.9%	83
Went to family restaurant last 6 months: LongHorn Steakhouse	484	5.2%	98
Went to family restaurant last 6 months: Olive Garden	1,400	15.0%	105
Went to family restaurant last 6 months: Outback Steakhouse	664	7.1%	99
Went to family restaurant last 6 months: Red Lobster	644	6.9%	96
Went to family restaurant last 6 months: Red Robin	657	7.0%	117
Went to family restaurant last 6 months: Ruby Tuesday	233	2.5%	89
Went to family restaurant last 6 months: Texas Roadhouse	988	10.6%	101
Went to family restaurant last 6 months: T.G.I. Friday's	316	3.4%	114
Went to family restaurant last 6 months: Waffle House	436	4.7%	98
Went to family restaurant last 6 months: fast food/drive-in	8,402	90.0%	100
Went to fast food/drive-in restaurant 9+ times/month	3,349	35.9%	95
Spent at fast food restaurant last 30 days: <\$1-10	379	4.1%	100
Spent at fast food restaurant last 30 days: \$11-\$20	812	8.7%	102
Spent at fast food restaurant last 30 days: \$21-\$40	1,541	16.5%	101
Spent at fast food restaurant last 30 days: \$41-\$50	806	8.6%	98
Spent at fast food restaurant last 30 days: \$51-\$100	1,834	19.7%	101
Spent at fast food restaurant last 30 days: \$101-\$200	1,050	11.3%	100
Spent at fast food restaurant last 30 days: \$201+	364	3.9%	88
Ordered eat-in fast food in the last 6 months	2,120	22.7%	100

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.



Restaurant Market Potential

Intersect of Mission Gorge and Cuyamaca
 Cuyamaca St, Santee, California, 92071
 Ring: 1 mile radius

Prepared by Esri
 Latitude: 32.83869
 Longitude: -116.98373

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Went to fast food restaurant in the last 6 months: eat in	2,120	22.7%	100
Went to fast food restaurant in the last 6 months: home delivery	1,136	12.2%	105
Went to fast food restaurant in the last 6 months: take-out/drive-thru	5,168	55.4%	99
Went to fast food restaurant in the last 6 months: take-out/walk-in	2,041	21.9%	103
Went to fast food restaurant in the last 6 months: breakfast	3,200	34.3%	101
Went to fast food restaurant in the last 6 months: lunch	4,782	51.2%	99
Went to fast food restaurant in the last 6 months: dinner	4,773	51.2%	101
Went to fast food restaurant in the last 6 months: snack	1,139	12.2%	98
Went to fast food restaurant in the last 6 months: weekday	5,710	61.2%	99
Went to fast food restaurant in the last 6 months: weekend	4,671	50.1%	100
Went to fast food restaurant in the last 6 months: A & W	185	2.0%	101
Went to fast food restaurant in the last 6 months: Arby`s	1,507	16.2%	94
Went to fast food restaurant in the last 6 months: Baskin-Robbins	292	3.1%	96
Went to fast food restaurant in the last 6 months: Boston Market	209	2.2%	109
Went to fast food restaurant in the last 6 months: Burger King	2,622	28.1%	99
Went to fast food restaurant in the last 6 months: Captain D`s	225	2.4%	81
Went to fast food restaurant in the last 6 months: Carl`s Jr.	547	5.9%	112
Went to fast food restaurant in the last 6 months: Checkers	190	2.0%	77
Went to fast food restaurant in the last 6 months: Chick-fil-A	2,867	30.7%	102
Went to fast food restaurant in the last 6 months: Chipotle Mex. Grill	1,339	14.4%	100
Went to fast food restaurant in the last 6 months: Chuck E. Cheese`s	106	1.1%	79
Went to fast food restaurant in the last 6 months: Church`s Fr. Chicken	290	3.1%	97
Went to fast food restaurant in the last 6 months: Cold Stone Creamery	286	3.1%	117
Went to fast food restaurant in the last 6 months: Dairy Queen	1,347	14.4%	98
Went to fast food restaurant in the last 6 months: Del Taco	381	4.1%	122
Went to fast food restaurant in the last 6 months: Domino`s Pizza	1,349	14.5%	97
Went to fast food restaurant in the last 6 months: Dunkin` Donuts	1,391	14.9%	105
Went to fast food restaurant in the last 6 months: Five Guys	936	10.0%	107
Went to fast food restaurant in the last 6 months: Hardee`s	416	4.5%	84
Went to fast food restaurant in the last 6 months: Jack in the Box	790	8.5%	110
Went to fast food restaurant in the last 6 months: Jersey Mike's	567	6.1%	111
Went to fast food restaurant in the last 6 months: Jimmy John`s	547	5.9%	107
Went to fast food restaurant in the last 6 months: KFC	1,569	16.8%	92
Went to fast food restaurant in the last 6 months: Krispy Kreme	560	6.0%	93
Went to fast food restaurant in the last 6 months: Little Caesars	1,068	11.4%	96
Went to fast food restaurant in the last 6 months: Long John Silver`s	205	2.2%	86
Went to fast food restaurant in the last 6 months: McDonald`s	4,662	50.0%	96
Went to fast food restaurant in the last 6 months: Panda Express	1,194	12.8%	112
Went to fast food restaurant in the last 6 months: Panera Bread	1,164	12.5%	100
Went to fast food restaurant in the last 6 months: Papa John`s	772	8.3%	104
Went to fast food restaurant in the last 6 months: Papa Murphy`s	426	4.6%	119
Went to fast food restaurant in the last 6 months: Pizza Hut	1,060	11.4%	89
Went to fast food restaurant in the last 6 months: Popeyes Chicken	1,080	11.6%	93
Went to fast food restaurant in the last 6 months: Sonic Drive-In	1,076	11.5%	97
Went to fast food restaurant in the last 6 months: Starbucks	1,974	21.2%	110
Went to fast food restaurant in the last 6 months: Steak `n Shake	335	3.6%	93
Went to fast food restaurant in the last 6 months: Subway	1,891	20.3%	96
Went to fast food restaurant in the last 6 months: Taco Bell	2,629	28.2%	100
Went to fast food restaurant in the last 6 months: Wendy`s	2,456	26.3%	101
Went to fast food restaurant in the last 6 months: Whataburger	465	5.0%	91
Went to fast food restaurant in the last 6 months: White Castle	220	2.4%	91
Went to fast food restaurant in the last 6 months: Wing-Stop	284	3.0%	98
Went to fine dining restaurant last month	780	8.4%	104
Went to fine dining restaurant 2+ times last month	381	4.1%	107

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Restaurant Market Potential

Intersect of Mission Gorge and Cuyamaca
 Cuyamaca St, Santee, California, 92071
 Ring: 3 mile radius

Prepared by Esri
 Latitude: 32.83869
 Longitude: -116.98373

Demographic Summary	2022	2027
Population	110,622	110,155
Population 18+	86,844	86,639
Households	39,218	39,037
Median Household Income	\$89,899	\$103,130

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Went to family restaurant/steak house in last 6 months	58,864	67.8%	101
Went to family restaurant/steak house 4+ times/month last 30 days	17,755	20.4%	99
Spent at family restaurant/steak house last 30 days: \$1-30	5,541	6.4%	93
Spent at family restaurant/steak house 30 days: \$31-50	7,819	9.0%	106
Spent at family restaurant/steak house last 30 days: \$51-100	12,520	14.4%	102
Spent at family restaurant/steak house last 30 days: \$101-200	7,802	9.0%	105
Spent at family restaurant/steak house last 30 days: \$201+	3,278	3.8%	96
Spent at fine dining last 30 days: \$1-100	2,992	3.4%	114
Spent at fine dining last 30 days: \$101+	3,301	3.8%	102
Went to family restaurant last 6 months: for breakfast	9,099	10.5%	104
Went to family restaurant last 6 months: for lunch	13,782	15.9%	99
Went to family restaurant last 6 months: for dinner	36,522	42.1%	99
Went to family restaurant last 6 months: for snack	1,411	1.6%	105
Went to family restaurant last 6 months: on weekday	24,452	28.2%	100
Went to family restaurant last 6 months: on weekend	31,497	36.3%	100
Went to family restaurant last 6 months: Applebee`s	12,834	14.8%	101
Went to family restaurant last 6 months: Bob Evans	1,832	2.1%	84
Went to family restaurant last 6 months: Buffalo Wild Wings	7,104	8.2%	94
Went to family restaurant last 6 months: California Pizza Kitchen	1,702	2.0%	110
Went to family restaurant last 6 months: Carrabba`s	1,681	1.9%	97
Went to family restaurant last 6 months: The Cheesecake Factory	6,128	7.1%	115
Went to family restaurant last 6 months: Chili`s Grill & Bar	8,834	10.2%	107
Went to family restaurant last 6 months: Cracker Barrel	6,993	8.1%	80
Went to family restaurant last 6 months: Denny`s	5,795	6.7%	102
Went to family restaurant last 6 months: Golden Corral	3,099	3.6%	86
Went to family restaurant last 6 months: IHOP	6,859	7.9%	107
Went to family restaurant last 6 months: Logan`s Roadhouse	1,107	1.3%	56
Went to family restaurant last 6 months: LongHorn Steakhouse	4,154	4.8%	90
Went to family restaurant last 6 months: Olive Garden	12,505	14.4%	101
Went to family restaurant last 6 months: Outback Steakhouse	6,636	7.6%	106
Went to family restaurant last 6 months: Red Lobster	5,827	6.7%	93
Went to family restaurant last 6 months: Red Robin	5,779	6.7%	110
Went to family restaurant last 6 months: Ruby Tuesday	2,121	2.4%	87
Went to family restaurant last 6 months: Texas Roadhouse	8,713	10.0%	96
Went to family restaurant last 6 months: T.G.I. Friday`s	3,206	3.7%	124
Went to family restaurant last 6 months: Waffle House	3,294	3.8%	79
Went to family restaurant last 6 months: fast food/drive-in	78,726	90.7%	100
Went to fast food/drive-in restaurant 9+ times/month	32,722	37.7%	100
Spent at fast food restaurant last 30 days: <\$1-10	3,428	3.9%	97
Spent at fast food restaurant last 30 days: \$11-\$20	7,249	8.3%	98
Spent at fast food restaurant last 30 days: \$21-\$40	14,546	16.7%	102
Spent at fast food restaurant last 30 days: \$41-\$50	7,755	8.9%	101
Spent at fast food restaurant last 30 days: \$51-\$100	16,505	19.0%	98
Spent at fast food restaurant last 30 days: \$101-\$200	9,581	11.0%	98
Spent at fast food restaurant last 30 days: \$201+	3,946	4.5%	102
Ordered eat-in fast food in the last 6 months	19,111	22.0%	97

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 Cuyamaca St, Santee, California, 92071
 Ring: 3 mile radius

Prepared by Esri
 Latitude: 32.83869
 Longitude: -116.98373

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Went to fast food restaurant in the last 6 months: eat in	19,111	22.0%	97
Went to fast food restaurant in the last 6 months: home delivery	10,835	12.5%	107
Went to fast food restaurant in the last 6 months: take-out/drive-thru	47,335	54.5%	97
Went to fast food restaurant in the last 6 months: take-out/walk-in	19,216	22.1%	104
Went to fast food restaurant in the last 6 months: breakfast	29,151	33.6%	99
Went to fast food restaurant in the last 6 months: lunch	44,136	50.8%	98
Went to fast food restaurant in the last 6 months: dinner	44,154	50.8%	100
Went to fast food restaurant in the last 6 months: snack	11,159	12.8%	104
Went to fast food restaurant in the last 6 months: weekday	53,523	61.6%	100
Went to fast food restaurant in the last 6 months: weekend	43,480	50.1%	100
Went to fast food restaurant in the last 6 months: A & W	1,528	1.8%	90
Went to fast food restaurant in the last 6 months: Arby`s	12,827	14.8%	86
Went to fast food restaurant in the last 6 months: Baskin-Robbins	3,406	3.9%	120
Went to fast food restaurant in the last 6 months: Boston Market	2,262	2.6%	126
Went to fast food restaurant in the last 6 months: Burger King	24,894	28.7%	101
Went to fast food restaurant in the last 6 months: Captain D`s	1,948	2.2%	75
Went to fast food restaurant in the last 6 months: Carl`s Jr.	5,336	6.1%	118
Went to fast food restaurant in the last 6 months: Checkers	2,784	3.2%	121
Went to fast food restaurant in the last 6 months: Chick-fil-A	26,623	30.7%	102
Went to fast food restaurant in the last 6 months: Chipotle Mex. Grill	14,101	16.2%	113
Went to fast food restaurant in the last 6 months: Chuck E. Cheese`s	1,032	1.2%	83
Went to fast food restaurant in the last 6 months: Church`s Fr. Chicken	2,640	3.0%	95
Went to fast food restaurant in the last 6 months: Cold Stone Creamery	2,207	2.5%	97
Went to fast food restaurant in the last 6 months: Dairy Queen	10,817	12.5%	85
Went to fast food restaurant in the last 6 months: Del Taco	4,103	4.7%	141
Went to fast food restaurant in the last 6 months: Domino`s Pizza	13,031	15.0%	101
Went to fast food restaurant in the last 6 months: Dunkin` Donuts	14,224	16.4%	115
Went to fast food restaurant in the last 6 months: Five Guys	8,995	10.4%	110
Went to fast food restaurant in the last 6 months: Hardee`s	2,811	3.2%	61
Went to fast food restaurant in the last 6 months: Jack in the Box	7,559	8.7%	114
Went to fast food restaurant in the last 6 months: Jersey Mike's	5,282	6.1%	111
Went to fast food restaurant in the last 6 months: Jimmy John`s	4,364	5.0%	91
Went to fast food restaurant in the last 6 months: KFC	15,530	17.9%	98
Went to fast food restaurant in the last 6 months: Krispy Kreme	5,249	6.0%	93
Went to fast food restaurant in the last 6 months: Little Caesars	9,397	10.8%	91
Went to fast food restaurant in the last 6 months: Long John Silver`s	1,577	1.8%	71
Went to fast food restaurant in the last 6 months: McDonald`s	44,520	51.3%	99
Went to fast food restaurant in the last 6 months: Panda Express	10,805	12.4%	109
Went to fast food restaurant in the last 6 months: Panera Bread	11,548	13.3%	107
Went to fast food restaurant in the last 6 months: Papa John`s	6,660	7.7%	96
Went to fast food restaurant in the last 6 months: Papa Murphy`s	3,349	3.9%	100
Went to fast food restaurant in the last 6 months: Pizza Hut	9,522	11.0%	86
Went to fast food restaurant in the last 6 months: Popeyes Chicken	11,361	13.1%	106
Went to fast food restaurant in the last 6 months: Sonic Drive-In	8,808	10.1%	85
Went to fast food restaurant in the last 6 months: Starbucks	18,069	20.8%	108
Went to fast food restaurant in the last 6 months: Steak `n Shake	2,451	2.8%	73
Went to fast food restaurant in the last 6 months: Subway	16,610	19.1%	91
Went to fast food restaurant in the last 6 months: Taco Bell	24,117	27.8%	99
Went to fast food restaurant in the last 6 months: Wendy`s	23,113	26.6%	103
Went to fast food restaurant in the last 6 months: Whataburger	4,101	4.7%	86
Went to fast food restaurant in the last 6 months: White Castle	2,445	2.8%	109
Went to fast food restaurant in the last 6 months: Wing-Stop	2,901	3.3%	107
Went to fine dining restaurant last month	7,617	8.8%	109
Went to fine dining restaurant 2+ times last month	3,693	4.3%	112

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Restaurant Market Potential

Intersect of Mission Gorge and Cuyamaca
 Cuyamaca St, Santee, California, 92071
 Ring: 5 mile radius

Prepared by Esri
 Latitude: 32.83869
 Longitude: -116.98373

Demographic Summary	2022	2027
Population	281,248	279,537
Population 18+	220,614	219,958
Households	99,643	98,939
Median Household Income	\$82,123	\$97,168

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Went to family restaurant/steak house in last 6 months	147,655	66.9%	100
Went to family restaurant/steak house 4+ times/month last 30 days	44,348	20.1%	97
Spent at family restaurant/steak house last 30 days: \$1-30	13,887	6.3%	92
Spent at family restaurant/steak house 30 days: \$31-50	19,500	8.8%	104
Spent at family restaurant/steak house last 30 days: \$51-100	31,013	14.1%	99
Spent at family restaurant/steak house last 30 days: \$101-200	19,247	8.7%	102
Spent at family restaurant/steak house last 30 days: \$201+	8,674	3.9%	100
Spent at fine dining last 30 days: \$1-100	7,214	3.3%	108
Spent at fine dining last 30 days: \$101+	8,096	3.7%	98
Went to family restaurant last 6 months: for breakfast	22,704	10.3%	102
Went to family restaurant last 6 months: for lunch	35,121	15.9%	100
Went to family restaurant last 6 months: for dinner	89,437	40.5%	96
Went to family restaurant last 6 months: for snack	3,719	1.7%	109
Went to family restaurant last 6 months: on weekday	60,158	27.3%	97
Went to family restaurant last 6 months: on weekend	78,092	35.4%	98
Went to family restaurant last 6 months: Applebee's	32,724	14.8%	102
Went to family restaurant last 6 months: Bob Evans	4,666	2.1%	84
Went to family restaurant last 6 months: Buffalo Wild Wings	17,588	8.0%	91
Went to family restaurant last 6 months: California Pizza Kitchen	4,254	1.9%	108
Went to family restaurant last 6 months: Carrabba's	4,323	2.0%	98
Went to family restaurant last 6 months: The Cheesecake Factory	15,308	6.9%	113
Went to family restaurant last 6 months: Chili's Grill & Bar	21,692	9.8%	103
Went to family restaurant last 6 months: Cracker Barrel	17,139	7.8%	78
Went to family restaurant last 6 months: Denny's	16,073	7.3%	111
Went to family restaurant last 6 months: Golden Corral	7,803	3.5%	85
Went to family restaurant last 6 months: IHOP	17,383	7.9%	106
Went to family restaurant last 6 months: Logan's Roadhouse	3,100	1.4%	62
Went to family restaurant last 6 months: LongHorn Steakhouse	10,495	4.8%	90
Went to family restaurant last 6 months: Olive Garden	31,125	14.1%	99
Went to family restaurant last 6 months: Outback Steakhouse	15,874	7.2%	100
Went to family restaurant last 6 months: Red Lobster	14,940	6.8%	94
Went to family restaurant last 6 months: Red Robin	14,066	6.4%	106
Went to family restaurant last 6 months: Ruby Tuesday	5,540	2.5%	90
Went to family restaurant last 6 months: Texas Roadhouse	20,423	9.3%	88
Went to family restaurant last 6 months: T.G.I. Friday's	7,729	3.5%	117
Went to family restaurant last 6 months: Waffle House	8,078	3.7%	76
Went to family restaurant last 6 months: fast food/drive-in	199,294	90.3%	100
Went to fast food/drive-in restaurant 9+ times/month	82,370	37.3%	99
Spent at fast food restaurant last 30 days: <\$1-10	8,406	3.8%	93
Spent at fast food restaurant last 30 days: \$11-\$20	18,442	8.4%	98
Spent at fast food restaurant last 30 days: \$21-\$40	36,345	16.5%	101
Spent at fast food restaurant last 30 days: \$41-\$50	19,730	8.9%	102
Spent at fast food restaurant last 30 days: \$51-\$100	41,313	18.7%	96
Spent at fast food restaurant last 30 days: \$101-\$200	24,426	11.1%	99
Spent at fast food restaurant last 30 days: \$201+	10,107	4.6%	103
Ordered eat-in fast food in the last 6 months	47,725	21.6%	95

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Restaurant Market Potential

Intersect of Mission Gorge and Cuyamaca
 Cuyamaca St, Santee, California, 92071
 Ring: 5 mile radius

Prepared by Esri
 Latitude: 32.83869
 Longitude: -116.98373

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Went to fast food restaurant in the last 6 months: eat in	47,725	21.6%	95
Went to fast food restaurant in the last 6 months: home delivery	27,822	12.6%	109
Went to fast food restaurant in the last 6 months: take-out/drive-thru	118,201	53.6%	96
Went to fast food restaurant in the last 6 months: take-out/walk-in	48,434	22.0%	103
Went to fast food restaurant in the last 6 months: breakfast	73,475	33.3%	98
Went to fast food restaurant in the last 6 months: lunch	110,887	50.3%	97
Went to fast food restaurant in the last 6 months: dinner	108,584	49.2%	97
Went to fast food restaurant in the last 6 months: snack	27,859	12.6%	102
Went to fast food restaurant in the last 6 months: weekday	133,388	60.5%	98
Went to fast food restaurant in the last 6 months: weekend	109,779	49.8%	99
Went to fast food restaurant in the last 6 months: A & W	3,748	1.7%	87
Went to fast food restaurant in the last 6 months: Arby`s	31,081	14.1%	82
Went to fast food restaurant in the last 6 months: Baskin-Robbins	8,759	4.0%	122
Went to fast food restaurant in the last 6 months: Boston Market	5,633	2.6%	124
Went to fast food restaurant in the last 6 months: Burger King	62,628	28.4%	100
Went to fast food restaurant in the last 6 months: Captain D`s	4,998	2.3%	76
Went to fast food restaurant in the last 6 months: Carl`s Jr.	14,398	6.5%	125
Went to fast food restaurant in the last 6 months: Checkers	6,974	3.2%	119
Went to fast food restaurant in the last 6 months: Chick-fil-A	64,187	29.1%	97
Went to fast food restaurant in the last 6 months: Chipotle Mex. Grill	34,876	15.8%	110
Went to fast food restaurant in the last 6 months: Chuck E. Cheese`s	2,953	1.3%	94
Went to fast food restaurant in the last 6 months: Church`s Fr. Chicken	7,024	3.2%	100
Went to fast food restaurant in the last 6 months: Cold Stone Creamery	5,635	2.6%	98
Went to fast food restaurant in the last 6 months: Dairy Queen	26,332	11.9%	81
Went to fast food restaurant in the last 6 months: Del Taco	10,000	4.5%	135
Went to fast food restaurant in the last 6 months: Domino`s Pizza	33,068	15.0%	101
Went to fast food restaurant in the last 6 months: Dunkin` Donuts	35,707	16.2%	114
Went to fast food restaurant in the last 6 months: Five Guys	21,612	9.8%	104
Went to fast food restaurant in the last 6 months: Hardee`s	7,324	3.3%	63
Went to fast food restaurant in the last 6 months: Jack in the Box	20,655	9.4%	122
Went to fast food restaurant in the last 6 months: Jersey Mike's	12,673	5.7%	105
Went to fast food restaurant in the last 6 months: Jimmy John`s	10,359	4.7%	85
Went to fast food restaurant in the last 6 months: KFC	39,795	18.0%	99
Went to fast food restaurant in the last 6 months: Krispy Kreme	13,494	6.1%	95
Went to fast food restaurant in the last 6 months: Little Caesars	24,760	11.2%	94
Went to fast food restaurant in the last 6 months: Long John Silver`s	3,991	1.8%	71
Went to fast food restaurant in the last 6 months: McDonald`s	113,280	51.3%	99
Went to fast food restaurant in the last 6 months: Panda Express	27,026	12.3%	107
Went to fast food restaurant in the last 6 months: Panera Bread	28,200	12.8%	103
Went to fast food restaurant in the last 6 months: Papa John`s	16,125	7.3%	92
Went to fast food restaurant in the last 6 months: Papa Murphy`s	7,689	3.5%	91
Went to fast food restaurant in the last 6 months: Pizza Hut	24,798	11.2%	88
Went to fast food restaurant in the last 6 months: Popeyes Chicken	29,025	13.2%	106
Went to fast food restaurant in the last 6 months: Sonic Drive-In	21,508	9.7%	82
Went to fast food restaurant in the last 6 months: Starbucks	45,291	20.5%	106
Went to fast food restaurant in the last 6 months: Steak `n Shake	6,113	2.8%	72
Went to fast food restaurant in the last 6 months: Subway	41,952	19.0%	90
Went to fast food restaurant in the last 6 months: Taco Bell	60,372	27.4%	97
Went to fast food restaurant in the last 6 months: Wendy`s	56,703	25.7%	99
Went to fast food restaurant in the last 6 months: Whataburger	10,259	4.7%	85
Went to fast food restaurant in the last 6 months: White Castle	6,336	2.9%	111
Went to fast food restaurant in the last 6 months: Wing-Stop	7,370	3.3%	107
Went to fine dining restaurant last month	18,535	8.4%	105
Went to fine dining restaurant 2+ times last month	8,928	4.0%	106

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.