

1175 Ridge Rd, Webster, New York, 14580 2
 1175 Ridge Rd, Webster, New York, 14580
 Ring: 1 mile radius

Prepared by Caliber Commercial Brokerage

Latitude: 43.21056
 Longitude: -77.44197

Demographic Summary	2019	2024
Population	7,459	7,569
Population 18+	6,130	6,251
Households	3,566	3,623
Median Household Income	\$54,271	\$58,822

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Went to family restaurant/steak house in last 6 months	4,630	75.5%	101
Went to family restaurant/steak house 4+ times/month	1,573	25.7%	97
Spent at family restaurant/30 days: <\$1-30	598	9.8%	121
Spent at family restaurant/30 days: \$31-50	702	11.5%	119
Spent at family restaurant/30 days: \$51-100	879	14.3%	97
Spent at family restaurant/30 days: \$101-200	474	7.7%	82
Family restaurant/steak house last 6 months: breakfast	877	14.3%	107
Family restaurant/steak house last 6 months: lunch	1,218	19.9%	103
Family restaurant/steak house last 6 months: dinner	2,916	47.6%	103
Family restaurant/steak house last 6 months: snack	113	1.8%	94
Family restaurant/steak house last 6 months: weekday	2,013	32.8%	108
Family restaurant/steak house last 6 months: weekend	2,576	42.0%	101
Fam rest/steak hse/6 months: Applebee`s	1,492	24.3%	111
Fam rest/steak hse/6 months: Bob Evans Farms	256	4.2%	135
Fam rest/steak hse/6 months: Buffalo Wild Wings	680	11.1%	106
Fam rest/steak hse/6 months: California Pizza Kitchen	120	2.0%	71
Fam rest/steak hse/6 months: Carrabba`s Italian Grill	209	3.4%	118
Fam rest/steak hse/6 months: The Cheesecake Factory	397	6.5%	88
Fam rest/steak hse/6 months: Chili`s Grill & Bar	625	10.2%	94
Fam rest/steak hse/6 months: CiCi`s	156	2.5%	89
Fam rest/steak hse/6 months: Cracker Barrel	738	12.0%	110
Fam rest/steak hse/6 months: Denny`s	437	7.1%	85
Fam rest/steak hse/6 months: Golden Corral	471	7.7%	110
Fam rest/steak hse/6 months: IHOP	610	10.0%	99
Fam rest/steak hse/6 months: Logan`s Roadhouse	197	3.2%	101
Fam rest/steak hse/6 months: LongHorn Steakhouse	336	5.5%	106
Fam rest/steak hse/6 months: Olive Garden	1,076	17.6%	105
Fam rest/steak hse/6 months: Outback Steakhouse	475	7.7%	94
Fam rest/steak hse/6 months: Red Lobster	710	11.6%	119
Fam rest/steak hse/6 months: Red Robin	436	7.1%	102
Fam rest/steak hse/6 months: Ruby Tuesday	288	4.7%	102
Fam rest/steak hse/6 months: Texas Roadhouse	655	10.7%	108
Fam rest/steak hse/6 months: T.G.I. Friday`s	327	5.3%	98
Fam rest/steak hse/6 months: Waffle House	307	5.0%	87
Went to fast food/drive-in restaurant in last 6 months	5,626	91.8%	101
Went to fast food/drive-in restaurant 9+ times/month	2,243	36.6%	93
Spent at fast food restaurant/30 days: <\$1-10	381	6.2%	137
Spent at fast food restaurant/30 days: \$11-\$20	673	11.0%	102
Spent at fast food restaurant/30 days: \$21-\$40	1,065	17.4%	107
Spent at fast food restaurant/30 days: \$41-\$50	550	9.0%	103
Spent at fast food restaurant/30 days: \$51-\$100	939	15.3%	93
Spent at fast food restaurant/30 days: \$101-\$200	460	7.5%	92
Spent at fast food restaurant/30 days: \$201+	117	1.9%	62

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 GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2019 and 2024.

Restaurant Market Potential

1175 Ridge Rd, Webster, New York, 14580 2
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Latitude: 43.21056
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Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Fast food/drive-in last 6 months: eat in	2,185	35.6%	96
Fast food/drive-in last 6 months: home delivery	459	7.5%	87
Fast food/drive-in last 6 months: take-out/drive-thru	3,053	49.8%	106
Fast food/drive-in last 6 months: take-out/walk-in	1,307	21.3%	102
Fast food/drive-in last 6 months: breakfast	2,252	36.7%	103
Fast food/drive-in last 6 months: lunch	3,067	50.0%	99
Fast food/drive-in last 6 months: dinner	3,049	49.7%	107
Fast food/drive-in last 6 months: snack	727	11.9%	100
Fast food/drive-in last 6 months: weekday	3,818	62.3%	105
Fast food/drive-in last 6 months: weekend	2,890	47.1%	100
Fast food/drive-in last 6 months: A & W	242	3.9%	138
Fast food/drive-in last 6 months: Arby`s	1,323	21.6%	122
Fast food/drive-in last 6 months: Baskin-Robbins	151	2.5%	74
Fast food/drive-in last 6 months: Boston Market	189	3.1%	100
Fast food/drive-in last 6 months: Burger King	2,016	32.9%	111
Fast food/drive-in last 6 months: Captain D`s	240	3.9%	106
Fast food/drive-in last 6 months: Carl`s Jr.	268	4.4%	73
Fast food/drive-in last 6 months: Checkers	160	2.6%	79
Fast food/drive-in last 6 months: Chick-fil-A	1,340	21.9%	91
Fast food/drive-in last 6 months: Chipotle Mex. Grill	635	10.4%	83
Fast food/drive-in last 6 months: Chuck E. Cheese`s	119	1.9%	66
Fast food/drive-in last 6 months: Church`s Fr. Chicken	179	2.9%	82
Fast food/drive-in last 6 months: Cold Stone Creamery	186	3.0%	103
Fast food/drive-in last 6 months: Dairy Queen	1,168	19.1%	118
Fast food/drive-in last 6 months: Del Taco	175	2.9%	74
Fast food/drive-in last 6 months: Domino`s Pizza	808	13.2%	104
Fast food/drive-in last 6 months: Dunkin` Donuts	679	11.1%	81
Went to Five Guys in last 6 months	519	8.5%	90
Fast food/drive-in last 6 months: Hardee`s	528	8.6%	130
Fast food/drive-in last 6 months: Jack in the Box	349	5.7%	76
Went to Jimmy John`s in last 6 months	434	7.1%	118
Fast food/drive-in last 6 months: KFC	1,318	21.5%	105
Fast food/drive-in last 6 months: Krispy Kreme	262	4.3%	72
Fast food/drive-in last 6 months: Little Caesars	922	15.0%	112
Fast food/drive-in last 6 months: Long John Silver`s	253	4.1%	116
Fast food/drive-in last 6 months: McDonald`s	3,324	54.2%	103
Went to Panda Express in last 6 months	580	9.5%	98
Fast food/drive-in last 6 months: Panera Bread	777	12.7%	100
Fast food/drive-in last 6 months: Papa John`s	624	10.2%	115
Fast food/drive-in last 6 months: Papa Murphy`s	354	5.8%	121
Fast food/drive-in last 6 months: Pizza Hut	1,115	18.2%	105
Fast food/drive-in last 6 months: Popeyes Chicken	507	8.3%	91
Fast food/drive-in last 6 months: Sonic Drive-In	676	11.0%	92
Fast food/drive-in last 6 months: Starbucks	967	15.8%	85
Fast food/drive-in last 6 months: Steak `n Shake	422	6.9%	124
Fast food/drive-in last 6 months: Subway	1,620	26.4%	103
Fast food/drive-in last 6 months: Taco Bell	1,919	31.3%	109
Fast food/drive-in last 6 months: Wendy`s	1,712	27.9%	110
Fast food/drive-in last 6 months: Whataburger	203	3.3%	63
Fast food/drive-in last 6 months: White Castle	196	3.2%	104
Went to fine dining restaurant last month	539	8.8%	84
Went to fine dining restaurant 3+ times last month	165	2.7%	86

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 GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2019 and 2024.

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Latitude: 43.21056
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Demographic Summary	2019	2024
Population	37,781	38,476
Population 18+	29,582	30,379
Households	14,984	15,290
Median Household Income	\$76,501	\$82,553

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Went to family restaurant/steak house in last 6 months	23,566	79.7%	106
Went to family restaurant/steak house 4+ times/month	8,635	29.2%	110
Spent at family restaurant/30 days: <\$1-30	2,559	8.7%	107
Spent at family restaurant/30 days: \$31-50	3,262	11.0%	115
Spent at family restaurant/30 days: \$51-100	5,048	17.1%	115
Spent at family restaurant/30 days: \$101-200	3,317	11.2%	119
Family restaurant/steak house last 6 months: breakfast	4,324	14.6%	110
Family restaurant/steak house last 6 months: lunch	6,183	20.9%	108
Family restaurant/steak house last 6 months: dinner	15,568	52.6%	114
Family restaurant/steak house last 6 months: snack	450	1.5%	78
Family restaurant/steak house last 6 months: weekday	10,454	35.3%	116
Family restaurant/steak house last 6 months: weekend	13,579	45.9%	110
Fam rest/steak hse/6 months: Applebee`s	7,008	23.7%	108
Fam rest/steak hse/6 months: Bob Evans Farms	1,123	3.8%	122
Fam rest/steak hse/6 months: Buffalo Wild Wings	3,515	11.9%	113
Fam rest/steak hse/6 months: California Pizza Kitchen	859	2.9%	106
Fam rest/steak hse/6 months: Carrabba`s Italian Grill	1,020	3.4%	120
Fam rest/steak hse/6 months: The Cheesecake Factory	2,435	8.2%	112
Fam rest/steak hse/6 months: Chili`s Grill & Bar	3,653	12.3%	114
Fam rest/steak hse/6 months: CiCi`s	653	2.2%	77
Fam rest/steak hse/6 months: Cracker Barrel	3,600	12.2%	111
Fam rest/steak hse/6 months: Denny`s	2,372	8.0%	95
Fam rest/steak hse/6 months: Golden Corral	1,820	6.2%	88
Fam rest/steak hse/6 months: IHOP	3,289	11.1%	111
Fam rest/steak hse/6 months: Logan`s Roadhouse	886	3.0%	94
Fam rest/steak hse/6 months: LongHorn Steakhouse	1,949	6.6%	127
Fam rest/steak hse/6 months: Olive Garden	5,858	19.8%	119
Fam rest/steak hse/6 months: Outback Steakhouse	2,984	10.1%	122
Fam rest/steak hse/6 months: Red Lobster	3,222	10.9%	112
Fam rest/steak hse/6 months: Red Robin	2,665	9.0%	129
Fam rest/steak hse/6 months: Ruby Tuesday	1,573	5.3%	115
Fam rest/steak hse/6 months: Texas Roadhouse	3,493	11.8%	120
Fam rest/steak hse/6 months: T.G.I. Friday`s	1,812	6.1%	112
Fam rest/steak hse/6 months: Waffle House	1,581	5.3%	92
Went to fast food/drive-in restaurant in last 6 months	27,429	92.7%	102
Went to fast food/drive-in restaurant 9+ times/month	11,716	39.6%	101
Spent at fast food restaurant/30 days: <\$1-10	1,544	5.2%	115
Spent at fast food restaurant/30 days: \$11-\$20	3,386	11.4%	106
Spent at fast food restaurant/30 days: \$21-\$40	5,235	17.7%	109
Spent at fast food restaurant/30 days: \$41-\$50	2,739	9.3%	106
Spent at fast food restaurant/30 days: \$51-\$100	5,107	17.3%	104
Spent at fast food restaurant/30 days: \$101-\$200	2,600	8.8%	107
Spent at fast food restaurant/30 days: \$201+	838	2.8%	92

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 Ring: 3 mile radius

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Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Fast food/drive-in last 6 months: eat in	11,654	39.4%	106
Fast food/drive-in last 6 months: home delivery	2,351	7.9%	92
Fast food/drive-in last 6 months: take-out/drive-thru	14,944	50.5%	108
Fast food/drive-in last 6 months: take-out/walk-in	6,638	22.4%	108
Fast food/drive-in last 6 months: breakfast	11,269	38.1%	107
Fast food/drive-in last 6 months: lunch	15,713	53.1%	106
Fast food/drive-in last 6 months: dinner	14,940	50.5%	109
Fast food/drive-in last 6 months: snack	3,614	12.2%	103
Fast food/drive-in last 6 months: weekday	19,230	65.0%	110
Fast food/drive-in last 6 months: weekend	14,686	49.6%	105
Fast food/drive-in last 6 months: A & W	961	3.2%	113
Fast food/drive-in last 6 months: Arby`s	5,957	20.1%	114
Fast food/drive-in last 6 months: Baskin-Robbins	861	2.9%	88
Fast food/drive-in last 6 months: Boston Market	837	2.8%	92
Fast food/drive-in last 6 months: Burger King	8,639	29.2%	98
Fast food/drive-in last 6 months: Captain D`s	949	3.2%	86
Fast food/drive-in last 6 months: Carl`s Jr.	1,321	4.5%	75
Fast food/drive-in last 6 months: Checkers	604	2.0%	62
Fast food/drive-in last 6 months: Chick-fil-A	8,220	27.8%	116
Fast food/drive-in last 6 months: Chipotle Mex. Grill	3,999	13.5%	108
Fast food/drive-in last 6 months: Chuck E. Cheese`s	620	2.1%	72
Fast food/drive-in last 6 months: Church`s Fr. Chicken	699	2.4%	67
Fast food/drive-in last 6 months: Cold Stone Creamery	913	3.1%	105
Fast food/drive-in last 6 months: Dairy Queen	5,508	18.6%	115
Fast food/drive-in last 6 months: Del Taco	1,056	3.6%	92
Fast food/drive-in last 6 months: Domino`s Pizza	3,857	13.0%	103
Fast food/drive-in last 6 months: Dunkin` Donuts	4,325	14.6%	107
Went to Five Guys in last 6 months	3,292	11.1%	119
Fast food/drive-in last 6 months: Hardee`s	1,931	6.5%	98
Fast food/drive-in last 6 months: Jack in the Box	1,815	6.1%	82
Went to Jimmy John`s in last 6 months	2,289	7.7%	129
Fast food/drive-in last 6 months: KFC	5,802	19.6%	95
Fast food/drive-in last 6 months: Krispy Kreme	1,806	6.1%	102
Fast food/drive-in last 6 months: Little Caesars	3,648	12.3%	92
Fast food/drive-in last 6 months: Long John Silver`s	959	3.2%	91
Fast food/drive-in last 6 months: McDonald`s	15,852	53.6%	102
Went to Panda Express in last 6 months	3,019	10.2%	106
Fast food/drive-in last 6 months: Panera Bread	5,087	17.2%	135
Fast food/drive-in last 6 months: Papa John`s	2,919	9.9%	111
Fast food/drive-in last 6 months: Papa Murphy`s	1,824	6.2%	130
Fast food/drive-in last 6 months: Pizza Hut	4,825	16.3%	94
Fast food/drive-in last 6 months: Popeyes Chicken	2,384	8.1%	89
Fast food/drive-in last 6 months: Sonic Drive-In	3,403	11.5%	96
Fast food/drive-in last 6 months: Starbucks	5,984	20.2%	108
Fast food/drive-in last 6 months: Steak `n Shake	1,813	6.1%	110
Fast food/drive-in last 6 months: Subway	8,249	27.9%	108
Fast food/drive-in last 6 months: Taco Bell	8,722	29.5%	102
Fast food/drive-in last 6 months: Wendy`s	8,455	28.6%	112
Fast food/drive-in last 6 months: Whataburger	1,402	4.7%	91
Fast food/drive-in last 6 months: White Castle	912	3.1%	100
Went to fine dining restaurant last month	3,831	13.0%	123
Went to fine dining restaurant 3+ times last month	1,052	3.6%	114

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 Ring: 5 mile radius

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Latitude: 43.21056
 Longitude: -77.44197

Demographic Summary	2019	2024
Population	70,395	71,270
Population 18+	55,163	56,354
Households	27,848	28,274
Median Household Income	\$81,168	\$87,835

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Went to family restaurant/steak house in last 6 months	44,211	80.1%	107
Went to family restaurant/steak house 4+ times/month	16,363	29.7%	112
Spent at family restaurant/30 days: <\$1-30	4,691	8.5%	105
Spent at family restaurant/30 days: \$31-50	5,977	10.8%	113
Spent at family restaurant/30 days: \$51-100	9,469	17.2%	116
Spent at family restaurant/30 days: \$101-200	6,469	11.7%	125
Family restaurant/steak house last 6 months: breakfast	8,133	14.7%	111
Family restaurant/steak house last 6 months: lunch	11,645	21.1%	109
Family restaurant/steak house last 6 months: dinner	29,523	53.5%	116
Family restaurant/steak house last 6 months: snack	828	1.5%	77
Family restaurant/steak house last 6 months: weekday	19,707	35.7%	117
Family restaurant/steak house last 6 months: weekend	25,600	46.4%	112
Fam rest/steak hse/6 months: Applebee`s	13,061	23.7%	108
Fam rest/steak hse/6 months: Bob Evans Farms	2,259	4.1%	132
Fam rest/steak hse/6 months: Buffalo Wild Wings	6,521	11.8%	113
Fam rest/steak hse/6 months: California Pizza Kitchen	1,544	2.8%	102
Fam rest/steak hse/6 months: Carrabba`s Italian Grill	1,878	3.4%	118
Fam rest/steak hse/6 months: The Cheesecake Factory	4,624	8.4%	114
Fam rest/steak hse/6 months: Chili`s Grill & Bar	6,801	12.3%	114
Fam rest/steak hse/6 months: CiCi`s	1,148	2.1%	73
Fam rest/steak hse/6 months: Cracker Barrel	6,838	12.4%	113
Fam rest/steak hse/6 months: Denny`s	4,218	7.6%	91
Fam rest/steak hse/6 months: Golden Corral	3,179	5.8%	83
Fam rest/steak hse/6 months: IHOP	6,050	11.0%	109
Fam rest/steak hse/6 months: Logan`s Roadhouse	1,650	3.0%	94
Fam rest/steak hse/6 months: LongHorn Steakhouse	3,726	6.8%	130
Fam rest/steak hse/6 months: Olive Garden	11,211	20.3%	122
Fam rest/steak hse/6 months: Outback Steakhouse	5,614	10.2%	123
Fam rest/steak hse/6 months: Red Lobster	5,786	10.5%	108
Fam rest/steak hse/6 months: Red Robin	5,097	9.2%	133
Fam rest/steak hse/6 months: Ruby Tuesday	2,973	5.4%	117
Fam rest/steak hse/6 months: Texas Roadhouse	6,764	12.3%	124
Fam rest/steak hse/6 months: T.G.I. Friday`s	3,344	6.1%	111
Fam rest/steak hse/6 months: Waffle House	2,830	5.1%	89
Went to fast food/drive-in restaurant in last 6 months	51,212	92.8%	102
Went to fast food/drive-in restaurant 9+ times/month	21,972	39.8%	101
Spent at fast food restaurant/30 days: <\$1-10	2,894	5.2%	116
Spent at fast food restaurant/30 days: \$11-\$20	6,393	11.6%	107
Spent at fast food restaurant/30 days: \$21-\$40	9,790	17.7%	109
Spent at fast food restaurant/30 days: \$41-\$50	5,118	9.3%	106
Spent at fast food restaurant/30 days: \$51-\$100	9,407	17.1%	103
Spent at fast food restaurant/30 days: \$101-\$200	4,990	9.0%	111
Spent at fast food restaurant/30 days: \$201+	1,630	3.0%	96

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Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Fast food/drive-in last 6 months: eat in	21,991	39.9%	107
Fast food/drive-in last 6 months: home delivery	4,403	8.0%	92
Fast food/drive-in last 6 months: take-out/drive-thru	27,822	50.4%	108
Fast food/drive-in last 6 months: take-out/walk-in	12,425	22.5%	108
Fast food/drive-in last 6 months: breakfast	20,926	37.9%	107
Fast food/drive-in last 6 months: lunch	29,558	53.6%	106
Fast food/drive-in last 6 months: dinner	27,844	50.5%	109
Fast food/drive-in last 6 months: snack	6,787	12.3%	104
Fast food/drive-in last 6 months: weekday	35,960	65.2%	110
Fast food/drive-in last 6 months: weekend	27,389	49.7%	105
Fast food/drive-in last 6 months: A & W	1,739	3.2%	110
Fast food/drive-in last 6 months: Arby`s	11,152	20.2%	115
Fast food/drive-in last 6 months: Baskin-Robbins	1,578	2.9%	86
Fast food/drive-in last 6 months: Boston Market	1,520	2.8%	89
Fast food/drive-in last 6 months: Burger King	15,807	28.7%	96
Fast food/drive-in last 6 months: Captain D`s	1,619	2.9%	79
Fast food/drive-in last 6 months: Carl`s Jr.	2,276	4.1%	69
Fast food/drive-in last 6 months: Checkers	1,036	1.9%	57
Fast food/drive-in last 6 months: Chick-fil-A	15,292	27.7%	116
Fast food/drive-in last 6 months: Chipotle Mex. Grill	7,740	14.0%	113
Fast food/drive-in last 6 months: Chuck E. Cheese`s	1,147	2.1%	71
Fast food/drive-in last 6 months: Church`s Fr. Chicken	1,155	2.1%	59
Fast food/drive-in last 6 months: Cold Stone Creamery	1,668	3.0%	103
Fast food/drive-in last 6 months: Dairy Queen	10,185	18.5%	114
Fast food/drive-in last 6 months: Del Taco	1,795	3.3%	84
Fast food/drive-in last 6 months: Domino`s Pizza	6,867	12.4%	98
Fast food/drive-in last 6 months: Dunkin` Donuts	8,381	15.2%	111
Went to Five Guys in last 6 months	6,312	11.4%	122
Fast food/drive-in last 6 months: Hardee`s	3,476	6.3%	95
Fast food/drive-in last 6 months: Jack in the Box	3,156	5.7%	76
Went to Jimmy John`s in last 6 months	4,387	8.0%	132
Fast food/drive-in last 6 months: KFC	10,667	19.3%	94
Fast food/drive-in last 6 months: Krispy Kreme	3,315	6.0%	101
Fast food/drive-in last 6 months: Little Caesars	6,490	11.8%	88
Fast food/drive-in last 6 months: Long John Silver`s	1,701	3.1%	87
Fast food/drive-in last 6 months: McDonald`s	29,773	54.0%	102
Went to Panda Express in last 6 months	5,364	9.7%	101
Fast food/drive-in last 6 months: Panera Bread	10,001	18.1%	143
Fast food/drive-in last 6 months: Papa John`s	5,283	9.6%	108
Fast food/drive-in last 6 months: Papa Murphy`s	3,327	6.0%	127
Fast food/drive-in last 6 months: Pizza Hut	8,785	15.9%	92
Fast food/drive-in last 6 months: Popeyes Chicken	4,165	7.6%	83
Fast food/drive-in last 6 months: Sonic Drive-In	6,211	11.3%	94
Fast food/drive-in last 6 months: Starbucks	11,235	20.4%	109
Fast food/drive-in last 6 months: Steak `n Shake	3,413	6.2%	111
Fast food/drive-in last 6 months: Subway	15,583	28.2%	110
Fast food/drive-in last 6 months: Taco Bell	15,985	29.0%	101
Fast food/drive-in last 6 months: Wendy`s	15,838	28.7%	113
Fast food/drive-in last 6 months: Whataburger	2,731	5.0%	95
Fast food/drive-in last 6 months: White Castle	1,689	3.1%	100
Went to fine dining restaurant last month	7,532	13.7%	130
Went to fine dining restaurant 3+ times last month	2,042	3.7%	118

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 GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2019 and 2024.