CIBOLO, TX

RESTAURANT MARKET PROFILE

cibolo tx
ECONOMIC DEVELOPMENT CORP

ECONOMICDEVELOPMENT@CIBOLOTX.GOV | (210) 658-9900

Restaurant Market Potential

200 S Main St, Cibolo, Texas, 78108
Ring: 3 mile radius

Prepared by Esri
Latitude: 29.55989
Longitude: -98.22583

Demographic Summary	2019	2024
Population	37,412	42,124
Population 18+	27,954	31,582
Households	12,880	14,466
Median Household Income	$81,034	$86,161

Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Went to family restaurant/steak house in last 6 months	22,355	80.0%	107
Went to family restaurant/steak house 4+ times/month	8,390	30.0%	113
Spent at family restaurant/30 days: <$1-30	2,286	8.2%	101
Spent at family restaurant/30 days: $31-50	3,070	11.0%	114
Spent at family restaurant/30 days: $51-100	4,754	17.0%	115
Spent at family restaurant/30 days: $101-200	3,178	11.4%	121
Family restaurant/steak house last 6 months: breakfast	4,125	14.8%	111
Family restaurant/steak house last 6 months: lunch	6,122	21.9%	113
Family restaurant/steak house last 6 months: dinner	14,433	51.6%	112
Family restaurant/steak house last 6 months: snack	500	1.8%	91
Family restaurant/steak house last 6 months: weekday	9,337	33.4%	109
Family restaurant/steak house last 6 months: weekend	13,137	47.0%	113
Fam rest/steak hse/6 months: Applebee`s	6,023	21.5%	98
Fam rest/steak hse/6 months: Bob Evans Farms	806	2.9%	93
Fam rest/steak hse/6 months: Buffalo Wild Wings	3,752	13.4%	128
Fam rest/steak hse/6 months: California Pizza Kitchen	816	2.9%	106
Fam rest/steak hse/6 months: Carrabba`s Italian Grill	1,012	3.6%	126
Fam rest/steak hse/6 months: The Cheesecake Factory	2,191	7.8%	107
Fam rest/steak hse/6 months: Chili`s Grill & Bar	4,024	14.4%	133
Fam rest/steak hse/6 months: CiCi`s	919	3.3%	115
Fam rest/steak hse/6 months: Cracker Barrel	3,593	12.9%	117
Fam rest/steak hse/6 months: Denny`s	2,483	8.9%	105
Fam rest/steak hse/6 months: Golden Corral	2,038	7.3%	105
Fam rest/steak hse/6 months: IHOP	3,235	11.6%	115
Fam rest/steak hse/6 months: Logan`s Roadhouse	1,214	4.3%	137
Fam rest/steak hse/6 months: LongHorn Steakhouse	1,655	5.9%	114
Fam rest/steak hse/6 months: Olive Garden	5,507	19.7%	118
Fam rest/steak hse/6 months: Outback Steakhouse	2,772	9.9%	120
Fam rest/steak hse/6 months: Red Lobster	3,041	10.9%	112
Fam rest/steak hse/6 months: Red Robin	2,339	8.4%	120
Fam rest/steak hse/6 months: Ruby Tuesday	1,206	4.3%	94
Fam rest/steak hse/6 months: Texas Roadhouse	3,659	13.1%	132
Fam rest/steak hse/6 months: T.G.I. Friday`s	1,343	4.8%	88
Fam rest/steak hse/6 months: Waffle House	1,810	6.5%	112
Went to fast food/drive-in restaurant in last 6 months	26,103	93.4%	103
Went to fast food/drive-in restaurant 9+ times/month	12,147	43.5%	111
Spent at fast food restaurant/30 days: <$1-10	1,076	3.8%	85
Spent at fast food restaurant/30 days: $11-$20	2,901	10.4%	96
Spent at fast food restaurant/30 days: $21-$40	4,739	17.0%	104
Spent at fast food restaurant/30 days: $41-$50	2,572	9.2%	105
Spent at fast food restaurant/30 days: $51-$100	5,177	18.5%	112
Spent at fast food restaurant/30 days: $101-$200	2,850	10.2%	125
Spent at fast food restaurant/30 days: $201+	1,204	4.3%	140

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.

May 12, 2020

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Restaurant Market Potential

200 S Main St, Cibolo, Texas, 78108
Ring: 3 mile radius

Prepared by Esri
Latitude: 29.55989
Longitude: -98.22583

Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Fast food/drive-in last 6 months: eat in	11,074	39.6%	107
Fast food/drive-in last 6 months: home delivery	2,617	9.4%	108
Fast food/drive-in last 6 months: take-out/drive-thru	15,321	54.8%	117
Fast food/drive-in last 6 months: take-out/walk-in	6,169	22.1%	106
Fast food/drive-in last 6 months: breakfast	11,140	39.9%	112
Fast food/drive-in last 6 months: lunch	15,513	55.5%	110
Fast food/drive-in last 6 months: dinner	14,708	52.6%	113
Fast food/drive-in last 6 months: snack	3,358	12.0%	102
Fast food/drive-in last 6 months: weekday	18,197	65.1%	110
Fast food/drive-in last 6 months: weekend	14,795	52.9%	112
Fast food/drive-in last 6 months: A & W	743	2.7%	93
Fast food/drive-in last 6 months: Arby`s	5,788	20.7%	117
Fast food/drive-in last 6 months: Baskin-Robbins	954	3.4%	103
Fast food/drive-in last 6 months: Boston Market	608	2.2%	70
Fast food/drive-in last 6 months: Burger King	8,280	29.6%	100
Fast food/drive-in last 6 months: Captain D`s	1,091	3.9%	105
Fast food/drive-in last 6 months: Carl`s Jr.	2,033	7.3%	122
Fast food/drive-in last 6 months: Checkers	663	2.4%	72
Fast food/drive-in last 6 months: Chick-fil-A	9,539	34.1%	142
Fast food/drive-in last 6 months: Chipotle Mex. Grill	4,013	14.4%	115
Fast food/drive-in last 6 months: Chuck E. Cheese`s	918	3.3%	112
Fast food/drive-in last 6 months: Church`s Fr. Chicken	1,155	4.1%	117
Fast food/drive-in last 6 months: Cold Stone Creamery	1,069	3.8%	130
Fast food/drive-in last 6 months: Dairy Queen	5,199	18.6%	115
Fast food/drive-in last 6 months: Del Taco	1,377	4.9%	127
Fast food/drive-in last 6 months: Domino`s Pizza	3,975	14.2%	112
Fast food/drive-in last 6 months: Dunkin` Donuts	3,349	12.0%	88
Went to Five Guys in last 6 months	3,011	10.8%	115
Fast food/drive-in last 6 months: Hardee`s	1,789	6.4%	96
Fast food/drive-in last 6 months: Jack in the Box	2,721	9.7%	130
Went to Jimmy John`s in last 6 months	2,393	8.6%	142
Fast food/drive-in last 6 months: KFC	5,499	19.7%	96
Fast food/drive-in last 6 months: Krispy Kreme	2,059	7.4%	124
Fast food/drive-in last 6 months: Little Caesars	4,725	16.9%	126
Fast food/drive-in last 6 months: Long John Silver`s	888	3.2%	90
Fast food/drive-in last 6 months: McDonald`s	14,921	53.4%	101
Went to Panda Express in last 6 months	3,648	13.1%	135
Fast food/drive-in last 6 months: Panera Bread	4,248	15.2%	120
Fast food/drive-in last 6 months: Papa John`s	3,163	11.3%	128
Fast food/drive-in last 6 months: Papa Murphy`s	1,795	6.4%	135
Fast food/drive-in last 6 months: Pizza Hut	5,344	19.1%	110
Fast food/drive-in last 6 months: Popeyes Chicken	2,867	10.3%	113
Fast food/drive-in last 6 months: Sonic Drive-In	4,332	15.5%	129
Fast food/drive-in last 6 months: Starbucks	5,985	21.4%	115
Fast food/drive-in last 6 months: Steak `n Shake	1,691	6.0%	109
Fast food/drive-in last 6 months: Subway	7,919	28.3%	110
Fast food/drive-in last 6 months: Taco Bell	8,665	31.0%	108
Fast food/drive-in last 6 months: Wendy`s	7,785	27.8%	109
Fast food/drive-in last 6 months: Whataburger	2,223	8.0%	152
Fast food/drive-in last 6 months: White Castle	661	2.4%	77
Went to fine dining restaurant last month	3,094	11.1%	105
Went to fine dining restaurant 3+ times last month	719	2.6%	82

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.
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Restaurant Market Potential

200 S Main St, Cibolo, Texas, 78108
Ring: 5 mile radius

Prepared by Esri
Latitude: 29.55989
Longitude: -98.22583

Demographic Summary	2019	2024
Population	86,330	98,106
Population 18+	64,169	72,820
Households	30,150	34,115
Median Household Income	$78,697	$84,198

Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Went to family restaurant/steak house in last 6 months	51,207	79.8%	106
Went to family restaurant/steak house 4+ times/month	19,106	29.8%	112
Spent at family restaurant/30 days: <$1-30	5,283	8.2%	102
Spent at family restaurant/30 days: $31-50	7,063	11.0%	114
Spent at family restaurant/30 days: $51-100	10,855	16.9%	114
Spent at family restaurant/30 days: $101-200	7,295	11.4%	121
Family restaurant/steak house last 6 months: breakfast	9,485	14.8%	111
Family restaurant/steak house last 6 months: lunch	13,935	21.7%	112
Family restaurant/steak house last 6 months: dinner	33,146	51.7%	112
Family restaurant/steak house last 6 months: snack	1,115	1.7%	89
Family restaurant/steak house last 6 months: weekday	21,269	33.1%	109
Family restaurant/steak house last 6 months: weekend	30,305	47.2%	114
Fam rest/steak hse/6 months: Applebee`s	14,018	21.8%	100
Fam rest/steak hse/6 months: Bob Evans Farms	1,813	2.8%	91
Fam rest/steak hse/6 months: Buffalo Wild Wings	8,509	13.3%	127
Fam rest/steak hse/6 months: California Pizza Kitchen	1,767	2.8%	100
Fam rest/steak hse/6 months: Carrabba`s Italian Grill	2,307	3.6%	125
Fam rest/steak hse/6 months: The Cheesecake Factory	4,900	7.6%	104
Fam rest/steak hse/6 months: Chili`s Grill & Bar	9,197	14.3%	132
Fam rest/steak hse/6 months: CiCi`s	2,137	3.3%	117
Fam rest/steak hse/6 months: Cracker Barrel	8,116	12.6%	115
Fam rest/steak hse/6 months: Denny`s	5,699	8.9%	105
Fam rest/steak hse/6 months: Golden Corral	4,728	7.4%	106
Fam rest/steak hse/6 months: IHOP	7,472	11.6%	116
Fam rest/steak hse/6 months: Logan`s Roadhouse	2,754	4.3%	135
Fam rest/steak hse/6 months: LongHorn Steakhouse	3,848	6.0%	116
Fam rest/steak hse/6 months: Olive Garden	12,965	20.2%	121
Fam rest/steak hse/6 months: Outback Steakhouse	6,299	9.8%	119
Fam rest/steak hse/6 months: Red Lobster	7,107	11.1%	114
Fam rest/steak hse/6 months: Red Robin	5,467	8.5%	122
Fam rest/steak hse/6 months: Ruby Tuesday	2,680	4.2%	91
Fam rest/steak hse/6 months: Texas Roadhouse	8,550	13.3%	135
Fam rest/steak hse/6 months: T.G.I. Friday`s	3,076	4.8%	88
Fam rest/steak hse/6 months: Waffle House	4,129	6.4%	111
Went to fast food/drive-in restaurant in last 6 months	59,878	93.3%	103
Went to fast food/drive-in restaurant 9+ times/month	28,252	44.0%	112
Spent at fast food restaurant/30 days: <$1-10	2,492	3.9%	86
Spent at fast food restaurant/30 days: $11-$20	6,649	10.4%	96
Spent at fast food restaurant/30 days: $21-$40	10,787	16.8%	104
Spent at fast food restaurant/30 days: $41-$50	5,901	9.2%	105
Spent at fast food restaurant/30 days: $51-$100	11,946	18.6%	113
Spent at fast food restaurant/30 days: $101-$200	6,552	10.2%	125
Spent at fast food restaurant/30 days: $201+	2,789	4.3%	142

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.
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Restaurant Market Potential

200 S Main St, Cibolo, Texas, 78108
Ring: 5 mile radius

Prepared by Esri
Latitude: 29.55989
Longitude: -98.22583

Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Fast food/drive-in last 6 months: eat in	25,384	39.6%	106
Fast food/drive-in last 6 months: home delivery	6,119	9.5%	110
Fast food/drive-in last 6 months: take-out/drive-thru	34,828	54.3%	116
Fast food/drive-in last 6 months: take-out/walk-in	14,162	22.1%	106
Fast food/drive-in last 6 months: breakfast	25,859	40.3%	113
Fast food/drive-in last 6 months: lunch	35,799	55.8%	111
Fast food/drive-in last 6 months: dinner	33,464	52.1%	112
Fast food/drive-in last 6 months: snack	7,699	12.0%	102
Fast food/drive-in last 6 months: weekday	41,678	65.0%	110
Fast food/drive-in last 6 months: weekend	34,013	53.0%	112
Fast food/drive-in last 6 months: A & W	1,833	2.9%	100
Fast food/drive-in last 6 months: Arby`s	13,491	21.0%	119
Fast food/drive-in last 6 months: Baskin-Robbins	2,174	3.4%	102
Fast food/drive-in last 6 months: Boston Market	1,395	2.2%	70
Fast food/drive-in last 6 months: Burger King	19,014	29.6%	100
Fast food/drive-in last 6 months: Captain D`s	2,462	3.8%	103
Fast food/drive-in last 6 months: Carl`s Jr.	4,734	7.4%	124
Fast food/drive-in last 6 months: Checkers	1,628	2.5%	77
Fast food/drive-in last 6 months: Chick-fil-A	21,997	34.3%	143
Fast food/drive-in last 6 months: Chipotle Mex. Grill	9,221	14.4%	115
Fast food/drive-in last 6 months: Chuck E. Cheese`s	2,183	3.4%	116
Fast food/drive-in last 6 months: Church`s Fr. Chicken	2,680	4.2%	118
Fast food/drive-in last 6 months: Cold Stone Creamery	2,384	3.7%	126
Fast food/drive-in last 6 months: Dairy Queen	11,946	18.6%	115
Fast food/drive-in last 6 months: Del Taco	3,315	5.2%	133
Fast food/drive-in last 6 months: Domino`s Pizza	9,274	14.5%	114
Fast food/drive-in last 6 months: Dunkin` Donuts	7,829	12.2%	89
Went to Five Guys in last 6 months	7,010	10.9%	116
Fast food/drive-in last 6 months: Hardee`s	4,161	6.5%	98
Fast food/drive-in last 6 months: Jack in the Box	6,128	9.5%	128
Went to Jimmy John`s in last 6 months	5,597	8.7%	145
Fast food/drive-in last 6 months: KFC	12,834	20.0%	97
Fast food/drive-in last 6 months: Krispy Kreme	4,812	7.5%	126
Fast food/drive-in last 6 months: Little Caesars	11,009	17.2%	128
Fast food/drive-in last 6 months: Long John Silver`s	1,985	3.1%	87
Fast food/drive-in last 6 months: McDonald`s	34,683	54.0%	102
Went to Panda Express in last 6 months	8,413	13.1%	136
Fast food/drive-in last 6 months: Panera Bread	9,628	15.0%	118
Fast food/drive-in last 6 months: Papa John`s	7,368	11.5%	130
Fast food/drive-in last 6 months: Papa Murphy`s	4,231	6.6%	139
Fast food/drive-in last 6 months: Pizza Hut	12,263	19.1%	110
Fast food/drive-in last 6 months: Popeyes Chicken	6,568	10.2%	112
Fast food/drive-in last 6 months: Sonic Drive-In	9,864	15.4%	128
Fast food/drive-in last 6 months: Starbucks	13,926	21.7%	116
Fast food/drive-in last 6 months: Steak `n Shake	3,825	6.0%	107
Fast food/drive-in last 6 months: Subway	18,431	28.7%	111
Fast food/drive-in last 6 months: Taco Bell	20,040	31.2%	108
Fast food/drive-in last 6 months: Wendy`s	18,189	28.3%	111
Fast food/drive-in last 6 months: Whataburger	4,970	7.7%	148
Fast food/drive-in last 6 months: White Castle	1,556	2.4%	79
Went to fine dining restaurant last month	7,002	10.9%	104
Went to fine dining restaurant 3+ times last month	1,573	2.5%	78

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Restaurant Market Potential

200 S Main St, Cibolo, Texas, 78108
Ring: 10 mile radius

Prepared by Esri
Latitude: 29.55989
Longitude: -98.22583

Demographic Summary	2019	2024
Population	300,913	335,622
Population 18+	224,616	249,757
Households	104,903	116,594
Median Household Income	$67,389	$75,589

Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Went to family restaurant/steak house in last 6 months	176,866	78.7%	105
Went to family restaurant/steak house 4+ times/month	64,949	28.9%	109
Spent at family restaurant/30 days: <$1-30	19,197	8.5%	106
Spent at family restaurant/30 days: $31-50	23,157	10.3%	107
Spent at family restaurant/30 days: $51-100	37,396	16.6%	112
Spent at family restaurant/30 days: $101-200	22,528	10.0%	107
Family restaurant/steak house last 6 months: breakfast	33,411	14.9%	112
Family restaurant/steak house last 6 months: lunch	46,389	20.7%	107
Family restaurant/steak house last 6 months: dinner	112,032	49.9%	108
Family restaurant/steak house last 6 months: snack	4,093	1.8%	93
Family restaurant/steak house last 6 months: weekday	72,327	32.2%	105
Family restaurant/steak house last 6 months: weekend	103,525	46.1%	111
Fam rest/steak hse/6 months: Applebee`s	49,734	22.1%	101
Fam rest/steak hse/6 months: Bob Evans Farms	5,515	2.5%	79
Fam rest/steak hse/6 months: Buffalo Wild Wings	27,884	12.4%	119
Fam rest/steak hse/6 months: California Pizza Kitchen	5,776	2.6%	93
Fam rest/steak hse/6 months: Carrabba`s Italian Grill	8,061	3.6%	125
Fam rest/steak hse/6 months: The Cheesecake Factory	16,156	7.2%	98
Fam rest/steak hse/6 months: Chili`s Grill & Bar	30,461	13.6%	125
Fam rest/steak hse/6 months: CiCi`s	7,778	3.5%	121
Fam rest/steak hse/6 months: Cracker Barrel	27,018	12.0%	110
Fam rest/steak hse/6 months: Denny`s	22,029	9.8%	116
Fam rest/steak hse/6 months: Golden Corral	17,875	8.0%	114
Fam rest/steak hse/6 months: IHOP	25,374	11.3%	113
Fam rest/steak hse/6 months: Logan`s Roadhouse	8,279	3.7%	116
Fam rest/steak hse/6 months: LongHorn Steakhouse	12,530	5.6%	108
Fam rest/steak hse/6 months: Olive Garden	42,547	18.9%	114
Fam rest/steak hse/6 months: Outback Steakhouse	20,053	8.9%	108
Fam rest/steak hse/6 months: Red Lobster	24,063	10.7%	110
Fam rest/steak hse/6 months: Red Robin	17,922	8.0%	115
Fam rest/steak hse/6 months: Ruby Tuesday	9,570	4.3%	92
Fam rest/steak hse/6 months: Texas Roadhouse	27,655	12.3%	125
Fam rest/steak hse/6 months: T.G.I. Friday`s	11,524	5.1%	94
Fam rest/steak hse/6 months: Waffle House	14,928	6.6%	115
Went to fast food/drive-in restaurant in last 6 months	208,025	92.6%	102
Went to fast food/drive-in restaurant 9+ times/month	95,895	42.7%	109
Spent at fast food restaurant/30 days: <$1-10	8,777	3.9%	86
Spent at fast food restaurant/30 days: $11-$20	22,826	10.2%	94
Spent at fast food restaurant/30 days: $21-$40	36,924	16.4%	101
Spent at fast food restaurant/30 days: $41-$50	20,448	9.1%	104
Spent at fast food restaurant/30 days: $51-$100	41,437	18.4%	112
Spent at fast food restaurant/30 days: $101-$200	21,889	9.7%	119
Spent at fast food restaurant/30 days: $201+	8,563	3.8%	124

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200 S Main St, Cibolo, Texas, 78108
Ring: 10 mile radius

Prepared by Esri
Latitude: 29.55989
Longitude: -98.22583

Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Fast food/drive-in last 6 months: eat in	86,904	38.7%	104
Fast food/drive-in last 6 months: home delivery	20,699	9.2%	107
Fast food/drive-in last 6 months: take-out/drive-thru	118,841	52.9%	113
Fast food/drive-in last 6 months: take-out/walk-in	48,834	21.7%	104
Fast food/drive-in last 6 months: breakfast	88,089	39.2%	110
Fast food/drive-in last 6 months: lunch	119,919	53.4%	106
Fast food/drive-in last 6 months: dinner	112,278	50.0%	108
Fast food/drive-in last 6 months: snack	25,527	11.4%	96
Fast food/drive-in last 6 months: weekday	141,518	63.0%	106
Fast food/drive-in last 6 months: weekend	115,948	51.6%	109
Fast food/drive-in last 6 months: A & W	6,145	2.7%	96
Fast food/drive-in last 6 months: Arby`s	45,354	20.2%	115
Fast food/drive-in last 6 months: Baskin-Robbins	7,109	3.2%	96
Fast food/drive-in last 6 months: Boston Market	5,722	2.5%	82
Fast food/drive-in last 6 months: Burger King	68,872	30.7%	103
Fast food/drive-in last 6 months: Captain D`s	8,541	3.8%	102
Fast food/drive-in last 6 months: Carl`s Jr.	16,098	7.2%	120
Fast food/drive-in last 6 months: Checkers	7,291	3.2%	98
Fast food/drive-in last 6 months: Chick-fil-A	70,854	31.5%	132
Fast food/drive-in last 6 months: Chipotle Mex. Grill	29,174	13.0%	104
Fast food/drive-in last 6 months: Chuck E. Cheese`s	7,254	3.2%	110
Fast food/drive-in last 6 months: Church`s Fr. Chicken	9,854	4.4%	124
Fast food/drive-in last 6 months: Cold Stone Creamery	7,448	3.3%	113
Fast food/drive-in last 6 months: Dairy Queen	39,481	17.6%	109
Fast food/drive-in last 6 months: Del Taco	11,437	5.1%	131
Fast food/drive-in last 6 months: Domino`s Pizza	32,064	14.3%	113
Fast food/drive-in last 6 months: Dunkin` Donuts	26,455	11.8%	86
Went to Five Guys in last 6 months	22,446	10.0%	106
Fast food/drive-in last 6 months: Hardee`s	13,889	6.2%	93
Fast food/drive-in last 6 months: Jack in the Box	22,268	9.9%	132
Went to Jimmy John`s in last 6 months	17,475	7.8%	129
Fast food/drive-in last 6 months: KFC	46,292	20.6%	100
Fast food/drive-in last 6 months: Krispy Kreme	15,619	7.0%	117
Fast food/drive-in last 6 months: Little Caesars	37,321	16.6%	124
Fast food/drive-in last 6 months: Long John Silver`s	6,997	3.1%	88
Fast food/drive-in last 6 months: McDonald`s	120,308	53.6%	102
Went to Panda Express in last 6 months	28,646	12.8%	132
Fast food/drive-in last 6 months: Panera Bread	29,085	12.9%	102
Fast food/drive-in last 6 months: Papa John`s	24,533	10.9%	123
Fast food/drive-in last 6 months: Papa Murphy`s	12,855	5.7%	120
Fast food/drive-in last 6 months: Pizza Hut	43,156	19.2%	111
Fast food/drive-in last 6 months: Popeyes Chicken	23,609	10.5%	115
Fast food/drive-in last 6 months: Sonic Drive-In	33,710	15.0%	125
Fast food/drive-in last 6 months: Starbucks	44,941	20.0%	107
Fast food/drive-in last 6 months: Steak `n Shake	13,356	5.9%	107
Fast food/drive-in last 6 months: Subway	61,985	27.6%	107
Fast food/drive-in last 6 months: Taco Bell	69,964	31.1%	108
Fast food/drive-in last 6 months: Wendy`s	63,414	28.2%	111
Fast food/drive-in last 6 months: Whataburger	17,566	7.8%	149
Fast food/drive-in last 6 months: White Castle	5,361	2.4%	78
Went to fine dining restaurant last month	22,377	10.0%	95
Went to fine dining restaurant 3+ times last month	5,413	2.4%	77

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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