



## Restaurant Market Potential

Leisure Inn. - Roswell, NM  
2700 W 2nd Street Roswell NM 88201  
Ring: 1 mile radius

Latitude: 33.3937  
Longitude: -104.5630

Demographic Summary		2022	2027
Population		4,932	5,014
Population 18+		3,563	3,593
Households		1,802	1,834
Median Household Income		\$51,008	\$75,370
Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Went to family restaurant/steak house in last 6 months	2,319	65.1%	97
Went to family restaurant/steak house 4+ times/month last 30 days	718	20.2%	97
Spent at family restaurant/steak house last 30 days: \$1-30	259	7.3%	106
Spent at family restaurant/steak house 30 days: \$31-50	314	8.8%	104
Spent at family restaurant/steak house last 30 days: \$51-100	469	13.2%	93
Spent at family restaurant/steak house last 30 days: \$101-200	272	7.6%	89
Spent at family restaurant/steak house last 30 days: \$201+	141	4.0%	100
Spent at fine dining last 30 days: \$1-100	100	2.8%	93
Spent at fine dining last 30 days: \$101+	116	3.3%	87
Went to family restaurant last 6 months: for breakfast	358	10.0%	99
Went to family restaurant last 6 months: for lunch	508	14.3%	89
Went to family restaurant last 6 months: for dinner	1,455	40.8%	97
Went to family restaurant last 6 months: for snack	38	1.1%	69
Went to family restaurant last 6 months: on weekday	998	28.0%	100
Went to family restaurant last 6 months: on weekend	1,190	33.4%	92
Went to family restaurant last 6 months: Applebee` s	518	14.5%	100
Went to family restaurant last 6 months: Bob Evans	107	3.0%	120
Went to family restaurant last 6 months: Buffalo Wild Wings	255	7.2%	82
Went to family restaurant last 6 months: California Pizza Kitchen	45	1.3%	71
Went to family restaurant last 6 months: Carrabba's	59	1.7%	83
Went to family restaurant last 6 months: The Cheesecake Factory	151	4.2%	69
Went to family restaurant last 6 months: Chili` s Grill & Bar	292	8.2%	86
Went to family restaurant last 6 months: Cracker Barrel	445	12.5%	125
Went to family restaurant last 6 months: Denny` s	216	6.1%	92
Went to family restaurant last 6 months: Golden Corral	127	3.6%	86
Went to family restaurant last 6 months: IHOP	227	6.4%	86
Went to family restaurant last 6 months: Logan` s Roadhouse	113	3.2%	140
Went to family restaurant last 6 months: LongHorn Steakhouse	199	5.6%	105
Went to family restaurant last 6 months: Olive Garden	520	14.6%	102
Went to family restaurant last 6 months: Outback Steakhouse	286	8.0%	111
Went to family restaurant last 6 months: Red Lobster	257	7.2%	100
Went to family restaurant last 6 months: Red Robin	173	4.9%	80
Went to family restaurant last 6 months: Ruby Tuesday	113	3.2%	113
Went to family restaurant last 6 months: Texas Roadhouse	437	12.3%	117
Went to family restaurant last 6 months: T.G.I. Friday` s	111	3.1%	104
Went to family restaurant last 6 months: Waffle House	173	4.9%	101
Went to family restaurant last 6 months: fast food/drive-in	3,234	90.8%	100
Went to fast food/drive-in restaurant 9+ times/month	1,352	37.9%	100
Spent at fast food restaurant last 30 days: <\$1-10	165	4.6%	113
Spent at fast food restaurant last 30 days: \$11-\$20	282	7.9%	93
Spent at fast food restaurant last 30 days: \$21-\$40	594	16.7%	102
Spent at fast food restaurant last 30 days: \$41-\$50	354	9.9%	113
Spent at fast food restaurant last 30 days: \$51-\$100	608	17.1%	88
Spent at fast food restaurant last 30 days: \$101-\$200	410	11.5%	102
Spent at fast food restaurant last 30 days: \$201+	182	5.1%	115
Ordered eat-in fast food in the last 6 months	736	20.7%	91

**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.

April 24, 2023



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Leisure Inn. - Roswell, NM  
2700 W 2nd Street Roswell NM 88201  
Ring: 1 mile radius

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Longitude: -104.5630

Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Went to fast food restaurant in the last 6 months: eat in	736	20.7%	91
Went to fast food restaurant in the last 6 months: home delivery	377	10.6%	91
Went to fast food restaurant in the last 6 months: take-out/drive-thru	2,113	59.3%	106
Went to fast food restaurant in the last 6 months: take-out/walk-in	673	18.9%	89
Went to fast food restaurant in the last 6 months: breakfast	1,190	33.4%	98
Went to fast food restaurant in the last 6 months: lunch	1,913	53.7%	104
Went to fast food restaurant in the last 6 months: dinner	1,807	50.7%	100
Went to fast food restaurant in the last 6 months: snack	394	11.1%	89
Went to fast food restaurant in the last 6 months: weekday	2,336	65.6%	107
Went to fast food restaurant in the last 6 months: weekend	1,676	47.0%	94
Went to fast food restaurant in the last 6 months: A & W	85	2.4%	122
Went to fast food restaurant in the last 6 months: Arby's	725	20.3%	119
Went to fast food restaurant in the last 6 months: Baskin-Robbins	90	2.5%	77
Went to fast food restaurant in the last 6 months: Boston Market	58	1.6%	79
Went to fast food restaurant in the last 6 months: Burger King	1,064	29.9%	106
Went to fast food restaurant in the last 6 months: Captain D's	124	3.5%	117
Went to fast food restaurant in the last 6 months: Carl's Jr.	137	3.8%	74
Went to fast food restaurant in the last 6 months: Checkers	74	2.1%	78
Went to fast food restaurant in the last 6 months: Chick-fil-A	989	27.8%	92
Went to fast food restaurant in the last 6 months: Chipotle Mex. Grill	403	11.3%	79
Went to fast food restaurant in the last 6 months: Chuck E. Cheese's	43	1.2%	84
Went to fast food restaurant in the last 6 months: Church's Fr. Chicken	112	3.1%	98
Went to fast food restaurant in the last 6 months: Cold Stone Creamery	77	2.2%	83
Went to fast food restaurant in the last 6 months: Dairy Queen	651	18.3%	125
Went to fast food restaurant in the last 6 months: Del Taco	99	2.8%	83
Went to fast food restaurant in the last 6 months: Domino's Pizza	490	13.8%	92
Went to fast food restaurant in the last 6 months: Dunkin' Donuts	412	11.6%	81
Went to fast food restaurant in the last 6 months: Five Guys	308	8.6%	92
Went to fast food restaurant in the last 6 months: Hardee's	281	7.9%	149
Went to fast food restaurant in the last 6 months: Jack in the Box	180	5.1%	66
Went to fast food restaurant in the last 6 months: Jersey Mike's	191	5.4%	98
Went to fast food restaurant in the last 6 months: Jimmy John's	174	4.9%	89
Went to fast food restaurant in the last 6 months: KFC	764	21.4%	118
Went to fast food restaurant in the last 6 months: Krispy Kreme	194	5.4%	84
Went to fast food restaurant in the last 6 months: Little Caesars	469	13.2%	110
Went to fast food restaurant in the last 6 months: Long John Silver's	136	3.8%	149
Went to fast food restaurant in the last 6 months: McDonald's	1,844	51.8%	100
Went to fast food restaurant in the last 6 months: Panda Express	276	7.7%	68
Went to fast food restaurant in the last 6 months: Panera Bread	385	10.8%	87
Went to fast food restaurant in the last 6 months: Papa John's	277	7.8%	98
Went to fast food restaurant in the last 6 months: Papa Murphy's	107	3.0%	78
Went to fast food restaurant in the last 6 months: Pizza Hut	506	14.2%	111
Went to fast food restaurant in the last 6 months: Popeyes Chicken	368	10.3%	83
Went to fast food restaurant in the last 6 months: Sonic Drive-In	549	15.4%	130
Went to fast food restaurant in the last 6 months: Starbucks	510	14.3%	74
Went to fast food restaurant in the last 6 months: Steak 'n Shake	174	4.9%	127
Went to fast food restaurant in the last 6 months: Subway	791	22.2%	105
Went to fast food restaurant in the last 6 months: Taco Bell	1,088	30.5%	109
Went to fast food restaurant in the last 6 months: Wendy's	1,004	28.2%	109
Went to fast food restaurant in the last 6 months: Whataburger	186	5.2%	95
Went to fast food restaurant in the last 6 months: White Castle	90	2.5%	97
Went to fast food restaurant in the last 6 months: Wing-Stop	69	1.9%	62
Went to fine dining restaurant last month	254	7.1%	89
Went to fine dining restaurant 2+ times last month	136	3.8%	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.

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Leisure Inn. - Roswell, NM  
2700 W 2nd Street Roswell NM 88201  
Ring: 2 mile radius

Latitude: 33.3937  
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Demographic Summary		2022	2027	
Population		13,597	13,602	
Population 18+		9,929	9,860	
Households		5,279	5,285	
Median Household Income		\$47,002	\$58,772	
Product/Consumer Behavior	Expected Number of			
	Adults	Percent	MPI	
Went to family restaurant/steak house in last 6 months		6,489	65.4%	98
Went to family restaurant/steak house 4+ times/month last 30 days		2,002	20.2%	97
Spent at family restaurant/steak house last 30 days: \$1-30		814	8.2%	120
Spent at family restaurant/steak house 30 days: \$31-50		896	9.0%	106
Spent at family restaurant/steak house last 30 days: \$51-100		1,283	12.9%	91
Spent at family restaurant/steak house last 30 days: \$101-200		772	7.8%	91
Spent at family restaurant/steak house last 30 days: \$201+		330	3.3%	84
Spent at fine dining last 30 days: \$1-100		241	2.4%	80
Spent at fine dining last 30 days: \$101+		255	2.6%	69
Went to family restaurant last 6 months: for breakfast		1,023	10.3%	102
Went to family restaurant last 6 months: for lunch		1,518	15.3%	96
Went to family restaurant last 6 months: for dinner		4,038	40.7%	96
Went to family restaurant last 6 months: for snack		124	1.2%	81
Went to family restaurant last 6 months: on weekday		2,791	28.1%	100
Went to family restaurant last 6 months: on weekend		3,378	34.0%	94
Went to family restaurant last 6 months: Applebee` s		1,598	16.1%	110
Went to family restaurant last 6 months: Bob Evans		380	3.8%	153
Went to family restaurant last 6 months: Buffalo Wild Wings		724	7.3%	84
Went to family restaurant last 6 months: California Pizza Kitchen		98	1.0%	55
Went to family restaurant last 6 months: Carrabba's		154	1.6%	78
Went to family restaurant last 6 months: The Cheesecake Factory		412	4.1%	68
Went to family restaurant last 6 months: Chili` s Grill & Bar		783	7.9%	83
Went to family restaurant last 6 months: Cracker Barrel		1,279	12.9%	129
Went to family restaurant last 6 months: Denny` s		586	5.9%	90
Went to family restaurant last 6 months: Golden Corral		452	4.6%	109
Went to family restaurant last 6 months: IHOP		649	6.5%	88
Went to family restaurant last 6 months: Logan` s Roadhouse		316	3.2%	140
Went to family restaurant last 6 months: LongHorn Steakhouse		561	5.7%	107
Went to family restaurant last 6 months: Olive Garden		1,344	13.5%	95
Went to family restaurant last 6 months: Outback Steakhouse		732	7.4%	102
Went to family restaurant last 6 months: Red Lobster		725	7.3%	101
Went to family restaurant last 6 months: Red Robin		480	4.8%	80
Went to family restaurant last 6 months: Ruby Tuesday		308	3.1%	111
Went to family restaurant last 6 months: Texas Roadhouse		1,144	11.5%	110
Went to family restaurant last 6 months: T.G.I. Friday` s		265	2.7%	89
Went to family restaurant last 6 months: Waffle House		519	5.2%	109
Went to family restaurant last 6 months: fast food/drive-in		8,969	90.3%	100
Went to fast food/drive-in restaurant 9+ times/month		3,780	38.1%	101
Spent at fast food restaurant last 30 days: <\$1-10		425	4.3%	105
Spent at fast food restaurant last 30 days: \$11-\$20		849	8.6%	100
Spent at fast food restaurant last 30 days: \$21-\$40		1,626	16.4%	100
Spent at fast food restaurant last 30 days: \$41-\$50		937	9.4%	107
Spent at fast food restaurant last 30 days: \$51-\$100		1,757	17.7%	91
Spent at fast food restaurant last 30 days: \$101-\$200		1,116	11.2%	100
Spent at fast food restaurant last 30 days: \$201+		475	4.8%	108
Ordered eat-in fast food in the last 6 months		2,094	21.1%	93

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Leisure Inn. - Roswell, NM  
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Ring: 2 mile radius

Latitude: 33.3937  
Longitude: -104.5630

Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Went to fast food restaurant in the last 6 months: eat in	2,094	21.1%	93
Went to fast food restaurant in the last 6 months: home delivery	1,063	10.7%	92
Went to fast food restaurant in the last 6 months: take-out/drive-thru	5,856	59.0%	105
Went to fast food restaurant in the last 6 months: take-out/walk-in	1,827	18.4%	86
Went to fast food restaurant in the last 6 months: breakfast	3,353	33.8%	99
Went to fast food restaurant in the last 6 months: lunch	5,146	51.8%	100
Went to fast food restaurant in the last 6 months: dinner	5,108	51.4%	101
Went to fast food restaurant in the last 6 months: snack	1,092	11.0%	89
Went to fast food restaurant in the last 6 months: weekday	6,364	64.1%	104
Went to fast food restaurant in the last 6 months: weekend	4,718	47.5%	95
Went to fast food restaurant in the last 6 months: A & W	281	2.8%	144
Went to fast food restaurant in the last 6 months: Arby's	2,252	22.7%	132
Went to fast food restaurant in the last 6 months: Baskin-Robbins	187	1.9%	58
Went to fast food restaurant in the last 6 months: Boston Market	137	1.4%	67
Went to fast food restaurant in the last 6 months: Burger King	3,066	30.9%	109
Went to fast food restaurant in the last 6 months: Captain D's	356	3.6%	120
Went to fast food restaurant in the last 6 months: Carl's Jr.	329	3.3%	63
Went to fast food restaurant in the last 6 months: Checkers	243	2.4%	92
Went to fast food restaurant in the last 6 months: Chick-fil-A	2,520	25.4%	84
Went to fast food restaurant in the last 6 months: Chipotle Mex. Grill	1,031	10.4%	72
Went to fast food restaurant in the last 6 months: Chuck E. Cheese's	130	1.3%	92
Went to fast food restaurant in the last 6 months: Church's Fr. Chicken	332	3.3%	105
Went to fast food restaurant in the last 6 months: Cold Stone Creamery	208	2.1%	80
Went to fast food restaurant in the last 6 months: Dairy Queen	1,927	19.4%	132
Went to fast food restaurant in the last 6 months: Del Taco	204	2.1%	61
Went to fast food restaurant in the last 6 months: Domino's Pizza	1,414	14.2%	96
Went to fast food restaurant in the last 6 months: Dunkin' Donuts	1,123	11.3%	79
Went to fast food restaurant in the last 6 months: Five Guys	779	7.8%	84
Went to fast food restaurant in the last 6 months: Hardee's	841	8.5%	160
Went to fast food restaurant in the last 6 months: Jack in the Box	467	4.7%	61
Went to fast food restaurant in the last 6 months: Jersey Mike's	450	4.5%	83
Went to fast food restaurant in the last 6 months: Jimmy John's	503	5.1%	92
Went to fast food restaurant in the last 6 months: KFC	2,146	21.6%	119
Went to fast food restaurant in the last 6 months: Krispy Kreme	546	5.5%	85
Went to fast food restaurant in the last 6 months: Little Caesars	1,399	14.1%	118
Went to fast food restaurant in the last 6 months: Long John Silver's	380	3.8%	150
Went to fast food restaurant in the last 6 months: McDonald's	5,308	53.5%	103
Went to fast food restaurant in the last 6 months: Panda Express	756	7.6%	67
Went to fast food restaurant in the last 6 months: Panera Bread	950	9.6%	77
Went to fast food restaurant in the last 6 months: Papa John's	789	7.9%	100
Went to fast food restaurant in the last 6 months: Papa Murphy's	324	3.3%	85
Went to fast food restaurant in the last 6 months: Pizza Hut	1,479	14.9%	117
Went to fast food restaurant in the last 6 months: Popeyes Chicken	1,021	10.3%	83
Went to fast food restaurant in the last 6 months: Sonic Drive-In	1,508	15.2%	128
Went to fast food restaurant in the last 6 months: Starbucks	1,423	14.3%	74
Went to fast food restaurant in the last 6 months: Steak 'n Shake	563	5.7%	147
Went to fast food restaurant in the last 6 months: Subway	2,388	24.1%	114
Went to fast food restaurant in the last 6 months: Taco Bell	3,015	30.4%	108
Went to fast food restaurant in the last 6 months: Wendy's	2,835	28.6%	110
Went to fast food restaurant in the last 6 months: Whataburger	531	5.3%	97
Went to fast food restaurant in the last 6 months: White Castle	254	2.6%	99
Went to fast food restaurant in the last 6 months: Wing-Stop	171	1.7%	55
Went to fine dining restaurant last month	584	5.9%	73
Went to fine dining restaurant 2+ times last month	293	3.0%	77

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2700 W 2nd Street Roswell NM 88201  
Ring: 5 mile radius

Latitude: 33.3937  
Longitude: -104.5630

Demographic Summary		2022	2027
Population		49,108	48,600
Population 18+		36,505	36,022
Households		18,382	18,201
Median Household Income		\$45,112	\$52,609
Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Went to family restaurant/steak house in last 6 months	24,070	65.9%	98
Went to family restaurant/steak house 4+ times/month last 30 days	7,451	20.4%	98
Spent at family restaurant/steak house last 30 days: \$1-30	2,892	7.9%	116
Spent at family restaurant/steak house 30 days: \$31-50	3,336	9.1%	107
Spent at family restaurant/steak house last 30 days: \$51-100	5,052	13.8%	98
Spent at family restaurant/steak house last 30 days: \$101-200	2,902	7.9%	93
Spent at family restaurant/steak house last 30 days: \$201+	1,311	3.6%	91
Spent at fine dining last 30 days: \$1-100	988	2.7%	90
Spent at fine dining last 30 days: \$101+	965	2.6%	71
Went to family restaurant last 6 months: for breakfast	3,767	10.3%	102
Went to family restaurant last 6 months: for lunch	5,825	16.0%	100
Went to family restaurant last 6 months: for dinner	15,018	41.1%	97
Went to family restaurant last 6 months: for snack	498	1.4%	88
Went to family restaurant last 6 months: on weekday	10,070	27.6%	98
Went to family restaurant last 6 months: on weekend	12,675	34.7%	96
Went to family restaurant last 6 months: Applebee` s	5,699	15.6%	107
Went to family restaurant last 6 months: Bob Evans	1,256	3.4%	137
Went to family restaurant last 6 months: Buffalo Wild Wings	2,957	8.1%	93
Went to family restaurant last 6 months: California Pizza Kitchen	408	1.1%	63
Went to family restaurant last 6 months: Carrabba's	662	1.8%	91
Went to family restaurant last 6 months: The Cheesecake Factory	1,662	4.6%	74
Went to family restaurant last 6 months: Chili` s Grill & Bar	3,343	9.2%	96
Went to family restaurant last 6 months: Cracker Barrel	4,263	11.7%	117
Went to family restaurant last 6 months: Denny` s	2,515	6.9%	105
Went to family restaurant last 6 months: Golden Corral	1,674	4.6%	110
Went to family restaurant last 6 months: IHOP	2,663	7.3%	99
Went to family restaurant last 6 months: Logan` s Roadhouse	990	2.7%	120
Went to family restaurant last 6 months: LongHorn Steakhouse	2,002	5.5%	104
Went to family restaurant last 6 months: Olive Garden	5,336	14.6%	102
Went to family restaurant last 6 months: Outback Steakhouse	2,545	7.0%	97
Went to family restaurant last 6 months: Red Lobster	2,860	7.8%	109
Went to family restaurant last 6 months: Red Robin	1,987	5.4%	90
Went to family restaurant last 6 months: Ruby Tuesday	1,084	3.0%	106
Went to family restaurant last 6 months: Texas Roadhouse	4,060	11.1%	106
Went to family restaurant last 6 months: T.G.I. Friday` s	945	2.6%	87
Went to family restaurant last 6 months: Waffle House	1,791	4.9%	102
Went to family restaurant last 6 months: fast food/drive-in	32,868	90.0%	100
Went to fast food/drive-in restaurant 9+ times/month	14,109	38.6%	102
Spent at fast food restaurant last 30 days: <\$1-10	1,501	4.1%	101
Spent at fast food restaurant last 30 days: \$11-\$20	2,948	8.1%	95
Spent at fast food restaurant last 30 days: \$21-\$40	5,783	15.8%	97
Spent at fast food restaurant last 30 days: \$41-\$50	3,446	9.4%	107
Spent at fast food restaurant last 30 days: \$51-\$100	6,848	18.8%	96
Spent at fast food restaurant last 30 days: \$101-\$200	4,148	11.4%	101
Spent at fast food restaurant last 30 days: \$201+	1,722	4.7%	106
Ordered eat-in fast food in the last 6 months	8,198	22.5%	99

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Ring: 5 mile radius

Latitude: 33.3937  
Longitude: -104.5630

Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Went to fast food restaurant in the last 6 months: eat in	8,198	22.5%	99
Went to fast food restaurant in the last 6 months: home delivery	3,827	10.5%	90
Went to fast food restaurant in the last 6 months: take-out/drive-thru	20,916	57.3%	102
Went to fast food restaurant in the last 6 months: take-out/walk-in	6,822	18.7%	88
Went to fast food restaurant in the last 6 months: breakfast	12,055	33.0%	97
Went to fast food restaurant in the last 6 months: lunch	18,367	50.3%	97
Went to fast food restaurant in the last 6 months: dinner	18,240	50.0%	98
Went to fast food restaurant in the last 6 months: snack	4,329	11.9%	96
Went to fast food restaurant in the last 6 months: weekday	22,515	61.7%	100
Went to fast food restaurant in the last 6 months: weekend	17,599	48.2%	96
Went to fast food restaurant in the last 6 months: A & W	1,007	2.8%	141
Went to fast food restaurant in the last 6 months: Arby's	7,385	20.2%	118
Went to fast food restaurant in the last 6 months: Baskin-Robbins	846	2.3%	71
Went to fast food restaurant in the last 6 months: Boston Market	549	1.5%	73
Went to fast food restaurant in the last 6 months: Burger King	10,779	29.5%	104
Went to fast food restaurant in the last 6 months: Captain D's	1,185	3.2%	109
Went to fast food restaurant in the last 6 months: Carl's Jr.	1,573	4.3%	82
Went to fast food restaurant in the last 6 months: Checkers	904	2.5%	93
Went to fast food restaurant in the last 6 months: Chick-fil-A	9,912	27.2%	90
Went to fast food restaurant in the last 6 months: Chipotle Mex. Grill	3,919	10.7%	75
Went to fast food restaurant in the last 6 months: Chuck E. Cheese's	579	1.6%	111
Went to fast food restaurant in the last 6 months: Church's Fr. Chicken	1,475	4.0%	126
Went to fast food restaurant in the last 6 months: Cold Stone Creamery	806	2.2%	84
Went to fast food restaurant in the last 6 months: Dairy Queen	6,515	17.8%	122
Went to fast food restaurant in the last 6 months: Del Taco	910	2.5%	74
Went to fast food restaurant in the last 6 months: Domino's Pizza	5,346	14.6%	98
Went to fast food restaurant in the last 6 months: Dunkin' Donuts	4,197	11.5%	81
Went to fast food restaurant in the last 6 months: Five Guys	2,767	7.6%	81
Went to fast food restaurant in the last 6 months: Hardee's	2,559	7.0%	133
Went to fast food restaurant in the last 6 months: Jack in the Box	2,246	6.2%	80
Went to fast food restaurant in the last 6 months: Jersey Mike's	1,745	4.8%	87
Went to fast food restaurant in the last 6 months: Jimmy John's	1,962	5.4%	98
Went to fast food restaurant in the last 6 months: KFC	7,537	20.6%	114
Went to fast food restaurant in the last 6 months: Krispy Kreme	2,203	6.0%	93
Went to fast food restaurant in the last 6 months: Little Caesars	5,354	14.7%	123
Went to fast food restaurant in the last 6 months: Long John Silver's	1,253	3.4%	134
Went to fast food restaurant in the last 6 months: McDonald's	19,406	53.2%	103
Went to fast food restaurant in the last 6 months: Panda Express	3,374	9.2%	81
Went to fast food restaurant in the last 6 months: Panera Bread	3,851	10.5%	85
Went to fast food restaurant in the last 6 months: Papa John's	2,751	7.5%	95
Went to fast food restaurant in the last 6 months: Papa Murphy's	1,305	3.6%	93
Went to fast food restaurant in the last 6 months: Pizza Hut	5,512	15.1%	118
Went to fast food restaurant in the last 6 months: Popeyes Chicken	3,803	10.4%	84
Went to fast food restaurant in the last 6 months: Sonic Drive-In	5,148	14.1%	119
Went to fast food restaurant in the last 6 months: Starbucks	5,643	15.5%	80
Went to fast food restaurant in the last 6 months: Steak 'n Shake	1,749	4.8%	125
Went to fast food restaurant in the last 6 months: Subway	8,338	22.8%	108
Went to fast food restaurant in the last 6 months: Taco Bell	10,890	29.8%	106
Went to fast food restaurant in the last 6 months: Wendy's	9,744	26.7%	103
Went to fast food restaurant in the last 6 months: Whataburger	2,765	7.6%	138
Went to fast food restaurant in the last 6 months: White Castle	793	2.2%	84
Went to fast food restaurant in the last 6 months: Wing-Stop	1,157	3.2%	102
Went to fine dining restaurant last month	2,279	6.2%	78
Went to fine dining restaurant 2+ times last month	1,097	3.0%	79

**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.

April 24, 2023