



Restaurant Market Potential

Giddings Texas
78942, Giddings, Texas
Ring: 5 miles radius

Latitude: 30.18163
Longitude: -96.93608

Demographic Summary		2013	2018	
Population		7,573	7,675	
Population 18+		5,396	5,513	
Households		2,503	2,545	
Median Household Income		\$39,321	\$44,512	
Product/Consumer Behavior		Expected Number of Adults	Percent	MPI
Went to family restaurant/steak house in last 6 mo		4,001	74.1%	98
Went to family restaurant/steak house 4+ times/mo		1,520	28.2%	95
Spent at family rest/steak hse last 6 mo: <\$31		498	9.2%	122
Spent at family rest/steak hse last 6 mo: \$31-50		524	9.7%	110
Spent at family rest/steak hse last 6 mo: \$51-100		751	13.9%	94
Spent at family rest/steak hse last 6 mo: \$101-200		588	10.9%	90
Spent at family rest/steak hse last 6 mo: \$201-300		354	6.6%	106
Spent at family rest/steak hse last 6 mo: \$301+		312	5.8%	77
Family restaurant/steak house last 6 mo: breakfast		685	12.7%	99
Family restaurant/steak house last 6 mo: lunch		1,067	19.8%	99
Family restaurant/steak house last 6 mo: dinner		2,486	46.1%	96
Family restaurant/steak house last 6 mo: snack		113	2.1%	119
Family restaurant/steak house last 6 mo: weekday		1,666	30.9%	95
Family restaurant/steak house last 6 mo: weekend		2,332	43.2%	100
Fam rest/steak hse/6 mo: Applebee`s		1,336	24.8%	98
Fam rest/steak hse/6 mo: Buffalo Wild Wings		320	5.9%	90
Fam rest/steak hse/6 mo: California Pizza Kitchen		129	2.4%	68
Fam rest/steak hse/6 mo: Carrabba`s Italian Grill		141	2.6%	81
Fam rest/steak hse/6 mo: The Cheesecake Factory		248	4.6%	66
Fam rest/steak hse/6 mo: Chili`s Grill & Bar		675	12.5%	108
Fam rest/steak hse/6 mo: CiCi`s Pizza		409	7.6%	147
Fam rest/steak hse/6 mo: Cracker Barrel		440	8.2%	86
Fam rest/steak hse/6 mo: Denny`s		648	12.0%	121
Fam rest/steak hse/6 mo: Golden Corral		576	10.7%	135
Fam rest/steak hse/6 mo: IHOP		627	11.6%	101
Fam rest/steak hse/6 mo: LongHorn Steakhouse		150	2.8%	75
Fam rest/steak hse/6 mo: Old Country Buffet		131	2.4%	101
Fam rest/steak hse/6 mo: Olive Garden		877	16.3%	94
Fam rest/steak hse/6 mo: Outback Steakhouse		488	9.0%	89
Fam rest/steak hse/6 mo: Red Lobster		582	10.8%	87
Fam rest/steak hse/6 mo: Red Robin		310	5.7%	94
Fam rest/steak hse/6 mo: Ruby Tuesday		275	5.1%	70
Fam rest/steak hse/6 mo: Texas Roadhouse		305	5.7%	78
Fam rest/steak hse/6 mo: T.G.I. Friday`s		339	6.3%	77
Fam rest/steak hse/6 mo: Waffle House		309	5.7%	104
Went to fast food/drive-in restaurant in last 6 mo		4,884	90.5%	101
Went to fast food/drive-in restaurant 9+ times/mo		2,292	42.5%	105
Spent at fast food/drive-in last 6 mo: <\$11		261	4.8%	103
Spent at fast food/drive-in last 6 mo: \$11-\$20		523	9.7%	121
Spent at fast food/drive-in last 6 mo: \$21-\$40		665	12.3%	105
Spent at fast food/drive-in last 6 mo: \$41-\$50		406	7.5%	96
Spent at fast food/drive-in last 6 mo: \$51-\$100		869	16.1%	96
Spent at fast food/drive-in last 6 mo: \$101-\$200		586	10.9%	92
Spent at fast food/drive-in last 6 mo: \$201+		715	13.3%	111

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 2013 and 2018.



Restaurant Market Potential

Giddings Texas
78942, Giddings, Texas
Ring: 5 miles radius

Latitude: 30.18163
Longitude: -96.93608

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Fast food/drive-in last 6 mo: eat in	2,038	37.8%	104
Fast food/drive-in last 6 mo: home delivery	362	6.7%	86
Fast food/drive-in last 6 mo: take-out/drive-thru	2,710	50.2%	107
Fast food/drive-in last 6 mo: take-out/walk-in	976	18.1%	93
Fast food/drive-in last 6 mo: breakfast	1,799	33.3%	101
Fast food/drive-in last 6 mo: lunch	2,845	52.7%	105
Fast food/drive-in last 6 mo: dinner	2,320	43.0%	97
Fast food/drive-in last 6 mo: snack	618	11.5%	90
Fast food/drive-in last 6 mo: weekday	3,090	57.3%	96
Fast food/drive-in last 6 mo: weekend	2,691	49.9%	108
Fast food/drive-in last 6 mo: A & W	284	5.3%	148
Fast food/drive-in last 6 mo: Arby`s	1,004	18.6%	106
Fast food/drive-in last 6 mo: Baskin-Robbins	140	2.6%	70
Fast food/drive-in last 6 mo: Boston Market	134	2.5%	69
Fast food/drive-in last 6 mo: Burger King	1,976	36.6%	111
Fast food/drive-in last 6 mo: Carl`s Jr.	343	6.4%	106
Fast food/drive-in last 6 mo: Checkers	186	3.4%	111
Fast food/drive-in last 6 mo: Chick-fil-A	848	15.7%	104
Fast food/drive-in last 6 mo: Chipotle Mex. Grill	338	6.3%	75
Fast food/drive-in last 6 mo: Chuck E. Cheese`s	183	3.4%	91
Fast food/drive-in last 6 mo: Church`s Fr. Chicken	274	5.1%	131
Fast food/drive-in last 6 mo: Cold Stone Creamery	198	3.7%	98
Fast food/drive-in last 6 mo: Dairy Queen	878	16.3%	111
Fast food/drive-in last 6 mo: Domino`s Pizza	704	13.0%	107
Fast food/drive-in last 6 mo: Dunkin` Donuts	461	8.5%	76
Fast food/drive-in last 6 mo: Jack in the Box	643	11.9%	127
Fast food/drive-in last 6 mo: KFC	1,314	24.4%	100
Fast food/drive-in last 6 mo: Krispy Kreme	232	4.3%	108
Fast food/drive-in last 6 mo: Little Caesars	783	14.5%	138
Fast food/drive-in last 6 mo: Long John Silver`s	280	5.2%	94
Fast food/drive-in last 6 mo: McDonald`s	3,265	60.5%	107
Fast food/drive-in last 6 mo: Panera Bread	442	8.2%	80
Fast food/drive-in last 6 mo: Papa John`s	438	8.1%	88
Fast food/drive-in last 6 mo: Papa Murphy`s	225	4.2%	97
Fast food/drive-in last 6 mo: Pizza Hut	1,349	25.0%	125
Fast food/drive-in last 6 mo: Popeyes Chicken	377	7.0%	94
Fast food/drive-in last 6 mo: Quiznos	255	4.7%	92
Fast food/drive-in last 6 mo: Sonic Drive-In	689	12.8%	111
Fast food/drive-in last 6 mo: Starbucks	638	11.8%	83
Fast food/drive-in last 6 mo: Steak `n Shake	244	4.5%	95
Fast food/drive-in last 6 mo: Subway	1,797	33.3%	103
Fast food/drive-in last 6 mo: Taco Bell	1,823	33.8%	106
Fast food/drive-in last 6 mo: Wendy`s	1,557	28.9%	103
Fast food/drive-in last 6 mo: White Castle	113	2.1%	56

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 2013 and 2018.



Restaurant Market Potential

Giddings Texas
78942, Giddings, Texas
Ring: 15 miles radius

Latitude: 30.18163
Longitude: -96.93608

Demographic Summary		2013	2018	
Population		16,206	16,580	
Population 18+		12,343	12,749	
Households		6,105	6,268	
Median Household Income		\$44,492	\$52,005	
Product/Consumer Behavior		Expected Number of Adults	Percent	MPI
Went to family restaurant/steak house in last 6 mo		9,009	73.0%	96
Went to family restaurant/steak house 4+ times/mo		3,373	27.3%	92
Spent at family rest/steak hse last 6 mo: <\$31		1,198	9.7%	129
Spent at family rest/steak hse last 6 mo: \$31-50		1,254	10.2%	115
Spent at family rest/steak hse last 6 mo: \$51-100		1,742	14.1%	96
Spent at family rest/steak hse last 6 mo: \$101-200		1,277	10.3%	86
Spent at family rest/steak hse last 6 mo: \$201-300		742	6.0%	97
Spent at family rest/steak hse last 6 mo: \$301+		667	5.4%	72
Family restaurant/steak house last 6 mo: breakfast		1,505	12.2%	95
Family restaurant/steak house last 6 mo: lunch		2,554	20.7%	104
Family restaurant/steak house last 6 mo: dinner		5,637	45.7%	95
Family restaurant/steak house last 6 mo: snack		214	1.7%	98
Family restaurant/steak house last 6 mo: weekday		3,955	32.0%	98
Family restaurant/steak house last 6 mo: weekend		5,102	41.3%	96
Fam rest/steak hse/6 mo: Applebee`s		3,114	25.2%	100
Fam rest/steak hse/6 mo: Buffalo Wild Wings		585	4.7%	72
Fam rest/steak hse/6 mo: California Pizza Kitchen		207	1.7%	48
Fam rest/steak hse/6 mo: Carrabba`s Italian Grill		307	2.5%	77
Fam rest/steak hse/6 mo: The Cheesecake Factory		564	4.6%	66
Fam rest/steak hse/6 mo: Chili`s Grill & Bar		1,228	9.9%	86
Fam rest/steak hse/6 mo: CiCi`s Pizza		757	6.1%	119
Fam rest/steak hse/6 mo: Cracker Barrel		1,201	9.7%	102
Fam rest/steak hse/6 mo: Denny`s		1,189	9.6%	97
Fam rest/steak hse/6 mo: Golden Corral		1,072	8.7%	110
Fam rest/steak hse/6 mo: IHOP		1,144	9.3%	80
Fam rest/steak hse/6 mo: LongHorn Steakhouse		400	3.2%	87
Fam rest/steak hse/6 mo: Old Country Buffet		245	2.0%	82
Fam rest/steak hse/6 mo: Olive Garden		1,846	15.0%	87
Fam rest/steak hse/6 mo: Outback Steakhouse		1,047	8.5%	84
Fam rest/steak hse/6 mo: Red Lobster		1,354	11.0%	88
Fam rest/steak hse/6 mo: Red Robin		624	5.1%	82
Fam rest/steak hse/6 mo: Ruby Tuesday		786	6.4%	87
Fam rest/steak hse/6 mo: Texas Roadhouse		680	5.5%	76
Fam rest/steak hse/6 mo: T.G.I. Friday`s		641	5.2%	64
Fam rest/steak hse/6 mo: Waffle House		722	5.8%	107
Went to fast food/drive-in restaurant in last 6 mo		11,089	89.8%	100
Went to fast food/drive-in restaurant 9+ times/mo		4,653	37.7%	93
Spent at fast food/drive-in last 6 mo: <\$11		645	5.2%	111
Spent at fast food/drive-in last 6 mo: \$11-\$20		1,173	9.5%	118
Spent at fast food/drive-in last 6 mo: \$21-\$40		1,591	12.9%	110
Spent at fast food/drive-in last 6 mo: \$41-\$50		1,014	8.2%	105
Spent at fast food/drive-in last 6 mo: \$51-\$100		2,057	16.7%	99
Spent at fast food/drive-in last 6 mo: \$101-\$200		1,301	10.5%	89
Spent at fast food/drive-in last 6 mo: \$201+		1,402	11.4%	95

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 2013 and 2018.



Restaurant Market Potential

Giddings Texas
78942, Giddings, Texas
Ring: 15 miles radius

Latitude: 30.18163
Longitude: -96.93608

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Fast food/drive-in last 6 mo: eat in	4,634	37.5%	104
Fast food/drive-in last 6 mo: home delivery	695	5.6%	73
Fast food/drive-in last 6 mo: take-out/drive-thru	5,938	48.1%	102
Fast food/drive-in last 6 mo: take-out/walk-in	2,058	16.7%	85
Fast food/drive-in last 6 mo: breakfast	4,039	32.7%	99
Fast food/drive-in last 6 mo: lunch	6,419	52.0%	103
Fast food/drive-in last 6 mo: dinner	5,168	41.9%	95
Fast food/drive-in last 6 mo: snack	1,366	11.1%	87
Fast food/drive-in last 6 mo: weekday	7,221	58.5%	99
Fast food/drive-in last 6 mo: weekend	5,506	44.6%	96
Fast food/drive-in last 6 mo: A & W	626	5.1%	143
Fast food/drive-in last 6 mo: Arby`s	2,410	19.5%	111
Fast food/drive-in last 6 mo: Baskin-Robbins	274	2.2%	60
Fast food/drive-in last 6 mo: Boston Market	252	2.0%	57
Fast food/drive-in last 6 mo: Burger King	4,163	33.7%	102
Fast food/drive-in last 6 mo: Carl`s Jr.	522	4.2%	70
Fast food/drive-in last 6 mo: Checkers	370	3.0%	96
Fast food/drive-in last 6 mo: Chick-fil-A	1,776	14.4%	96
Fast food/drive-in last 6 mo: Chipotle Mex. Grill	553	4.5%	54
Fast food/drive-in last 6 mo: Chuck E. Cheese`s	339	2.7%	73
Fast food/drive-in last 6 mo: Church`s Fr. Chicken	509	4.1%	106
Fast food/drive-in last 6 mo: Cold Stone Creamery	363	2.9%	79
Fast food/drive-in last 6 mo: Dairy Queen	2,422	19.6%	134
Fast food/drive-in last 6 mo: Domino`s Pizza	1,217	9.9%	81
Fast food/drive-in last 6 mo: Dunkin` Donuts	863	7.0%	62
Fast food/drive-in last 6 mo: Jack in the Box	988	8.0%	85
Fast food/drive-in last 6 mo: KFC	2,973	24.1%	99
Fast food/drive-in last 6 mo: Krispy Kreme	522	4.2%	106
Fast food/drive-in last 6 mo: Little Caesars	1,364	11.1%	105
Fast food/drive-in last 6 mo: Long John Silver`s	778	6.3%	114
Fast food/drive-in last 6 mo: McDonald`s	7,074	57.3%	101
Fast food/drive-in last 6 mo: Panera Bread	791	6.4%	62
Fast food/drive-in last 6 mo: Papa John`s	785	6.4%	69
Fast food/drive-in last 6 mo: Papa Murphy`s	521	4.2%	98
Fast food/drive-in last 6 mo: Pizza Hut	2,886	23.4%	117
Fast food/drive-in last 6 mo: Popeyes Chicken	678	5.5%	74
Fast food/drive-in last 6 mo: Quiznos	512	4.1%	80
Fast food/drive-in last 6 mo: Sonic Drive-In	1,467	11.9%	103
Fast food/drive-in last 6 mo: Starbucks	1,188	9.6%	67
Fast food/drive-in last 6 mo: Steak `n Shake	476	3.9%	81
Fast food/drive-in last 6 mo: Subway	4,143	33.6%	104
Fast food/drive-in last 6 mo: Taco Bell	3,755	30.4%	96
Fast food/drive-in last 6 mo: Wendy`s	3,433	27.8%	100
Fast food/drive-in last 6 mo: White Castle	244	2.0%	53

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 2013 and 2018.



Restaurant Market Potential

Giddings Texas
78942, Giddings, Texas
Ring: 30 miles radius

Latitude: 30.18163
Longitude: -96.93608

Demographic Summary		2013	2018	
Population		108,451	111,646	
Population 18+		83,769	87,062	
Households		41,117	42,455	
Median Household Income		\$49,474	\$57,458	
Product/Consumer Behavior		Expected Number of Adults	Percent	MPI
Went to family restaurant/steak house in last 6 mo		62,178	74.2%	98
Went to family restaurant/steak house 4+ times/mo		24,303	29.0%	98
Spent at family rest/steak hse last 6 mo: <\$31		7,407	8.8%	117
Spent at family rest/steak hse last 6 mo: \$31-50		8,220	9.8%	111
Spent at family rest/steak hse last 6 mo: \$51-100		12,205	14.6%	99
Spent at family rest/steak hse last 6 mo: \$101-200		9,148	10.9%	91
Spent at family rest/steak hse last 6 mo: \$201-300		4,949	5.9%	96
Spent at family rest/steak hse last 6 mo: \$301+		5,054	6.0%	81
Family restaurant/steak house last 6 mo: breakfast		9,911	11.8%	92
Family restaurant/steak house last 6 mo: lunch		17,607	21.0%	105
Family restaurant/steak house last 6 mo: dinner		39,460	47.1%	98
Family restaurant/steak house last 6 mo: snack		1,322	1.6%	90
Family restaurant/steak house last 6 mo: weekday		27,232	32.5%	100
Family restaurant/steak house last 6 mo: weekend		35,414	42.3%	98
Fam rest/steak hse/6 mo: Applebee`s		21,633	25.8%	102
Fam rest/steak hse/6 mo: Buffalo Wild Wings		4,364	5.2%	79
Fam rest/steak hse/6 mo: California Pizza Kitchen		1,123	1.3%	38
Fam rest/steak hse/6 mo: Carrabba`s Italian Grill		2,104	2.5%	78
Fam rest/steak hse/6 mo: The Cheesecake Factory		3,539	4.2%	61
Fam rest/steak hse/6 mo: Chili`s Grill & Bar		8,958	10.7%	93
Fam rest/steak hse/6 mo: CiCi`s Pizza		5,598	6.7%	129
Fam rest/steak hse/6 mo: Cracker Barrel		9,944	11.9%	125
Fam rest/steak hse/6 mo: Denny`s		7,235	8.6%	87
Fam rest/steak hse/6 mo: Golden Corral		8,097	9.7%	122
Fam rest/steak hse/6 mo: IHOP		8,250	9.8%	85
Fam rest/steak hse/6 mo: LongHorn Steakhouse		3,443	4.1%	111
Fam rest/steak hse/6 mo: Old Country Buffet		1,564	1.9%	78
Fam rest/steak hse/6 mo: Olive Garden		13,308	15.9%	92
Fam rest/steak hse/6 mo: Outback Steakhouse		7,552	9.0%	89
Fam rest/steak hse/6 mo: Red Lobster		10,436	12.5%	100
Fam rest/steak hse/6 mo: Red Robin		3,916	4.7%	76
Fam rest/steak hse/6 mo: Ruby Tuesday		6,344	7.6%	103
Fam rest/steak hse/6 mo: Texas Roadhouse		5,769	6.9%	95
Fam rest/steak hse/6 mo: T.G.I. Friday`s		4,571	5.5%	67
Fam rest/steak hse/6 mo: Waffle House		6,460	7.7%	141
Went to fast food/drive-in restaurant in last 6 mo		75,640	90.3%	101
Went to fast food/drive-in restaurant 9+ times/mo		33,592	40.1%	99
Spent at fast food/drive-in last 6 mo: <\$11		3,779	4.5%	96
Spent at fast food/drive-in last 6 mo: \$11-\$20		7,240	8.6%	107
Spent at fast food/drive-in last 6 mo: \$21-\$40		10,598	12.7%	108
Spent at fast food/drive-in last 6 mo: \$41-\$50		7,103	8.5%	108
Spent at fast food/drive-in last 6 mo: \$51-\$100		14,266	17.0%	101
Spent at fast food/drive-in last 6 mo: \$101-\$200		9,554	11.4%	96
Spent at fast food/drive-in last 6 mo: \$201+		10,291	12.3%	103

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 2013 and 2018.



Restaurant Market Potential

Giddings Texas
78942, Giddings, Texas
Ring: 30 miles radius

Latitude: 30.18163
Longitude: -96.93608

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Fast food/drive-in last 6 mo: eat in	31,870	38.0%	105
Fast food/drive-in last 6 mo: home delivery	5,461	6.5%	84
Fast food/drive-in last 6 mo: take-out/drive-thru	41,697	49.8%	106
Fast food/drive-in last 6 mo: take-out/walk-in	14,265	17.0%	87
Fast food/drive-in last 6 mo: breakfast	28,757	34.3%	104
Fast food/drive-in last 6 mo: lunch	44,404	53.0%	105
Fast food/drive-in last 6 mo: dinner	37,330	44.6%	101
Fast food/drive-in last 6 mo: snack	9,334	11.1%	87
Fast food/drive-in last 6 mo: weekday	51,265	61.2%	103
Fast food/drive-in last 6 mo: weekend	37,479	44.7%	97
Fast food/drive-in last 6 mo: A & W	3,585	4.3%	120
Fast food/drive-in last 6 mo: Arby`s	17,817	21.3%	121
Fast food/drive-in last 6 mo: Baskin-Robbins	1,968	2.3%	63
Fast food/drive-in last 6 mo: Boston Market	1,609	1.9%	53
Fast food/drive-in last 6 mo: Burger King	28,246	33.7%	102
Fast food/drive-in last 6 mo: Carl`s Jr.	2,715	3.2%	54
Fast food/drive-in last 6 mo: Checkers	2,431	2.9%	93
Fast food/drive-in last 6 mo: Chick-fil-A	13,827	16.5%	110
Fast food/drive-in last 6 mo: Chipotle Mex. Grill	3,423	4.1%	49
Fast food/drive-in last 6 mo: Chuck E. Cheese`s	2,354	2.8%	75
Fast food/drive-in last 6 mo: Church`s Fr. Chicken	3,584	4.3%	110
Fast food/drive-in last 6 mo: Cold Stone Creamery	2,225	2.7%	71
Fast food/drive-in last 6 mo: Dairy Queen	16,695	19.9%	136
Fast food/drive-in last 6 mo: Domino`s Pizza	8,874	10.6%	87
Fast food/drive-in last 6 mo: Dunkin` Donuts	5,736	6.8%	61
Fast food/drive-in last 6 mo: Jack in the Box	5,526	6.6%	70
Fast food/drive-in last 6 mo: KFC	21,788	26.0%	106
Fast food/drive-in last 6 mo: Krispy Kreme	4,015	4.8%	120
Fast food/drive-in last 6 mo: Little Caesars	8,764	10.5%	100
Fast food/drive-in last 6 mo: Long John Silver`s	5,887	7.0%	128
Fast food/drive-in last 6 mo: McDonald`s	49,081	58.6%	103
Fast food/drive-in last 6 mo: Panera Bread	5,396	6.4%	63
Fast food/drive-in last 6 mo: Papa John`s	6,849	8.2%	89
Fast food/drive-in last 6 mo: Papa Murphy`s	3,324	4.0%	92
Fast food/drive-in last 6 mo: Pizza Hut	20,008	23.9%	120
Fast food/drive-in last 6 mo: Popeyes Chicken	5,376	6.4%	86
Fast food/drive-in last 6 mo: Quiznos	3,429	4.1%	79
Fast food/drive-in last 6 mo: Sonic Drive-In	11,999	14.3%	125
Fast food/drive-in last 6 mo: Starbucks	7,953	9.5%	66
Fast food/drive-in last 6 mo: Steak `n Shake	3,636	4.3%	91
Fast food/drive-in last 6 mo: Subway	28,454	34.0%	105
Fast food/drive-in last 6 mo: Taco Bell	27,411	32.7%	103
Fast food/drive-in last 6 mo: Wendy`s	24,582	29.3%	105
Fast food/drive-in last 6 mo: White Castle	2,122	2.5%	68

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 2013 and 2018.