

MARKET POTENTIAL - FAST FOOD & DRIVE-INS

2017 Estimates

Calculated using Weighted Block Centroid from Block Groups



Lat/Lon: 33.3048/-111.9120

MRI FAST

Your Site	1 mi radius		3 mi radius		5 mi radius	
Anytown, USA						
Estimated Population	13,458		80,408		251,880	
Adult Population 18 Years and Over	10,175	75.6%	62,328	77.5%	193,738	76.9%
Breakfast	3,834	37.7%	22,570	36.2%	67,963	35.1%
Lunch	5,855	57.5%	34,760	55.8%	105,376	54.4%
Snacks	1,216	11.9%	7,612	12.2%	23,833	12.3%
Supper And Dinner	5,112	50.2%	30,260	48.5%	92,554	47.8%
Weekdays	6,696	65.8%	39,774	63.8%	120,503	62.2%
Weekends	5,051	49.6%	30,411	48.8%	93,734	48.4%
Eat-In	4,133	40.6%	24,765	39.7%	75,383	38.9%
Home Delivery	860	8.5%	5,054	8.1%	16,282	8.4%
Take-Out - Drive-Thru	5,396	53.0%	31,484	50.5%	96,831	50.0%
Take-Out - Walk-In	2,166	21.3%	13,191	21.2%	39,806	20.5%
Burgers And Hot Dogs	7,988	78.5%	47,336	75.9%	148,236	76.5%
Chicken	5,217	51.3%	30,067	48.2%	91,934	47.5%
Mexican	4,688	46.1%	27,718	44.5%	86,435	44.6%
Pizza And Pasta	4,573	44.9%	26,128	41.9%	84,115	43.4%
Sandwich	5,720	56.2%	34,142	54.8%	102,270	52.8%
Seafood	786	7.7%	4,146	6.7%	13,612	7.0%
Snack	3,346	32.9%	21,287	34.2%	62,187	32.1%
Visited In Last 6 Months	9,471	93.1%	57,423	92.1%	177,974	91.9%
A & W	205	2.0%	1,210	1.9%	4,060	2.1%
Arby's	1,963	19.3%	10,681	17.1%	33,140	17.1%
Au Bon Pain	97	1.0%	757	1.2%	1,985	1.0%
Baja Fresh Mexican Grill	160	1.6%	1,208	1.9%	3,343	1.7%
Baskin-Robbins	376	3.7%	2,491	4.0%	7,270	3.8%
Ben & Jerry's	84	0.8%	654	1.0%	1,814	0.9%
Blimpie Subs & Salads	81	0.8%	526	0.8%	1,345	0.7%
Bojangles'	400	3.9%	2,125	3.4%	6,297	3.3%
Boston Market	373	3.7%	2,378	3.8%	6,783	3.5%
Burger King	3,098	30.4%	17,953	28.8%	56,793	29.3%
Captain D's	387	3.8%	1,950	3.1%	6,146	3.2%
Carl's Jr.	559	5.5%	3,413	5.5%	11,331	5.8%
Checkers	266	2.6%	1,548	2.5%	5,094	2.6%
Chick-Fil-A	3,032	29.8%	16,844	27.0%	48,913	25.2%
Chipotle Mexican Grill	1,319	13.0%	8,607	13.8%	24,608	12.7%
Chuck E Cheese	295	2.9%	1,618	2.6%	5,583	2.9%
Church's Chicken	283	2.8%	1,546	2.5%	6,059	3.1%
Cold Stone Creamery	336	3.3%	2,253	3.6%	6,577	3.4%
Dairy Queen	1,616	15.9%	9,063	14.5%	28,637	14.8%
Del Taco	369	3.6%	2,267	3.6%	7,869	4.1%

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Visited In Last 6 Months cont.						
Domino's Pizza	1,344	13.2%	7,865	12.6%	25,017	12.9%
Dunkin' Donuts	1,176	11.6%	7,744	12.4%	22,002	11.4%
Einstein Bros.	252	2.5%	1,579	2.5%	4,346	2.2%
El Pollo Loco	256	2.5%	1,657	2.7%	5,780	3.0%
Fazoli's	152	1.5%	714	1.1%	2,209	1.1%
Fuddruckers	217	2.1%	1,307	2.1%	3,900	2.0%
Godfather's Pizza	81	0.8%	477	0.8%	1,423	0.7%
Hardee's	559	5.5%	3,089	5.0%	9,164	4.7%
Jack in the Box	950	9.3%	5,472	8.8%	18,824	9.7%
KFC	2,120	20.8%	12,363	19.8%	39,033	20.1%
Krispy Kreme Doughnuts	578	5.7%	3,266	5.2%	10,008	5.2%
Krystal	291	2.9%	1,491	2.4%	4,556	2.4%
Little Caesars	1,290	12.7%	7,071	11.3%	24,544	12.7%
Long John Silver's	463	4.5%	2,499	4.0%	8,570	4.4%
McDonald's	5,665	55.7%	33,521	53.8%	105,537	54.5%
Orange Julius	106	1.0%	582	0.9%	1,749	0.9%
Panera Bread	1,573	15.5%	9,962	16.0%	27,683	14.3%
Papa John's	1,203	11.8%	6,770	10.9%	20,405	10.5%
Papa Murphy's	551	5.4%	3,065	4.9%	9,388	4.8%
Pizza Hut	2,135	21.0%	11,784	18.9%	38,830	20.0%
Pizza Inn	60	0.6%	340	0.5%	1,220	0.6%
Popeyes Chicken	893	8.8%	5,006	8.0%	15,543	8.0%
Quiznos	366	3.6%	2,381	3.8%	6,958	3.6%
Rally's	97	1.0%	501	0.8%	1,813	0.9%
Round Table Pizza	127	1.2%	875	1.4%	2,507	1.3%
Sbarro	188	1.8%	1,035	1.7%	3,113	1.6%
Schlotzsky's Deli	337	3.3%	1,754	2.8%	5,176	2.7%
Sonic Drive-In	1,343	13.2%	7,455	12.0%	24,005	12.4%
Starbucks	1,867	18.3%	12,082	19.4%	34,829	18.0%
Steak 'n Shake	761	7.5%	4,045	6.5%	12,314	6.4%
Subway	3,723	36.6%	22,067	35.4%	67,220	34.7%
Taco Bell	3,511	34.5%	20,015	32.1%	64,158	33.1%
Taco John's	171	1.7%	938	1.5%	2,922	1.5%
Taco Time	163	1.6%	928	1.5%	3,001	1.5%
TCBY	58	0.6%	394	0.6%	1,069	0.6%
Wendy's	3,103	30.5%	18,211	29.2%	55,884	28.8%
Whataburger	608	6.0%	3,260	5.2%	11,533	6.0%
White Castle	290	2.8%	1,634	2.6%	5,008	2.6%
Wienerschnitzel	103	1.0%	605	1.0%	2,227	1.1%
Wing-Stop	183	1.8%	1,027	1.6%	3,560	1.8%
Zaxby's	794	7.8%	4,057	6.5%	11,363	5.9%

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