

## Restaurant Market Potential

21 Main St, Warrenton, Virginia, 20186 2  
 21 Main St, Warrenton, Virginia, 20186  
 Ring: 5 mile radius

Prepared by Esri  
 Latitude: 38.71383  
 Longitude: -77.79488

Demographic Summary		2025	2030
Population		27,272	27,935
Population 18+		21,495	22,234
Households		10,131	10,417
Median Household Income		\$123,224	\$138,610
Product/Consumer Behavior		Expected Number of	
		Adults	MPI
Went to Family Restaurant/Steak House/6 Mo		16,164	103
Went to Family Restaurant/Steak House 4+ Times/30 Days		5,286	101
Spent \$1-30 at Family Restaurant/Steak House/30 Days		1,116	97
Spent \$31-50 at Family Restaurant/Steak House/30 Days		1,779	99
Spent \$51-100 at Family Restaurant/Steak House/30 Days		3,637	102
Spent \$101-200 at Family Restaurant/Steak House/30 Days		3,010	111
Spent \$201+ at Family Restaurant/Steak House/30 Days		1,819	111
Spent \$1-100 at Fine Dining Restaurants/30 Days		951	124
Spent \$101-200 at Fine Dining Restaurants/30 Days		915	133
Spent \$201+ at Fine Dining Restaurants/30 Days		952	139
Went for Breakfast at Family Restaurant/Steak House/6 Mo		2,901	105
Went for Lunch at Family Restaurant/Steak House/6 Mo		4,193	101
Went for Dinner at Family Restaurant/Steak House/6 Mo		10,960	108
Went for Snacks at Family Restaurant/Steak House/6 Mo		309	82
Went on Weekday to Family Restaurant/Steak House/6 Mo		7,660	109
Went on Weekend to Family Restaurant/Steak House/6 Mo		9,076	102
Went to Applebee's/6 Mo		2,940	88
Went to Bob Evans/6 Mo		497	86
Went to Buffalo Wild Wings/6 Mo		1,710	88
Went to California Pizza Kitchen/6 Mo		313	82
Went to Carrabba's/6 Mo		551	116
Went to The Cheesecake Factory/6 Mo		1,592	100
Went to Chili's Grill & Bar/6 Mo		2,032	95
Went to Cracker Barrel/6 Mo		2,399	97
Went to Denny's/6 Mo		1,175	82
Went to Golden Corral/6 Mo		722	68
Went to IHOP/6 Mo		1,545	93
Went to Logan's Roadhouse/6 Mo		269	60
Went to Longhorn Steakhouse/6 Mo		1,657	111
Went to Olive Garden/6 Mo		3,582	102
Went to Outback Steakhouse/6 Mo		1,733	100
Went to Red Lobster/6 Mo		1,456	89
Went to Red Robin/6 Mo		1,383	123
Went to Ruby Tuesday/6 Mo		325	87
Went to Texas Roadhouse/6 Mo		3,144	102
Went to T.G.I. Friday's/6 Mo		478	91
Went to Waffle House/6 Mo		870	70
Went to Fast Food/Drive-In Restaurant/6 Mo		19,647	100
Went to Fast Food/Drive-In Rest 9+ Times/30 Days		7,590	89
Spent \$1-10 at Fast Food Restaurant/30 Days		732	117
Spent \$11-20 at Fast Food Restaurant/30 Days		1,989	118
Spent \$21-40 at Fast Food Restaurant/30 Days		3,244	97
Spent \$41-50 at Fast Food Restaurant/30 Days		1,996	104
Spent \$51-100 at Fast Food Restaurant/30 Days		4,374	95
Spent \$101-200 at Fast Food Restaurant/30 Days		2,596	91
Spent \$201+ at Fast Food Restaurant/30 Days		1,279	90
Ordered Eat-In Fast Food/6 Mo		7,109	99

**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 2025 and 2030.

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Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Ordered Home Delivery Fast Food/6 Mo	2,192	10.2%	83
Take-Out/Drive-Thru/Curbside Fast Food/6 Mo	10,537	49.0%	101
Ordered Take-Out/Walk-In Fast Food/6 Mo	5,239	24.4%	106
Bought Breakfast at Fast Food Restaurant/6 Mo	7,433	34.6%	96
Bought Lunch at Fast Food Restaurant/6 Mo	11,452	53.3%	100
Bought Dinner at Fast Food Restaurant/6 Mo	11,312	52.6%	98
Bought Snack at Fast Food Restaurant/6 Mo	2,921	13.6%	98
Bought from Fast Food Restaurant on Weekday/6 Mo	14,409	67.0%	103
Bought from Fast Food Restaurant on Weekend/6 Mo	10,792	50.2%	96
Bought A&W/6 Mo	371	1.7%	79
Bought Arby's/6 Mo	3,619	16.8%	94
Bought Baskin-Robbins/6 Mo	629	2.9%	86
Bought Boston Market/6 Mo	284	1.3%	95
Bought Burger King/6 Mo	4,991	23.2%	88
Bought Captain D's/6 Mo	319	1.5%	53
Bought Carl's Jr./6 Mo	657	3.1%	69
Bought Checkers/6 Mo	357	1.7%	69
Bought Chick-Fil-A/6 Mo	7,518	35.0%	103
Bought Chipotle Mexican Grill/6 Mo	4,073	18.9%	109
Bought Chuck E. Cheese's/6 Mo	226	1.1%	61
Bought Church's Fried Chicken/6 Mo	324	1.5%	51
Bought Cold Stone Creamery/6 Mo	619	2.9%	100
Bought Dairy Queen/6 Mo	3,292	15.3%	97
Bought Del Taco/6 Mo	565	2.6%	73
Bought Domino's Pizza/6 Mo	3,198	14.9%	88
Bought Dunkin' Donuts/6 Mo	3,690	17.2%	121
Bought Five Guys/6 Mo	2,544	11.8%	118
Bought Hardee's/6 Mo	611	2.8%	60
Bought Jack in the Box/6 Mo	994	4.6%	68
Bought Jersey Mike's/6 Mo	2,506	11.7%	123
Bought Jimmy John's/6 Mo	1,521	7.1%	118
Bought KFC/6 Mo	2,799	13.0%	76
Bought Krispy Kreme Doughnuts/6 Mo	1,119	5.2%	84
Bought Little Caesars/6 Mo	1,849	8.6%	67
Bought Long John Silver's/6 Mo	330	1.5%	62
Bought McDonald's/6 Mo	9,890	46.0%	92
Bought Panda Express/6 Mo	2,407	11.2%	83
Bought Panera Bread/6 Mo	3,572	16.6%	125
Bought Papa John's/6 Mo	1,588	7.4%	93
Bought Papa Murphy's/6 Mo	931	4.3%	135
Bought Pizza Hut/6 Mo	1,866	8.7%	71
Bought Popeyes Chicken/6 Mo	2,330	10.8%	85
Bought Sonic Drive-In/6 Mo	1,788	8.3%	76
Bought Starbucks/6 Mo	4,853	22.6%	105
Bought Steak 'N Shake/6 Mo	513	2.4%	83
Bought Subway/6 Mo	4,242	19.7%	87
Bought Taco Bell/6 Mo	5,310	24.7%	88
Bought Wendy's/6 Mo	5,388	25.1%	94
Bought Whataburger/6 Mo	1,110	5.2%	83
Bought White Castle/6 Mo	460	2.1%	86
Bought Wing-Stop/6 Mo	544	2.5%	66

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Went to Fine Dining Restaurant/6 Mo	4,441	20.7%	125
Went to Fine Dining Restaurant/30 Days	3,451	16.1%	129
Went to Fine Dining Restaurant 2+ Times/30 Days	1,705	7.9%	130
Used DoorDash Site/App for Take-Out/Del/30 Days	2,395	11.1%	88
Used Grubhub Site/App for Take-Out/Del/30 Days	883	4.1%	96
Used Postmates Site/App for Take-Out/Del/30 Days	118	0.6%	63
Used Restrnt Site/App for Take-Out/Del/30 Days	4,886	22.7%	109
Used Uber Eats Site/App for Take-Out/Del/30 Days	1,362	6.3%	86
Used Yelp Site/App for Take-Out/Del/30 Days	228	1.1%	104

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Demographic Summary		2025	2030
Population		69,024	72,813
Population 18+		53,552	57,023
Households		24,375	25,783
Median Household Income		\$138,592	\$156,172
		Expected Number of	
Product/Consumer Behavior	Adults	Percent	MPI
Went to Family Restaurant/Steak House/6 Mo	40,442	75.5%	104
Went to Family Restaurant/Steak House 4+ Times/30 Days	13,450	25.1%	103
Spent \$1-30 at Family Restaurant/Steak House/30 Days	2,606	4.9%	91
Spent \$31-50 at Family Restaurant/Steak House/30 Days	4,308	8.0%	96
Spent \$51-100 at Family Restaurant/Steak House/30 Days	9,041	16.9%	102
Spent \$101-200 at Family Restaurant/Steak House/30 Days	7,658	14.3%	113
Spent \$201+ at Family Restaurant/Steak House/30 Days	4,872	9.1%	120
Spent \$1-100 at Fine Dining Restaurants/30 Days	2,328	4.3%	122
Spent \$101-200 at Fine Dining Restaurants/30 Days	2,323	4.3%	135
Spent \$201+ at Fine Dining Restaurants/30 Days	2,548	4.8%	149
Went for Breakfast at Family Restaurant/Steak House/6 Mo	7,275	13.6%	106
Went for Lunch at Family Restaurant/Steak House/6 Mo	10,572	19.7%	102
Went for Dinner at Family Restaurant/Steak House/6 Mo	27,501	51.4%	109
Went for Snacks at Family Restaurant/Steak House/6 Mo	777	1.4%	83
Went on Weekday to Family Restaurant/Steak House/6 Mo	19,212	35.9%	110
Went on Weekend to Family Restaurant/Steak House/6 Mo	23,020	43.0%	104
Went to Applebee`s/6 Mo	7,093	13.3%	85
Went to Bob Evans/6 Mo	1,200	2.2%	84
Went to Buffalo Wild Wings/6 Mo	4,319	8.1%	89
Went to California Pizza Kitchen/6 Mo	965	1.8%	102
Went to Carrabba`s/6 Mo	1,407	2.6%	119
Went to The Cheesecake Factory/6 Mo	4,264	8.0%	107
Went to Chili`s Grill & Bar/6 Mo	5,252	9.8%	98
Went to Cracker Barrel/6 Mo	6,016	11.2%	98
Went to Denny`s/6 Mo	2,904	5.4%	81
Went to Golden Corral/6 Mo	1,847	3.5%	70
Went to IHOP/6 Mo	4,097	7.7%	99
Went to Logan`s Roadhouse/6 Mo	750	1.4%	67
Went to Longhorn Steakhouse/6 Mo	4,000	7.5%	107
Went to Olive Garden/6 Mo	8,986	16.8%	103
Went to Outback Steakhouse/6 Mo	4,369	8.2%	102
Went to Red Lobster/6 Mo	3,728	7.0%	91
Went to Red Robin/6 Mo	3,443	6.4%	123
Went to Ruby Tuesday/6 Mo	795	1.5%	86
Went to Texas Roadhouse/6 Mo	7,851	14.7%	102
Went to T.G.I. Friday`s/6 Mo	1,147	2.1%	88
Went to Waffle House/6 Mo	2,312	4.3%	75
Went to Fast Food/Drive-In Restaurant/6 Mo	49,089	91.7%	100
Went to Fast Food/Drive-In Rest 9+ Times/30 Days	19,392	36.2%	91
Spent \$1-10 at Fast Food Restaurant/30 Days	1,722	3.2%	111
Spent \$11-20 at Fast Food Restaurant/30 Days	4,771	8.9%	114
Spent \$21-40 at Fast Food Restaurant/30 Days	8,026	15.0%	97
Spent \$41-50 at Fast Food Restaurant/30 Days	4,954	9.3%	103
Spent \$51-100 at Fast Food Restaurant/30 Days	11,096	20.7%	97
Spent \$101-200 at Fast Food Restaurant/30 Days	6,689	12.5%	94
Spent \$201+ at Fast Food Restaurant/30 Days	3,472	6.5%	98
Ordered Eat-In Fast Food/6 Mo	17,904	33.4%	101

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Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Ordered Home Delivery Fast Food/6 Mo	5,595	10.4%	85
Take-Out/Drive-Thru/Curbside Fast Food/6 Mo	26,611	49.7%	102
Ordered Take-Out/Walk-In Fast Food/6 Mo	13,061	24.4%	107
Bought Breakfast at Fast Food Restaurant/6 Mo	18,669	34.9%	97
Bought Lunch at Fast Food Restaurant/6 Mo	29,009	54.2%	102
Bought Dinner at Fast Food Restaurant/6 Mo	28,706	53.6%	100
Bought Snack at Fast Food Restaurant/6 Mo	7,483	14.0%	100
Bought from Fast Food Restaurant on Weekday/6 Mo	36,076	67.4%	103
Bought from Fast Food Restaurant on Weekend/6 Mo	27,261	50.9%	97
Bought A&W/6 Mo	953	1.8%	82
Bought Arby's/6 Mo	8,842	16.5%	92
Bought Baskin-Robbins/6 Mo	1,716	3.2%	94
Bought Boston Market/6 Mo	715	1.3%	96
Bought Burger King/6 Mo	12,248	22.9%	87
Bought Captain D's/6 Mo	864	1.6%	58
Bought Carl's Jr./6 Mo	1,877	3.5%	79
Bought Checkers/6 Mo	895	1.7%	69
Bought Chick-Fil-A/6 Mo	19,308	36.0%	106
Bought Chipotle Mexican Grill/6 Mo	10,568	19.7%	114
Bought Chuck E. Cheese's/6 Mo	578	1.1%	62
Bought Church's Fried Chicken/6 Mo	843	1.6%	53
Bought Cold Stone Creamery/6 Mo	1,645	3.1%	107
Bought Dairy Queen/6 Mo	8,063	15.1%	96
Bought Del Taco/6 Mo	1,668	3.1%	86
Bought Domino's Pizza/6 Mo	8,181	15.3%	90
Bought Dunkin' Donuts/6 Mo	8,809	16.4%	116
Bought Five Guys/6 Mo	6,303	11.8%	117
Bought Hardee's/6 Mo	1,448	2.7%	57
Bought Jack in the Box/6 Mo	2,801	5.2%	77
Bought Jersey Mike's/6 Mo	6,422	12.0%	127
Bought Jimmy John's/6 Mo	3,781	7.1%	118
Bought KFC/6 Mo	7,053	13.2%	77
Bought Krispy Kreme Doughnuts/6 Mo	3,015	5.6%	91
Bought Little Caesars/6 Mo	4,829	9.0%	70
Bought Long John Silver's/6 Mo	887	1.7%	67
Bought McDonald's/6 Mo	24,742	46.2%	93
Bought Panda Express/6 Mo	6,703	12.5%	93
Bought Panera Bread/6 Mo	8,893	16.6%	125
Bought Papa John's/6 Mo	4,044	7.5%	95
Bought Papa Murphy's/6 Mo	2,217	4.1%	129
Bought Pizza Hut/6 Mo	4,789	8.9%	73
Bought Popeyes Chicken/6 Mo	6,088	11.4%	90
Bought Sonic Drive-In/6 Mo	4,677	8.7%	80
Bought Starbucks/6 Mo	12,557	23.4%	109
Bought Steak 'N Shake/6 Mo	1,284	2.4%	84
Bought Subway/6 Mo	10,596	19.8%	88
Bought Taco Bell/6 Mo	13,323	24.9%	89
Bought Wendy's/6 Mo	13,226	24.7%	92
Bought Whataburger/6 Mo	3,092	5.8%	93
Bought White Castle/6 Mo	1,203	2.3%	90
Bought Wing-Stop/6 Mo	1,568	2.9%	76

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Went to Fine Dining Restaurant/6 Mo	11,254	21.0%	127
Went to Fine Dining Restaurant/30 Days	8,817	16.5%	132
Went to Fine Dining Restaurant 2+ Times/30 Days	4,399	8.2%	135
Used DoorDash Site/App for Take-Out/Del/30 Days	6,300	11.8%	93
Used Grubhub Site/App for Take-Out/Del/30 Days	2,291	4.3%	100
Used Postmates Site/App for Take-Out/Del/30 Days	368	0.7%	79
Used Restrnt Site/App for Take-Out/Del/30 Days	12,371	23.1%	111
Used Uber Eats Site/App for Take-Out/Del/30 Days	3,657	6.8%	92
Used Yelp Site/App for Take-Out/Del/30 Days	643	1.2%	117

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 Ring: 15 mile radius

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Demographic Summary		2025	2030
Population		193,278	200,340
Population 18+		147,814	156,011
Households		65,217	67,900
Median Household Income		\$154,273	\$169,348
		Expected Number of	
Product/Consumer Behavior	Adults	Percent	MPI
Went to Family Restaurant/Steak House/6 Mo	112,527	76.1%	105
Went to Family Restaurant/Steak House 4+ Times/30 Days	38,270	25.9%	106
Spent \$1-30 at Family Restaurant/Steak House/30 Days	6,750	4.6%	86
Spent \$31-50 at Family Restaurant/Steak House/30 Days	10,959	7.4%	89
Spent \$51-100 at Family Restaurant/Steak House/30 Days	25,030	16.9%	103
Spent \$101-200 at Family Restaurant/Steak House/30 Days	22,230	15.0%	119
Spent \$201+ at Family Restaurant/Steak House/30 Days	14,566	9.8%	130
Spent \$1-100 at Fine Dining Restaurants/30 Days	6,695	4.5%	127
Spent \$101-200 at Fine Dining Restaurants/30 Days	6,594	4.5%	139
Spent \$201+ at Fine Dining Restaurants/30 Days	7,324	5.0%	156
Went for Breakfast at Family Restaurant/Steak House/6 Mo	20,610	13.9%	109
Went for Lunch at Family Restaurant/Steak House/6 Mo	30,549	20.7%	107
Went for Dinner at Family Restaurant/Steak House/6 Mo	76,370	51.7%	110
Went for Snacks at Family Restaurant/Steak House/6 Mo	2,459	1.7%	95
Went on Weekday to Family Restaurant/Steak House/6 Mo	54,144	36.6%	112
Went on Weekend to Family Restaurant/Steak House/6 Mo	65,485	44.3%	107
Went to Applebee`s/6 Mo	18,934	12.8%	82
Went to Bob Evans/6 Mo	3,098	2.1%	78
Went to Buffalo Wild Wings/6 Mo	12,202	8.3%	91
Went to California Pizza Kitchen/6 Mo	3,510	2.4%	134
Went to Carrabba`s/6 Mo	4,070	2.8%	125
Went to The Cheesecake Factory/6 Mo	13,684	9.3%	125
Went to Chili`s Grill & Bar/6 Mo	15,364	10.4%	104
Went to Cracker Barrel/6 Mo	16,755	11.3%	99
Went to Denny`s/6 Mo	8,594	5.8%	87
Went to Golden Corral/6 Mo	5,544	3.8%	76
Went to IHOP/6 Mo	12,381	8.4%	109
Went to Logan`s Roadhouse/6 Mo	2,473	1.7%	80
Went to Longhorn Steakhouse/6 Mo	10,260	6.9%	100
Went to Olive Garden/6 Mo	25,942	17.6%	107
Went to Outback Steakhouse/6 Mo	12,531	8.5%	106
Went to Red Lobster/6 Mo	11,037	7.5%	98
Went to Red Robin/6 Mo	9,934	6.7%	128
Went to Ruby Tuesday/6 Mo	2,215	1.5%	87
Went to Texas Roadhouse/6 Mo	21,684	14.7%	102
Went to T.G.I. Friday`s/6 Mo	3,060	2.1%	85
Went to Waffle House/6 Mo	6,628	4.5%	78
Went to Fast Food/Drive-In Restaurant/6 Mo	136,183	92.1%	101
Went to Fast Food/Drive-In Rest 9+ Times/30 Days	55,609	37.6%	95
Spent \$1-10 at Fast Food Restaurant/30 Days	4,308	2.9%	100
Spent \$11-20 at Fast Food Restaurant/30 Days	12,099	8.2%	105
Spent \$21-40 at Fast Food Restaurant/30 Days	22,262	15.1%	97
Spent \$41-50 at Fast Food Restaurant/30 Days	13,971	9.4%	105
Spent \$51-100 at Fast Food Restaurant/30 Days	31,002	21.0%	98
Spent \$101-200 at Fast Food Restaurant/30 Days	19,421	13.1%	98
Spent \$201+ at Fast Food Restaurant/30 Days	11,006	7.5%	113
Ordered Eat-In Fast Food/6 Mo	50,521	34.2%	103

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Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Ordered Home Delivery Fast Food/6 Mo	16,633	11.3%	92
Take-Out/Drive-Thru/Curbside Fast Food/6 Mo	74,407	50.3%	103
Ordered Take-Out/Walk-In Fast Food/6 Mo	36,162	24.5%	107
Bought Breakfast at Fast Food Restaurant/6 Mo	52,858	35.8%	100
Bought Lunch at Fast Food Restaurant/6 Mo	82,727	56.0%	105
Bought Dinner at Fast Food Restaurant/6 Mo	80,338	54.4%	101
Bought Snack at Fast Food Restaurant/6 Mo	22,082	14.9%	107
Bought from Fast Food Restaurant on Weekday/6 Mo	100,324	67.9%	104
Bought from Fast Food Restaurant on Weekend/6 Mo	77,001	52.1%	100
Bought A&W/6 Mo	2,555	1.7%	79
Bought Arby's/6 Mo	23,403	15.8%	89
Bought Baskin-Robbins/6 Mo	5,409	3.7%	108
Bought Boston Market/6 Mo	1,896	1.3%	92
Bought Burger King/6 Mo	32,525	22.0%	83
Bought Captain D's/6 Mo	2,460	1.7%	60
Bought Carl's Jr./6 Mo	6,452	4.4%	99
Bought Checkers/6 Mo	2,485	1.7%	70
Bought Chick-Fil-A/6 Mo	55,704	37.7%	111
Bought Chipotle Mexican Grill/6 Mo	31,087	21.0%	121
Bought Chuck E. Cheese's/6 Mo	1,820	1.2%	71
Bought Church's Fried Chicken/6 Mo	2,839	1.9%	65
Bought Cold Stone Creamery/6 Mo	5,099	3.5%	120
Bought Dairy Queen/6 Mo	22,131	15.0%	95
Bought Del Taco/6 Mo	5,991	4.0%	112
Bought Domino's Pizza/6 Mo	24,364	16.5%	97
Bought Dunkin' Donuts/6 Mo	22,299	15.1%	107
Bought Five Guys/6 Mo	17,723	12.0%	119
Bought Hardee's/6 Mo	3,302	2.2%	47
Bought Jack in the Box/6 Mo	10,001	6.8%	99
Bought Jersey Mike's/6 Mo	18,882	12.8%	135
Bought Jimmy John's/6 Mo	10,683	7.2%	121
Bought KFC/6 Mo	20,178	13.7%	80
Bought Krispy Kreme Doughnuts/6 Mo	9,564	6.5%	105
Bought Little Caesars/6 Mo	14,581	9.9%	77
Bought Long John Silver's/6 Mo	2,537	1.7%	69
Bought McDonald's/6 Mo	69,578	47.1%	94
Bought Panda Express/6 Mo	22,374	15.1%	113
Bought Panera Bread/6 Mo	24,883	16.8%	127
Bought Papa John's/6 Mo	11,806	8.0%	100
Bought Papa Murphy's/6 Mo	5,822	3.9%	122
Bought Pizza Hut/6 Mo	14,249	9.6%	78
Bought Popeyes Chicken/6 Mo	18,119	12.3%	97
Bought Sonic Drive-In/6 Mo	14,623	9.9%	91
Bought Starbucks/6 Mo	37,049	25.1%	117
Bought Steak 'N Shake/6 Mo	3,687	2.5%	87
Bought Subway/6 Mo	29,451	19.9%	88
Bought Taco Bell/6 Mo	37,255	25.2%	90
Bought Wendy's/6 Mo	35,419	24.0%	89
Bought Whataburger/6 Mo	10,523	7.1%	115
Bought White Castle/6 Mo	3,257	2.2%	88
Bought Wing-Stop/6 Mo	5,411	3.7%	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 MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2025 and 2030.

July 25, 2025



## Restaurant Market Potential

21 Main St, Warrenton, Virginia, 20186 2  
 21 Main St, Warrenton, Virginia, 20186  
 Ring: 15 mile radius

Prepared by Esri  
 Latitude: 38.71383  
 Longitude: -77.79488

Went to Fine Dining Restaurant/6 Mo	32,044	21.7%	131
Went to Fine Dining Restaurant/30 Days	25,255	17.1%	137
Went to Fine Dining Restaurant 2+ Times/30 Days	12,667	8.6%	141
Used DoorDash Site/App for Take-Out/Del/30 Days	19,463	13.2%	104
Used Grubhub Site/App for Take-Out/Del/30 Days	6,830	4.6%	108
Used Postmates Site/App for Take-Out/Del/30 Days	1,254	0.8%	98
Used Restrnt Site/App for Take-Out/Del/30 Days	34,805	23.6%	113
Used Uber Eats Site/App for Take-Out/Del/30 Days	11,307	7.7%	103
Used Yelp Site/App for Take-Out/Del/30 Days	2,091	1.4%	138

**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 2025 and 2030.

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