

Free Report



Table of Contents

1. Top 10 markets for major fast food chains in the U.S.

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Top Markets for Top 10 Major Fast Food Chains in the U.S.

	Percent of Adults 18+ who ate at Fast Food Restaurant in the past week
McDonald's	
LIVE IN METRO--COLUMBIA-JEFFERSON CITY, MO	56.6
LIVE IN METRO--LOUISVILLE, KY	55.9
LIVE IN METRO--KANSAS CITY, MO/KS	55.5
LIVE IN METRO--MILWAUKEE-RACINE, WI	54.9
LIVE IN METRO--COLUMBUS, OH	54.6
LIVE IN METRO--LEXINGTON, KY	54.4
LIVE IN METRO--TOLEDO, OH	54.1
LIVE IN METRO--DAYTON, OH	53.6
LIVE IN METRO--PEORIA, IL	53.0
LIVE IN METRO--ST. LOUIS	51.1
ALL ADULTS 18+	40.6
Wendy's	
LIVE IN METRO--COLUMBUS, OH	49.8
LIVE IN METRO--CINCINNATI, OH	39.2
LIVE IN METRO--SALT LAKE CITY, UT	37.3
LIVE IN METRO--DAYTON, OH	36.8
LIVE IN METRO--JACKSON, MS	36.3
LIVE IN METRO--PITTSBURGH, PA	33.0
LIVE IN METRO--AKRON, OH	32.2
LIVE IN METRO--NORFOLK-VIRGINIA BEACH-N.N.	31.8
LIVE IN METRO--DAYTONA BEACH, FL	31.1
LIVE IN METRO--ANN ARBOR, MI	30.7
ALL ADULTS 18+	17.8
Burger King	
LIVE IN METRO--OMAHA-COUNCIL BLUFFS, NE/IA	39.2
LIVE IN METRO--TOLEDO, OH	30.3
LIVE IN METRO--ALLENTOWN-BETHLEHEM, PA	28.6
LIVE IN METRO--NEW ORLEANS, LA	28.1
LIVE IN METRO--CLEVELAND, OH	27.2
LIVE IN METRO--GRAND RAPIDS, MI	27.0
LIVE IN METRO--MIAMI-FT. LAUDERDALE, FL	26.7
LIVE IN METRO--BUFFALO, NY	26.3
LIVE IN METRO--ORLANDO, FL	25.0
LIVE IN METRO--CHARLESTON, SC	24.8
ALL ADULST 18+	17.3

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Taco Bell	
LIVE IN METRO--OMAHA-COUNCIL BLUFFS, NE/IA	31.5
LIVE IN METRO--COLUMBIA-JEFFERSON CITY, MO	29.2
LIVE IN METRO--FRESNO, CA	25.4
LIVE IN METRO--KANSAS CITY, MO/KS	25.1
LIVE IN METRO--DAYTON, OH	23.8
LIVE IN METRO--INDIANAPOLIS, IN	23.0
LIVE IN METRO--SACRAMENTO, CA	22.3
LIVE IN METRO--EUGENE-SPRINGFIELD, OR	21.1
LIVE IN METRO--ST. LOUIS	21.1
LIVE IN METRO--COLUMBUS, OH	21.0
ALL ADULTS 18+	12.8
Subway	
LIVE IN METRO--MINNEAPOLIS-ST. PAUL, MN	17.8
LIVE IN METRO--EUGENE-SPRINGFIELD, OR	14.0
LIVE IN METRO--JACKSON, MS	12.6
LIVE IN METRO--PEORIA, IL	12.4
LIVE IN METRO--ALBANY-SCHENECTADY-TROY, NY	11.9
LIVE IN METRO--MADISON, WI	11.9
LIVE IN METRO--BOISE, ID	11.4
LIVE IN METRO--SALT LAKE CITY, UT	11.2
LIVE IN METRO--TUCSON, AZ	11.2
LIVE IN METRO--INDIANAPOLIS, IN	10.8
ALL ADULTS 18+	7.5
KFC	
LIVE IN METRO--OKLAHOMA CITY, OK	12.0
LIVE IN METRO--MEMPHIS, TN	11.8
LIVE IN METRO--DAYTON, OH	11.0
LIVE IN METRO--NORFOLK-VIRGINIA BEACH-N.N.	11.0
LIVE IN METRO--GREENVILLE-SPARTANBURG, SC	10.2
LIVE IN METRO--SACRAMENTO, CA	9.9
LIVE IN METRO--LOUISVILLE, KY	9.9
LIVE IN METRO--ALBUQUERQUE, NM	9.8
LIVE IN METRO--COLUMBUS, OH	9.7
LIVE IN METRO--LAS VEGAS, NV	9.6
ALL ADULTS 18+	7.1

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Arby's	
LIVE IN METRO--TULSA, OK	22.4
LIVE IN METRO--OMAHA-COUNCIL BLUFFS, NE/IA	21.6
LIVE IN METRO--INDIANAPOLIS, IN	20.2
LIVE IN METRO--LEXINGTON, KY	19.0
LIVE IN METRO--TOLEDO, OH	17.5
LIVE IN METRO--CINCINNATI, OH	16.5
LIVE IN METRO--LOUISVILLE, KY	16.3
LIVE IN METRO--OKLAHOMA CITY, OK	16.0
LIVE IN METRO--BIRMINGHAM, AL	15.7
LIVE IN METRO--SALT LAKE CITY, UT	15.2
ALL ADULTS 18+	5.9
Jack in the Box	
LIVE IN METRO--SAN DIEGO, CA	24.1
LIVE IN METRO--RIVERSIDE-SAN BERNARDINO, CA	21.5
LIVE IN METRO--HOUSTON-GALVESTON, TX	20.5
LIVE IN METRO--SEATTLE-TACOMA, WA	18.7
LIVE IN METRO--DALLAS-FT. WORTH, TX	18.4
LIVE IN METRO--RENO, NV	18.3
LIVE IN METRO--LOS ANGELES, CA	17.9
LIVE IN METRO--PHOENIX, AZ	17.3
LIVE IN METRO--LAS VEGAS, NV	17.0
LIVE IN METRO--ORANGE COUNTY, CA	16.5
ALL ADULTS 18+	5.9
Carl's Jr.	
LIVE IN METRO--ORANGE COUNTY, CA	28.6
LIVE IN METRO--RIVERSIDE-SAN BERNARDINO, CA	24.4
LIVE IN METRO--LOS ANGELES, CA	18.0
LIVE IN METRO--FRESNO, CA	17.4
LIVE IN METRO--SACRAMENTO, CA	15.7
LIVE IN METRO--SAN DIEGO, CA	13.8
LIVE IN METRO--RENO, NV	13.0
LIVE IN METRO--EUGENE-SPRINGFIELD, OR	11.8
LIVE IN METRO--SAN JOSE, CA	8.7
LIVE IN METRO--PORTLAND, OR	8.5
ALL ADULTS 18+	3.5

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Chick-fil-A	
LIVE IN METRO--ATLANTA, GA	25.7
LIVE IN METRO--COLUMBIA, SC	16.5
LIVE IN METRO--RALEIGH-DURHAM, NC	16.1
LIVE IN METRO--GREENVILLE-SPARTANBURG, SC	14.2
LIVE IN METRO--NORFOLK-VIRGINIA BEACH-N.N.	13.4
LIVE IN METRO--BIRMINGHAM, AL	13.2
LIVE IN METRO--CHARLOTTE-GASTONIA-ROCK HILL	12.3
LIVE IN METRO--JACKSON, MS	12.1
LIVE IN METRO--BALTIMORE, MD	11.3
LIVE IN METRO--CHARLESTON, SC	11.2
ALL ADULTS 18+	3.4