



Restaurant Market Potential Sample

Proposed Location
100 S Wacker Dr, Chicago, IL 60606-4006
Ring: 1 mile radius

Latitude: 41.8805
Longitude: -87.63715

Demographic Summary	2010	2015
Population	45,534	50,151
Population 18+	41,624	45,715
Households	24,338	26,808
Median Household Income	\$81,441	\$100,632

Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Went to family restaurant/steak house in last 6 months	31,283	75.2%	103
Family restaurant/steak house last month: <2 times	13,016	31.3%	120
Family restaurant/steak house last month: 2-4times	11,081	26.6%	97
Family restaurant/steak house last month: 5+ times	7,186	17.3%	88
Family restaurant/steak house last 6 months: breakfast	2,886	6.9%	58
Family restaurant/steak house last 6 months: lunch	11,396	27.4%	108
Family restaurant/steak house last 6 months: snack	1,565	3.8%	135
Family restaurant/steak house last 6 months: dinner	23,522	56.5%	106
Family restaurant/steak house last 6 months: weekday	16,883	40.6%	105
Family restaurant/steak house last 6 months: weekend	18,998	45.6%	103
Family restaurant/steak house last 6 months: Applebee's	8,280	19.9%	77
Family restaurant/steak house last 6 months: Bennigan's	1,664	4.0%	139
Family restaurant/steak house last 6 months: Bob Evans Farm	1,234	3.0%	65
Family restaurant/steak house last 6 months: Cheesecake Factory	5,241	12.6%	193
Family restaurant/steak house last 6 months: Chili's Grill & Bar	6,396	15.4%	137
Family restaurant/steak house last 6 months: Cracker Barrel	2,732	6.6%	54
Family restaurant/steak house last 6 months: Denny's	3,734	9.0%	95
Family restaurant/steak house last 6 months: Friendly's	1,500	3.6%	96
Family restaurant/steak house last 6 months: Golden Corral	1,627	3.9%	51
Family restaurant/steak house last 6 months: Intl Hse of Pancakes	4,952	11.9%	107
Family restaurant/steak house last 6 months: Lone Star Steakhouse	812	2.0%	64
Family restaurant/steak house last 6 months: Old Country Buffet	718	1.7%	55
Family restaurant/steak house last 6 months: Olive Garden	6,904	16.6%	98
Family restaurant/steak house last 6 months: Outback Steakhouse	4,105	9.9%	82
Family restaurant/steak house last 6 months: Perkins	1,451	3.5%	93
Family restaurant/steak house last 6 months: Red Lobster	5,328	12.8%	88
Family restaurant/steak house last 6 months: Red Robin	2,193	5.3%	106
Family restaurant/steak house last 6 months: Ruby Tuesday	3,175	7.6%	86
Family restaurant/steak house last 6 months: Ryan's	587	1.4%	31
Family restaurant/steak house last 6 months: Sizzler	1,186	2.8%	90
Family restaurant/steak house last 6 months: T.G.I. Friday's	5,250	12.6%	119
Went to fast food/drive-in restaurant in last 6 months	36,852	88.5%	99
Went to fast food/drive-in restaurant <5 times/month	15,179	36.5%	119
Went to fast food/drive-in restaurant 5-12 times/month	11,294	27.1%	86
Went to fast food/drive-in restaurant 13+ times/month	10,379	24.9%	90
Fast food/drive-in last 6 months: breakfast	10,551	25.3%	91
Fast food/drive-in last 6 months: lunch	24,904	59.8%	101
Fast food/drive-in last 6 months: snack	11,257	27.0%	151
Fast food/drive-in last 6 months: dinner	19,522	46.9%	96

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 2010 and 2015.



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Product/Consumer Behavior	Expected		MPI
	Number of Adults	Percent	
Fast food/drive-in last 6 months: weekday	27,922	67.1%	100
Fast food/drive-in last 6 months: weekend	20,278	48.7%	100
Fast food/drive-in last 6 months: A & W	1,224	2.9%	58
Fast food/drive-in last 6 months: Arby's	6,032	14.5%	69
Fast food/drive-in last 6 months: Boston Market	3,677	8.8%	165
Fast food/drive-in last 6 months: Burger King	10,806	26.0%	70
Fast food/drive-in last 6 months: Captain D's	531	1.3%	24
Fast food/drive-in last 6 months: Carl's Jr.	2,786	6.7%	114
Fast food/drive-in last 6 months: Checkers	1,215	2.9%	86
Fast food/drive-in last 6 months: Chick-fil-A	5,373	12.9%	103
Fast food/drive-in last 6 mo: Chipotle Mex. Grill	6,763	16.2%	300
Fast food/drive-in last 6 months: Chuck E. Cheese's	903	2.2%	47
Fast food/drive-in last 6 months: Church's Fr. Chicken	1,087	2.6%	59
Fast food/drive-in last 6 months: Dairy Queen	4,663	11.2%	67
Fast food/drive-in last 6 months: Del Taco	1,705	4.1%	126
Fast food/drive-in last 6 months: Domino's Pizza	6,306	15.2%	107
Fast food/drive-in last 6 months: Dunkin' Donuts	6,504	15.6%	136
Fast food/drive-in last 6 months: Fuddruckers	2,359	5.7%	196
Fast food/drive-in last 6 months: Hardee's	1,233	3.0%	38
Fast food/drive-in last 6 months: Jack in the Box	5,155	12.4%	114
Fast food/drive-in last 6 months: KFC	7,698	18.5%	63
Fast food/drive-in last 6 months: Little Caesars	1,588	3.8%	56
Fast food/drive-in last 6 months: Long John Silver's	1,430	3.4%	47
Fast food/drive-in last 6 months: McDonald's	20,289	48.7%	86
Fast food/drive-in last 6 months: Panera Bread	5,083	12.2%	131
Fast food/drive-in last 6 months: Papa John's	5,336	12.8%	143
Fast food/drive-in last 6 months: Pizza Hut	6,577	15.8%	67
Fast food/drive-in last 6 months: Popeyes	3,079	7.4%	102
Fast food/drive-in last 6 months: Quiznos	5,291	12.7%	133
Fast food/drive-in last 6 months: Sonic Drive-In	2,177	5.2%	45
Fast food/drive-in last 6 months: Starbucks	12,388	29.8%	203
Fast food/drive-in last 6 months: Steak n Shake	2,019	4.9%	89
Fast food/drive-in last 6 months: Subway	14,373	34.5%	109
Fast food/drive-in last 6 months: Taco Bell	11,908	28.6%	89
Fast food/drive-in last 6 months: Wendy's	10,920	26.2%	81
Fast food/drive-in last 6 months: Whataburger	2,024	4.9%	107
Fast food/drive-in last 6 months: White Castle	1,458	3.5%	81
Fast food/drive-in last 6 months: eat in	16,948	40.7%	106
Fast food/drive-in last 6 months: home delivery	4,774	11.5%	103
Fast food/drive-in last 6 months: take-out/drive-thru	17,774	42.7%	82
Fast food/drive-in last 6 months: take-out/walk-in	14,415	34.6%	141

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Proposed Location
100 S Wacker Dr, Chicago, IL 60606-4006
Ring: 3 miles radius

Latitude: 41.8805
Longitude: -87.63715

Demographic Summary	2010	2015
Population	343,403	353,272
Population 18+	282,025	291,172
Households	164,537	170,130
Median Household Income	\$62,261	\$76,838

Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Went to family restaurant/steak house in last 6 months	193,314	68.5%	94
Family restaurant/steak house last month: <2 times	81,837	29.0%	112
Family restaurant/steak house last month: 2-4times	69,982	24.8%	90
Family restaurant/steak house last month: 5+ times	41,490	14.7%	75
Family restaurant/steak house last 6 months: breakfast	24,787	8.8%	73
Family restaurant/steak house last 6 months: lunch	65,423	23.2%	92
Family restaurant/steak house last 6 months: snack	10,980	3.9%	139
Family restaurant/steak house last 6 months: dinner	133,306	47.3%	89
Family restaurant/steak house last 6 months: weekday	95,468	33.9%	87
Family restaurant/steak house last 6 months: weekend	114,433	40.6%	91
Family restaurant/steak house last 6 months: Applebee's	53,685	19.0%	74
Family restaurant/steak house last 6 months: Bennigan's	9,127	3.2%	113
Family restaurant/steak house last 6 months: Bob Evans Farm	7,632	2.7%	59
Family restaurant/steak house last 6 months: Cheesecake Factory	29,821	10.6%	162
Family restaurant/steak house last 6 months: Chili's Grill & Bar	33,305	11.8%	105
Family restaurant/steak house last 6 months: Cracker Barrel	15,840	5.6%	46
Family restaurant/steak house last 6 months: Denny's	27,181	9.6%	102
Family restaurant/steak house last 6 months: Friendly's	10,337	3.7%	97
Family restaurant/steak house last 6 months: Golden Corral	11,998	4.3%	55
Family restaurant/steak house last 6 months: Intl Hse of Pancakes	33,169	11.8%	105
Family restaurant/steak house last 6 months: Lone Star Steakhouse	5,333	1.9%	62
Family restaurant/steak house last 6 months: Old Country Buffet	7,788	2.8%	88
Family restaurant/steak house last 6 months: Olive Garden	39,007	13.8%	82
Family restaurant/steak house last 6 months: Outback Steakhouse	27,084	9.6%	80
Family restaurant/steak house last 6 months: Perkins	8,041	2.9%	76
Family restaurant/steak house last 6 months: Red Lobster	33,682	11.9%	82
Family restaurant/steak house last 6 months: Red Robin	13,976	5.0%	100
Family restaurant/steak house last 6 months: Ruby Tuesday	18,034	6.4%	72
Family restaurant/steak house last 6 months: Ryan's	5,520	2.0%	43
Family restaurant/steak house last 6 months: Sizzler	12,119	4.3%	136
Family restaurant/steak house last 6 months: T.G.I. Friday's	31,474	11.2%	105
Went to fast food/drive-in restaurant in last 6 months	243,962	86.5%	96
Went to fast food/drive-in restaurant <5 times/month	96,140	34.1%	112
Went to fast food/drive-in restaurant 5-12 times/month	78,026	27.7%	88
Went to fast food/drive-in restaurant 13+ times/month	69,797	24.7%	89
Fast food/drive-in last 6 months: breakfast	67,884	24.1%	87
Fast food/drive-in last 6 months: lunch	149,633	53.1%	90
Fast food/drive-in last 6 months: snack	68,130	24.2%	135
Fast food/drive-in last 6 months: dinner	120,069	42.6%	87

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Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Fast food/drive-in last 6 months: weekday	171,262	60.7%	91
Fast food/drive-in last 6 months: weekend	132,369	46.9%	96
Fast food/drive-in last 6 months: A & W	9,463	3.4%	66
Fast food/drive-in last 6 months: Arby's	31,056	11.0%	53
Fast food/drive-in last 6 months: Boston Market	21,038	7.5%	140
Fast food/drive-in last 6 months: Burger King	81,562	28.9%	78
Fast food/drive-in last 6 months: Captain D's	6,486	2.3%	42
Fast food/drive-in last 6 months: Carl's Jr.	24,554	8.7%	148
Fast food/drive-in last 6 months: Checkers	9,122	3.2%	95
Fast food/drive-in last 6 months: Chick-fil-A	25,973	9.2%	73
Fast food/drive-in last 6 mo: Chipotle Mex. Grill	30,168	10.7%	197
Fast food/drive-in last 6 months: Chuck E. Cheese's	11,395	4.0%	87
Fast food/drive-in last 6 months: Church's Fr. Chicken	11,123	3.9%	88
Fast food/drive-in last 6 months: Dairy Queen	26,578	9.4%	56
Fast food/drive-in last 6 months: Del Taco	13,608	4.8%	149
Fast food/drive-in last 6 months: Domino's Pizza	46,075	16.3%	115
Fast food/drive-in last 6 months: Dunkin' Donuts	47,800	16.9%	147
Fast food/drive-in last 6 months: Fuddruckers	10,513	3.7%	129
Fast food/drive-in last 6 months: Hardee's	10,098	3.6%	46
Fast food/drive-in last 6 months: Jack in the Box	38,559	13.7%	126
Fast food/drive-in last 6 months: KFC	61,024	21.6%	74
Fast food/drive-in last 6 months: Little Caesars	13,647	4.8%	71
Fast food/drive-in last 6 months: Long John Silver's	11,999	4.3%	59
Fast food/drive-in last 6 months: McDonald's	139,610	49.5%	87
Fast food/drive-in last 6 months: Panera Bread	25,447	9.0%	97
Fast food/drive-in last 6 months: Papa John's	27,342	9.7%	108
Fast food/drive-in last 6 months: Pizza Hut	46,608	16.5%	70
Fast food/drive-in last 6 months: Popeyes	24,332	8.6%	119
Fast food/drive-in last 6 months: Quiznos	31,541	11.2%	117
Fast food/drive-in last 6 months: Sonic Drive-In	16,615	5.9%	51
Fast food/drive-in last 6 months: Starbucks	64,759	23.0%	157
Fast food/drive-in last 6 months: Steak n Shake	11,693	4.1%	76
Fast food/drive-in last 6 months: Subway	84,561	30.0%	95
Fast food/drive-in last 6 months: Taco Bell	74,070	26.3%	82
Fast food/drive-in last 6 months: Wendy's	69,047	24.5%	76
Fast food/drive-in last 6 months: Whataburger	13,594	4.8%	106
Fast food/drive-in last 6 months: White Castle	14,250	5.1%	116
Fast food/drive-in last 6 months: eat in	104,058	36.9%	96
Fast food/drive-in last 6 months: home delivery	31,956	11.3%	102
Fast food/drive-in last 6 months: take-out/drive-thru	111,847	39.7%	76
Fast food/drive-in last 6 months: take-out/walk-in	83,429	29.6%	121

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Proposed Location
100 S Wacker Dr, Chicago, IL 60606-4006
Ring: 5 miles radius

Latitude: 41.8805
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Demographic Summary	2010	2015
Population	865,089	875,185
Population 18+	674,443	684,584
Households	359,150	364,685
Median Household Income	\$54,674	\$66,148

Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Went to family restaurant/steak house in last 6 months	451,292	66.9%	92
Family restaurant/steak house last month: <2 times	192,663	28.6%	110
Family restaurant/steak house last month: 2-4times	160,290	23.8%	87
Family restaurant/steak house last month: 5+ times	98,373	14.6%	75
Family restaurant/steak house last 6 months: breakfast	62,321	9.2%	77
Family restaurant/steak house last 6 months: lunch	149,576	22.2%	87
Family restaurant/steak house last 6 months: snack	28,053	4.2%	149
Family restaurant/steak house last 6 months: dinner	296,240	43.9%	82
Family restaurant/steak house last 6 months: weekday	210,735	31.2%	81
Family restaurant/steak house last 6 months: weekend	264,560	39.2%	88
Family restaurant/steak house last 6 months: Applebee's	126,933	18.8%	73
Family restaurant/steak house last 6 months: Bennigan's	20,282	3.0%	105
Family restaurant/steak house last 6 months: Bob Evans Farm	16,732	2.5%	54
Family restaurant/steak house last 6 months: Cheesecake Factory	63,283	9.4%	144
Family restaurant/steak house last 6 months: Chili's Grill & Bar	72,686	10.8%	96
Family restaurant/steak house last 6 months: Cracker Barrel	37,061	5.5%	45
Family restaurant/steak house last 6 months: Denny's	69,887	10.4%	110
Family restaurant/steak house last 6 months: Friendly's	23,633	3.5%	93
Family restaurant/steak house last 6 months: Golden Corral	30,391	4.5%	59
Family restaurant/steak house last 6 months: Intl Hse of Pancakes	77,480	11.5%	103
Family restaurant/steak house last 6 months: Lone Star Steakhouse	12,345	1.8%	60
Family restaurant/steak house last 6 months: Old Country Buffet	21,485	3.2%	101
Family restaurant/steak house last 6 months: Olive Garden	86,717	12.9%	76
Family restaurant/steak house last 6 months: Outback Steakhouse	60,085	8.9%	75
Family restaurant/steak house last 6 months: Perkins	17,968	2.7%	71
Family restaurant/steak house last 6 months: Red Lobster	84,032	12.5%	86
Family restaurant/steak house last 6 months: Red Robin	31,705	4.7%	95
Family restaurant/steak house last 6 months: Ruby Tuesday	42,143	6.2%	70
Family restaurant/steak house last 6 months: Ryan's	14,617	2.2%	48
Family restaurant/steak house last 6 months: Sizzler	33,812	5.0%	159
Family restaurant/steak house last 6 months: T.G.I. Friday's	72,126	10.7%	100
Went to fast food/drive-in restaurant in last 6 months	585,185	86.8%	97
Went to fast food/drive-in restaurant <5 times/month	225,410	33.4%	109
Went to fast food/drive-in restaurant 5-12 times/month	188,485	27.9%	89
Went to fast food/drive-in restaurant 13+ times/month	171,243	25.4%	92
Fast food/drive-in last 6 months: breakfast	162,826	24.1%	87
Fast food/drive-in last 6 months: lunch	342,421	50.8%	86
Fast food/drive-in last 6 months: snack	160,936	23.9%	133
Fast food/drive-in last 6 months: dinner	280,627	41.6%	85

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Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Fast food/drive-in last 6 months: weekday	390,358	57.9%	86
Fast food/drive-in last 6 months: weekend	317,297	47.0%	97
Fast food/drive-in last 6 months: A & W	23,326	3.5%	68
Fast food/drive-in last 6 months: Arby's	68,568	10.2%	48
Fast food/drive-in last 6 months: Boston Market	48,064	7.1%	133
Fast food/drive-in last 6 months: Burger King	206,201	30.6%	83
Fast food/drive-in last 6 months: Captain D's	18,480	2.7%	51
Fast food/drive-in last 6 months: Carl's Jr.	67,623	10.0%	171
Fast food/drive-in last 6 months: Checkers	24,594	3.6%	107
Fast food/drive-in last 6 months: Chick-fil-A	59,899	8.9%	71
Fast food/drive-in last 6 mo: Chipotle Mex. Grill	62,869	9.3%	172
Fast food/drive-in last 6 months: Chuck E. Cheese's	33,416	5.0%	107
Fast food/drive-in last 6 months: Church's Fr. Chicken	29,748	4.4%	99
Fast food/drive-in last 6 months: Dairy Queen	61,945	9.2%	55
Fast food/drive-in last 6 months: Del Taco	35,478	5.3%	162
Fast food/drive-in last 6 months: Domino's Pizza	118,714	17.6%	124
Fast food/drive-in last 6 months: Dunkin' Donuts	111,837	16.6%	144
Fast food/drive-in last 6 months: Fuddruckers	22,593	3.3%	116
Fast food/drive-in last 6 months: Hardee's	24,601	3.6%	47
Fast food/drive-in last 6 months: Jack in the Box	98,679	14.6%	135
Fast food/drive-in last 6 months: KFC	159,869	23.7%	81
Fast food/drive-in last 6 months: Little Caesars	41,263	6.1%	90
Fast food/drive-in last 6 months: Long John Silver's	29,730	4.4%	61
Fast food/drive-in last 6 months: McDonald's	345,760	51.3%	90
Fast food/drive-in last 6 months: Panera Bread	53,951	8.0%	86
Fast food/drive-in last 6 months: Papa John's	63,440	9.4%	105
Fast food/drive-in last 6 months: Pizza Hut	121,493	18.0%	77
Fast food/drive-in last 6 months: Popeyes	67,258	10.0%	138
Fast food/drive-in last 6 months: Quiznos	70,576	10.5%	109
Fast food/drive-in last 6 months: Sonic Drive-In	43,992	6.5%	57
Fast food/drive-in last 6 months: Starbucks	134,413	19.9%	136
Fast food/drive-in last 6 months: Steak n Shake	26,425	3.9%	72
Fast food/drive-in last 6 months: Subway	200,030	29.7%	94
Fast food/drive-in last 6 months: Taco Bell	178,298	26.4%	82
Fast food/drive-in last 6 months: Wendy's	165,668	24.6%	76
Fast food/drive-in last 6 months: Whataburger	31,834	4.7%	104
Fast food/drive-in last 6 months: White Castle	40,670	6.0%	139
Fast food/drive-in last 6 months: eat in	238,409	35.3%	92
Fast food/drive-in last 6 months: home delivery	78,859	11.7%	105
Fast food/drive-in last 6 months: take-out/drive-thru	265,488	39.4%	75
Fast food/drive-in last 6 months: take-out/walk-in	189,063	28.0%	114

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