

Restaurant Market Potential



100 S Wacker Dr, Chicago, Illinois, 60606

Ring: 1 mile radius

Demographic Summary	2025	2030
Population	85,883	90,628
Population 18+	80,374	84,826
Households	52,380	56,302
Median Household Income	\$138,427	\$147,664

Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Went to Family Restaurant/Steak House Last 6 Mo	55,069	68.5%	94
Went to Family Restaurant/Steak House 4+ Times Last 30 Days	16,108	20.0%	82
Spent \$1-\$30 at Family Restaurant/Steak House Last 30 Days	4,294	5.3%	100
Spent \$31-\$50 at Family Restaurant/Steak House Last 30 Days	5,520	6.9%	82
Spent \$51-\$100 at Family Restaurant/Steak House Last 30 Days	11,754	14.6%	89
Spent \$101-\$200 at Family Restaurant/Steak House Last 30 Days	8,284	10.3%	82
Spent \$201+ at Family Restaurant/Steak House Last 30 Days	5,087	6.3%	83
Spent \$1-\$100 at Fine Dining Restaurants Last 30 Days	3,521	4.4%	123
Spent \$101-\$200 at Fine Dining Restaurants Last 30 Days	3,862	4.8%	150
Spent \$201+ at Fine Dining Restaurants Last 30 Days	4,364	5.4%	171
Went for Breakfast at Family Restaurant/Steak House Last 6 Mo	8,555	10.6%	83
Went for Lunch at Family Restaurant/Steak House Last 6 Mo	13,709	17.1%	88
Went for Dinner at Family Restaurant/Steak House Last 6 Mo	36,984	46.0%	98
Went for Snacks at Family Restaurant/Steak House Last 6 Mo	2,026	2.5%	144
Went on Workday to Family Restaurant/Steak House Last 6 Mo	21,837	27.2%	83
Went on Weekend to Family Restaurant/Steak House Last 6 Mo	33,401	41.6%	100
Went to Applebee's Last 6 Mo	9,707	12.1%	77
Went to Bob Evans Last 6 Mo	1,021	1.3%	47
Went to Buffalo Wild Wings Last 6 Mo	7,732	9.6%	107
Went to California Pizza Kitchen Last 6 Mo	2,672	3.3%	188
Went to Carrabba's Last 6 Mo	1,335	1.7%	75
Went to The Cheesecake Factory Last 6 Mo	8,390	10.4%	141
Went to Chili's Grill & Bar Last 6 Mo	6,898	8.6%	86
Went to Cracker Barrel Last 6 Mo	4,607	5.7%	50


Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults or households 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.

Restaurant Market Potential | | Ring: 1 mile radius

Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Went to Denny's Last 6 Mo	4,036	5.0%	75
Went to Golden Corral Last 6 Mo	2,125	2.6%	54
Went to IHOP Last 6 Mo	6,324	7.9%	102
Went to Logan's Roadhouse Last 6 Mo	1,071	1.3%	64
Went to Longhorn Steakhouse Last 6 Mo	3,810	4.7%	68
Went to Olive Garden Last 6 Mo	10,504	13.1%	80
Went to Outback Steakhouse Last 6 Mo	5,091	6.3%	79
Went to Red Lobster Last 6 Mo	4,287	5.3%	70
Went to Red Robin Last 6 Mo	4,189	5.2%	99
Went to Ruby Tuesday Last 6 Mo	855	1.1%	62
Went to Texas Roadhouse Last 6 Mo	8,502	10.6%	74
Went to T.G.I. Friday's Last 6 Mo	1,695	2.1%	87
Went to Waffle House Last 6 Mo	3,866	4.8%	83
Went to Fast Food or Drive-In Restaurant Last 6 Mo	73,221	91.1%	100
Went to Fast Food or Drive-In Rest 9+ Times Last 30 Days	30,214	37.6%	95
Spent \$1-\$10 at Fast Food Restaurant Last 30 Days	2,968	3.7%	127
Spent \$11-\$20 at Fast Food Restaurant Last 30 Days	6,111	7.6%	97
Spent \$21-\$40 at Fast Food Restaurant Last 30 Days	11,941	14.9%	96
Spent \$41-\$50 at Fast Food Restaurant Last 30 Days	7,777	9.7%	108
Spent \$51-\$100 at Fast Food Restaurant Last 30 Days	16,127	20.1%	94
Spent \$101-\$200 at Fast Food Restaurant Last 30 Days	11,191	13.9%	104
Spent \$201+ at Fast Food Restaurant Last 30 Days	4,753	5.9%	89
Ordered Eat-In Fast Food Last 6 Mo	25,265	31.4%	95
Ordered Home Delivery Fast Food Last 6 Mo	14,093	17.5%	143
Take-Out/Drive-Thru/Curbside Fast Food Last 6 Mo	36,207	45.0%	92
Ordered Take-Out/Walk-In Fast Food Last 6 Mo	22,004	27.4%	120
Bought Breakfast at Fast Food Restaurant Last 6 Mo	27,366	34.0%	95
Bought Lunch at Fast Food Restaurant Last 6 Mo	42,923	53.4%	100
Bought Dinner at Fast Food Restaurant Last 6 Mo	45,418	56.5%	105
Bought Snack at Fast Food Restaurant Last 6 Mo	14,166	17.6%	127
Bought from Fast Food Restaurant on Weekday Last 6 Mo	51,564	64.2%	98
Bought from Fast Food Restaurant on Weekend Last 6 Mo	45,534	56.6%	108


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Restaurant Market Potential | | Ring: 1 mile radius

Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Bought A&W Last 6 Mo	649	0.8%	37
Bought Arby's Last 6 Mo	9,310	11.6%	65
Bought Baskin-Robbins Last 6 Mo	3,215	4.0%	118
Bought Boston Market Last 6 Mo	1,205	1.5%	107
Bought Burger King Last 6 Mo	15,924	19.8%	75
Bought Captain D's Last 6 Mo	890	1.1%	40
Bought Carl's Jr. Last 6 Mo	3,590	4.5%	101
Bought Checkers Last 6 Mo	1,428	1.8%	74
Bought Chick-Fil-A Last 6 Mo	28,741	35.8%	106
Bought Chipotle Mexican Grill Last 6 Mo	21,543	26.8%	155
Bought Chuck E. Cheese's Last 6 Mo	927	1.1%	67
Bought Church's Fried Chicken Last 6 Mo	1,780	2.2%	75
Bought Cold Stone Creamery Last 6 Mo	2,321	2.9%	100
Bought Dairy Queen Last 6 Mo	8,530	10.6%	67
Bought Del Taco Last 6 Mo	2,774	3.5%	95
Bought Domino's Pizza Last 6 Mo	13,635	17.0%	100
Bought Dunkin' Donuts Last 6 Mo	14,465	18.0%	127
Bought Five Guys Last 6 Mo	10,003	12.4%	124
Bought Hardee's Last 6 Mo	971	1.2%	26
Bought Jack in the Box Last 6 Mo	5,100	6.3%	93
Bought Jersey Mike's Last 6 Mo	8,834	11.0%	116
Bought Jimmy John's Last 6 Mo	6,065	7.5%	126
Bought KFC Last 6 Mo	9,977	12.4%	72
Bought Krispy Kreme Doughnuts Last 6 Mo	4,639	5.8%	93
Bought Little Caesars Last 6 Mo	7,686	9.6%	75
Bought Long John Silver's Last 6 Mo	533	0.7%	27
Bought McDonald's Last 6 Mo	37,408	46.5%	93
Bought Panda Express Last 6 Mo	12,204	15.2%	113
Bought Panera Bread Last 6 Mo	12,971	16.1%	121
Bought Papa John's Last 6 Mo	6,557	8.2%	102
Bought Papa Murphy's Last 6 Mo	1,465	1.8%	57
Bought Pizza Hut Last 6 Mo	6,335	7.9%	64
Bought Popeyes Chicken Last 6 Mo	10,375	12.9%	102
Bought Sonic Drive-In Last 6 Mo	6,321	7.9%	72


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Restaurant Market Potential | Ring: 1 mile radius

Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Bought Starbucks Last 6 Mo	24,167	30.1%	140
Bought Steak `N Shake Last 6 Mo	1,826	2.3%	79
Bought Subway Last 6 Mo	14,650	18.2%	81
Bought Taco Bell Last 6 Mo	19,281	24.0%	86
Bought Wendy's Last 6 Mo	17,574	21.9%	82
Bought Whataburger Last 6 Mo	4,257	5.3%	85
Bought White Castle Last 6 Mo	1,318	1.6%	66
Bought Wing-Stop Last 6 Mo	3,960	4.9%	128
Went to Fine Dining Restaurant Last 6 Mo	18,789	23.4%	141
Went to Fine Dining Restaurant Last 30 Days	14,319	17.8%	143
Went to Fine Dining Restaurant 2+ Times Last 30 Days	7,597	9.4%	155
Used DoorDash Website/App for Take-Out/Delivery Last 30 Days	14,885	18.5%	146
Used Grubhub Website/App for Take-Out/Delivery Last 30 Days	6,742	8.4%	196
Used Postmates Website/App for Take-Out/Delivery Last 30 Days	1,147	1.4%	165
Used Restaurant Website/App for Take-Out/Delivery Last 30 Days	19,295	24.0%	115
Used Uber Eats Website/App for Take-Out/Delivery Last 30 Days	12,090	15.0%	203
Used Yelp Website or App for Take-Out/Delivery Last 30 Days	1,252	1.6%	152

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Restaurant Market Potential




100 S Wacker Dr, Chicago, Illinois, 60606

Ring: 3 mile radius

Demographic Summary	2025	2030
Population	404,831	413,853
Population 18+	359,533	369,185
Households	224,866	234,916
Median Household Income	\$118,422	\$128,064


Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Went to Family Restaurant/Steak House Last 6 Mo	243,096	67.6%	93
Went to Family Restaurant/Steak House 4+ Times Last 30 Days	71,385	19.9%	81
Spent \$1-\$30 at Family Restaurant/Steak House Last 30 Days	18,025	5.0%	94
Spent \$31-\$50 at Family Restaurant/Steak House Last 30 Days	25,726	7.2%	86
Spent \$51-\$100 at Family Restaurant/Steak House Last 30 Days	50,154	13.9%	84
Spent \$101-\$200 at Family Restaurant/Steak House Last 30 Days	37,879	10.5%	83
Spent \$201+ at Family Restaurant/Steak House Last 30 Days	23,926	6.7%	88
Spent \$1-\$100 at Fine Dining Restaurants Last 30 Days	14,976	4.2%	117
Spent \$101-\$200 at Fine Dining Restaurants Last 30 Days	17,649	4.9%	153
Spent \$201+ at Fine Dining Restaurants Last 30 Days	18,940	5.3%	165
Went for Breakfast at Family Restaurant/Steak House Last 6 Mo	38,505	10.7%	84
Went for Lunch at Family Restaurant/Steak House Last 6 Mo	60,945	16.9%	88
Went for Dinner at Family Restaurant/Steak House Last 6 Mo	160,961	44.8%	95
Went for Snacks at Family Restaurant/Steak House Last 6 Mo	7,914	2.2%	126
Went on Workday to Family Restaurant/Steak House Last 6 Mo	99,063	27.6%	84
Went on Weekend to Family Restaurant/Steak House Last 6 Mo	144,278	40.1%	97
Went to Applebee's Last 6 Mo	44,033	12.3%	78
Went to Bob Evans Last 6 Mo	4,709	1.3%	49
Went to Buffalo Wild Wings Last 6 Mo	32,162	8.9%	99
Went to California Pizza Kitchen Last 6 Mo	11,355	3.2%	178
Went to Carrabba's Last 6 Mo	5,569	1.6%	70
Went to The Cheesecake Factory Last 6 Mo	37,287	10.4%	140
Went to Chili's Grill & Bar Last 6 Mo	29,381	8.2%	82
Went to Cracker Barrel Last 6 Mo	20,383	5.7%	49

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Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Went to Denny's Last 6 Mo	19,968	5.5%	83
Went to Golden Corral Last 6 Mo	9,762	2.7%	55
Went to IHOP Last 6 Mo	28,238	7.8%	102
Went to Logan's Roadhouse Last 6 Mo	4,720	1.3%	63
Went to Longhorn Steakhouse Last 6 Mo	16,974	4.7%	68
Went to Olive Garden Last 6 Mo	45,862	12.8%	78
Went to Outback Steakhouse Last 6 Mo	22,404	6.2%	78
Went to Red Lobster Last 6 Mo	20,402	5.7%	74
Went to Red Robin Last 6 Mo	16,415	4.6%	87
Went to Ruby Tuesday Last 6 Mo	3,922	1.1%	63
Went to Texas Roadhouse Last 6 Mo	35,464	9.9%	69
Went to T.G.I. Friday's Last 6 Mo	8,868	2.5%	101
Went to Waffle House Last 6 Mo	15,673	4.4%	76
Went to Fast Food or Drive-In Restaurant Last 6 Mo	324,304	90.2%	99
Went to Fast Food or Drive-In Rest 9+ Times Last 30 Days	130,464	36.3%	91
Spent \$1-\$10 at Fast Food Restaurant Last 30 Days	12,404	3.5%	119
Spent \$11-\$20 at Fast Food Restaurant Last 30 Days	28,679	8.0%	102
Spent \$21-\$40 at Fast Food Restaurant Last 30 Days	54,740	15.2%	98
Spent \$41-\$50 at Fast Food Restaurant Last 30 Days	32,209	9.0%	100
Spent \$51-\$100 at Fast Food Restaurant Last 30 Days	70,302	19.6%	91
Spent \$101-\$200 at Fast Food Restaurant Last 30 Days	46,299	12.9%	97
Spent \$201+ at Fast Food Restaurant Last 30 Days	20,868	5.8%	88
Ordered Eat-In Fast Food Last 6 Mo	111,955	31.1%	94
Ordered Home Delivery Fast Food Last 6 Mo	58,963	16.4%	133
Take-Out/Drive-Thru/Curbside Fast Food Last 6 Mo	153,649	42.7%	88
Ordered Take-Out/Walk-In Fast Food Last 6 Mo	96,898	26.9%	118
Bought Breakfast at Fast Food Restaurant Last 6 Mo	119,350	33.2%	93
Bought Lunch at Fast Food Restaurant Last 6 Mo	186,457	51.9%	97
Bought Dinner at Fast Food Restaurant Last 6 Mo	192,903	53.6%	100
Bought Snack at Fast Food Restaurant Last 6 Mo	59,654	16.6%	119
Bought from Fast Food Restaurant on Weekday Last 6 Mo	222,761	62.0%	95
Bought from Fast Food Restaurant on Weekend Last 6 Mo	195,607	54.4%	104

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Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Bought A&W Last 6 Mo	4,050	1.1%	52
Bought Arby's Last 6 Mo	37,491	10.4%	58
Bought Baskin-Robbins Last 6 Mo	13,987	3.9%	115
Bought Boston Market Last 6 Mo	6,277	1.8%	125
Bought Burger King Last 6 Mo	73,616	20.5%	78
Bought Captain D's Last 6 Mo	4,267	1.2%	43
Bought Carl's Jr. Last 6 Mo	17,444	4.8%	110
Bought Checkers Last 6 Mo	7,415	2.1%	86
Bought Chick-Fil-A Last 6 Mo	118,309	32.9%	97
Bought Chipotle Mexican Grill Last 6 Mo	90,307	25.1%	145
Bought Chuck E. Cheese's Last 6 Mo	5,141	1.4%	83
Bought Church's Fried Chicken Last 6 Mo	7,634	2.1%	72
Bought Cold Stone Creamery Last 6 Mo	10,315	2.9%	100
Bought Dairy Queen Last 6 Mo	35,578	9.9%	63
Bought Del Taco Last 6 Mo	13,766	3.8%	106
Bought Domino's Pizza Last 6 Mo	58,604	16.3%	96
Bought Dunkin' Donuts Last 6 Mo	66,519	18.5%	131
Bought Five Guys Last 6 Mo	41,570	11.6%	115
Bought Hardee's Last 6 Mo	4,741	1.3%	28
Bought Jack in the Box Last 6 Mo	23,626	6.6%	96
Bought Jersey Mike's Last 6 Mo	35,820	10.0%	105
Bought Jimmy John's Last 6 Mo	22,220	6.2%	103
Bought KFC Last 6 Mo	46,582	13.0%	75
Bought Krispy Kreme Doughnuts Last 6 Mo	21,868	6.1%	99
Bought Little Caesars Last 6 Mo	31,948	8.9%	69
Bought Long John Silver's Last 6 Mo	3,659	1.0%	41
Bought McDonald's Last 6 Mo	164,392	45.7%	92
Bought Panda Express Last 6 Mo	52,224	14.5%	108
Bought Panera Bread Last 6 Mo	53,647	14.9%	112
Bought Papa John's Last 6 Mo	26,712	7.4%	93
Bought Papa Murphy's Last 6 Mo	6,889	1.9%	60
Bought Pizza Hut Last 6 Mo	28,508	7.9%	65
Bought Popeyes Chicken Last 6 Mo	47,995	13.3%	105
Bought Sonic Drive-In Last 6 Mo	24,092	6.7%	62


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Restaurant Market Potential | | Ring: 3 mile radius

Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Bought Starbucks Last 6 Mo	103,951	28.9%	135
Bought Steak `N Shake Last 6 Mo	6,628	1.8%	64
Bought Subway Last 6 Mo	64,076	17.8%	79
Bought Taco Bell Last 6 Mo	84,867	23.6%	84
Bought Wendy's Last 6 Mo	79,889	22.2%	83
Bought Whataburger Last 6 Mo	15,517	4.3%	70
Bought White Castle Last 6 Mo	6,734	1.9%	75
Bought Wing-Stop Last 6 Mo	16,145	4.5%	117
Went to Fine Dining Restaurant Last 6 Mo	83,284	23.2%	140
Went to Fine Dining Restaurant Last 30 Days	63,227	17.6%	141
Went to Fine Dining Restaurant 2+ Times Last 30 Days	33,340	9.3%	152
Used DoorDash Website/App for Take-Out/Delivery Last 30 Days	62,657	17.4%	137
Used Grubhub Website/App for Take-Out/Delivery Last 30 Days	31,028	8.6%	202
Used Postmates Website/App for Take-Out/Delivery Last 30 Days	5,295	1.5%	170
Used Restaurant Website/App for Take-Out/Delivery Last 30 Days	82,751	23.0%	110
Used Uber Eats Website/App for Take-Out/Delivery Last 30 Days	51,224	14.3%	192
Used Yelp Website or App for Take-Out/Delivery Last 30 Days	5,713	1.6%	155

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Restaurant Market Potential



100 S Wacker Dr, Chicago, Illinois, 60606

Ring: 5 mile radius

Demographic Summary	2025	2030
Population	860,198	862,494
Population 18+	733,129	741,807
Households	431,408	442,972
Median Household Income	\$102,657	\$111,418


Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Went to Family Restaurant/Steak House Last 6 Mo	496,245	67.7%	93
Went to Family Restaurant/Steak House 4+ Times Last 30 Days	152,503	20.8%	85
Spent \$1-\$30 at Family Restaurant/Steak House Last 30 Days	35,442	4.8%	91
Spent \$31-\$50 at Family Restaurant/Steak House Last 30 Days	52,513	7.2%	86
Spent \$51-\$100 at Family Restaurant/Steak House Last 30 Days	104,306	14.2%	86
Spent \$101-\$200 at Family Restaurant/Steak House Last 30 Days	79,353	10.8%	86
Spent \$201+ at Family Restaurant/Steak House Last 30 Days	48,439	6.6%	87
Spent \$1-\$100 at Fine Dining Restaurants Last 30 Days	28,810	3.9%	110
Spent \$101-\$200 at Fine Dining Restaurants Last 30 Days	32,483	4.4%	138
Spent \$201+ at Fine Dining Restaurants Last 30 Days	34,045	4.6%	146
Went for Breakfast at Family Restaurant/Steak House Last 6 Mo	81,030	11.1%	86
Went for Lunch at Family Restaurant/Steak House Last 6 Mo	124,193	16.9%	88
Went for Dinner at Family Restaurant/Steak House Last 6 Mo	320,073	43.7%	93
Went for Snacks at Family Restaurant/Steak House Last 6 Mo	16,095	2.2%	125
Went on Workday to Family Restaurant/Steak House Last 6 Mo	199,149	27.2%	83
Went on Weekend to Family Restaurant/Steak House Last 6 Mo	290,207	39.6%	95
Went to Applebee's Last 6 Mo	95,147	13.0%	83
Went to Bob Evans Last 6 Mo	10,018	1.4%	51
Went to Buffalo Wild Wings Last 6 Mo	66,730	9.1%	101
Went to California Pizza Kitchen Last 6 Mo	21,352	2.9%	165
Went to Carrabba's Last 6 Mo	11,063	1.5%	68
Went to The Cheesecake Factory Last 6 Mo	73,202	10.0%	135
Went to Chili's Grill & Bar Last 6 Mo	62,771	8.6%	86
Went to Cracker Barrel Last 6 Mo	44,269	6.0%	53

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults or households 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.

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Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Went to Denny's Last 6 Mo	47,034	6.4%	96
Went to Golden Corral Last 6 Mo	26,085	3.6%	72
Went to IHOP Last 6 Mo	58,091	7.9%	103
Went to Logan's Roadhouse Last 6 Mo	9,674	1.3%	63
Went to Longhorn Steakhouse Last 6 Mo	36,620	5.0%	72
Went to Olive Garden Last 6 Mo	94,825	12.9%	79
Went to Outback Steakhouse Last 6 Mo	45,971	6.3%	78
Went to Red Lobster Last 6 Mo	45,335	6.2%	81
Went to Red Robin Last 6 Mo	32,181	4.4%	84
Went to Ruby Tuesday Last 6 Mo	8,730	1.2%	69
Went to Texas Roadhouse Last 6 Mo	73,456	10.0%	70
Went to T.G.I. Friday's Last 6 Mo	20,662	2.8%	116
Went to Waffle House Last 6 Mo	34,239	4.7%	81
Went to Fast Food or Drive-In Restaurant Last 6 Mo	660,923	90.2%	99
Went to Fast Food or Drive-In Rest 9+ Times Last 30 Days	275,030	37.5%	94
Spent \$1-\$10 at Fast Food Restaurant Last 30 Days	24,027	3.3%	113
Spent \$11-\$20 at Fast Food Restaurant Last 30 Days	56,901	7.8%	99
Spent \$21-\$40 at Fast Food Restaurant Last 30 Days	111,179	15.2%	98
Spent \$41-\$50 at Fast Food Restaurant Last 30 Days	63,620	8.7%	97
Spent \$51-\$100 at Fast Food Restaurant Last 30 Days	145,726	19.9%	93
Spent \$101-\$200 at Fast Food Restaurant Last 30 Days	96,448	13.2%	99
Spent \$201+ at Fast Food Restaurant Last 30 Days	44,008	6.0%	91
Ordered Eat-In Fast Food Last 6 Mo	225,653	30.8%	93
Ordered Home Delivery Fast Food Last 6 Mo	120,005	16.4%	133
Take-Out/Drive-Thru/Curbside Fast Food Last 6 Mo	310,126	42.3%	87
Ordered Take-Out/Walk-In Fast Food Last 6 Mo	189,562	25.9%	113
Bought Breakfast at Fast Food Restaurant Last 6 Mo	246,133	33.6%	94
Bought Lunch at Fast Food Restaurant Last 6 Mo	374,059	51.0%	96
Bought Dinner at Fast Food Restaurant Last 6 Mo	382,651	52.2%	97
Bought Snack at Fast Food Restaurant Last 6 Mo	116,706	15.9%	114
Bought from Fast Food Restaurant on Weekday Last 6 Mo	446,128	60.9%	93
Bought from Fast Food Restaurant on Weekend Last 6 Mo	393,629	53.7%	103

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults or households 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.

Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Bought A&W Last 6 Mo	9,482	1.3%	59
Bought Arby's Last 6 Mo	76,786	10.5%	59
Bought Baskin-Robbins Last 6 Mo	29,567	4.0%	119
Bought Boston Market Last 6 Mo	13,404	1.8%	131
Bought Burger King Last 6 Mo	162,838	22.2%	84
Bought Captain D's Last 6 Mo	12,537	1.7%	61
Bought Carl's Jr. Last 6 Mo	38,859	5.3%	120
Bought Checkers Last 6 Mo	19,322	2.6%	109
Bought Chick-Fil-A Last 6 Mo	235,908	32.2%	95
Bought Chipotle Mexican Grill Last 6 Mo	172,196	23.5%	136
Bought Chuck E. Cheese's Last 6 Mo	13,382	1.8%	106
Bought Church's Fried Chicken Last 6 Mo	21,095	2.9%	97
Bought Cold Stone Creamery Last 6 Mo	21,859	3.0%	104
Bought Dairy Queen Last 6 Mo	72,061	9.8%	62
Bought Del Taco Last 6 Mo	30,795	4.2%	116
Bought Domino's Pizza Last 6 Mo	121,921	16.6%	98
Bought Dunkin' Donuts Last 6 Mo	130,400	17.8%	126
Bought Five Guys Last 6 Mo	78,768	10.7%	107
Bought Hardee's Last 6 Mo	12,464	1.7%	36
Bought Jack in the Box Last 6 Mo	55,477	7.6%	111
Bought Jersey Mike's Last 6 Mo	67,622	9.2%	97
Bought Jimmy John's Last 6 Mo	40,700	5.5%	93
Bought KFC Last 6 Mo	106,953	14.6%	85
Bought Krispy Kreme Doughnuts Last 6 Mo	45,860	6.3%	101
Bought Little Caesars Last 6 Mo	75,360	10.3%	80
Bought Long John Silver's Last 6 Mo	9,570	1.3%	53
Bought McDonald's Last 6 Mo	340,772	46.5%	93
Bought Panda Express Last 6 Mo	107,420	14.7%	109
Bought Panera Bread Last 6 Mo	100,629	13.7%	103
Bought Papa John's Last 6 Mo	54,206	7.4%	93
Bought Papa Murphy's Last 6 Mo	14,366	2.0%	61
Bought Pizza Hut Last 6 Mo	66,356	9.1%	74
Bought Popeyes Chicken Last 6 Mo	105,182	14.3%	113
Bought Sonic Drive-In Last 6 Mo	52,055	7.1%	65


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 **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.

Restaurant Market Potential | | Ring: 5 mile radius

Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Bought Starbucks Last 6 Mo	199,081	27.1%	126
Bought Steak `N Shake Last 6 Mo	13,961	1.9%	66
Bought Subway Last 6 Mo	137,717	18.8%	83
Bought Taco Bell Last 6 Mo	178,162	24.3%	87
Bought Wendy's Last 6 Mo	170,550	23.3%	87
Bought Whataburger Last 6 Mo	32,192	4.4%	71
Bought White Castle Last 6 Mo	15,972	2.2%	87
Bought Wing-Stop Last 6 Mo	35,954	4.9%	128
Went to Fine Dining Restaurant Last 6 Mo	155,706	21.2%	128
Went to Fine Dining Restaurant Last 30 Days	117,194	16.0%	128
Went to Fine Dining Restaurant 2+ Times Last 30 Days	60,882	8.3%	137
Used DoorDash Website/App for Take-Out/Delivery Last 30 Days	127,004	17.3%	136
Used Grubhub Website/App for Take-Out/Delivery Last 30 Days	60,282	8.2%	192
Used Postmates Website/App for Take-Out/Delivery Last 30 Days	10,780	1.5%	170
Used Restaurant Website/App for Take-Out/Delivery Last 30 Days	160,373	21.9%	105
Used Uber Eats Website/App for Take-Out/Delivery Last 30 Days	100,063	13.7%	184
Used Yelp Website or App for Take-Out/Delivery Last 30 Days	10,950	1.5%	146

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults or households 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.

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