

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/6 Mo	55,069	68.5%	94
Went to Family Restaurant/Steak House 4+ Times/30 Days	16,108	20.0%	82
Spent \$1-30 at Family Restaurant/Steak House/30 Days	4,294	5.3%	100
Spent \$31-50 at Family Restaurant/Steak House/30 Days	5,520	6.9%	82
Spent \$51-100 at Family Restaurant/Steak House/30 Days	11,754	14.6%	89
Spent \$101-200 at Family Restaurant/Steak House/30 Days	8,284	10.3%	82
Spent \$201+ at Family Restaurant/Steak House/30 Days	5,087	6.3%	83
Spent \$1-100 at Fine Dining Restaurants/30 Days	3,521	4.4%	123
Spent \$101-200 at Fine Dining Restaurants/30 Days	3,862	4.8%	150
Spent \$201+ at Fine Dining Restaurants/30 Days	4,364	5.4%	171
Went for Breakfast at Family Restaurant/Steak House/6 Mo	8,555	10.6%	83
Went for Lunch at Family Restaurant/Steak House/6 Mo	13,709	17.1%	88
Went for Dinner at Family Restaurant/Steak House/6 Mo	36,984	46.0%	98
Went for Snacks at Family Restaurant/Steak House/6 Mo	2,026	2.5%	144
Went on Weekday to Family Restaurant/Steak House/6 Mo	21,837	27.2%	83
Went on Weekend to Family Restaurant/Steak House/6 Mo	33,401	41.6%	100
Went to Applebee`s/6 Mo	9,707	12.1%	77
Went to Bob Evans/6 Mo	1,021	1.3%	47
Went to Buffalo Wild Wings/6 Mo	7,732	9.6%	107
Went to California Pizza Kitchen/6 Mo	2,672	3.3%	188
Went to Carrabba`s/6 Mo	1,335	1.7%	75
Went to The Cheesecake Factory/6 Mo	8,390	10.4%	141
Went to Chili`s Grill & Bar/6 Mo	6,898	8.6%	86
Went to Cracker Barrel/6 Mo	4,607	5.7%	50
Went to Denny`s/6 Mo	4,036	5.0%	75
Went to Golden Corral/6 Mo	2,125	2.6%	54
Went to IHOP/6 Mo	6,324	7.9%	102
Went to Logan`s Roadhouse/6 Mo	1,071	1.3%	64
Went to Longhorn Steakhouse/6 Mo	3,810	4.7%	68
Went to Olive Garden/6 Mo	10,504	13.1%	80
Went to Outback Steakhouse/6 Mo	5,091	6.3%	79
Went to Red Lobster/6 Mo	4,287	5.3%	70
Went to Red Robin/6 Mo	4,189	5.2%	99
Went to Ruby Tuesday/6 Mo	855	1.1%	62
Went to Texas Roadhouse/6 Mo	8,502	10.6%	74
Went to T.G.I. Friday`s/6 Mo	1,695	2.1%	87
Went to Waffle House/6 Mo	3,866	4.8%	83
Went to Fast Food/Drive-In Restaurant/6 Mo	73,221	91.1%	100
Went to Fast Food/Drive-In Rest 9+ Times/30 Days	30,214	37.6%	95
Spent \$1-10 at Fast Food Restaurant/30 Days	2,968	3.7%	127
Spent \$11-20 at Fast Food Restaurant/30 Days	6,111	7.6%	97
Spent \$21-40 at Fast Food Restaurant/30 Days	11,941	14.9%	96
Spent \$41-50 at Fast Food Restaurant/30 Days	7,777	9.7%	108
Spent \$51-100 at Fast Food Restaurant/30 Days	16,127	20.1%	94
Spent \$101-200 at Fast Food Restaurant/30 Days	11,191	13.9%	104
Spent \$201+ at Fast Food Restaurant/30 Days	4,753	5.9%	89
Ordered Eat-In Fast Food/6 Mo	25,265	31.4%	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.

Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Ordered Home Delivery Fast Food/6 Mo	14,093	17.5%	143
Take-Out/Drive-Thru/Curbside Fast Food/6 Mo	36,207	45.0%	92
Ordered Take-Out/Walk-In Fast Food/6 Mo	22,004	27.4%	120
Bought Breakfast at Fast Food Restaurant/6 Mo	27,366	34.0%	95
Bought Lunch at Fast Food Restaurant/6 Mo	42,923	53.4%	100
Bought Dinner at Fast Food Restaurant/6 Mo	45,418	56.5%	105
Bought Snack at Fast Food Restaurant/6 Mo	14,166	17.6%	127
Bought from Fast Food Restaurant on Weekday/6 Mo	51,564	64.2%	98
Bought from Fast Food Restaurant on Weekend/6 Mo	45,534	56.6%	108
Bought A&W/6 Mo	649	0.8%	37
Bought Arby`s/6 Mo	9,310	11.6%	65
Bought Baskin-Robbins/6 Mo	3,215	4.0%	118
Bought Boston Market/6 Mo	1,205	1.5%	107
Bought Burger King/6 Mo	15,924	19.8%	75
Bought Captain D`s/6 Mo	890	1.1%	40
Bought Carl`s Jr./6 Mo	3,590	4.5%	101
Bought Checkers/6 Mo	1,428	1.8%	74
Bought Chick-Fil-A/6 Mo	28,741	35.8%	106
Bought Chipotle Mexican Grill/6 Mo	21,543	26.8%	155
Bought Chuck E. Cheese`s/6 Mo	927	1.1%	67
Bought Church`s Fried Chicken/6 Mo	1,780	2.2%	75
Bought Cold Stone Creamery/6 Mo	2,321	2.9%	100
Bought Dairy Queen/6 Mo	8,530	10.6%	67
Bought Del Taco/6 Mo	2,774	3.5%	95
Bought Domino`s Pizza/6 Mo	13,635	17.0%	100
Bought Dunkin` Donuts/6 Mo	14,465	18.0%	127
Bought Five Guys/6 Mo	10,003	12.4%	124
Bought Hardee`s/6 Mo	971	1.2%	26
Bought Jack in the Box/6 Mo	5,100	6.3%	93
Bought Jersey Mike`s/6 Mo	8,834	11.0%	116
Bought Jimmy John`s/6 Mo	6,065	7.5%	126
Bought KFC/6 Mo	9,977	12.4%	72
Bought Krispy Kreme Doughnuts/6 Mo	4,639	5.8%	93
Bought Little Caesars/6 Mo	7,686	9.6%	75
Bought Long John Silver`s/6 Mo	533	0.7%	27
Bought McDonald`s/6 Mo	37,408	46.5%	93
Bought Panda Express/6 Mo	12,204	15.2%	113
Bought Panera Bread/6 Mo	12,971	16.1%	121
Bought Papa John`s/6 Mo	6,557	8.2%	102
Bought Papa Murphy`s/6 Mo	1,465	1.8%	57
Bought Pizza Hut/6 Mo	6,335	7.9%	64
Bought Popeyes Chicken/6 Mo	10,375	12.9%	102
Bought Sonic Drive-In/6 Mo	6,321	7.9%	72
Bought Starbucks/6 Mo	24,167	30.1%	140
Bought Steak `N Shake/6 Mo	1,826	2.3%	79
Bought Subway/6 Mo	14,650	18.2%	81
Bought Taco Bell/6 Mo	19,281	24.0%	86
Bought Wendy`s/6 Mo	17,574	21.9%	82
Bought Whataburger/6 Mo	4,257	5.3%	85
Bought White Castle/6 Mo	1,318	1.6%	66
Bought Wing-Stop/6 Mo	3,960	4.9%	128

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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

100 S Wacker Dr, Chicago, Illinois, 60606
Ring: 1 mile radius

Sample Report
Latitude: 41.8803
Longitude: -87.6375

Went to Fine Dining Restaurant/6 Mo	18,789	23.4%	141
Went to Fine Dining Restaurant/30 Days	14,319	17.8%	143
Went to Fine Dining Restaurant 2+ Times/30 Days	7,597	9.4%	155
Used DoorDash Site/App for Take-Out/Del/30 Days	14,885	18.5%	146
Used Grubhub Site/App for Take-Out/Del/30 Days	6,742	8.4%	196
Used Postmates Site/App for Take-Out/Del/30 Days	1,147	1.4%	165
Used Restrnt Site/App for Take-Out/Del/30 Days	19,295	24.0%	115
Used Uber Eats Site/App for Take-Out/Del/30 Days	12,090	15.0%	203
Used Yelp Site/App for Take-Out/Del/30 Days	1,252	1.6%	152

Sample Report

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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/6 Mo		243,096	67.6%	93
Went to Family Restaurant/Steak House 4+ Times/30 Days		71,385	19.9%	81
Spent \$1-30 at Family Restaurant/Steak House/30 Days		18,025	5.0%	94
Spent \$31-50 at Family Restaurant/Steak House/30 Days		25,726	7.2%	86
Spent \$51-100 at Family Restaurant/Steak House/30 Days		50,154	13.9%	84
Spent \$101-200 at Family Restaurant/Steak House/30 Days		37,879	10.5%	83
Spent \$201+ at Family Restaurant/Steak House/30 Days		23,926	6.7%	88
Spent \$1-100 at Fine Dining Restaurants/30 Days		14,976	4.2%	117
Spent \$101-200 at Fine Dining Restaurants/30 Days		17,649	4.9%	153
Spent \$201+ at Fine Dining Restaurants/30 Days		18,940	5.3%	165
Went for Breakfast at Family Restaurant/Steak House/6 Mo		38,505	10.7%	84
Went for Lunch at Family Restaurant/Steak House/6 Mo		60,945	16.9%	88
Went for Dinner at Family Restaurant/Steak House/6 Mo		160,961	44.8%	95
Went for Snacks at Family Restaurant/Steak House/6 Mo		7,914	2.2%	126
Went on Weekday to Family Restaurant/Steak House/6 Mo		99,063	27.6%	84
Went on Weekend to Family Restaurant/Steak House/6 Mo		144,278	40.1%	97
Went to Applebee's/6 Mo		44,033	12.3%	78
Went to Bob Evans/6 Mo		4,709	1.3%	49
Went to Buffalo Wild Wings/6 Mo		32,162	8.9%	99
Went to California Pizza Kitchen/6 Mo		11,355	3.2%	178
Went to Carrabba's/6 Mo		5,569	1.6%	70
Went to The Cheesecake Factory/6 Mo		37,287	10.4%	140
Went to Chili's Grill & Bar/6 Mo		29,381	8.2%	82
Went to Cracker Barrel/6 Mo		20,383	5.7%	49
Went to Denny's/6 Mo		19,968	5.5%	83
Went to Golden Corral/6 Mo		9,762	2.7%	55
Went to IHOP/6 Mo		28,238	7.8%	102
Went to Logan's Roadhouse/6 Mo		4,720	1.3%	63
Went to Longhorn Steakhouse/6 Mo		16,974	4.7%	68
Went to Olive Garden/6 Mo		45,862	12.8%	78
Went to Outback Steakhouse/6 Mo		22,404	6.2%	78
Went to Red Lobster/6 Mo		20,402	5.7%	74
Went to Red Robin/6 Mo		16,415	4.6%	87
Went to Ruby Tuesday/6 Mo		3,922	1.1%	63
Went to Texas Roadhouse/6 Mo		35,464	9.9%	69
Went to T.G.I. Friday's/6 Mo		8,868	2.5%	101
Went to Waffle House/6 Mo		15,673	4.4%	76
Went to Fast Food/Drive-In Restaurant/6 Mo		324,304	90.2%	99
Went to Fast Food/Drive-In Rest 9+ Times/30 Days		130,464	36.3%	91
Spent \$1-10 at Fast Food Restaurant/30 Days		12,404	3.5%	119
Spent \$11-20 at Fast Food Restaurant/30 Days		28,679	8.0%	102
Spent \$21-40 at Fast Food Restaurant/30 Days		54,740	15.2%	98
Spent \$41-50 at Fast Food Restaurant/30 Days		32,209	9.0%	100
Spent \$51-100 at Fast Food Restaurant/30 Days		70,302	19.6%	91
Spent \$101-200 at Fast Food Restaurant/30 Days		46,299	12.9%	97
Spent \$201+ at Fast Food Restaurant/30 Days		20,868	5.8%	88
Ordered Eat-In Fast Food/6 Mo		111,955	31.1%	94

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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.

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Ordered Home Delivery Fast Food/6 Mo	58,963	16.4%	133
Take-Out/Drive-Thru/Curbside Fast Food/6 Mo	153,649	42.7%	88
Ordered Take-Out/Walk-In Fast Food/6 Mo	96,898	26.9%	118
Bought Breakfast at Fast Food Restaurant/6 Mo	119,350	33.2%	93
Bought Lunch at Fast Food Restaurant/6 Mo	186,457	51.9%	97
Bought Dinner at Fast Food Restaurant/6 Mo	192,903	53.6%	100
Bought Snack at Fast Food Restaurant/6 Mo	59,654	16.6%	119
Bought from Fast Food Restaurant on Weekday/6 Mo	222,761	62.0%	95
Bought from Fast Food Restaurant on Weekend/6 Mo	195,607	54.4%	104
Bought A&W/6 Mo	4,050	1.1%	52
Bought Arby`s/6 Mo	37,491	10.4%	58
Bought Baskin-Robbins/6 Mo	13,987	3.9%	115
Bought Boston Market/6 Mo	6,277	1.8%	125
Bought Burger King/6 Mo	73,616	20.5%	78
Bought Captain D`s/6 Mo	4,267	1.2%	43
Bought Carl`s Jr./6 Mo	17,444	4.8%	110
Bought Checkers/6 Mo	7,415	2.1%	86
Bought Chick-Fil-A/6 Mo	118,309	32.9%	97
Bought Chipotle Mexican Grill/6 Mo	90,307	25.1%	145
Bought Chuck E. Cheese`s/6 Mo	5,141	1.4%	83
Bought Church`s Fried Chicken/6 Mo	7,634	2.1%	72
Bought Cold Stone Creamery/6 Mo	10,315	2.9%	100
Bought Dairy Queen/6 Mo	35,578	9.9%	63
Bought Del Taco/6 Mo	13,766	3.8%	106
Bought Domino`s Pizza/6 Mo	58,604	16.3%	96
Bought Dunkin` Donuts/6 Mo	66,519	18.5%	131
Bought Five Guys/6 Mo	41,570	11.6%	115
Bought Hardee`s/6 Mo	4,741	1.3%	28
Bought Jack in the Box/6 Mo	23,626	6.6%	96
Bought Jersey Mike`s/6 Mo	35,820	10.0%	105
Bought Jimmy John`s/6 Mo	22,220	6.2%	103
Bought KFC/6 Mo	46,582	13.0%	75
Bought Krispy Kreme Doughnuts/6 Mo	21,868	6.1%	99
Bought Little Caesars/6 Mo	31,948	8.9%	69
Bought Long John Silver`s/6 Mo	3,659	1.0%	41
Bought McDonald`s/6 Mo	164,392	45.7%	92
Bought Panda Express/6 Mo	52,224	14.5%	108
Bought Panera Bread/6 Mo	53,647	14.9%	112
Bought Papa John`s/6 Mo	26,712	7.4%	93
Bought Papa Murphy`s/6 Mo	6,889	1.9%	60
Bought Pizza Hut/6 Mo	28,508	7.9%	65
Bought Popeyes Chicken/6 Mo	47,995	13.3%	105
Bought Sonic Drive-In/6 Mo	24,092	6.7%	62
Bought Starbucks/6 Mo	103,951	28.9%	135
Bought Steak `N Shake/6 Mo	6,628	1.8%	64
Bought Subway/6 Mo	64,076	17.8%	79
Bought Taco Bell/6 Mo	84,867	23.6%	84
Bought Wendy`s/6 Mo	79,889	22.2%	83
Bought Whataburger/6 Mo	15,517	4.3%	70
Bought White Castle/6 Mo	6,734	1.9%	75
Bought Wing-Stop/6 Mo	16,145	4.5%	117

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Restaurant Market Potential

100 S Wacker Dr, Chicago, Illinois, 60606
 Ring: 3 mile radius

Sample Report
 Latitude: 41.8803
 Longitude: -87.6375

Went to Fine Dining Restaurant/6 Mo	83,284	23.2%	140
Went to Fine Dining Restaurant/30 Days	63,227	17.6%	141
Went to Fine Dining Restaurant 2+ Times/30 Days	33,340	9.3%	152
Used DoorDash Site/App for Take-Out/Del/30 Days	62,657	17.4%	137
Used Grubhub Site/App for Take-Out/Del/30 Days	31,028	8.6%	202
Used Postmates Site/App for Take-Out/Del/30 Days	5,295	1.5%	170
Used Restrnt Site/App for Take-Out/Del/30 Days	82,751	23.0%	110
Used Uber Eats Site/App for Take-Out/Del/30 Days	51,224	14.3%	192
Used Yelp Site/App for Take-Out/Del/30 Days	5,713	1.6%	155

Sample Report

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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/6 Mo		496,245	67.7%	93
Went to Family Restaurant/Steak House 4+ Times/30 Days		152,503	20.8%	85
Spent \$1-30 at Family Restaurant/Steak House/30 Days		35,442	4.8%	91
Spent \$31-50 at Family Restaurant/Steak House/30 Days		52,513	7.2%	86
Spent \$51-100 at Family Restaurant/Steak House/30 Days		104,306	14.2%	86
Spent \$101-200 at Family Restaurant/Steak House/30 Days		79,353	10.8%	86
Spent \$201+ at Family Restaurant/Steak House/30 Days		48,439	6.6%	87
Spent \$1-100 at Fine Dining Restaurants/30 Days		28,810	3.9%	110
Spent \$101-200 at Fine Dining Restaurants/30 Days		32,483	4.4%	138
Spent \$201+ at Fine Dining Restaurants/30 Days		34,045	4.6%	146
Went for Breakfast at Family Restaurant/Steak House/6 Mo		81,030	11.1%	86
Went for Lunch at Family Restaurant/Steak House/6 Mo		124,193	16.9%	88
Went for Dinner at Family Restaurant/Steak House/6 Mo		320,073	43.7%	93
Went for Snacks at Family Restaurant/Steak House/6 Mo		16,095	2.2%	125
Went on Weekday to Family Restaurant/Steak House/6 Mo		199,149	27.2%	83
Went on Weekend to Family Restaurant/Steak House/6 Mo		290,207	39.6%	95
Went to Applebee`s/6 Mo		95,147	13.0%	83
Went to Bob Evans/6 Mo		10,018	1.4%	51
Went to Buffalo Wild Wings/6 Mo		66,730	9.1%	101
Went to California Pizza Kitchen/6 Mo		21,352	2.9%	165
Went to Carrabba`s/6 Mo		11,063	1.5%	68
Went to The Cheesecake Factory/6 Mo		73,202	10.0%	135
Went to Chili`s Grill & Bar/6 Mo		62,771	8.6%	86
Went to Cracker Barrel/6 Mo		44,269	6.0%	53
Went to Denny`s/6 Mo		47,034	6.4%	96
Went to Golden Corral/6 Mo		26,085	3.6%	72
Went to IHOP/6 Mo		58,091	7.9%	103
Went to Logan`s Roadhouse/6 Mo		9,674	1.3%	63
Went to Longhorn Steakhouse/6 Mo		36,620	5.0%	72
Went to Olive Garden/6 Mo		94,825	12.9%	79
Went to Outback Steakhouse/6 Mo		45,971	6.3%	78
Went to Red Lobster/6 Mo		45,335	6.2%	81
Went to Red Robin/6 Mo		32,181	4.4%	84
Went to Ruby Tuesday/6 Mo		8,730	1.2%	69
Went to Texas Roadhouse/6 Mo		73,456	10.0%	70
Went to T.G.I. Friday`s/6 Mo		20,662	2.8%	116
Went to Waffle House/6 Mo		34,239	4.7%	81
Went to Fast Food/Drive-In Restaurant/6 Mo		660,923	90.2%	99
Went to Fast Food/Drive-In Rest 9+ Times/30 Days		275,030	37.5%	94
Spent \$1-10 at Fast Food Restaurant/30 Days		24,027	3.3%	113
Spent \$11-20 at Fast Food Restaurant/30 Days		56,901	7.8%	99
Spent \$21-40 at Fast Food Restaurant/30 Days		111,179	15.2%	98
Spent \$41-50 at Fast Food Restaurant/30 Days		63,620	8.7%	97
Spent \$51-100 at Fast Food Restaurant/30 Days		145,726	19.9%	93
Spent \$101-200 at Fast Food Restaurant/30 Days		96,448	13.2%	99
Spent \$201+ at Fast Food Restaurant/30 Days		44,008	6.0%	91
Ordered Eat-In Fast Food/6 Mo		225,653	30.8%	93

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Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Ordered Home Delivery Fast Food/6 Mo	120,005	16.4%	133
Take-Out/Drive-Thru/Curbside Fast Food/6 Mo	310,126	42.3%	87
Ordered Take-Out/Walk-In Fast Food/6 Mo	189,562	25.9%	113
Bought Breakfast at Fast Food Restaurant/6 Mo	246,133	33.6%	94
Bought Lunch at Fast Food Restaurant/6 Mo	374,059	51.0%	96
Bought Dinner at Fast Food Restaurant/6 Mo	382,651	52.2%	97
Bought Snack at Fast Food Restaurant/6 Mo	116,706	15.9%	114
Bought from Fast Food Restaurant on Weekday/6 Mo	446,128	60.9%	93
Bought from Fast Food Restaurant on Weekend/6 Mo	393,629	53.7%	103
Bought A&W/6 Mo	9,482	1.3%	59
Bought Arby`s/6 Mo	76,786	10.5%	59
Bought Baskin-Robbins/6 Mo	29,567	4.0%	119
Bought Boston Market/6 Mo	13,404	1.8%	131
Bought Burger King/6 Mo	162,838	22.2%	84
Bought Captain D`s/6 Mo	12,537	1.7%	61
Bought Carl`s Jr./6 Mo	38,859	5.3%	120
Bought Checkers/6 Mo	19,322	2.6%	109
Bought Chick-Fil-A/6 Mo	235,908	32.2%	95
Bought Chipotle Mexican Grill/6 Mo	172,196	23.5%	136
Bought Chuck E. Cheese`s/6 Mo	13,382	1.8%	106
Bought Church`s Fried Chicken/6 Mo	21,095	2.9%	97
Bought Cold Stone Creamery/6 Mo	21,859	3.0%	104
Bought Dairy Queen/6 Mo	72,061	9.8%	62
Bought Del Taco/6 Mo	30,795	4.2%	116
Bought Domino`s Pizza/6 Mo	121,921	16.6%	98
Bought Dunkin` Donuts/6 Mo	130,400	17.8%	126
Bought Five Guys/6 Mo	78,768	10.7%	107
Bought Hardee`s/6 Mo	12,464	1.7%	36
Bought Jack in the Box/6 Mo	55,477	7.6%	111
Bought Jersey Mike`s/6 Mo	67,622	9.2%	97
Bought Jimmy John`s/6 Mo	40,700	5.5%	93
Bought KFC/6 Mo	106,953	14.6%	85
Bought Krispy Kreme Doughnuts/6 Mo	45,860	6.3%	101
Bought Little Caesars/6 Mo	75,360	10.3%	80
Bought Long John Silver`s/6 Mo	9,570	1.3%	53
Bought McDonald`s/6 Mo	340,772	46.5%	93
Bought Panda Express/6 Mo	107,420	14.7%	109
Bought Panera Bread/6 Mo	100,629	13.7%	103
Bought Papa John`s/6 Mo	54,206	7.4%	93
Bought Papa Murphy`s/6 Mo	14,366	2.0%	61
Bought Pizza Hut/6 Mo	66,356	9.1%	74
Bought Popeyes Chicken/6 Mo	105,182	14.3%	113
Bought Sonic Drive-In/6 Mo	52,055	7.1%	65
Bought Starbucks/6 Mo	199,081	27.1%	126
Bought Steak `N Shake/6 Mo	13,961	1.9%	66
Bought Subway/6 Mo	137,717	18.8%	83
Bought Taco Bell/6 Mo	178,162	24.3%	87
Bought Wendy`s/6 Mo	170,550	23.3%	87
Bought Whataburger/6 Mo	32,192	4.4%	71
Bought White Castle/6 Mo	15,972	2.2%	87
Bought Wing-Stop/6 Mo	35,954	4.9%	128

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.

Restaurant Market Potential

100 S Wacker Dr, Chicago, Illinois, 60606
Ring: 5 mile radius

Sample Report
Latitude: 41.8803
Longitude: -87.6375

Went to Fine Dining Restaurant/6 Mo	155,706	21.2%	128
Went to Fine Dining Restaurant/30 Days	117,194	16.0%	128
Went to Fine Dining Restaurant 2+ Times/30 Days	60,882	8.3%	137
Used DoorDash Site/App for Take-Out/Del/30 Days	127,004	17.3%	136
Used Grubhub Site/App for Take-Out/Del/30 Days	60,282	8.2%	192
Used Postmates Site/App for Take-Out/Del/30 Days	10,780	1.5%	170
Used Restrnt Site/App for Take-Out/Del/30 Days	160,373	21.9%	105
Used Uber Eats Site/App for Take-Out/Del/30 Days	100,063	13.7%	184
Used Yelp Site/App for Take-Out/Del/30 Days	10,950	1.5%	146

Sample Report

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