



Restaurant Market Potential

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

Sample Report
 Latitude: 41.88055
 Longitude: -87.63701

Demographic Summary	2015	2020
Population	57,033	61,397
Population 18+	53,634	57,674
Households	32,801	35,719
Median Household Income	\$93,852	\$104,122

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Went to family restaurant/steak house in last 6 mo	38,781	72.3%	96
Went to family restaurant/steak house 4+ times/mo	12,465	23.2%	81
Spent at family rest/steak hse last 6 months: <\$31	2,773	5.2%	72
Spent at family rest/steak hse last 6 months: \$31-50	3,495	6.5%	77
Spent at family rest/steak hse last 6 months: \$51-100	7,102	13.2%	88
Spent at family rest/steak hse last 6 months: \$101-200	6,683	12.5%	102
Spent at family rest/steak hse last 6 months: \$201-300	2,384	4.4%	75
Spent at family rest/steak hse last 6 months: \$301+	4,390	8.2%	110
Family restaurant/steak house last 6 months: breakfast	6,380	11.9%	95
Family restaurant/steak house last 6 months: lunch	10,177	19.0%	98
Family restaurant/steak house last 6 months: dinner	24,366	45.4%	95
Family restaurant/steak house last 6 months: snack	967	1.8%	103
Family restaurant/steak house last 6 months: weekday	16,515	30.8%	97
Family restaurant/steak house last 6 months: weekend	21,889	40.8%	96
Fam rest/steak hse/6 months: Applebee` s	7,534	14.0%	56
Fam rest/steak hse/6 months: Bob Evans Farms	366	0.7%	18
Fam rest/steak hse/6 months: Buffalo Wild Wings	4,062	7.6%	99
Fam rest/steak hse/6 months: California Pizza Kitchen	3,347	6.2%	192
Fam rest/steak hse/6 months: Carrabba`s Italian Grill	985	1.8%	60
Fam rest/steak hse/6 months: The Cheesecake Factory	5,760	10.7%	157
Fam rest/steak hse/6 months: Chili`s Grill & Bar	6,410	12.0%	98
Fam rest/steak hse/6 months: CiCi`s Pizza	1,342	2.5%	57
Fam rest/steak hse/6 months: Cracker Barrel	2,502	4.7%	48
Fam rest/steak hse/6 months: Denny`s	5,772	10.8%	113
Fam rest/steak hse/6 months: Golden Corral	1,760	3.3%	38
Fam rest/steak hse/6 months: IHOP	5,636	10.5%	90
Fam rest/steak hse/6 months: Logan`s Roadhouse	211	0.4%	11
Fam rest/steak hse/6 months: LongHorn Steakhouse	1,250	2.3%	54
Fam rest/steak hse/6 months: Old Country Buffet	642	1.2%	57
Fam rest/steak hse/6 months: Olive Garden	7,470	13.9%	80
Fam rest/steak hse/6 months: Outback Steakhouse	4,215	7.9%	79
Fam rest/steak hse/6 months: Red Lobster	4,151	7.7%	61
Fam rest/steak hse/6 months: Red Robin	4,362	8.1%	136
Fam rest/steak hse/6 months: Ruby Tuesday	1,423	2.7%	39
Fam rest/steak hse/6 months: Texas Roadhouse	3,171	5.9%	80
Fam rest/steak hse/6 months: T.G.I. Friday`s	3,838	7.2%	89
Fam rest/steak hse/6 months: Waffle House	1,723	3.2%	59
Went to fast food/drive-in restaurant in last 6 mo	48,462	90.4%	100
Went to fast food/drive-in restaurant 9+ times/mo	21,002	39.2%	97
Spent at fast food/drive-in last 6 months: <\$11	2,506	4.7%	107
Spent at fast food/drive-in last 6 months: \$11-\$20	3,706	6.9%	90
Spent at fast food/drive-in last 6 months: \$21-\$40	5,410	10.1%	84
Spent at fast food/drive-in last 6 months: \$41-\$50	5,517	10.3%	136
Spent at fast food/drive-in last 6 months: \$51-\$100	8,069	15.0%	91
Spent at fast food/drive-in last 6 months: \$101-\$200	6,128	11.4%	95
Spent at fast food/drive-in last 6 months: \$201+	5,965	11.1%	91

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 2015 and 2020.



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Sample Report
 Latitude: 41.88055
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Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Fast food/drive-in last 6 months: eat in	19,274	35.9%	99
Fast food/drive-in last 6 months: home delivery	4,883	9.1%	116
Fast food/drive-in last 6 months: take-out/drive-thru	21,994	41.0%	87
Fast food/drive-in last 6 months: take-out/walk-in	10,683	19.9%	102
Fast food/drive-in last 6 months: breakfast	14,677	27.4%	83
Fast food/drive-in last 6 months: lunch	27,364	51.0%	101
Fast food/drive-in last 6 months: dinner	24,530	45.7%	103
Fast food/drive-in last 6 months: snack	7,709	14.4%	115
Fast food/drive-in last 6 months: weekday	31,679	59.1%	100
Fast food/drive-in last 6 months: weekend	22,826	42.6%	93
Fast food/drive-in last 6 months: A & W	646	1.2%	37
Fast food/drive-in last 6 months: Arby`s	5,998	11.2%	66
Fast food/drive-in last 6 months: Baskin-Robbins	1,915	3.6%	102
Fast food/drive-in last 6 months: Boston Market	2,216	4.1%	120
Fast food/drive-in last 6 months: Burger King	11,403	21.3%	67
Fast food/drive-in last 6 months: Captain D`s	585	1.1%	32
Fast food/drive-in last 6 months: Carl`s Jr.	3,417	6.4%	109
Fast food/drive-in last 6 months: Checkers	448	0.8%	28
Fast food/drive-in last 6 months: Chick-fil-A	9,970	18.6%	113
Fast food/drive-in last 6 months: Chipotle Mex. Grill	11,265	21.0%	225
Fast food/drive-in last 6 months: Chuck E. Cheese`s	1,031	1.9%	54
Fast food/drive-in last 6 months: Church`s Fr. Chicken	458	0.9%	24
Fast food/drive-in last 6 months: Cold Stone Creamery	1,508	2.8%	83
Fast food/drive-in last 6 months: Dairy Queen	3,968	7.4%	53
Fast food/drive-in last 6 months: Del Taco	2,070	3.9%	110
Fast food/drive-in last 6 months: Domino`s Pizza	5,810	10.8%	92
Fast food/drive-in last 6 months: Dunkin` Donuts	6,714	12.5%	111
Fast food/drive-in last 6 months: Hardee`s	587	1.1%	18
Fast food/drive-in last 6 months: Jack in the Box	6,842	12.8%	149
Fast food/drive-in last 6 months: KFC	6,109	11.4%	49
Fast food/drive-in last 6 months: Krispy Kreme	674	1.3%	30
Fast food/drive-in last 6 months: Little Caesars	3,138	5.9%	53
Fast food/drive-in last 6 months: Long John Silver`s	896	1.7%	30
Fast food/drive-in last 6 months: McDonald`s	24,452	45.6%	82
Fast food/drive-in last 6 months: Panera Bread	6,211	11.6%	110
Fast food/drive-in last 6 months: Papa John`s	4,992	9.3%	99
Fast food/drive-in last 6 months: Papa Murphy`s	924	1.7%	41
Fast food/drive-in last 6 months: Pizza Hut	7,031	13.1%	65
Fast food/drive-in last 6 months: Popeyes Chicken	3,012	5.6%	73
Fast food/drive-in last 6 months: Quiznos	3,799	7.1%	171
Fast food/drive-in last 6 months: Sonic Drive-In	3,397	6.3%	61
Fast food/drive-in last 6 months: Starbucks	15,920	29.7%	203
Fast food/drive-in last 6 months: Steak `n Shake	1,144	2.1%	44
Fast food/drive-in last 6 months: Subway	20,191	37.6%	113
Fast food/drive-in last 6 months: Taco Bell	14,117	26.3%	83
Fast food/drive-in last 6 months: Wendy`s	11,998	22.4%	78
Fast food/drive-in last 6 months: Whataburger	1,536	2.9%	76
Fast food/drive-in last 6 months: White Castle	1,082	2.0%	60

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.

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Went to fine dining restaurant last month	10,739	20.0%	172
Went to fine dining restaurant 3+ times last month	4,079	7.6%	234
Spent at fine dining rest in last 6 months: <\$51	827	1.5%	77
Spent at fine dining rest in last 6 months: \$51-\$100	3,440	6.4%	172
Spent at fine dining rest in last 6 months: \$101-\$200	3,394	6.3%	174
Spent at fine dining rest in last 6 months: \$201+	4,193	7.8%	187

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Restaurant Market Potential

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

Sample Report
 Latitude: 41.88055
 Longitude: -87.63701

Demographic Summary	2015	2020
Population	346,518	360,284
Population 18+	300,956	314,142
Households	179,919	188,120
Median Household Income	\$65,793	\$78,805

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Went to family restaurant/steak house in last 6 mo	205,698	68.3%	90
Went to family restaurant/steak house 4+ times/mo	66,467	22.1%	77
Spent at family rest/steak hse last 6 months: <\$31	16,157	5.4%	75
Spent at family rest/steak hse last 6 months: \$31-50	20,114	6.7%	78
Spent at family rest/steak hse last 6 months: \$51-100	38,399	12.8%	85
Spent at family rest/steak hse last 6 months: \$101-200	33,823	11.2%	92
Spent at family rest/steak hse last 6 months: \$201-300	13,526	4.5%	76
Spent at family rest/steak hse last 6 months: \$301+	21,640	7.2%	97
Family restaurant/steak house last 6 months: breakfast	32,784	10.9%	87
Family restaurant/steak house last 6 months: lunch	51,193	17.0%	88
Family restaurant/steak house last 6 months: dinner	121,071	40.2%	84
Family restaurant/steak house last 6 months: snack	6,077	2.0%	115
Family restaurant/steak house last 6 months: weekday	79,854	26.5%	83
Family restaurant/steak house last 6 months: weekend	112,071	37.2%	88
Fam rest/steak hse/6 months: Applebee` s	47,425	15.8%	63
Fam rest/steak hse/6 months: Bob Evans Farms	3,440	1.1%	31
Fam rest/steak hse/6 months: Buffalo Wild Wings	19,009	6.3%	83
Fam rest/steak hse/6 months: California Pizza Kitchen	16,898	5.6%	173
Fam rest/steak hse/6 months: Carrabba` s Italian Grill	5,725	1.9%	62
Fam rest/steak hse/6 months: The Cheesecake Factory	30,100	10.0%	146
Fam rest/steak hse/6 months: Chili` s Grill & Bar	31,464	10.5%	86
Fam rest/steak hse/6 months: CiCi` s Pizza	8,619	2.9%	65
Fam rest/steak hse/6 months: Cracker Barrel	14,465	4.8%	49
Fam rest/steak hse/6 months: Denny` s	28,504	9.5%	100
Fam rest/steak hse/6 months: Golden Corral	12,390	4.1%	48
Fam rest/steak hse/6 months: IHOP	30,716	10.2%	87
Fam rest/steak hse/6 months: Logan` s Roadhouse	2,507	0.8%	23
Fam rest/steak hse/6 months: LongHorn Steakhouse	7,546	2.5%	58
Fam rest/steak hse/6 months: Old Country Buffet	4,324	1.4%	68
Fam rest/steak hse/6 months: Olive Garden	37,677	12.5%	71
Fam rest/steak hse/6 months: Outback Steakhouse	21,617	7.2%	72
Fam rest/steak hse/6 months: Red Lobster	24,326	8.1%	64
Fam rest/steak hse/6 months: Red Robin	19,438	6.5%	108
Fam rest/steak hse/6 months: Ruby Tuesday	11,230	3.7%	54
Fam rest/steak hse/6 months: Texas Roadhouse	15,136	5.0%	68
Fam rest/steak hse/6 months: T.G.I. Friday` s	22,968	7.6%	95
Fam rest/steak hse/6 months: Waffle House	9,873	3.3%	60
Went to fast food/drive-in restaurant in last 6 mo	262,684	87.3%	97
Went to fast food/drive-in restaurant 9+ times/mo	110,697	36.8%	91
Spent at fast food/drive-in last 6 months: <\$11	12,992	4.3%	99
Spent at fast food/drive-in last 6 months: \$11-\$20	20,050	6.7%	87
Spent at fast food/drive-in last 6 months: \$21-\$40	31,692	10.5%	87
Spent at fast food/drive-in last 6 months: \$41-\$50	26,495	8.8%	117
Spent at fast food/drive-in last 6 months: \$51-\$100	43,949	14.6%	88
Spent at fast food/drive-in last 6 months: \$101-\$200	32,623	10.8%	90
Spent at fast food/drive-in last 6 months: \$201+	31,094	10.3%	85

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Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Fast food/drive-in last 6 months: eat in	96,318	32.0%	88
Fast food/drive-in last 6 months: home delivery	25,153	8.4%	106
Fast food/drive-in last 6 months: take-out/drive-thru	110,219	36.6%	78
Fast food/drive-in last 6 months: take-out/walk-in	59,337	19.7%	101
Fast food/drive-in last 6 months: breakfast	78,242	26.0%	79
Fast food/drive-in last 6 months: lunch	134,584	44.7%	89
Fast food/drive-in last 6 months: dinner	121,611	40.4%	91
Fast food/drive-in last 6 months: snack	40,884	13.6%	108
Fast food/drive-in last 6 months: weekday	158,153	52.6%	89
Fast food/drive-in last 6 months: weekend	119,254	39.6%	87
Fast food/drive-in last 6 months: A & W	4,550	1.5%	46
Fast food/drive-in last 6 months: Arby`s	31,287	10.4%	62
Fast food/drive-in last 6 months: Baskin-Robbins	11,851	3.9%	113
Fast food/drive-in last 6 months: Boston Market	13,257	4.4%	128
Fast food/drive-in last 6 months: Burger King	70,325	23.4%	74
Fast food/drive-in last 6 months: Captain D`s	4,425	1.5%	43
Fast food/drive-in last 6 months: Carl`s Jr.	19,309	6.4%	110
Fast food/drive-in last 6 months: Checkers	4,494	1.5%	51
Fast food/drive-in last 6 months: Chick-fil-A	43,983	14.6%	89
Fast food/drive-in last 6 months: Chipotle Mex. Grill	51,191	17.0%	182
Fast food/drive-in last 6 months: Chuck E. Cheese`s	8,231	2.7%	76
Fast food/drive-in last 6 months: Church`s Fr. Chicken	5,000	1.7%	46
Fast food/drive-in last 6 months: Cold Stone Creamery	9,157	3.0%	90
Fast food/drive-in last 6 months: Dairy Queen	22,879	7.6%	55
Fast food/drive-in last 6 months: Del Taco	12,650	4.2%	120
Fast food/drive-in last 6 months: Domino`s Pizza	33,308	11.1%	94
Fast food/drive-in last 6 months: Dunkin` Donuts	43,361	14.4%	128
Fast food/drive-in last 6 months: Hardee`s	5,252	1.7%	29
Fast food/drive-in last 6 months: Jack in the Box	33,984	11.3%	132
Fast food/drive-in last 6 months: KFC	43,206	14.4%	62
Fast food/drive-in last 6 months: Krispy Kreme	5,604	1.9%	44
Fast food/drive-in last 6 months: Little Caesars	20,801	6.9%	63
Fast food/drive-in last 6 months: Long John Silver`s	5,911	2.0%	35
Fast food/drive-in last 6 months: McDonald`s	137,692	45.8%	82
Fast food/drive-in last 6 months: Panera Bread	33,225	11.0%	105
Fast food/drive-in last 6 months: Papa John`s	25,867	8.6%	91
Fast food/drive-in last 6 months: Papa Murphy`s	6,480	2.2%	52
Fast food/drive-in last 6 months: Pizza Hut	40,397	13.4%	67
Fast food/drive-in last 6 months: Popeyes Chicken	20,777	6.9%	89
Fast food/drive-in last 6 months: Quiznos	16,995	5.6%	136
Fast food/drive-in last 6 months: Sonic Drive-In	17,622	5.9%	57
Fast food/drive-in last 6 months: Starbucks	73,052	24.3%	166
Fast food/drive-in last 6 months: Steak `n Shake	7,687	2.6%	53
Fast food/drive-in last 6 months: Subway	100,175	33.3%	100
Fast food/drive-in last 6 months: Taco Bell	74,457	24.7%	78
Fast food/drive-in last 6 months: Wendy`s	64,617	21.5%	75
Fast food/drive-in last 6 months: Whataburger	8,149	2.7%	72
Fast food/drive-in last 6 months: White Castle	7,892	2.6%	78

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Went to fine dining restaurant last month	50,854	16.9%	145
Went to fine dining restaurant 3+ times last month	19,022	6.3%	194
Spent at fine dining rest in last 6 months: <\$51	4,960	1.6%	83
Spent at fine dining rest in last 6 months: \$51-\$100	15,252	5.1%	136
Spent at fine dining rest in last 6 months: \$101-\$200	15,705	5.2%	144
Spent at fine dining rest in last 6 months: \$201+	22,754	7.6%	181

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Restaurant Market Potential

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

Sample Report
 Latitude: 41.88055
 Longitude: -87.63701

Demographic Summary		2015	2020
Population		823,969	848,551
Population 18+		677,268	702,441
Households		373,340	386,805
Median Household Income		\$53,612	\$62,929

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Went to family restaurant/steak house in last 6 mo	455,441	67.2%	89
Went to family restaurant/steak house 4+ times/mo	152,342	22.5%	78
Spent at family rest/steak hse last 6 months: <\$31	37,583	5.5%	77
Spent at family rest/steak hse last 6 months: \$31-50	43,178	6.4%	75
Spent at family rest/steak hse last 6 months: \$51-100	85,513	12.6%	84
Spent at family rest/steak hse last 6 months: \$101-200	69,265	10.2%	84
Spent at family rest/steak hse last 6 months: \$201-300	30,017	4.4%	75
Spent at family rest/steak hse last 6 months: \$301+	44,584	6.6%	89
Family restaurant/steak house last 6 months: breakfast	73,530	10.9%	87
Family restaurant/steak house last 6 months: lunch	113,455	16.8%	86
Family restaurant/steak house last 6 months: dinner	250,909	37.0%	77
Family restaurant/steak house last 6 months: snack	15,174	2.2%	128
Family restaurant/steak house last 6 months: weekday	166,008	24.5%	77
Family restaurant/steak house last 6 months: weekend	242,276	35.8%	85
Fam rest/steak hse/6 months: Applebee`s	116,465	17.2%	69
Fam rest/steak hse/6 months: Bob Evans Farms	8,011	1.2%	32
Fam rest/steak hse/6 months: Buffalo Wild Wings	40,101	5.9%	78
Fam rest/steak hse/6 months: California Pizza Kitchen	34,234	5.1%	155
Fam rest/steak hse/6 months: Carrabba`s Italian Grill	11,846	1.7%	57
Fam rest/steak hse/6 months: The Cheesecake Factory	61,544	9.1%	133
Fam rest/steak hse/6 months: Chili`s Grill & Bar	67,635	10.0%	82
Fam rest/steak hse/6 months: CiCi`s Pizza	22,611	3.3%	75
Fam rest/steak hse/6 months: Cracker Barrel	31,628	4.7%	48
Fam rest/steak hse/6 months: Denny`s	69,348	10.2%	108
Fam rest/steak hse/6 months: Golden Corral	29,483	4.4%	51
Fam rest/steak hse/6 months: IHOP	71,850	10.6%	91
Fam rest/steak hse/6 months: Logan`s Roadhouse	7,116	1.1%	29
Fam rest/steak hse/6 months: LongHorn Steakhouse	16,267	2.4%	56
Fam rest/steak hse/6 months: Old Country Buffet	11,317	1.7%	79
Fam rest/steak hse/6 months: Olive Garden	82,533	12.2%	70
Fam rest/steak hse/6 months: Outback Steakhouse	44,693	6.6%	66
Fam rest/steak hse/6 months: Red Lobster	61,542	9.1%	72
Fam rest/steak hse/6 months: Red Robin	39,857	5.9%	98
Fam rest/steak hse/6 months: Ruby Tuesday	25,995	3.8%	56
Fam rest/steak hse/6 months: Texas Roadhouse	30,492	4.5%	61
Fam rest/steak hse/6 months: T.G.I. Friday`s	52,745	7.8%	97
Fam rest/steak hse/6 months: Waffle House	25,259	3.7%	69
Went to fast food/drive-in restaurant in last 6 mo	589,508	87.0%	96
Went to fast food/drive-in restaurant 9+ times/mo	258,631	38.2%	94
Spent at fast food/drive-in last 6 months: <\$11	28,509	4.2%	96
Spent at fast food/drive-in last 6 months: \$11-\$20	44,273	6.5%	85
Spent at fast food/drive-in last 6 months: \$21-\$40	76,124	11.2%	93
Spent at fast food/drive-in last 6 months: \$41-\$50	53,871	8.0%	105
Spent at fast food/drive-in last 6 months: \$51-\$100	98,421	14.5%	88
Spent at fast food/drive-in last 6 months: \$101-\$200	70,197	10.4%	86
Spent at fast food/drive-in last 6 months: \$201+	67,445	10.0%	82

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 2015 and 2020.



Restaurant Market Potential

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

Sample Report
 Latitude: 41.88055
 Longitude: -87.63701

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Fast food/drive-in last 6 months: eat in	209,769	31.0%	85
Fast food/drive-in last 6 months: home delivery	58,584	8.7%	110
Fast food/drive-in last 6 months: take-out/drive-thru	244,035	36.0%	77
Fast food/drive-in last 6 months: take-out/walk-in	133,153	19.7%	100
Fast food/drive-in last 6 months: breakfast	182,237	26.9%	81
Fast food/drive-in last 6 months: lunch	289,496	42.7%	85
Fast food/drive-in last 6 months: dinner	256,325	37.8%	85
Fast food/drive-in last 6 months: snack	86,963	12.8%	102
Fast food/drive-in last 6 months: weekday	339,615	50.1%	85
Fast food/drive-in last 6 months: weekend	270,991	40.0%	88
Fast food/drive-in last 6 months: A & W	10,694	1.6%	48
Fast food/drive-in last 6 months: Arby`s	66,010	9.7%	58
Fast food/drive-in last 6 months: Baskin-Robbins	28,061	4.1%	119
Fast food/drive-in last 6 months: Boston Market	29,596	4.4%	127
Fast food/drive-in last 6 months: Burger King	172,215	25.4%	80
Fast food/drive-in last 6 months: Captain D`s	13,776	2.0%	59
Fast food/drive-in last 6 months: Carl`s Jr.	50,419	7.4%	127
Fast food/drive-in last 6 months: Checkers	14,635	2.2%	74
Fast food/drive-in last 6 months: Chick-fil-A	88,532	13.1%	79
Fast food/drive-in last 6 months: Chipotle Mex. Grill	101,001	14.9%	159
Fast food/drive-in last 6 months: Chuck E. Cheese`s	27,345	4.0%	112
Fast food/drive-in last 6 months: Church`s Fr. Chicken	19,662	2.9%	81
Fast food/drive-in last 6 months: Cold Stone Creamery	20,958	3.1%	92
Fast food/drive-in last 6 months: Dairy Queen	48,753	7.2%	52
Fast food/drive-in last 6 months: Del Taco	33,648	5.0%	142
Fast food/drive-in last 6 months: Domino`s Pizza	84,762	12.5%	106
Fast food/drive-in last 6 months: Dunkin` Donuts	95,961	14.2%	125
Fast food/drive-in last 6 months: Hardee`s	14,180	2.1%	35
Fast food/drive-in last 6 months: Jack in the Box	80,161	11.8%	138
Fast food/drive-in last 6 months: KFC	119,132	17.6%	76
Fast food/drive-in last 6 months: Krispy Kreme	15,771	2.3%	55
Fast food/drive-in last 6 months: Little Caesars	53,022	7.8%	71
Fast food/drive-in last 6 months: Long John Silver`s	14,206	2.1%	37
Fast food/drive-in last 6 months: McDonald`s	323,165	47.7%	86
Fast food/drive-in last 6 months: Panera Bread	65,550	9.7%	92
Fast food/drive-in last 6 months: Papa John`s	57,034	8.4%	90
Fast food/drive-in last 6 months: Papa Murphy`s	13,652	2.0%	48
Fast food/drive-in last 6 months: Pizza Hut	99,412	14.7%	73
Fast food/drive-in last 6 months: Popeyes Chicken	60,287	8.9%	115
Fast food/drive-in last 6 months: Quiznos	34,699	5.1%	124
Fast food/drive-in last 6 months: Sonic Drive-In	37,803	5.6%	54
Fast food/drive-in last 6 months: Starbucks	144,973	21.4%	146
Fast food/drive-in last 6 months: Steak `n Shake	17,687	2.6%	54
Fast food/drive-in last 6 months: Subway	215,618	31.8%	95
Fast food/drive-in last 6 months: Taco Bell	174,134	25.7%	81
Fast food/drive-in last 6 months: Wendy`s	151,234	22.3%	78
Fast food/drive-in last 6 months: Whataburger	17,759	2.6%	69
Fast food/drive-in last 6 months: White Castle	20,151	3.0%	89

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Restaurant Market Potential

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Went to fine dining restaurant last month	95,900	14.2%	122
Went to fine dining restaurant 3+ times last month	35,276	5.2%	160
Spent at fine dining rest in last 6 months: <\$51	11,258	1.7%	83
Spent at fine dining rest in last 6 months: \$51-\$100	29,879	4.4%	118
Spent at fine dining rest in last 6 months: \$101-\$200	30,655	4.5%	125
Spent at fine dining rest in last 6 months: \$201+	43,457	6.4%	153

Sample Report

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.

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