



Restaurant Market Potential

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

Sample Report
 Latitude: 41.87998
 Longitude: -87.63702

Demographic Summary	2018	2023
Population	66,358	76,082
Population 18+	61,983	70,676
Households	38,440	44,505
Median Household Income	\$102,525	\$112,759

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Went to family restaurant/steak house in last 6 mo	44,565	71.9%	95
Went to family restaurant/steak house 4+ times/mo	16,477	26.6%	99
Spent at family restaurant/30 days: <\$31	6,200	10.0%	114
Spent at family restaurant/30 days: \$31-50	5,428	8.8%	88
Spent at family restaurant/30 days: \$51-100	9,379	15.1%	98
Spent at family restaurant/30 days: \$101-200	6,684	10.8%	116
Spent at family restaurant/30 days: \$201-300	2,452	4.0%	159
Family restaurant/steak house last 6 months: breakfast	8,943	14.4%	108
Family restaurant/steak house last 6 months: lunch	14,513	23.4%	120
Family restaurant/steak house last 6 months: dinner	32,746	52.8%	113
Family restaurant/steak house last 6 months: snack	1,353	2.2%	111
Family restaurant/steak house last 6 months: weekday	21,338	34.4%	112
Family restaurant/steak house last 6 months: weekend	29,173	47.1%	111
Fam rest/steak hse/6 months: Applebee`s	11,305	18.2%	81
Fam rest/steak hse/6 months: Bob Evans Farms	520	0.8%	23
Fam rest/steak hse/6 months: Buffalo Wild Wings	8,727	14.1%	134
Fam rest/steak hse/6 months: California Pizza Kitchen	3,279	5.3%	188
Fam rest/steak hse/6 months: Carrabba`s Italian Grill	1,845	3.0%	99
Fam rest/steak hse/6 months: The Cheesecake Factory	8,274	13.3%	185
Fam rest/steak hse/6 months: Chili`s Grill & Bar	6,071	9.8%	95
Fam rest/steak hse/6 months: CiCi`s Pizza	3,415	5.5%	155
Fam rest/steak hse/6 months: Cracker Barrel	5,652	9.1%	83
Fam rest/steak hse/6 months: Denny`s	4,717	7.6%	89
Fam rest/steak hse/6 months: Golden Corral	3,547	5.7%	77
Fam rest/steak hse/6 months: IHOP	8,263	13.3%	130
Fam rest/steak hse/6 months: Logan`s Roadhouse	1,790	2.9%	91
Fam rest/steak hse/6 months: LongHorn Steakhouse	2,169	3.5%	67
Fam rest/steak hse/6 months: Olive Garden	8,420	13.6%	81
Fam rest/steak hse/6 months: Outback Steakhouse	5,470	8.8%	99
Fam rest/steak hse/6 months: Red Lobster	4,635	7.5%	71
Fam rest/steak hse/6 months: Red Robin	4,235	6.8%	97
Fam rest/steak hse/6 months: Ruby Tuesday	2,962	4.8%	89
Fam rest/steak hse/6 months: Texas Roadhouse	3,579	5.8%	58
Fam rest/steak hse/6 months: T.G.I. Friday`s	4,278	6.9%	123
Fam rest/steak hse/6 months: Waffle House	4,246	6.9%	118
Went to fast food/drive-in restaurant in last 6 mo	55,069	88.8%	98
Went to fast food/drive-in restaurant 9+ times/mo	25,454	41.1%	104
Spent at fast food restaurant/30 days: <\$11	2,910	4.7%	91
Spent at fast food restaurant/30 days: \$11-\$20	6,976	11.3%	106
Spent at fast food restaurant/30 days: \$21-\$40	9,162	14.8%	90
Spent at fast food restaurant/30 days: \$41-\$50	6,110	9.9%	110
Spent at fast food restaurant/30 days: \$51-\$100	12,081	19.5%	117
Spent at fast food restaurant/30 days: \$101-\$200	4,742	7.7%	96
Spent at fast food restaurant/30 days: \$201+	1,391	2.2%	80

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 2018 and 2023.



Restaurant Market Potential

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

Sample Report
 Latitude: 41.87998
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Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Fast food/drive-in last 6 months: eat in	23,371	37.7%	103
Fast food/drive-in last 6 months: home delivery	7,406	11.9%	142
Fast food/drive-in last 6 months: take-out/drive-thru	28,098	45.3%	96
Fast food/drive-in last 6 months: take-out/walk-in	17,660	28.5%	135
Fast food/drive-in last 6 months: breakfast	22,188	35.8%	103
Fast food/drive-in last 6 months: lunch	33,748	54.4%	107
Fast food/drive-in last 6 months: dinner	29,854	48.2%	105
Fast food/drive-in last 6 months: snack	10,610	17.1%	137
Fast food/drive-in last 6 months: weekday	39,739	64.1%	107
Fast food/drive-in last 6 months: weekend	29,621	47.8%	100
Fast food/drive-in last 6 months: A & W	1,063	1.7%	66
Fast food/drive-in last 6 months: Arby`s	6,481	10.5%	63
Fast food/drive-in last 6 months: Baskin-Robbins	3,307	5.3%	152
Fast food/drive-in last 6 months: Boston Market	1,997	3.2%	97
Fast food/drive-in last 6 months: Burger King	12,694	20.5%	69
Fast food/drive-in last 6 months: Captain D`s	1,084	1.7%	42
Fast food/drive-in last 6 months: Carl`s Jr.	3,048	4.9%	86
Fast food/drive-in last 6 months: Checkers	1,474	2.4%	71
Fast food/drive-in last 6 months: Chick-fil-A	18,517	29.9%	136
Fast food/drive-in last 6 months: Chipotle Mex. Grill	15,167	24.5%	186
Fast food/drive-in last 6 months: Chuck E. Cheese`s	1,530	2.5%	80
Fast food/drive-in last 6 months: Church`s Fr. Chicken	1,010	1.6%	46
Fast food/drive-in last 6 months: Cold Stone Creamery	3,000	4.8%	150
Fast food/drive-in last 6 months: Dairy Queen	6,819	11.0%	72
Fast food/drive-in last 6 months: Del Taco	1,297	2.1%	59
Fast food/drive-in last 6 months: Domino`s Pizza	9,515	15.4%	125
Fast food/drive-in last 6 months: Dunkin` Donuts	11,958	19.3%	140
Went to Five Guys in last 6 months	9,347	15.1%	155
Fast food/drive-in last 6 months: Hardee`s	2,249	3.6%	58
Fast food/drive-in last 6 months: Jack in the Box	2,776	4.5%	56
Went to Jimmy John`s in last 6 months	6,235	10.1%	173
Fast food/drive-in last 6 months: KFC	7,541	12.2%	60
Fast food/drive-in last 6 months: Krispy Kreme	4,866	7.9%	136
Fast food/drive-in last 6 months: Little Caesars	4,293	6.9%	51
Fast food/drive-in last 6 months: Long John Silver`s	1,003	1.6%	44
Fast food/drive-in last 6 months: McDonald`s	29,208	47.1%	90
Went to Panda Express in last 6 months	7,431	12.0%	126
Fast food/drive-in last 6 months: Panera Bread	11,274	18.2%	142
Fast food/drive-in last 6 months: Papa John`s	7,218	11.6%	132
Fast food/drive-in last 6 months: Papa Murphy`s	528	0.9%	17
Fast food/drive-in last 6 months: Pizza Hut	9,460	15.3%	90
Fast food/drive-in last 6 months: Popeyes Chicken	5,225	8.4%	90
Fast food/drive-in last 6 months: Sonic Drive-In	5,596	9.0%	77
Fast food/drive-in last 6 months: Starbucks	18,757	30.3%	167
Fast food/drive-in last 6 months: Steak `n Shake	4,162	6.7%	122
Fast food/drive-in last 6 months: Subway	18,774	30.3%	111
Fast food/drive-in last 6 months: Taco Bell	16,291	26.3%	91
Fast food/drive-in last 6 months: Wendy`s	15,722	25.4%	101
Fast food/drive-in last 6 months: Whataburger	3,171	5.1%	107
Fast food/drive-in last 6 months: White Castle	1,266	2.0%	64

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	13,284	21.4%	199
Went to fine dining restaurant 3+ times last month	4,362	7.0%	218
Spent at fine dining restaurant/30 days: <\$51	1,820	2.9%	180
Spent at fine dining restaurant/30 days: \$51-\$100	5,089	8.2%	248
Spent at fine dining restaurant/30 days: \$101-\$200	3,058	4.9%	187

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Restaurant Market Potential

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

Sample Report
 Latitude: 41.87998
 Longitude: -87.63702

Demographic Summary	2018	2023
Population	373,093	398,556
Population 18+	325,039	348,482
Households	194,612	209,219
Median Household Income	\$79,177	\$91,168

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Went to family restaurant/steak house in last 6 mo	226,981	69.8%	93
Went to family restaurant/steak house 4+ times/mo	77,109	23.7%	88
Spent at family restaurant/30 days: <\$31	27,353	8.4%	96
Spent at family restaurant/30 days: \$31-50	26,456	8.1%	82
Spent at family restaurant/30 days: \$51-100	45,604	14.0%	91
Spent at family restaurant/30 days: \$101-200	29,298	9.0%	97
Spent at family restaurant/30 days: \$201-300	10,677	3.3%	132
Family restaurant/steak house last 6 months: breakfast	43,875	13.5%	101
Family restaurant/steak house last 6 months: lunch	67,616	20.8%	106
Family restaurant/steak house last 6 months: dinner	149,180	45.9%	98
Family restaurant/steak house last 6 months: snack	7,545	2.3%	118
Family restaurant/steak house last 6 months: weekday	98,105	30.2%	98
Family restaurant/steak house last 6 months: weekend	137,373	42.3%	99
Fam rest/steak hse/6 months: Applebee`s	58,748	18.1%	80
Fam rest/steak hse/6 months: Bob Evans Farms	4,060	1.2%	34
Fam rest/steak hse/6 months: Buffalo Wild Wings	37,959	11.7%	111
Fam rest/steak hse/6 months: California Pizza Kitchen	15,885	4.9%	174
Fam rest/steak hse/6 months: Carrabba`s Italian Grill	8,336	2.6%	85
Fam rest/steak hse/6 months: The Cheesecake Factory	38,503	11.8%	164
Fam rest/steak hse/6 months: Chili`s Grill & Bar	27,700	8.5%	82
Fam rest/steak hse/6 months: CiCi`s Pizza	15,010	4.6%	130
Fam rest/steak hse/6 months: Cracker Barrel	25,358	7.8%	71
Fam rest/steak hse/6 months: Denny`s	25,185	7.7%	90
Fam rest/steak hse/6 months: Golden Corral	17,527	5.4%	72
Fam rest/steak hse/6 months: IHOP	39,055	12.0%	117
Fam rest/steak hse/6 months: Logan`s Roadhouse	7,051	2.2%	69
Fam rest/steak hse/6 months: LongHorn Steakhouse	11,260	3.5%	66
Fam rest/steak hse/6 months: Olive Garden	41,852	12.9%	77
Fam rest/steak hse/6 months: Outback Steakhouse	24,346	7.5%	84
Fam rest/steak hse/6 months: Red Lobster	25,667	7.9%	75
Fam rest/steak hse/6 months: Red Robin	20,169	6.2%	88
Fam rest/steak hse/6 months: Ruby Tuesday	14,019	4.3%	80
Fam rest/steak hse/6 months: Texas Roadhouse	17,987	5.5%	56
Fam rest/steak hse/6 months: T.G.I. Friday`s	20,199	6.2%	110
Fam rest/steak hse/6 months: Waffle House	17,412	5.4%	93
Went to fast food/drive-in restaurant in last 6 mo	284,349	87.5%	97
Went to fast food/drive-in restaurant 9+ times/mo	124,068	38.2%	96
Spent at fast food restaurant/30 days: <\$11	16,572	5.1%	99
Spent at fast food restaurant/30 days: \$11-\$20	32,454	10.0%	94
Spent at fast food restaurant/30 days: \$21-\$40	45,251	13.9%	85
Spent at fast food restaurant/30 days: \$41-\$50	29,793	9.2%	102
Spent at fast food restaurant/30 days: \$51-\$100	54,123	16.7%	100
Spent at fast food restaurant/30 days: \$101-\$200	24,060	7.4%	93
Spent at fast food restaurant/30 days: \$201+	8,614	2.7%	95

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Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Fast food/drive-in last 6 months: eat in	116,412	35.8%	97
Fast food/drive-in last 6 months: home delivery	37,530	11.5%	138
Fast food/drive-in last 6 months: take-out/drive-thru	130,301	40.1%	85
Fast food/drive-in last 6 months: take-out/walk-in	84,725	26.1%	124
Fast food/drive-in last 6 months: breakfast	106,840	32.9%	95
Fast food/drive-in last 6 months: lunch	159,989	49.2%	97
Fast food/drive-in last 6 months: dinner	143,208	44.1%	96
Fast food/drive-in last 6 months: snack	50,945	15.7%	126
Fast food/drive-in last 6 months: weekday	186,491	57.4%	96
Fast food/drive-in last 6 months: weekend	150,140	46.2%	97
Fast food/drive-in last 6 months: A & W	5,356	1.6%	63
Fast food/drive-in last 6 months: Arby`s	29,827	9.2%	55
Fast food/drive-in last 6 months: Baskin-Robbins	16,315	5.0%	143
Fast food/drive-in last 6 months: Boston Market	14,056	4.3%	131
Fast food/drive-in last 6 months: Burger King	70,963	21.8%	74
Fast food/drive-in last 6 months: Captain D`s	5,721	1.8%	42
Fast food/drive-in last 6 months: Carl`s Jr.	18,911	5.8%	102
Fast food/drive-in last 6 months: Checkers	9,992	3.1%	92
Fast food/drive-in last 6 months: Chick-fil-A	76,696	23.6%	107
Fast food/drive-in last 6 months: Chipotle Mex. Grill	71,270	21.9%	166
Fast food/drive-in last 6 months: Chuck E. Cheese`s	9,969	3.1%	99
Fast food/drive-in last 6 months: Church`s Fr. Chicken	6,966	2.1%	60
Fast food/drive-in last 6 months: Cold Stone Creamery	12,859	4.0%	123
Fast food/drive-in last 6 months: Dairy Queen	32,900	10.1%	66
Fast food/drive-in last 6 months: Del Taco	9,750	3.0%	85
Fast food/drive-in last 6 months: Domino`s Pizza	46,708	14.4%	117
Fast food/drive-in last 6 months: Dunkin` Donuts	65,314	20.1%	146
Went to Five Guys in last 6 months	42,003	12.9%	133
Fast food/drive-in last 6 months: Hardee`s	10,227	3.1%	50
Fast food/drive-in last 6 months: Jack in the Box	22,013	6.8%	85
Went to Jimmy John`s in last 6 months	24,424	7.5%	129
Fast food/drive-in last 6 months: KFC	44,663	13.7%	68
Fast food/drive-in last 6 months: Krispy Kreme	21,821	6.7%	117
Fast food/drive-in last 6 months: Little Caesars	26,249	8.1%	60
Fast food/drive-in last 6 months: Long John Silver`s	5,708	1.8%	48
Fast food/drive-in last 6 months: McDonald`s	147,805	45.5%	87
Went to Panda Express in last 6 months	34,449	10.6%	112
Fast food/drive-in last 6 months: Panera Bread	52,526	16.2%	126
Fast food/drive-in last 6 months: Papa John`s	31,545	9.7%	110
Fast food/drive-in last 6 months: Papa Murphy`s	5,669	1.7%	34
Fast food/drive-in last 6 months: Pizza Hut	44,496	13.7%	80
Fast food/drive-in last 6 months: Popeyes Chicken	28,840	8.9%	95
Fast food/drive-in last 6 months: Sonic Drive-In	26,949	8.3%	71
Fast food/drive-in last 6 months: Starbucks	93,061	28.6%	158
Fast food/drive-in last 6 months: Steak `n Shake	17,894	5.5%	100
Fast food/drive-in last 6 months: Subway	84,319	25.9%	95
Fast food/drive-in last 6 months: Taco Bell	78,281	24.1%	84
Fast food/drive-in last 6 months: Wendy`s	73,823	22.7%	90
Fast food/drive-in last 6 months: Whataburger	15,670	4.8%	101
Fast food/drive-in last 6 months: White Castle	9,059	2.8%	88

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100 S Wacker Dr, Chicago, Illinois, 60606
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Latitude: 41.87998
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Went to fine dining restaurant last month	61,825	19.0%	177
Went to fine dining restaurant 3+ times last month	23,602	7.3%	225
Spent at fine dining restaurant/30 days: <\$51	8,092	2.5%	153
Spent at fine dining restaurant/30 days: \$51-\$100	20,284	6.2%	189
Spent at fine dining restaurant/30 days: \$101-\$200	13,507	4.2%	158

Sample Report

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Restaurant Market Potential

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

Sample Report
 Latitude: 41.87998
 Longitude: -87.63702

Demographic Summary	2018	2023
Population	853,482	886,698
Population 18+	705,324	737,904
Households	387,951	405,830
Median Household Income	\$64,916	\$76,320

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Went to family restaurant/steak house in last 6 mo	485,841	68.9%	91
Went to family restaurant/steak house 4+ times/mo	166,339	23.6%	88
Spent at family restaurant/30 days: <\$31	56,655	8.0%	92
Spent at family restaurant/30 days: \$31-50	55,785	7.9%	79
Spent at family restaurant/30 days: \$51-100	94,171	13.4%	86
Spent at family restaurant/30 days: \$101-200	57,834	8.2%	88
Spent at family restaurant/30 days: \$201-300	20,661	2.9%	118
Family restaurant/steak house last 6 months: breakfast	94,138	13.3%	100
Family restaurant/steak house last 6 months: lunch	136,875	19.4%	99
Family restaurant/steak house last 6 months: dinner	299,045	42.4%	90
Family restaurant/steak house last 6 months: snack	18,983	2.7%	137
Family restaurant/steak house last 6 months: weekday	195,468	27.7%	90
Family restaurant/steak house last 6 months: weekend	281,371	39.9%	94
Fam rest/steak hse/6 months: Applebee`s	131,770	18.7%	83
Fam rest/steak hse/6 months: Bob Evans Farms	11,020	1.6%	43
Fam rest/steak hse/6 months: Buffalo Wild Wings	77,314	11.0%	105
Fam rest/steak hse/6 months: California Pizza Kitchen	32,342	4.6%	163
Fam rest/steak hse/6 months: Carrabba`s Italian Grill	17,646	2.5%	83
Fam rest/steak hse/6 months: The Cheesecake Factory	75,521	10.7%	148
Fam rest/steak hse/6 months: Chili`s Grill & Bar	58,047	8.2%	79
Fam rest/steak hse/6 months: CiCi`s Pizza	32,481	4.6%	130
Fam rest/steak hse/6 months: Cracker Barrel	49,478	7.0%	64
Fam rest/steak hse/6 months: Denny`s	60,508	8.6%	100
Fam rest/steak hse/6 months: Golden Corral	39,479	5.6%	75
Fam rest/steak hse/6 months: IHOP	82,196	11.7%	113
Fam rest/steak hse/6 months: Logan`s Roadhouse	14,395	2.0%	65
Fam rest/steak hse/6 months: LongHorn Steakhouse	23,819	3.4%	65
Fam rest/steak hse/6 months: Olive Garden	91,202	12.9%	77
Fam rest/steak hse/6 months: Outback Steakhouse	47,941	6.8%	76
Fam rest/steak hse/6 months: Red Lobster	62,949	8.9%	85
Fam rest/steak hse/6 months: Red Robin	42,040	6.0%	85
Fam rest/steak hse/6 months: Ruby Tuesday	31,202	4.4%	82
Fam rest/steak hse/6 months: Texas Roadhouse	37,506	5.3%	53
Fam rest/steak hse/6 months: T.G.I. Friday`s	46,381	6.6%	117
Fam rest/steak hse/6 months: Waffle House	35,878	5.1%	88
Went to fast food/drive-in restaurant in last 6 mo	614,681	87.1%	97
Went to fast food/drive-in restaurant 9+ times/mo	264,264	37.5%	95
Spent at fast food restaurant/30 days: <\$11	35,810	5.1%	98
Spent at fast food restaurant/30 days: \$11-\$20	69,382	9.8%	93
Spent at fast food restaurant/30 days: \$21-\$40	99,625	14.1%	86
Spent at fast food restaurant/30 days: \$41-\$50	62,780	8.9%	99
Spent at fast food restaurant/30 days: \$51-\$100	110,312	15.6%	94
Spent at fast food restaurant/30 days: \$101-\$200	49,707	7.0%	88
Spent at fast food restaurant/30 days: \$201+	18,889	2.7%	96

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 Ring: 5 mile radius

Sample Report
 Latitude: 41.87998
 Longitude: -87.63702

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Fast food/drive-in last 6 months: eat in	248,732	35.3%	96
Fast food/drive-in last 6 months: home delivery	79,140	11.2%	134
Fast food/drive-in last 6 months: take-out/drive-thru	275,602	39.1%	83
Fast food/drive-in last 6 months: take-out/walk-in	170,928	24.2%	115
Fast food/drive-in last 6 months: breakfast	224,042	31.8%	92
Fast food/drive-in last 6 months: lunch	337,209	47.8%	94
Fast food/drive-in last 6 months: dinner	294,680	41.8%	91
Fast food/drive-in last 6 months: snack	104,143	14.8%	118
Fast food/drive-in last 6 months: weekday	381,348	54.1%	91
Fast food/drive-in last 6 months: weekend	324,717	46.0%	96
Fast food/drive-in last 6 months: A & W	12,668	1.8%	69
Fast food/drive-in last 6 months: Arby`s	63,932	9.1%	54
Fast food/drive-in last 6 months: Baskin-Robbins	35,104	5.0%	142
Fast food/drive-in last 6 months: Boston Market	30,593	4.3%	131
Fast food/drive-in last 6 months: Burger King	166,767	23.6%	80
Fast food/drive-in last 6 months: Captain D`s	14,333	2.0%	48
Fast food/drive-in last 6 months: Carl`s Jr.	51,584	7.3%	128
Fast food/drive-in last 6 months: Checkers	27,937	4.0%	118
Fast food/drive-in last 6 months: Chick-fil-A	145,092	20.6%	94
Fast food/drive-in last 6 months: Chipotle Mex. Grill	136,886	19.4%	147
Fast food/drive-in last 6 months: Chuck E. Cheese`s	25,880	3.7%	119
Fast food/drive-in last 6 months: Church`s Fr. Chicken	23,535	3.3%	94
Fast food/drive-in last 6 months: Cold Stone Creamery	26,109	3.7%	115
Fast food/drive-in last 6 months: Dairy Queen	66,055	9.4%	61
Fast food/drive-in last 6 months: Del Taco	28,222	4.0%	113
Fast food/drive-in last 6 months: Domino`s Pizza	103,950	14.7%	120
Fast food/drive-in last 6 months: Dunkin` Donuts	133,161	18.9%	137
Went to Five Guys in last 6 months	81,608	11.6%	119
Fast food/drive-in last 6 months: Hardee`s	21,478	3.0%	48
Fast food/drive-in last 6 months: Jack in the Box	63,536	9.0%	113
Went to Jimmy John`s in last 6 months	44,408	6.3%	108
Fast food/drive-in last 6 months: KFC	112,052	15.9%	79
Fast food/drive-in last 6 months: Krispy Kreme	47,069	6.7%	116
Fast food/drive-in last 6 months: Little Caesars	69,679	9.9%	73
Fast food/drive-in last 6 months: Long John Silver`s	16,895	2.4%	66
Fast food/drive-in last 6 months: McDonald`s	327,753	46.5%	89
Went to Panda Express in last 6 months	78,302	11.1%	117
Fast food/drive-in last 6 months: Panera Bread	97,640	13.8%	108
Fast food/drive-in last 6 months: Papa John`s	64,230	9.1%	103
Fast food/drive-in last 6 months: Papa Murphy`s	14,370	2.0%	40
Fast food/drive-in last 6 months: Pizza Hut	98,126	13.9%	82
Fast food/drive-in last 6 months: Popeyes Chicken	75,530	10.7%	115
Fast food/drive-in last 6 months: Sonic Drive-In	57,023	8.1%	69
Fast food/drive-in last 6 months: Starbucks	183,892	26.1%	144
Fast food/drive-in last 6 months: Steak `n Shake	34,968	5.0%	90
Fast food/drive-in last 6 months: Subway	176,838	25.1%	92
Fast food/drive-in last 6 months: Taco Bell	172,265	24.4%	85
Fast food/drive-in last 6 months: Wendy`s	155,372	22.0%	88
Fast food/drive-in last 6 months: Whataburger	33,783	4.8%	101
Fast food/drive-in last 6 months: White Castle	25,053	3.6%	112

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 2018 and 2023.



Restaurant Market Potential

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

Sample Report
Latitude: 41.87998
Longitude: -87.63702

Went to fine dining restaurant last month	114,555	16.2%	151
Went to fine dining restaurant 3+ times last month	43,785	6.2%	192
Spent at fine dining restaurant/30 days: <\$51	15,726	2.2%	137
Spent at fine dining restaurant/30 days: \$51-\$100	37,734	5.3%	162
Spent at fine dining restaurant/30 days: \$101-\$200	24,726	3.5%	133

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.

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 2018 and 2023.