



Restaurant Market Potential

Sangamon County, IL 4
Geography: County

Prepared by Esri

Demographic Summary		2015	2020
Population		199,079	200,731
Population 18+		154,390	156,761
Households		84,099	84,900
Median Household Income		\$54,516	\$61,739
Product/Consumer Behavior		Expected Number	MPI
		Adults	Percent
Went to family restaurant/steak house in last 6 mo		119,726	77.5%
Went to family restaurant/steak house 4+ times/mo		46,288	30.0%
Spent at family rest/steak hse last 6 months: <\$31		12,897	8.4%
Spent at family rest/steak hse last 6 months: \$31-50		13,821	9.0%
Spent at family rest/steak hse last 6 months: \$51-100		24,077	15.6%
Spent at family rest/steak hse last 6 months: \$101-200		18,898	12.2%
Spent at family rest/steak hse last 6 months: \$201-300		10,212	6.6%
Spent at family rest/steak hse last 6 months: \$301+		11,480	7.4%
Family restaurant/steak house last 6 months: breakfast		20,231	13.1%
Family restaurant/steak house last 6 months: lunch		30,008	19.4%
Family restaurant/steak house last 6 months: dinner		77,908	50.5%
Family restaurant/steak house last 6 months: snack		2,490	1.6%
Family restaurant/steak house last 6 months: weekday		53,624	34.7%
Family restaurant/steak house last 6 months: weekend		67,536	43.7%
Fam rest/steak hse/6 months: Applebee`s		42,539	27.6%
Fam rest/steak hse/6 months: Bob Evans Farms		8,228	5.3%
Fam rest/steak hse/6 months: Buffalo Wild Wings		13,099	8.5%
Fam rest/steak hse/6 months: California Pizza Kitchen		3,821	2.5%
Fam rest/steak hse/6 months: Carrabba`s Italian Grill		4,826	3.1%
Fam rest/steak hse/6 months: The Cheesecake Factory		8,558	5.5%
Fam rest/steak hse/6 months: Chili`s Grill & Bar		18,470	12.0%
Fam rest/steak hse/6 months: CiCi`s Pizza		7,109	4.6%
Fam rest/steak hse/6 months: Cracker Barrel		17,186	11.1%
Fam rest/steak hse/6 months: Denny`s		13,859	9.0%
Fam rest/steak hse/6 months: Golden Corral		14,411	9.3%
Fam rest/steak hse/6 months: IHOP		17,059	11.0%
Fam rest/steak hse/6 months: Logan`s Roadhouse		6,795	4.4%
Fam rest/steak hse/6 months: LongHorn Steakhouse		7,287	4.7%
Fam rest/steak hse/6 months: Old Country Buffet		3,421	2.2%
Fam rest/steak hse/6 months: Olive Garden		27,951	18.1%
Fam rest/steak hse/6 months: Outback Steakhouse		16,322	10.6%
Fam rest/steak hse/6 months: Red Lobster		21,204	13.7%
Fam rest/steak hse/6 months: Red Robin		9,280	6.0%
Fam rest/steak hse/6 months: Ruby Tuesday		10,441	6.8%
Fam rest/steak hse/6 months: Texas Roadhouse		13,889	9.0%
Fam rest/steak hse/6 months: T.G.I. Friday`s		11,797	7.6%
Fam rest/steak hse/6 months: Waffle House		8,292	5.4%
Went to fast food/drive-in restaurant in last 6 mo		141,294	91.5%
Went to fast food/drive-in restaurant 9+ times/mo		64,588	41.8%
Spent at fast food/drive-in last 6 months: <\$11		7,358	4.8%
Spent at fast food/drive-in last 6 months: \$11-\$20		12,377	8.0%
Spent at fast food/drive-in last 6 months: \$21-\$40		19,673	12.7%
Spent at fast food/drive-in last 6 months: \$41-\$50		11,909	7.7%
Spent at fast food/drive-in last 6 months: \$51-\$100		26,122	16.9%
Spent at fast food/drive-in last 6 months: \$101-\$200		19,217	12.4%
Spent at fast food/drive-in last 6 months: \$201+		18,842	12.2%

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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Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Fast food/drive-in last 6 months: eat in	56,193	36.4%	100
Fast food/drive-in last 6 months: home delivery	12,875	8.3%	106
Fast food/drive-in last 6 months: take-out/drive-thru	76,902	49.8%	106
Fast food/drive-in last 6 months: take-out/walk-in	30,455	19.7%	101
Fast food/drive-in last 6 months: breakfast	52,700	34.1%	103
Fast food/drive-in last 6 months: lunch	80,562	52.2%	103
Fast food/drive-in last 6 months: dinner	72,213	46.8%	106
Fast food/drive-in last 6 months: snack	19,659	12.7%	101
Fast food/drive-in last 6 months: weekday	96,867	62.7%	106
Fast food/drive-in last 6 months: weekend	72,610	47.0%	103
Fast food/drive-in last 6 months: A & W	5,891	3.8%	117
Fast food/drive-in last 6 months: Arby`s	32,003	20.7%	123
Fast food/drive-in last 6 months: Baskin-Robbins	4,353	2.8%	81
Fast food/drive-in last 6 months: Boston Market	4,791	3.1%	90
Fast food/drive-in last 6 months: Burger King	52,656	34.1%	108
Fast food/drive-in last 6 months: Captain D`s	5,723	3.7%	108
Fast food/drive-in last 6 months: Carl`s Jr.	6,298	4.1%	70
Fast food/drive-in last 6 months: Checkers	4,629	3.0%	102
Fast food/drive-in last 6 months: Chick-fil-A	25,569	16.6%	100
Fast food/drive-in last 6 months: Chipotle Mex. Grill	13,562	8.8%	94
Fast food/drive-in last 6 months: Chuck E. Cheese`s	5,601	3.6%	101
Fast food/drive-in last 6 months: Church`s Fr. Chicken	6,239	4.0%	112
Fast food/drive-in last 6 months: Cold Stone Creamery	4,884	3.2%	94
Fast food/drive-in last 6 months: Dairy Queen	24,575	15.9%	114
Fast food/drive-in last 6 months: Del Taco	3,730	2.4%	69
Fast food/drive-in last 6 months: Domino`s Pizza	18,987	12.3%	104
Fast food/drive-in last 6 months: Dunkin` Donuts	15,175	9.8%	87
Fast food/drive-in last 6 months: Hardee`s	10,204	6.6%	110
Fast food/drive-in last 6 months: Jack in the Box	10,021	6.5%	76
Fast food/drive-in last 6 months: KFC	37,229	24.1%	104
Fast food/drive-in last 6 months: Krispy Kreme	6,752	4.4%	104
Fast food/drive-in last 6 months: Little Caesars	18,651	12.1%	110
Fast food/drive-in last 6 months: Long John Silver`s	9,862	6.4%	114
Fast food/drive-in last 6 months: McDonald`s	89,784	58.2%	104
Fast food/drive-in last 6 months: Panera Bread	16,621	10.8%	102
Fast food/drive-in last 6 months: Papa John`s	14,691	9.5%	101
Fast food/drive-in last 6 months: Papa Murphy`s	7,348	4.8%	114
Fast food/drive-in last 6 months: Pizza Hut	32,453	21.0%	104
Fast food/drive-in last 6 months: Popeyes Chicken	11,186	7.2%	94
Fast food/drive-in last 6 months: Quiznos	6,324	4.1%	99
Fast food/drive-in last 6 months: Sonic Drive-In	17,755	11.5%	111
Fast food/drive-in last 6 months: Starbucks	20,102	13.0%	89
Fast food/drive-in last 6 months: Steak `n Shake	8,726	5.7%	117
Fast food/drive-in last 6 months: Subway	53,468	34.6%	104
Fast food/drive-in last 6 months: Taco Bell	53,275	34.5%	109
Fast food/drive-in last 6 months: Wendy`s	48,042	31.1%	109
Fast food/drive-in last 6 months: Whataburger	5,876	3.8%	101
Fast food/drive-in last 6 months: White Castle	5,856	3.8%	113

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Went to fine dining restaurant last month	18,665	12.1%	104
Went to fine dining restaurant 3+ times last month	4,921	3.2%	98
Spent at fine dining rest in last 6 months: <\$51	3,715	2.4%	121
Spent at fine dining rest in last 6 months: \$51-\$100	6,286	4.1%	109
Spent at fine dining rest in last 6 months: \$101-\$200	5,837	3.8%	104
Spent at fine dining rest in last 6 months: \$201+	5,740	3.7%	89

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