



Restaurant Market Potential

Sangamon County, IL 6
 Sangamon County, IL (17167)
 Geography: County

Prepared by Esri

Demographic Summary	2017	2022
Population	199,816	201,439
Population 18+	156,032	158,280
Households	84,166	84,929
Median Household Income	\$55,187	\$58,126

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Went to family restaurant/steak house in last 6 mo	118,974	76.2%	102
Went to family restaurant/steak house 4+ times/mo	44,652	28.6%	104
Spent at family rest/steak hse last 6 months: <\$31	13,151	8.4%	110
Spent at family rest/steak hse last 6 months: \$31-50	13,887	8.9%	103
Spent at family rest/steak hse last 6 months: \$51-100	23,340	15.0%	101
Spent at family rest/steak hse last 6 months: \$101-200	18,061	11.6%	104
Spent at family rest/steak hse last 6 months: \$201-300	7,637	4.9%	103
Spent at family rest/steak hse last 6 months: \$301+	9,484	6.1%	100
Family restaurant/steak house last 6 months: breakfast	20,472	13.1%	103
Family restaurant/steak house last 6 months: lunch	29,858	19.1%	100
Family restaurant/steak house last 6 months: dinner	76,169	48.8%	105
Family restaurant/steak house last 6 months: snack	2,648	1.7%	89
Family restaurant/steak house last 6 months: weekday	49,759	31.9%	103
Family restaurant/steak house last 6 months: weekend	66,545	42.6%	103
Fam rest/steak hse/6 months: Applebee`s	39,119	25.1%	110
Fam rest/steak hse/6 months: Bob Evans Farms	8,138	5.2%	141
Fam rest/steak hse/6 months: Buffalo Wild Wings	15,961	10.2%	107
Fam rest/steak hse/6 months: California Pizza Kitchen	3,600	2.3%	72
Fam rest/steak hse/6 months: Carrabba`s Italian Grill	5,739	3.7%	111
Fam rest/steak hse/6 months: The Cheesecake Factory	8,130	5.2%	83
Fam rest/steak hse/6 months: Chili`s Grill & Bar	16,438	10.5%	95
Fam rest/steak hse/6 months: CiCi`s Pizza	5,832	3.7%	95
Fam rest/steak hse/6 months: Cracker Barrel	18,424	11.8%	113
Fam rest/steak hse/6 months: Denny`s	12,452	8.0%	90
Fam rest/steak hse/6 months: Golden Corral	13,754	8.8%	117
Fam rest/steak hse/6 months: IHOP	15,768	10.1%	96
Fam rest/steak hse/6 months: Logan`s Roadhouse	7,122	4.6%	123
Fam rest/steak hse/6 months: LongHorn Steakhouse	8,544	5.5%	112
Fam rest/steak hse/6 months: Olive Garden	29,321	18.8%	111
Fam rest/steak hse/6 months: Outback Steakhouse	14,679	9.4%	103
Fam rest/steak hse/6 months: Red Lobster	18,686	12.0%	104
Fam rest/steak hse/6 months: Red Robin	9,671	6.2%	95
Fam rest/steak hse/6 months: Ruby Tuesday	9,907	6.3%	110
Fam rest/steak hse/6 months: Texas Roadhouse	15,007	9.6%	120
Fam rest/steak hse/6 months: T.G.I. Friday`s	10,748	6.9%	99
Fam rest/steak hse/6 months: Waffle House	9,362	6.0%	110
Went to fast food/drive-in restaurant in last 6 mo	141,362	90.6%	101
Went to fast food/drive-in restaurant 9+ times/mo	64,241	41.2%	105
Spent at fast food/drive-in last 6 months: <\$11	7,662	4.9%	108
Spent at fast food/drive-in last 6 months: \$11-\$20	13,191	8.5%	101
Spent at fast food/drive-in last 6 months: \$21-\$40	20,235	13.0%	104
Spent at fast food/drive-in last 6 months: \$41-\$50	12,951	8.3%	107
Spent at fast food/drive-in last 6 months: \$51-\$100	26,463	17.0%	102
Spent at fast food/drive-in last 6 months: \$101-\$200	17,362	11.1%	101
Spent at fast food/drive-in last 6 months: \$201+	15,269	9.8%	99

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 2017 and 2022.



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Product/Consumer Behavior	Expected Number of		
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Fast food/drive-in last 6 months: eat in	56,186	36.0%	99
Fast food/drive-in last 6 months: home delivery	11,907	7.6%	99
Fast food/drive-in last 6 months: take-out/drive-thru	77,369	49.6%	108
Fast food/drive-in last 6 months: take-out/walk-in	31,903	20.4%	101
Fast food/drive-in last 6 months: breakfast	52,837	33.9%	103
Fast food/drive-in last 6 months: lunch	79,280	50.8%	103
Fast food/drive-in last 6 months: dinner	73,641	47.2%	105
Fast food/drive-in last 6 months: snack	19,030	12.2%	101
Fast food/drive-in last 6 months: weekday	94,813	60.8%	104
Fast food/drive-in last 6 months: weekend	74,008	47.4%	103
Fast food/drive-in last 6 months: A & W	4,972	3.2%	118
Fast food/drive-in last 6 months: Arby`s	30,951	19.8%	122
Fast food/drive-in last 6 months: Baskin-Robbins	4,228	2.7%	80
Fast food/drive-in last 6 months: Boston Market	4,822	3.1%	89
Fast food/drive-in last 6 months: Burger King	49,055	31.4%	106
Fast food/drive-in last 6 months: Captain D`s	5,900	3.8%	108
Fast food/drive-in last 6 months: Carl`s Jr.	5,528	3.5%	63
Fast food/drive-in last 6 months: Checkers	5,135	3.3%	104
Fast food/drive-in last 6 months: Chick-fil-A	30,957	19.8%	105
Fast food/drive-in last 6 months: Chipotle Mex. Grill	17,689	11.3%	95
Fast food/drive-in last 6 months: Chuck E. Cheese`s	4,820	3.1%	96
Fast food/drive-in last 6 months: Church`s Fr. Chicken	5,554	3.6%	100
Fast food/drive-in last 6 months: Cold Stone Creamery	4,372	2.8%	99
Fast food/drive-in last 6 months: Dairy Queen	26,659	17.1%	114
Fast food/drive-in last 6 months: Del Taco	3,703	2.4%	67
Fast food/drive-in last 6 months: Domino`s Pizza	17,817	11.4%	94
Fast food/drive-in last 6 months: Dunkin` Donuts	19,002	12.2%	97
Fast food/drive-in last 6 months: Hardee`s	10,814	6.9%	123
Fast food/drive-in last 6 months: Jack in the Box	9,760	6.3%	75
Fast food/drive-in last 6 months: KFC	34,455	22.1%	105
Fast food/drive-in last 6 months: Krispy Kreme	8,633	5.5%	111
Fast food/drive-in last 6 months: Little Caesars	19,925	12.8%	107
Fast food/drive-in last 6 months: Long John Silver`s	8,822	5.7%	128
Fast food/drive-in last 6 months: McDonald`s	86,871	55.7%	104
Went to Panda Express in last 6 months	9,122	5.8%	72
Fast food/drive-in last 6 months: Panera Bread	19,711	12.6%	109
Fast food/drive-in last 6 months: Papa John`s	13,578	8.7%	101
Fast food/drive-in last 6 months: Papa Murphy`s	8,008	5.1%	107
Fast food/drive-in last 6 months: Pizza Hut	30,227	19.4%	100
Fast food/drive-in last 6 months: Popeyes Chicken	11,351	7.3%	92
Fast food/drive-in last 6 months: Quiznos	3,722	2.4%	98
Fast food/drive-in last 6 months: Sonic Drive-In	17,702	11.3%	101
Fast food/drive-in last 6 months: Starbucks	22,315	14.3%	90
Fast food/drive-in last 6 months: Steak `n Shake	11,294	7.2%	136
Fast food/drive-in last 6 months: Subway	50,778	32.5%	105
Fast food/drive-in last 6 months: Taco Bell	51,022	32.7%	108
Fast food/drive-in last 6 months: Wendy`s	45,135	28.9%	107
Fast food/drive-in last 6 months: Whataburger	5,966	3.8%	87
Fast food/drive-in last 6 months: White Castle	5,856	3.8%	118

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Went to fine dining restaurant last month	17,066	10.9%	102
Went to fine dining restaurant 3+ times last month	4,859	3.1%	101
Spent at fine dining rest in last 6 months: <\$51	2,794	1.8%	95
Spent at fine dining rest in last 6 months: \$51-\$100	5,642	3.6%	107
Spent at fine dining rest in last 6 months: \$101-\$200	5,058	3.2%	100
Spent at fine dining rest in last 6 months: \$201+	4,649	3.0%	89

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December 05, 2017