



Restaurant Market Potential

Hampshire Village, IL
 Hampshire Village, IL (1732525)
 Geography: Place

Prepared by Esri

Demographic Summary	2019	2024
Population	7,190	7,685
Population 18+	5,485	5,857
Households	2,536	2,709
Median Household Income	\$100,444	\$118,057

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Went to family restaurant/steak house in last 6 mo	4,384	79.9%	107
Went to family restaurant/steak house 4+ times/mo	1,581	28.8%	109
Spent at family restaurant/30 days: <\$1-30	464	8.5%	105
Spent at family restaurant/30 days: \$31-50	629	11.5%	119
Spent at family restaurant/30 days: \$51-100	1,056	19.3%	130
Spent at family restaurant/30 days: \$101-200	605	11.0%	117
Family restaurant/steak house last 6 months: breakfast	809	14.7%	111
Family restaurant/steak house last 6 months: lunch	1,138	20.7%	107
Family restaurant/steak house last 6 months: dinner	2,822	51.4%	111
Family restaurant/steak house last 6 months: snack	67	1.2%	62
Family restaurant/steak house last 6 months: weekday	1,836	33.5%	110
Family restaurant/steak house last 6 months: weekend	2,623	47.8%	115
Fam rest/steak hse/6 months: Applebee`s	1,443	26.3%	120
Fam rest/steak hse/6 months: Bob Evans Farms	123	2.2%	72
Fam rest/steak hse/6 months: Buffalo Wild Wings	696	12.7%	121
Fam rest/steak hse/6 months: California Pizza Kitchen	128	2.3%	85
Fam rest/steak hse/6 months: Carrabba`s Italian Grill	198	3.6%	125
Fam rest/steak hse/6 months: The Cheesecake Factory	328	6.0%	82
Fam rest/steak hse/6 months: Chili`s Grill & Bar	746	13.6%	126
Fam rest/steak hse/6 months: CiCi`s	175	3.2%	112
Fam rest/steak hse/6 months: Cracker Barrel	722	13.2%	120
Fam rest/steak hse/6 months: Denny`s	530	9.7%	115
Fam rest/steak hse/6 months: Golden Corral	477	8.7%	125
Fam rest/steak hse/6 months: IHOP	587	10.7%	107
Fam rest/steak hse/6 months: Logan`s Roadhouse	220	4.0%	126
Fam rest/steak hse/6 months: LongHorn Steakhouse	400	7.3%	141
Fam rest/steak hse/6 months: Olive Garden	1,114	20.3%	122
Fam rest/steak hse/6 months: Outback Steakhouse	587	10.7%	130
Fam rest/steak hse/6 months: Red Lobster	709	12.9%	133
Fam rest/steak hse/6 months: Red Robin	514	9.4%	135
Fam rest/steak hse/6 months: Ruby Tuesday	309	5.6%	122
Fam rest/steak hse/6 months: Texas Roadhouse	798	14.5%	147
Fam rest/steak hse/6 months: T.G.I. Friday`s	281	5.1%	94
Fam rest/steak hse/6 months: Waffle House	416	7.6%	131
Went to fast food/drive-in restaurant in last 6 months	5,110	93.2%	103
Went to fast food/drive-in restaurant 9+ times/month	2,351	42.9%	109
Spent at fast food restaurant/30 days: <\$1-10	253	4.6%	102
Spent at fast food restaurant/30 days: \$11-\$20	514	9.4%	87
Spent at fast food restaurant/30 days: \$21-\$40	864	15.8%	97
Spent at fast food restaurant/30 days: \$41-\$50	518	9.4%	108
Spent at fast food restaurant/30 days: \$51-\$100	1,132	20.6%	125
Spent at fast food restaurant/30 days: \$101-\$200	552	10.1%	123
Spent at fast food restaurant/30 days: \$201+	188	3.4%	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 2019 and 2024.



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Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Fast food/drive-in last 6 months: eat in	2,247	41.0%	110
Fast food/drive-in last 6 months: home delivery	410	7.5%	87
Fast food/drive-in last 6 months: take-out/drive-thru	2,889	52.7%	112
Fast food/drive-in last 6 months: take-out/walk-in	1,159	21.1%	101
Fast food/drive-in last 6 months: breakfast	2,197	40.1%	113
Fast food/drive-in last 6 months: lunch	3,034	55.3%	110
Fast food/drive-in last 6 months: dinner	2,803	51.1%	110
Fast food/drive-in last 6 months: snack	643	11.7%	99
Fast food/drive-in last 6 months: weekday	3,669	66.9%	113
Fast food/drive-in last 6 months: weekend	2,802	51.1%	108
Fast food/drive-in last 6 months: A & W	245	4.5%	156
Fast food/drive-in last 6 months: Arby`s	1,341	24.4%	139
Fast food/drive-in last 6 months: Baskin-Robbins	154	2.8%	85
Fast food/drive-in last 6 months: Boston Market	106	1.9%	62
Fast food/drive-in last 6 months: Burger King	1,845	33.6%	113
Fast food/drive-in last 6 months: Captain D`s	288	5.3%	142
Fast food/drive-in last 6 months: Carl`s Jr.	310	5.7%	95
Fast food/drive-in last 6 months: Checkers	156	2.8%	86
Fast food/drive-in last 6 months: Chick-fil-A	1,740	31.7%	132
Fast food/drive-in last 6 months: Chipotle Mex. Grill	585	10.7%	86
Fast food/drive-in last 6 months: Chuck E. Cheese`s	123	2.2%	77
Fast food/drive-in last 6 months: Church`s Fr. Chicken	211	3.8%	109
Fast food/drive-in last 6 months: Cold Stone Creamery	147	2.7%	91
Fast food/drive-in last 6 months: Dairy Queen	1,150	21.0%	129
Fast food/drive-in last 6 months: Del Taco	285	5.2%	134
Fast food/drive-in last 6 months: Domino`s Pizza	889	16.2%	128
Fast food/drive-in last 6 months: Dunkin` Donuts	619	11.3%	83
Went to Five Guys in last 6 months	579	10.6%	112
Fast food/drive-in last 6 months: Hardee`s	447	8.1%	123
Fast food/drive-in last 6 months: Jack in the Box	436	7.9%	106
Went to Jimmy John`s in last 6 months	474	8.6%	144
Fast food/drive-in last 6 months: KFC	1,202	21.9%	107
Fast food/drive-in last 6 months: Krispy Kreme	383	7.0%	117
Fast food/drive-in last 6 months: Little Caesars	916	16.7%	125
Fast food/drive-in last 6 months: Long John Silver`s	174	3.2%	90
Fast food/drive-in last 6 months: McDonald`s	3,083	56.2%	107
Went to Panda Express in last 6 months	724	13.2%	136
Fast food/drive-in last 6 months: Panera Bread	747	13.6%	107
Fast food/drive-in last 6 months: Papa John`s	634	11.6%	131
Fast food/drive-in last 6 months: Papa Murphy`s	507	9.2%	194
Fast food/drive-in last 6 months: Pizza Hut	1,123	20.5%	118
Fast food/drive-in last 6 months: Popeyes Chicken	598	10.9%	120
Fast food/drive-in last 6 months: Sonic Drive-In	850	15.5%	129
Fast food/drive-in last 6 months: Starbucks	1,013	18.5%	99
Fast food/drive-in last 6 months: Steak `n Shake	355	6.5%	117
Fast food/drive-in last 6 months: Subway	1,625	29.6%	115
Fast food/drive-in last 6 months: Taco Bell	1,880	34.3%	119
Fast food/drive-in last 6 months: Wendy`s	1,738	31.7%	124
Fast food/drive-in last 6 months: Whataburger	270	4.9%	94
Fast food/drive-in last 6 months: White Castle	144	2.6%	85
Went to fine dining restaurant last month	533	9.7%	92
Went to fine dining restaurant 3+ times last month	128	2.3%	75

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