



Restaurant Market Potential

60140 (Hampshire)
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Geography: ZIP Code

Prepared by Esri

Demographic Summary		2019	2024	
Population		21,060	23,320	
Population 18+		15,294	16,819	
Households		7,179	7,931	
Median Household Income		\$94,417	\$104,087	
Product/Consumer Behavior		Expected Number of Adults	Percent	MPI
Went to family restaurant/steak house in last 6 mo		12,555	82.1%	109
Went to family restaurant/steak house 4+ times/mo		4,806	31.4%	118
Spent at family restaurant/30 days: <\$1-30		1,193	7.8%	97
Spent at family restaurant/30 days: \$31-50		1,526	10.0%	104
Spent at family restaurant/30 days: \$51-100		2,722	17.8%	120
Spent at family restaurant/30 days: \$101-200		1,926	12.6%	134
Family restaurant/steak house last 6 months: breakfast		2,230	14.6%	110
Family restaurant/steak house last 6 months: lunch		3,360	22.0%	114
Family restaurant/steak house last 6 months: dinner		8,181	53.5%	116
Family restaurant/steak house last 6 months: snack		296	1.9%	99
Family restaurant/steak house last 6 months: weekday		5,145	33.6%	110
Family restaurant/steak house last 6 months: weekend		7,435	48.6%	117
Fam rest/steak hse/6 months: Applebee`s		3,316	21.7%	99
Fam rest/steak hse/6 months: Bob Evans Farms		429	2.8%	90
Fam rest/steak hse/6 months: Buffalo Wild Wings		2,098	13.7%	131
Fam rest/steak hse/6 months: California Pizza Kitchen		511	3.3%	121
Fam rest/steak hse/6 months: Carrabba`s Italian Grill		664	4.3%	151
Fam rest/steak hse/6 months: The Cheesecake Factory		1,447	9.5%	129
Fam rest/steak hse/6 months: Chili`s Grill & Bar		2,358	15.4%	142
Fam rest/steak hse/6 months: CiCi`s		450	2.9%	103
Fam rest/steak hse/6 months: Cracker Barrel		1,913	12.5%	114
Fam rest/steak hse/6 months: Denny`s		1,445	9.4%	112
Fam rest/steak hse/6 months: Golden Corral		1,036	6.8%	97
Fam rest/steak hse/6 months: IHOP		1,821	11.9%	119
Fam rest/steak hse/6 months: Logan`s Roadhouse		540	3.5%	111
Fam rest/steak hse/6 months: LongHorn Steakhouse		1,078	7.0%	136
Fam rest/steak hse/6 months: Olive Garden		3,211	21.0%	126
Fam rest/steak hse/6 months: Outback Steakhouse		1,703	11.1%	135
Fam rest/steak hse/6 months: Red Lobster		1,704	11.1%	115
Fam rest/steak hse/6 months: Red Robin		1,466	9.6%	138
Fam rest/steak hse/6 months: Ruby Tuesday		775	5.1%	110
Fam rest/steak hse/6 months: Texas Roadhouse		2,053	13.4%	136
Fam rest/steak hse/6 months: T.G.I. Friday`s		868	5.7%	104
Fam rest/steak hse/6 months: Waffle House		876	5.7%	99
Went to fast food/drive-in restaurant in last 6 months		14,254	93.2%	103
Went to fast food/drive-in restaurant 9+ times/month		6,377	41.7%	106
Spent at fast food restaurant/30 days: <\$1-10		584	3.8%	84
Spent at fast food restaurant/30 days: \$11-\$20		1,556	10.2%	94
Spent at fast food restaurant/30 days: \$21-\$40		2,393	15.6%	96
Spent at fast food restaurant/30 days: \$41-\$50		1,326	8.7%	99
Spent at fast food restaurant/30 days: \$51-\$100		2,976	19.5%	118
Spent at fast food restaurant/30 days: \$101-\$200		1,676	11.0%	134
Spent at fast food restaurant/30 days: \$201+		632	4.1%	135

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	6,355	41.6%	112
Fast food/drive-in last 6 months: home delivery	1,383	9.0%	105
Fast food/drive-in last 6 months: take-out/drive-thru	8,051	52.6%	112
Fast food/drive-in last 6 months: take-out/walk-in	3,370	22.0%	106
Fast food/drive-in last 6 months: breakfast	5,953	38.9%	109
Fast food/drive-in last 6 months: lunch	8,449	55.2%	110
Fast food/drive-in last 6 months: dinner	8,019	52.4%	113
Fast food/drive-in last 6 months: snack	1,956	12.8%	108
Fast food/drive-in last 6 months: weekday	10,238	66.9%	113
Fast food/drive-in last 6 months: weekend	8,001	52.3%	111
Fast food/drive-in last 6 months: A & W	487	3.2%	111
Fast food/drive-in last 6 months: Arby`s	2,897	18.9%	107
Fast food/drive-in last 6 months: Baskin-Robbins	552	3.6%	109
Fast food/drive-in last 6 months: Boston Market	399	2.6%	84
Fast food/drive-in last 6 months: Burger King	4,266	27.9%	94
Fast food/drive-in last 6 months: Captain D`s	475	3.1%	84
Fast food/drive-in last 6 months: Carl`s Jr.	1,019	6.7%	112
Fast food/drive-in last 6 months: Checkers	299	2.0%	59
Fast food/drive-in last 6 months: Chick-fil-A	5,510	36.0%	150
Fast food/drive-in last 6 months: Chipotle Mex. Grill	2,390	15.6%	125
Fast food/drive-in last 6 months: Chuck E. Cheese`s	425	2.8%	95
Fast food/drive-in last 6 months: Church`s Fr. Chicken	434	2.8%	80
Fast food/drive-in last 6 months: Cold Stone Creamery	569	3.7%	127
Fast food/drive-in last 6 months: Dairy Queen	2,803	18.3%	113
Fast food/drive-in last 6 months: Del Taco	661	4.3%	112
Fast food/drive-in last 6 months: Domino`s Pizza	2,244	14.7%	116
Fast food/drive-in last 6 months: Dunkin` Donuts	1,962	12.8%	94
Went to Five Guys in last 6 months	1,746	11.4%	122
Fast food/drive-in last 6 months: Hardee`s	882	5.8%	87
Fast food/drive-in last 6 months: Jack in the Box	1,389	9.1%	121
Went to Jimmy John`s in last 6 months	1,438	9.4%	156
Fast food/drive-in last 6 months: KFC	2,786	18.2%	89
Fast food/drive-in last 6 months: Krispy Kreme	1,107	7.2%	121
Fast food/drive-in last 6 months: Little Caesars	2,146	14.0%	105
Fast food/drive-in last 6 months: Long John Silver`s	395	2.6%	73
Fast food/drive-in last 6 months: McDonald`s	8,105	53.0%	100
Went to Panda Express in last 6 months	2,036	13.3%	138
Fast food/drive-in last 6 months: Panera Bread	2,740	17.9%	141
Fast food/drive-in last 6 months: Papa John`s	1,821	11.9%	134
Fast food/drive-in last 6 months: Papa Murphy`s	1,177	7.7%	162
Fast food/drive-in last 6 months: Pizza Hut	2,785	18.2%	105
Fast food/drive-in last 6 months: Popeyes Chicken	1,593	10.4%	114
Fast food/drive-in last 6 months: Sonic Drive-In	2,189	14.3%	119
Fast food/drive-in last 6 months: Starbucks	3,551	23.2%	124
Fast food/drive-in last 6 months: Steak `n Shake	966	6.3%	114
Fast food/drive-in last 6 months: Subway	4,302	28.1%	109
Fast food/drive-in last 6 months: Taco Bell	4,781	31.3%	108
Fast food/drive-in last 6 months: Wendy`s	4,266	27.9%	109
Fast food/drive-in last 6 months: Whataburger	1,305	8.5%	163
Fast food/drive-in last 6 months: White Castle	362	2.4%	77
Went to fine dining restaurant last month	2,021	13.2%	126
Went to fine dining restaurant 3+ times last month	469	3.1%	98

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