

Restaurant Market Potential

Example Site, Pekin, Illinois, 61554
Drive Time: 10 minute radius

ICSC May Reports
Latitude: 40.55630
Longitude: -89.61198

Demographic Summary	2016	2021	
Population	39,535	39,518	
Population 18+	31,175	31,100	
Households	16,135	16,166	
Median Household Income	\$46,447	\$44,684	
Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Went to family restaurant/steak house in last 6 mo	23,593	75.7%	101
Went to family restaurant/steak house 4+ times/mo	9,116	29.2%	106
Spent at family rest/steak hse last 6 months: <\$31	2,816	9.0%	127
Spent at family rest/steak hse last 6 months: \$31-50	2,801	9.0%	109
Spent at family rest/steak hse last 6 months: \$51-100	5,033	16.1%	107
Spent at family rest/steak hse last 6 months: \$101-200	3,647	11.7%	98
Spent at family rest/steak hse last 6 months: \$201-300	1,761	5.6%	104
Spent at family rest/steak hse last 6 months: \$301+	1,923	6.2%	84
Family restaurant/steak house last 6 months: breakfast	4,180	13.4%	107
Family restaurant/steak house last 6 months: lunch	6,086	19.5%	103
Family restaurant/steak house last 6 months: dinner	15,381	49.3%	106
Family restaurant/steak house last 6 months: snack	431	1.4%	73
Family restaurant/steak house last 6 months: weekday	9,922	31.8%	105
Family restaurant/steak house last 6 months: weekend	13,061	41.9%	101
Fam rest/steak hse/6 months: Applebee`s	7,996	25.6%	108
Fam rest/steak hse/6 months: Bob Evans Farms	2,378	7.6%	209
Fam rest/steak hse/6 months: Buffalo Wild Wings	2,568	8.2%	97
Fam rest/steak hse/6 months: California Pizza Kitchen	422	1.4%	40
Fam rest/steak hse/6 months: Carrabba`s Italian Grill	727	2.3%	75
Fam rest/steak hse/6 months: The Cheesecake Factory	1,163	3.7%	57
Fam rest/steak hse/6 months: Chili`s Grill & Bar	3,093	9.9%	82
Fam rest/steak hse/6 months: CiCi`s Pizza	1,157	3.7%	95
Fam rest/steak hse/6 months: Cracker Barrel	3,986	12.8%	127
Fam rest/steak hse/6 months: Denny`s	2,865	9.2%	99
Fam rest/steak hse/6 months: Golden Corral	3,100	9.9%	123
Fam rest/steak hse/6 months: IHOP	3,070	9.8%	88
Fam rest/steak hse/6 months: Logan`s Roadhouse	1,540	4.9%	144
Fam rest/steak hse/6 months: LongHorn Steakhouse	1,592	5.1%	107
Fam rest/steak hse/6 months: Old Country Buffet	747	2.4%	139
Fam rest/steak hse/6 months: Olive Garden	6,048	19.4%	112
Fam rest/steak hse/6 months: Outback Steakhouse	2,932	9.4%	99
Fam rest/steak hse/6 months: Red Lobster	4,203	13.5%	112
Fam rest/steak hse/6 months: Red Robin	1,436	4.6%	75
Fam rest/steak hse/6 months: Ruby Tuesday	1,878	6.0%	99
Fam rest/steak hse/6 months: Texas Roadhouse	2,947	9.5%	125
Fam rest/steak hse/6 months: T.G.I. Friday`s	1,880	6.0%	80
Fam rest/steak hse/6 months: Waffle House	1,655	5.3%	100
Went to fast food/drive-in restaurant in last 6 mo	28,543	91.6%	102
Went to fast food/drive-in restaurant 9+ times/mo	12,747	40.9%	104
Spent at fast food/drive-in last 6 months: <\$11	1,511	4.8%	113
Spent at fast food/drive-in last 6 months: \$11-\$20	2,436	7.8%	106
Spent at fast food/drive-in last 6 months: \$21-\$40	3,767	12.1%	102
Spent at fast food/drive-in last 6 months: \$41-\$50	2,400	7.7%	102
Spent at fast food/drive-in last 6 months: \$51-\$100	5,423	17.4%	104
Spent at fast food/drive-in last 6 months: \$101-\$200	3,928	12.6%	105
Spent at fast food/drive-in last 6 months: \$201+	3,657	11.7%	97

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 2016 and 2021.



Restaurant Market Potential

2304 Court St, Pekin, Illinois, 61554
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Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Fast food/drive-in last 6 months: eat in	11,925	38.3%	105
Fast food/drive-in last 6 months: home delivery	2,572	8.3%	108
Fast food/drive-in last 6 months: take-out/drive-thru	15,640	50.2%	108
Fast food/drive-in last 6 months: take-out/walk-in	5,866	18.8%	97
Fast food/drive-in last 6 months: breakfast	10,730	34.4%	106
Fast food/drive-in last 6 months: lunch	16,307	52.3%	105
Fast food/drive-in last 6 months: dinner	15,390	49.4%	111
Fast food/drive-in last 6 months: snack	3,564	11.4%	95
Fast food/drive-in last 6 months: weekday	19,547	62.7%	108
Fast food/drive-in last 6 months: weekend	14,929	47.9%	105
Fast food/drive-in last 6 months: A & W	1,297	4.2%	150
Fast food/drive-in last 6 months: Arby`s	7,273	23.3%	147
Fast food/drive-in last 6 months: Baskin-Robbins	659	2.1%	64
Fast food/drive-in last 6 months: Boston Market	784	2.5%	74
Fast food/drive-in last 6 months: Burger King	10,800	34.6%	114
Fast food/drive-in last 6 months: Captain D`s	1,226	3.9%	115
Fast food/drive-in last 6 months: Carl`s Jr.	771	2.5%	44
Fast food/drive-in last 6 months: Checkers	829	2.7%	93
Fast food/drive-in last 6 months: Chick-fil-A	4,914	15.8%	88
Fast food/drive-in last 6 months: Chipotle Mex. Grill	2,131	6.8%	66
Fast food/drive-in last 6 months: Chuck E. Cheese`s	969	3.1%	93
Fast food/drive-in last 6 months: Church`s Fr. Chicken	883	2.8%	86
Fast food/drive-in last 6 months: Cold Stone Creamery	733	2.4%	77
Fast food/drive-in last 6 months: Dairy Queen	5,834	18.7%	132
Fast food/drive-in last 6 months: Del Taco	526	1.7%	47
Fast food/drive-in last 6 months: Domino`s Pizza	3,706	11.9%	100
Fast food/drive-in last 6 months: Dunkin` Donuts	2,824	9.1%	76
Fast food/drive-in last 6 months: Hardee`s	2,773	8.9%	154
Fast food/drive-in last 6 months: Jack in the Box	1,616	5.2%	63
Fast food/drive-in last 6 months: KFC	7,524	24.1%	114
Fast food/drive-in last 6 months: Krispy Kreme	1,324	4.2%	92
Fast food/drive-in last 6 months: Little Caesars	4,383	14.1%	124
Fast food/drive-in last 6 months: Long John Silver`s	2,405	7.7%	151
Fast food/drive-in last 6 months: McDonald`s	18,387	59.0%	107
Went to Panda Express in last 6 months	1,281	4.1%	54
Fast food/drive-in last 6 months: Panera Bread	2,878	9.2%	81
Fast food/drive-in last 6 months: Papa John`s	2,755	8.8%	99
Fast food/drive-in last 6 months: Papa Murphy`s	1,359	4.4%	103
Fast food/drive-in last 6 months: Pizza Hut	7,592	24.4%	122
Fast food/drive-in last 6 months: Popeyes Chicken	1,665	5.3%	69
Fast food/drive-in last 6 months: Quiznos	761	2.4%	76
Fast food/drive-in last 6 months: Sonic Drive-In	3,694	11.8%	115
Fast food/drive-in last 6 months: Starbucks	2,998	9.6%	65
Fast food/drive-in last 6 months: Steak `n Shake	2,155	6.9%	137
Fast food/drive-in last 6 months: Subway	10,464	33.6%	104
Fast food/drive-in last 6 months: Taco Bell	10,704	34.3%	111
Fast food/drive-in last 6 months: Wendy`s	9,764	31.3%	113
Fast food/drive-in last 6 months: Whataburger	1,054	3.4%	80
Fast food/drive-in last 6 months: White Castle	879	2.8%	98

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 2016 and 2021.



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Went to fine dining restaurant last month	2,932	9.4%	84
Went to fine dining restaurant 3+ times last month	773	2.5%	79
Spent at fine dining rest in last 6 months: <\$51	607	1.9%	96
Spent at fine dining rest in last 6 months: \$51-\$100	1,129	3.6%	98
Spent at fine dining rest in last 6 months: \$101-\$200	903	2.9%	78
Spent at fine dining rest in last 6 months: \$201+	719	2.3%	58

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May 18, 2017



Restaurant Market Potential

2304 Court St, Pekin, Illinois, 61554
 Drive Time: 15 minute radius

ICSC May Reports
 Latitude: 40.55630
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Demographic Summary	2016	2021
Population	59,220	59,378
Population 18+	46,617	46,767
Households	23,906	24,023
Median Household Income	\$49,780	\$48,340

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Went to family restaurant/steak house in last 6 mo	35,482	76.1%	102
Went to family restaurant/steak house 4+ times/mo	13,610	29.2%	106
Spent at family rest/steak hse last 6 months: <\$31	4,122	8.8%	125
Spent at family rest/steak hse last 6 months: \$31-50	4,195	9.0%	109
Spent at family rest/steak hse last 6 months: \$51-100	7,455	16.0%	106
Spent at family rest/steak hse last 6 months: \$101-200	5,559	11.9%	100
Spent at family rest/steak hse last 6 months: \$201-300	2,726	5.8%	108
Spent at family rest/steak hse last 6 months: \$301+	2,979	6.4%	87
Family restaurant/steak house last 6 months: breakfast	6,256	13.4%	107
Family restaurant/steak house last 6 months: lunch	9,133	19.6%	104
Family restaurant/steak house last 6 months: dinner	23,247	49.9%	107
Family restaurant/steak house last 6 months: snack	657	1.4%	74
Family restaurant/steak house last 6 months: weekday	15,089	32.4%	106
Family restaurant/steak house last 6 months: weekend	19,655	42.2%	102
Fam rest/steak hse/6 months: Applebee`s	12,141	26.0%	110
Fam rest/steak hse/6 months: Bob Evans Farms	3,329	7.1%	195
Fam rest/steak hse/6 months: Buffalo Wild Wings	3,988	8.6%	100
Fam rest/steak hse/6 months: California Pizza Kitchen	700	1.5%	45
Fam rest/steak hse/6 months: Carrabba`s Italian Grill	1,185	2.5%	82
Fam rest/steak hse/6 months: The Cheesecake Factory	1,786	3.8%	59
Fam rest/steak hse/6 months: Chili`s Grill & Bar	4,851	10.4%	86
Fam rest/steak hse/6 months: CiCi`s Pizza	1,720	3.7%	95
Fam rest/steak hse/6 months: Cracker Barrel	5,898	12.7%	126
Fam rest/steak hse/6 months: Denny`s	4,166	8.9%	97
Fam rest/steak hse/6 months: Golden Corral	4,582	9.8%	122
Fam rest/steak hse/6 months: IHOP	4,592	9.9%	88
Fam rest/steak hse/6 months: Logan`s Roadhouse	2,224	4.8%	139
Fam rest/steak hse/6 months: LongHorn Steakhouse	2,465	5.3%	111
Fam rest/steak hse/6 months: Old Country Buffet	1,049	2.3%	130
Fam rest/steak hse/6 months: Olive Garden	9,069	19.5%	112
Fam rest/steak hse/6 months: Outback Steakhouse	4,398	9.4%	100
Fam rest/steak hse/6 months: Red Lobster	6,294	13.5%	112
Fam rest/steak hse/6 months: Red Robin	2,306	4.9%	81
Fam rest/steak hse/6 months: Ruby Tuesday	2,847	6.1%	101
Fam rest/steak hse/6 months: Texas Roadhouse	4,483	9.6%	127
Fam rest/steak hse/6 months: T.G.I. Friday`s	2,997	6.4%	85
Fam rest/steak hse/6 months: Waffle House	2,420	5.2%	98
Went to fast food/drive-in restaurant in last 6 mo	42,691	91.6%	102
Went to fast food/drive-in restaurant 9+ times/mo	19,154	41.1%	104
Spent at fast food/drive-in last 6 months: <\$11	2,259	4.8%	113
Spent at fast food/drive-in last 6 months: \$11-\$20	3,678	7.9%	107
Spent at fast food/drive-in last 6 months: \$21-\$40	5,676	12.2%	103
Spent at fast food/drive-in last 6 months: \$41-\$50	3,625	7.8%	103
Spent at fast food/drive-in last 6 months: \$51-\$100	8,018	17.2%	103
Spent at fast food/drive-in last 6 months: \$101-\$200	5,841	12.5%	104
Spent at fast food/drive-in last 6 months: \$201+	5,610	12.0%	99

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Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Fast food/drive-in last 6 months: eat in	17,944	38.5%	106
Fast food/drive-in last 6 months: home delivery	3,746	8.0%	105
Fast food/drive-in last 6 months: take-out/drive-thru	23,357	50.1%	108
Fast food/drive-in last 6 months: take-out/walk-in	8,728	18.7%	96
Fast food/drive-in last 6 months: breakfast	16,098	34.5%	106
Fast food/drive-in last 6 months: lunch	24,483	52.5%	105
Fast food/drive-in last 6 months: dinner	22,921	49.2%	111
Fast food/drive-in last 6 months: snack	5,323	11.4%	95
Fast food/drive-in last 6 months: weekday	29,387	63.0%	108
Fast food/drive-in last 6 months: weekend	22,219	47.7%	104
Fast food/drive-in last 6 months: A & W	1,889	4.1%	146
Fast food/drive-in last 6 months: Arby`s	10,702	23.0%	145
Fast food/drive-in last 6 months: Baskin-Robbins	969	2.1%	63
Fast food/drive-in last 6 months: Boston Market	1,153	2.5%	73
Fast food/drive-in last 6 months: Burger King	16,048	34.4%	113
Fast food/drive-in last 6 months: Captain D`s	1,732	3.7%	109
Fast food/drive-in last 6 months: Carl`s Jr.	1,227	2.6%	47
Fast food/drive-in last 6 months: Checkers	1,184	2.5%	89
Fast food/drive-in last 6 months: Chick-fil-A	7,577	16.3%	91
Fast food/drive-in last 6 months: Chipotle Mex. Grill	3,409	7.3%	70
Fast food/drive-in last 6 months: Chuck E. Cheese`s	1,445	3.1%	92
Fast food/drive-in last 6 months: Church`s Fr. Chicken	1,262	2.7%	83
Fast food/drive-in last 6 months: Cold Stone Creamery	1,114	2.4%	79
Fast food/drive-in last 6 months: Dairy Queen	8,666	18.6%	132
Fast food/drive-in last 6 months: Del Taco	783	1.7%	47
Fast food/drive-in last 6 months: Domino`s Pizza	5,399	11.6%	98
Fast food/drive-in last 6 months: Dunkin` Donuts	4,336	9.3%	78
Fast food/drive-in last 6 months: Hardee`s	4,016	8.6%	149
Fast food/drive-in last 6 months: Jack in the Box	2,440	5.2%	63
Fast food/drive-in last 6 months: KFC	10,990	23.6%	111
Fast food/drive-in last 6 months: Krispy Kreme	2,056	4.4%	95
Fast food/drive-in last 6 months: Little Caesars	6,267	13.4%	119
Fast food/drive-in last 6 months: Long John Silver`s	3,430	7.4%	144
Fast food/drive-in last 6 months: McDonald`s	27,460	58.9%	107
Went to Panda Express in last 6 months	2,023	4.3%	57
Fast food/drive-in last 6 months: Panera Bread	4,587	9.8%	87
Fast food/drive-in last 6 months: Papa John`s	4,144	8.9%	100
Fast food/drive-in last 6 months: Papa Murphy`s	2,086	4.5%	106
Fast food/drive-in last 6 months: Pizza Hut	10,979	23.6%	118
Fast food/drive-in last 6 months: Popeyes Chicken	2,467	5.3%	68
Fast food/drive-in last 6 months: Quiznos	1,176	2.5%	79
Fast food/drive-in last 6 months: Sonic Drive-In	5,410	11.6%	112
Fast food/drive-in last 6 months: Starbucks	4,724	10.1%	69
Fast food/drive-in last 6 months: Steak `n Shake	3,305	7.1%	140
Fast food/drive-in last 6 months: Subway	15,851	34.0%	105
Fast food/drive-in last 6 months: Taco Bell	15,872	34.0%	110
Fast food/drive-in last 6 months: Wendy`s	14,596	31.3%	113
Fast food/drive-in last 6 months: Whataburger	1,584	3.4%	81
Fast food/drive-in last 6 months: White Castle	1,381	3.0%	103

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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2304 Court St, Pekin, Illinois, 61554
Drive Time: 15 minute radius

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Latitude: 40.55630
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Went to fine dining restaurant last month	4,581	9.8%	87
Went to fine dining restaurant 3+ times last month	1,238	2.7%	85
Spent at fine dining rest in last 6 months: <\$51	926	2.0%	98
Spent at fine dining rest in last 6 months: \$51-\$100	1,727	3.7%	100
Spent at fine dining rest in last 6 months: \$101-\$200	1,434	3.1%	83
Spent at fine dining rest in last 6 months: \$201+	1,165	2.5%	63

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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Restaurant Market Potential

2304 Court St, Pekin, Illinois, 61554
 Drive Time: 20 minute radius

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 Latitude: 40.55630
 Longitude: -89.61198

Demographic Summary	2016	2021
Population	114,695	115,346
Population 18+	89,150	89,741
Households	46,101	46,440
Median Household Income	\$50,152	\$49,052

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Went to family restaurant/steak house in last 6 mo	67,652	75.9%	102
Went to family restaurant/steak house 4+ times/mo	25,680	28.8%	105
Spent at family rest/steak hse last 6 months: <\$31	7,728	8.7%	122
Spent at family rest/steak hse last 6 months: \$31-50	7,849	8.8%	107
Spent at family rest/steak hse last 6 months: \$51-100	14,179	15.9%	105
Spent at family rest/steak hse last 6 months: \$101-200	10,635	11.9%	100
Spent at family rest/steak hse last 6 months: \$201-300	5,253	5.9%	109
Spent at family rest/steak hse last 6 months: \$301+	5,767	6.5%	88
Family restaurant/steak house last 6 months: breakfast	11,843	13.3%	106
Family restaurant/steak house last 6 months: lunch	17,286	19.4%	103
Family restaurant/steak house last 6 months: dinner	43,843	49.2%	106
Family restaurant/steak house last 6 months: snack	1,284	1.4%	76
Family restaurant/steak house last 6 months: weekday	28,505	32.0%	105
Family restaurant/steak house last 6 months: weekend	37,302	41.8%	101
Fam rest/steak hse/6 months: Applebee`s	23,474	26.3%	111
Fam rest/steak hse/6 months: Bob Evans Farms	6,131	6.9%	188
Fam rest/steak hse/6 months: Buffalo Wild Wings	7,643	8.6%	100
Fam rest/steak hse/6 months: California Pizza Kitchen	1,432	1.6%	48
Fam rest/steak hse/6 months: Carrabba`s Italian Grill	2,373	2.7%	86
Fam rest/steak hse/6 months: The Cheesecake Factory	3,642	4.1%	63
Fam rest/steak hse/6 months: Chili`s Grill & Bar	9,330	10.5%	86
Fam rest/steak hse/6 months: CiCi`s Pizza	3,350	3.8%	96
Fam rest/steak hse/6 months: Cracker Barrel	10,854	12.2%	121
Fam rest/steak hse/6 months: Denny`s	7,764	8.7%	94
Fam rest/steak hse/6 months: Golden Corral	8,698	9.8%	121
Fam rest/steak hse/6 months: IHOP	8,942	10.0%	90
Fam rest/steak hse/6 months: Logan`s Roadhouse	4,086	4.6%	134
Fam rest/steak hse/6 months: LongHorn Steakhouse	4,681	5.3%	110
Fam rest/steak hse/6 months: Old Country Buffet	1,926	2.2%	125
Fam rest/steak hse/6 months: Olive Garden	17,163	19.3%	111
Fam rest/steak hse/6 months: Outback Steakhouse	8,331	9.3%	99
Fam rest/steak hse/6 months: Red Lobster	12,050	13.5%	112
Fam rest/steak hse/6 months: Red Robin	4,545	5.1%	84
Fam rest/steak hse/6 months: Ruby Tuesday	5,418	6.1%	100
Fam rest/steak hse/6 months: Texas Roadhouse	8,495	9.5%	126
Fam rest/steak hse/6 months: T.G.I. Friday`s	5,966	6.7%	89
Fam rest/steak hse/6 months: Waffle House	4,648	5.2%	99
Went to fast food/drive-in restaurant in last 6 mo	81,290	91.2%	101
Went to fast food/drive-in restaurant 9+ times/mo	36,669	41.1%	104
Spent at fast food/drive-in last 6 months: <\$11	4,263	4.8%	112
Spent at fast food/drive-in last 6 months: \$11-\$20	7,148	8.0%	108
Spent at fast food/drive-in last 6 months: \$21-\$40	11,047	12.4%	105
Spent at fast food/drive-in last 6 months: \$41-\$50	6,968	7.8%	103
Spent at fast food/drive-in last 6 months: \$51-\$100	15,044	16.9%	101
Spent at fast food/drive-in last 6 months: \$101-\$200	10,906	12.2%	102
Spent at fast food/drive-in last 6 months: \$201+	10,590	11.9%	98

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 2016 and 2021.



Restaurant Market Potential

2304 Court St, Pekin, Illinois, 61554
 Drive Time: 20 minute radius

ICSC May Reports
 Latitude: 40.55630
 Longitude: -89.61198

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Fast food/drive-in last 6 months: eat in	33,636	37.7%	104
Fast food/drive-in last 6 months: home delivery	7,114	8.0%	104
Fast food/drive-in last 6 months: take-out/drive-thru	44,161	49.5%	107
Fast food/drive-in last 6 months: take-out/walk-in	16,775	18.8%	97
Fast food/drive-in last 6 months: breakfast	30,500	34.2%	105
Fast food/drive-in last 6 months: lunch	46,184	51.8%	104
Fast food/drive-in last 6 months: dinner	43,029	48.3%	109
Fast food/drive-in last 6 months: snack	10,035	11.3%	93
Fast food/drive-in last 6 months: weekday	55,515	62.3%	107
Fast food/drive-in last 6 months: weekend	42,106	47.2%	103
Fast food/drive-in last 6 months: A & W	3,445	3.9%	139
Fast food/drive-in last 6 months: Arby`s	19,688	22.1%	139
Fast food/drive-in last 6 months: Baskin-Robbins	1,896	2.1%	64
Fast food/drive-in last 6 months: Boston Market	2,353	2.6%	77
Fast food/drive-in last 6 months: Burger King	30,469	34.2%	112
Fast food/drive-in last 6 months: Captain D`s	3,312	3.7%	109
Fast food/drive-in last 6 months: Carl`s Jr.	2,548	2.9%	51
Fast food/drive-in last 6 months: Checkers	2,428	2.7%	95
Fast food/drive-in last 6 months: Chick-fil-A	14,539	16.3%	91
Fast food/drive-in last 6 months: Chipotle Mex. Grill	6,829	7.7%	74
Fast food/drive-in last 6 months: Chuck E. Cheese`s	2,811	3.2%	94
Fast food/drive-in last 6 months: Church`s Fr. Chicken	2,841	3.2%	97
Fast food/drive-in last 6 months: Cold Stone Creamery	2,218	2.5%	82
Fast food/drive-in last 6 months: Dairy Queen	16,102	18.1%	128
Fast food/drive-in last 6 months: Del Taco	1,632	1.8%	51
Fast food/drive-in last 6 months: Domino`s Pizza	10,209	11.5%	97
Fast food/drive-in last 6 months: Dunkin` Donuts	8,471	9.5%	80
Fast food/drive-in last 6 months: Hardee`s	7,282	8.2%	142
Fast food/drive-in last 6 months: Jack in the Box	4,805	5.4%	65
Fast food/drive-in last 6 months: KFC	20,946	23.5%	111
Fast food/drive-in last 6 months: Krispy Kreme	4,156	4.7%	101
Fast food/drive-in last 6 months: Little Caesars	11,905	13.4%	118
Fast food/drive-in last 6 months: Long John Silver`s	6,257	7.0%	138
Fast food/drive-in last 6 months: McDonald`s	52,274	58.6%	106
Went to Panda Express in last 6 months	4,163	4.7%	61
Fast food/drive-in last 6 months: Panera Bread	9,055	10.2%	89
Fast food/drive-in last 6 months: Papa John`s	7,885	8.8%	99
Fast food/drive-in last 6 months: Papa Murphy`s	4,091	4.6%	108
Fast food/drive-in last 6 months: Pizza Hut	20,462	23.0%	115
Fast food/drive-in last 6 months: Popeyes Chicken	5,292	5.9%	76
Fast food/drive-in last 6 months: Quiznos	2,317	2.6%	81
Fast food/drive-in last 6 months: Sonic Drive-In	10,015	11.2%	109
Fast food/drive-in last 6 months: Starbucks	9,240	10.4%	70
Fast food/drive-in last 6 months: Steak `n Shake	6,280	7.0%	139
Fast food/drive-in last 6 months: Subway	30,234	33.9%	105
Fast food/drive-in last 6 months: Taco Bell	30,249	33.9%	110
Fast food/drive-in last 6 months: Wendy`s	27,643	31.0%	112
Fast food/drive-in last 6 months: Whataburger	3,002	3.4%	80
Fast food/drive-in last 6 months: White Castle	2,846	3.2%	110

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Went to fine dining restaurant last month	8,850	9.9%	88
Went to fine dining restaurant 3+ times last month	2,421	2.7%	87
Spent at fine dining rest in last 6 months: <\$51	1,807	2.0%	100
Spent at fine dining rest in last 6 months: \$51-\$100	3,359	3.8%	102
Spent at fine dining rest in last 6 months: \$101-\$200	2,757	3.1%	83
Spent at fine dining rest in last 6 months: \$201+	2,352	2.6%	67

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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