



Restaurant Market Potential

CAROL STREAM
Area: 9.46 square miles

Prepared by Esri

Demographic Summary	2019	2024
Population	39,937	40,145
Population 18+	31,101	31,510
Households	14,466	14,582
Median Household Income	\$82,261	\$89,651

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Went to family restaurant/steak house in last 6 mo	24,884	80.0%	107
Went to family restaurant/steak house 4+ times/mo	9,317	30.0%	113
Spent at family restaurant/30 days: <\$1-30	2,454	7.9%	98
Spent at family restaurant/30 days: \$31-50	3,186	10.2%	106
Spent at family restaurant/30 days: \$51-100	5,346	17.2%	116
Spent at family restaurant/30 days: \$101-200	3,711	11.9%	127
Family restaurant/steak house last 6 months: breakfast	4,677	15.0%	113
Family restaurant/steak house last 6 months: lunch	6,331	20.4%	105
Family restaurant/steak house last 6 months: dinner	16,145	51.9%	112
Family restaurant/steak house last 6 months: snack	535	1.7%	88
Family restaurant/steak house last 6 months: weekday	10,564	34.0%	111
Family restaurant/steak house last 6 months: weekend	14,552	46.8%	113
Fam rest/steak hse/6 months: Applebee`s	6,888	22.1%	101
Fam rest/steak hse/6 months: Bob Evans Farms	873	2.8%	91
Fam rest/steak hse/6 months: Buffalo Wild Wings	3,528	11.3%	108
Fam rest/steak hse/6 months: California Pizza Kitchen	978	3.1%	114
Fam rest/steak hse/6 months: Carrabba`s Italian Grill	1,347	4.3%	150
Fam rest/steak hse/6 months: The Cheesecake Factory	2,935	9.4%	129
Fam rest/steak hse/6 months: Chili`s Grill & Bar	4,392	14.1%	130
Fam rest/steak hse/6 months: CiCi`s	924	3.0%	104
Fam rest/steak hse/6 months: Cracker Barrel	3,543	11.4%	104
Fam rest/steak hse/6 months: Denny`s	2,776	8.9%	106
Fam rest/steak hse/6 months: Golden Corral	2,169	7.0%	100
Fam rest/steak hse/6 months: IHOP	3,972	12.8%	127
Fam rest/steak hse/6 months: Logan`s Roadhouse	831	2.7%	84
Fam rest/steak hse/6 months: LongHorn Steakhouse	1,990	6.4%	124
Fam rest/steak hse/6 months: Olive Garden	6,183	19.9%	119
Fam rest/steak hse/6 months: Outback Steakhouse	3,123	10.0%	122
Fam rest/steak hse/6 months: Red Lobster	3,447	11.1%	114
Fam rest/steak hse/6 months: Red Robin	2,972	9.6%	137
Fam rest/steak hse/6 months: Ruby Tuesday	1,335	4.3%	93
Fam rest/steak hse/6 months: Texas Roadhouse	3,559	11.4%	116
Fam rest/steak hse/6 months: T.G.I. Friday`s	2,026	6.5%	119
Fam rest/steak hse/6 months: Waffle House	1,867	6.0%	104
Went to fast food/drive-in restaurant in last 6 months	28,697	92.3%	102
Went to fast food/drive-in restaurant 9+ times/month	13,080	42.1%	107
Spent at fast food restaurant/30 days: <\$1-10	1,322	4.3%	94
Spent at fast food restaurant/30 days: \$11-\$20	3,197	10.3%	95
Spent at fast food restaurant/30 days: \$21-\$40	5,095	16.4%	101
Spent at fast food restaurant/30 days: \$41-\$50	3,002	9.7%	110
Spent at fast food restaurant/30 days: \$51-\$100	5,744	18.5%	112
Spent at fast food restaurant/30 days: \$101-\$200	3,001	9.6%	118
Spent at fast food restaurant/30 days: \$201+	1,160	3.7%	122

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		
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Fast food/drive-in last 6 months: eat in	12,195	39.2%	105
Fast food/drive-in last 6 months: home delivery	2,795	9.0%	104
Fast food/drive-in last 6 months: take-out/drive-thru	15,810	50.8%	108
Fast food/drive-in last 6 months: take-out/walk-in	7,370	23.7%	114
Fast food/drive-in last 6 months: breakfast	12,239	39.4%	111
Fast food/drive-in last 6 months: lunch	16,669	53.6%	106
Fast food/drive-in last 6 months: dinner	15,535	50.0%	108
Fast food/drive-in last 6 months: snack	3,946	12.7%	107
Fast food/drive-in last 6 months: weekday	20,064	64.5%	109
Fast food/drive-in last 6 months: weekend	15,947	51.3%	108
Fast food/drive-in last 6 months: A & W	952	3.1%	107
Fast food/drive-in last 6 months: Arby`s	5,889	18.9%	107
Fast food/drive-in last 6 months: Baskin-Robbins	1,170	3.8%	114
Fast food/drive-in last 6 months: Boston Market	1,121	3.6%	117
Fast food/drive-in last 6 months: Burger King	8,674	27.9%	94
Fast food/drive-in last 6 months: Captain D`s	845	2.7%	73
Fast food/drive-in last 6 months: Carl`s Jr.	1,980	6.4%	107
Fast food/drive-in last 6 months: Checkers	938	3.0%	91
Fast food/drive-in last 6 months: Chick-fil-A	9,659	31.1%	130
Fast food/drive-in last 6 months: Chipotle Mex. Grill	4,870	15.7%	126
Fast food/drive-in last 6 months: Chuck E. Cheese`s	871	2.8%	96
Fast food/drive-in last 6 months: Church`s Fr. Chicken	855	2.7%	78
Fast food/drive-in last 6 months: Cold Stone Creamery	989	3.2%	108
Fast food/drive-in last 6 months: Dairy Queen	5,159	16.6%	102
Fast food/drive-in last 6 months: Del Taco	1,628	5.2%	135
Fast food/drive-in last 6 months: Domino`s Pizza	4,246	13.7%	108
Fast food/drive-in last 6 months: Dunkin` Donuts	4,743	15.3%	112
Went to Five Guys in last 6 months	3,679	11.8%	126
Fast food/drive-in last 6 months: Hardee`s	1,703	5.5%	82
Fast food/drive-in last 6 months: Jack in the Box	2,452	7.9%	105
Went to Jimmy John`s in last 6 months	2,509	8.1%	134
Fast food/drive-in last 6 months: KFC	6,032	19.4%	94
Fast food/drive-in last 6 months: Krispy Kreme	2,112	6.8%	114
Fast food/drive-in last 6 months: Little Caesars	4,216	13.6%	101
Fast food/drive-in last 6 months: Long John Silver`s	846	2.7%	77
Fast food/drive-in last 6 months: McDonald`s	16,433	52.8%	100
Went to Panda Express in last 6 months	3,855	12.4%	128
Fast food/drive-in last 6 months: Panera Bread	5,326	17.1%	135
Fast food/drive-in last 6 months: Papa John`s	3,383	10.9%	123
Fast food/drive-in last 6 months: Papa Murphy`s	1,842	5.9%	125
Fast food/drive-in last 6 months: Pizza Hut	5,183	16.7%	96
Fast food/drive-in last 6 months: Popeyes Chicken	3,019	9.7%	107
Fast food/drive-in last 6 months: Sonic Drive-In	3,749	12.1%	101
Fast food/drive-in last 6 months: Starbucks	7,299	23.5%	126
Fast food/drive-in last 6 months: Steak `n Shake	1,710	5.5%	99
Fast food/drive-in last 6 months: Subway	8,274	26.6%	103
Fast food/drive-in last 6 months: Taco Bell	9,293	29.9%	104
Fast food/drive-in last 6 months: Wendy`s	8,980	28.9%	113
Fast food/drive-in last 6 months: Whataburger	1,867	6.0%	115
Fast food/drive-in last 6 months: White Castle	935	3.0%	98
Went to fine dining restaurant last month	4,088	13.1%	125
Went to fine dining restaurant 3+ times last month	1,019	3.3%	105

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