



ESRI  
Marengo, IL

# Restaurant Market Potential

Prepared by STDBonline

Marengo, IL Site Type: Geography

Demographic Summary	2009	2014
Population	7,698	8,287
Population 18+	5,620	6,107
Households	2,917	3,145
Median Household Income	\$67,747	\$70,807

Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Went to family restaurant/steak house in last 6 months	4,180	74.4%	102
Family restaurant/steak house last month: <2 times	1,381	24.6%	94
Family restaurant/steak house last month: 2-4times	1,608	28.6%	104
Family restaurant/steak house last month: 5+ times	1,192	21.2%	109
Family restaurant/steak house last 6 months: breakfast	726	12.9%	108
Family restaurant/steak house last 6 months: lunch	1,494	26.6%	105
Family restaurant/steak house last 6 months: snack	159	2.8%	101
Family restaurant/steak house last 6 months: dinner	3,137	55.8%	105
Family restaurant/steak house last 6 months: weekday	2,324	41.4%	107
Family restaurant/steak house last 6 months: weekend	2,548	45.3%	102
Family restaurant/steak house last 6 months: Applebee's	1,675	29.8%	115
Family restaurant/steak house last 6 months: Bennigan's	176	3.1%	109
Family restaurant/steak house last 6 months: Bob Evans Farm	222	4.0%	86
Family restaurant/steak house last 6 months: Cheesecake Factory	377	6.7%	103
Family restaurant/steak house last 6 months: Chili's Grill & Bar	646	11.5%	102
Family restaurant/steak house last 6 months: Cracker Barrel	545	9.7%	80
Family restaurant/steak house last 6 months: Denny's	615	10.9%	116
Family restaurant/steak house last 6 months: Friendly's	280	5.0%	132
Family restaurant/steak house last 6 months: Golden Corral	283	5.0%	65
Family restaurant/steak house last 6 months: Intl Hse of Pancakes	656	11.7%	105
Family restaurant/steak house last 6 months: Lone Star Steakhouse	174	3.1%	102
Family restaurant/steak house last 6 months: Old Country Buffet	235	4.2%	133
Family restaurant/steak house last 6 months: Olive Garden	1,118	19.9%	117
Family restaurant/steak house last 6 months: Outback Steakhouse	648	11.5%	97
Family restaurant/steak house last 6 months: Perkins	173	3.1%	82
Family restaurant/steak house last 6 months: Red Lobster	881	15.7%	108
Family restaurant/steak house last 6 months: Red Robin	387	6.9%	139
Family restaurant/steak house last 6 months: Ruby Tuesday	487	8.7%	97
Family restaurant/steak house last 6 months: Ryan's	74	1.3%	29
Family restaurant/steak house last 6 months: Sizzler	157	2.8%	89
Family restaurant/steak house last 6 months: T.G.I. Friday's	695	12.4%	116
Went to fast food/drive-in restaurant in last 6 months	5,032	89.5%	100
Went to fast food/drive-in restaurant <5 times/month	1,683	29.9%	98
Went to fast food/drive-in restaurant 5-12 times/month	1,749	31.1%	99
Went to fast food/drive-in restaurant 13+ times/month	1,599	28.5%	103
Fast food/drive-in last 6 months: breakfast	1,536	27.3%	99
Fast food/drive-in last 6 months: lunch	3,305	58.8%	99
Fast food/drive-in last 6 months: snack	1,056	18.8%	105
Fast food/drive-in last 6 months: dinner	2,899	51.6%	106

**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 Mediarmark Research & Intelligence LLC. in a nationally representative survey of U.S. households. ESRI forecasts for 2009 and 2014.



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Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Fast food/drive-in last 6 months: weekday	3,860	68.7%	103
Fast food/drive-in last 6 months: weekend	2,756	49.0%	101
Fast food/drive-in last 6 months: A & W	392	7.0%	137
Fast food/drive-in last 6 months: Arby's	1,174	20.9%	100
Fast food/drive-in last 6 months: Boston Market	311	5.5%	104
Fast food/drive-in last 6 months: Burger King	2,250	40.0%	108
Fast food/drive-in last 6 months: Captain D's	144	2.6%	47
Fast food/drive-in last 6 months: Carl's Jr.	383	6.8%	116
Fast food/drive-in last 6 months: Checkers	166	3.0%	87
Fast food/drive-in last 6 months: Chick-fil-A	788	14.0%	111
Fast food/drive-in last 6 mo: Chipotle Mex. Grill	352	6.3%	116
Fast food/drive-in last 6 months: Chuck E. Cheese's	330	5.9%	127
Fast food/drive-in last 6 months: Church's Fr. Chicken	158	2.8%	63
Fast food/drive-in last 6 months: Dairy Queen	1,014	18.0%	108
Fast food/drive-in last 6 months: Del Taco	218	3.9%	120
Fast food/drive-in last 6 months: Domino's Pizza	793	14.1%	100
Fast food/drive-in last 6 months: Dunkin' Donuts	774	13.8%	120
Fast food/drive-in last 6 months: Fuddruckers	173	3.1%	106
Fast food/drive-in last 6 months: Hardee's	182	3.2%	41
Fast food/drive-in last 6 months: Jack in the Box	772	13.7%	126
Fast food/drive-in last 6 months: KFC	1,659	29.5%	101
Fast food/drive-in last 6 months: Little Caesars	383	6.8%	100
Fast food/drive-in last 6 months: Long John Silver's	320	5.7%	78
Fast food/drive-in last 6 months: McDonald's	3,289	58.5%	103
Fast food/drive-in last 6 months: Panera Bread	630	11.2%	120
Fast food/drive-in last 6 months: Papa John's	525	9.3%	104
Fast food/drive-in last 6 months: Pizza Hut	1,380	24.6%	104
Fast food/drive-in last 6 months: Popeyes	416	7.4%	102
Fast food/drive-in last 6 months: Quiznos	599	10.7%	112
Fast food/drive-in last 6 months: Sonic Drive-In	490	8.7%	76
Fast food/drive-in last 6 months: Starbucks	1,020	18.1%	124
Fast food/drive-in last 6 months: Steak n Shake	216	3.8%	70
Fast food/drive-in last 6 months: Subway	1,798	32.0%	101
Fast food/drive-in last 6 months: Taco Bell	1,991	35.4%	110
Fast food/drive-in last 6 months: Wendy's	1,935	34.4%	106
Fast food/drive-in last 6 months: Whataburger	229	4.1%	90
Fast food/drive-in last 6 months: White Castle	245	4.4%	100
Fast food/drive-in last 6 months: eat in	1,981	35.2%	92
Fast food/drive-in last 6 months: home delivery	732	13.0%	117
Fast food/drive-in last 6 months: take-out/drive-thru	3,246	57.8%	110
Fast food/drive-in last 6 months: take-out/walk-in	1,397	24.9%	101

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