



Restaurant Market Potential

Yorkville

Prepared by Esri

Demographic Summary		2023	2028	
Population		23,098	25,998	
Population 18+		16,787	18,839	
Households		8,010	9,080	
Median Household Income		\$100,664	\$106,275	
Product/Consumer Behavior	Expected Number of			
	Adults	Percent	MPI	
Went to Family Restaurant/Steak House/6 Mo		11,713	69.8%	106
Went to Family Restaurant/Steak House 4+ Times/30 Days		3,692	22.0%	107
Spent \$1-30 at Family Restaurant/Steak House/30 Days		1,067	6.4%	95
Spent \$31-50 at Family Restaurant/Steak House/30 Days		1,563	9.3%	109
Spent \$51-100 at Family Restaurant/Steak House/30 Days		2,639	15.7%	106
Spent \$101-200 at Family Restaurant/Steak House/30 Days		1,956	11.7%	119
Spent \$201+ at Family Restaurant/Steak House/30 Days		1,023	6.1%	124
Spent \$1-100 at Fine Dining Restaurants/30 Days		581	3.5%	115
Spent \$101-200 at Fine Dining Restaurants/30 Days		396	2.4%	102
Spent \$201+ at Fine Dining Restaurants/30 Days		374	2.2%	111
Went for Breakfast at Family Restaurant/Steak House/6 Mo		1,867	11.1%	109
Went for Lunch at Family Restaurant/Steak House/6 Mo		2,868	17.1%	105
Went for Dinner at Family Restaurant/Steak House/6 Mo		8,123	48.4%	111
Went for Snacks at Family Restaurant/Steak House/6 Mo		225	1.3%	95
Went on Workday to Family Restaurant/Steak House/6 Mo		5,415	32.3%	108
Went on Weekend to Family Restaurant/Steak House/6 Mo		6,810	40.6%	111
Went to Applebee`s/6 Mo		1,980	11.8%	89
Went to Bob Evans/6 Mo		271	1.6%	72
Went to Buffalo Wild Wings/6 Mo		1,635	9.7%	120
Went to California Pizza Kitchen/6 Mo		250	1.5%	106
Went to Carrabba`s/6 Mo		400	2.4%	122
Went to The Cheesecake Factory/6 Mo		1,241	7.4%	120
Went to Chili`s Grill & Bar/6 Mo		1,897	11.3%	125
Went to Cracker Barrel/6 Mo		1,765	10.5%	107
Went to Denny`s/6 Mo		962	5.7%	101
Went to Golden Corral/6 Mo		440	2.6%	89
Went to IHOP/6 Mo		1,277	7.6%	107
Went to Logan`s Roadhouse/6 Mo		276	1.6%	95
Went to Longhorn Steakhouse/6 Mo		966	5.8%	104
Went to Olive Garden/6 Mo		2,696	16.1%	118
Went to Outback Steakhouse/6 Mo		1,366	8.1%	116
Went to Red Lobster/6 Mo		1,096	6.5%	105
Went to Red Robin/6 Mo		1,032	6.1%	122
Went to Ruby Tuesday/6 Mo		216	1.3%	78
Went to Texas Roadhouse/6 Mo		2,106	12.5%	117
Went to T.G.I. Friday`s/6 Mo		313	1.9%	85
Went to Waffle House/6 Mo		779	4.6%	106
Went to Fast Food/Drive-In Restaurant/6 Mo		15,572	92.8%	102
Went to Fast Food/Drive-In Rest 9+ Times/30 Days		7,009	41.8%	107
Spent \$1-10 at Fast Food Restaurant/30 Days		620	3.7%	90
Spent \$11-20 at Fast Food Restaurant/30 Days		1,383	8.2%	98
Spent \$21-40 at Fast Food Restaurant/30 Days		2,660	15.8%	95
Spent \$41-50 at Fast Food Restaurant/30 Days		1,581	9.4%	102
Spent \$51-100 at Fast Food Restaurant/30 Days		3,647	21.7%	106
Spent \$101-200 at Fast Food Restaurant/30 Days		2,442	14.5%	118
Spent \$201+ at Fast Food Restaurant/30 Days		1,086	6.5%	124
Ordered Eat-In Fast Food/6 Mo		3,975	23.7%	116

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 MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2023 and 2028.

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Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Ordered Home Delivery Fast Food/6 Mo	2,417	14.4%	107
Take-Out/Drive-Thru/Curbside Fast Food/6 Mo	10,547	62.8%	108
Ordered Take-Out/Walk-In Fast Food/6 Mo	3,968	23.6%	106
Bought Breakfast at Fast Food Restaurant/6 Mo	6,147	36.6%	105
Bought Lunch at Fast Food Restaurant/6 Mo	9,579	57.1%	106
Bought Dinner at Fast Food Restaurant/6 Mo	9,958	59.3%	110
Bought Snack at Fast Food Restaurant/6 Mo	2,461	14.7%	110
Bought from Fast Food Restaurant on Weekday/6 Mo	11,740	69.9%	107
Bought from Fast Food Restaurant on Weekend/6 Mo	9,503	56.6%	108
Bought A&W/6 Mo	391	2.3%	113
Bought Arby`s/6 Mo	3,136	18.7%	105
Bought Baskin-Robbins/6 Mo	571	3.4%	109
Bought Boston Market/6 Mo	265	1.6%	81
Bought Burger King/6 Mo	4,382	26.1%	94
Bought Captain D`s/6 Mo	363	2.2%	77
Bought Carl`s Jr./6 Mo	854	5.1%	108
Bought Checkers/6 Mo	312	1.9%	75
Bought Chick-Fil-A/6 Mo	6,858	40.9%	125
Bought Chipotle Mexican Grill/6 Mo	3,239	19.3%	120
Bought Chuck E. Cheese`s/6 Mo	193	1.1%	110
Bought Church`s Fried Chicken/6 Mo	568	3.4%	105
Bought Cold Stone Creamery/6 Mo	505	3.0%	107
Bought Dairy Queen/6 Mo	2,818	16.8%	111
Bought Del Taco/6 Mo	678	4.0%	123
Bought Domino`s Pizza/6 Mo	2,815	16.8%	104
Bought Dunkin` Donuts/6 Mo	2,391	14.2%	96
Bought Five Guys/6 Mo	1,934	11.5%	118
Bought Hardee`s/6 Mo	659	3.9%	77
Bought Jack in the Box/6 Mo	1,359	8.1%	120
Bought Jersey Mike`s/6 Mo	1,584	9.4%	131
Bought Jimmy John`s/6 Mo	1,362	8.1%	138
Bought KFC/6 Mo	2,691	16.0%	93
Bought Krispy Kreme Doughnuts/6 Mo	1,385	8.3%	120
Bought Little Caesars/6 Mo	1,966	11.7%	100
Bought Long John Silver`s/6 Mo	360	2.1%	91
Bought McDonald`s/6 Mo	8,519	50.7%	100
Bought Panda Express/6 Mo	2,550	15.2%	125
Bought Panera Bread/6 Mo	2,527	15.1%	117
Bought Papa John`s/6 Mo	1,621	9.7%	119
Bought Papa Murphy`s/6 Mo	764	4.6%	127
Bought Pizza Hut/6 Mo	2,148	12.8%	104
Bought Popeyes Chicken/6 Mo	2,568	15.3%	110
Bought Sonic Drive-In/6 Mo	2,373	14.1%	120
Bought Starbucks/6 Mo	3,920	23.4%	114
Bought Steak `N Shake/6 Mo	492	2.9%	100
Bought Subway/6 Mo	3,597	21.4%	99
Bought Taco Bell/6 Mo	4,821	28.7%	105
Bought Wendy`s/6 Mo	4,383	26.1%	100
Bought Whataburger/6 Mo	1,627	9.7%	164
Bought White Castle/6 Mo	358	2.1%	86
Bought Wing-Stop/6 Mo	676	4.0%	119

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Went to Fine Dining Restaurant/6 Mo	2,247	13.4%	110
Went to Fine Dining Restaurant/30 Days	1,693	10.1%	111
Went to Fine Dining Restaurant 2+ Times/30 Days	732	4.4%	105
Used DoorDash Site/App for Take-Out/Del/30 Days	2,178	13.0%	112
Used Grubhub Site/App for Take-Out/Del/30 Days	920	5.5%	100
Used Postmates Site/App for Take-Out/Del/30 Days	227	1.4%	79
Used Restrnt Site/App for Take-Out/Del/30 Days	4,380	26.1%	118
Used Uber Eats Site/App for Take-Out/Del/30 Days	1,084	6.5%	100
Used Yelp Site/App for Take-Out/Del/30 Days	286	1.7%	103

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