

Village of Plainfield, IL 5-10-15 Minute Drive Time  
 15101 S Route 59, Plainfield, Illinois, 60544  
 Drive Time: 5 minute radius

Latitude: 41.60844  
 Longitude: -88.20214

Demographic Summary	2014	2019
Population	18,329	19,252
Population 18+	13,108	13,915
Households	5,987	6,251
Median Household Income	\$98,015	\$107,759

  

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Went to family restaurant/steak house in last 6 mo	11,100	84.7%	112
Went to family restaurant/steak house 4+ times/mo	4,608	35.2%	122
Spent at family rest/steak hse last 6 mo: <\$31	716	5.5%	76
Spent at family rest/steak hse last 6 mo: \$31-50	1,138	8.7%	102
Spent at family rest/steak hse last 6 mo: \$51-100	2,084	15.9%	106
Spent at family rest/steak hse last 6 mo: \$101-200	2,089	15.9%	131
Spent at family rest/steak hse last 6 mo: \$201-300	1,026	7.8%	132
Spent at family rest/steak hse last 6 mo: \$301+	1,629	12.4%	168
Family restaurant/steak house last 6 mo: breakfast	2,023	15.4%	123
Family restaurant/steak house last 6 mo: lunch	2,926	22.3%	115
Family restaurant/steak house last 6 mo: dinner	7,838	59.8%	125
Family restaurant/steak house last 6 mo: snack	205	1.6%	89
Family restaurant/steak house last 6 mo: weekday	5,187	39.6%	125
Family restaurant/steak house last 6 mo: weekend	6,740	51.4%	122
Fam rest/steak hse/6 mo: Applebee`s	3,496	26.7%	107
Fam rest/steak hse/6 mo: Bob Evans Farms	509	3.9%	104
Fam rest/steak hse/6 mo: Buffalo Wild Wings	1,444	11.0%	144
Fam rest/steak hse/6 mo: California Pizza Kitchen	713	5.4%	167
Fam rest/steak hse/6 mo: Carrabba`s Italian Grill	632	4.8%	157
Fam rest/steak hse/6 mo: The Cheesecake Factory	1,338	10.2%	150
Fam rest/steak hse/6 mo: Chili`s Grill & Bar	2,302	17.6%	144
Fam rest/steak hse/6 mo: CiCi`s Pizza	522	4.0%	90
Fam rest/steak hse/6 mo: Cracker Barrel	1,574	12.0%	124
Fam rest/steak hse/6 mo: Denny`s	1,244	9.5%	100
Fam rest/steak hse/6 mo: Golden Corral	904	6.9%	80
Fam rest/steak hse/6 mo: IHOP	1,899	14.5%	124
Fam rest/steak hse/6 mo: Logan`s Roadhouse	512	3.9%	110
Fam rest/steak hse/6 mo: LongHorn Steakhouse	773	5.9%	137
Fam rest/steak hse/6 mo: Old Country Buffet	199	1.5%	72
Fam rest/steak hse/6 mo: Olive Garden	2,979	22.7%	130
Fam rest/steak hse/6 mo: Outback Steakhouse	1,769	13.5%	136
Fam rest/steak hse/6 mo: Red Lobster	1,844	14.1%	111
Fam rest/steak hse/6 mo: Red Robin	1,308	10.0%	167
Fam rest/steak hse/6 mo: Ruby Tuesday	1,083	8.3%	120
Fam rest/steak hse/6 mo: Texas Roadhouse	1,296	9.9%	134
Fam rest/steak hse/6 mo: T.G.I. Friday`s	1,372	10.5%	131
Fam rest/steak hse/6 mo: Waffle House	683	5.2%	96
Went to fast food/drive-in restaurant in last 6 mo	12,197	93.1%	103
Went to fast food/drive-in restaurant 9+ times/mo	5,762	44.0%	109
Spent at fast food/drive-in last 6 mo: <\$11	438	3.3%	77
Spent at fast food/drive-in last 6 mo: \$11-\$20	902	6.9%	89
Spent at fast food/drive-in last 6 mo: \$21-\$40	1,488	11.4%	94
Spent at fast food/drive-in last 6 mo: \$41-\$50	1,070	8.2%	108
Spent at fast food/drive-in last 6 mo: \$51-\$100	2,403	18.3%	111
Spent at fast food/drive-in last 6 mo: \$101-\$200	1,878	14.3%	119
Spent at fast food/drive-in last 6 mo: \$201+	2,089	15.9%	131

**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 2014 and 2019.

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Latitude: 41.60844  
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Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Fast food/drive-in last 6 mo: eat in	5,410	41.3%	113
Fast food/drive-in last 6 mo: home delivery	1,127	8.6%	110
Fast food/drive-in last 6 mo: take-out/drive-thru	7,121	54.3%	116
Fast food/drive-in last 6 mo: take-out/walk-in	2,895	22.1%	113
Fast food/drive-in last 6 mo: breakfast	4,901	37.4%	113
Fast food/drive-in last 6 mo: lunch	7,736	59.0%	117
Fast food/drive-in last 6 mo: dinner	6,770	51.6%	117
Fast food/drive-in last 6 mo: snack	1,975	15.1%	120
Fast food/drive-in last 6 mo: weekday	8,892	67.8%	114
Fast food/drive-in last 6 mo: weekend	6,734	51.4%	112
Fast food/drive-in last 6 mo: A & W	362	2.8%	85
Fast food/drive-in last 6 mo: Arby`s	2,456	18.7%	111
Fast food/drive-in last 6 mo: Baskin-Robbins	588	4.5%	128
Fast food/drive-in last 6 mo: Boston Market	473	3.6%	105
Fast food/drive-in last 6 mo: Burger King	3,918	29.9%	95
Fast food/drive-in last 6 mo: Captain D`s	290	2.2%	65
Fast food/drive-in last 6 mo: Carl`s Jr.	1,012	7.7%	132
Fast food/drive-in last 6 mo: Checkers	241	1.8%	63
Fast food/drive-in last 6 mo: Chick-fil-A	3,335	25.4%	154
Fast food/drive-in last 6 mo: Chipotle Mex. Grill	1,955	14.9%	160
Fast food/drive-in last 6 mo: Chuck E. Cheese`s	434	3.3%	92
Fast food/drive-in last 6 mo: Church`s Fr. Chicken	318	2.4%	67
Fast food/drive-in last 6 mo: Cold Stone Creamery	670	5.1%	152
Fast food/drive-in last 6 mo: Dairy Queen	2,020	15.4%	111
Fast food/drive-in last 6 mo: Del Taco	611	4.7%	133
Fast food/drive-in last 6 mo: Domino`s Pizza	1,650	12.6%	107
Fast food/drive-in last 6 mo: Dunkin` Donuts	1,570	12.0%	106
Fast food/drive-in last 6 mo: Hardee`s	612	4.7%	78
Fast food/drive-in last 6 mo: Jack in the Box	1,316	10.0%	117
Fast food/drive-in last 6 mo: KFC	2,909	22.2%	96
Fast food/drive-in last 6 mo: Krispy Kreme	647	4.9%	117
Fast food/drive-in last 6 mo: Little Caesars	1,413	10.8%	98
Fast food/drive-in last 6 mo: Long John Silver`s	588	4.5%	80
Fast food/drive-in last 6 mo: McDonald`s	7,514	57.3%	103
Fast food/drive-in last 6 mo: Panera Bread	2,283	17.4%	166
Fast food/drive-in last 6 mo: Papa John`s	1,659	12.7%	135
Fast food/drive-in last 6 mo: Papa Murphy`s	807	6.2%	148
Fast food/drive-in last 6 mo: Pizza Hut	2,569	19.6%	97
Fast food/drive-in last 6 mo: Popeyes Chicken	830	6.3%	82
Fast food/drive-in last 6 mo: Quiznos	693	5.3%	128
Fast food/drive-in last 6 mo: Sonic Drive-In	1,655	12.6%	122
Fast food/drive-in last 6 mo: Starbucks	2,795	21.3%	146
Fast food/drive-in last 6 mo: Steak `n Shake	720	5.5%	114
Fast food/drive-in last 6 mo: Subway	5,091	38.8%	116
Fast food/drive-in last 6 mo: Taco Bell	4,278	32.6%	103
Fast food/drive-in last 6 mo: Wendy`s	4,158	31.7%	111
Fast food/drive-in last 6 mo: Whataburger	670	5.1%	135
Fast food/drive-in last 6 mo: White Castle	391	3.0%	89

**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 2014 and 2019.

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Went to fine dining restaurant last month	2,198	16.8%	144
Went to fine dining restaurant 3+ times last month	570	4.3%	134
Spent at fine dining rest in last 6 mo: <\$51	274	2.1%	105
Spent at fine dining rest in last 6 mo: \$51-\$100	658	5.0%	135
Spent at fine dining rest in last 6 mo: \$101-\$200	674	5.1%	142
Spent at fine dining rest in last 6 mo: \$201+	842	6.4%	154

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Village of Plainfield, IL 5-10-15 Minute Drive Time  
 15101 S Route 59, Plainfield, Illinois, 60544  
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Latitude: 41.60844  
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Demographic Summary	2014	2019
Population	153,048	155,941
Population 18+	106,503	109,611
Households	48,201	48,992
Median Household Income	\$87,985	\$99,663

  

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Went to family restaurant/steak house in last 6 mo	89,058	83.6%	111
Went to family restaurant/steak house 4+ times/mo	36,569	34.3%	119
Spent at family rest/steak hse last 6 mo: <\$31	6,555	6.2%	85
Spent at family rest/steak hse last 6 mo: \$31-50	9,072	8.5%	100
Spent at family rest/steak hse last 6 mo: \$51-100	17,183	16.1%	107
Spent at family rest/steak hse last 6 mo: \$101-200	16,610	15.6%	128
Spent at family rest/steak hse last 6 mo: \$201-300	7,752	7.3%	123
Spent at family rest/steak hse last 6 mo: \$301+	12,196	11.5%	155
Family restaurant/steak house last 6 mo: breakfast	15,704	14.7%	118
Family restaurant/steak house last 6 mo: lunch	22,626	21.2%	109
Family restaurant/steak house last 6 mo: dinner	62,139	58.3%	122
Family restaurant/steak house last 6 mo: snack	1,624	1.5%	87
Family restaurant/steak house last 6 mo: weekday	40,160	37.7%	119
Family restaurant/steak house last 6 mo: weekend	54,039	50.7%	120
Fam rest/steak hse/6 mo: Applebee`s	28,429	26.7%	107
Fam rest/steak hse/6 mo: Bob Evans Farms	3,699	3.5%	93
Fam rest/steak hse/6 mo: Buffalo Wild Wings	11,877	11.2%	146
Fam rest/steak hse/6 mo: California Pizza Kitchen	5,141	4.8%	149
Fam rest/steak hse/6 mo: Carrabba`s Italian Grill	5,204	4.9%	160
Fam rest/steak hse/6 mo: The Cheesecake Factory	10,083	9.5%	139
Fam rest/steak hse/6 mo: Chili`s Grill & Bar	19,044	17.9%	147
Fam rest/steak hse/6 mo: CiCi`s Pizza	4,847	4.6%	103
Fam rest/steak hse/6 mo: Cracker Barrel	12,652	11.9%	122
Fam rest/steak hse/6 mo: Denny`s	10,728	10.1%	106
Fam rest/steak hse/6 mo: Golden Corral	8,546	8.0%	93
Fam rest/steak hse/6 mo: IHOP	16,040	15.1%	129
Fam rest/steak hse/6 mo: Logan`s Roadhouse	4,239	4.0%	112
Fam rest/steak hse/6 mo: LongHorn Steakhouse	5,986	5.6%	131
Fam rest/steak hse/6 mo: Old Country Buffet	1,587	1.5%	71
Fam rest/steak hse/6 mo: Olive Garden	24,174	22.7%	130
Fam rest/steak hse/6 mo: Outback Steakhouse	13,824	13.0%	131
Fam rest/steak hse/6 mo: Red Lobster	15,528	14.6%	115
Fam rest/steak hse/6 mo: Red Robin	10,718	10.1%	169
Fam rest/steak hse/6 mo: Ruby Tuesday	8,606	8.1%	117
Fam rest/steak hse/6 mo: Texas Roadhouse	10,569	9.9%	134
Fam rest/steak hse/6 mo: T.G.I. Friday`s	10,435	9.8%	122
Fam rest/steak hse/6 mo: Waffle House	6,068	5.7%	105
Went to fast food/drive-in restaurant in last 6 mo	98,785	92.8%	103
Went to fast food/drive-in restaurant 9+ times/mo	48,166	45.2%	112
Spent at fast food/drive-in last 6 mo: <\$11	3,630	3.4%	78
Spent at fast food/drive-in last 6 mo: \$11-\$20	7,191	6.8%	88
Spent at fast food/drive-in last 6 mo: \$21-\$40	11,640	10.9%	90
Spent at fast food/drive-in last 6 mo: \$41-\$50	8,873	8.3%	110
Spent at fast food/drive-in last 6 mo: \$51-\$100	19,364	18.2%	110
Spent at fast food/drive-in last 6 mo: \$101-\$200	14,780	13.9%	116
Spent at fast food/drive-in last 6 mo: \$201+	16,734	15.7%	129

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Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Fast food/drive-in last 6 mo: eat in	43,401	40.8%	112
Fast food/drive-in last 6 mo: home delivery	9,466	8.9%	113
Fast food/drive-in last 6 mo: take-out/drive-thru	57,471	54.0%	115
Fast food/drive-in last 6 mo: take-out/walk-in	22,936	21.5%	110
Fast food/drive-in last 6 mo: breakfast	38,772	36.4%	110
Fast food/drive-in last 6 mo: lunch	61,737	58.0%	115
Fast food/drive-in last 6 mo: dinner	53,787	50.5%	114
Fast food/drive-in last 6 mo: snack	15,013	14.1%	112
Fast food/drive-in last 6 mo: weekday	70,917	66.6%	112
Fast food/drive-in last 6 mo: weekend	54,267	51.0%	112
Fast food/drive-in last 6 mo: A & W	2,992	2.8%	86
Fast food/drive-in last 6 mo: Arby`s	20,055	18.8%	112
Fast food/drive-in last 6 mo: Baskin-Robbins	5,323	5.0%	143
Fast food/drive-in last 6 mo: Boston Market	4,007	3.8%	110
Fast food/drive-in last 6 mo: Burger King	31,645	29.7%	94
Fast food/drive-in last 6 mo: Captain D`s	2,835	2.7%	78
Fast food/drive-in last 6 mo: Carl`s Jr.	9,728	9.1%	156
Fast food/drive-in last 6 mo: Checkers	2,344	2.2%	75
Fast food/drive-in last 6 mo: Chick-fil-A	27,025	25.4%	154
Fast food/drive-in last 6 mo: Chipotle Mex. Grill	15,183	14.3%	153
Fast food/drive-in last 6 mo: Chuck E. Cheese`s	3,651	3.4%	96
Fast food/drive-in last 6 mo: Church`s Fr. Chicken	3,279	3.1%	86
Fast food/drive-in last 6 mo: Cold Stone Creamery	5,272	5.0%	147
Fast food/drive-in last 6 mo: Dairy Queen	15,653	14.7%	106
Fast food/drive-in last 6 mo: Del Taco	5,471	5.1%	147
Fast food/drive-in last 6 mo: Domino`s Pizza	13,361	12.5%	106
Fast food/drive-in last 6 mo: Dunkin` Donuts	12,095	11.4%	101
Fast food/drive-in last 6 mo: Hardee`s	4,739	4.4%	74
Fast food/drive-in last 6 mo: Jack in the Box	12,961	12.2%	142
Fast food/drive-in last 6 mo: KFC	24,563	23.1%	99
Fast food/drive-in last 6 mo: Krispy Kreme	5,627	5.3%	126
Fast food/drive-in last 6 mo: Little Caesars	12,883	12.1%	110
Fast food/drive-in last 6 mo: Long John Silver`s	5,217	4.9%	87
Fast food/drive-in last 6 mo: McDonald`s	61,266	57.5%	103
Fast food/drive-in last 6 mo: Panera Bread	16,356	15.4%	146
Fast food/drive-in last 6 mo: Papa John`s	13,705	12.9%	137
Fast food/drive-in last 6 mo: Papa Murphy`s	6,339	6.0%	143
Fast food/drive-in last 6 mo: Pizza Hut	21,870	20.5%	102
Fast food/drive-in last 6 mo: Popeyes Chicken	8,064	7.6%	98
Fast food/drive-in last 6 mo: Quiznos	5,880	5.5%	133
Fast food/drive-in last 6 mo: Sonic Drive-In	13,742	12.9%	125
Fast food/drive-in last 6 mo: Starbucks	22,446	21.1%	144
Fast food/drive-in last 6 mo: Steak `n Shake	5,814	5.5%	113
Fast food/drive-in last 6 mo: Subway	40,528	38.1%	114
Fast food/drive-in last 6 mo: Taco Bell	35,683	33.5%	106
Fast food/drive-in last 6 mo: Wendy`s	33,384	31.3%	110
Fast food/drive-in last 6 mo: Whataburger	5,997	5.6%	149
Fast food/drive-in last 6 mo: White Castle	3,162	3.0%	89

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## Restaurant Market Potential

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Latitude: 41.60844  
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Went to fine dining restaurant last month	15,270	14.3%	123
Went to fine dining restaurant 3+ times last month	3,969	3.7%	115
Spent at fine dining rest in last 6 mo: <\$51	2,142	2.0%	101
Spent at fine dining rest in last 6 mo: \$51-\$100	4,519	4.2%	114
Spent at fine dining rest in last 6 mo: \$101-\$200	4,627	4.3%	120
Spent at fine dining rest in last 6 mo: \$201+	5,841	5.5%	131

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Village of Plainfield, IL 5-10-15 Minute Drive Time  
 15101 S Route 59, Plainfield, Illinois, 60544  
 Drive Time: 15 minute radius

Latitude: 41.60844  
 Longitude: -88.20214

Demographic Summary	2014	2019
Population	349,513	357,013
Population 18+	247,593	254,636
Households	112,078	114,197
Median Household Income	\$82,984	\$93,568

  

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Went to family restaurant/steak house in last 6 mo	204,031	82.4%	109
Went to family restaurant/steak house 4+ times/mo	82,270	33.2%	116
Spent at family rest/steak hse last 6 mo: <\$31	15,536	6.3%	87
Spent at family rest/steak hse last 6 mo: \$31-50	21,483	8.7%	102
Spent at family rest/steak hse last 6 mo: \$51-100	39,191	15.8%	105
Spent at family rest/steak hse last 6 mo: \$101-200	37,297	15.1%	124
Spent at family rest/steak hse last 6 mo: \$201-300	17,766	7.2%	121
Spent at family rest/steak hse last 6 mo: \$301+	26,205	10.6%	143
Family restaurant/steak house last 6 mo: breakfast	35,558	14.4%	115
Family restaurant/steak house last 6 mo: lunch	51,289	20.7%	107
Family restaurant/steak house last 6 mo: dinner	140,177	56.6%	118
Family restaurant/steak house last 6 mo: snack	3,805	1.5%	88
Family restaurant/steak house last 6 mo: weekday	90,572	36.6%	115
Family restaurant/steak house last 6 mo: weekend	121,976	49.3%	116
Fam rest/steak hse/6 mo: Applebee`s	65,567	26.5%	106
Fam rest/steak hse/6 mo: Bob Evans Farms	8,536	3.4%	93
Fam rest/steak hse/6 mo: Buffalo Wild Wings	26,174	10.6%	139
Fam rest/steak hse/6 mo: California Pizza Kitchen	11,245	4.5%	140
Fam rest/steak hse/6 mo: Carrabba`s Italian Grill	11,005	4.4%	145
Fam rest/steak hse/6 mo: The Cheesecake Factory	22,572	9.1%	134
Fam rest/steak hse/6 mo: Chili`s Grill & Bar	42,387	17.1%	141
Fam rest/steak hse/6 mo: CiCi`s Pizza	11,783	4.8%	108
Fam rest/steak hse/6 mo: Cracker Barrel	27,626	11.2%	115
Fam rest/steak hse/6 mo: Denny`s	25,468	10.3%	108
Fam rest/steak hse/6 mo: Golden Corral	20,401	8.2%	96
Fam rest/steak hse/6 mo: IHOP	36,250	14.6%	126
Fam rest/steak hse/6 mo: Logan`s Roadhouse	9,475	3.8%	107
Fam rest/steak hse/6 mo: LongHorn Steakhouse	13,266	5.4%	125
Fam rest/steak hse/6 mo: Old Country Buffet	4,085	1.6%	78
Fam rest/steak hse/6 mo: Olive Garden	53,931	21.8%	124
Fam rest/steak hse/6 mo: Outback Steakhouse	30,574	12.3%	124
Fam rest/steak hse/6 mo: Red Lobster	34,862	14.1%	111
Fam rest/steak hse/6 mo: Red Robin	23,271	9.4%	158
Fam rest/steak hse/6 mo: Ruby Tuesday	18,811	7.6%	110
Fam rest/steak hse/6 mo: Texas Roadhouse	22,978	9.3%	125
Fam rest/steak hse/6 mo: T.G.I. Friday`s	24,063	9.7%	121
Fam rest/steak hse/6 mo: Waffle House	14,045	5.7%	104
Went to fast food/drive-in restaurant in last 6 mo	229,061	92.5%	103
Went to fast food/drive-in restaurant 9+ times/mo	110,508	44.6%	110
Spent at fast food/drive-in last 6 mo: <\$11	9,074	3.7%	84
Spent at fast food/drive-in last 6 mo: \$11-\$20	17,408	7.0%	91
Spent at fast food/drive-in last 6 mo: \$21-\$40	27,279	11.0%	91
Spent at fast food/drive-in last 6 mo: \$41-\$50	20,098	8.1%	108
Spent at fast food/drive-in last 6 mo: \$51-\$100	44,442	17.9%	108
Spent at fast food/drive-in last 6 mo: \$101-\$200	33,718	13.6%	114
Spent at fast food/drive-in last 6 mo: \$201+	37,283	15.1%	124

**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 2014 and 2019.

Village of Plainfield, IL 5-10-15 Minute Drive Time  
 15101 S Route 59, Plainfield, Illinois, 60544  
 Drive Time: 15 minute radius

Latitude: 41.60844  
 Longitude: -88.20214

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Fast food/drive-in last 6 mo: eat in	98,141	39.6%	109
Fast food/drive-in last 6 mo: home delivery	21,865	8.8%	113
Fast food/drive-in last 6 mo: take-out/drive-thru	131,223	53.0%	113
Fast food/drive-in last 6 mo: take-out/walk-in	53,061	21.4%	110
Fast food/drive-in last 6 mo: breakfast	88,806	35.9%	108
Fast food/drive-in last 6 mo: lunch	139,612	56.4%	112
Fast food/drive-in last 6 mo: dinner	122,744	49.6%	112
Fast food/drive-in last 6 mo: snack	34,525	13.9%	111
Fast food/drive-in last 6 mo: weekday	161,038	65.0%	110
Fast food/drive-in last 6 mo: weekend	124,892	50.4%	110
Fast food/drive-in last 6 mo: A & W	7,173	2.9%	89
Fast food/drive-in last 6 mo: Arby`s	45,168	18.2%	108
Fast food/drive-in last 6 mo: Baskin-Robbins	11,829	4.8%	137
Fast food/drive-in last 6 mo: Boston Market	9,561	3.9%	112
Fast food/drive-in last 6 mo: Burger King	75,583	30.5%	97
Fast food/drive-in last 6 mo: Captain D`s	7,008	2.8%	83
Fast food/drive-in last 6 mo: Carl`s Jr.	21,142	8.5%	146
Fast food/drive-in last 6 mo: Checkers	6,159	2.5%	85
Fast food/drive-in last 6 mo: Chick-fil-A	59,098	23.9%	145
Fast food/drive-in last 6 mo: Chipotle Mex. Grill	34,036	13.7%	147
Fast food/drive-in last 6 mo: Chuck E. Cheese`s	8,256	3.3%	93
Fast food/drive-in last 6 mo: Church`s Fr. Chicken	8,267	3.3%	93
Fast food/drive-in last 6 mo: Cold Stone Creamery	11,465	4.6%	137
Fast food/drive-in last 6 mo: Dairy Queen	36,019	14.5%	105
Fast food/drive-in last 6 mo: Del Taco	12,146	4.9%	140
Fast food/drive-in last 6 mo: Domino`s Pizza	31,876	12.9%	109
Fast food/drive-in last 6 mo: Dunkin` Donuts	28,859	11.7%	103
Fast food/drive-in last 6 mo: Hardee`s	10,617	4.3%	71
Fast food/drive-in last 6 mo: Jack in the Box	29,043	11.7%	137
Fast food/drive-in last 6 mo: KFC	57,363	23.2%	100
Fast food/drive-in last 6 mo: Krispy Kreme	12,777	5.2%	123
Fast food/drive-in last 6 mo: Little Caesars	29,743	12.0%	110
Fast food/drive-in last 6 mo: Long John Silver`s	11,936	4.8%	86
Fast food/drive-in last 6 mo: McDonald`s	142,359	57.5%	103
Fast food/drive-in last 6 mo: Panera Bread	35,915	14.5%	138
Fast food/drive-in last 6 mo: Papa John`s	30,251	12.2%	130
Fast food/drive-in last 6 mo: Papa Murphy`s	13,988	5.6%	135
Fast food/drive-in last 6 mo: Pizza Hut	51,176	20.7%	103
Fast food/drive-in last 6 mo: Popeyes Chicken	19,608	7.9%	102
Fast food/drive-in last 6 mo: Quiznos	13,010	5.3%	127
Fast food/drive-in last 6 mo: Sonic Drive-In	31,152	12.6%	122
Fast food/drive-in last 6 mo: Starbucks	49,324	19.9%	136
Fast food/drive-in last 6 mo: Steak `n Shake	13,289	5.4%	111
Fast food/drive-in last 6 mo: Subway	91,861	37.1%	111
Fast food/drive-in last 6 mo: Taco Bell	83,018	33.5%	106
Fast food/drive-in last 6 mo: Wendy`s	76,352	30.8%	108
Fast food/drive-in last 6 mo: Whataburger	13,509	5.5%	144
Fast food/drive-in last 6 mo: White Castle	7,500	3.0%	91

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**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 2014 and 2019.



## Restaurant Market Potential

Village of Plainfield, IL 5-10-15 Minute Drive Time  
 15101 S Route 59, Plainfield, Illinois, 60544  
 Drive Time: 15 minute radius

Latitude: 41.60844  
 Longitude: -88.20214

Went to fine dining restaurant last month	34,614	14.0%	120
Went to fine dining restaurant 3+ times last month	9,084	3.7%	113
Spent at fine dining rest in last 6 mo: <\$51	5,117	2.1%	104
Spent at fine dining rest in last 6 mo: \$51-\$100	10,299	4.2%	112
Spent at fine dining rest in last 6 mo: \$101-\$200	10,555	4.3%	117
Spent at fine dining rest in last 6 mo: \$201+	12,977	5.2%	125

**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 2014 and 2019.