

Restaurant Market Potential

TID 7 Commercial Parcel
2351-2365 E Main St, Jackson, Wisconsin, 53037
Drive time: 5 minute radius

Prepared for you by EDWC
Latitude: 43.32354
Longitude: -88.15634

Demographic Summary		2023	2028
Population		8,491	8,693
Population 18+		6,585	6,767
Households		3,746	3,887
Median Household Income		\$87,791	\$100,338
		Expected Number of	
Product/Consumer Behavior	Adults	Percent	MPI
Went to Family Restaurant/Steak House/6 Mo	4,537	68.9%	104
Went to Family Restaurant/Steak House 4+ Times/30 Days	1,407	21.4%	104
Spent \$1-30 at Family Restaurant/Steak House/30 Days	425	6.5%	97
Spent \$31-50 at Family Restaurant/Steak House/30 Days	576	8.7%	102
Spent \$51-100 at Family Restaurant/Steak House/30 Days	1,007	15.3%	103
Spent \$101-200 at Family Restaurant/Steak House/30 Days	671	10.2%	104
Spent \$201+ at Family Restaurant/Steak House/30 Days	359	5.5%	111
Spent \$1-100 at Fine Dining Restaurants/30 Days	198	3.0%	100
Spent \$101-200 at Fine Dining Restaurants/30 Days	144	2.2%	94
Spent \$201+ at Fine Dining Restaurants/30 Days	120	1.8%	91
Went for Breakfast at Family Restaurant/Steak House/6 Mo	714	10.8%	106
Went for Lunch at Family Restaurant/Steak House/6 Mo	1,134	17.2%	105
Went for Dinner at Family Restaurant/Steak House/6 Mo	3,126	47.5%	109
Went for Snacks at Family Restaurant/Steak House/6 Mo	87	1.3%	94
Went on Workday to Family Restaurant/Steak House/6 Mo	2,183	33.2%	111
Went on Weekend to Family Restaurant/Steak House/6 Mo	2,524	38.3%	105
Went to Applebee`s/6 Mo	854	13.0%	97
Went to Bob Evans/6 Mo	146	2.2%	99
Went to Buffalo Wild Wings/6 Mo	604	9.2%	113
Went to California Pizza Kitchen/6 Mo	60	0.9%	65
Went to Carrabba`s/6 Mo	152	2.3%	118
Went to The Cheesecake Factory/6 Mo	331	5.0%	81
Went to Chili`s Grill & Bar/6 Mo	687	10.4%	115
Went to Cracker Barrel/6 Mo	789	12.0%	122
Went to Denny`s/6 Mo	312	4.7%	83
Went to Golden Corral/6 Mo	180	2.7%	93
Went to IHOP/6 Mo	412	6.3%	88
Went to Logan`s Roadhouse/6 Mo	136	2.1%	119
Went to Longhorn Steakhouse/6 Mo	393	6.0%	108
Went to Olive Garden/6 Mo	1,003	15.2%	112
Went to Outback Steakhouse/6 Mo	541	8.2%	117
Went to Red Lobster/6 Mo	400	6.1%	98
Went to Red Robin/6 Mo	407	6.2%	122
Went to Ruby Tuesday/6 Mo	115	1.7%	105
Went to Texas Roadhouse/6 Mo	818	12.4%	116
Went to T.G.I. Friday`s/6 Mo	147	2.2%	102
Went to Waffle House/6 Mo	348	5.3%	121
Went to Fast Food/Drive-In Restaurant/6 Mo	6,034	91.6%	101
Went to Fast Food/Drive-In Rest 9+ Times/30 Days	2,552	38.8%	100
Spent \$1-10 at Fast Food Restaurant/30 Days	271	4.1%	100
Spent \$11-20 at Fast Food Restaurant/30 Days	574	8.7%	103
Spent \$21-40 at Fast Food Restaurant/30 Days	1,020	15.5%	93
Spent \$41-50 at Fast Food Restaurant/30 Days	611	9.3%	100
Spent \$51-100 at Fast Food Restaurant/30 Days	1,410	21.4%	104
Spent \$101-200 at Fast Food Restaurant/30 Days	804	12.2%	99
Spent \$201+ at Fast Food Restaurant/30 Days	361	5.5%	105
Ordered Eat-In Fast Food/6 Mo	1,506	22.9%	112

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	733	11.1%	83
Take-Out/Drive-Thru/Curbside Fast Food/6 Mo	4,094	62.2%	106
Ordered Take-Out/Walk-In Fast Food/6 Mo	1,348	20.5%	92
Bought Breakfast at Fast Food Restaurant/6 Mo	2,385	36.2%	104
Bought Lunch at Fast Food Restaurant/6 Mo	3,736	56.7%	106
Bought Dinner at Fast Food Restaurant/6 Mo	3,744	56.9%	105
Bought Snack at Fast Food Restaurant/6 Mo	900	13.7%	102
Bought from Fast Food Restaurant on Weekday/6 Mo	4,579	69.5%	106
Bought from Fast Food Restaurant on Weekend/6 Mo	3,468	52.7%	100
Bought A&W/6 Mo	145	2.2%	107
Bought Arby`s/6 Mo	1,444	21.9%	123
Bought Baskin-Robbins/6 Mo	181	2.7%	88
Bought Boston Market/6 Mo	77	1.2%	60
Bought Burger King/6 Mo	1,839	27.9%	100
Bought Captain D`s/6 Mo	199	3.0%	108
Bought Carl`s Jr./6 Mo	233	3.5%	75
Bought Checkers/6 Mo	145	2.2%	89
Bought Chick-Fil-A/6 Mo	2,307	35.0%	107
Bought Chipotle Mexican Grill/6 Mo	944	14.3%	89
Bought Chuck E. Cheese`s/6 Mo	63	1.0%	92
Bought Church`s Fried Chicken/6 Mo	162	2.5%	76
Bought Cold Stone Creamery/6 Mo	191	2.9%	103
Bought Dairy Queen/6 Mo	1,143	17.4%	114
Bought Del Taco/6 Mo	173	2.6%	80
Bought Domino`s Pizza/6 Mo	1,046	15.9%	99
Bought Dunkin` Donuts/6 Mo	890	13.5%	91
Bought Five Guys/6 Mo	701	10.6%	109
Bought Hardee`s/6 Mo	334	5.1%	99
Bought Jack in the Box/6 Mo	349	5.3%	79
Bought Jersey Mike`s/6 Mo	531	8.1%	112
Bought Jimmy John`s/6 Mo	506	7.7%	131
Bought KFC/6 Mo	1,107	16.8%	97
Bought Krispy Kreme Doughnuts/6 Mo	424	6.4%	93
Bought Little Caesars/6 Mo	752	11.4%	98
Bought Long John Silver`s/6 Mo	138	2.1%	89
Bought McDonald`s/6 Mo	3,278	49.8%	99
Bought Panda Express/6 Mo	814	12.4%	102
Bought Panera Bread/6 Mo	854	13.0%	101
Bought Papa John`s/6 Mo	567	8.6%	106
Bought Papa Murphy`s/6 Mo	348	5.3%	147
Bought Pizza Hut/6 Mo	781	11.9%	96
Bought Popeyes Chicken/6 Mo	813	12.3%	89
Bought Sonic Drive-In/6 Mo	858	13.0%	110
Bought Starbucks/6 Mo	1,274	19.3%	94
Bought Steak `N Shake/6 Mo	227	3.4%	117
Bought Subway/6 Mo	1,447	22.0%	102
Bought Taco Bell/6 Mo	1,861	28.3%	104
Bought Wendy`s/6 Mo	1,818	27.6%	105
Bought Whataburger/6 Mo	376	5.7%	96
Bought White Castle/6 Mo	166	2.5%	101
Bought Wing-Stop/6 Mo	146	2.2%	66

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Went to Fine Dining Restaurant/6 Mo	800	12.1%	100
Went to Fine Dining Restaurant/30 Days	595	9.0%	100
Went to Fine Dining Restaurant 2+ Times/30 Days	268	4.1%	98
Used DoorDash Site/App for Take-Out/Del/30 Days	641	9.7%	84
Used Grubhub Site/App for Take-Out/Del/30 Days	275	4.2%	76
Used Postmates Site/App for Take-Out/Del/30 Days	58	0.9%	52
Used Restrnt Site/App for Take-Out/Del/30 Days	1,600	24.3%	110
Used Uber Eats Site/App for Take-Out/Del/30 Days	303	4.6%	71
Used Yelp Site/App for Take-Out/Del/30 Days	88	1.3%	81

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Demographic Summary		2023	2028
Population		18,747	19,212
Population 18+		14,638	15,096
Households		7,696	7,987
Median Household Income		\$92,993	\$103,797
		Expected Number of	
Product/Consumer Behavior	Adults	Percent	MPI
Went to Family Restaurant/Steak House/6 Mo	10,129	69.2%	105
Went to Family Restaurant/Steak House 4+ Times/30 Days	3,135	21.4%	104
Spent \$1-30 at Family Restaurant/Steak House/30 Days	919	6.3%	94
Spent \$31-50 at Family Restaurant/Steak House/30 Days	1,273	8.7%	101
Spent \$51-100 at Family Restaurant/Steak House/30 Days	2,298	15.7%	106
Spent \$101-200 at Family Restaurant/Steak House/30 Days	1,556	10.6%	109
Spent \$201+ at Family Restaurant/Steak House/30 Days	791	5.4%	110
Spent \$1-100 at Fine Dining Restaurants/30 Days	471	3.2%	107
Spent \$101-200 at Fine Dining Restaurants/30 Days	347	2.4%	102
Spent \$201+ at Fine Dining Restaurants/30 Days	297	2.0%	101
Went for Breakfast at Family Restaurant/Steak House/6 Mo	1,622	11.1%	109
Went for Lunch at Family Restaurant/Steak House/6 Mo	2,467	16.9%	103
Went for Dinner at Family Restaurant/Steak House/6 Mo	7,041	48.1%	110
Went for Snacks at Family Restaurant/Steak House/6 Mo	198	1.4%	96
Went on Workday to Family Restaurant/Steak House/6 Mo	4,945	33.8%	114
Went on Weekend to Family Restaurant/Steak House/6 Mo	5,617	38.4%	105
Went to Applebee`s/6 Mo	1,963	13.4%	101
Went to Bob Evans/6 Mo	363	2.5%	110
Went to Buffalo Wild Wings/6 Mo	1,354	9.2%	114
Went to California Pizza Kitchen/6 Mo	130	0.9%	63
Went to Carrabba`s/6 Mo	337	2.3%	118
Went to The Cheesecake Factory/6 Mo	744	5.1%	82
Went to Chili`s Grill & Bar/6 Mo	1,423	9.7%	108
Went to Cracker Barrel/6 Mo	1,725	11.8%	120
Went to Denny`s/6 Mo	688	4.7%	83
Went to Golden Corral/6 Mo	351	2.4%	82
Went to IHOP/6 Mo	916	6.3%	88
Went to Logan`s Roadhouse/6 Mo	268	1.8%	106
Went to Longhorn Steakhouse/6 Mo	920	6.3%	114
Went to Olive Garden/6 Mo	2,256	15.4%	113
Went to Outback Steakhouse/6 Mo	1,224	8.4%	119
Went to Red Lobster/6 Mo	924	6.3%	102
Went to Red Robin/6 Mo	890	6.1%	120
Went to Ruby Tuesday/6 Mo	242	1.7%	100
Went to Texas Roadhouse/6 Mo	1,807	12.3%	116
Went to T.G.I. Friday`s/6 Mo	308	2.1%	96
Went to Waffle House/6 Mo	682	4.7%	106
Went to Fast Food/Drive-In Restaurant/6 Mo	13,419	91.7%	101
Went to Fast Food/Drive-In Rest 9+ Times/30 Days	5,633	38.5%	99
Spent \$1-10 at Fast Food Restaurant/30 Days	623	4.3%	103
Spent \$11-20 at Fast Food Restaurant/30 Days	1,346	9.2%	109
Spent \$21-40 at Fast Food Restaurant/30 Days	2,291	15.7%	94
Spent \$41-50 at Fast Food Restaurant/30 Days	1,394	9.5%	103
Spent \$51-100 at Fast Food Restaurant/30 Days	3,125	21.3%	104
Spent \$101-200 at Fast Food Restaurant/30 Days	1,784	12.2%	99
Spent \$201+ at Fast Food Restaurant/30 Days	752	5.1%	99
Ordered Eat-In Fast Food/6 Mo	3,292	22.5%	110

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Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Ordered Home Delivery Fast Food/6 Mo	1,610	11.0%	82
Take-Out/Drive-Thru/Curbside Fast Food/6 Mo	9,155	62.5%	107
Ordered Take-Out/Walk-In Fast Food/6 Mo	3,067	21.0%	94
Bought Breakfast at Fast Food Restaurant/6 Mo	5,287	36.1%	104
Bought Lunch at Fast Food Restaurant/6 Mo	8,205	56.1%	104
Bought Dinner at Fast Food Restaurant/6 Mo	8,297	56.7%	105
Bought Snack at Fast Food Restaurant/6 Mo	2,026	13.8%	104
Bought from Fast Food Restaurant on Weekday/6 Mo	10,164	69.4%	106
Bought from Fast Food Restaurant on Weekend/6 Mo	7,675	52.4%	100
Bought A&W/6 Mo	368	2.5%	122
Bought Arby`s/6 Mo	3,270	22.3%	125
Bought Baskin-Robbins/6 Mo	390	2.7%	85
Bought Boston Market/6 Mo	175	1.2%	62
Bought Burger King/6 Mo	4,016	27.4%	98
Bought Captain D`s/6 Mo	364	2.5%	89
Bought Carl`s Jr./6 Mo	522	3.6%	76
Bought Checkers/6 Mo	290	2.0%	80
Bought Chick-Fil-A/6 Mo	5,074	34.7%	106
Bought Chipotle Mexican Grill/6 Mo	2,191	15.0%	93
Bought Chuck E. Cheese`s/6 Mo	134	0.9%	88
Bought Church`s Fried Chicken/6 Mo	320	2.2%	68
Bought Cold Stone Creamery/6 Mo	427	2.9%	104
Bought Dairy Queen/6 Mo	2,544	17.4%	115
Bought Del Taco/6 Mo	353	2.4%	73
Bought Domino`s Pizza/6 Mo	2,236	15.3%	95
Bought Dunkin` Donuts/6 Mo	2,144	14.6%	99
Bought Five Guys/6 Mo	1,591	10.9%	112
Bought Hardee`s/6 Mo	779	5.3%	104
Bought Jack in the Box/6 Mo	705	4.8%	71
Bought Jersey Mike`s/6 Mo	1,203	8.2%	114
Bought Jimmy John`s/6 Mo	1,190	8.1%	138
Bought KFC/6 Mo	2,416	16.5%	95
Bought Krispy Kreme Doughnuts/6 Mo	911	6.2%	90
Bought Little Caesars/6 Mo	1,586	10.8%	93
Bought Long John Silver`s/6 Mo	295	2.0%	85
Bought McDonald`s/6 Mo	7,378	50.4%	100
Bought Panda Express/6 Mo	1,669	11.4%	94
Bought Panera Bread/6 Mo	2,084	14.2%	111
Bought Papa John`s/6 Mo	1,213	8.3%	102
Bought Papa Murphy`s/6 Mo	733	5.0%	140
Bought Pizza Hut/6 Mo	1,662	11.4%	92
Bought Popeyes Chicken/6 Mo	1,729	11.8%	85
Bought Sonic Drive-In/6 Mo	1,786	12.2%	103
Bought Starbucks/6 Mo	2,906	19.9%	97
Bought Steak `N Shake/6 Mo	499	3.4%	116
Bought Subway/6 Mo	3,235	22.1%	102
Bought Taco Bell/6 Mo	4,012	27.4%	101
Bought Wendy`s/6 Mo	4,068	27.8%	106
Bought Whataburger/6 Mo	768	5.2%	89
Bought White Castle/6 Mo	385	2.6%	106
Bought Wing-Stop/6 Mo	290	2.0%	59

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Went to Fine Dining Restaurant/6 Mo	1,885	12.9%	106
Went to Fine Dining Restaurant/30 Days	1,406	9.6%	106
Went to Fine Dining Restaurant 2+ Times/30 Days	634	4.3%	105
Used DoorDash Site/App for Take-Out/Del/30 Days	1,409	9.6%	83
Used Grubhub Site/App for Take-Out/Del/30 Days	637	4.4%	80
Used Postmates Site/App for Take-Out/Del/30 Days	116	0.8%	47
Used Restrnt Site/App for Take-Out/Del/30 Days	3,552	24.3%	110
Used Uber Eats Site/App for Take-Out/Del/30 Days	662	4.5%	70
Used Yelp Site/App for Take-Out/Del/30 Days	174	1.2%	72

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Longitude: -88.15634

Demographic Summary		2023	2028
Population		93,078	93,999
Population 18+		73,382	74,741
Households		39,175	40,032
Median Household Income		\$80,773	\$92,514
		Expected Number of	
Product/Consumer Behavior	Adults	Percent	MPI
Went to Family Restaurant/Steak House/6 Mo	50,077	68.2%	103
Went to Family Restaurant/Steak House 4+ Times/30 Days	15,370	20.9%	102
Spent \$1-30 at Family Restaurant/Steak House/30 Days	5,189	7.1%	106
Spent \$31-50 at Family Restaurant/Steak House/30 Days	6,688	9.1%	106
Spent \$51-100 at Family Restaurant/Steak House/30 Days	11,284	15.4%	103
Spent \$101-200 at Family Restaurant/Steak House/30 Days	7,527	10.3%	105
Spent \$201+ at Family Restaurant/Steak House/30 Days	3,720	5.1%	103
Spent \$1-100 at Fine Dining Restaurants/30 Days	2,236	3.0%	101
Spent \$101-200 at Fine Dining Restaurants/30 Days	1,815	2.5%	106
Spent \$201+ at Fine Dining Restaurants/30 Days	1,507	2.1%	103
Went for Breakfast at Family Restaurant/Steak House/6 Mo	8,052	11.0%	108
Went for Lunch at Family Restaurant/Steak House/6 Mo	11,766	16.0%	98
Went for Dinner at Family Restaurant/Steak House/6 Mo	34,392	46.9%	107
Went for Snacks at Family Restaurant/Steak House/6 Mo	941	1.3%	91
Went on Workday to Family Restaurant/Steak House/6 Mo	23,943	32.6%	110
Went on Weekend to Family Restaurant/Steak House/6 Mo	27,408	37.3%	102
Went to Applebee`s/6 Mo	10,038	13.7%	103
Went to Bob Evans/6 Mo	1,909	2.6%	116
Went to Buffalo Wild Wings/6 Mo	6,072	8.3%	102
Went to California Pizza Kitchen/6 Mo	768	1.0%	75
Went to Carrabba`s/6 Mo	1,641	2.2%	115
Went to The Cheesecake Factory/6 Mo	3,896	5.3%	86
Went to Chili`s Grill & Bar/6 Mo	6,691	9.1%	101
Went to Cracker Barrel/6 Mo	7,803	10.6%	108
Went to Denny`s/6 Mo	3,436	4.7%	83
Went to Golden Corral/6 Mo	1,716	2.3%	80
Went to IHOP/6 Mo	4,854	6.6%	93
Went to Logan`s Roadhouse/6 Mo	1,180	1.6%	93
Went to Longhorn Steakhouse/6 Mo	4,465	6.1%	110
Went to Olive Garden/6 Mo	10,924	14.9%	109
Went to Outback Steakhouse/6 Mo	5,631	7.7%	109
Went to Red Lobster/6 Mo	4,385	6.0%	97
Went to Red Robin/6 Mo	4,373	6.0%	118
Went to Ruby Tuesday/6 Mo	1,152	1.6%	95
Went to Texas Roadhouse/6 Mo	8,630	11.8%	110
Went to T.G.I. Friday`s/6 Mo	1,500	2.0%	94
Went to Waffle House/6 Mo	3,084	4.2%	96
Went to Fast Food/Drive-In Restaurant/6 Mo	66,953	91.2%	100
Went to Fast Food/Drive-In Rest 9+ Times/30 Days	27,461	37.4%	96
Spent \$1-10 at Fast Food Restaurant/30 Days	3,382	4.6%	112
Spent \$11-20 at Fast Food Restaurant/30 Days	6,737	9.2%	109
Spent \$21-40 at Fast Food Restaurant/30 Days	12,488	17.0%	102
Spent \$41-50 at Fast Food Restaurant/30 Days	6,954	9.5%	102
Spent \$51-100 at Fast Food Restaurant/30 Days	15,088	20.6%	100
Spent \$101-200 at Fast Food Restaurant/30 Days	8,494	11.6%	94
Spent \$201+ at Fast Food Restaurant/30 Days	3,455	4.7%	90
Ordered Eat-In Fast Food/6 Mo	15,283	20.8%	102

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Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Ordered Home Delivery Fast Food/6 Mo	8,862	12.1%	90
Take-Out/Drive-Thru/Curbside Fast Food/6 Mo	44,855	61.1%	105
Ordered Take-Out/Walk-In Fast Food/6 Mo	15,782	21.5%	96
Bought Breakfast at Fast Food Restaurant/6 Mo	25,863	35.2%	101
Bought Lunch at Fast Food Restaurant/6 Mo	39,697	54.1%	101
Bought Dinner at Fast Food Restaurant/6 Mo	41,023	55.9%	103
Bought Snack at Fast Food Restaurant/6 Mo	10,127	13.8%	103
Bought from Fast Food Restaurant on Weekday/6 Mo	49,810	67.9%	103
Bought from Fast Food Restaurant on Weekend/6 Mo	37,664	51.3%	98
Bought A&W/6 Mo	1,604	2.2%	106
Bought Arby's/6 Mo	15,324	20.9%	117
Bought Baskin-Robbins/6 Mo	1,984	2.7%	87
Bought Boston Market/6 Mo	1,308	1.8%	92
Bought Burger King/6 Mo	20,107	27.4%	98
Bought Captain D's/6 Mo	1,599	2.2%	78
Bought Carl's Jr./6 Mo	2,469	3.4%	72
Bought Checkers/6 Mo	1,446	2.0%	80
Bought Chick-Fil-A/6 Mo	24,480	33.4%	102
Bought Chipotle Mexican Grill/6 Mo	11,521	15.7%	98
Bought Chuck E. Cheese's/6 Mo	534	0.7%	70
Bought Church's Fried Chicken/6 Mo	1,468	2.0%	62
Bought Cold Stone Creamery/6 Mo	2,108	2.9%	102
Bought Dairy Queen/6 Mo	12,064	16.4%	108
Bought Del Taco/6 Mo	1,743	2.4%	72
Bought Domino's Pizza/6 Mo	10,897	14.8%	92
Bought Dunkin' Donuts/6 Mo	11,780	16.1%	108
Bought Five Guys/6 Mo	7,764	10.6%	109
Bought Hardee's/6 Mo	3,728	5.1%	99
Bought Jack in the Box/6 Mo	3,365	4.6%	68
Bought Jersey Mike's/6 Mo	5,856	8.0%	111
Bought Jimmy John's/6 Mo	5,317	7.2%	123
Bought KFC/6 Mo	11,873	16.2%	93
Bought Krispy Kreme Doughnuts/6 Mo	4,431	6.0%	88
Bought Little Caesars/6 Mo	7,546	10.3%	88
Bought Long John Silver's/6 Mo	1,510	2.1%	87
Bought McDonald's/6 Mo	36,992	50.4%	100
Bought Panda Express/6 Mo	7,958	10.8%	89
Bought Panera Bread/6 Mo	10,654	14.5%	113
Bought Papa John's/6 Mo	5,915	8.1%	99
Bought Papa Murphy's/6 Mo	3,188	4.3%	121
Bought Pizza Hut/6 Mo	8,003	10.9%	89
Bought Popeyes Chicken/6 Mo	8,783	12.0%	86
Bought Sonic Drive-In/6 Mo	8,170	11.1%	94
Bought Starbucks/6 Mo	14,422	19.7%	96
Bought Steak 'N Shake/6 Mo	2,293	3.1%	106
Bought Subway/6 Mo	15,575	21.2%	98
Bought Taco Bell/6 Mo	19,995	27.2%	100
Bought Wendy's/6 Mo	20,136	27.4%	105
Bought Whataburger/6 Mo	3,466	4.7%	80
Bought White Castle/6 Mo	1,834	2.5%	101
Bought Wing-Stop/6 Mo	1,562	2.1%	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.

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.

March 28, 2024

Restaurant Market Potential

TID 7 Commercial Parcel
 2351-2365 E Main St, Jackson, Wisconsin, 53037
 Drive time: 15 minute radius

Prepared for you by EDWC
 Latitude: 43.32354
 Longitude: -88.15634

Went to Fine Dining Restaurant/6 Mo	9,127	12.4%	102
Went to Fine Dining Restaurant/30 Days	6,964	9.5%	105
Went to Fine Dining Restaurant 2+ Times/30 Days	3,095	4.2%	102
Used DoorDash Site/App for Take-Out/Del/30 Days	7,747	10.6%	91
Used Grubhub Site/App for Take-Out/Del/30 Days	3,498	4.8%	87
Used Postmates Site/App for Take-Out/Del/30 Days	711	1.0%	57
Used Restrnt Site/App for Take-Out/Del/30 Days	17,485	23.8%	108
Used Uber Eats Site/App for Take-Out/Del/30 Days	3,551	4.8%	75
Used Yelp Site/App for Take-Out/Del/30 Days	861	1.2%	71

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.