



329 E Wisconsin Ave, Oconomowoc, WI 53066  
Drive Time: 5 Minutes

Latitude: 43.10962  
Longitude: -88.49454

Demographic Summary	2009	2014
Population	13,251	13,720
Population 18+	10,120	10,512
Households	5,509	5,775
Median Household Income	\$69,499	\$73,052

Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Went to family restaurant/steak house in last 6 months	7,924	78.3%	107
Family restaurant/steak house last month: <2 times	2,703	26.7%	103
Family restaurant/steak house last month: 2-4times	2,997	29.6%	108
Family restaurant/steak house last month: 5+ times	2,225	22.0%	113
Family restaurant/steak house last 6 months: breakfast	1,345	13.3%	111
Family restaurant/steak house last 6 months: lunch	2,893	28.6%	113
Family restaurant/steak house last 6 months: snack	267	2.6%	95
Family restaurant/steak house last 6 months: dinner	6,045	59.7%	112
Family restaurant/steak house last 6 months: weekday	4,564	45.1%	116
Family restaurant/steak house last 6 months: weekend	4,830	47.7%	108
Family restaurant/steak house last 6 months: Applebee's	3,140	31.0%	120
Family restaurant/steak house last 6 months: Bennigan's	299	3.0%	103
Family restaurant/steak house last 6 months: Bob Evans Farm	513	5.1%	111
Family restaurant/steak house last 6 months: Cheesecake Factory	779	7.7%	118
Family restaurant/steak house last 6 months: Chili's Grill & Bar	1,306	12.9%	115
Family restaurant/steak house last 6 months: Cracker Barrel	1,228	12.1%	100
Family restaurant/steak house last 6 months: Denny's	956	9.4%	100
Family restaurant/steak house last 6 months: Friendly's	578	5.7%	151
Family restaurant/steak house last 6 months: Golden Corral	585	5.8%	75
Family restaurant/steak house last 6 months: Intl Hse of Pancakes	1,166	11.5%	103
Family restaurant/steak house last 6 months: Lone Star Steakhouse	327	3.2%	106
Family restaurant/steak house last 6 months: Old Country Buffet	330	3.3%	104
Family restaurant/steak house last 6 months: Olive Garden	2,165	21.4%	126
Family restaurant/steak house last 6 months: Outback Steakhouse	1,409	13.9%	117
Family restaurant/steak house last 6 months: Perkins	381	3.8%	101
Family restaurant/steak house last 6 months: Red Lobster	1,555	15.4%	106
Family restaurant/steak house last 6 months: Red Robin	641	6.3%	128
Family restaurant/steak house last 6 months: Ruby Tuesday	1,011	10.0%	112
Family restaurant/steak house last 6 months: Ryan's	222	2.2%	49
Family restaurant/steak house last 6 months: Sizzler	249	2.5%	78
Family restaurant/steak house last 6 months: T.G.I. Friday's	1,288	12.7%	120
Went to fast food/drive-in restaurant in last 6 months	9,131	90.2%	101
Went to fast food/drive-in restaurant <5 times/month	3,110	30.7%	101
Went to fast food/drive-in restaurant 5-12 times/month	3,380	33.4%	106
Went to fast food/drive-in restaurant 13+ times/month	2,641	26.1%	94
Fast food/drive-in last 6 months: breakfast	2,859	28.2%	102
Fast food/drive-in last 6 months: lunch	6,261	61.9%	105
Fast food/drive-in last 6 months: snack	1,910	18.9%	106
Fast food/drive-in last 6 months: dinner	5,023	49.6%	102

**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.



329 E Wisconsin Ave, Oconomowoc, WI 53066  
Drive Time: 5 Minutes

Latitude: 43.10962  
Longitude: -88.49454

Product/Consumer Behavior	Expected		MPI
	Number of Adults	Percent	
Fast food/drive-in last 6 months: weekday	7,158	70.7%	106
Fast food/drive-in last 6 months: weekend	4,920	48.6%	100
Fast food/drive-in last 6 months: A & W	574	5.7%	111
Fast food/drive-in last 6 months: Arby's	2,283	22.6%	108
Fast food/drive-in last 6 months: Boston Market	715	7.1%	132
Fast food/drive-in last 6 months: Burger King	3,880	38.3%	104
Fast food/drive-in last 6 months: Captain D's	284	2.8%	52
Fast food/drive-in last 6 months: Carl's Jr.	614	6.1%	103
Fast food/drive-in last 6 months: Checkers	273	2.7%	79
Fast food/drive-in last 6 months: Chick-fil-A	1,309	12.9%	103
Fast food/drive-in last 6 mo: Chipotle Mex. Grill	693	6.8%	126
Fast food/drive-in last 6 months: Chuck E. Cheese's	398	3.9%	85
Fast food/drive-in last 6 months: Church's Fr. Chicken	261	2.6%	58
Fast food/drive-in last 6 months: Dairy Queen	1,733	17.1%	102
Fast food/drive-in last 6 months: Del Taco	327	3.2%	100
Fast food/drive-in last 6 months: Domino's Pizza	1,246	12.3%	87
Fast food/drive-in last 6 months: Dunkin' Donuts	1,532	15.1%	131
Fast food/drive-in last 6 months: Fuddruckers	276	2.7%	94
Fast food/drive-in last 6 months: Hardee's	533	5.3%	67
Fast food/drive-in last 6 months: Jack in the Box	1,086	10.7%	99
Fast food/drive-in last 6 months: KFC	2,813	27.8%	95
Fast food/drive-in last 6 months: Little Caesars	598	5.9%	87
Fast food/drive-in last 6 months: Long John Silver's	551	5.4%	75
Fast food/drive-in last 6 months: McDonald's	5,651	55.8%	98
Fast food/drive-in last 6 months: Panera Bread	1,344	13.3%	142
Fast food/drive-in last 6 months: Papa John's	1,003	9.9%	111
Fast food/drive-in last 6 months: Pizza Hut	2,217	21.9%	93
Fast food/drive-in last 6 months: Popeyes	600	5.9%	82
Fast food/drive-in last 6 months: Quiznos	1,155	11.4%	120
Fast food/drive-in last 6 months: Sonic Drive-In	899	8.9%	77
Fast food/drive-in last 6 months: Starbucks	1,896	18.7%	128
Fast food/drive-in last 6 months: Steak n Shake	545	5.4%	98
Fast food/drive-in last 6 months: Subway	3,252	32.1%	102
Fast food/drive-in last 6 months: Taco Bell	3,337	33.0%	103
Fast food/drive-in last 6 months: Wendy's	3,442	34.0%	105
Fast food/drive-in last 6 months: Whataburger	306	3.0%	67
Fast food/drive-in last 6 months: White Castle	414	4.1%	94
Fast food/drive-in last 6 months: eat in	3,892	38.5%	100
Fast food/drive-in last 6 months: home delivery	1,084	10.7%	96
Fast food/drive-in last 6 months: take-out/drive-thru	5,572	55.1%	105
Fast food/drive-in last 6 months: take-out/walk-in	2,747	27.1%	111

**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 Mediamark Research & Intelligence LLC. in a nationally representative survey of U.S. households.



329 E Wisconsin Ave, Oconomowoc, WI 53066  
Drive Time: 10 Minutes

Latitude: 43.10962  
Longitude: -88.49454

Demographic Summary	2009	2014
Population	33,294	34,614
Population 18+	25,489	26,605
Households	13,219	13,879
Median Household Income	\$76,761	\$80,037

Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Went to family restaurant/steak house in last 6 months	20,276	79.6%	109
Family restaurant/steak house last month: <2 times	6,936	27.2%	105
Family restaurant/steak house last month: 2-4times	7,647	30.0%	109
Family restaurant/steak house last month: 5+ times	5,693	22.3%	114
Family restaurant/steak house last 6 months: breakfast	3,488	13.7%	114
Family restaurant/steak house last 6 months: lunch	7,385	29.0%	114
Family restaurant/steak house last 6 months: snack	680	2.7%	96
Family restaurant/steak house last 6 months: dinner	15,595	61.2%	115
Family restaurant/steak house last 6 months: weekday	11,619	45.6%	118
Family restaurant/steak house last 6 months: weekend	12,495	49.0%	111
Family restaurant/steak house last 6 months: Applebee`s	7,963	31.2%	121
Family restaurant/steak house last 6 months: Bennigan`s	795	3.1%	109
Family restaurant/steak house last 6 months: Bob Evans Farm	1,330	5.2%	114
Family restaurant/steak house last 6 months: Cheesecake Factory	2,068	8.1%	124
Family restaurant/steak house last 6 months: Chili`s Grill & Bar	3,533	13.9%	124
Family restaurant/steak house last 6 months: Cracker Barrel	3,283	12.9%	106
Family restaurant/steak house last 6 months: Denny`s	2,412	9.5%	101
Family restaurant/steak house last 6 months: Friendly`s	1,385	5.4%	144
Family restaurant/steak house last 6 months: Golden Corral	1,535	6.0%	78
Family restaurant/steak house last 6 months: Intl Hse of Pancakes	3,003	11.8%	106
Family restaurant/steak house last 6 months: Lone Star Steakhouse	869	3.4%	112
Family restaurant/steak house last 6 months: Old Country Buffet	776	3.0%	97
Family restaurant/steak house last 6 months: Olive Garden	5,655	22.2%	131
Family restaurant/steak house last 6 months: Outback Steakhouse	3,683	14.5%	121
Family restaurant/steak house last 6 months: Perkins	1,009	4.0%	106
Family restaurant/steak house last 6 months: Red Lobster	4,009	15.7%	108
Family restaurant/steak house last 6 months: Red Robin	1,658	6.5%	132
Family restaurant/steak house last 6 months: Ruby Tuesday	2,679	10.5%	118
Family restaurant/steak house last 6 months: Ryan`s	559	2.2%	49
Family restaurant/steak house last 6 months: Sizzler	612	2.4%	76
Family restaurant/steak house last 6 months: T.G.I. Friday`s	3,459	13.6%	128
Went to fast food/drive-in restaurant in last 6 months	23,199	91.0%	101
Went to fast food/drive-in restaurant <5 times/month	7,731	30.3%	99
Went to fast food/drive-in restaurant 5-12 times/month	8,688	34.1%	108
Went to fast food/drive-in restaurant 13+ times/month	6,779	26.6%	96
Fast food/drive-in last 6 months: breakfast	7,520	29.5%	106
Fast food/drive-in last 6 months: lunch	16,127	63.3%	107
Fast food/drive-in last 6 months: snack	4,859	19.1%	107
Fast food/drive-in last 6 months: dinner	12,881	50.5%	104

**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.



329 E Wisconsin Ave, Oconomowoc, WI 53066  
Drive Time: 10 Minutes

Latitude: 43.10962  
Longitude: -88.49454

Product/Consumer Behavior	Expected		MPI
	Number of Adults	Percent	
Fast food/drive-in last 6 months: weekday	18,315	71.9%	107
Fast food/drive-in last 6 months: weekend	12,623	49.5%	102
Fast food/drive-in last 6 months: A & W	1,406	5.5%	108
Fast food/drive-in last 6 months: Arby's	5,958	23.4%	111
Fast food/drive-in last 6 months: Boston Market	1,898	7.4%	140
Fast food/drive-in last 6 months: Burger King	9,893	38.8%	105
Fast food/drive-in last 6 months: Captain D's	773	3.0%	56
Fast food/drive-in last 6 months: Carl's Jr.	1,582	6.2%	106
Fast food/drive-in last 6 months: Checkers	683	2.7%	79
Fast food/drive-in last 6 months: Chick-fil-A	3,667	14.4%	114
Fast food/drive-in last 6 mo: Chipotle Mex. Grill	1,958	7.7%	142
Fast food/drive-in last 6 months: Chuck E. Cheese's	1,012	4.0%	86
Fast food/drive-in last 6 months: Church's Fr. Chicken	680	2.7%	60
Fast food/drive-in last 6 months: Dairy Queen	4,445	17.4%	104
Fast food/drive-in last 6 months: Del Taco	853	3.3%	103
Fast food/drive-in last 6 months: Domino's Pizza	3,268	12.8%	91
Fast food/drive-in last 6 months: Dunkin' Donuts	3,932	15.4%	134
Fast food/drive-in last 6 months: Fuddruckers	783	3.1%	106
Fast food/drive-in last 6 months: Hardee's	1,345	5.3%	67
Fast food/drive-in last 6 months: Jack in the Box	2,713	10.6%	98
Fast food/drive-in last 6 months: KFC	7,170	28.1%	97
Fast food/drive-in last 6 months: Little Caesars	1,471	5.8%	85
Fast food/drive-in last 6 months: Long John Silver's	1,436	5.6%	78
Fast food/drive-in last 6 months: McDonald's	14,433	56.6%	100
Fast food/drive-in last 6 months: Panera Bread	3,616	14.2%	152
Fast food/drive-in last 6 months: Papa John's	2,630	10.3%	115
Fast food/drive-in last 6 months: Pizza Hut	5,689	22.3%	95
Fast food/drive-in last 6 months: Popeyes	1,517	6.0%	82
Fast food/drive-in last 6 months: Quiznos	3,074	12.1%	126
Fast food/drive-in last 6 months: Sonic Drive-In	2,457	9.6%	84
Fast food/drive-in last 6 months: Starbucks	4,996	19.6%	134
Fast food/drive-in last 6 months: Steak n Shake	1,519	6.0%	109
Fast food/drive-in last 6 months: Subway	8,456	33.2%	105
Fast food/drive-in last 6 months: Taco Bell	8,472	33.2%	104
Fast food/drive-in last 6 months: Wendy's	8,890	34.9%	108
Fast food/drive-in last 6 months: Whataburger	868	3.4%	75
Fast food/drive-in last 6 months: White Castle	996	3.9%	90
Fast food/drive-in last 6 months: eat in	10,135	39.8%	103
Fast food/drive-in last 6 months: home delivery	2,805	11.0%	99
Fast food/drive-in last 6 months: take-out/drive-thru	14,310	56.1%	107
Fast food/drive-in last 6 months: take-out/walk-in	7,050	27.7%	113

**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 Mediamark Research & Intelligence LLC. in a nationally representative survey of U.S. households.



329 E Wisconsin Ave, Oconomowoc, WI 53066  
Drive Time: 15 Minutes

Latitude: 43.10962  
Longitude: -88.49454

Demographic Summary	2009	2014
Population	63,783	66,316
Population 18+	48,154	50,385
Households	24,590	25,838
Median Household Income	\$82,477	\$86,984

Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Went to family restaurant/steak house in last 6 months	38,846	80.7%	111
Family restaurant/steak house last month: <2 times	13,179	27.4%	105
Family restaurant/steak house last month: 2-4times	14,758	30.6%	112
Family restaurant/steak house last month: 5+ times	10,909	22.7%	116
Family restaurant/steak house last 6 months: breakfast	6,701	13.9%	116
Family restaurant/steak house last 6 months: lunch	14,192	29.5%	116
Family restaurant/steak house last 6 months: snack	1,298	2.7%	97
Family restaurant/steak house last 6 months: dinner	30,244	62.8%	118
Family restaurant/steak house last 6 months: weekday	22,375	46.5%	120
Family restaurant/steak house last 6 months: weekend	24,371	50.6%	114
Family restaurant/steak house last 6 months: Applebee's	15,097	31.4%	121
Family restaurant/steak house last 6 months: Bennigan's	1,566	3.3%	113
Family restaurant/steak house last 6 months: Bob Evans Farm	2,532	5.3%	115
Family restaurant/steak house last 6 months: Cheesecake Factory	4,320	9.0%	137
Family restaurant/steak house last 6 months: Chili's Grill & Bar	7,161	14.9%	133
Family restaurant/steak house last 6 months: Cracker Barrel	6,338	13.2%	108
Family restaurant/steak house last 6 months: Denny's	4,412	9.2%	97
Family restaurant/steak house last 6 months: Friendly's	2,435	5.1%	134
Family restaurant/steak house last 6 months: Golden Corral	2,941	6.1%	79
Family restaurant/steak house last 6 months: Intl Hse of Pancakes	5,838	12.1%	109
Family restaurant/steak house last 6 months: Lone Star Steakhouse	1,834	3.8%	125
Family restaurant/steak house last 6 months: Old Country Buffet	1,389	2.9%	92
Family restaurant/steak house last 6 months: Olive Garden	10,891	22.6%	133
Family restaurant/steak house last 6 months: Outback Steakhouse	7,279	15.1%	127
Family restaurant/steak house last 6 months: Perkins	1,926	4.0%	107
Family restaurant/steak house last 6 months: Red Lobster	7,550	15.7%	108
Family restaurant/steak house last 6 months: Red Robin	3,446	7.2%	145
Family restaurant/steak house last 6 months: Ruby Tuesday	5,273	11.0%	123
Family restaurant/steak house last 6 months: Ryan's	1,049	2.2%	48
Family restaurant/steak house last 6 months: Sizzler	1,137	2.4%	75
Family restaurant/steak house last 6 months: T.G.I. Friday's	6,836	14.2%	134
Went to fast food/drive-in restaurant in last 6 months	44,076	91.5%	102
Went to fast food/drive-in restaurant <5 times/month	14,511	30.1%	99
Went to fast food/drive-in restaurant 5-12 times/month	16,591	34.5%	110
Went to fast food/drive-in restaurant 13+ times/month	12,975	26.9%	97
Fast food/drive-in last 6 months: breakfast	14,506	30.1%	109
Fast food/drive-in last 6 months: lunch	31,098	64.6%	109
Fast food/drive-in last 6 months: snack	9,151	19.0%	106
Fast food/drive-in last 6 months: dinner	24,589	51.1%	105

**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.



329 E Wisconsin Ave, Oconomowoc, WI 53066  
Drive Time: 15 Minutes

Latitude: 43.10962  
Longitude: -88.49454

Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Fast food/drive-in last 6 months: weekday	35,044	72.8%	109
Fast food/drive-in last 6 months: weekend	24,157	50.2%	103
Fast food/drive-in last 6 months: A & W	2,587	5.4%	105
Fast food/drive-in last 6 months: Arby's	11,354	23.6%	112
Fast food/drive-in last 6 months: Boston Market	3,610	7.5%	140
Fast food/drive-in last 6 months: Burger King	18,579	38.6%	104
Fast food/drive-in last 6 months: Captain D's	1,455	3.0%	56
Fast food/drive-in last 6 months: Carl's Jr.	3,069	6.4%	109
Fast food/drive-in last 6 months: Checkers	1,212	2.5%	74
Fast food/drive-in last 6 months: Chick-fil-A	7,335	15.2%	121
Fast food/drive-in last 6 mo: Chipotle Mex. Grill	4,046	8.4%	155
Fast food/drive-in last 6 months: Chuck E. Cheese's	1,947	4.0%	88
Fast food/drive-in last 6 months: Church's Fr. Chicken	1,212	2.5%	56
Fast food/drive-in last 6 months: Dairy Queen	8,391	17.4%	104
Fast food/drive-in last 6 months: Del Taco	1,638	3.4%	105
Fast food/drive-in last 6 months: Domino's Pizza	6,092	12.7%	89
Fast food/drive-in last 6 months: Dunkin' Donuts	7,383	15.3%	133
Fast food/drive-in last 6 months: Fuddruckers	1,695	3.5%	122
Fast food/drive-in last 6 months: Hardee's	2,483	5.2%	66
Fast food/drive-in last 6 months: Jack in the Box	5,035	10.5%	96
Fast food/drive-in last 6 months: KFC	13,501	28.0%	96
Fast food/drive-in last 6 months: Little Caesars	2,627	5.5%	80
Fast food/drive-in last 6 months: Long John Silver's	2,655	5.5%	76
Fast food/drive-in last 6 months: McDonald's	27,516	57.1%	101
Fast food/drive-in last 6 months: Panera Bread	7,219	15.0%	161
Fast food/drive-in last 6 months: Papa John's	5,019	10.4%	116
Fast food/drive-in last 6 months: Pizza Hut	10,744	22.3%	95
Fast food/drive-in last 6 months: Popeyes	2,831	5.9%	81
Fast food/drive-in last 6 months: Quiznos	6,085	12.6%	132
Fast food/drive-in last 6 months: Sonic Drive-In	4,790	9.9%	86
Fast food/drive-in last 6 months: Starbucks	9,838	20.4%	140
Fast food/drive-in last 6 months: Steak n Shake	3,006	6.2%	114
Fast food/drive-in last 6 months: Subway	16,489	34.2%	108
Fast food/drive-in last 6 months: Taco Bell	16,056	33.3%	104
Fast food/drive-in last 6 months: Wendy's	16,949	35.2%	109
Fast food/drive-in last 6 months: Whataburger	1,800	3.7%	82
Fast food/drive-in last 6 months: White Castle	1,844	3.8%	88
Fast food/drive-in last 6 months: eat in	19,572	40.6%	106
Fast food/drive-in last 6 months: home delivery	5,310	11.0%	99
Fast food/drive-in last 6 months: take-out/drive-thru	27,407	56.9%	109
Fast food/drive-in last 6 months: take-out/walk-in	13,391	27.8%	113

**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 Mediamark Research & Intelligence LLC. in a nationally representative survey of U.S. households.