

Restaurant Market Potential

The Beaches and Barrier Islands
Area: 241.07 square miles

Prepared by Esri

Demographic Summary	2017	2022	
Population	25,854	28,252	
Population 18+	24,199	26,521	
Households	13,428	14,680	
Median Household Income	\$62,664	\$74,791	
Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Went to family restaurant/steak house in last 6 mo	18,606	76.9%	103
Went to family restaurant/steak house 4+ times/mo	7,597	31.4%	115
Spent at family rest/steak hse last 6 months: <\$31	1,993	8.2%	108
Spent at family rest/steak hse last 6 months: \$31-50	2,048	8.5%	98
Spent at family rest/steak hse last 6 months: \$51-100	3,487	14.4%	97
Spent at family rest/steak hse last 6 months: \$101-200	3,437	14.2%	127
Spent at family rest/steak hse last 6 months: \$201-300	1,111	4.6%	97
Spent at family rest/steak hse last 6 months: \$301+	1,729	7.1%	117
Family restaurant/steak house last 6 months: breakfast	3,337	13.8%	108
Family restaurant/steak house last 6 months: lunch	5,149	21.3%	112
Family restaurant/steak house last 6 months: dinner	11,093	45.8%	99
Family restaurant/steak house last 6 months: snack	373	1.5%	81
Family restaurant/steak house last 6 months: weekday	8,888	36.7%	119
Family restaurant/steak house last 6 months: weekend	8,383	34.6%	84
Fam rest/steak hse/6 months: Applebee`s	5,300	21.9%	96
Fam rest/steak hse/6 months: Bob Evans Farms	1,152	4.8%	129
Fam rest/steak hse/6 months: Buffalo Wild Wings	1,107	4.6%	48
Fam rest/steak hse/6 months: California Pizza Kitchen	819	3.4%	106
Fam rest/steak hse/6 months: Carrabba`s Italian Grill	1,359	5.6%	170
Fam rest/steak hse/6 months: The Cheesecake Factory	1,131	4.7%	74
Fam rest/steak hse/6 months: Chili`s Grill & Bar	2,874	11.9%	107
Fam rest/steak hse/6 months: CiCi`s Pizza	599	2.5%	63
Fam rest/steak hse/6 months: Cracker Barrel	3,752	15.5%	149
Fam rest/steak hse/6 months: Denny`s	1,571	6.5%	73
Fam rest/steak hse/6 months: Golden Corral	1,255	5.2%	69
Fam rest/steak hse/6 months: IHOP	2,342	9.7%	92
Fam rest/steak hse/6 months: Logan`s Roadhouse	842	3.5%	93
Fam rest/steak hse/6 months: LongHorn Steakhouse	1,825	7.5%	154
Fam rest/steak hse/6 months: Olive Garden	4,337	17.9%	106
Fam rest/steak hse/6 months: Outback Steakhouse	2,945	12.2%	133
Fam rest/steak hse/6 months: Red Lobster	3,512	14.5%	126
Fam rest/steak hse/6 months: Red Robin	1,276	5.3%	81
Fam rest/steak hse/6 months: Ruby Tuesday	2,463	10.2%	176
Fam rest/steak hse/6 months: Texas Roadhouse	1,329	5.5%	68
Fam rest/steak hse/6 months: T.G.I. Friday`s	1,058	4.4%	63
Fam rest/steak hse/6 months: Waffle House	887	3.7%	67
Went to fast food/drive-in restaurant in last 6 mo	21,547	89.0%	99
Went to fast food/drive-in restaurant 9+ times/mo	7,389	30.5%	78
Spent at fast food/drive-in last 6 months: <\$11	1,557	6.4%	142
Spent at fast food/drive-in last 6 months: \$11-\$20	2,662	11.0%	132
Spent at fast food/drive-in last 6 months: \$21-\$40	3,136	13.0%	103
Spent at fast food/drive-in last 6 months: \$41-\$50	1,840	7.6%	98
Spent at fast food/drive-in last 6 months: \$51-\$100	3,355	13.9%	83
Spent at fast food/drive-in last 6 months: \$101-\$200	2,255	9.3%	85
Spent at fast food/drive-in last 6 months: \$201+	1,621	6.7%	68

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 2017 and 2022.

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Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Fast food/drive-in last 6 months: eat in	9,592	39.6%	109
Fast food/drive-in last 6 months: home delivery	1,005	4.2%	54
Fast food/drive-in last 6 months: take-out/drive-thru	9,133	37.7%	82
Fast food/drive-in last 6 months: take-out/walk-in	3,891	16.1%	80
Fast food/drive-in last 6 months: breakfast	7,890	32.6%	100
Fast food/drive-in last 6 months: lunch	12,154	50.2%	101
Fast food/drive-in last 6 months: dinner	8,483	35.1%	78
Fast food/drive-in last 6 months: snack	2,269	9.4%	78
Fast food/drive-in last 6 months: weekday	14,818	61.2%	105
Fast food/drive-in last 6 months: weekend	8,732	36.1%	78
Fast food/drive-in last 6 months: A & W	584	2.4%	89
Fast food/drive-in last 6 months: Arby`s	3,320	13.7%	84
Fast food/drive-in last 6 months: Baskin-Robbins	458	1.9%	56
Fast food/drive-in last 6 months: Boston Market	664	2.7%	79
Fast food/drive-in last 6 months: Burger King	4,983	20.6%	70
Fast food/drive-in last 6 months: Captain D`s	813	3.4%	96
Fast food/drive-in last 6 months: Carl`s Jr.	666	2.8%	49
Fast food/drive-in last 6 months: Checkers	723	3.0%	95
Fast food/drive-in last 6 months: Chick-fil-A	3,558	14.7%	78
Fast food/drive-in last 6 months: Chipotle Mex. Grill	1,676	6.9%	58
Fast food/drive-in last 6 months: Chuck E. Cheese`s	560	2.3%	72
Fast food/drive-in last 6 months: Church`s Fr. Chicken	452	1.9%	52
Fast food/drive-in last 6 months: Cold Stone Creamery	432	1.8%	63
Fast food/drive-in last 6 months: Dairy Queen	3,676	15.2%	102
Fast food/drive-in last 6 months: Del Taco	555	2.3%	65
Fast food/drive-in last 6 months: Domino`s Pizza	2,429	10.0%	83
Fast food/drive-in last 6 months: Dunkin` Donuts	3,334	13.8%	110
Fast food/drive-in last 6 months: Hardee`s	1,921	7.9%	141
Fast food/drive-in last 6 months: Jack in the Box	1,160	4.8%	57
Fast food/drive-in last 6 months: KFC	4,024	16.6%	79
Fast food/drive-in last 6 months: Krispy Kreme	952	3.9%	79
Fast food/drive-in last 6 months: Little Caesars	1,634	6.8%	57
Fast food/drive-in last 6 months: Long John Silver`s	913	3.8%	85
Fast food/drive-in last 6 months: McDonald`s	11,592	47.9%	89
Went to Panda Express in last 6 months	1,022	4.2%	52
Fast food/drive-in last 6 months: Panera Bread	2,900	12.0%	104
Fast food/drive-in last 6 months: Papa John`s	1,309	5.4%	63
Fast food/drive-in last 6 months: Papa Murphy`s	1,104	4.6%	95
Fast food/drive-in last 6 months: Pizza Hut	2,842	11.7%	61
Fast food/drive-in last 6 months: Popeyes Chicken	1,317	5.4%	69
Fast food/drive-in last 6 months: Quiznos	630	2.6%	107
Fast food/drive-in last 6 months: Sonic Drive-In	2,423	10.0%	90
Fast food/drive-in last 6 months: Starbucks	3,110	12.9%	80
Fast food/drive-in last 6 months: Steak `n Shake	1,197	4.9%	93
Fast food/drive-in last 6 months: Subway	6,920	28.6%	92
Fast food/drive-in last 6 months: Taco Bell	4,478	18.5%	61
Fast food/drive-in last 6 months: Wendy`s	5,485	22.7%	84
Fast food/drive-in last 6 months: Whataburger	742	3.1%	70
Fast food/drive-in last 6 months: White Castle	661	2.7%	86

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Went to fine dining restaurant last month	3,427	14.2%	132
Went to fine dining restaurant 3+ times last month	964	4.0%	129
Spent at fine dining rest in last 6 months: <\$51	598	2.5%	131
Spent at fine dining rest in last 6 months: \$51-\$100	761	3.1%	93
Spent at fine dining rest in last 6 months: \$101-\$200	841	3.5%	107
Spent at fine dining rest in last 6 months: \$201+	1,283	5.3%	158

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