

Demographic Summary	2015	2020
Population	24,246	25,589
Population 18+	22,645	24,041
Households	12,626	13,365
Median Household Income	\$54,387	\$64,335

  

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Went to family restaurant/steak house in last 6 mo	17,575	77.6%	103
Went to family restaurant/steak house 4+ times/mo	7,755	34.2%	119
Spent at family rest/steak hse last 6 months: <\$31	1,599	7.1%	98
Spent at family rest/steak hse last 6 months: \$31-50	2,060	9.1%	107
Spent at family rest/steak hse last 6 months: \$51-100	3,411	15.1%	100
Spent at family rest/steak hse last 6 months: \$101-200	2,959	13.1%	107
Spent at family rest/steak hse last 6 months: \$201-300	1,320	5.8%	98
Spent at family rest/steak hse last 6 months: \$301+	1,899	8.4%	113
Family restaurant/steak house last 6 months: breakfast	3,078	13.6%	108
Family restaurant/steak house last 6 months: lunch	5,014	22.1%	114
Family restaurant/steak house last 6 months: dinner	10,888	48.1%	101
Family restaurant/steak house last 6 months: snack	422	1.9%	106
Family restaurant/steak house last 6 months: weekday	9,311	41.1%	129
Family restaurant/steak house last 6 months: weekend	8,811	38.9%	92
Fam rest/steak hse/6 months: Applebee` s	5,554	24.5%	99
Fam rest/steak hse/6 months: Bob Evans Farms	1,242	5.5%	147
Fam rest/steak hse/6 months: Buffalo Wild Wings	1,012	4.5%	59
Fam rest/steak hse/6 months: California Pizza Kitchen	619	2.7%	84
Fam rest/steak hse/6 months: Carrabba` s Italian Grill	2,085	9.2%	300
Fam rest/steak hse/6 months: The Cheesecake Factory	1,878	8.3%	121
Fam rest/steak hse/6 months: Chili` s Grill & Bar	2,532	11.2%	92
Fam rest/steak hse/6 months: CiCi` s Pizza	568	2.5%	57
Fam rest/steak hse/6 months: Cracker Barrel	3,626	16.0%	165
Fam rest/steak hse/6 months: Denny` s	2,044	9.0%	95
Fam rest/steak hse/6 months: Golden Corral	2,067	9.1%	106
Fam rest/steak hse/6 months: IHOP	2,765	12.2%	105
Fam rest/steak hse/6 months: Logan` s Roadhouse	796	3.5%	99
Fam rest/steak hse/6 months: LongHorn Steakhouse	1,405	6.2%	144
Fam rest/steak hse/6 months: Old Country Buffet	458	2.0%	96
Fam rest/steak hse/6 months: Olive Garden	4,917	21.7%	124
Fam rest/steak hse/6 months: Outback Steakhouse	3,304	14.6%	147
Fam rest/steak hse/6 months: Red Lobster	3,740	16.5%	131
Fam rest/steak hse/6 months: Red Robin	1,286	5.7%	95
Fam rest/steak hse/6 months: Ruby Tuesday	2,670	11.8%	171
Fam rest/steak hse/6 months: Texas Roadhouse	1,231	5.4%	73
Fam rest/steak hse/6 months: T.G.I. Friday` s	969	4.3%	53
Fam rest/steak hse/6 months: Waffle House	1,227	5.4%	100
Went to fast food/drive-in restaurant in last 6 mo	20,369	89.9%	100
Went to fast food/drive-in restaurant 9+ times/mo	7,476	33.0%	82
Spent at fast food/drive-in last 6 months: <\$11	1,256	5.5%	127
Spent at fast food/drive-in last 6 months: \$11-\$20	1,943	8.6%	112
Spent at fast food/drive-in last 6 months: \$21-\$40	3,361	14.8%	123
Spent at fast food/drive-in last 6 months: \$41-\$50	2,126	9.4%	124
Spent at fast food/drive-in last 6 months: \$51-\$100	3,414	15.1%	91
Spent at fast food/drive-in last 6 months: \$101-\$200	2,640	11.7%	97
Spent at fast food/drive-in last 6 months: \$201+	1,792	7.9%	65

**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 2015 and 2020.

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Fast food/drive-in last 6 months: eat in	9,159	40.4%	111
Fast food/drive-in last 6 months: home delivery	895	4.0%	50
Fast food/drive-in last 6 months: take-out/drive-thru	8,894	39.3%	84
Fast food/drive-in last 6 months: take-out/walk-in	3,535	15.6%	80
Fast food/drive-in last 6 months: breakfast	7,676	33.9%	103
Fast food/drive-in last 6 months: lunch	11,183	49.4%	98
Fast food/drive-in last 6 months: dinner	7,967	35.2%	79
Fast food/drive-in last 6 months: snack	2,639	11.7%	93
Fast food/drive-in last 6 months: weekday	14,066	62.1%	105
Fast food/drive-in last 6 months: weekend	7,900	34.9%	76
Fast food/drive-in last 6 months: A & W	704	3.1%	95
Fast food/drive-in last 6 months: Arby`s	3,352	14.8%	88
Fast food/drive-in last 6 months: Baskin-Robbins	664	2.9%	84
Fast food/drive-in last 6 months: Boston Market	566	2.5%	73
Fast food/drive-in last 6 months: Burger King	6,300	27.8%	88
Fast food/drive-in last 6 months: Captain D`s	428	1.9%	55
Fast food/drive-in last 6 months: Carl`s Jr.	996	4.4%	75
Fast food/drive-in last 6 months: Checkers	632	2.8%	95
Fast food/drive-in last 6 months: Chick-fil-A	3,900	17.2%	104
Fast food/drive-in last 6 months: Chipotle Mex. Grill	1,065	4.7%	50
Fast food/drive-in last 6 months: Chuck E. Cheese`s	350	1.5%	43
Fast food/drive-in last 6 months: Church`s Fr. Chicken	429	1.9%	53
Fast food/drive-in last 6 months: Cold Stone Creamery	524	2.3%	69
Fast food/drive-in last 6 months: Dairy Queen	3,289	14.5%	104
Fast food/drive-in last 6 months: Del Taco	470	2.1%	59
Fast food/drive-in last 6 months: Domino`s Pizza	1,589	7.0%	60
Fast food/drive-in last 6 months: Dunkin` Donuts	2,329	10.3%	91
Fast food/drive-in last 6 months: Hardee`s	1,850	8.2%	136
Fast food/drive-in last 6 months: Jack in the Box	1,126	5.0%	58
Fast food/drive-in last 6 months: KFC	3,833	16.9%	73
Fast food/drive-in last 6 months: Krispy Kreme	802	3.5%	84
Fast food/drive-in last 6 months: Little Caesars	1,097	4.8%	44
Fast food/drive-in last 6 months: Long John Silver`s	868	3.8%	68
Fast food/drive-in last 6 months: McDonald`s	12,156	53.7%	96
Fast food/drive-in last 6 months: Panera Bread	2,524	11.1%	106
Fast food/drive-in last 6 months: Papa John`s	1,343	5.9%	63
Fast food/drive-in last 6 months: Papa Murphy`s	1,036	4.6%	110
Fast food/drive-in last 6 months: Pizza Hut	3,782	16.7%	83
Fast food/drive-in last 6 months: Popeyes Chicken	996	4.4%	57
Fast food/drive-in last 6 months: Quiznos	877	3.9%	94
Fast food/drive-in last 6 months: Sonic Drive-In	2,040	9.0%	87
Fast food/drive-in last 6 months: Starbucks	3,036	13.4%	92
Fast food/drive-in last 6 months: Steak `n Shake	1,378	6.1%	126
Fast food/drive-in last 6 months: Subway	7,215	31.9%	95
Fast food/drive-in last 6 months: Taco Bell	5,050	22.3%	70
Fast food/drive-in last 6 months: Wendy`s	6,370	28.1%	98
Fast food/drive-in last 6 months: Whataburger	603	2.7%	70
Fast food/drive-in last 6 months: White Castle	546	2.4%	72

**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 2015 and 2020.

# Restaurant Market Potential

The Beaches and Barrier Islands Community  
 Area: 241.7 square miles

Prepared by Esri  
 Latitude: 26.58748410  
 Longitude: -82.1436271

Went to fine dining restaurant last month	3,429	15.1%	130
Went to fine dining restaurant 3+ times last month	1,093	4.8%	148
Spent at fine dining rest in last 6 months: <\$51	464	2.0%	103
Spent at fine dining rest in last 6 months: \$51-\$100	874	3.9%	104
Spent at fine dining rest in last 6 months: \$101-\$200	1,324	5.8%	161
Spent at fine dining rest in last 6 months: \$201+	1,202	5.3%	127

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