

<b>Demographic Summary</b>	<b>2016</b>	<b>2021</b>	
Population	24,800	26,787	
Population 18+	23,171	25,176	
Households	12,873	13,896	
Median Household Income	\$58,592	\$67,257	
<b>Product/Consumer Behavior</b>	<b>Expected Number of Adults</b>	<b>Percent</b>	<b>MPI</b>
Went to family restaurant/steak house in last 6 mo	17,889	77.2%	104
Went to family restaurant/steak house 4+ times/mo	7,597	32.8%	119
Spent at family rest/steak hse last 6 months: <\$31	1,744	7.5%	106
Spent at family rest/steak hse last 6 months: \$31-50	2,048	8.8%	107
Spent at family rest/steak hse last 6 months: \$51-100	3,334	14.4%	95
Spent at family rest/steak hse last 6 months: \$101-200	3,225	13.9%	117
Spent at family rest/steak hse last 6 months: \$201-300	1,189	5.1%	95
Spent at family rest/steak hse last 6 months: \$301+	2,051	8.9%	121
Family restaurant/steak house last 6 months: breakfast	3,294	14.2%	113
Family restaurant/steak house last 6 months: lunch	4,894	21.1%	112
Family restaurant/steak house last 6 months: dinner	11,077	47.8%	103
Family restaurant/steak house last 6 months: snack	550	2.4%	125
Family restaurant/steak house last 6 months: weekday	9,489	41.0%	135
Family restaurant/steak house last 6 months: weekend	8,778	37.9%	92
Fam rest/steak hse/6 months: Applebee`s	5,772	24.9%	105
Fam rest/steak hse/6 months: Bob Evans Farms	1,054	4.5%	124
Fam rest/steak hse/6 months: Buffalo Wild Wings	1,070	4.6%	54
Fam rest/steak hse/6 months: California Pizza Kitchen	844	3.6%	109
Fam rest/steak hse/6 months: Carrabba`s Italian Grill	1,677	7.2%	233
Fam rest/steak hse/6 months: The Cheesecake Factory	1,776	7.7%	117
Fam rest/steak hse/6 months: Chili`s Grill & Bar	2,769	12.0%	99
Fam rest/steak hse/6 months: CiCi`s Pizza	575	2.5%	64
Fam rest/steak hse/6 months: Cracker Barrel	3,908	16.9%	168
Fam rest/steak hse/6 months: Denny`s	1,872	8.1%	87
Fam rest/steak hse/6 months: Golden Corral	1,440	6.2%	77
Fam rest/steak hse/6 months: IHOP	2,734	11.8%	105
Fam rest/steak hse/6 months: Logan`s Roadhouse	768	3.3%	97
Fam rest/steak hse/6 months: LongHorn Steakhouse	1,667	7.2%	151
Fam rest/steak hse/6 months: Old Country Buffet	404	1.7%	101
Fam rest/steak hse/6 months: Olive Garden	4,542	19.6%	113
Fam rest/steak hse/6 months: Outback Steakhouse	3,384	14.6%	154
Fam rest/steak hse/6 months: Red Lobster	3,494	15.1%	125
Fam rest/steak hse/6 months: Red Robin	1,048	4.5%	74
Fam rest/steak hse/6 months: Ruby Tuesday	2,872	12.4%	204
Fam rest/steak hse/6 months: Texas Roadhouse	1,172	5.1%	67
Fam rest/steak hse/6 months: T.G.I. Friday`s	1,017	4.4%	58
Fam rest/steak hse/6 months: Waffle House	1,246	5.4%	102
Went to fast food/drive-in restaurant in last 6 mo	20,720	89.4%	99
Went to fast food/drive-in restaurant 9+ times/mo	8,032	34.7%	88
Spent at fast food/drive-in last 6 months: <\$11	1,322	5.7%	133
Spent at fast food/drive-in last 6 months: \$11-\$20	1,869	8.1%	109
Spent at fast food/drive-in last 6 months: \$21-\$40	3,162	13.6%	116
Spent at fast food/drive-in last 6 months: \$41-\$50	2,139	9.2%	122
Spent at fast food/drive-in last 6 months: \$51-\$100	2,992	12.9%	77
Spent at fast food/drive-in last 6 months: \$101-\$200	3,070	13.2%	110
Spent at fast food/drive-in last 6 months: \$201+	1,999	8.6%	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 GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2016 and 2021.

# Restaurant Market Potential

The Beaches and Barrier Islands Community  
Area: 241.7 square miles

Prepared by Esri

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Fast food/drive-in last 6 months: eat in	9,292	40.1%	110
Fast food/drive-in last 6 months: home delivery	924	4.0%	52
Fast food/drive-in last 6 months: take-out/drive-thru	9,118	39.4%	85
Fast food/drive-in last 6 months: take-out/walk-in	3,920	16.9%	87
Fast food/drive-in last 6 months: breakfast	7,853	33.9%	104
Fast food/drive-in last 6 months: lunch	11,662	50.3%	101
Fast food/drive-in last 6 months: dinner	8,277	35.7%	81
Fast food/drive-in last 6 months: snack	2,567	11.1%	92
Fast food/drive-in last 6 months: weekday	14,368	62.0%	106
Fast food/drive-in last 6 months: weekend	8,590	37.1%	81
Fast food/drive-in last 6 months: A & W	485	2.1%	75
Fast food/drive-in last 6 months: Arby`s	3,046	13.1%	83
Fast food/drive-in last 6 months: Baskin-Robbins	648	2.8%	85
Fast food/drive-in last 6 months: Boston Market	561	2.4%	71
Fast food/drive-in last 6 months: Burger King	5,420	23.4%	77
Fast food/drive-in last 6 months: Captain D`s	554	2.4%	70
Fast food/drive-in last 6 months: Carl`s Jr.	943	4.1%	73
Fast food/drive-in last 6 months: Checkers	614	2.6%	93
Fast food/drive-in last 6 months: Chick-fil-A	3,992	17.2%	96
Fast food/drive-in last 6 months: Chipotle Mex. Grill	1,420	6.1%	59
Fast food/drive-in last 6 months: Chuck E. Cheese`s	416	1.8%	54
Fast food/drive-in last 6 months: Church`s Fr. Chicken	432	1.9%	57
Fast food/drive-in last 6 months: Cold Stone Creamery	590	2.5%	84
Fast food/drive-in last 6 months: Dairy Queen	3,220	13.9%	98
Fast food/drive-in last 6 months: Del Taco	634	2.7%	76
Fast food/drive-in last 6 months: Domino`s Pizza	1,873	8.1%	68
Fast food/drive-in last 6 months: Dunkin` Donuts	2,981	12.9%	108
Fast food/drive-in last 6 months: Hardee`s	1,472	6.4%	110
Fast food/drive-in last 6 months: Jack in the Box	1,108	4.8%	58
Fast food/drive-in last 6 months: KFC	3,990	17.2%	81
Fast food/drive-in last 6 months: Krispy Kreme	922	4.0%	86
Fast food/drive-in last 6 months: Little Caesars	1,348	5.8%	51
Fast food/drive-in last 6 months: Long John Silver`s	875	3.8%	74
Fast food/drive-in last 6 months: McDonald`s	12,105	52.2%	95
Went to Panda Express in last 6 months	1,008	4.4%	57
Fast food/drive-in last 6 months: Panera Bread	2,849	12.3%	108
Fast food/drive-in last 6 months: Papa John`s	1,420	6.1%	69
Fast food/drive-in last 6 months: Papa Murphy`s	854	3.7%	87
Fast food/drive-in last 6 months: Pizza Hut	4,082	17.6%	88
Fast food/drive-in last 6 months: Popeyes Chicken	970	4.2%	54
Fast food/drive-in last 6 months: Quiznos	588	2.5%	79
Fast food/drive-in last 6 months: Sonic Drive-In	2,265	9.8%	95
Fast food/drive-in last 6 months: Starbucks	3,364	14.5%	99
Fast food/drive-in last 6 months: Steak `n Shake	1,301	5.6%	111
Fast food/drive-in last 6 months: Subway	7,007	30.2%	93
Fast food/drive-in last 6 months: Taco Bell	5,227	22.6%	73
Fast food/drive-in last 6 months: Wendy`s	5,680	24.5%	88
Fast food/drive-in last 6 months: Whataburger	762	3.3%	78
Fast food/drive-in last 6 months: White Castle	517	2.2%	77

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# Restaurant Market Potential

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Went to fine dining restaurant last month	3,797	16.4%	146
Went to fine dining restaurant 3+ times last month	1,300	5.6%	179
Spent at fine dining rest in last 6 months: <\$51	702	3.0%	149
Spent at fine dining rest in last 6 months: \$51-\$100	797	3.4%	93
Spent at fine dining rest in last 6 months: \$101-\$200	1,343	5.8%	156
Spent at fine dining rest in last 6 months: \$201+	1,290	5.6%	141

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