

Demographic Summary	2015	2020
Population	12,162	13,478
Population 18+	10,176	11,398
Households	3,689	4,230
Median Household Income	\$83,557	\$89,164

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Went to family restaurant/steak house in last 6 mo	8,211	80.7%	107
Went to family restaurant/steak house 4+ times/mo	3,536	34.7%	121
Spent at family rest/steak hse last 6 months: <\$31	534	5.2%	73
Spent at family rest/steak hse last 6 months: \$31-50	866	8.5%	100
Spent at family rest/steak hse last 6 months: \$51-100	1,721	16.9%	113
Spent at family rest/steak hse last 6 months: \$101-200	1,515	14.9%	122
Spent at family rest/steak hse last 6 months: \$201-300	734	7.2%	122
Spent at family rest/steak hse last 6 months: \$301+	1,050	10.3%	139
Family restaurant/steak house last 6 months: breakfast	1,453	14.3%	114
Family restaurant/steak house last 6 months: lunch	2,212	21.7%	112
Family restaurant/steak house last 6 months: dinner	5,441	53.5%	112
Family restaurant/steak house last 6 months: snack	232	2.3%	130
Family restaurant/steak house last 6 months: weekday	4,178	41.1%	129
Family restaurant/steak house last 6 months: weekend	4,671	45.9%	108
Fam rest/steak hse/6 months: Applebee` s	2,638	25.9%	104
Fam rest/steak hse/6 months: Bob Evans Farms	415	4.1%	110
Fam rest/steak hse/6 months: Buffalo Wild Wings	855	8.4%	110
Fam rest/steak hse/6 months: California Pizza Kitchen	413	4.1%	125
Fam rest/steak hse/6 months: Carrabba`s Italian Grill	778	7.6%	249
Fam rest/steak hse/6 months: The Cheesecake Factory	901	8.9%	130
Fam rest/steak hse/6 months: Chili`s Grill & Bar	1,442	14.2%	116
Fam rest/steak hse/6 months: CiCi`s Pizza	291	2.9%	65
Fam rest/steak hse/6 months: Cracker Barrel	1,417	13.9%	143
Fam rest/steak hse/6 months: Denny`s	729	7.2%	76
Fam rest/steak hse/6 months: Golden Corral	712	7.0%	81
Fam rest/steak hse/6 months: IHOP	1,298	12.8%	109
Fam rest/steak hse/6 months: Logan`s Roadhouse	360	3.5%	99
Fam rest/steak hse/6 months: LongHorn Steakhouse	666	6.5%	152
Fam rest/steak hse/6 months: Old Country Buffet	176	1.7%	82
Fam rest/steak hse/6 months: Olive Garden	2,343	23.0%	131
Fam rest/steak hse/6 months: Outback Steakhouse	1,482	14.6%	147
Fam rest/steak hse/6 months: Red Lobster	1,385	13.6%	108
Fam rest/steak hse/6 months: Red Robin	751	7.4%	124
Fam rest/steak hse/6 months: Ruby Tuesday	1,061	10.4%	151
Fam rest/steak hse/6 months: Texas Roadhouse	825	8.1%	109
Fam rest/steak hse/6 months: T.G.I. Friday`s	623	6.1%	76
Fam rest/steak hse/6 months: Waffle House	565	5.6%	102
Went to fast food/drive-in restaurant in last 6 mo	9,301	91.4%	101
Went to fast food/drive-in restaurant 9+ times/mo	3,951	38.8%	96
Spent at fast food/drive-in last 6 months: <\$11	443	4.4%	100
Spent at fast food/drive-in last 6 months: \$11-\$20	727	7.1%	93
Spent at fast food/drive-in last 6 months: \$21-\$40	1,441	14.2%	117
Spent at fast food/drive-in last 6 months: \$41-\$50	885	8.7%	115
Spent at fast food/drive-in last 6 months: \$51-\$100	1,676	16.5%	99
Spent at fast food/drive-in last 6 months: \$101-\$200	1,446	14.2%	118
Spent at fast food/drive-in last 6 months: \$201+	1,181	11.6%	95

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	4,008	39.4%	108
Fast food/drive-in last 6 months: home delivery	554	5.4%	69
Fast food/drive-in last 6 months: take-out/drive-thru	4,869	47.8%	102
Fast food/drive-in last 6 months: take-out/walk-in	1,887	18.5%	95
Fast food/drive-in last 6 months: breakfast	3,532	34.7%	105
Fast food/drive-in last 6 months: lunch	5,533	54.4%	108
Fast food/drive-in last 6 months: dinner	4,358	42.8%	97
Fast food/drive-in last 6 months: snack	1,481	14.6%	116
Fast food/drive-in last 6 months: weekday	6,625	65.1%	110
Fast food/drive-in last 6 months: weekend	4,359	42.8%	94
Fast food/drive-in last 6 months: A & W	243	2.4%	73
Fast food/drive-in last 6 months: Arby`s	1,694	16.6%	99
Fast food/drive-in last 6 months: Baskin-Robbins	383	3.8%	108
Fast food/drive-in last 6 months: Boston Market	250	2.5%	72
Fast food/drive-in last 6 months: Burger King	2,939	28.9%	91
Fast food/drive-in last 6 months: Captain D`s	243	2.4%	70
Fast food/drive-in last 6 months: Carl`s Jr.	526	5.2%	88
Fast food/drive-in last 6 months: Checkers	285	2.8%	96
Fast food/drive-in last 6 months: Chick-fil-A	2,477	24.3%	147
Fast food/drive-in last 6 months: Chipotle Mex. Grill	903	8.9%	95
Fast food/drive-in last 6 months: Chuck E. Cheese`s	207	2.0%	57
Fast food/drive-in last 6 months: Church`s Fr. Chicken	219	2.2%	60
Fast food/drive-in last 6 months: Cold Stone Creamery	379	3.7%	110
Fast food/drive-in last 6 months: Dairy Queen	1,604	15.8%	113
Fast food/drive-in last 6 months: Del Taco	250	2.5%	70
Fast food/drive-in last 6 months: Domino`s Pizza	1,082	10.6%	90
Fast food/drive-in last 6 months: Dunkin` Donuts	1,028	10.1%	89
Fast food/drive-in last 6 months: Hardee`s	682	6.7%	111
Fast food/drive-in last 6 months: Jack in the Box	604	5.9%	69
Fast food/drive-in last 6 months: KFC	1,910	18.8%	81
Fast food/drive-in last 6 months: Krispy Kreme	413	4.1%	96
Fast food/drive-in last 6 months: Little Caesars	793	7.8%	71
Fast food/drive-in last 6 months: Long John Silver`s	415	4.1%	73
Fast food/drive-in last 6 months: McDonald`s	5,739	56.4%	101
Fast food/drive-in last 6 months: Panera Bread	1,450	14.2%	136
Fast food/drive-in last 6 months: Papa John`s	1,026	10.1%	107
Fast food/drive-in last 6 months: Papa Murphy`s	535	5.3%	126
Fast food/drive-in last 6 months: Pizza Hut	1,813	17.8%	89
Fast food/drive-in last 6 months: Popeyes Chicken	493	4.8%	63
Fast food/drive-in last 6 months: Quiznos	422	4.1%	100
Fast food/drive-in last 6 months: Sonic Drive-In	1,170	11.5%	111
Fast food/drive-in last 6 months: Starbucks	2,000	19.7%	134
Fast food/drive-in last 6 months: Steak `n Shake	616	6.1%	126
Fast food/drive-in last 6 months: Subway	3,640	35.8%	107
Fast food/drive-in last 6 months: Taco Bell	2,740	26.9%	85
Fast food/drive-in last 6 months: Wendy`s	3,180	31.3%	109
Fast food/drive-in last 6 months: Whataburger	362	3.6%	94
Fast food/drive-in last 6 months: White Castle	282	2.8%	83

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.

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Restaurant Market Potential

Gateway/Airport Community
Area: 38.93 square miles

Prepared by Esri
Latitude: 26.51341012
Longitude: -81.7552201

Went to fine dining restaurant last month	1,636	16.1%	138
Went to fine dining restaurant 3+ times last month	516	5.1%	156
Spent at fine dining rest in last 6 months: <\$51	189	1.9%	93
Spent at fine dining rest in last 6 months: \$51-\$100	421	4.1%	111
Spent at fine dining rest in last 6 months: \$101-\$200	600	5.9%	162
Spent at fine dining rest in last 6 months: \$201+	595	5.8%	140

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