



Restaurant Market Potential

7472 US Highway 27 N, Davenport, Florida, 33897
Ring: 1 mile radius

Prepared by Esri
Latitude: 28.26394
Longitude: -81.66000

Demographic Summary		2016	2021
Population		2,867	3,429
Population 18+		2,214	2,646
Households		1,022	1,221
Median Household Income		\$50,393	\$54,429
Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Went to family restaurant/steak house in last 6 mo	1,760	79.5%	107
Went to family restaurant/steak house 4+ times/mo	706	31.9%	116
Spent at family rest/steak hse last 6 months: <\$31	118	5.3%	75
Spent at family rest/steak hse last 6 months: \$31-50	179	8.1%	98
Spent at family rest/steak hse last 6 months: \$51-100	360	16.3%	108
Spent at family rest/steak hse last 6 months: \$101-200	307	13.9%	116
Spent at family rest/steak hse last 6 months: \$201-300	156	7.0%	130
Spent at family rest/steak hse last 6 months: \$301+	173	7.8%	106
Family restaurant/steak house last 6 months: breakfast	275	12.4%	99
Family restaurant/steak house last 6 months: lunch	415	18.7%	99
Family restaurant/steak house last 6 months: dinner	1,184	53.5%	115
Family restaurant/steak house last 6 months: snack	41	1.9%	97
Family restaurant/steak house last 6 months: weekday	761	34.4%	113
Family restaurant/steak house last 6 months: weekend	1,039	46.9%	114
Fam rest/steak hse/6 months: Applebee`s	575	26.0%	110
Fam rest/steak hse/6 months: Bob Evans Farms	53	2.4%	65
Fam rest/steak hse/6 months: Buffalo Wild Wings	258	11.7%	137
Fam rest/steak hse/6 months: California Pizza Kitchen	64	2.9%	86
Fam rest/steak hse/6 months: Carrabba`s Italian Grill	83	3.7%	121
Fam rest/steak hse/6 months: The Cheesecake Factory	156	7.0%	108
Fam rest/steak hse/6 months: Chili`s Grill & Bar	366	16.5%	137
Fam rest/steak hse/6 months: CiCi`s Pizza	116	5.2%	134
Fam rest/steak hse/6 months: Cracker Barrel	267	12.1%	120
Fam rest/steak hse/6 months: Denny`s	244	11.0%	119
Fam rest/steak hse/6 months: Golden Corral	203	9.2%	114
Fam rest/steak hse/6 months: IHOP	325	14.7%	131
Fam rest/steak hse/6 months: Logan`s Roadhouse	86	3.9%	114
Fam rest/steak hse/6 months: LongHorn Steakhouse	120	5.4%	114
Fam rest/steak hse/6 months: Old Country Buffet	36	1.6%	94
Fam rest/steak hse/6 months: Olive Garden	464	21.0%	121
Fam rest/steak hse/6 months: Outback Steakhouse	262	11.8%	125
Fam rest/steak hse/6 months: Red Lobster	290	13.1%	109
Fam rest/steak hse/6 months: Red Robin	180	8.1%	133
Fam rest/steak hse/6 months: Ruby Tuesday	133	6.0%	99
Fam rest/steak hse/6 months: Texas Roadhouse	220	9.9%	131
Fam rest/steak hse/6 months: T.G.I. Friday`s	179	8.1%	107
Fam rest/steak hse/6 months: Waffle House	144	6.5%	123
Went to fast food/drive-in restaurant in last 6 mo	2,063	93.2%	104
Went to fast food/drive-in restaurant 9+ times/mo	1,016	45.9%	116
Spent at fast food/drive-in last 6 months: <\$11	71	3.2%	75
Spent at fast food/drive-in last 6 months: \$11-\$20	149	6.7%	91
Spent at fast food/drive-in last 6 months: \$21-\$40	233	10.5%	89
Spent at fast food/drive-in last 6 months: \$41-\$50	155	7.0%	93
Spent at fast food/drive-in last 6 months: \$51-\$100	386	17.4%	105
Spent at fast food/drive-in last 6 months: \$101-\$200	302	13.6%	113
Spent at fast food/drive-in last 6 months: \$201+	335	15.1%	125

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.

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Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Fast food/drive-in last 6 months: eat in	845	38.2%	105
Fast food/drive-in last 6 months: home delivery	191	8.6%	113
Fast food/drive-in last 6 months: take-out/drive-thru	1,193	53.9%	116
Fast food/drive-in last 6 months: take-out/walk-in	468	21.1%	109
Fast food/drive-in last 6 months: breakfast	774	35.0%	108
Fast food/drive-in last 6 months: lunch	1,247	56.3%	113
Fast food/drive-in last 6 months: dinner	1,100	49.7%	112
Fast food/drive-in last 6 months: snack	287	13.0%	107
Fast food/drive-in last 6 months: weekday	1,407	63.6%	109
Fast food/drive-in last 6 months: weekend	1,090	49.2%	108
Fast food/drive-in last 6 months: A & W	55	2.5%	89
Fast food/drive-in last 6 months: Arby's	372	16.8%	106
Fast food/drive-in last 6 months: Baskin-Robbins	97	4.4%	132
Fast food/drive-in last 6 months: Boston Market	88	4.0%	117
Fast food/drive-in last 6 months: Burger King	694	31.3%	103
Fast food/drive-in last 6 months: Captain D's	58	2.6%	77
Fast food/drive-in last 6 months: Carl's Jr.	176	7.9%	143
Fast food/drive-in last 6 months: Checkers	63	2.8%	99
Fast food/drive-in last 6 months: Chick-fil-A	625	28.2%	158
Fast food/drive-in last 6 months: Chipotle Mex. Grill	289	13.1%	126
Fast food/drive-in last 6 months: Chuck E. Cheese's	81	3.7%	109
Fast food/drive-in last 6 months: Church's Fr. Chicken	93	4.2%	128
Fast food/drive-in last 6 months: Cold Stone Creamery	84	3.8%	125
Fast food/drive-in last 6 months: Dairy Queen	336	15.2%	107
Fast food/drive-in last 6 months: Del Taco	110	5.0%	138
Fast food/drive-in last 6 months: Domino's Pizza	306	13.8%	117
Fast food/drive-in last 6 months: Dunkin' Donuts	237	10.7%	90
Fast food/drive-in last 6 months: Hardee's	83	3.7%	65
Fast food/drive-in last 6 months: Jack in the Box	302	13.6%	165
Fast food/drive-in last 6 months: KFC	471	21.3%	100
Fast food/drive-in last 6 months: Krispy Kreme	120	5.4%	117
Fast food/drive-in last 6 months: Little Caesars	332	15.0%	132
Fast food/drive-in last 6 months: Long John Silver's	95	4.3%	84
Fast food/drive-in last 6 months: McDonald's	1,284	58.0%	105
Went to Panda Express in last 6 months	254	11.5%	150
Fast food/drive-in last 6 months: Panera Bread	296	13.4%	118
Fast food/drive-in last 6 months: Papa John's	284	12.8%	144
Fast food/drive-in last 6 months: Papa Murphy's	149	6.7%	159
Fast food/drive-in last 6 months: Pizza Hut	434	19.6%	98
Fast food/drive-in last 6 months: Popeyes Chicken	216	9.8%	125
Fast food/drive-in last 6 months: Quiznos	97	4.4%	137
Fast food/drive-in last 6 months: Sonic Drive-In	291	13.1%	127
Fast food/drive-in last 6 months: Starbucks	381	17.2%	117
Fast food/drive-in last 6 months: Steak 'n Shake	123	5.6%	110
Fast food/drive-in last 6 months: Subway	842	38.0%	117
Fast food/drive-in last 6 months: Taco Bell	800	36.1%	117
Fast food/drive-in last 6 months: Wendy's	608	27.5%	99
Fast food/drive-in last 6 months: Whataburger	184	8.3%	198
Fast food/drive-in last 6 months: White Castle	48	2.2%	75

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.

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Went to fine dining restaurant last month	228	10.3%	92
Went to fine dining restaurant 3+ times last month	65	2.9%	94
Spent at fine dining rest in last 6 months: <\$51	45	2.0%	100
Spent at fine dining rest in last 6 months: \$51-\$100	75	3.4%	92
Spent at fine dining rest in last 6 months: \$101-\$200	76	3.4%	93
Spent at fine dining rest in last 6 months: \$201+	71	3.2%	81

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Restaurant Market Potential

7472 US Highway 27 N, Davenport, Florida, 33897
Ring: 3 mile radius

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Demographic Summary		2016	2021	
Population		11,944	13,802	
Population 18+		9,246	10,681	
Households		4,319	4,982	
Median Household Income		\$52,087	\$56,291	
Product/Consumer Behavior	Expected Number of			
	Adults	Percent	MPI	
Went to family restaurant/steak house in last 6 mo		7,313	79.1%	106
Went to family restaurant/steak house 4+ times/mo		2,895	31.3%	114
Spent at family rest/steak hse last 6 months: <\$31		496	5.4%	76
Spent at family rest/steak hse last 6 months: \$31-50		766	8.3%	101
Spent at family rest/steak hse last 6 months: \$51-100		1,498	16.2%	107
Spent at family rest/steak hse last 6 months: \$101-200		1,340	14.5%	122
Spent at family rest/steak hse last 6 months: \$201-300		653	7.1%	130
Spent at family rest/steak hse last 6 months: \$301+		725	7.8%	107
Family restaurant/steak house last 6 months: breakfast		1,115	12.1%	96
Family restaurant/steak house last 6 months: lunch		1,720	18.6%	99
Family restaurant/steak house last 6 months: dinner		4,939	53.4%	115
Family restaurant/steak house last 6 months: snack		146	1.6%	83
Family restaurant/steak house last 6 months: weekday		3,131	33.9%	111
Family restaurant/steak house last 6 months: weekend		4,307	46.6%	113
Fam rest/steak hse/6 months: Applebee`s		2,390	25.8%	109
Fam rest/steak hse/6 months: Bob Evans Farms		220	2.4%	65
Fam rest/steak hse/6 months: Buffalo Wild Wings		1,080	11.7%	137
Fam rest/steak hse/6 months: California Pizza Kitchen		271	2.9%	87
Fam rest/steak hse/6 months: Carrabba`s Italian Grill		333	3.6%	116
Fam rest/steak hse/6 months: The Cheesecake Factory		639	6.9%	106
Fam rest/steak hse/6 months: Chili`s Grill & Bar		1,522	16.5%	136
Fam rest/steak hse/6 months: CiCi`s Pizza		450	4.9%	125
Fam rest/steak hse/6 months: Cracker Barrel		1,131	12.2%	122
Fam rest/steak hse/6 months: Denny`s		989	10.7%	116
Fam rest/steak hse/6 months: Golden Corral		834	9.0%	112
Fam rest/steak hse/6 months: IHOP		1,377	14.9%	133
Fam rest/steak hse/6 months: Logan`s Roadhouse		371	4.0%	117
Fam rest/steak hse/6 months: LongHorn Steakhouse		501	5.4%	114
Fam rest/steak hse/6 months: Old Country Buffet		153	1.7%	96
Fam rest/steak hse/6 months: Olive Garden		1,952	21.1%	122
Fam rest/steak hse/6 months: Outback Steakhouse		1,083	11.7%	124
Fam rest/steak hse/6 months: Red Lobster		1,245	13.5%	112
Fam rest/steak hse/6 months: Red Robin		739	8.0%	131
Fam rest/steak hse/6 months: Ruby Tuesday		535	5.8%	95
Fam rest/steak hse/6 months: Texas Roadhouse		961	10.4%	137
Fam rest/steak hse/6 months: T.G.I. Friday`s		701	7.6%	101
Fam rest/steak hse/6 months: Waffle House		595	6.4%	122
Went to fast food/drive-in restaurant in last 6 mo		8,559	92.6%	103
Went to fast food/drive-in restaurant 9+ times/mo		4,246	45.9%	116
Spent at fast food/drive-in last 6 months: <\$11		301	3.3%	76
Spent at fast food/drive-in last 6 months: \$11-\$20		590	6.4%	86
Spent at fast food/drive-in last 6 months: \$21-\$40		982	10.6%	90
Spent at fast food/drive-in last 6 months: \$41-\$50		680	7.4%	97
Spent at fast food/drive-in last 6 months: \$51-\$100		1,605	17.4%	104
Spent at fast food/drive-in last 6 months: \$101-\$200		1,306	14.1%	117
Spent at fast food/drive-in last 6 months: \$201+		1,364	14.8%	122

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Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Fast food/drive-in last 6 months: eat in	3,514	38.0%	105
Fast food/drive-in last 6 months: home delivery	789	8.5%	111
Fast food/drive-in last 6 months: take-out/drive-thru	4,963	53.7%	116
Fast food/drive-in last 6 months: take-out/walk-in	1,843	19.9%	102
Fast food/drive-in last 6 months: breakfast	3,196	34.6%	107
Fast food/drive-in last 6 months: lunch	5,179	56.0%	112
Fast food/drive-in last 6 months: dinner	4,570	49.4%	112
Fast food/drive-in last 6 months: snack	1,133	12.3%	101
Fast food/drive-in last 6 months: weekday	5,859	63.4%	109
Fast food/drive-in last 6 months: weekend	4,514	48.8%	107
Fast food/drive-in last 6 months: A & W	236	2.6%	92
Fast food/drive-in last 6 months: Arby's	1,640	17.7%	112
Fast food/drive-in last 6 months: Baskin-Robbins	398	4.3%	130
Fast food/drive-in last 6 months: Boston Market	343	3.7%	109
Fast food/drive-in last 6 months: Burger King	2,884	31.2%	103
Fast food/drive-in last 6 months: Captain D's	267	2.9%	85
Fast food/drive-in last 6 months: Carl's Jr.	736	8.0%	143
Fast food/drive-in last 6 months: Checkers	243	2.6%	92
Fast food/drive-in last 6 months: Chick-fil-A	2,596	28.1%	157
Fast food/drive-in last 6 months: Chipotle Mex. Grill	1,172	12.7%	122
Fast food/drive-in last 6 months: Chuck E. Cheese's	299	3.2%	96
Fast food/drive-in last 6 months: Church's Fr. Chicken	379	4.1%	125
Fast food/drive-in last 6 months: Cold Stone Creamery	357	3.9%	127
Fast food/drive-in last 6 months: Dairy Queen	1,418	15.3%	109
Fast food/drive-in last 6 months: Del Taco	474	5.1%	142
Fast food/drive-in last 6 months: Domino's Pizza	1,263	13.7%	115
Fast food/drive-in last 6 months: Dunkin' Donuts	926	10.0%	84
Fast food/drive-in last 6 months: Hardee's	378	4.1%	71
Fast food/drive-in last 6 months: Jack in the Box	1,234	13.3%	161
Fast food/drive-in last 6 months: KFC	1,997	21.6%	102
Fast food/drive-in last 6 months: Krispy Kreme	522	5.6%	122
Fast food/drive-in last 6 months: Little Caesars	1,363	14.7%	130
Fast food/drive-in last 6 months: Long John Silver's	420	4.5%	89
Fast food/drive-in last 6 months: McDonald's	5,367	58.0%	105
Went to Panda Express in last 6 months	1,104	11.9%	156
Fast food/drive-in last 6 months: Panera Bread	1,158	12.5%	110
Fast food/drive-in last 6 months: Papa John's	1,147	12.4%	139
Fast food/drive-in last 6 months: Papa Murphy's	614	6.6%	157
Fast food/drive-in last 6 months: Pizza Hut	1,820	19.7%	98
Fast food/drive-in last 6 months: Popeyes Chicken	876	9.5%	122
Fast food/drive-in last 6 months: Quiznos	425	4.6%	143
Fast food/drive-in last 6 months: Sonic Drive-In	1,247	13.5%	131
Fast food/drive-in last 6 months: Starbucks	1,577	17.1%	116
Fast food/drive-in last 6 months: Steak 'n Shake	490	5.3%	105
Fast food/drive-in last 6 months: Subway	3,468	37.5%	116
Fast food/drive-in last 6 months: Taco Bell	3,234	35.0%	113
Fast food/drive-in last 6 months: Wendy's	2,548	27.6%	99
Fast food/drive-in last 6 months: Whataburger	786	8.5%	202
Fast food/drive-in last 6 months: White Castle	198	2.1%	74

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Went to fine dining restaurant last month	969	10.5%	93
Went to fine dining restaurant 3+ times last month	256	2.8%	88
Spent at fine dining rest in last 6 months: <\$51	199	2.2%	106
Spent at fine dining rest in last 6 months: \$51-\$100	312	3.4%	91
Spent at fine dining rest in last 6 months: \$101-\$200	346	3.7%	101
Spent at fine dining rest in last 6 months: \$201+	278	3.0%	76

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Restaurant Market Potential

7472 US Highway 27 N, Davenport, Florida, 33897
Ring: 5 mile radius

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Demographic Summary		2016	2021
Population		31,697	35,519
Population 18+		24,722	27,689
Households		11,438	12,728
Median Household Income		\$51,719	\$56,508
Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Went to family restaurant/steak house in last 6 mo	19,083	77.2%	104
Went to family restaurant/steak house 4+ times/mo	7,583	30.7%	112
Spent at family rest/steak hse last 6 months: <\$31	1,601	6.5%	91
Spent at family rest/steak hse last 6 months: \$31-50	2,040	8.3%	100
Spent at family rest/steak hse last 6 months: \$51-100	3,904	15.8%	105
Spent at family rest/steak hse last 6 months: \$101-200	3,218	13.0%	109
Spent at family rest/steak hse last 6 months: \$201-300	1,556	6.3%	116
Spent at family rest/steak hse last 6 months: \$301+	1,927	7.8%	106
Family restaurant/steak house last 6 months: breakfast	3,107	12.6%	100
Family restaurant/steak house last 6 months: lunch	4,877	19.7%	105
Family restaurant/steak house last 6 months: dinner	12,472	50.4%	109
Family restaurant/steak house last 6 months: snack	450	1.8%	96
Family restaurant/steak house last 6 months: weekday	8,578	34.7%	114
Family restaurant/steak house last 6 months: weekend	10,678	43.2%	105
Fam rest/steak hse/6 months: Applebee`s	6,356	25.7%	109
Fam rest/steak hse/6 months: Bob Evans Farms	828	3.3%	92
Fam rest/steak hse/6 months: Buffalo Wild Wings	2,367	9.6%	112
Fam rest/steak hse/6 months: California Pizza Kitchen	598	2.4%	72
Fam rest/steak hse/6 months: Carrabba`s Italian Grill	926	3.7%	120
Fam rest/steak hse/6 months: The Cheesecake Factory	1,442	5.8%	89
Fam rest/steak hse/6 months: Chili`s Grill & Bar	3,758	15.2%	126
Fam rest/steak hse/6 months: CiCi`s Pizza	1,114	4.5%	116
Fam rest/steak hse/6 months: Cracker Barrel	3,464	14.0%	139
Fam rest/steak hse/6 months: Denny`s	2,351	9.5%	103
Fam rest/steak hse/6 months: Golden Corral	2,693	10.9%	135
Fam rest/steak hse/6 months: IHOP	3,165	12.8%	114
Fam rest/steak hse/6 months: Logan`s Roadhouse	1,057	4.3%	125
Fam rest/steak hse/6 months: LongHorn Steakhouse	1,394	5.6%	118
Fam rest/steak hse/6 months: Old Country Buffet	384	1.6%	90
Fam rest/steak hse/6 months: Olive Garden	4,811	19.5%	112
Fam rest/steak hse/6 months: Outback Steakhouse	2,763	11.2%	118
Fam rest/steak hse/6 months: Red Lobster	3,188	12.9%	107
Fam rest/steak hse/6 months: Red Robin	1,664	6.7%	110
Fam rest/steak hse/6 months: Ruby Tuesday	1,494	6.0%	99
Fam rest/steak hse/6 months: Texas Roadhouse	2,315	9.4%	123
Fam rest/steak hse/6 months: T.G.I. Friday`s	1,687	6.8%	91
Fam rest/steak hse/6 months: Waffle House	1,755	7.1%	134
Went to fast food/drive-in restaurant in last 6 mo	22,747	92.0%	102
Went to fast food/drive-in restaurant 9+ times/mo	10,745	43.5%	110
Spent at fast food/drive-in last 6 months: <\$11	1,030	4.2%	97
Spent at fast food/drive-in last 6 months: \$11-\$20	1,840	7.4%	101
Spent at fast food/drive-in last 6 months: \$21-\$40	2,797	11.3%	96
Spent at fast food/drive-in last 6 months: \$41-\$50	1,920	7.8%	103
Spent at fast food/drive-in last 6 months: \$51-\$100	4,079	16.5%	99
Spent at fast food/drive-in last 6 months: \$101-\$200	3,295	13.3%	111
Spent at fast food/drive-in last 6 months: \$201+	3,358	13.6%	112

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Latitude: 28.26394
Longitude: -81.66000

Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Fast food/drive-in last 6 months: eat in	9,769	39.5%	109
Fast food/drive-in last 6 months: home delivery	1,904	7.7%	100
Fast food/drive-in last 6 months: take-out/drive-thru	12,778	51.7%	112
Fast food/drive-in last 6 months: take-out/walk-in	4,792	19.4%	100
Fast food/drive-in last 6 months: breakfast	8,567	34.7%	107
Fast food/drive-in last 6 months: lunch	13,536	54.8%	110
Fast food/drive-in last 6 months: dinner	11,706	47.4%	107
Fast food/drive-in last 6 months: snack	2,839	11.5%	95
Fast food/drive-in last 6 months: weekday	15,602	63.1%	108
Fast food/drive-in last 6 months: weekend	11,556	46.7%	102
Fast food/drive-in last 6 months: A & W	627	2.5%	91
Fast food/drive-in last 6 months: Arby's	4,460	18.0%	114
Fast food/drive-in last 6 months: Baskin-Robbins	776	3.1%	95
Fast food/drive-in last 6 months: Boston Market	765	3.1%	91
Fast food/drive-in last 6 months: Burger King	7,831	31.7%	104
Fast food/drive-in last 6 months: Captain D's	919	3.7%	109
Fast food/drive-in last 6 months: Carl's Jr.	1,414	5.7%	103
Fast food/drive-in last 6 months: Checkers	745	3.0%	105
Fast food/drive-in last 6 months: Chick-fil-A	5,837	23.6%	132
Fast food/drive-in last 6 months: Chipotle Mex. Grill	2,431	9.8%	95
Fast food/drive-in last 6 months: Chuck E. Cheese's	791	3.2%	95
Fast food/drive-in last 6 months: Church's Fr. Chicken	836	3.4%	103
Fast food/drive-in last 6 months: Cold Stone Creamery	733	3.0%	98
Fast food/drive-in last 6 months: Dairy Queen	3,833	15.5%	110
Fast food/drive-in last 6 months: Del Taco	923	3.7%	103
Fast food/drive-in last 6 months: Domino's Pizza	2,853	11.5%	97
Fast food/drive-in last 6 months: Dunkin' Donuts	2,425	9.8%	83
Fast food/drive-in last 6 months: Hardee's	1,713	6.9%	120
Fast food/drive-in last 6 months: Jack in the Box	2,474	10.0%	121
Fast food/drive-in last 6 months: KFC	5,331	21.6%	102
Fast food/drive-in last 6 months: Krispy Kreme	1,319	5.3%	115
Fast food/drive-in last 6 months: Little Caesars	3,273	13.2%	117
Fast food/drive-in last 6 months: Long John Silver's	1,374	5.6%	109
Fast food/drive-in last 6 months: McDonald's	14,329	58.0%	105
Went to Panda Express in last 6 months	2,055	8.3%	109
Fast food/drive-in last 6 months: Panera Bread	2,826	11.4%	101
Fast food/drive-in last 6 months: Papa John's	2,823	11.4%	128
Fast food/drive-in last 6 months: Papa Murphy's	1,333	5.4%	127
Fast food/drive-in last 6 months: Pizza Hut	5,338	21.6%	108
Fast food/drive-in last 6 months: Popeyes Chicken	1,981	8.0%	103
Fast food/drive-in last 6 months: Quiznos	892	3.6%	113
Fast food/drive-in last 6 months: Sonic Drive-In	3,452	14.0%	135
Fast food/drive-in last 6 months: Starbucks	3,366	13.6%	93
Fast food/drive-in last 6 months: Steak 'n Shake	1,638	6.6%	131
Fast food/drive-in last 6 months: Subway	8,765	35.5%	109
Fast food/drive-in last 6 months: Taco Bell	8,550	34.6%	112
Fast food/drive-in last 6 months: Wendy's	7,256	29.4%	106
Fast food/drive-in last 6 months: Whataburger	1,488	6.0%	143
Fast food/drive-in last 6 months: White Castle	556	2.2%	78

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.

October 20, 2016



Restaurant Market Potential

7472 US Highway 27 N, Davenport, Florida, 33897
Ring: 5 mile radius

Prepared by Esri
Latitude: 28.26394
Longitude: -81.66000

Went to fine dining restaurant last month	2,326	9.4%	84
Went to fine dining restaurant 3+ times last month	683	2.8%	88
Spent at fine dining rest in last 6 months: <\$51	507	2.1%	101
Spent at fine dining rest in last 6 months: \$51-\$100	873	3.5%	96
Spent at fine dining rest in last 6 months: \$101-\$200	868	3.5%	95
Spent at fine dining rest in last 6 months: \$201+	720	2.9%	74

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.

October 20, 2016