



Restaurant Market Potential

Bayshore Towne Center
Ring: 1 mile radius

Prepared by John McGraw
Latitude: 26.715825
Longitude: -81.814329

Demographic Summary	2013	2018
Population	519	580
Population 18+	439	496
Households	257	286
Median Household Income	\$62,001	\$75,738

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Went to family restaurant/steak house in last 6 months	273	62.2%	87
Family restaurant/steak house last month: <2 times	98	22.3%	87
Family restaurant/steak house last month: 2-4 times	123	28.0%	104
Family restaurant/steak house last month: 5+ times	52	11.8%	61
Family restaurant/steak house last 6 months: breakfast	48	10.9%	83
Family restaurant/steak house last 6 months: lunch	94	21.4%	86
Family restaurant/steak house last 6 months: snack	5	1.1%	41
Family restaurant/steak house last 6 months: dinner	197	44.9%	85
Family restaurant/steak house last 6 months: weekday	148	33.7%	88
Family restaurant/steak house last 6 months: weekend	142	32.3%	73
Family restaurant/steak house last 6 months: Applebee's	113	25.7%	102
Family restaurant/steak house last 6 months: Bennigan's	5	1.1%	51
Family restaurant/steak house last 6 months: Bob Evans Farm	21	4.8%	106
Family restaurant/steak house last 6 months: Cheesecake Factory	19	4.3%	65
Family restaurant/steak house last 6 months: Chili's Grill & Bar	43	9.8%	84
Family restaurant/steak house last 6 months: Cracker Barrel	47	10.7%	97
Family restaurant/steak house last 6 months: Denny's	37	8.4%	93
Family restaurant/steak house last 6 months: Friendly's	29	6.6%	168
Family restaurant/steak house last 6 months: Golden Corral	27	6.2%	86
Family restaurant/steak house last 6 months: Intl Hse of Pancakes	27	6.2%	53
Family restaurant/steak house last 6 months: Lone Star Steakhouse	6	1.4%	51
Family restaurant/steak house last 6 months: Old Country Buffet	10	2.3%	81
Family restaurant/steak house last 6 months: Olive Garden	69	15.7%	89
Family restaurant/steak house last 6 months: Outback Steakhouse	34	7.7%	68
Family restaurant/steak house last 6 months: Perkins	16	3.6%	101
Family restaurant/steak house last 6 months: Red Lobster	35	8.0%	59
Family restaurant/steak house last 6 months: Red Robin	19	4.3%	77
Family restaurant/steak house last 6 months: Ruby Tuesday	25	5.7%	69
Family restaurant/steak house last 6 months: Ryan's	8	1.8%	49
Family restaurant/steak house last 6 months: Sizzler	10	2.3%	74
Family restaurant/steak house last 6 months: T.G.I. Friday's	30	6.8%	66
Went to fast food/drive-in restaurant in last 6 months	391	89.1%	101
Went to fast food/drive-in restaurant <6 times/month	190	43.3%	124
Went to fast food/drive-in restaurant 6-13 times/month	122	27.8%	96
Went to fast food/drive-in restaurant 14+ times/month	79	18.0%	72
Fast food/drive-in last 6 months: breakfast	96	21.9%	80
Fast food/drive-in last 6 months: lunch	262	59.7%	102
Fast food/drive-in last 6 months: snack	68	15.5%	89
Fast food/drive-in last 6 months: dinner	184	41.9%	87

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 2013 and 2018.



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Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Fast food/drive-in last 6 months: weekday	298	67.9%	102
Fast food/drive-in last 6 months: weekend	175	39.9%	83
Fast food/drive-in last 6 months: A & W	23	5.2%	116
Fast food/drive-in last 6 months: Arby's	80	18.2%	89
Fast food/drive-in last 6 months: Boston Market	11	2.5%	52
Fast food/drive-in last 6 months: Burger King	138	31.4%	87
Fast food/drive-in last 6 months: Captain D's	13	3.0%	58
Fast food/drive-in last 6 months: Carl's Jr.	18	4.1%	64
Fast food/drive-in last 6 months: Checkers	9	2.1%	64
Fast food/drive-in last 6 months: Chick-fil-A	44	10.0%	78
Fast food/drive-in last 6 months: Chipotle Mex. Grill	9	2.1%	33
Fast food/drive-in last 6 months: Chuck E. Cheese's	14	3.2%	71
Fast food/drive-in last 6 months: Church's Fr. Chicken	17	3.9%	90
Fast food/drive-in last 6 months: Dairy Queen	78	17.8%	112
Fast food/drive-in last 6 months: Del Taco	9	2.1%	60
Fast food/drive-in last 6 months: Domino's Pizza	42	9.6%	71
Fast food/drive-in last 6 months: Dunkin' Donuts	66	15.0%	131
Fast food/drive-in last 6 months: Fuddruckers	8	1.8%	64
Fast food/drive-in last 6 months: Hardee's	38	8.7%	129
Fast food/drive-in last 6 months: Jack in the Box	25	5.7%	54
Fast food/drive-in last 6 months: KFC	106	24.1%	88
Fast food/drive-in last 6 months: Little Caesars	14	3.2%	44
Fast food/drive-in last 6 months: Long John Silver's	13	3.0%	47
Fast food/drive-in last 6 months: McDonald's	237	54.0%	97
Fast food/drive-in last 6 months: Panera Bread	39	8.9%	91
Fast food/drive-in last 6 months: Papa John's	16	3.6%	42
Fast food/drive-in last 6 months: Pizza Hut	89	20.3%	92
Fast food/drive-in last 6 months: Popeyes	12	2.7%	37
Fast food/drive-in last 6 months: Quiznos	38	8.7%	95
Fast food/drive-in last 6 months: Sonic Drive-In	17	3.9%	33
Fast food/drive-in last 6 months: Starbucks	56	12.8%	85
Fast food/drive-in last 6 months: Steak n Shake	15	3.4%	68
Fast food/drive-in last 6 months: Subway	127	28.9%	91
Fast food/drive-in last 6 months: Taco Bell	120	27.3%	85
Fast food/drive-in last 6 months: Wendy's	127	28.9%	93
Fast food/drive-in last 6 months: Whataburger	28	6.4%	131
Fast food/drive-in last 6 months: White Castle	7	1.6%	40
Fast food/drive-in last 6 months: eat in	187	42.6%	113
Fast food/drive-in last 6 months: home delivery	23	5.2%	50
Fast food/drive-in last 6 months: take-out/drive-thru	202	46.0%	88
Fast food/drive-in last 6 months: take-out/walk-in	96	21.9%	89

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Restaurant Market Potential

Bayshore Towne Center
 Ring: 3 mile radius

Prepared by John McGraw

Latitude: 26.715825
 Longitude: -81.814329

Demographic Summary		2013	2018
Population		14,419	15,745
Population 18+		11,633	12,698
Households		5,735	6,239
Median Household Income		\$43,389	\$51,772
Product/Consumer Behavior		Expected Number of	
	Adults	Percent	MPI
Went to family restaurant/steak house in last 6 months	7,998	68.8%	96
Family restaurant/steak house last month: <2 times	2,748	23.6%	92
Family restaurant/steak house last month: 2-4 times	3,095	26.6%	99
Family restaurant/steak house last month: 5+ times	2,154	18.5%	96
Family restaurant/steak house last 6 months: breakfast	1,658	14.3%	109
Family restaurant/steak house last 6 months: lunch	3,021	26.0%	105
Family restaurant/steak house last 6 months: snack	213	1.8%	65
Family restaurant/steak house last 6 months: dinner	5,538	47.6%	90
Family restaurant/steak house last 6 months: weekday	4,379	37.6%	98
Family restaurant/steak house last 6 months: weekend	4,654	40.0%	90
Family restaurant/steak house last 6 months: Applebee's	2,755	23.7%	94
Family restaurant/steak house last 6 months: Bennigan's	189	1.6%	73
Family restaurant/steak house last 6 months: Bob Evans Farm	713	6.1%	136
Family restaurant/steak house last 6 months: Cheesecake Factory	493	4.2%	64
Family restaurant/steak house last 6 months: Chili's Grill & Bar	1,296	11.1%	96
Family restaurant/steak house last 6 months: Cracker Barrel	1,457	12.5%	114
Family restaurant/steak house last 6 months: Denny's	1,049	9.0%	99
Family restaurant/steak house last 6 months: Friendly's	455	3.9%	100
Family restaurant/steak house last 6 months: Golden Corral	962	8.3%	115
Family restaurant/steak house last 6 months: Intl Hse of Pancakes	1,169	10.0%	86
Family restaurant/steak house last 6 months: Lone Star Steakhouse	325	2.8%	104
Family restaurant/steak house last 6 months: Old Country Buffet	293	2.5%	90
Family restaurant/steak house last 6 months: Olive Garden	2,011	17.3%	97
Family restaurant/steak house last 6 months: Outback Steakhouse	1,133	9.7%	85
Family restaurant/steak house last 6 months: Perkins	509	4.4%	122
Family restaurant/steak house last 6 months: Red Lobster	1,502	12.9%	96
Family restaurant/steak house last 6 months: Red Robin	468	4.0%	71
Family restaurant/steak house last 6 months: Ruby Tuesday	929	8.0%	96
Family restaurant/steak house last 6 months: Ryan's	462	4.0%	107
Family restaurant/steak house last 6 months: Sizzler	398	3.4%	112
Family restaurant/steak house last 6 months: T.G.I. Friday's	817	7.0%	68
Went to fast food/drive-in restaurant in last 6 months	10,188	87.6%	99
Went to fast food/drive-in restaurant <6 times/month	4,109	35.3%	101
Went to fast food/drive-in restaurant 6-13 times/month	3,514	30.2%	105
Went to fast food/drive-in restaurant 14+ times/month	2,566	22.1%	89
Fast food/drive-in last 6 months: breakfast	2,947	25.3%	93
Fast food/drive-in last 6 months: lunch	6,871	59.1%	101
Fast food/drive-in last 6 months: snack	1,631	14.0%	80
Fast food/drive-in last 6 months: dinner	5,156	44.3%	92

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Restaurant Market Potential

Bayshore Towne Center
 Ring: 3 mile radius

Prepared by John McGraw

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Longitude: -81.814329

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Fast food/drive-in last 6 months: weekday	7,766	66.8%	101
Fast food/drive-in last 6 months: weekend	5,060	43.5%	90
Fast food/drive-in last 6 months: A & W	581	5.0%	111
Fast food/drive-in last 6 months: Arby's	2,498	21.5%	105
Fast food/drive-in last 6 months: Boston Market	331	2.8%	59
Fast food/drive-in last 6 months: Burger King	4,196	36.1%	100
Fast food/drive-in last 6 months: Captain D's	694	6.0%	118
Fast food/drive-in last 6 months: Carl's Jr.	692	5.9%	94
Fast food/drive-in last 6 months: Checkers	521	4.5%	141
Fast food/drive-in last 6 months: Chick-fil-A	1,299	11.2%	87
Fast food/drive-in last 6 months: Chipotle Mex. Grill	372	3.2%	52
Fast food/drive-in last 6 months: Chuck E. Cheese's	421	3.6%	81
Fast food/drive-in last 6 months: Church's Fr. Chicken	399	3.4%	80
Fast food/drive-in last 6 months: Dairy Queen	1,985	17.1%	108
Fast food/drive-in last 6 months: Del Taco	295	2.5%	74
Fast food/drive-in last 6 months: Domino's Pizza	1,309	11.3%	84
Fast food/drive-in last 6 months: Dunkin' Donuts	1,134	9.7%	85
Fast food/drive-in last 6 months: Fuddruckers	241	2.1%	73
Fast food/drive-in last 6 months: Hardee's	1,023	8.8%	131
Fast food/drive-in last 6 months: Jack in the Box	970	8.3%	79
Fast food/drive-in last 6 months: KFC	3,159	27.2%	99
Fast food/drive-in last 6 months: Little Caesars	763	6.6%	90
Fast food/drive-in last 6 months: Long John Silver's	811	7.0%	111
Fast food/drive-in last 6 months: McDonald's	6,362	54.7%	98
Fast food/drive-in last 6 months: Panera Bread	823	7.1%	73
Fast food/drive-in last 6 months: Papa John's	784	6.7%	77
Fast food/drive-in last 6 months: Pizza Hut	2,634	22.6%	103
Fast food/drive-in last 6 months: Popeyes	490	4.2%	58
Fast food/drive-in last 6 months: Quiznos	842	7.2%	80
Fast food/drive-in last 6 months: Sonic Drive-In	1,389	11.9%	101
Fast food/drive-in last 6 months: Starbucks	1,200	10.3%	69
Fast food/drive-in last 6 months: Steak n Shake	538	4.6%	92
Fast food/drive-in last 6 months: Subway	3,480	29.9%	95
Fast food/drive-in last 6 months: Taco Bell	3,450	29.7%	93
Fast food/drive-in last 6 months: Wendy's	3,619	31.1%	100
Fast food/drive-in last 6 months: Whataburger	575	4.9%	101
Fast food/drive-in last 6 months: White Castle	317	2.7%	69
Fast food/drive-in last 6 months: eat in	4,606	39.6%	105
Fast food/drive-in last 6 months: home delivery	923	7.9%	76
Fast food/drive-in last 6 months: take-out/drive-thru	5,849	50.3%	96
Fast food/drive-in last 6 months: take-out/walk-in	2,537	21.8%	89

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Restaurant Market Potential

Bayshore Towne Center
Ring: 5 mile radius

Prepared by John McGraw

Latitude: 26.715825
Longitude: -81.814329

Demographic Summary	2013	2018
Population	51,373	54,885
Population 18+	41,026	43,869
Households	20,608	22,003
Median Household Income	\$37,142	\$43,082

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Went to family restaurant/steak house in last 6 months	28,325	69.0%	96
Family restaurant/steak house last month: <2 times	9,701	23.6%	92
Family restaurant/steak house last month: 2-4 times	10,889	26.5%	99
Family restaurant/steak house last month: 5+ times	7,734	18.9%	97
Family restaurant/steak house last 6 months: breakfast	5,993	14.6%	112
Family restaurant/steak house last 6 months: lunch	10,819	26.4%	106
Family restaurant/steak house last 6 months: snack	982	2.4%	85
Family restaurant/steak house last 6 months: dinner	19,152	46.7%	89
Family restaurant/steak house last 6 months: weekday	15,483	37.7%	98
Family restaurant/steak house last 6 months: weekend	16,217	39.5%	89
Family restaurant/steak house last 6 months: Applebee's	9,535	23.2%	92
Family restaurant/steak house last 6 months: Bennigan's	787	1.9%	86
Family restaurant/steak house last 6 months: Bob Evans Farm	2,354	5.7%	127
Family restaurant/steak house last 6 months: Cheesecake Factory	1,995	4.9%	73
Family restaurant/steak house last 6 months: Chili's Grill & Bar	4,425	10.8%	92
Family restaurant/steak house last 6 months: Cracker Barrel	4,739	11.6%	105
Family restaurant/steak house last 6 months: Denny's	4,175	10.2%	112
Family restaurant/steak house last 6 months: Friendly's	1,613	3.9%	100
Family restaurant/steak house last 6 months: Golden Corral	3,382	8.2%	115
Family restaurant/steak house last 6 months: Intl Hse of Pancakes	4,586	11.2%	96
Family restaurant/steak house last 6 months: Lone Star Steakhouse	1,080	2.6%	98
Family restaurant/steak house last 6 months: Old Country Buffet	1,165	2.8%	101
Family restaurant/steak house last 6 months: Olive Garden	7,050	17.2%	97
Family restaurant/steak house last 6 months: Outback Steakhouse	4,092	10.0%	87
Family restaurant/steak house last 6 months: Perkins	1,885	4.6%	128
Family restaurant/steak house last 6 months: Red Lobster	5,573	13.6%	101
Family restaurant/steak house last 6 months: Red Robin	1,729	4.2%	75
Family restaurant/steak house last 6 months: Ruby Tuesday	3,435	8.4%	101
Family restaurant/steak house last 6 months: Ryan's	1,554	3.8%	102
Family restaurant/steak house last 6 months: Sizzler	1,546	3.8%	123
Family restaurant/steak house last 6 months: T.G.I. Friday's	3,102	7.6%	73
Went to fast food/drive-in restaurant in last 6 months	35,173	85.7%	97
Went to fast food/drive-in restaurant <6 times/month	14,521	35.4%	101
Went to fast food/drive-in restaurant 6-13 times/month	11,635	28.4%	98
Went to fast food/drive-in restaurant 14+ times/month	9,018	22.0%	88
Fast food/drive-in last 6 months: breakfast	10,326	25.2%	92
Fast food/drive-in last 6 months: lunch	23,132	56.4%	96
Fast food/drive-in last 6 months: snack	5,941	14.5%	83
Fast food/drive-in last 6 months: dinner	17,598	42.9%	89

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Restaurant Market Potential

Bayshore Towne Center
 Ring: 5 mile radius

Prepared by John McGraw

Latitude: 26.715825

Longitude: -81.814329

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Fast food/drive-in last 6 months: weekday	26,184	63.8%	96
Fast food/drive-in last 6 months: weekend	17,678	43.1%	89
Fast food/drive-in last 6 months: A & W	2,048	5.0%	110
Fast food/drive-in last 6 months: Arby's	7,975	19.4%	95
Fast food/drive-in last 6 months: Boston Market	1,451	3.5%	74
Fast food/drive-in last 6 months: Burger King	14,373	35.0%	97
Fast food/drive-in last 6 months: Captain D's	2,286	5.6%	110
Fast food/drive-in last 6 months: Carl's Jr.	3,006	7.3%	115
Fast food/drive-in last 6 months: Checkers	1,844	4.5%	141
Fast food/drive-in last 6 months: Chick-fil-A	4,611	11.2%	87
Fast food/drive-in last 6 months: Chipotle Mex. Grill	1,534	3.7%	61
Fast food/drive-in last 6 months: Chuck E. Cheese's	1,709	4.2%	93
Fast food/drive-in last 6 months: Church's Fr. Chicken	1,971	4.8%	112
Fast food/drive-in last 6 months: Dairy Queen	6,164	15.0%	95
Fast food/drive-in last 6 months: Del Taco	1,335	3.3%	95
Fast food/drive-in last 6 months: Domino's Pizza	4,956	12.1%	90
Fast food/drive-in last 6 months: Dunkin' Donuts	4,095	10.0%	87
Fast food/drive-in last 6 months: Fuddruckers	919	2.2%	79
Fast food/drive-in last 6 months: Hardee's	3,164	7.7%	115
Fast food/drive-in last 6 months: Jack in the Box	4,382	10.7%	101
Fast food/drive-in last 6 months: KFC	10,891	26.5%	97
Fast food/drive-in last 6 months: Little Caesars	2,905	7.1%	97
Fast food/drive-in last 6 months: Long John Silver's	2,838	6.9%	111
Fast food/drive-in last 6 months: McDonald's	21,824	53.2%	96
Fast food/drive-in last 6 months: Panera Bread	3,217	7.8%	80
Fast food/drive-in last 6 months: Papa John's	3,077	7.5%	86
Fast food/drive-in last 6 months: Pizza Hut	9,117	22.2%	101
Fast food/drive-in last 6 months: Popeyes	2,654	6.5%	88
Fast food/drive-in last 6 months: Quiznos	3,043	7.4%	82
Fast food/drive-in last 6 months: Sonic Drive-In	4,890	11.9%	101
Fast food/drive-in last 6 months: Starbucks	4,595	11.2%	74
Fast food/drive-in last 6 months: Steak n Shake	1,916	4.7%	93
Fast food/drive-in last 6 months: Subway	11,970	29.2%	92
Fast food/drive-in last 6 months: Taco Bell	11,588	28.2%	88
Fast food/drive-in last 6 months: Wendy's	12,189	29.7%	96
Fast food/drive-in last 6 months: Whataburger	2,149	5.2%	108
Fast food/drive-in last 6 months: White Castle	1,365	3.3%	84
Fast food/drive-in last 6 months: eat in	15,827	38.6%	103
Fast food/drive-in last 6 months: home delivery	3,749	9.1%	88
Fast food/drive-in last 6 months: take-out/drive-thru	19,210	46.8%	90
Fast food/drive-in last 6 months: take-out/walk-in	9,131	22.3%	91

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