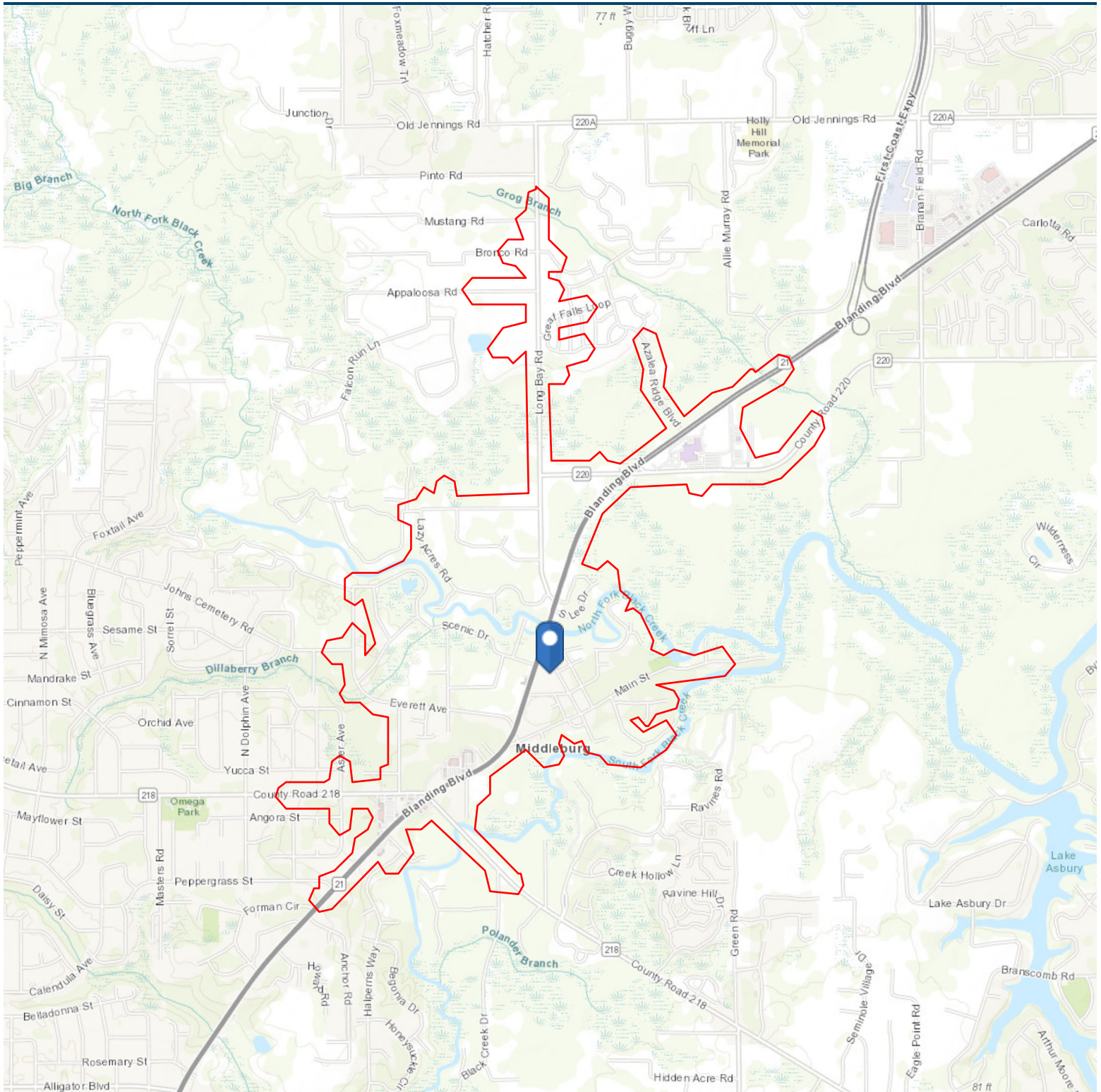




Restaurant Specialty Report 2024

2475 Blanding Blvd, Middleburg, Florida, 32068
Drive time: 5 minute radius

Prepared by Site To Do Business
Latitude: 30.07222
Longitude: -81.86346





Restaurant Specialty Report 2024

2475 Blanding Blvd, Middleburg, Florida, 32068
Drive time: 5 minute radius

Prepared by Site To Do Business

Latitude: 30.07222

Longitude: -81.86346

Summary Data	2010	2024	2029
Population	1,243	1,375	1,399
Households	440	483	499
Families	83	351	360
Household Size	2.83	2.85	2.80
Owner Occupied Housing Units	340	394	419
Renter-occupied Housing Units	100	89	80
Median Age	41.8	42.8	42.6

Trends: 2024 - 2029 Annual	Area	State	National
Population	0.35%		0.77%
Households	0.65%		0.75%
Families	0.51%		0.68%
Owner HHs	1.24%		0.92%
Median Household Income	2.52%		2.70%



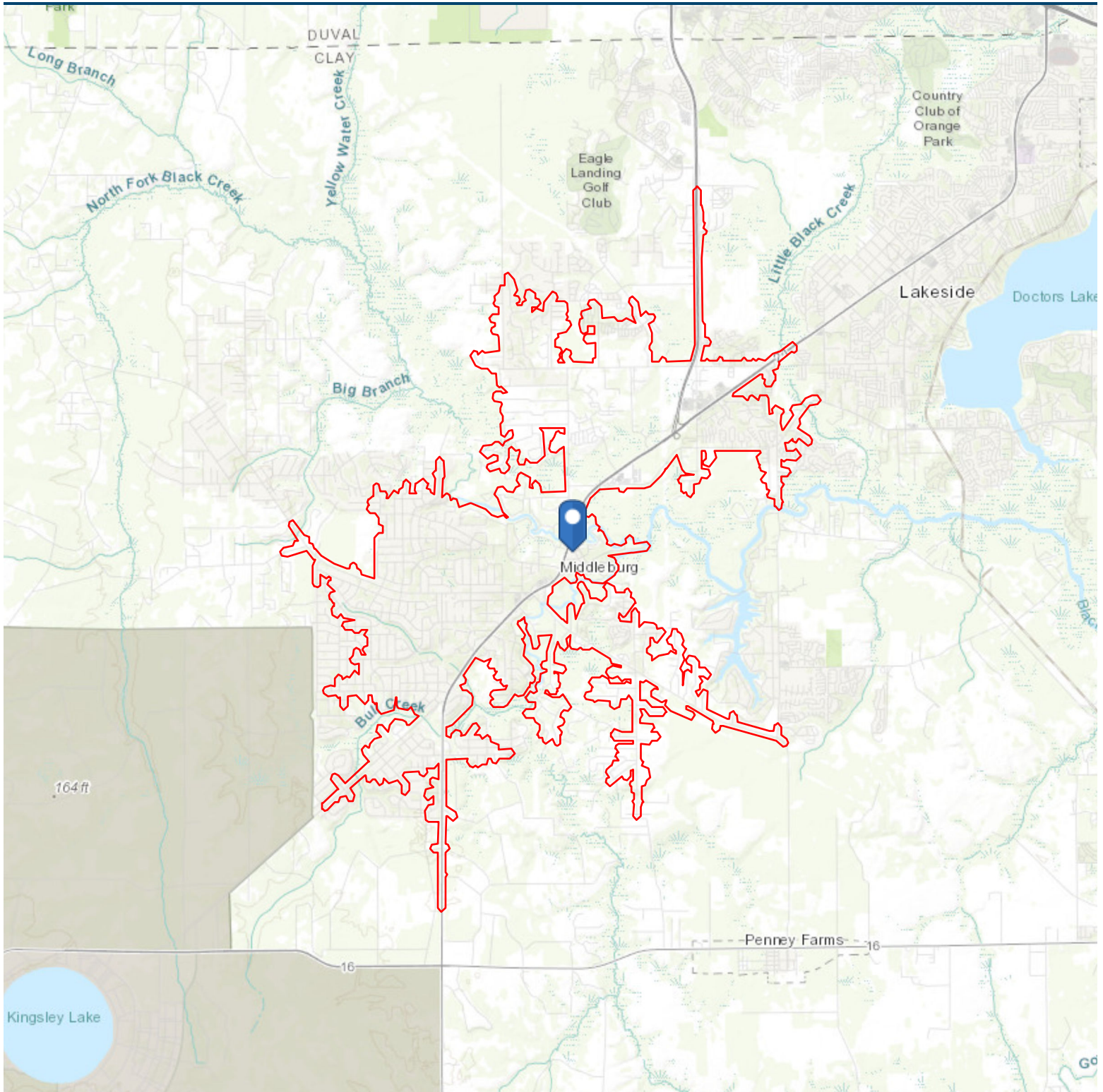
Restaurant Specialty Report 2024

2475 Blanding Blvd, Middleburg, Florida, 32068
Drive time: 10 minute radius

Prepared by Site To Do Business

Latitude: 30.07222

Longitude: -81.86346





Restaurant Specialty Report 2024

2475 Blanding Blvd, Middleburg, Florida, 32068
Drive time: 10 minute radius

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Latitude: 30.07222

Longitude: -81.86346

Summary Data	2010	2024	2029
Population	16,898	20,958	21,641
Households	5,897	7,470	7,843
Families	893	5,590	5,848
Household Size	2.87	2.80	2.76
Owner Occupied Housing Units	4,794	6,172	6,628
Renter-occupied Housing Units	1,103	1,298	1,215
Median Age	37.3	39.9	40.5

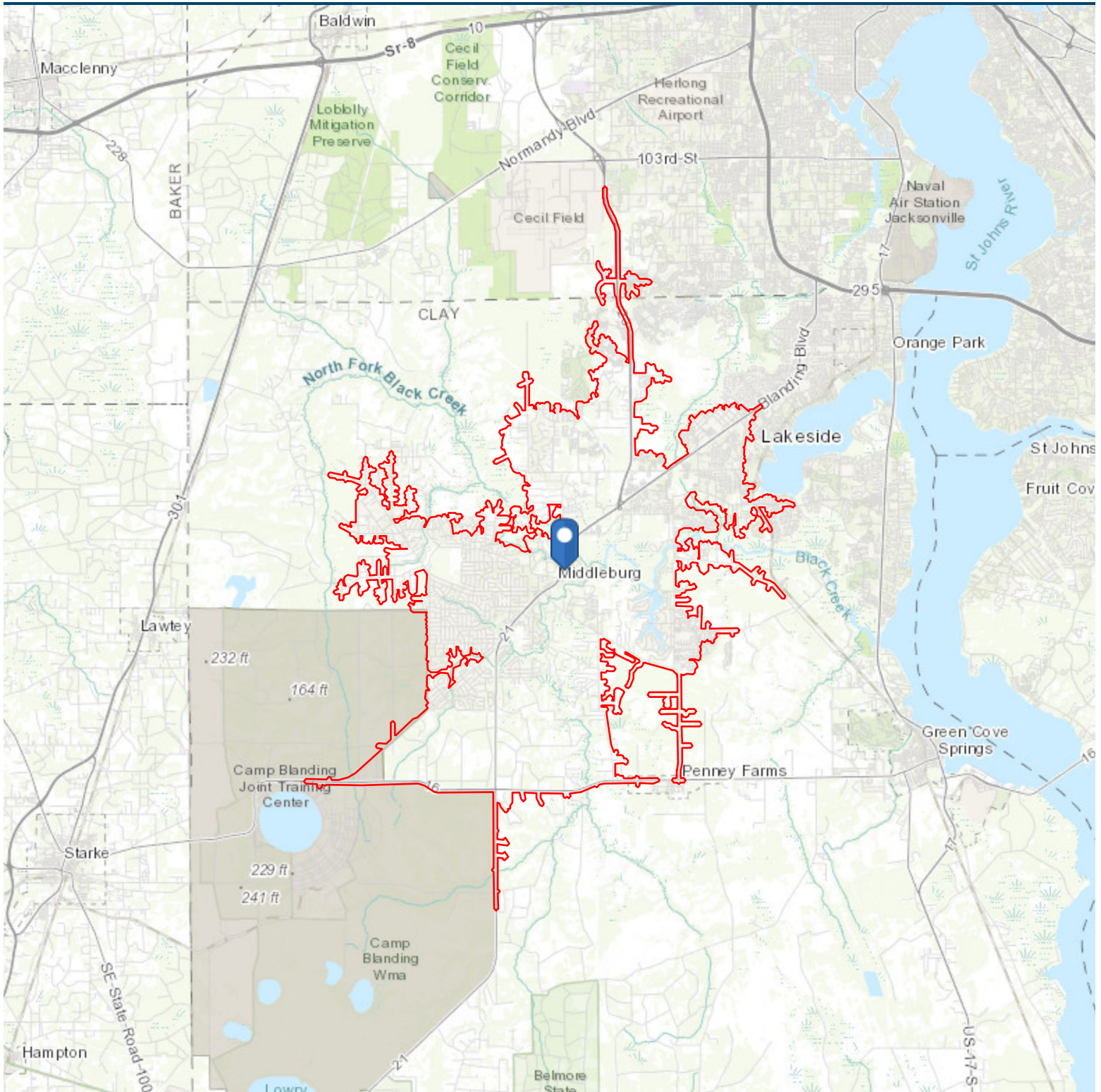
Trends: 2024 - 2029 Annual	Area	State	National
Population	0.64%		0.77%
Households	0.98%		0.75%
Families	0.91%		0.68%
Owner HHs	1.44%		0.92%
Median Household Income	2.29%		2.70%



Restaurant Specialty Report 2024

2475 Blanding Blvd, Middleburg, Florida, 32068
Drive time: 15 minute radius

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Longitude: -81.86346





Restaurant Specialty Report 2024

2475 Blanding Blvd, Middleburg, Florida, 32068
 Drive time: 15 minute radius

Prepared by Site To Do Business

Latitude: 30.07222

Longitude: -81.86346

Summary Data	2010	2024	2029
Population	55,447	69,408	73,158
Households	19,203	24,761	26,479
Families	2,760	18,741	20,020
Household Size	2.89	2.80	2.76
Owner Occupied Housing Units	15,390	19,717	21,428
Renter-occupied Housing Units	3,813	5,044	5,051
Median Age	36.1	39.3	39.8

Trends: 2024 - 2029 Annual	Area	State	National
Population	1.06%		0.77%
Households	1.35%		0.75%
Families	1.33%		0.68%
Owner HHs	1.68%		0.92%
Median Household Income	2.59%		2.70%

2024 Households by Income

Household Income Base	2010	2024	2029
<\$15,000	2.5%	2.5%	2.5%
\$15,000 - \$24,999	8.1%	8.1%	8.1%
\$25,000 - \$34,999	7.7%	7.7%	7.7%
\$35,000 - \$49,999	2.7%	2.7%	2.7%
\$50,000 - \$74,999	15.1%	15.1%	15.1%
\$75,000 - \$99,999	22.4%	22.4%	22.4%
\$100,000 - \$149,999	30.0%	30.0%	30.0%
\$150,000 - \$199,999	10.8%	10.8%	10.8%
\$200,000+	0.8%	0.8%	0.8%
Average Household Income	\$91,749	\$91,749	\$91,749

Population By Age	Census 2010		2024		2029	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	71	6%	70	5%	74	5%
5 - 9	69	6%	79	6%	75	5%
10 - 14	87	7%	91	7%	82	6%
15 - 19	99	8%	87	6%	82	6%
20 - 24	68	5%	79	6%	74	5%
25 - 34	121	10%	157	11%	177	13%
35 - 44	162	13%	161	12%	177	13%
45 - 54	213	17%	161	12%	158	11%
55 - 64	164	13%	206	15%	176	13%
65 - 74	112	9%	171	12%	197	14%
75 - 84	55	4%	90	7%	98	7%
85 +	17	1%	24	2%	30	2%

	Census 2010		2024		2024	
	Number	Percent	Number	Percent	Number	Percent
White	1,166	94%	1,106	80%	1,100	79%
Black/African American	22	2%	67	5%	75	6%
American Indian/Alaska Native	6	0%	11	1%	11	1%
Asian	6	0%	16	1%	18	1%
Pacific Islander Population	0	0%	1	0%	2	0%
Some Other Races	14	1%	5	0%	5	0%
Tow or More Races	29	2%	140	10%	155	11%
Hispanic	44	4%	104	8%	119	9%



Restaurant Specialty Report 2024

2475 Blanding Blvd, Middleburg, Florida, 32068
 Drive time: 5 minute radius

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Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Went to family restaurant/steak house in last 6 mo	817	75.4%	106
Went to family restaurant/steak house 4+ times/mo	262	24.2%	104
Spent at family restaurant/30 days: <\$31	72	6.6%	112
Spent at family restaurant/30 days: \$31-50	97	9.0%	100
Spent at family restaurant/30 days: \$51-100	181	16.7%	105
Spent at family restaurant/30 days: \$101-200	154	14.2%	121
Spent at family restaurant/30 days: \$201-300			
Family restaurant/steak house last 6 months: breakfast	142	13.1%	107
Family restaurant/steak house last 6 months: lunch	224	20.7%	110
Family restaurant/steak house last 6 months: dinner	546	50.4%	107
Family restaurant/steak house last 6 months: snack	15	1.4%	83
Family restaurant/steak house last 6 months: weekday	382	35.3%	108
Family restaurant/steak house last 6 months: weekend	468	43.2%	108
Fam rest/steak hse/6 months: Applebee`s	163	15.1%	98
Fam rest/steak hse/6 months: Bob Evans Farms	34	3.1%	128
Fam rest/steak hse/6 months: Buffalo Wild Wings	104	9.6%	107
Fam rest/steak hse/6 months: California Pizza Kitchen	9	0.8%	47
Fam rest/steak hse/6 months: Carrabba`s Italian Grill			
Fam rest/steak hse/6 months: The Cheesecake Factory	60	5.5%	79
Fam rest/steak hse/6 months: Chili`s Grill & Bar	144	13.3%	138
Fam rest/steak hse/6 months: CiCi`s Pizza			
Fam rest/steak hse/6 months: Cracker Barrel	239	22.1%	201
Fam rest/steak hse/6 months: Denny`s	59	5.4%	81
Fam rest/steak hse/6 months: Golden Corral	63	5.8%	138
Fam rest/steak hse/6 months: IHOP	89	8.2%	106
Fam rest/steak hse/6 months: Logan`s Roadhouse	46	4.2%	223
Fam rest/steak hse/6 months: LongHorn Steakhouse	100	9.2%	148
Fam rest/steak hse/6 months: Olive Garden	206	19.0%	121
Fam rest/steak hse/6 months: Outback Steakhouse	113	10.4%	130
Fam rest/steak hse/6 months: Red Lobster	75	6.9%	94
Fam rest/steak hse/6 months: Red Robin	42	3.9%	71
Fam rest/steak hse/6 months: Ruby Tuesday	30	2.8%	157
Fam rest/steak hse/6 months: Texas Roadhouse	173	16.0%	123
Fam rest/steak hse/6 months: T.G.I. Friday`s	14	1.3%	52
Fam rest/steak hse/6 months: Waffle House	115	10.6%	201
Went to fast food/drive-in restaurant in last 6 mo	1,003	92.6%	102
Went to fast food/drive-in restaurant 9+ times/mo	497	45.9%	116
Spent at fast food restaurant/30 days: <\$11	30	2.8%	78
Spent at fast food restaurant/30 days: \$11-\$20	83	7.7%	94
Spent at fast food restaurant/30 days: \$21-\$40	158	14.6%	91
Spent at fast food restaurant/30 days: \$41-\$50	108	10.0%	109
Spent at fast food restaurant/30 days: \$51-\$100	258	23.8%	116
Spent at fast food restaurant/30 days: \$101-\$200	171	15.8%	122
Spent at fast food restaurant/30 days: \$201+	76	7.0%	119
Went to fine dining restaurant last month	89	8.2%	70
Went to fine dining restaurant 3+ times last month			
Spent at fine dining restaurant/30 days: <\$51			
Spent at fine dining restaurant/30 days: \$51-\$100			
Spent at fine dining restaurant/30 days: \$101-\$200			



Restaurant Specialty Report 2024

2475 Blanding Blvd, Middleburg, Florida, 32068
 Drive time: 10 minute radius

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Latitude: 30.07222

Longitude: -81.86346

Household Income Base	7,470	7,470	7,470
<\$15,000	4.8%	4.8%	4.8%
\$15,000 - \$24,999	4.7%	4.7%	4.7%
\$25,000 - \$34,999	7.2%	7.2%	7.2%
\$35,000 - \$49,999	5.7%	5.7%	5.7%
\$50,000 - \$74,999	18.5%	18.5%	18.5%
\$75,000 - \$99,999	19.7%	19.7%	19.7%
\$100,000 - \$149,999	28.1%	28.1%	28.1%
\$150,000 - \$199,999	7.5%	7.5%	7.5%
\$200,000+	3.8%	3.8%	3.8%
Average Household Income	\$94,338	\$94,338	\$94,338

Population By Age	Census 2010		2024		2029	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	1,089	6%	1,229	6%	1,271	6%
5 - 9	1,209	7%	1,364	7%	1,304	6%
10 - 14	1,318	8%	1,457	7%	1,407	7%
15 - 19	1,352	8%	1,445	7%	1,329	6%
20 - 24	950	6%	1,216	6%	1,254	6%
25 - 34	1,975	12%	2,416	12%	2,676	12%
35 - 44	2,465	15%	2,820	13%	2,885	13%
45 - 54	2,768	16%	2,614	12%	2,708	13%
55 - 64	2,019	12%	2,825	13%	2,612	12%
65 - 74	986	6%	2,179	10%	2,521	12%
75 - 84	487	3%	1,121	5%	1,323	6%
85 +	122	1%	273	1%	351	2%

	Census 2010		2024		2024	
	Number	Percent	Number	Percent	Number	Percent
White	15,044	89%	15,953	76%	16,056	74%
Black/African American	892	5%	1,721	9%	1,889	10%
American Indian/Alaska Native	87	1%	80	0%	79	0%
Asian	191	1%	329	2%	384	2%
Pacific Islander Population	12	0%	30	0%	34	0%
Some Other Races	256	2%	92	0%	97	1%
Tow or More Races	416	2%	2,135	10%	2,398	11%
Hispanic	1,070	6%	2,064	10%	2,353	11%



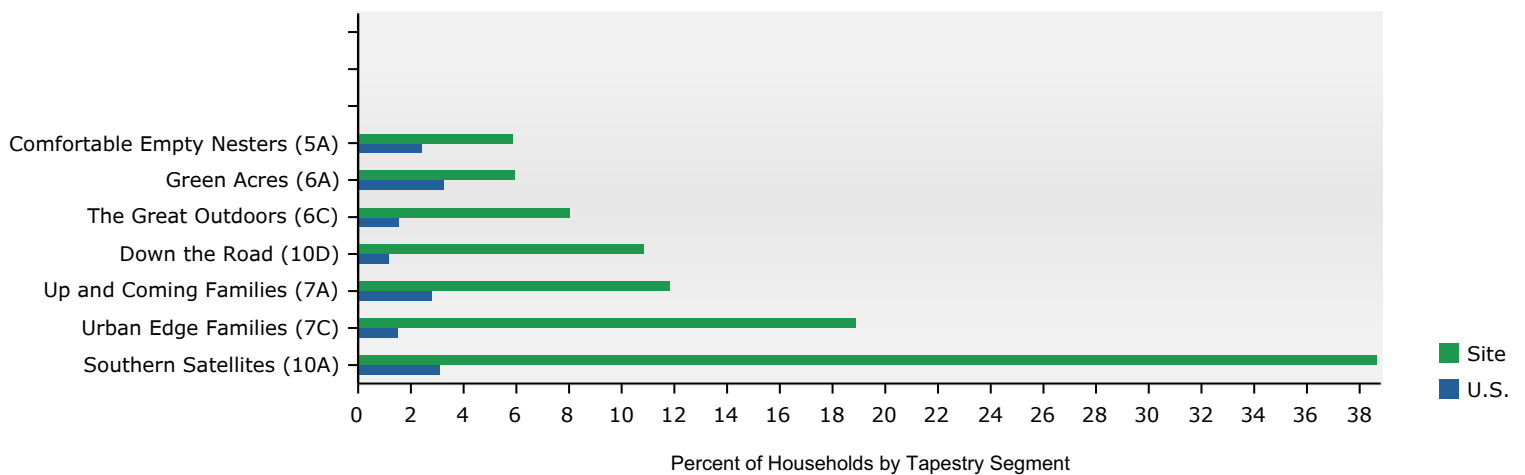
Restaurant Specialty Report 2024

2475 Blanding Blvd, Middleburg, Florida, 32068
 Drive time: 10 minute radius

Prepared by Site To Do Business
 Latitude: 30.07222
 Longitude: -81.86346

Rank	Tapestry Segment	2024 Households		2024 U.S. Households		Index
		Percent	Cumulative Percent	Percent	Cumulative Percent	
1	Southern Satellites (10A)	38.6%	38.6%	3.1%	3.1%	1250
2	Urban Edge Families (7C)	18.9%	57.5%	1.5%	4.6%	1,249
3	Up and Coming Families (7A)	11.8%	69.3%	2.8%	7.4%	424
4	Down the Road (10D)	10.8%	80.2%	1.2%	8.5%	939
5	The Great Outdoors (6C)	8.0%	88.2%	1.5%	10.1%	522
Subtotal		88.1%		10.1%		
6	Green Acres (6A)	6.0%	94.1%	3.3%	13.3%	183
7	Comfortable Empty Nesters (5A)	5.9%	100.0%	2.4%	15.8%	242
Subtotal		11.9%		5.7%		
Total		100.0%		15.8%		635

Top Ten Tapestry Segments Site vs. U.S.





Restaurant Specialty Report 2024

2475 Blanding Blvd, Middleburg, Florida, 32068
 Drive time: 10 minute radius

Prepared by Site To Do Business

Latitude: 30.07222

Longitude: -81.86346

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Went to family restaurant/steak house in last 6 mo	11,983	74.8%	105
Went to family restaurant/steak house 4+ times/mo	3,913	24.4%	105
Spent at family restaurant/30 days: <\$31	984	6.1%	103
Spent at family restaurant/30 days: \$31-50	1,451	9.1%	102
Spent at family restaurant/30 days: \$51-100	2,677	16.7%	105
Spent at family restaurant/30 days: \$101-200	2,184	13.6%	116
Spent at family restaurant/30 days: \$201-300			
Family restaurant/steak house last 6 months: breakfast	2,071	12.9%	105
Family restaurant/steak house last 6 months: lunch	3,255	20.3%	108
Family restaurant/steak house last 6 months: dinner	8,004	50.0%	106
Family restaurant/steak house last 6 months: snack	255	1.6%	96
Family restaurant/steak house last 6 months: weekday	5,498	34.3%	105
Family restaurant/steak house last 6 months: weekend	6,946	43.3%	108
Fam rest/steak hse/6 months: Applebee`s	2,402	15.0%	98
Fam rest/steak hse/6 months: Bob Evans Farms	439	2.7%	112
Fam rest/steak hse/6 months: Buffalo Wild Wings	1,569	9.8%	109
Fam rest/steak hse/6 months: California Pizza Kitchen	194	1.2%	68
Fam rest/steak hse/6 months: Carrabba`s Italian Grill			
Fam rest/steak hse/6 months: The Cheesecake Factory	1,015	6.3%	90
Fam rest/steak hse/6 months: Chili`s Grill & Bar	1,976	12.3%	128
Fam rest/steak hse/6 months: CiCi`s Pizza			
Fam rest/steak hse/6 months: Cracker Barrel	2,737	17.1%	155
Fam rest/steak hse/6 months: Denny`s	1,016	6.3%	94
Fam rest/steak hse/6 months: Golden Corral	817	5.1%	121
Fam rest/steak hse/6 months: IHOP	1,293	8.1%	104
Fam rest/steak hse/6 months: Logan`s Roadhouse	497	3.1%	163
Fam rest/steak hse/6 months: LongHorn Steakhouse	1,324	8.3%	132
Fam rest/steak hse/6 months: Olive Garden	2,943	18.4%	117
Fam rest/steak hse/6 months: Outback Steakhouse	1,570	9.8%	122
Fam rest/steak hse/6 months: Red Lobster	1,159	7.2%	98
Fam rest/steak hse/6 months: Red Robin	818	5.1%	94
Fam rest/steak hse/6 months: Ruby Tuesday	361	2.3%	128
Fam rest/steak hse/6 months: Texas Roadhouse	2,520	15.7%	122
Fam rest/steak hse/6 months: T.G.I. Friday`s	317	2.0%	80
Fam rest/steak hse/6 months: Waffle House	1,333	8.3%	157
Went to fast food/drive-in restaurant in last 6 mo	14,857	92.7%	102
Went to fast food/drive-in restaurant 9+ times/mo	7,095	44.3%	112
Spent at fast food restaurant/30 days: <\$11	505	3.2%	88
Spent at fast food restaurant/30 days: \$11-\$20	1,247	7.8%	95
Spent at fast food restaurant/30 days: \$21-\$40	2,339	14.6%	91
Spent at fast food restaurant/30 days: \$41-\$50	1,555	9.7%	106
Spent at fast food restaurant/30 days: \$51-\$100	3,639	22.7%	111
Spent at fast food restaurant/30 days: \$101-\$200	2,477	15.5%	119
Spent at fast food restaurant/30 days: \$201+	1,102	6.9%	117
Went to fine dining restaurant last month	1,538	9.6%	82
Went to fine dining restaurant 3+ times last month			
Spent at fine dining restaurant/30 days: <\$51			
Spent at fine dining restaurant/30 days: \$51-\$100			
Spent at fine dining restaurant/30 days: \$101-\$200			



Restaurant Specialty Report 2024

2475 Blanding Blvd, Middleburg, Florida, 32068
 Drive time: 15 minute radius

Prepared by Site To Do Business

Latitude: 30.07222

Longitude: -81.86346

Household Income Base	24,761	24,761	24,761
<\$15,000	4.5%	4.5%	4.5%
\$15,000 - \$24,999	4.0%	4.0%	4.0%
\$25,000 - \$34,999	5.9%	5.9%	5.9%
\$35,000 - \$49,999	6.0%	6.0%	6.0%
\$50,000 - \$74,999	18.2%	18.2%	18.2%
\$75,000 - \$99,999	19.0%	19.0%	19.0%
\$100,000 - \$149,999	27.8%	27.8%	27.8%
\$150,000 - \$199,999	7.9%	7.9%	7.9%
\$200,000+	6.8%	6.8%	6.8%
Average Household Income	\$103,419	\$103,419	\$103,419

Population By Age	Census 2010		2024		2029	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	3,776	7%	4,000	6%	4,226	6%
5 - 9	4,221	8%	4,483	6%	4,349	6%
10 - 14	4,486	8%	4,950	7%	4,724	6%
15 - 19	4,489	8%	4,979	7%	4,600	6%
20 - 24	3,082	6%	4,281	6%	4,404	6%
25 - 34	6,813	12%	7,999	12%	9,694	13%
35 - 44	8,241	15%	9,535	14%	9,659	13%
45 - 54	8,784	16%	9,019	13%	9,366	13%
55 - 64	6,331	11%	9,033	13%	8,916	12%
65 - 74	2,858	5%	6,858	10%	7,869	11%
75 - 84	1,356	2%	3,440	5%	4,248	6%
85 +	367	1%	830	1%	1,105	2%

	Census 2010		2024		2024	
	Number	Percent	Number	Percent	Number	Percent
White	47,415	86%	49,582	71%	50,785	69%
Black/African American	4,121	7%	7,643	12%	8,402	13%
American Indian/Alaska Native	302	1%	245	0%	254	0%
Asian	1,053	2%	1,665	3%	1,950	3%
Pacific Islander Population	58	0%	117	0%	137	0%
Some Other Races	906	2%	336	1%	363	1%
Tow or More Races	1,592	3%	7,376	11%	8,453	12%
Hispanic	3,949	7%	7,707	11%	8,930	12%



Restaurant Specialty Report 2024

2475 Blanding Blvd, Middleburg, Florida, 32068
 Drive time: 15 minute radius

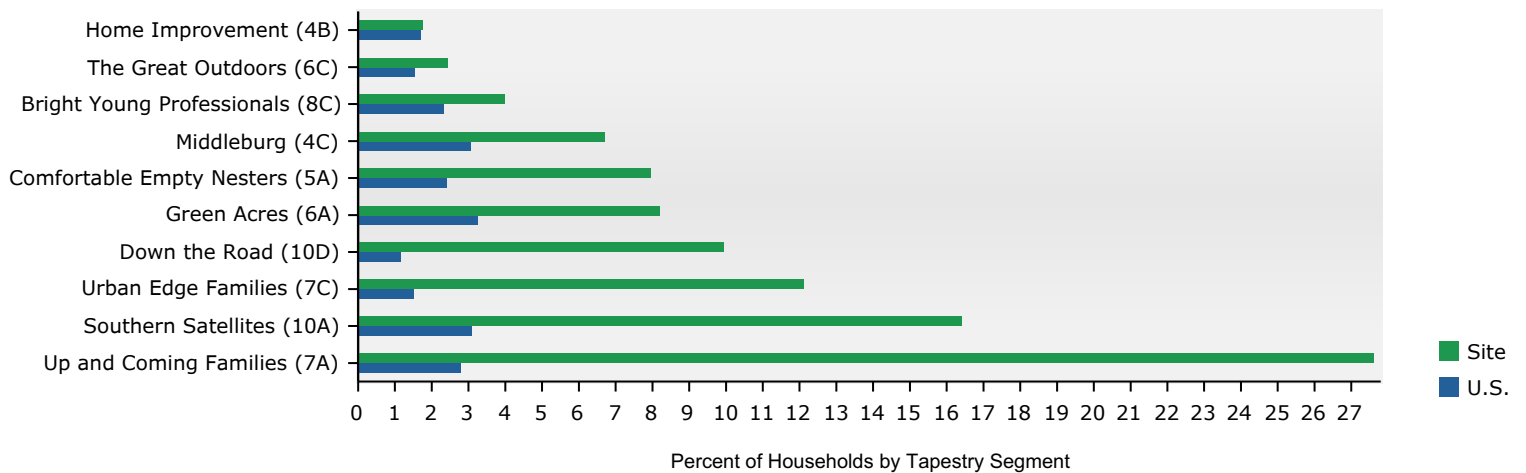
Prepared by Site To Do Business

Latitude: 30.07222

Longitude: -81.86346

Rank	Tapestry Segment	2024 Households		2024 U.S. Households		Index
		Percent	Cumulative Percent	Percent	Cumulative Percent	
1	Up and Coming Families (7A)	27.6%	27.6%	2.8%	2.8%	991
2	Southern Satellites (10A)	16.4%	44.0%	3.1%	5.9%	531
3	Urban Edge Families (7C)	12.1%	56.1%	1.5%	7.4%	800
4	Down the Road (10D)	9.9%	66.0%	1.2%	8.5%	861
5	Green Acres (6A)	8.2%	74.2%	3.3%	11.8%	252
Subtotal		74.2%		11.9%		
6	Comfortable Empty Nesters (5A)	7.9%	82.2%	2.4%	14.2%	329
7	Middleburg (4C)	6.7%	88.9%	3.1%	17.3%	219
8	Bright Young Professionals (8C)	4.0%	92.9%	2.3%	19.6%	172
9	The Great Outdoors (6C)	2.4%	95.3%	1.5%	21.1%	157
10	Home Improvement (4B)	1.8%	97.0%	1.7%	22.8%	104
Subtotal		22.8%		11.0%		
11	Hometown Heritage (8G)	1.6%	98.6%	1.2%	24.0%	132
12	Savvy Suburbanites (1D)	1.4%	100.0%	3.0%	26.9%	46
13	Retirement Communities (9E)	0.0%	100.0%	1.2%	28.1%	2
14	Rural Resort Dwellers (6E)	0.0%	100.0%	1.0%	29.1%	2
Subtotal		3.0%		6.4%		
Total		100.0%		29.1%		343

Top Ten Tapestry Segments Site vs. U.S.





Restaurant Specialty Report 2024

2475 Blanding Blvd, Middleburg, Florida, 32068
 Drive time: 15 minute radius

Prepared by Site To Do Business

Latitude: 30.07222

Longitude: -81.86346

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Went to family restaurant/steak house in last 6 mo	39,648	74.9%	105
Went to family restaurant/steak house 4+ times/mo	13,095	24.7%	106
Spent at family restaurant/30 days: <\$31	3,141	5.9%	100
Spent at family restaurant/30 days: \$31-50	4,868	9.2%	103
Spent at family restaurant/30 days: \$51-100	9,012	17.0%	107
Spent at family restaurant/30 days: \$101-200	7,137	13.5%	115
Spent at family restaurant/30 days: \$201-300			
Family restaurant/steak house last 6 months: breakfast	7,031	13.3%	108
Family restaurant/steak house last 6 months: lunch	10,702	20.2%	108
Family restaurant/steak house last 6 months: dinner	26,852	50.7%	108
Family restaurant/steak house last 6 months: snack	870	1.6%	99
Family restaurant/steak house last 6 months: weekday	18,316	34.6%	106
Family restaurant/steak house last 6 months: weekend	23,116	43.7%	109
Fam rest/steak hse/6 months: Applebee`s	7,923	15.0%	98
Fam rest/steak hse/6 months: Bob Evans Farms	1,376	2.6%	106
Fam rest/steak hse/6 months: Buffalo Wild Wings	5,218	9.9%	110
Fam rest/steak hse/6 months: California Pizza Kitchen	717	1.4%	76
Fam rest/steak hse/6 months: Carrabba`s Italian Grill			
Fam rest/steak hse/6 months: The Cheesecake Factory	3,564	6.7%	95
Fam rest/steak hse/6 months: Chili`s Grill & Bar	6,377	12.0%	125
Fam rest/steak hse/6 months: CiCi`s Pizza			
Fam rest/steak hse/6 months: Cracker Barrel	8,119	15.3%	139
Fam rest/steak hse/6 months: Denny`s	3,362	6.4%	95
Fam rest/steak hse/6 months: Golden Corral	2,463	4.7%	110
Fam rest/steak hse/6 months: IHOP	4,339	8.2%	106
Fam rest/steak hse/6 months: Logan`s Roadhouse	1,437	2.7%	142
Fam rest/steak hse/6 months: LongHorn Steakhouse	4,108	7.8%	124
Fam rest/steak hse/6 months: Olive Garden	9,653	18.2%	116
Fam rest/steak hse/6 months: Outback Steakhouse	5,063	9.6%	119
Fam rest/steak hse/6 months: Red Lobster	3,908	7.4%	100
Fam rest/steak hse/6 months: Red Robin	3,074	5.8%	107
Fam rest/steak hse/6 months: Ruby Tuesday	1,093	2.1%	117
Fam rest/steak hse/6 months: Texas Roadhouse	8,437	15.9%	123
Fam rest/steak hse/6 months: T.G.I. Friday`s	1,122	2.1%	86
Fam rest/steak hse/6 months: Waffle House	3,910	7.4%	140
Went to fast food/drive-in restaurant in last 6 mo	49,062	92.7%	102
Went to fast food/drive-in restaurant 9+ times/mo	23,150	43.7%	110
Spent at fast food restaurant/30 days: <\$11	1,724	3.3%	91
Spent at fast food restaurant/30 days: \$11-\$20	4,034	7.6%	93
Spent at fast food restaurant/30 days: \$21-\$40	7,960	15.0%	94
Spent at fast food restaurant/30 days: \$41-\$50	4,990	9.4%	103
Spent at fast food restaurant/30 days: \$51-\$100	11,780	22.3%	109
Spent at fast food restaurant/30 days: \$101-\$200	7,967	15.1%	116
Spent at fast food restaurant/30 days: \$201+	3,657	6.9%	117
Went to fine dining restaurant last month	5,615	10.6%	91
Went to fine dining restaurant 3+ times last month			
Spent at fine dining restaurant/30 days: <\$51			
Spent at fine dining restaurant/30 days: \$51-\$100			
Spent at fine dining restaurant/30 days: \$101-\$200			