



## Restaurant Market Potential

1520 N Highway A1a, Indialantic, Florida, 32903  
Drive time: 5 minute radius

franco massacessi  
Latitude: 28.10841  
Longitude: -80.57274

Demographic Summary		2023	2028	
Population		12,017	11,762	
Population 18+		10,270	10,137	
Households		5,477	5,426	
Median Household Income		\$96,040	\$110,751	
Product/Consumer Behavior	Expected Number of			
	Adults	Percent	MPI	
Went to Family Restaurant/Steak House/6 Mo		6,802	66.2%	100
Went to Family Restaurant/Steak House 4+ Times/30 Days		2,144	20.9%	102
Spent \$1-30 at Family Restaurant/Steak House/30 Days		647	6.3%	94
Spent \$31-50 at Family Restaurant/Steak House/30 Days		929	9.0%	106
Spent \$51-100 at Family Restaurant/Steak House/30 Days		1,413	13.8%	93
Spent \$101-200 at Family Restaurant/Steak House/30 Days		940	9.2%	94
Spent \$201+ at Family Restaurant/Steak House/30 Days		598	5.8%	118
Spent \$1-100 at Fine Dining Restaurants/30 Days		416	4.1%	135
Spent \$101-200 at Fine Dining Restaurants/30 Days		380	3.7%	159
Spent \$201+ at Fine Dining Restaurants/30 Days		329	3.2%	160
Went for Breakfast at Family Restaurant/Steak House/6 Mo		956	9.3%	91
Went for Lunch at Family Restaurant/Steak House/6 Mo		1,670	16.3%	100
Went for Dinner at Family Restaurant/Steak House/6 Mo		4,328	42.1%	97
Went for Snacks at Family Restaurant/Steak House/6 Mo		91	0.9%	63
Went on Workday to Family Restaurant/Steak House/6 Mo		3,327	32.4%	109
Went on Weekend to Family Restaurant/Steak House/6 Mo		3,388	33.0%	90
Went to Applebee`s/6 Mo		1,079	10.5%	79
Went to Bob Evans/6 Mo		216	2.1%	94
Went to Buffalo Wild Wings/6 Mo		586	5.7%	70
Went to California Pizza Kitchen/6 Mo		141	1.4%	98
Went to Carrabba`s/6 Mo		261	2.5%	130
Went to The Cheesecake Factory/6 Mo		600	5.8%	94
Went to Chili`s Grill & Bar/6 Mo		734	7.1%	79
Went to Cracker Barrel/6 Mo		899	8.8%	89
Went to Denny`s/6 Mo		415	4.0%	71
Went to Golden Corral/6 Mo		130	1.3%	43
Went to IHOP/6 Mo		584	5.7%	80
Went to Logan`s Roadhouse/6 Mo		133	1.3%	75
Went to Longhorn Steakhouse/6 Mo		574	5.6%	101
Went to Olive Garden/6 Mo		1,409	13.7%	101
Went to Outback Steakhouse/6 Mo		785	7.6%	109
Went to Red Lobster/6 Mo		495	4.8%	78
Went to Red Robin/6 Mo		500	4.9%	96
Went to Ruby Tuesday/6 Mo		105	1.0%	62
Went to Texas Roadhouse/6 Mo		826	8.0%	75
Went to T.G.I. Friday`s/6 Mo		231	2.2%	103
Went to Waffle House/6 Mo		331	3.2%	74
Went to Fast Food/Drive-In Restaurant/6 Mo		9,223	89.8%	99
Went to Fast Food/Drive-In Rest 9+ Times/30 Days		3,377	32.9%	84
Spent \$1-10 at Fast Food Restaurant/30 Days		440	4.3%	104
Spent \$11-20 at Fast Food Restaurant/30 Days		974	9.5%	113
Spent \$21-40 at Fast Food Restaurant/30 Days		1,757	17.1%	103
Spent \$41-50 at Fast Food Restaurant/30 Days		944	9.2%	99
Spent \$51-100 at Fast Food Restaurant/30 Days		1,978	19.3%	94
Spent \$101-200 at Fast Food Restaurant/30 Days		1,047	10.2%	83
Spent \$201+ at Fast Food Restaurant/30 Days		430	4.2%	80
Ordered Eat-In Fast Food/6 Mo		1,913	18.6%	91

**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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Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Ordered Home Delivery Fast Food/6 Mo	1,063	10.4%	77
Take-Out/Drive-Thru/Curbside Fast Food/6 Mo	5,675	55.3%	95
Ordered Take-Out/Walk-In Fast Food/6 Mo	2,447	23.8%	107
Bought Breakfast at Fast Food Restaurant/6 Mo	3,361	32.7%	94
Bought Lunch at Fast Food Restaurant/6 Mo	5,313	51.7%	96
Bought Dinner at Fast Food Restaurant/6 Mo	5,111	49.8%	92
Bought Snack at Fast Food Restaurant/6 Mo	1,282	12.5%	93
Bought from Fast Food Restaurant on Weekday/6 Mo	6,640	64.7%	99
Bought from Fast Food Restaurant on Weekend/6 Mo	4,608	44.9%	85
Bought A&W/6 Mo	195	1.9%	92
Bought Arby`s/6 Mo	1,621	15.8%	88
Bought Baskin-Robbins/6 Mo	264	2.6%	82
Bought Boston Market/6 Mo	175	1.7%	88
Bought Burger King/6 Mo	2,345	22.8%	82
Bought Captain D`s/6 Mo	153	1.5%	53
Bought Carl`s Jr./6 Mo	406	4.0%	84
Bought Checkers/6 Mo	186	1.8%	73
Bought Chick-Fil-A/6 Mo	3,090	30.1%	92
Bought Chipotle Mexican Grill/6 Mo	1,528	14.9%	93
Bought Chuck E. Cheese`s/6 Mo	50	0.5%	47
Bought Church`s Fried Chicken/6 Mo	181	1.8%	54
Bought Cold Stone Creamery/6 Mo	245	2.4%	85
Bought Dairy Queen/6 Mo	1,437	14.0%	92
Bought Del Taco/6 Mo	244	2.4%	72
Bought Domino`s Pizza/6 Mo	1,313	12.8%	79
Bought Dunkin` Donuts/6 Mo	1,626	15.8%	107
Bought Five Guys/6 Mo	958	9.3%	96
Bought Hardee`s/6 Mo	446	4.3%	85
Bought Jack in the Box/6 Mo	418	4.1%	60
Bought Jersey Mike`s/6 Mo	788	7.7%	106
Bought Jimmy John`s/6 Mo	570	5.6%	95
Bought KFC/6 Mo	1,348	13.1%	76
Bought Krispy Kreme Doughnuts/6 Mo	583	5.7%	82
Bought Little Caesars/6 Mo	743	7.2%	62
Bought Long John Silver`s/6 Mo	179	1.7%	74
Bought McDonald`s/6 Mo	4,625	45.0%	89
Bought Panda Express/6 Mo	1,045	10.2%	84
Bought Panera Bread/6 Mo	1,614	15.7%	122
Bought Papa John`s/6 Mo	576	5.6%	69
Bought Papa Murphy`s/6 Mo	376	3.7%	102
Bought Pizza Hut/6 Mo	825	8.0%	65
Bought Popeyes Chicken/6 Mo	1,218	11.9%	85
Bought Sonic Drive-In/6 Mo	912	8.9%	75
Bought Starbucks/6 Mo	2,079	20.2%	99
Bought Steak `N Shake/6 Mo	218	2.1%	72
Bought Subway/6 Mo	1,934	18.8%	87
Bought Taco Bell/6 Mo	2,290	22.3%	82
Bought Wendy`s/6 Mo	2,413	23.5%	90
Bought Whataburger/6 Mo	411	4.0%	68
Bought White Castle/6 Mo	260	2.5%	102
Bought Wing-Stop/6 Mo	178	1.7%	51

**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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Went to Fine Dining Restaurant/6 Mo	1,738	16.9%	139
Went to Fine Dining Restaurant/30 Days	1,380	13.4%	149
Went to Fine Dining Restaurant 2+ Times/30 Days	671	6.5%	158
Used DoorDash Site/App for Take-Out/Del/30 Days	954	9.3%	80
Used Grubhub Site/App for Take-Out/Del/30 Days	450	4.4%	80
Used Postmates Site/App for Take-Out/Del/30 Days	133	1.3%	76
Used Restrnt Site/App for Take-Out/Del/30 Days	2,471	24.1%	109
Used Uber Eats Site/App for Take-Out/Del/30 Days	514	5.0%	78
Used Yelp Site/App for Take-Out/Del/30 Days	122	1.2%	72

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## Restaurant Market Potential

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Demographic Summary		2023	2028	
Population		38,786	38,341	
Population 18+		33,091	32,932	
Households		17,475	17,518	
Median Household Income		\$78,869	\$92,854	
Product/Consumer Behavior	Expected Number of			
	Adults	Percent	MPI	
Went to Family Restaurant/Steak House/6 Mo		21,979	66.4%	100
Went to Family Restaurant/Steak House 4+ Times/30 Days		6,915	20.9%	102
Spent \$1-30 at Family Restaurant/Steak House/30 Days		2,546	7.7%	115
Spent \$31-50 at Family Restaurant/Steak House/30 Days		3,056	9.2%	108
Spent \$51-100 at Family Restaurant/Steak House/30 Days		4,742	14.3%	96
Spent \$101-200 at Family Restaurant/Steak House/30 Days		3,022	9.1%	93
Spent \$201+ at Family Restaurant/Steak House/30 Days		1,636	4.9%	100
Spent \$1-100 at Fine Dining Restaurants/30 Days		1,206	3.6%	121
Spent \$101-200 at Fine Dining Restaurants/30 Days		930	2.8%	121
Spent \$201+ at Fine Dining Restaurants/30 Days		839	2.5%	127
Went for Breakfast at Family Restaurant/Steak House/6 Mo		3,283	9.9%	97
Went for Lunch at Family Restaurant/Steak House/6 Mo		5,288	16.0%	98
Went for Dinner at Family Restaurant/Steak House/6 Mo		14,244	43.0%	99
Went for Snacks at Family Restaurant/Steak House/6 Mo		359	1.1%	77
Went on Workday to Family Restaurant/Steak House/6 Mo		10,674	32.3%	108
Went on Weekend to Family Restaurant/Steak House/6 Mo		10,994	33.2%	91
Went to Applebee`s/6 Mo		4,224	12.8%	96
Went to Bob Evans/6 Mo		962	2.9%	129
Went to Buffalo Wild Wings/6 Mo		2,050	6.2%	76
Went to California Pizza Kitchen/6 Mo		361	1.1%	78
Went to Carrabba`s/6 Mo		809	2.4%	125
Went to The Cheesecake Factory/6 Mo		1,645	5.0%	80
Went to Chili`s Grill & Bar/6 Mo		2,418	7.3%	81
Went to Cracker Barrel/6 Mo		3,537	10.7%	109
Went to Denny`s/6 Mo		1,564	4.7%	83
Went to Golden Corral/6 Mo		736	2.2%	76
Went to IHOP/6 Mo		1,984	6.0%	84
Went to Logan`s Roadhouse/6 Mo		490	1.5%	86
Went to Longhorn Steakhouse/6 Mo		2,038	6.2%	111
Went to Olive Garden/6 Mo		4,503	13.6%	100
Went to Outback Steakhouse/6 Mo		2,406	7.3%	103
Went to Red Lobster/6 Mo		1,814	5.5%	89
Went to Red Robin/6 Mo		1,607	4.9%	96
Went to Ruby Tuesday/6 Mo		475	1.4%	87
Went to Texas Roadhouse/6 Mo		3,413	10.3%	97
Went to T.G.I. Friday`s/6 Mo		724	2.2%	100
Went to Waffle House/6 Mo		1,209	3.7%	83
Went to Fast Food/Drive-In Restaurant/6 Mo		29,769	90.0%	99
Went to Fast Food/Drive-In Rest 9+ Times/30 Days		11,830	35.7%	92
Spent \$1-10 at Fast Food Restaurant/30 Days		1,536	4.6%	113
Spent \$11-20 at Fast Food Restaurant/30 Days		2,944	8.9%	106
Spent \$21-40 at Fast Food Restaurant/30 Days		5,988	18.1%	109
Spent \$41-50 at Fast Food Restaurant/30 Days		3,048	9.2%	99
Spent \$51-100 at Fast Food Restaurant/30 Days		6,436	19.4%	95
Spent \$101-200 at Fast Food Restaurant/30 Days		3,533	10.7%	86
Spent \$201+ at Fast Food Restaurant/30 Days		1,434	4.3%	83
Ordered Eat-In Fast Food/6 Mo		6,273	19.0%	93

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Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Ordered Home Delivery Fast Food/6 Mo	3,595	10.9%	81
Take-Out/Drive-Thru/Curbside Fast Food/6 Mo	19,413	58.7%	100
Ordered Take-Out/Walk-In Fast Food/6 Mo	7,060	21.3%	96
Bought Breakfast at Fast Food Restaurant/6 Mo	11,232	33.9%	97
Bought Lunch at Fast Food Restaurant/6 Mo	17,421	52.6%	98
Bought Dinner at Fast Food Restaurant/6 Mo	17,118	51.7%	96
Bought Snack at Fast Food Restaurant/6 Mo	4,147	12.5%	94
Bought from Fast Food Restaurant on Weekday/6 Mo	21,953	66.3%	101
Bought from Fast Food Restaurant on Weekend/6 Mo	15,889	48.0%	91
Bought A&W/6 Mo	823	2.5%	120
Bought Arby's/6 Mo	6,409	19.4%	108
Bought Baskin-Robbins/6 Mo	763	2.3%	74
Bought Boston Market/6 Mo	537	1.6%	84
Bought Burger King/6 Mo	8,822	26.7%	96
Bought Captain D's/6 Mo	809	2.4%	87
Bought Carl's Jr./6 Mo	1,095	3.3%	70
Bought Checkers/6 Mo	620	1.9%	76
Bought Chick-Fil-A/6 Mo	9,870	29.8%	91
Bought Chipotle Mexican Grill/6 Mo	4,552	13.8%	86
Bought Chuck E. Cheese's/6 Mo	212	0.6%	61
Bought Church's Fried Chicken/6 Mo	781	2.4%	73
Bought Cold Stone Creamery/6 Mo	855	2.6%	92
Bought Dairy Queen/6 Mo	5,429	16.4%	108
Bought Del Taco/6 Mo	743	2.2%	68
Bought Domino's Pizza/6 Mo	4,620	14.0%	87
Bought Dunkin' Donuts/6 Mo	4,888	14.8%	100
Bought Five Guys/6 Mo	2,971	9.0%	92
Bought Hardee's/6 Mo	2,006	6.1%	118
Bought Jack in the Box/6 Mo	1,372	4.1%	61
Bought Jersey Mike's/6 Mo	2,391	7.2%	100
Bought Jimmy John's/6 Mo	1,869	5.6%	96
Bought KFC/6 Mo	5,406	16.3%	94
Bought Krispy Kreme Doughnuts/6 Mo	1,830	5.5%	80
Bought Little Caesars/6 Mo	3,027	9.1%	78
Bought Long John Silver's/6 Mo	801	2.4%	103
Bought McDonald's/6 Mo	16,042	48.5%	96
Bought Panda Express/6 Mo	3,247	9.8%	81
Bought Panera Bread/6 Mo	4,674	14.1%	110
Bought Papa John's/6 Mo	2,218	6.7%	83
Bought Papa Murphy's/6 Mo	1,290	3.9%	109
Bought Pizza Hut/6 Mo	3,551	10.7%	87
Bought Popeyes Chicken/6 Mo	3,939	11.9%	86
Bought Sonic Drive-In/6 Mo	3,590	10.8%	92
Bought Starbucks/6 Mo	6,046	18.3%	89
Bought Steak 'N Shake/6 Mo	906	2.7%	93
Bought Subway/6 Mo	7,099	21.5%	99
Bought Taco Bell/6 Mo	8,429	25.5%	94
Bought Wendy's/6 Mo	8,575	25.9%	99
Bought Whataburger/6 Mo	1,518	4.6%	77
Bought White Castle/6 Mo	705	2.1%	86
Bought Wing-Stop/6 Mo	633	1.9%	57

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Went to Fine Dining Restaurant/6 Mo	4,512	13.6%	112
Went to Fine Dining Restaurant/30 Days	3,542	10.7%	118
Went to Fine Dining Restaurant 2+ Times/30 Days	1,677	5.1%	123
Used DoorDash Site/App for Take-Out/Del/30 Days	3,169	9.6%	83
Used Grubhub Site/App for Take-Out/Del/30 Days	1,389	4.2%	77
Used Postmates Site/App for Take-Out/Del/30 Days	375	1.1%	67
Used Restrnt Site/App for Take-Out/Del/30 Days	7,411	22.4%	101
Used Uber Eats Site/App for Take-Out/Del/30 Days	1,410	4.3%	66
Used Yelp Site/App for Take-Out/Del/30 Days	330	1.0%	60

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## Restaurant Market Potential

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Demographic Summary		2023	2028	
Population		113,828	113,518	
Population 18+		96,093	96,133	
Households		51,006	51,582	
Median Household Income		\$59,761	\$72,165	
Product/Consumer Behavior	Expected Number of			
	Adults	Percent	MPI	
Went to Family Restaurant/Steak House/6 Mo		64,312	66.9%	101
Went to Family Restaurant/Steak House 4+ Times/30 Days		20,179	21.0%	102
Spent \$1-30 at Family Restaurant/Steak House/30 Days		7,959	8.3%	124
Spent \$31-50 at Family Restaurant/Steak House/30 Days		8,955	9.3%	109
Spent \$51-100 at Family Restaurant/Steak House/30 Days		14,123	14.7%	99
Spent \$101-200 at Family Restaurant/Steak House/30 Days		9,013	9.4%	96
Spent \$201+ at Family Restaurant/Steak House/30 Days		4,084	4.3%	86
Spent \$1-100 at Fine Dining Restaurants/30 Days		3,197	3.3%	111
Spent \$101-200 at Fine Dining Restaurants/30 Days		2,245	2.3%	101
Spent \$201+ at Fine Dining Restaurants/30 Days		1,910	2.0%	99
Went for Breakfast at Family Restaurant/Steak House/6 Mo		10,056	10.5%	103
Went for Lunch at Family Restaurant/Steak House/6 Mo		15,695	16.3%	100
Went for Dinner at Family Restaurant/Steak House/6 Mo		41,597	43.3%	99
Went for Snacks at Family Restaurant/Steak House/6 Mo		1,134	1.2%	84
Went on Workday to Family Restaurant/Steak House/6 Mo		30,670	31.9%	107
Went on Weekend to Family Restaurant/Steak House/6 Mo		32,716	34.0%	93
Went to Applebee`s/6 Mo		13,906	14.5%	109
Went to Bob Evans/6 Mo		3,131	3.3%	145
Went to Buffalo Wild Wings/6 Mo		6,613	6.9%	85
Went to California Pizza Kitchen/6 Mo		887	0.9%	66
Went to Carrabba`s/6 Mo		2,175	2.3%	116
Went to The Cheesecake Factory/6 Mo		4,467	4.6%	75
Went to Chili`s Grill & Bar/6 Mo		7,417	7.7%	85
Went to Cracker Barrel/6 Mo		10,722	11.2%	114
Went to Denny`s/6 Mo		5,060	5.3%	93
Went to Golden Corral/6 Mo		2,777	2.9%	98
Went to IHOP/6 Mo		5,965	6.2%	87
Went to Logan`s Roadhouse/6 Mo		1,494	1.6%	90
Went to Longhorn Steakhouse/6 Mo		5,966	6.2%	112
Went to Olive Garden/6 Mo		13,319	13.9%	102
Went to Outback Steakhouse/6 Mo		6,710	7.0%	99
Went to Red Lobster/6 Mo		5,576	5.8%	94
Went to Red Robin/6 Mo		4,851	5.0%	100
Went to Ruby Tuesday/6 Mo		1,574	1.6%	99
Went to Texas Roadhouse/6 Mo		10,942	11.4%	107
Went to T.G.I. Friday`s/6 Mo		1,914	2.0%	91
Went to Waffle House/6 Mo		3,790	3.9%	90
Went to Fast Food/Drive-In Restaurant/6 Mo		87,049	90.6%	100
Went to Fast Food/Drive-In Rest 9+ Times/30 Days		35,886	37.3%	96
Spent \$1-10 at Fast Food Restaurant/30 Days		4,541	4.7%	115
Spent \$11-20 at Fast Food Restaurant/30 Days		8,562	8.9%	106
Spent \$21-40 at Fast Food Restaurant/30 Days		17,722	18.4%	111
Spent \$41-50 at Fast Food Restaurant/30 Days		8,755	9.1%	98
Spent \$51-100 at Fast Food Restaurant/30 Days		19,277	20.1%	98
Spent \$101-200 at Fast Food Restaurant/30 Days		10,603	11.0%	89
Spent \$201+ at Fast Food Restaurant/30 Days		4,178	4.3%	83
Ordered Eat-In Fast Food/6 Mo		19,145	19.9%	97

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Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Ordered Home Delivery Fast Food/6 Mo	11,493	12.0%	89
Take-Out/Drive-Thru/Curbside Fast Food/6 Mo	57,776	60.1%	103
Ordered Take-Out/Walk-In Fast Food/6 Mo	19,247	20.0%	90
Bought Breakfast at Fast Food Restaurant/6 Mo	33,408	34.8%	100
Bought Lunch at Fast Food Restaurant/6 Mo	51,151	53.2%	99
Bought Dinner at Fast Food Restaurant/6 Mo	51,108	53.2%	98
Bought Snack at Fast Food Restaurant/6 Mo	11,903	12.4%	93
Bought from Fast Food Restaurant on Weekday/6 Mo	64,288	66.9%	102
Bought from Fast Food Restaurant on Weekend/6 Mo	47,899	49.8%	95
Bought A&W/6 Mo	2,636	2.7%	133
Bought Arby`s/6 Mo	20,542	21.4%	120
Bought Baskin-Robbins/6 Mo	2,068	2.2%	69
Bought Boston Market/6 Mo	1,612	1.7%	86
Bought Burger King/6 Mo	27,693	28.8%	103
Bought Captain D`s/6 Mo	2,509	2.6%	93
Bought Carl`s Jr./6 Mo	3,295	3.4%	73
Bought Checkers/6 Mo	2,061	2.1%	87
Bought Chick-Fil-A/6 Mo	28,559	29.7%	91
Bought Chipotle Mexican Grill/6 Mo	13,103	13.6%	85
Bought Chuck E. Cheese`s/6 Mo	704	0.7%	70
Bought Church`s Fried Chicken/6 Mo	2,772	2.9%	89
Bought Cold Stone Creamery/6 Mo	2,491	2.6%	92
Bought Dairy Queen/6 Mo	16,864	17.5%	116
Bought Del Taco/6 Mo	2,082	2.2%	66
Bought Domino`s Pizza/6 Mo	14,191	14.8%	92
Bought Dunkin` Donuts/6 Mo	13,226	13.8%	93
Bought Five Guys/6 Mo	8,839	9.2%	94
Bought Hardee`s/6 Mo	6,386	6.6%	130
Bought Jack in the Box/6 Mo	4,266	4.4%	66
Bought Jersey Mike`s/6 Mo	6,487	6.8%	94
Bought Jimmy John`s/6 Mo	5,686	5.9%	101
Bought KFC/6 Mo	17,002	17.7%	102
Bought Krispy Kreme Doughnuts/6 Mo	5,282	5.5%	80
Bought Little Caesars/6 Mo	10,253	10.7%	91
Bought Long John Silver`s/6 Mo	2,665	2.8%	117
Bought McDonald`s/6 Mo	48,845	50.8%	101
Bought Panda Express/6 Mo	9,598	10.0%	82
Bought Panera Bread/6 Mo	12,595	13.1%	102
Bought Papa John`s/6 Mo	6,904	7.2%	89
Bought Papa Murphy`s/6 Mo	3,855	4.0%	112
Bought Pizza Hut/6 Mo	11,510	12.0%	97
Bought Popeyes Chicken/6 Mo	11,263	11.7%	84
Bought Sonic Drive-In/6 Mo	11,082	11.5%	98
Bought Starbucks/6 Mo	16,920	17.6%	86
Bought Steak `N Shake/6 Mo	3,036	3.2%	108
Bought Subway/6 Mo	21,800	22.7%	105
Bought Taco Bell/6 Mo	26,753	27.8%	102
Bought Wendy`s/6 Mo	26,229	27.3%	104
Bought Whataburger/6 Mo	4,530	4.7%	80
Bought White Castle/6 Mo	2,215	2.3%	93
Bought Wing-Stop/6 Mo	2,080	2.2%	64

**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 MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2023 and 2028.

August 30, 2023





## Restaurant Market Potential

1520 N Highway A1a, Indialantic, Florida, 32903  
Drive time: 15 minute radius

franco massacessi  
Latitude: 28.10841  
Longitude: -80.57274

Went to Fine Dining Restaurant/6 Mo	11,328	11.8%	97
Went to Fine Dining Restaurant/30 Days	8,792	9.1%	101
Went to Fine Dining Restaurant 2+ Times/30 Days	3,946	4.1%	99
Used DoorDash Site/App for Take-Out/Del/30 Days	9,814	10.2%	88
Used Grubhub Site/App for Take-Out/Del/30 Days	4,176	4.3%	80
Used Postmates Site/App for Take-Out/Del/30 Days	1,095	1.1%	67
Used Restrnt Site/App for Take-Out/Del/30 Days	20,490	21.3%	96
Used Uber Eats Site/App for Take-Out/Del/30 Days	3,954	4.1%	64
Used Yelp Site/App for Take-Out/Del/30 Days	987	1.0%	62

**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 MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2023 and 2028.

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